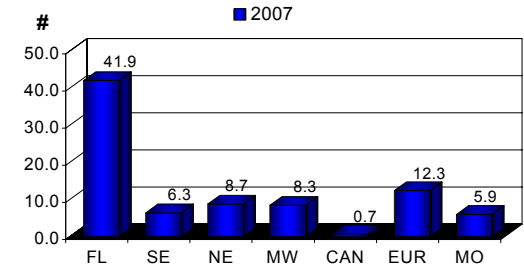


## August 2007 Visitor Profile – Naples, Marco Island, Everglades

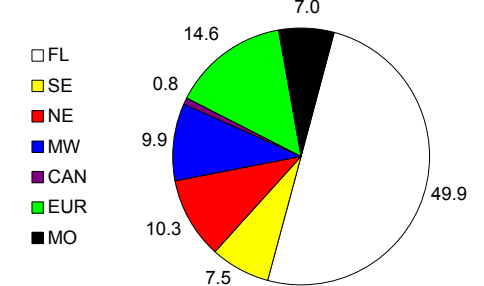
Visitor Volume	Annual 2006	YEAR TO DATE		% Δ	August		% Δ
	2006	2006	2007	'06/'07	2006	2007	'06/'07
Visitors (#)	1,401,711	1,013,574	1,009,280	-0.4	77,460	84,000	+8.4
Room Nights	2,146,012	1,546,496	1,533,815	-0.8	125,000	139,965	+12.0
Direct Exp. (\$)	\$744,349,457	\$563,343,537	\$599,519,265	+6.4	\$30,769,385	\$35,276,600	+14.6

Visitor Origin	# of Visitors (Q1 and Q2)		% Δ	August 2007 # of Visitors	
	2006	2007	'06/'07	Rel %	2007
Florida	280,200	272,970	-2.6	49.9%	41,916
Southeast	70,639	66,106	-6.4	7.5	6,300
Northeast	176,402	178,107	+1.0	10.3	8,652
Midwest	171,620	171,011	-0.4	9.9	8,316
Canada	21,482	22,100	+2.9	0.8	672
Europe	72,210	72,193	0.0	14.6	12,264
Markets of Opp.	37,856	39,293	+3.8	7.0	5,880
<b>Total</b>	<b>830,409</b>	<b>821,780</b>	<b>-1.0</b>	<b>100.0</b>	<b>84,000</b>

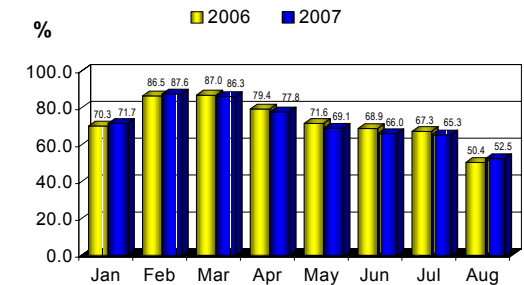
August Visitor Origins (in Thousands)



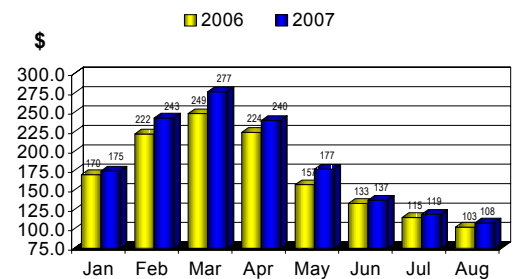
August 2007 Visitor Origins (%)



Occupancy



Room Rates



Occupancy	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Occupancy 2005	73.1%	91.1%	92.6%	80.7%	73.8%	65.8%	64.0%	48.8%
Occupancy 2006	70.3	86.5	87.0	79.4	71.6	68.9	67.3	50.4
Occupancy 2007	71.7	87.6	86.3	77.8	69.1	66.0	65.3	52.5
<b>Δ Points ('06/'07)</b>	<b>+1.4</b>	<b>+1.1</b>	<b>-0.7</b>	<b>-1.6</b>	<b>-2.5</b>	<b>-2.9</b>	<b>-2.0</b>	<b>+2.1</b>
ADR 2005	\$164.5	\$213.9	\$240.4	\$191.9	\$152.3	\$121.5	\$107.9	\$96.0
ADR 2006	170.0	222.4	248.5	224.3	157.0	132.9	114.9	102.5
ADR 2007	174.7	242.9	276.6	239.5	176.9	137.2	118.9	107.8
<b>Δ % ('06/'07)</b>	<b>+2.8%</b>	<b>+9.2%</b>	<b>+11.3%</b>	<b>+6.8%</b>	<b>+12.7%</b>	<b>+3.2%</b>	<b>+3.5%</b>	<b>+5.2%</b>
RevPAR 2005	\$120.2	\$194.9	\$222.6	\$154.9	\$112.4	\$79.9	\$69.1	\$46.8
RevPAR 2006	119.5	192.4	216.2	178.1	112.4	91.6	77.3	51.7
RevPAR 2007	125.3	212.8	238.7	186.3	122.3	90.6	77.6	56.6
<b>Δ % ('06/'07)</b>	<b>+4.9%</b>	<b>+10.6%</b>	<b>+10.4%</b>	<b>+4.6%</b>	<b>+8.8%</b>	<b>-1.1%</b>	<b>+0.4%</b>	<b>+9.5%</b>

