



**Report on Palm Beach County Tourism  
Fiscal Year 2006/2007  
(October 2006 – September 2007)**

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**Table 1  
SUMMARY OF RESEARCH STATISTICS  
FISCAL YEAR 2002/03 THROUGH FISCAL YEAR 2006/07**

	2002/03	2003/04	2004/05	2005/06	2006/07	FY 06/07 CHANGE	5 YEAR AVERAGE
Estimated Hotel Guests	2,261,391*	2,236,415*	2,150,112*	2,238,230*	2,354,297*	116,067	2,248,089
Visitor/Guest Multiplier <sup>1</sup>	2	2	2	2	2	N/A	2
Estimated Number of Visitors	4,522,782*	4,472,830*	4,300,224*	4,476,460*	4,708,594*	232,134	4,496,178
Estimated Hotel Guest Expenditures (In Millions)	\$1,626	\$1,400	\$1,647	\$1,659	\$1,566	- 93	\$1,580
Money Spent Per Hotel Guest	\$719	\$626	\$766	\$741	\$665	- 76	\$703
Bed Tax Collections (Gross) <sup>4</sup>	\$ 17,329,966.26	\$19,848,215.52	\$ 22,516,373.67	\$ 23,528,566.91	\$26,842,101.62	3,313,534	\$22,004,427
Occupancy Rate	65.7%	70.9%	76.0%	71.2%	67.4%	- 3.8	70.2%
Average Daily Room Rate <sup>2</sup>	\$125.45	\$130.09	\$148.86	\$147.16	\$148.24	1.08	\$140
Available Room Night Inventory	5,703,912*	5,641,246*	5,352,902**	5,378,710*	5,386,713*	8,003	5,492,697
Occupied Room Nights(FYTD) <sup>3</sup>	3,742,427*	4,003,012*	4,057,276**	3,829,804*	3,628,164*	- 201,640	3,852,137
Average Party Size	2.2**	2.1**	2.1**	2.1**	2.1**	0.0	2.1
Nights in Hotel/Motel	3.8	3.8	4.0	3.6	3.3	- 0.3	3.7

\* Properties well below 50 rooms are only included in room count and total inventory.

1. The TDC estimates that the total number of visitors to Palm Beach County is two times the number of hotel guests. This estimation ratio has been in use since 1995/96.

\*\*Starting in fiscal year 2001/02, if 'party size' is greater than 8 or 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is deleted. Prior to fiscal year 2001/02, if party size or number of rooms occupied was greater than 10, both were recoded to 1; if party size was greater than 25, party size and number of rooms occupied were both recoded as missing data; if party size was greater than 1 and number of rooms occupied was blank (or vice versa), both were recoded as missing data.

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.

2. ADR = Average rate per occupied room.

3. Room nights occupied = ((# total rooms\*occupancy) \* annual room nights)

4. In December the bed tax increased from 4% to 5%. This increase supports the Convention Center and is not part of the general budget.



# Introduction: Fiscal Year 2007

## Introduction

- Profile Marketing Research was awarded the Palm Beach County Tourist Development Council's Tourism Study for Fiscal Year 2006/2007.
- The following report summarizes information collected monthly from participating hotel property managers (**Property Manager Survey**) and from hotel guests of selected properties throughout Palm Beach County (**Hotel Visitor Survey**) between October 2006 and September 2007.
- The Fiscal Year 2006/2007 Report on Tourism summarizes and charts key trends in hotel property statistics and visitor information over the last six fiscal years, and is based on data collected from two studies.
  - The **Property Manager Survey** is a survey of Palm Beach County Hotel Managers, where they are asked each month to provide the following information about their property; the occupancy rate, average daily room rate, revenue per available room, and the percentage of room nights from group, individual business and individual vacation travel. In addition, they are asked to provide a forecast (percent increase or decrease) of the expected room revenue for the following month. This survey is provided each month to participating property managers representing hotels throughout Palm Beach County. Approximately 50 property managers respond every month.
  - The **Hotel Visitor Survey** is administered to hotel guests staying overnight in Palm Beach County hotels as they are checking out. This survey collects self-administered information including party size, number of hotel nights staying in the county, number of hotel rooms per night, purpose of the visit, expenditures, participation in area activities, place of origin, and demographics. In addition, hotel guests are asked what they liked most and least about their visit to Palm Beach County. The Hotel Visitor Survey is conducted from 250 hotel guests monthly, staying in select and varied hotels representing the three Palm Beach County regions for an annual sample of 3000. This provides an error interval of no greater than + or - 1.79% at the 95% level of confidence.
- Results are shown for Fiscal Year 2006/2007, and comparisons are made to data as reported in prior years.
- The following report is divided into three sections. The first section is a **SUMMARY** based on analysis of data gathered over the last six fiscal years. The second and third presents detailed statistical information gathered from the **Property Manager Survey** and the **Hotel Visitor Survey**.
- Note, estimated number of hotel guests is based on a calculation using available room night inventory, occupancy rate, hotel nights, and party size.



# Summary Fiscal Year in Review



# Fiscal Year 2007 Summary

## Occupancy Rates

- In FY 2006/07, the average occupancy rate among participating Palm Beach County hotels decreased by 3.8 percentage points compared to the prior fiscal year (from 71.2% in FY 2005/06 to 67.4% in FY 2006/07). (table 1, pg. 4)
  - As in FY 2005/06, The average occupancy rate was highest in March (85.6%) and lowest in September (49.9%). (table 11, pg. 26)
- Across Palm Beach County geographic regions, hotels in the Central region reported the highest average occupancy rate in FY 2006/07 at 69.5%, compared to 65.8% reported by hotels in the Northern Region and 66.3% among hotels in the Southern Region. (table 5, pg. 20)
  - For the second consecutive year, all three regions of Palm Beach County reported lower average occupancy rates compared to the prior fiscal year (Central – from 72.4% to 69.5%, a decline of 2.9 percentage points; Southern – from 70.1% to 66.3%, a decline of 3.8 percentage points; Northern – from 71.4% to 65.8%, a decline of 5.6 percentage points). (table 5, pg. 20)
- Smaller properties (50-100 rooms) reported occupancy rates (63.9%) lower than larger properties (101+ rooms) (68.0%). (table 5 pg. 20)
  - Occupancy rates declined among both smaller (50-100 rooms) and larger properties (101+ rooms) compared to the prior fiscal year (Smaller properties – from 71.6% to 63.9%, a decrease of 7.7 percentage points; Larger properties – from 71.1% to 68.0%, a decrease of 3.1 percentage points). (table 5, pg. 20)
- Compared to the prior year (1,084,738), fewer hotel room nights were occupied by conference/convention groups in all participating Palm Beach County hotels (979,774 room nights, a 9.7% decrease). The number of room nights occupied by conference/convention groups also decreased at hotels designated as convention hotels (from 723,190 in FY 2005/06 to 699,246 in FY 2006/07, a 3.3% decrease). (table 12, pg. 27)
- The estimated number of guests who stayed at Palm Beach County hotels during FY 2006/07 was 2,354,297. This represents an increase of 5.2% compared to FY 2005/06 (2,238,230). (table 17, pg. 32)
  - Hotel visitors' estimated total expenditures during FY 2006/07 (~\$1.57 million) have declined by 5.6% compared to the prior fiscal year (~\$1.66 million). (table 17, pg.32)
  - The estimated number of Palm Beach County visitors increased in FY 2006/07 (4,708,594) compared to FY 2005/06 (4,476,460). (table 1, pg. 4)
- The average number of nights in hotels/motels continued to decrease during FY 2006/07 as seen in recent years (from 4.0 in FY 2004/05 to 3.6 in FY 2005/06 to 3.3 in FY 2006/07). Although this decline has not impacted the number of hotel guests, which increased in FY 2006/07 compared to the prior year (from 2,238,230 to 2,354,297), it has affected the number of occupied room nights (3,628,164, - a decline of 201,640 room nights compared to FY 2005/06, 3,829,804). (table 1, pg. 4)

\* Properties well below 50 rooms are only included in room count and total inventory.

\*\* The occupancy rate in FY 2004/2005 was impacted by Hurricane Wilma, which brought many FEMA, insurance and repair workers to the area and closed four major area hotels for storm related renovations, therefore increasing occupancy among those hotels that remained open.



# Fiscal Year 2007 Summary

## Average Daily Room Rate (ADR)

- The Average Daily Room Rate in FY 2006/07 remained at parity with the past two fiscal years (\$148.86 in FY 2004/05, \$147.16 in FY 2005/06 and \$148.24 in FY 2006/07) . (table 1, pg. 4)
- The highest Average Daily Room Rate was reported during February (\$213.29) and lowest during July (\$107.90). (table 10, pg. 25)

## Characteristics of Stay

- The average party size\* of surveyed PBC hotel guests in FY 2006/07 remained at 2.1, as in recent years. (table 15, pg. 30)
- Surveyed hotel guests stayed an average of 3.3 nights in Palm Beach County hotels during FY 2006/07; this is lower than in prior years. (table 15, pg. 30)
- As seen in prior years, business travelers (58%) outnumbered all other types of travelers in FY 2006/07, including vacationers (33%). (table 15, pg. 30)

\* Starting in January 2001, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.





