

Collier County Tourism Research

First Quarter 2004

Presented to:

**The Collier County Board of County
Commissioners**

By:

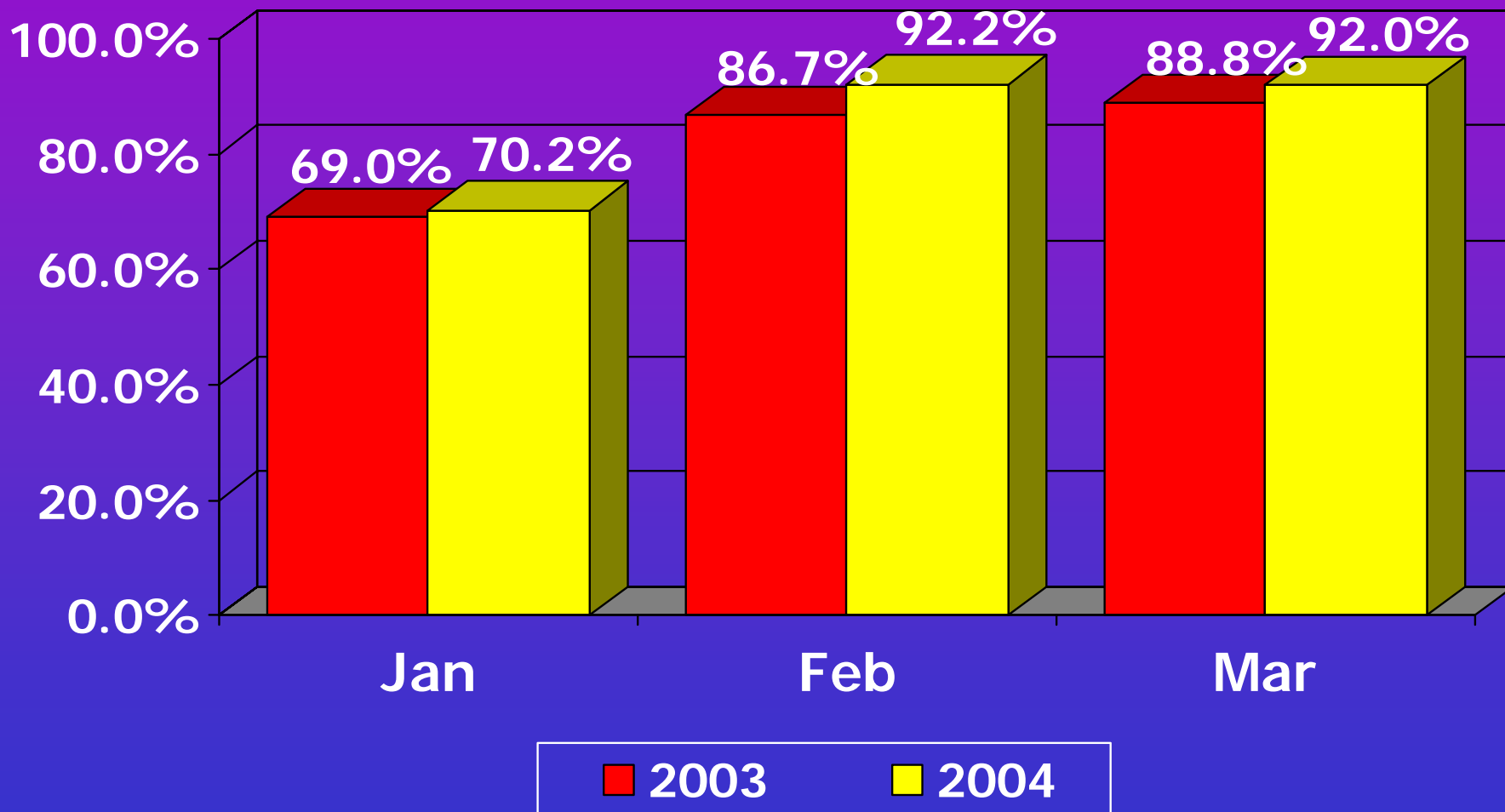
Research Data Services, Inc.