## August 2007 Visitor Profile -- Naples, Marco Island, Everglades

### August 2007

#### Transportation Mode

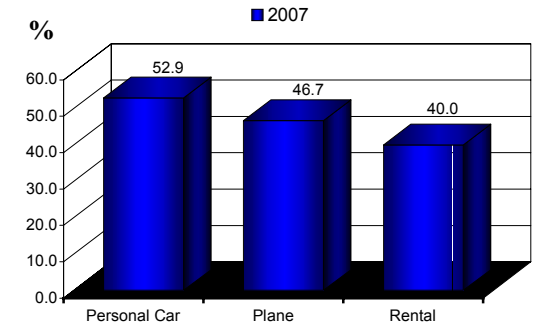
(Multiple Response)

Personal Car	52.9%
Plane	46.7
Rental Car	40.0

#### Airport Deplaned (Base: Flew)

Southwest Florida International	47.5%
Orlando International/Sanford	22.9
Tampa International	12.0
Miami International	7.4
Naples Airport	6.7

#### Transportation



### August 2007

#### Purpose of Trip (Multiple Response)

Vacation	65.0%
Business Travelers/Conferences/Business Meetings	34.0
Visit with Friends and Relatives	2.2

#### First Visit to Collier County (% Yes)

32.5%

#### Assisted by Travel Agent (% Yes)

8.9%

#### Length of Stay in Collier County (# of days)

3.9 days

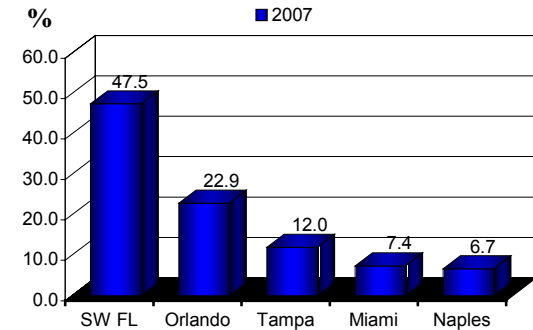
#### Party Size (# of People)

2.3 people

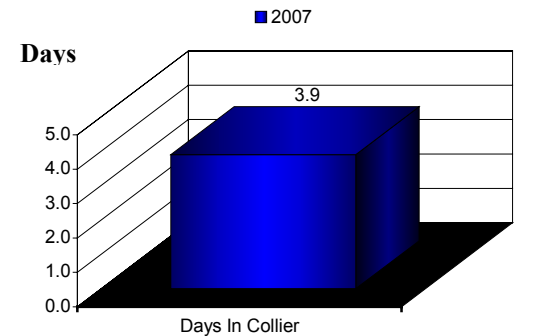
#### Satisfaction with Collier County

Very Satisfied	89.4%
Satisfied	8.9
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>98.3%</b>

#### Airport Deplaned



#### Length of Stay in Collier County (Days)



# August 2007 Visitor Profile -- Naples, Marco Island, Everglades

## August 2007

### Activities Enjoyed in Area (Multiple Response)

Beach	66.1%
Dining Out	41.7
Shopping	27.4
Relaxing	23.4
Golfing	13.9
Pool	12.1
Swimming	9.7
Everglades Tour/Adventure	9.1
Fishing	6.7

### Expense Relative to Expectations

More Expensive	16.9%
Less Expensive	7.8
As Expected	72.5
Don't Know	2.8

### Recommend Collier to Friends/Relatives

Yes	97.8%
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### Plan to Return (% Yes)

To Local Area	91.1%
Next Year (Base: Return to Local Area)	72.6

### Median Age Head of Household (Years)

46.3

### Average Annual Household Income

\$183,529

### See/Read/Hear Collier Message (% Yes)

48.5%

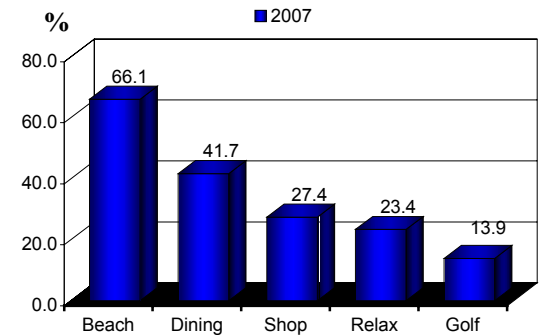
### Type of Message Seen (Multiple Response)

Internet	75.9%
Magazine Ad	22.9
Television Ad	18.9
Travel Guides/Visitor Guides/Brochures	14.9
Newspaper Ad	13.1
Magazine Travel Story	11.0
Email Message	5.7

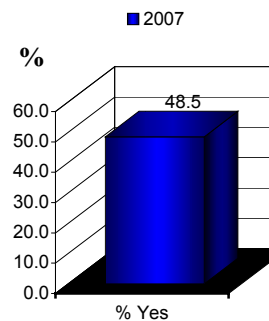
### Influenced by Collier Message

(Base: Respondents Reporting See/Read/Hear Message) 55.2%

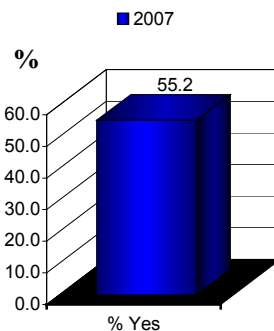
Activities Enjoyed in Area (Top Five)



See/Hear/Read Message



Influenced by Message



Type of Message Seen (Top Five)