# Property Manager Survey Summary



# Property Manager Survey: Fiscal Year 2007

## Occupancy Rates

- **In Fiscal Year 2006/07, the average occupancy rate of participating Palm Beach County hotels was 67.4%. This represents a 3.8 percentage point decline compared to FY 2005/06 (71.2%).** (table 18, pg. 34)
  - **Hotel occupancy rates have decreased across all hotel categories in FY 2006/07 compared to the prior year. Occupancy rates among smaller hotels (50-100 rooms) decreased by 7.7 percentage points (from 71.6% to 63.9%) and occupancy rates among larger hotels (101+ rooms) decreased by 3.1 percentage points (from 71.1% to 68.0%).** (table 18 pg. 34)
  - **Larger properties (101+ rooms) reported an average occupancy rate 4.1 percentage points higher than smaller properties (50-100 rooms) in FY 2006/07 (63.9% smaller hotels, 68.0% larger hotels).** (table 18 pg. 34)
  - **During FY 2006/07 the occupancy rate reached its highest level in March (85.6%) and dropped to its lowest in September (49.9%). The same trend was seen in the prior fiscal year.** (table 19 pg. 35)
- **Properties in the Central Region of Palm Beach County reported the highest average occupancy rate in FY 2006/07 (69.5%), while properties in the Northern and Southern Regions reported occupancy rates comparable to each other (65.8% for the Northern Region and 66.3% for the Southern Region).** (table 18, pg. 34)
  - **Participating hotels from all three geographic regions reported a decrease in occupancy rates compared to the prior fiscal year (Central – from 72.4% to 69.5%, a decline of 2.9 percentage points; Southern – from 70.1% to 66.3%, a decline of 3.8 percentage points; Northern – from 71.4% to 65.8%, a decline of 5.6 percentage points).** (table 18 pg. 34)
- **The total number of room nights occupied in FY 2006/07 was 3,628,164\* – 201,640 fewer than in the prior fiscal year (3,829,804\*).** (table 18, pg. 34)
- **The percentage of group bookings among all Palm Beach County hotels in FY 2006/07 was relatively comparable with FY 2005/06 (28.2% in FY 2005/06 and 26.8% in FY 2006/07) but decreased slightly among hotels specifically designated as convention hotels (from 33.8% to 30.7%, a 3.1 percentage point decrease).** (table 22 pg. 38)
- **Following the increasing trend observed in the past four years, the number of room nights occupied by group bookings in designated Palm Beach County convention hotels (from 631,493 in FY 2002/03 to 647,721 in FY 2003/04 to 670,000 in FY 2004/05 to 723,190 in FY 2005/06) decreased in FY 2006/07 to 699,246 (a decrease of 23,944 room nights compared to FY 2005/06).** (table 22, pg. 38)
- **According to the hotel managers who responded, international guests made up 4.0% of total hotel occupancy, on average. This is at parity with the prior fiscal year (3.5%).** (table 25, pg. 41)
  - **As seen during the prior fiscal year, in FY 2006/07 smaller properties (50-100 rooms) continued to report a higher percentage of international guests (8.8%) than larger properties (101+ rooms) (3.3%).** (table 25, pg. 41)
  - **In terms of geographic area, properties in the Southern Region reported the highest percentage of international guests (6.1%), compared to 2.7% in the Northern Region and 3.0% in the Central Region.** (table 25, pg. 41)

\* Properties well below 50 rooms are only included in room count and total inventory.



# Property Manager Survey: Fiscal Year 2007

## Average Daily Room Rate (ADR)

- **The Average Daily Room Rate (ADR) in FY 2006/07 was \$148.24, comparable to the past two fiscal years (\$148.86 in FY 2004/05 and \$147.16 in FY 2005/06).** (table 20, pg. 36)
  - Larger properties (101+ rooms) reported an ADR of \$150.56. This is at parity with the prior fiscal year (\$150.93). (table 20, pg. 36)
  - The ADR among smaller hotels (50-100 rooms) was \$133.23, an increase of 6.6 percentage points (\$8.28) compared to FY 2005/06 (\$124.95), (table 20, pg. 36)
  - During FY 2006/07, property managers reported the highest ADR during the month of February (\$213.29) and the lowest in the month of July (\$107.90). (table 21 pg. 37)



# Hotel Visitor Survey Summary



# Hotel Visitor Survey: Fiscal Year 2007

## Characteristics of Stay

- The average party size of Palm Beach County hotel guests during the 2006/07 fiscal year was 2.1. Surveyed visitors stayed in PBC hotels an average of 3.3 nights, and occupied, on average, 1.3 rooms per night. (table 26, pg. 43)
- Business travel (conference/convention/business meeting) was the main reason for visiting PBC for 58.2% of surveyed visitors. Vacationers made up 33.3% of surveyed guests who visited Palm Beach County during fiscal year 2006/07. (table 31, pg. 48)
  - The percentage of business and leisure travelers in the 2006/07 fiscal year was relatively comparable with the percentage of business and leisure travelers in the prior fiscal year (60.1% business, 32.4% leisure). (table 31, pg. 48)

## Planning a Trip to Palm Beach County

- When asked why they selected Palm Beach County over other destinations, most surveyed guests cited a 'work related trip' (56.6%), as also seen last fiscal year (58.5%). (table 32, pg. 49)
  - 'Visiting friends/family' (19.5%) and 'Previous visit' (11.4%) were also frequently mentioned as reasons for selecting Palm Beach County over other destinations. (table 32, pg. 49)
- Nearly three in five surveyed visitors planned the trip to Palm Beach County one month or less in advance (57.0%), at parity with FY 2005/06 (56.9%). (table 31, pg. 48)

## Booking a Trip to Palm Beach County

- Similar to the past two fiscal years (24.4%, in FY 2004/05 and FY 2005/06), one quarter of visitors surveyed during FY 2006/07 used a Travel Agency to book any part of the trip to Palm Beach County. (table 33, pg. 50)
- Use of the Internet as a trip planning tool also remained on par with the prior fiscal year (47.8%) at 46.8%. (table 33, pg. 50)
  - Among those who used the Internet (46.8%), seven-in-ten used it to make hotel reservations (70.7% a 10.3 percentage point increase compared to FY 2005/06, 60.4%) and airfare (69.3%, a 4.5 percentage point decrease compared to last fiscal year, 73.8%). The Internet was also frequently used to reserve car rentals (39.5%, at parity with FY 2005/06, 41.1%). (table 33, pg. 50)
  - Hotel guests were more likely to report that the trip to PBC was part of a package (that may have included airfare, lodging, meals, rental car, etc) during the past three fiscal years (9.9% in FY 2003/04, 10.1% in FY 2004/05 and 10.0% in FY 2005/06) than during the current year (6.5%). (table 33, pg. 50)

## Visitor Expenditures

- The average per party\* expenditure during FY 2006/07 was \$1,396 - a \$159 (10.2%) decrease compared to the prior year (\$1,555). (table 27, pg. 44)

\*Starting in January 2001, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.



# Hotel Visitor Survey: Fiscal Year 2007

## Visitor Expenditures (Continued)

- Compared to last fiscal year, decreases occurred in average lodging expenditures (from \$886 to \$766, down 13.5%, 'Gifts/Shopping' (from \$133 to \$102, down 23.3%) and 'Local Travel' expenditures (from \$151 to \$129, down 14.6%), while increases were seen in 'Restaurant/Bar' expenditures (from \$335 to \$347, up 3.6%) and 'Entertainment/Recreation' (from \$50 to \$53, up 6.0%). (table 27, pg. 44)
- The average per person expenditure was \$665 – 10.3% lower than in FY 2005/06 (\$741). The average per person/day expenditure decreased by 2.4% compared to last fiscal year (from \$206 to \$201). (table 27, pg. 44)
- Leisure travelers spent, on average, \$1,672 per party when visiting Palm Beach County, while Business travelers spent, on average, \$1,175 per party. (table 28, pg. 45)
  - Compared to last fiscal year, both leisure and business travelers' per party expenditures decreased. Leisure visitors' per party expenditure decreased by 18.0% (from \$2,038 in FY 2005/06 to \$1,672 in FY 2006/07), and business visitors' per party expenditure decreased by 2.8% (from \$1,209 to \$1,175). (table 28, pg. 45)
  - Leisure visitors spent an average of 3.7 nights in PBC hotels/motels, while business travelers spent an average of 2.9 nights in a hotel/motel. (table 28, pg. 45)

## Characteristics of Visitors

- Most PBC hotel guests surveyed during FY 2006/07 were 35 to 54 years old (53.9%), white/Caucasian (91.9%), in professional/managerial occupations (63.9%), with household incomes of \$100,000 or more (64.5%). This is comparable to last fiscal year. (table 40, pg. 57; table 41, pg. 58; table 42, pg. 59)
- Traveling parties were usually composed of adult family members or friends (40.6%), especially among leisure travelers (82.4%). Business travelers were most often traveling alone (48.1%) or with business associates (39.3%). (table 40, pg. 57)

## Travel Details

- Almost one-quarter of visitors surveyed during FY 2006/07 were visiting Palm Beach County for the first time (24.1%), at parity with FY 2005/06 (25.8%). (table 36, pg. 53)
- Nine-in-ten surveyed visitors reported that Palm Beach County was the main destination of their trip in FY 2006/07 (90.0%). This is comparable with the past three fiscal years (90.1% in FY 2003/04, 91.4% in FY 2004/05 and 91.1% in FY 2005/06). (table 36, pg. 53)
- Although still the most popular mode of transportation, air travel to Palm Beach County during FY 2006/07 decreased compared to last year (from 79.1% to 73.2%, down 5.9 percentage points). Car travel, on the other hand, increased by 5.3 percentage points (from 26.2% in FY 2005/06 to 31.5% in FY 2006/07) (table 36, pg. 53)
- Nine-in-ten surveyed hotel guests were domestic travelers in FY 2006/07 (91.7%), at parity with the prior year (91.0%). (table 43, pg. 60)

\* Starting in January 2001, if 'party size' is greater than 8 or if 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is excluded from analysis, reflective of meetings/conferences rather than individual travel parties.



# Hotel Visitor Survey: Fiscal Year 2007

## Attitudes toward Palm Beach County – Likes/Dislikes About Trip

- In FY 2006/07, surveyed hotel guests continued to cite ‘climate/weather’ most often as the aspect of the trip to Palm Beach County they liked best (38.7%). (table 37, pg. 54)
  - Surveyed visitors also frequently mentioned ‘Beaches/Ocean’ (12.6%) and ‘Beautiful Area’ (8.4%). (table 37, pg. 54)
- ‘Traffic/bad drivers’ is still the most disliked aspect of Palm Beach County; mentioned by 34.5% of surveyed visitors. ‘Humidity/poor weather’ follows with 16.2% of visitors citing this aspect. (table 38, pg. 55)
- In terms of what could make visitors’ next trip to Palm Beach County better, the most frequent mentioned suggestions were ‘longer stay’ (19.9%), ‘better weather’ (11.0%), ‘less business and more partying/more free time’ (8.1%), ‘Improve traffic/finish construction on I-95’ (7.7%) and ‘come during vacation time’ (7.7%). (table 39, pg. 56)

## Activity Participation

- While visiting Palm Beach County, the vast majority of hotel guests surveyed in FY 2006/07 reported eating at area restaurants (93.6%). Other popular activities included shopping (30.9%), going to the beach (26.6%), swimming (15.2%), going to Bars/Nightclubs (12.1%), and visiting Downtown West Palm Beach/City Place (10.7%). (table 34, pg. 51)
  - Overall, citing of shopping has declined compared to last year (from 35.1% in FY 2005/06 to 30.9% in FY 2006/07, a 4.2 percentage point decrease). (table 34, pg. 51)

## Return Visits

- Most surveyed guests affirmed that they have plans to return to Palm Beach County for another visit (84.3%, a 3.1 percentage point increase from FY 2005/06, 81.2%). (table 35, pg. 52)
  - Among those who plan to visit PBC again, seven-in-ten plan to do so within the next year (70.0%). (table 35, pg. 52)
  - Two point five percent of surveyed guests claimed that they have no plans to visit PBC again in the future; most often due to ‘no business in the area’ (17.3%). (table 35, pg. 52).



