

Collier County Tourism Research

First Quarter 2005

Presented to:

**The Collier County Board of County
Commissioners**

By:

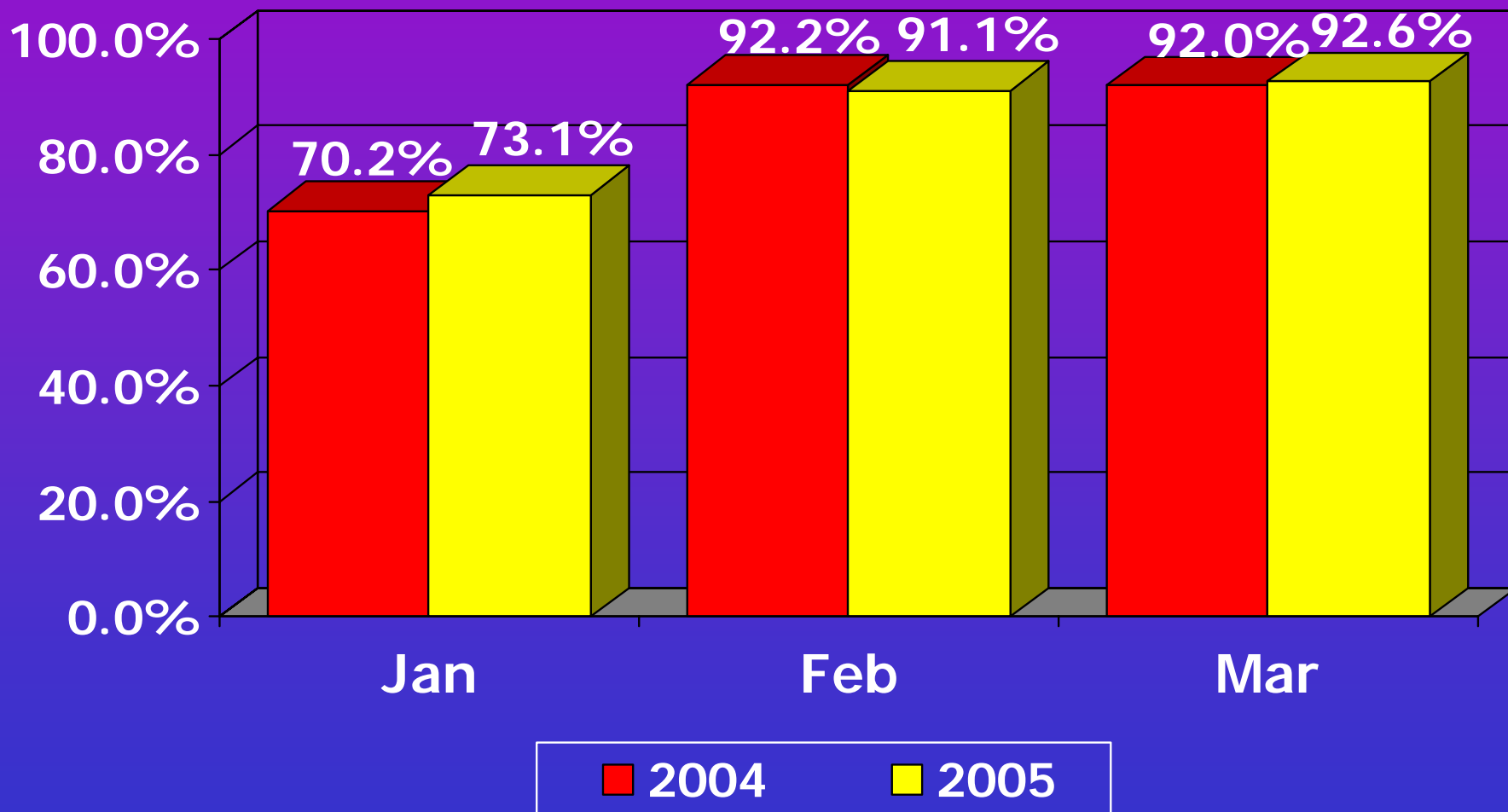
Research Data Services, Inc.

