

THE KLAGES GROUP

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TRANSMITTAL SHEET

TO:

Mr. Jack Wert, Executive
Director

FROM:

Walter J. Klages, Ph.D.

COMPANY:

Greater Naples, Marco Island &
Everglades CVB

DATE:

May 21, 2007

PHONE NUMBER:

(239) 403-2384

RE:

April 2007 Collier Tourism Data

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

The following update represents the **FINAL April** 2007 tourism statistics for Collier County:

April 2007

	<u>2006</u>	<u>2007</u>	<u>Change</u>
Occupancy	79.4%	77.8%	-1.6 pts.
Average Daily Rate (ADR)	\$224.3	\$239.5	+6.8%
Number of Visitors	113,780	110,900	-2.5%
Expenditures	\$87,992,600	\$91,170,650	+3.6%
Rev Par	\$178.1	\$186.3	+4.6%
Room Nights	205,020	198,390	-3.2%

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