# Summary Tables





**Table 2  
HOTEL OCCUPANCY IN PALM BEACH COUNTY  
FISCAL YEAR 2002/03 THROUGH FISCAL YEAR 2006/07**

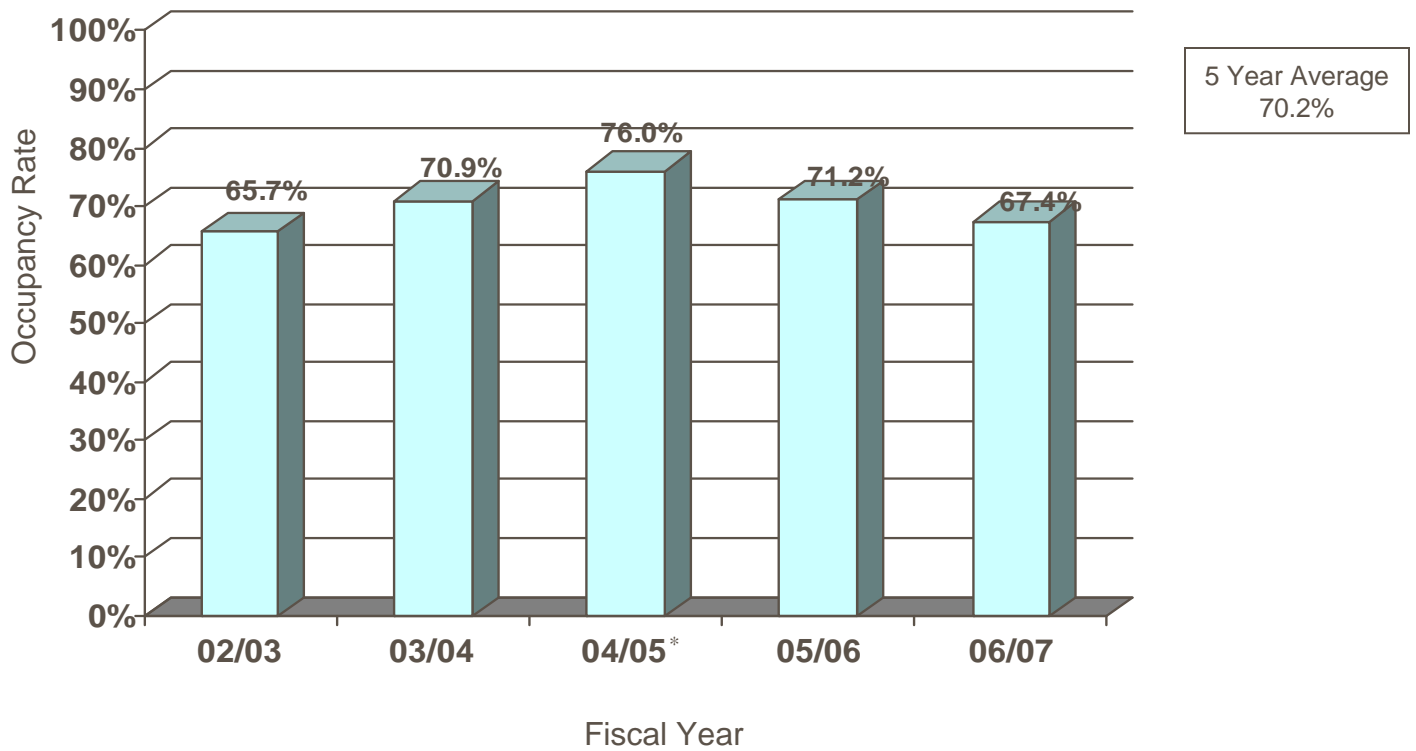
FISCAL YEAR	HOTEL OCCUPANCY RATE	% POINT CHANGE FY TO FY	ROOM NIGHTS OCCUPIED	% CHANGE FY TO FY	AVAILABLE INVENTORY*	% CHANGE FY TO FY
2002/03	65.7%	1.6%	3,742,427*	9.9%	5,703,912*	7.4%
2003/04	70.9%	5.2%	4,003,012*	7.0%	5,641,246*	- 1.1%
2004/05	76.0%	5.1%	4,057,276**	1.4%	5,352,902**	- 5.1%
2005/06	71.2%	- 4.8%	3,829,804*	- 5.6%	5,378,710*	0.5%
2006/07	67.4%	- 3.8%	3,628,164*	- 5.3%	5,386,713*	0.1%
<b>5 YEAR AVERAGE</b>	70.2%	0.7%	3,852,137	1.5%	5,492,697	0.4%

\* Properties well below 50 rooms are only included in room count and total inventory.

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.



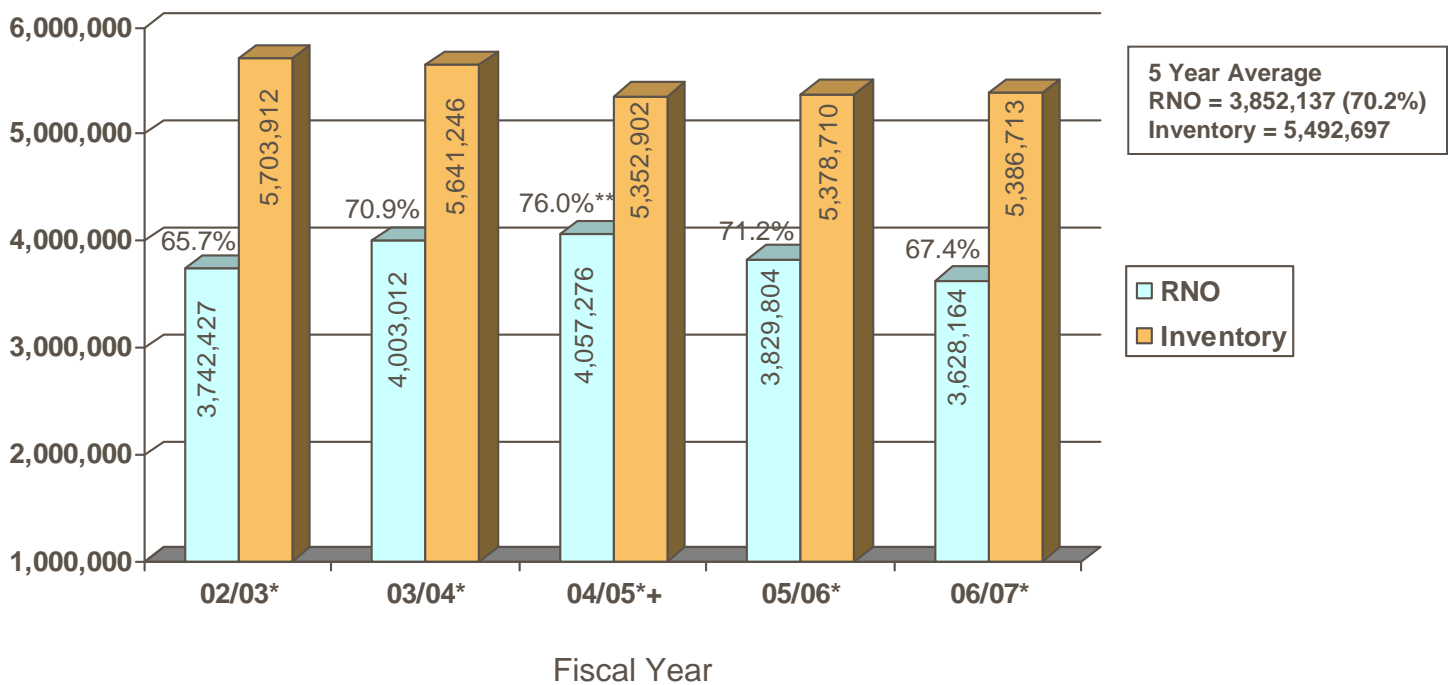
Table 3  
Annual Hotel Occupancy Rate Trends



\*The occupancy rate in FY 2004/2005 was impacted by Hurricane Wilma, which brought many FEMA, insurance and repair workers to the area and closed four major area hotels for storm related renovations, therefore increasing occupancy among those hotels that remained open.



Table 4  
Annual Number of Hotel Room Nights Occupied (RNO) and Available Inventory



\*Properties well below 50 rooms are only included in room count and total inventory.  
 + During FY 2004-05 room nights unavailable due to hurricane/renovation closures are excluded.  
 \*\*The occupancy rate in FY 2004/2005 was impacted by Hurricane Wilma, which brought many FEMA, insurance and repair workers to the area and closed four major area hotels for storm related renovations, therefore increasing occupancy among those hotels that remained open.



**Table 5  
HOTEL OCCUPANCY RATE BY HOTEL SIZE AND GEOGRAPHIC REGION  
FISCAL YEAR 2002/03 THROUGH FISCAL YEAR 2006/07**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
<b>Total Occupancy Rate</b>	65.7%	70.9%	76.0%	71.2%	67.4%	70.2%
<b>Hotel Size</b>						
50 - 100 Rooms	61.7%	69.0%	74.2%	71.6%	63.9%	68.1%
101 + Rooms	66.5%	71.5%	76.3%	71.1%	68.0%	70.7%
101-219 Rooms	64.7%	72.2%	78.2%	71.2%	67.7%	70.8%
220-500 Rooms	66.7%	70.4%	74.0%	71.8%	69.6%	70.5%
<b>Region</b>						
North	60.6%	68.4%	74.8%	71.4%	65.8%	68.2%
Central	69.1%	72.9%	78.6%	72.4%	69.5%	72.5%
South	65.2%	70.7%	74.0%	70.1%	66.3%	69.3%
<b>Available Inventory</b>	5,703,912*	5,641,246*	5,352,902**	5,378,710*	5,386,713*	5,492,697

\*Properties well below 50 rooms are only included in room count and total inventory.