June 7, 2004

Collier County Occupancy

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

First Quarter 2004

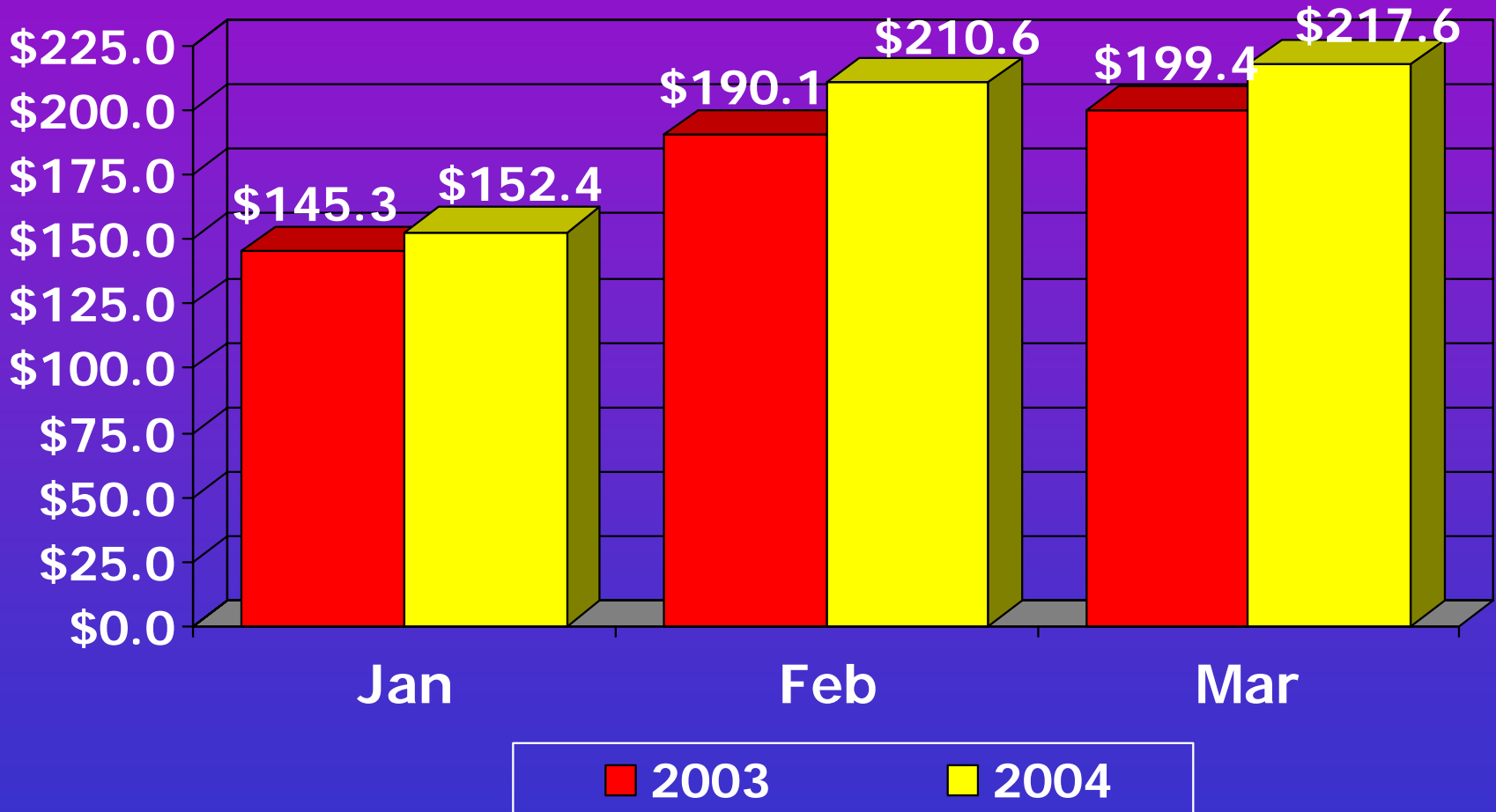


Survey Base: Estimated 8,646 rooms

Collier County ADR

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

First Quarter 2004



Survey Base: Estimated 8,646 rooms

Collier County Number of Visitors

First Quarter 2004

2003	478,558
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2004	508,689
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Change	+30,131
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Collier County Expenditures

First Quarter 2004

2003	\$ 225,272,893
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2004	\$ 249,793,796
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Change	+\$ 24,520,903
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Impacts of Collier County Tourism

First Quarter 2004

(Direct & Induced)