May 20, 2005

Collier County Occupancy

Hotel/Motel/Condominium (H/M/C)

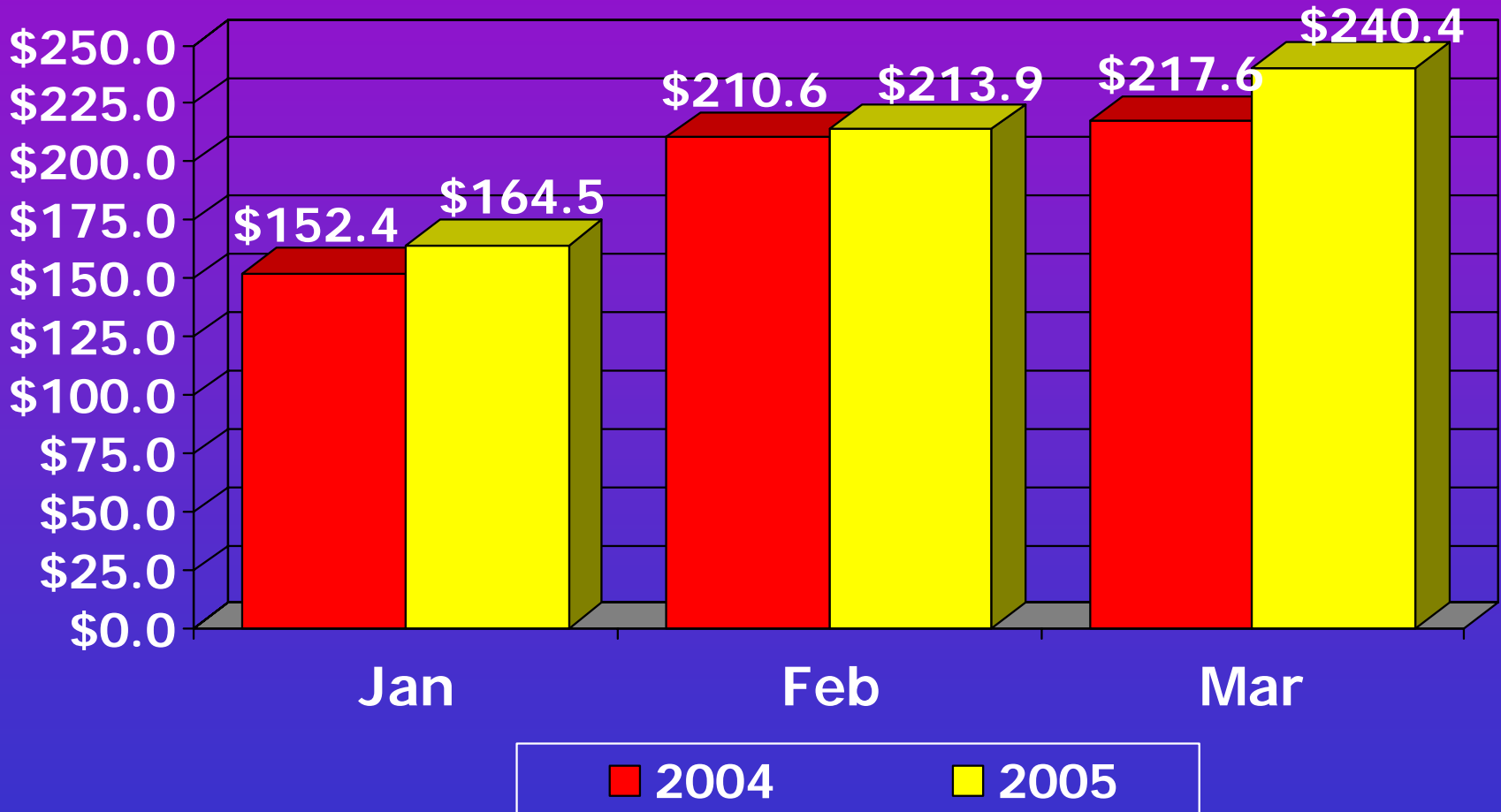
First Quarter 2005



Collier County ADR

Hotel/Motel/Condominium (H/M/C)