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.

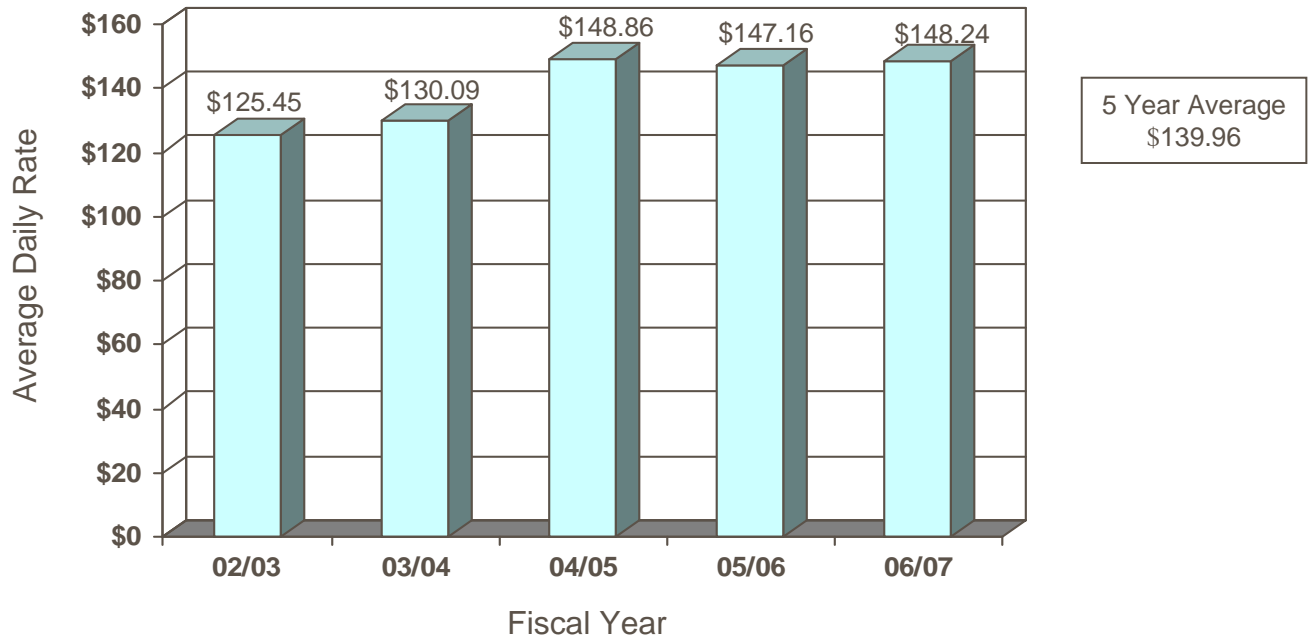


**Table 6  
 AVERAGE DAILY ROOM RATE (ADR) IN PALM BEACH COUNTY  
 FISCAL YEAR 2002/03 THROUGH FISCAL YEAR 2006/07**

FISCAL YEAR	AVERAGE DAILY ROOM RATE	% CHANGE FY TO FY
2002/03	\$125.45	4.6%
2003/04	\$130.09	3.7%
2004/05	\$148.86	14.4%
2005/06	\$147.16	- 1.1%
2006/07	\$148.24	0.7%
<b>5 YEAR AVERAGE</b>	\$139.96	4.5%



Table 7  
Annual Average Daily Room Rate (ADR) Trends





**Table 8  
Gross Lodging Revenues\***

Month	FY 2004 Gross Rentals	FY 2004 Gross Collections	FY 2005 Gross Rentals	FY 2005 Gross Collections	FY 2006 Gross Rentals	FY 2006 Gross Collections	FY 2007 Gross Rentals	FY 2007 Gross Collections
October	\$22,239,239.39	\$805,137.66	\$23,366,743.74	<b>\$864,187.90</b>	\$32,749,480.11	\$1,039,385.87	\$23,825,421.51	\$886,574.48
November	\$29,710,498.36	\$1,150,135.00	\$47,411,619.28	<b>\$1,629,501.98</b>	\$29,546,352.45	\$1,071,431.96	\$33,957,902.55	\$1,244,490.46
December	\$35,082,985.36	\$1,355,438.11	\$43,398,721.40	\$1,675,407.00	\$49,598,509.33	\$1,883,848.00	\$42,914,008.10	\$1,664,583.00
January	\$46,266,184.23	\$1,735,076.67	\$57,075,935.66	\$2,208,263.86	\$60,057,706.49	\$2,307,616.18	\$52,063,956.93	\$2,385,000.70
February	\$60,678,696.88	\$2,402,847.90	\$67,987,891.16	\$2,615,053.95	\$71,802,017.67	\$2,773,092.62	\$72,070,998.40	\$3,438,956.93
March	\$71,822,497.66	\$2,858,812.00	\$77,922,671.28	\$3,104,514.00	\$89,313,319.12	\$3,493,487.00	\$79,873,677.03	\$3,863,398.00
April	\$72,018,657.77	\$2,809,648.11	\$82,444,090.70	\$3,181,774.76	\$85,582,586.01	\$3,291,238.57	\$85,494,627.79	\$4,096,406.37
May	\$53,806,168.05	\$2,097,578.95	\$56,076,936.66	\$2,182,436.22	\$59,889,914.76	\$2,352,605.80	\$57,933,494.53	\$2,741,312.88
June	\$54,749,151.76	\$1,324,593.00	\$42,310,189.91	\$1,498,682.00	\$43,316,634.57	\$1,669,614.00	\$40,732,061.70	\$2,162,622.00
July	\$30,463,902.22	\$1,190,828.37	\$35,019,857.38	\$1,345,748.67	\$38,183,648.36	\$1,466,735.27	\$33,682,695.95	\$1,600,277.30
August	\$28,219,538.55	\$1,156,451.75	\$29,282,792.57	\$1,105,729.33	\$31,460,455.98	\$1,138,400.64	\$29,607,325.38	\$1,382,131.50
September	\$25,019,225.41	\$961,668.00	\$32,082,312.49	\$1,105,074.00	\$27,238,211.11	\$1,041,111.00	\$28,834,633.45	\$1,376,348.00
Total Fiscal	\$530,076,745.64	\$19,848,215.52	\$594,379,762.23	\$22,516,373.67	\$618,738,835.96	\$23,528,566.91	\$580,990,803.32	\$26,842,101.62
<b>Season vs. Non-Season</b>								
Season (November – April)	\$315,579,520.26	\$12,311,957.79	\$376,240,929.48	\$14,414,515.55	\$385,900,491.07	\$14,820,714.33	\$366,375,170.80	\$16,692,835.46
Non – Season	\$214,497,225.38	\$7,536,257.73	\$218,138,832.75	\$8,101,858.12	\$232,838,344.89	\$8,707,852.58	\$214,615,632.52	\$10,149,266.16
Total Fiscal	\$530,076,745.64	\$19,848,215.52	\$594,379,762.23	\$22,516,373.67	\$618,738,835.96	\$23,528,566.91	\$580,990,803.32	\$26,842,101.62
<b>Percentage of Season vs. Non-Season</b>								
Season (November – April)	59.5%	62.0%	63.3%	64.0%	62.4%	63.0%	63.1%	62.2%
Non - Season	40.5%	38.0%	36.7%	36.0%	37.6%	37.0%	36.9%	37.8%

\* In December the bed tax increased from 4% to 5%. This increase supports the Convention Center and is not part of the general budget.



**Table 9  
MONTHLY TRENDS IN GROSS BED TAX COLLECTIONS**

<b>Month: Industry (Collection)</b>	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>	<b>2005/06</b>	<b>2006/07</b>	<b>5 YEAR AVERAGE</b>
September (October)	\$776,223.66	\$805,137.66	<b>\$864,187.90</b>	\$1,039,385.87	\$886,574.48	\$874,301.91
October (November)	\$1,045,485.54	\$1,150,135.00	<b>\$1,629,501.98</b>	\$1,071,431.96	\$1,244,490.46	\$1,228,208.99
November (December)	\$1,170,770.00	\$1,355,438.11	\$1,675,407.00	\$1,883,848.00	\$1,664,583.00	\$1,550,009.22
December (January)	\$1,742,219.25	\$1,735,076.67	\$2,208,263.86	\$2,307,616.18	\$2,385,000.70	\$2,075,635.33
January (February)	\$2,076,029.91	\$2,402,847.90	\$2,615,053.95	\$2,773,092.62	\$3,438,956.93	\$2,661,196.26
February (March)	\$2,374,437.88	\$2,858,812.00	\$3,104,514.00	\$3,493,487.00	\$3,863,398.00	\$3,138,929.78
March (April)	\$2,346,458.96	\$2,809,648.11	\$3,181,774.76	\$3,291,238.57	\$4,096,406.37	\$3,145,105.35
April (May)	\$1,824,847.58	\$2,097,578.95	\$2,182,436.22	\$2,352,605.80	\$2,741,312.88	\$2,239,756.29
May (June)	\$1,149,752.15	\$1,324,593.00	\$1,498,682.00	\$1,669,614.00	\$2,162,622.00	\$1,561,052.63
June (July)	\$985,141.17	\$1,190,828.37	\$1,345,748.67	\$1,466,735.27	\$1,600,277.30	\$1,317,746.16
July (August)	\$928,351.04	\$1,156,451.75	\$1,105,729.33	\$1,138,400.64	\$1,382,131.50	\$865,786.55
August (September)	\$910,249.12	\$961,668.00	\$1,105,074.00	\$1,041,111.00	\$1,376,348.00	\$1,078,890.02
<b>Total Fiscal</b>	\$17,329,966.26	\$19,848,215.52	\$22,516,373.67	\$23,528,566.91	\$26,842,101.62	\$22,013,044.80

\* In December the bed tax increased from 4% to 5%. This increase supports the Convention Center and is not part of the general budget.