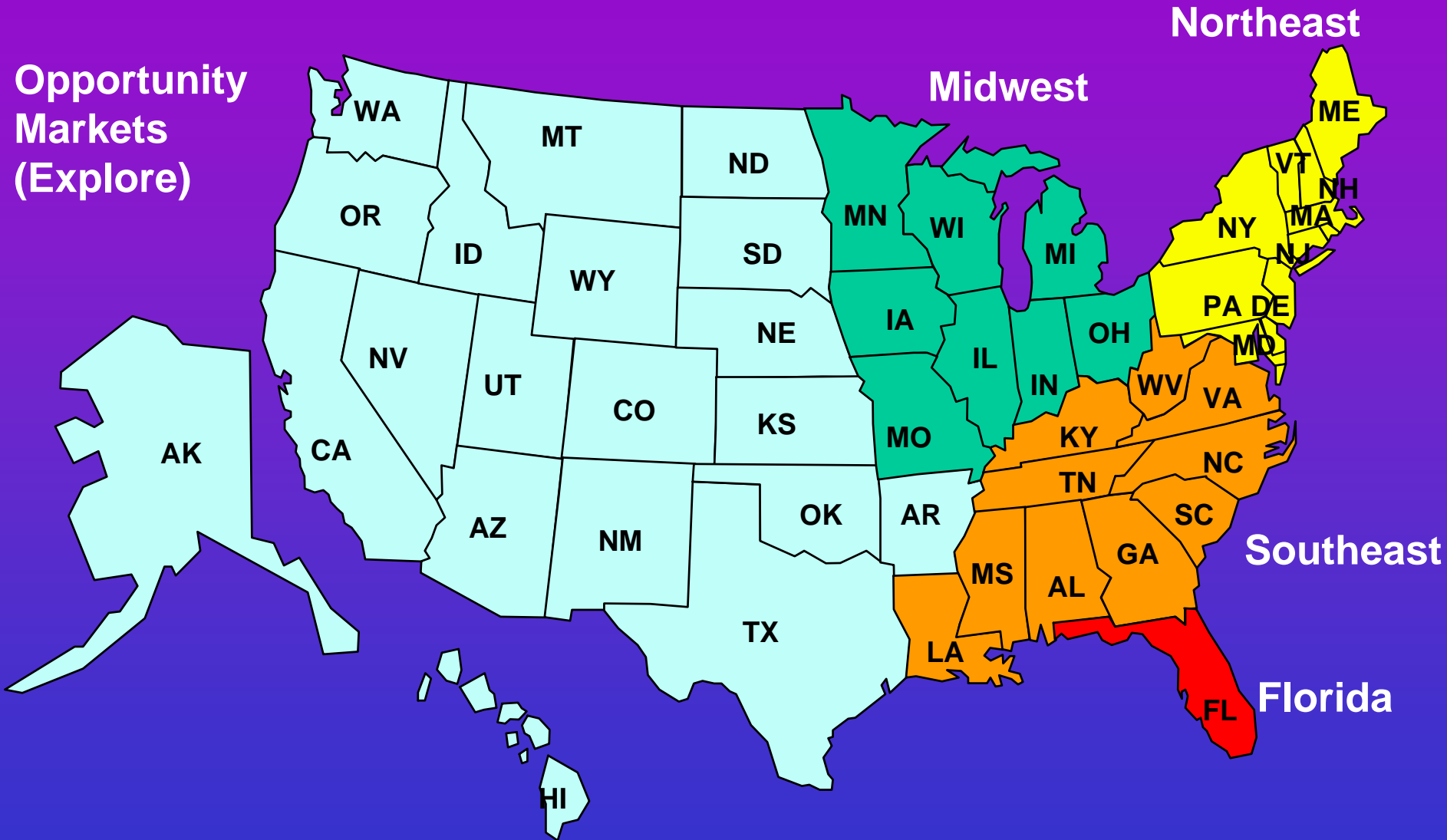
2003	\$ 335,881,884
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2004	\$ 372,442,550
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Change	+\$ 36,560,666
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Regions

Opportunity
Markets
(Explore)



