



**COLLIER COUNTY TOURISM
2004 FAST FACTS**

1,447,519 Visitors (+9%)

\$681,237,905 in Direct Visitor Expenditures (+15%)

\$1,015,725,716 Economic Impact (+15%)

\$10,044,519 Tourist Tax Collections (+16%)

27,325 (p) Tourism Industry Jobs (+6%)

\$732,729,730 (p) in Tourism Industry Wages (+10%)

73.5% Annual Hotel Occupancy (+6%)

\$140.08 Average Daily Hotel Rate (+7.5%)

\$68,366,750 Sales & Gas Tax Revenue

\$542 Tax Savings to Residents from Visitor Expenditures

(p) Projected- Actual Data Not Yet Available

Source: Research Data Services, Tampa, FL March 2005