**Table 10**  
**MONTHLY AVERAGE DAILY ROOM RATE (ADR) TRENDS**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
October	\$106.99	\$109.17	\$121.60	\$124.19	\$122.07	\$116.80
November	\$115.53	\$127.25	\$136.95	\$145.99	\$131.16	\$131.38
December	\$136.57	\$139.33	\$143.42	\$148.11	\$149.45	\$143.38
January	\$159.32	\$168.69	\$185.14	\$185.46	\$186.67	\$177.06
February	\$175.88	\$179.88	\$216.02	\$222.86	\$213.29	\$201.59
March	\$169.16	\$181.38	\$218.58	\$199.94	\$211.85	\$196.18
April	\$144.46	\$153.58	\$180.44	\$175.00	\$177.15	\$166.13
May	\$116.16	\$112.80	\$133.26	\$135.32	\$134.96	\$126.50
June	\$101.05	\$103.28	\$111.03	\$115.79	\$119.67	\$110.16
July	\$91.57	\$96.55	\$105.31	\$107.91	\$107.90	\$101.85
August	\$92.41	\$98.10	\$103.20	\$100.37	\$110.25	\$100.87
September	\$96.25	\$91.10	\$131.34	\$104.98	\$114.53	\$107.64



**Table 11**  
**MONTHLY HOTEL OCCUPANCY RATE TRENDS**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
October	59.2%	61.7%	84.5%	61.2%	62.0%	65.7%
November	60.8%	67.0%	80.8%	82.3%	69.0%	72.0%
December	59.4%	64.0%	74.0%	73.8%	62.7%	66.8%
January	71.3%	74.2%	84.0%	79.7%	73.8%	76.6%
February	81.7%	88.8%	91.1%	86.3%	82.8%	86.1%
March	81.4%	88.4%	89.9%	87.1%	85.6%	86.5%
April	72.0%	79.7%	79.1%	73.6%	73.8%	75.6%
May	65.6%	67.5%	68.5%	70.8%	65.7%	67.6%
June	63.7%	67.7%	70.0%	68.9%	65.6%	67.2%
July	60.8%	66.9%	64.6%	62.1%	59.8%	62.8%
August	60.5%	63.7%	62.0%	57.0%	58.4%	60.3%
September	51.9%	61.5%	62.9%	51.2%	49.9%	55.5%



**Table 12  
HOTEL ROOM NIGHTS OCCUPIED BY GROUPS IN PALM BEACH COUNTY  
FISCAL YEAR 2002/03 THROUGH FISCAL YEAR 2006/07**

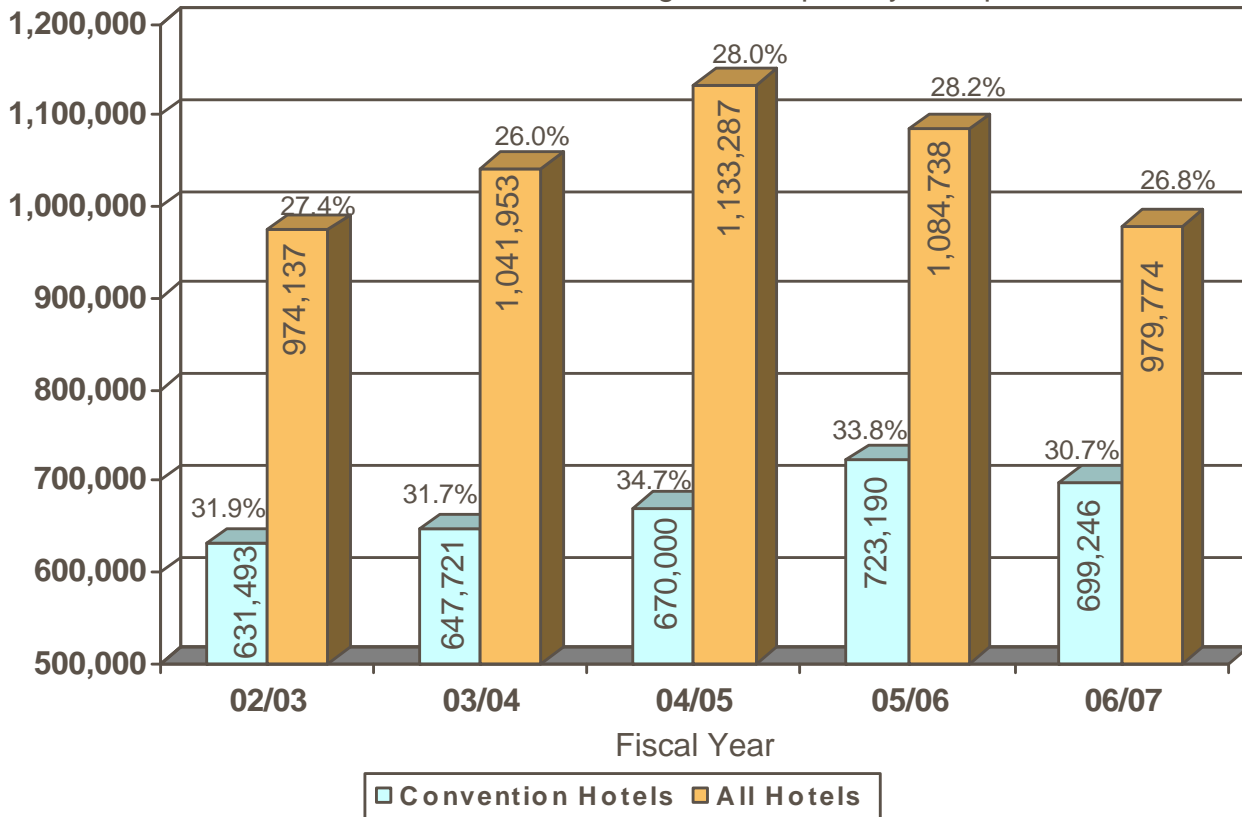
<b>FISCAL YEAR</b>	<b>TOTAL ROOM NIGHTS OCCUPIED</b>	<b>GROUP ROOM NIGHTS</b>	<b>% CHANGE FY TO FY</b>	<b>GROUP ROOM NIGHTS IN CONVEN. HOTELS</b>	<b>% CHANGE FY TO FY</b>
2002/03	3,742,427*	974,137	11.2%	631,493	0.1%
2003/04	4,003,012*	1,041,953	7.0%	647,721	2.6%
2004/05	4,057,276**	1,133,287	8.8%	670,000	3.4%
2005/06	3,829,804*	1,084,738	- 4.3%	723,190	7.9%
2006/07	3,628,164*	979,774	- 9.7%	699,246	- 3.3%
<b>5 YEAR AVERAGE</b>	3,852,137	1,042,778	2.6%	674,330	2.1%

\*Properties well below 50 rooms are only included in room count and total inventory.

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures are excluded.



Table 13  
Annual Room Nights Occupied by Groups



Hotels	5 Year Average
Convention Hotels	674,330 (32.6%)
All Hotels	3,852,137 (27.3%)



**Table 14  
PERCENT OF MONTHLY GROUP BOOKINGS IN PBC CONVENTION HOTELS**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
October	39.1%	35.1%	42.3%	44.3%	33.8%	38.9%
November	34.5%	35.2%	40.2%	39.5%	34.9%	36.9%
December	20.1%	23.4%	23.3%	29.4%	25.7%	24.4%
January	36.0%	34.6%	35.6%	34.8%	34.1%	35.0%
February	25.3%	27.5%	30.6%	27.5%	27.8%	27.7%
March	28.1%	32.0%	29.0%	30.5%	27.2%	29.4%
April	31.5%	31.5%	36.9%	34.0%	32.9%	33.4%
May	36.5%	32.1%	37.8%	36.5%	36.0%	35.8%
June	36.3%	35.9%	39.7%	38.1%	36.1%	37.2%
July	34.9%	31.9%	29.0%	31.5%	28.7%	31.2%
August	25.0%	28.6%	29.2%	28.6%	26.7%	27.6%
September	34.9%	32.4%	42.6%	31.0%	23.9%	33.0%



**Table 15  
PRIMARY CHARACTERISTICS OF HOTEL GUESTS STAYING IN PALM BEACH COUNTY  
FISCAL YEAR 2002/03 THROUGH FISCAL YEAR 2006/07**