First Quarter 2005



Collier County Number of Visitors

First Quarter 2005

2004	508,689
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2005	524,998
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Change	+ 16,309
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Collier County Expenditures

First Quarter 2005

2004	\$ 249,793,796
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2005	\$ 280,778,883
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Change	+ \$ 30,985,087
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Impacts of Collier County Tourism

First Quarter 2005

(Direct & Induced)

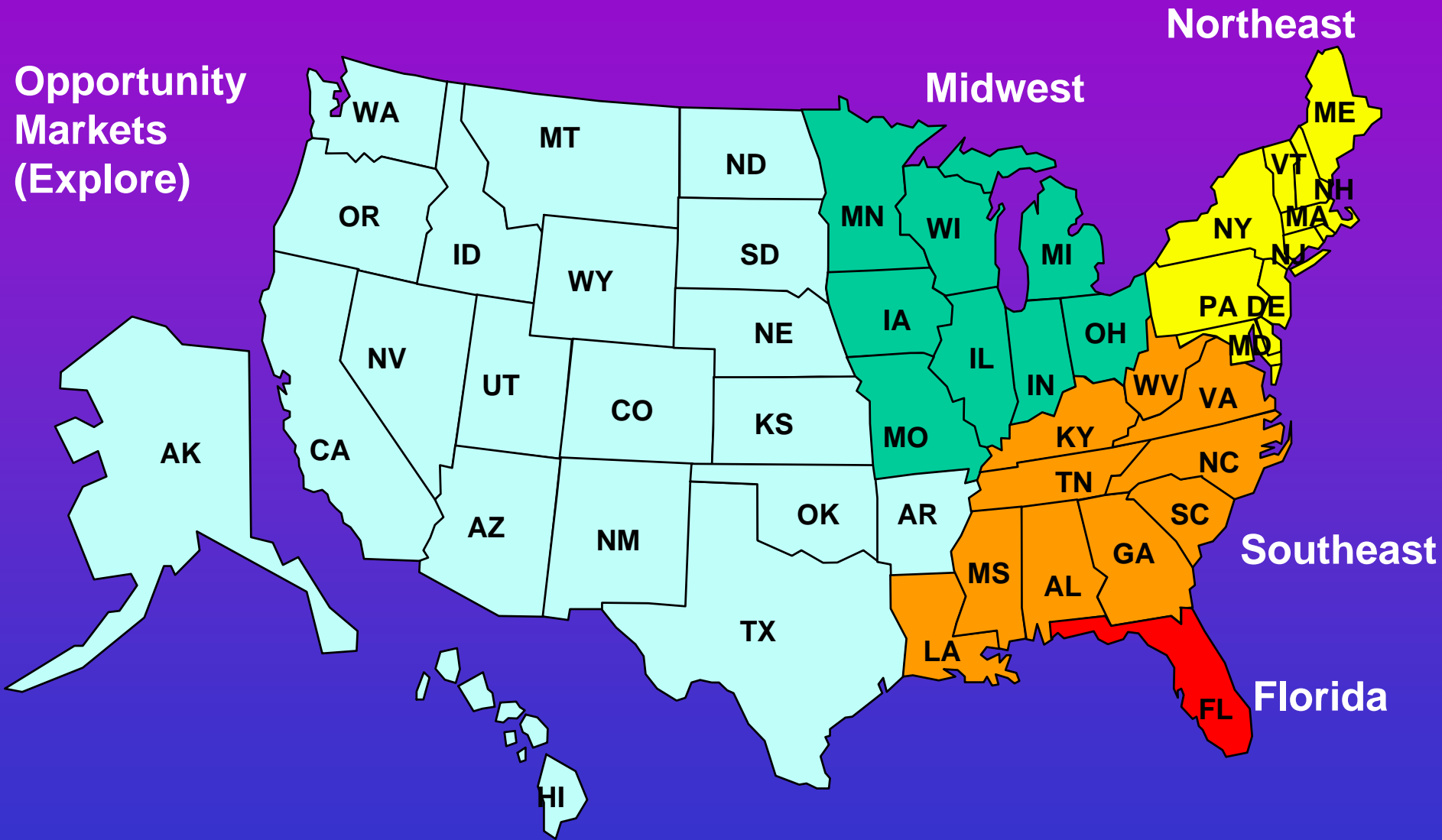
2004	\$ 372,442,550
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2005	\$ 418,641,315
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Change	+ \$ 46,198,765
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Regions