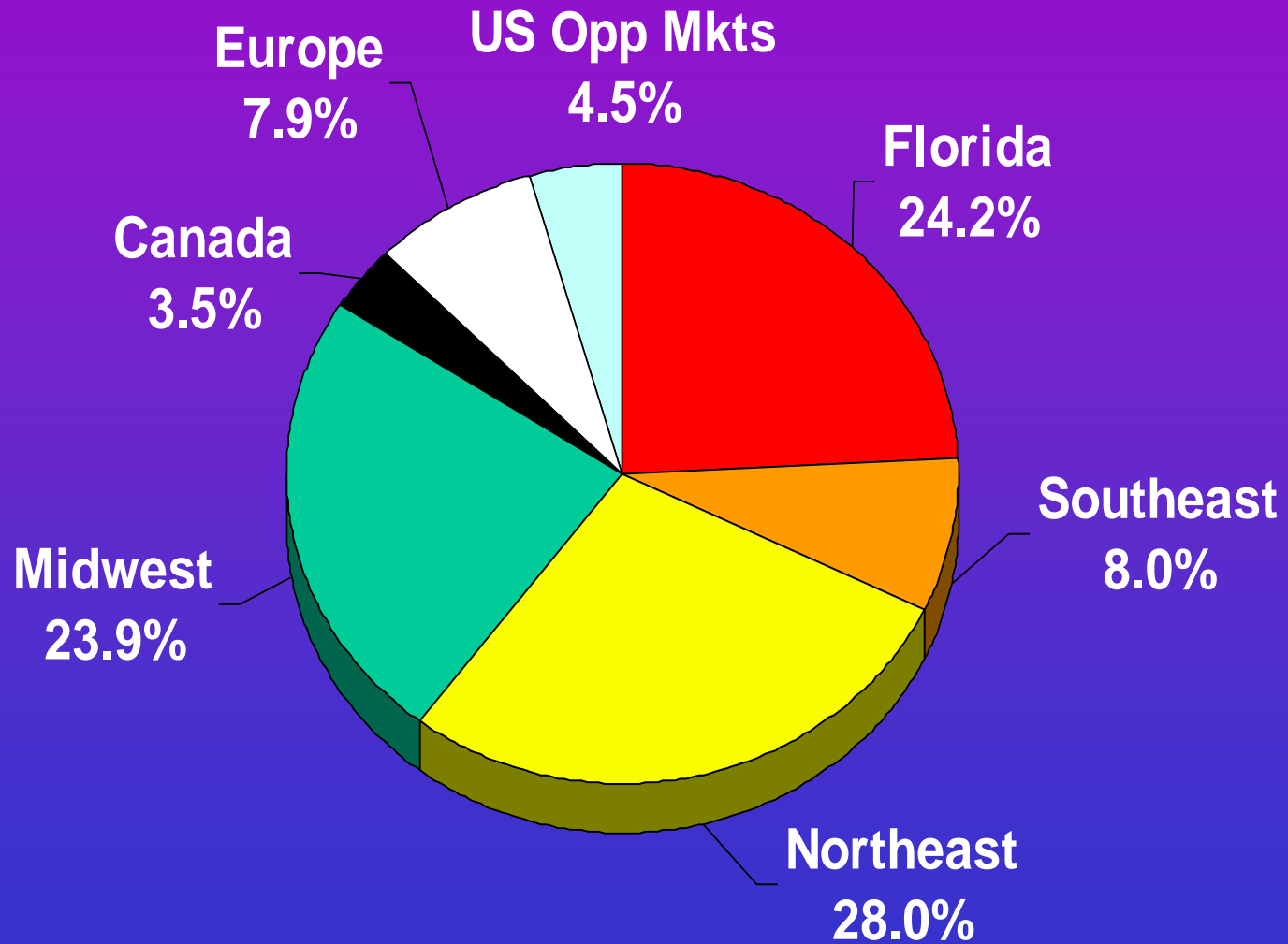
Visitor Origins

2004 Visitors

	First Quarter	
	2003	2004
Florida	23.4%	24.2%
Southeast	7.8	8.0
Northeast	28.6	28.0
Midwest	27.1	23.9
Canada	3.3	3.5
Europe	4.3	7.9
US Opp. Mkts.	5.5	4.5

Visitor Origins

First Quarter 2004 Visitors



Purpose of Trip

2004 Visitors

	First Quarter	
	2003	2004
Leisure	80.4%	76.0%
Business	13.7	15.6
Meetings	5.9	8.4

Purpose of Trip

First Quarter 2004 Visitors