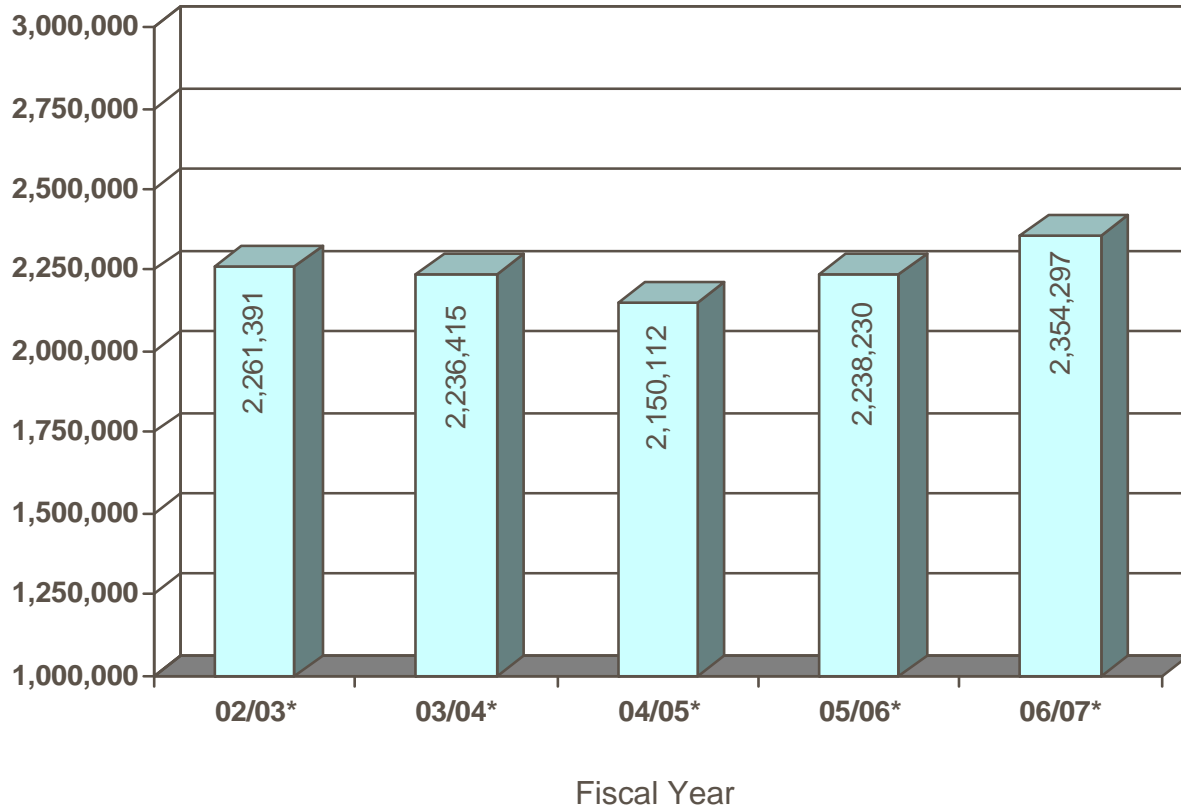
	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
<b>Estimated Number of Hotel Guests</b>	<b>2,261,391+</b>	<b>2,236,415+</b>	<b>2,150,112+</b>	<b>2,238,230+</b>	<b>2,354,297+</b>	<b>2,248,089</b>
Average Party Size**	2.2	2.1	2.1	2.1	2.1	2.1
Nights in Hotel	3.8	3.8	4.0	3.6	3.3	3.7
<b>Purpose of Visit</b>						
Conference/Convention/ Business Meeting	57%	58%	56%	60%	58%	58%
- Business Meeting	46%	49%	49%	52%	51%	49%
- Conference/Convention	10%	7%	7%	6%	7%	7%
- Other Business	1%	1%	1%	2%	1%	1%
Vacation/Pleasure	34%	33%	35%	32%	33%	33%
Sports Event	2%	2%	3%	3%	3%	3%
Cultural Attraction	1%	1%	1%	0.4%	1%	1%
Other	7%	6%	5%	4%	4%	5%

\*\*Starting in fiscal year 2001/02, if 'party size' is greater than 8 or 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is deleted. Prior to fiscal year 2001/02, if party size or number of rooms occupied was greater than 10, both were recoded to 1; if party size was greater than 25, party size and number of rooms occupied were both recoded as missing data; if party size was greater than 1 and number of rooms occupied was blank (or vice versa), both were recoded as missing data.

+ Properties well below 50 rooms are only included in room count and total inventory.



Table 16  
Annual Trends in the Estimated Number of Hotel Guests



\* Properties well below 50 rooms are only included in room count and total inventory.



**Table 17**  
**ESTIMATED NUMBER OF HOTEL GUESTS AND ESTIMATED TOTAL EXPENDITURES**  
**FISCAL YEAR 2002/03 THROUGH FISCAL YEAR 2006/07**

FISCAL YEAR	HOTEL GUESTS	% CHANGE FY TO FY	EXPENDITURES	% CHANGE FY TO FY
2002/03	2,261,391 *	11.5%	\$1,625,940,129	20.0%
2003/04	2,236,415 *	- 1.1%	\$1,399,995,790	- 13.9%
2004/05	2,150,112 *	- 3.9%	\$1,646,985,792	17.6%
2005/06	2,238,230*	4.1%	\$1,658,528,430	0.7%
2006/07	2,354,297*	5.2%	\$1,565,607,505	- 5.6%
<b>5 YEAR AVERAGE</b>	2,248,089	3.2%	\$1,579,411,529	3.8%

\* Properties well below 50 rooms are only included in room count and total inventory.





# Property Manager Survey Tables



**Table 18  
HOTEL OCCUPANCY RATE AND ROOM NIGHTS OCCUPIED  
FISCAL YEAR 2002/03 THROUGH 2006/07**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
Occupancy Rate	65.7%	70.9%	76.0%	71.2%	67.4%	70.2%
<b>Occupancy Rate by Hotel Size</b>						
50 -100 Rooms	61.7%	69.0%	74.2%	71.6%	63.9%	68.1%
101+ Rooms	66.5%	71.5%	76.3%	71.1%	68.0%	70.7%
101-219 Rooms	64.7%	72.2%	78.2%	71.2%	67.7%	70.8%
220-500 Rooms	66.7%	70.4%	74.0%	71.8%	69.6%	70.5%
<b>Occupancy Rate by Geographic Region</b>						
North	60.6%	68.4%	74.8%	71.4%	65.8%	68.2%
Central	69.1%	72.9%	78.6%	72.4%	69.5%	72.5%
South	65.2%	70.7%	74.0%	70.1%	66.3%	69.3%
Room Nights Occupied (FYTD)	3,742,427*	4,003,012*	4,057,276**	3,829,804*	3,628,164*	3,852,137
Average Daily Room Rate (ADR)	\$125.45	\$130.09	\$148.86	\$147.16	\$148.24	\$139.96
<b>Percentage of Occupied Room Nights</b>						
Leisure	37.0%	37.6%	37.1%	38.2%	39.5%	37.9%
Business	35.7%	36.4%	34.8%	33.5%	33.7%	34.8%
Conference/Convention	27.4%	26.0%	28.0%	28.2%	26.8%	27.3%

\* Properties well below 50 rooms are only included in room count and total inventory.

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.



**Table 19  
OCCUPANCY RATE TRENDS BY MONTH AND FISCAL YEAR  
FISCAL YEAR 2002/03 THROUGH 2006/07**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
Room Inventory	5,703,912*	5,703,912*	5,352,902**	5,378,710*	5,386,713*	5,505,230
Overall Occupancy Rate	65.7%	70.9%	76.0%	71.2%	67.4%	70.2%
October	59.2%	61.7%	84.5%	61.2%	62.0%	65.7%
November	60.8%	67.0%	80.8%	82.3%	69.0%	72.0%
December	59.4%	64.0%	74.0%	73.8%	62.7%	66.8%
January	71.3%	74.2%	84.0%	79.7%	73.8%	76.6%
February	81.7%	88.8%	91.1%	86.3%	82.8%	86.1%
March	81.4%	88.4%	89.9%	87.1%	85.6%	86.5%
April	72.0%	79.7%	79.1%	73.6%	73.8%	75.6%
May	65.6%	67.5%	68.5%	70.8%	65.7%	67.6%
June	63.7%	67.7%	70.0%	68.9%	65.6%	67.2%
July	60.8%	66.9%	64.6%	62.1%	59.8%	62.8%
August	60.5%	63.7%	62.0%	57.0%	58.4%	60.3%
September	51.9%	61.5%	62.9%	51.2%	49.9%	55.5%
Room Nights Occupied	3,742,427*	4,003,012*	4,057,276**	3,829,804*	3,628,164*	3,852,137

\* Properties well below 50 rooms are only included in room count and total inventory.

+ During FY 2004-05 room nights unavailable due to hurricane/renovation closures were excluded.



**Table 20  
AVERAGE DAILY ROOM RATE (ADR)  
FISCAL YEAR 2002/03 THROUGH 2006/07**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
Average Daily Room Rate (ADR)	\$125.45	\$130.09	\$148.86	\$147.16	\$148.24	\$139.96
ADR by Hotel Size						
50 -100 Rooms	\$101.81	\$113.55	\$133.84	\$124.95	\$133.23	\$121.48
101 + Rooms	\$129.31	\$133.63	\$151.39	\$150.93	\$150.56	\$143.16
101-219 Rooms	\$93.57	\$100.96	\$116.52	\$110.78	\$105.56	\$105.48
220-500 Rooms	\$117.00	\$131.40	\$150.31	\$158.11	\$158.53	\$143.07



**Table 21**  
**AVERAGE DAILY ROOM RATE (ADR) BY MONTH AND FISCAL YEAR**  
**FISCAL YEAR 2002/03 THROUGH 2006/07**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
Overall ADR	\$125.45	\$130.09	\$148.86	\$147.16	\$148.24	\$139.96
October	\$106.99	\$109.17	\$121.60	\$124.19	\$122.04	\$116.80
November	\$115.53	\$127.25	\$136.95	\$145.99	\$131.16	\$131.38
December	\$136.57	\$139.33	\$143.42	\$148.11	\$149.45	\$143.38
January	\$159.32	\$168.69	\$185.14	\$185.46	\$186.67	\$177.06
February	\$175.88	\$179.88	\$216.02	\$222.86	\$213.29	\$201.59
March	\$169.16	\$181.38	\$218.58	\$199.94	\$211.85	\$196.18
April	\$144.46	\$153.58	\$180.44	\$175.00	\$177.15	\$166.13
May	\$116.16	\$112.80	\$133.26	\$135.32	\$134.96	\$126.50
June	\$101.05	\$103.28	\$111.03	\$115.79	\$119.67	\$110.16
July	\$91.57	\$96.55	\$105.31	\$107.91	\$107.90	\$101.85
August	\$92.41	\$98.10	\$103.20	\$100.37	\$110.25	\$100.87
September	\$96.25	\$91.10	\$131.34	\$104.98	\$114.53	\$107.64