Opportunity
Markets
(Explore)



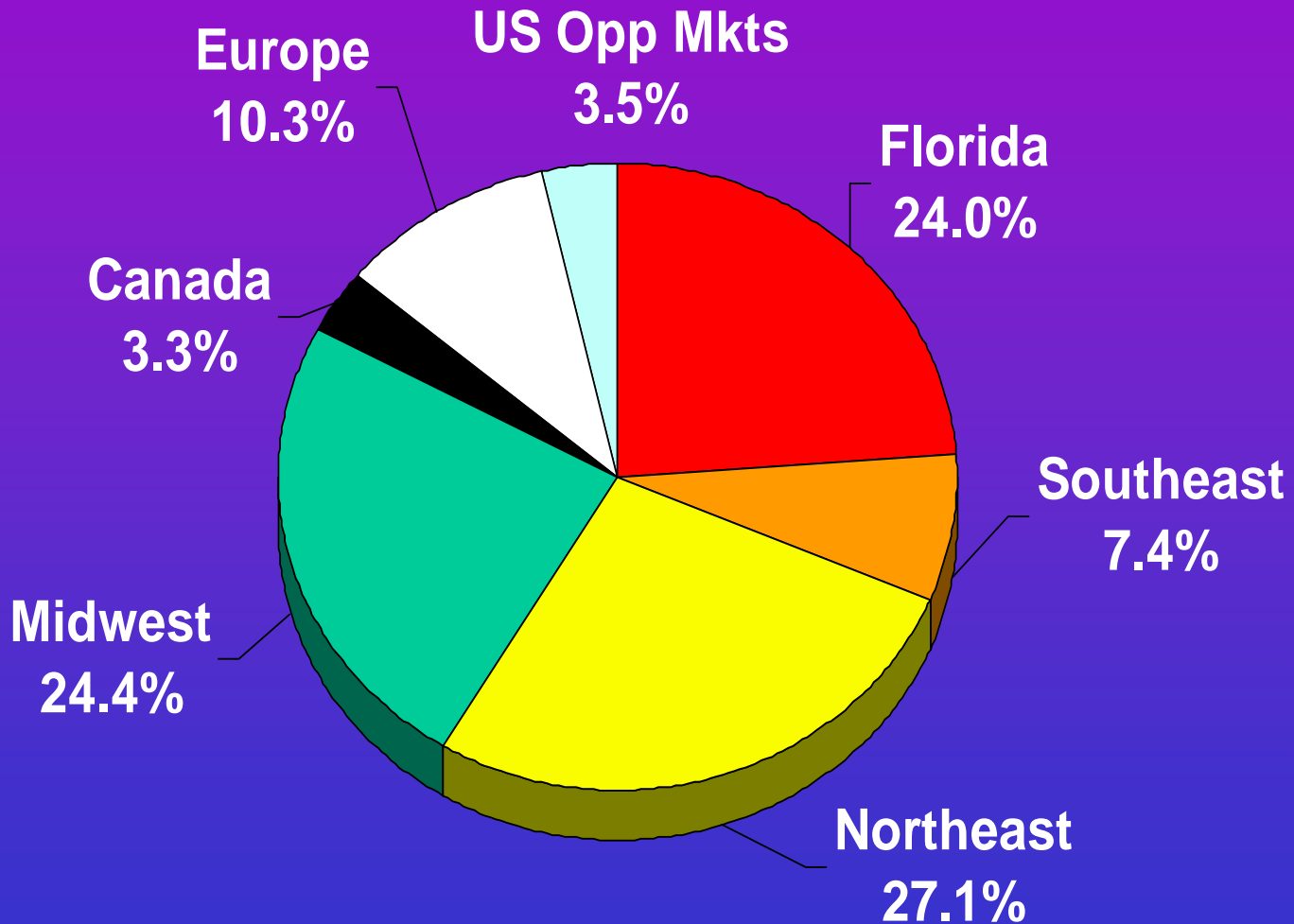
Visitor Origins

2005 Visitors

	First Quarter	
	2004	2005
Florida	24.2%	24.0%
Southeast	8.0	7.4
Northeast	28.0	27.1
Midwest	23.9	24.4
Canada	3.5	3.3
Europe	7.9	10.3
US Opp. Mkts.	4.5	3.5

