

# RESEARCH DATA SERVICES, INC.

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## TRANSMITTAL SHEET

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TO:

Mr. Jack Wert, Executive  
Director

FROM:

Walter J. Klages, Ph.D.

COMPANY:

Greater Naples, Marco Island &  
Everglades CVB

DATE:

June 13, 2008

PHONE NUMBER:

(239) 403-2384

RE:

May 2008 Collier Tourism Data

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URGENT     FOR REVIEW     PLEASE COMMENT     PLEASE REPLY     PLEASE RECYCLE

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NOTES/COMMENTS:

Jack:

The following update represents the **Preliminary** May 2008 tourism statistics for Collier County:

### ***May 2008***

	<b><u>2007</u></b>	<b><u>2008</u></b>	<b><u>Change</u></b>
Occupancy	69.1%	68.9% (p)	-0.2 pts.
Average Daily Rate (ADR)	\$176.9	\$168.7 (p)	-4.6%
Number of Visitors	116,700	119,100 (p)	+2.1%
Expenditures	\$72,823,000	\$75,984,900 (p)	+4.3%
Rev Par	\$122.3	\$116.2 (p)	-5.0%
Room Nights	184,200	185,800 (p)	+0.9%

Please call if you have any questions or need any additional data.

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