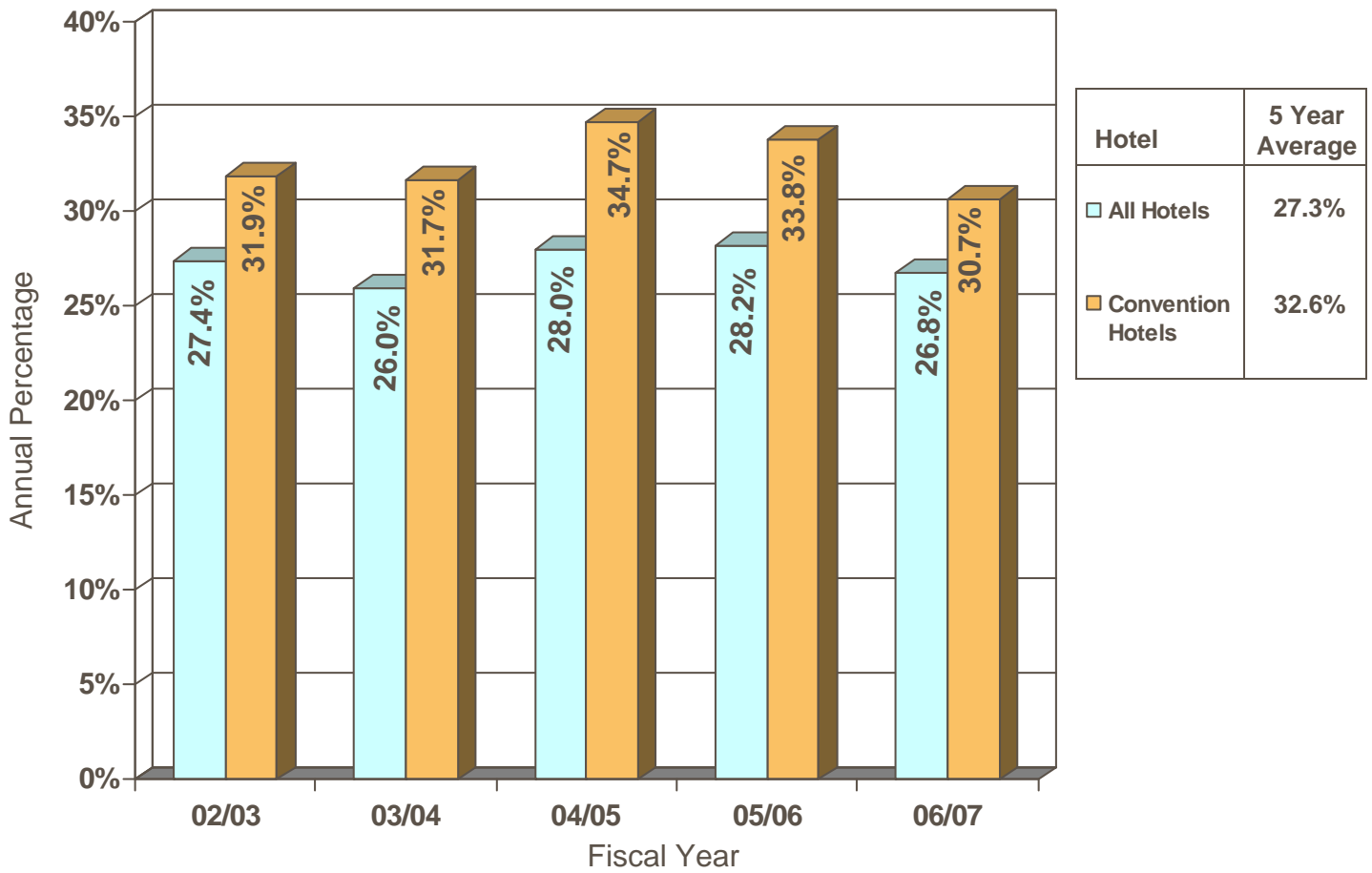


**Table 22  
GROUP BOOKINGS IN PALM BEACH COUNTY  
FISCAL YEAR 2002/03 THROUGH 2006/07**

	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>	<b>2005/06</b>	<b>2006/07</b>	<b>5 YEAR AVERAGE</b>
% Occupied by Groups in PBC	27.4%	26.0%	28.0%	28.2%	26.8%	27.3%
Room Nights Occupied by Groups in PBC	974,137	1,041,953	1,133,287	1,084,738	979,774	1,042,778
% Occupied by Groups in Convention Hotels	31.9%	31.7%	34.7%	33.8%	30.7%	32.6%
Room Nights Occupied by Groups in PBC Convention Hotels	631,493	647,721	670,000	723,190	699,246	674,330



Table 23  
Hotel Room Nights Occupied by Groups





**Table 24  
Response Rates  
FISCAL YEAR 2002/03 THROUGH 2006/07**

<b>Response Rates by Hotel Size</b>	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>	<b>2005/06</b>	<b>2006/07</b>	<b>5 YEAR AVERAGE</b>
50 -100 Rooms	67.3%	58.6%	56.6%	50.6%	52.1%	57.0%
101+ Rooms	73.7%	69.5%	66.6%	60.3%	62.4%	66.5%
101-219 Rooms	64.7%	56.9%	48.5%	40.5%	47.4%	51.6%
220-500 Rooms	81.9%	79.9%	85.9%	80.9%	75.1%	80.7%
<b>Response Rates by Geographic Region</b>						
North	62.9%	64.5%	61.5%	57.5%	56.9%	60.7%
Central	75.9%	67.7%	68.1%	59.2%	59.4%	66.1%
South	74.6%	69.7%	64.7%	59.9%	65.7%	66.9%
<b>Overall Response Rate</b>	<b>72.4%</b>	<b>67.9%</b>	<b>65.1%</b>	<b>59.1%</b>	<b>61.4%</b>	<b>65.2%</b>





**Table 25  
PERCENTAGE OF INTERNATIONAL GUESTS**

<b>International Guests by Hotel Size</b>	<b>2005/06</b>	<b>2006/07</b>	<b>5 YEAR AVERAGE</b>
50 -100 Rooms	5.6%	8.8%	7.2%
101+ Rooms	3.1%	3.3%	3.2%
101-219 Rooms	3.9%	3.4%	3.7%
220-500 Rooms	1.2%	2.0%	1.6%
<b>International Guests by Geographic Region</b>			
North	1.4%	2.7%	2.1%
Central	3.4%	3.0%	3.2%
South	4.6%	6.1%	5.4%
<b>Overall Percentage of International Guests</b>	<b>3.5%</b>	<b>4.0%</b>	<b>3.8%</b>



# Hotel Visitor Survey Tables



**Table 26**  
**CHARACTERISTICS OF STAY AMONG HOTEL GUESTS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Visitors Staying in Hotels</b>							
Party Size*	2.2	2.1	2.1	2.1	2.1	0.0	2.1
Nights in County	3.8	4.0	4.2	3.8	3.3	- 0.5	3.8
Nights in Hotel	3.8	3.8	4.0	3.6	3.3	- 0.3	3.7
Rooms Per Night*	1.3	1.3	1.3	1.3	1.3	0.0	1.3

\*Starting in fiscal year 2001/02, if 'party size' is greater than 8 or 'number of rooms occupied' is greater than 3, then data within 'party size' and 'number of rooms occupied' is deleted. Prior to fiscal year 2001/02, if party size or number of rooms occupied was greater than 10, both were recoded to 1; if party size was greater than 25, party size and number of rooms occupied were both recoded as missing data; if party size was greater than 1 and number of rooms occupied was blank (or vice versa), both were recoded as missing data.



**Table 27  
VISITOR EXPENDITURES IN PALM BEACH COUNTY**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Average Expenditures Per Visit*</b>							
Lodging	\$585	\$600	\$716	\$886	\$766	- 120	\$711
Restaurant/Bar	\$395	\$315	\$392	\$335	\$347	12	\$357
Gifts/Shopping	\$293	\$163	\$224	\$133	\$102	- 31	\$183
Entertainment/Recreation	\$125	\$84	\$84	\$50	\$53	3	\$79
Local Travel	\$182	\$152	\$192	\$151	\$129	- 22	\$161
<b>Total Per Party</b>	<b>\$1,581</b>	<b>\$1,315</b>	<b>\$1,608</b>	<b>\$1,555</b>	<b>\$1,396</b>	<b>- 159</b>	<b>\$1,491</b>
<b>Average Expenditures Per Person Per Day (based on average number of persons per party)</b>							
Total Per Person	\$719	\$626	\$766	\$741	\$665	- 76	\$703
Total Per Person/Per Day	\$189	\$165	\$191	\$206	\$201	- 5	\$190
Lodging	\$70	\$75	\$85	\$117	\$110	- 7	\$91
Restaurant/Bar	\$47	\$40	\$47	\$44	\$50	6	\$46
Gifts/Shopping	\$35	\$20	\$27	\$18	\$15	- 3	\$23
Entertainment/Recreation	\$15	\$10	\$10	\$7	\$8	1	\$10
Local Travel	\$22	\$19	\$23	\$20	\$19	- 1	\$21



**Table 28  
HOTEL VISITOR EXPENDITURES IN PALM BEACH COUNTY BY PURPOSE OF THE VISIT<sup>1</sup>**

	2002/2003					2003/2004					2004/2005					2005/2006					2006/2007				
	Leisure	Group*	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other	Leisure	Group*	Bus.	Sports	Other
Average Party Size*	2.6	2.3	1.8	3.5	2.2	2.6	2.1	1.7	2.2	2.0	2.6	2.1	1.7	2.6	2.3	2.6	1.9	1.7	2.7	2.5	2.6	2.1	1.7	2.9	2.1
Nights in Hotel/Motel	4.8	3.3	3.1	4.5	2.0	4.9	3.4	3.1	4.1	2.5	4.9	4.0	3.3	5.4	2.4	4.3	3.5	3.0	4.8	3.6	3.7	3.1	2.9	4.5	2.4
<b>Expenditures</b>																									
Lodging	\$773	\$581	\$456	\$599	\$234	\$784	\$564	\$487	\$742	\$290	\$951	\$760	\$551	\$961	\$382	\$1,101	\$1,008	\$708	\$1,147	\$731	\$873	\$797	\$653	\$1,278	\$442
Restaurant/Bar	\$552	\$376	\$295	\$383	\$134	\$461	\$343	\$223	\$480	\$163	\$554	\$328	\$290	\$664	\$166	\$400	\$315	\$279	\$504	\$385	\$407	\$220	\$305	\$518	\$194
Gifts/Shopping	\$557	\$155	\$171	\$158	\$98	\$314	\$136	\$87	\$201	\$108	\$421	\$200	\$99	\$432	\$67	\$280	\$130	\$54	\$230	\$112	\$181	\$56	\$55	\$216	\$115
Entertainment/Rec.	\$202	\$152	\$71	\$320	\$18	\$118	\$109	\$62	\$57	\$28	\$127	\$88	\$46	\$308	\$0	\$86	\$39	\$33	\$86	\$101	\$70	\$19	\$41	\$180	\$41
Local Travel	\$269	\$139	\$136	\$149	\$24	\$211	\$143	\$115	\$189	\$70	\$240	\$132	\$158	\$448	\$84	\$172	\$77	\$135	\$115	\$155	\$141	\$65	\$122	\$243	\$53
Total Per Party	\$2,352	\$1,403	\$1,128	\$1,607	\$508	\$1,887	\$1,295	\$973	\$1,669	\$658	\$2,293	\$1,508	\$1,145	\$2,813	\$698	\$2,038	\$1,568	\$1,209	\$2,083	\$1,483	\$1,672	\$1,156	\$1,175	\$2,435	\$845
Total Per Person	\$905	\$610	\$627	\$459	\$231	\$726	\$617	\$573	\$759	\$329	\$882	\$718	\$674	\$1,082	\$304	\$784	\$825	\$711	\$772	\$593	\$643	\$551	\$691	\$839	\$402
Total Per Person/Day	\$188	\$185	\$202	\$102	\$115	\$148	\$181	\$185	\$185	\$132	\$180	\$180	\$204	\$200	\$127	\$182	\$236	\$237	\$161	\$165	\$174	\$178	\$238	\$187	\$168