Visitor Origins

First Quarter 2005 Visitors



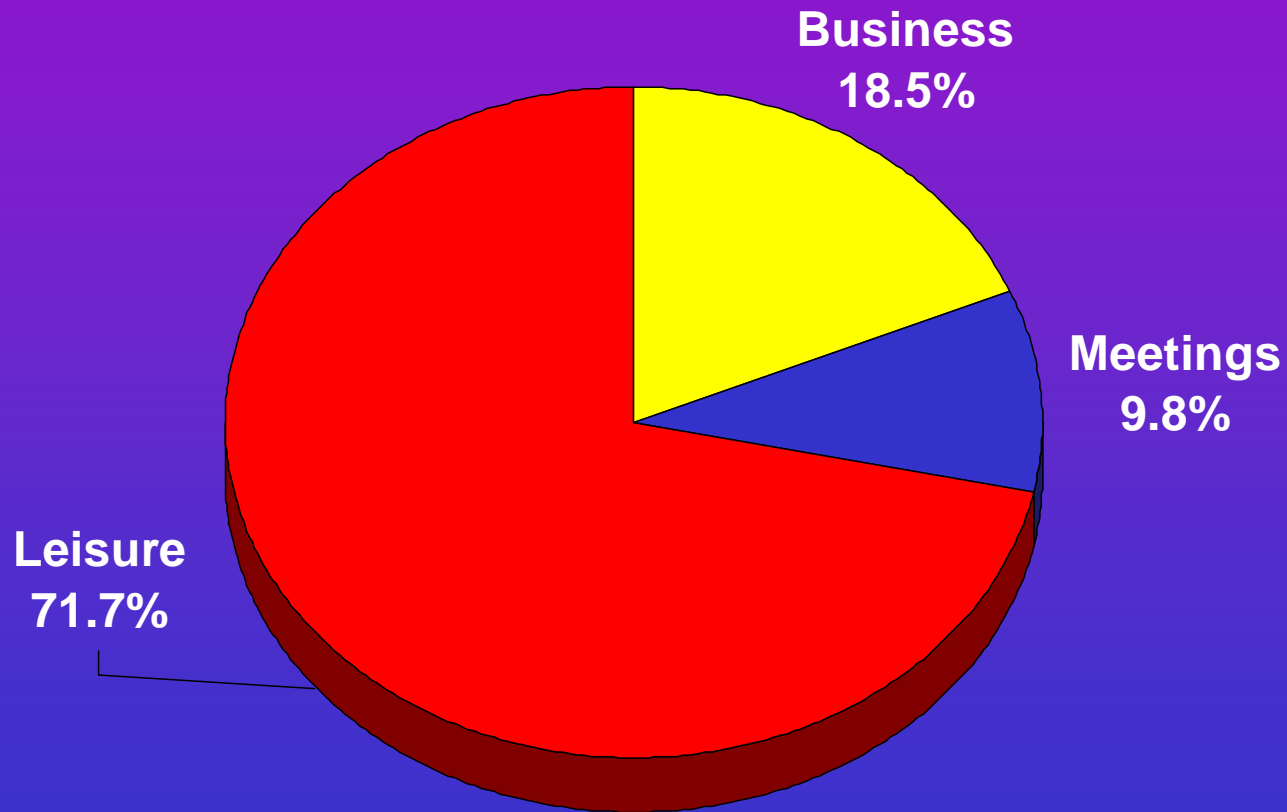
Purpose of Trip

2005 Visitors

	First Quarter	
	2004	2005
Leisure	76.0%	71.7%
Business	15.6	18.5
Meetings	8.4	9.8

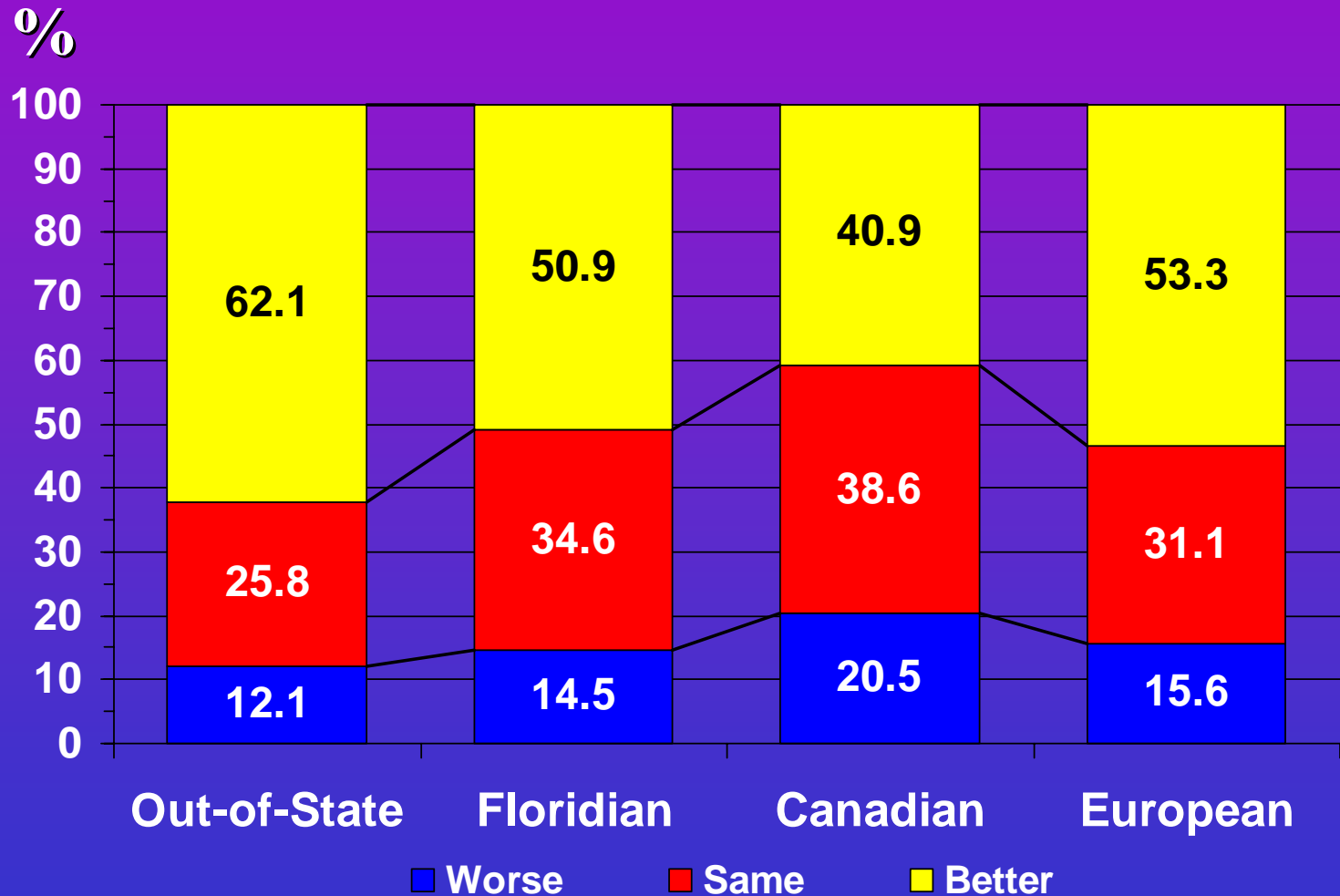
Purpose of Trip

First Quarter 2005 Visitors



Management Barometer

Reservation Outlook for Second Quarter 2005



Management Barometer

Expectations for Second Quarter 2005