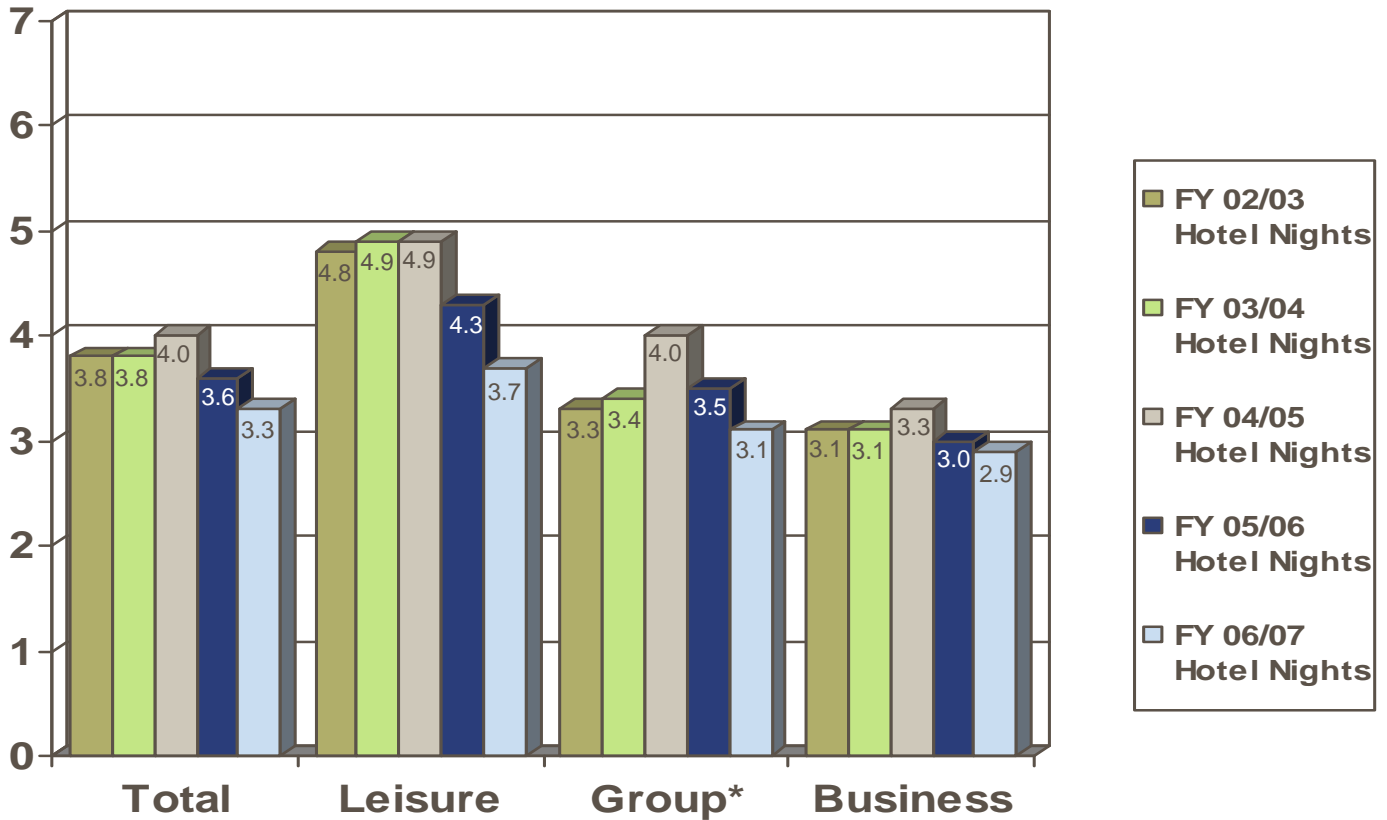
	5 YEAR AVERAGE				
	Leisure	Group*	Bus.	Sports	Other
Average Party Size*	2.6	2.1	1.7	2.8	2.2
Nights in Hotel/Motel	4.5	3.5	3.1	4.7	2.6
<b>Expenditures</b>					
Lodging	\$896	\$742	\$571	\$945	\$416
Restaurant/Bar	\$475	\$316	\$278	\$510	\$208
Gifts/Shopping	\$351	\$135	\$93	\$247	\$100
Entertainment/Rec.	\$121	\$81	\$51	\$190	\$38
Local Travel	\$207	\$111	\$133	\$229	\$77
Total Per Party	\$2,048	\$1,386	\$1,126	\$2,121	\$838
Total Per Person	\$788	\$664	\$655	\$782	\$372
Total Per Person/Day	\$174	\$192	\$213	\$167	\$141

\*Starting in FY 2001/02, group includes Conference/Convention as well as Film/TV production.

<sup>1</sup> Results may not be directly comparable to prior year, same month, due to availability of specific hotels at which interviewing was conducted.



Table 29  
Average Number of Hotel Nights by Traveler Group

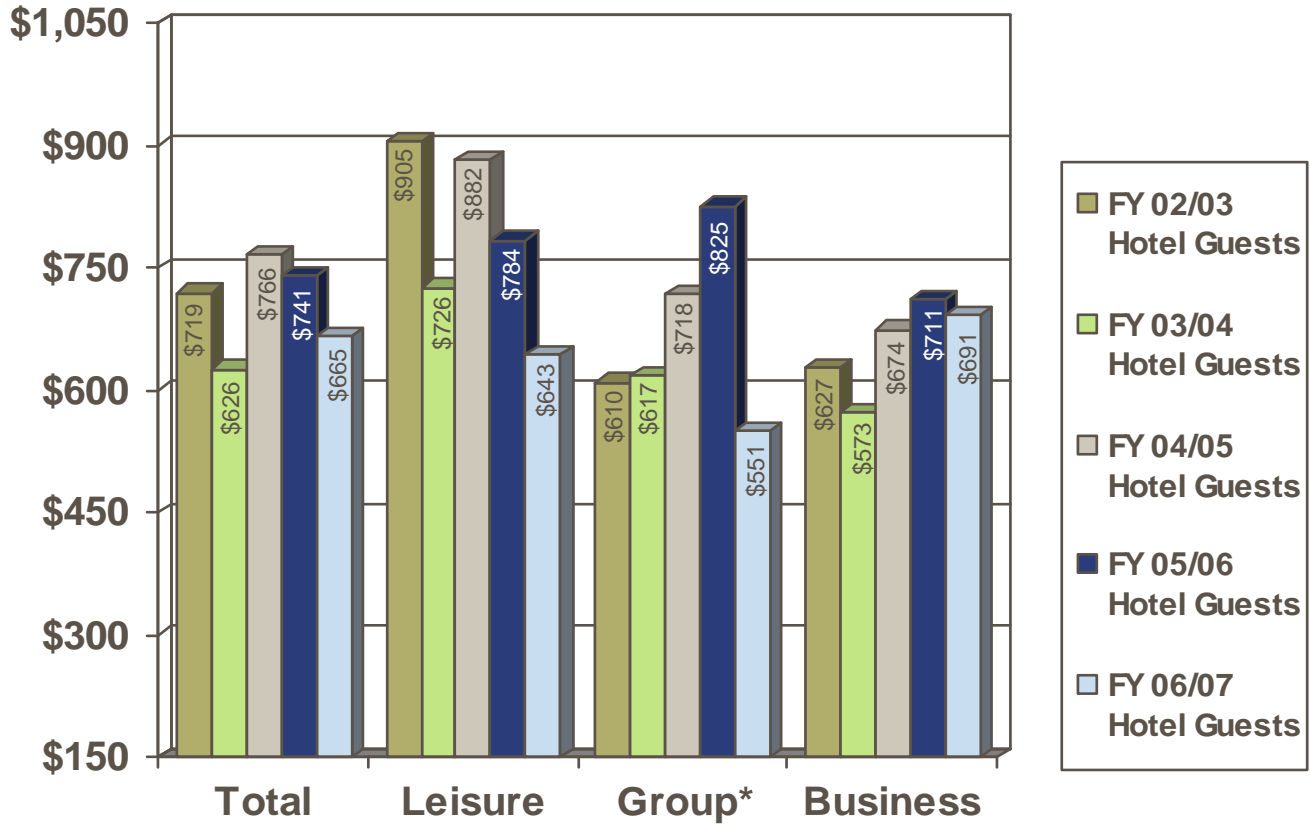


\*Starting in FY 2001/02, group includes Conference/Convention as well as Film/TV production.

Traveler Group	5 Year Average
Total	3.7
Leisure	4.5
Group	3.5
Business	3.1



Table 30  
Per Person Hotel Guest Expenditures by Traveler Group



\* In FY 2001/02, group includes Conference/Convention as well as Film/TV production.

Traveler Group	5 Year Average
Total	\$703
Leisure	\$788
Group	\$664
Business	\$655



**Table 31  
PLANNING THE TRIP TO PALM BEACH COUNTY**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Reason for Trip</b>							
Conference/Convention/Business Meeting	56.6%	57.9%	56.3%	60.1%	58.2%	- 1.9	57.8%
- Business Meeting	45.9%	49.4%	48.7%	52.1%	50.6%	- 1.5	49.3%
- Conference/Convention	9.9%	7.1%	7.0%	6.3%	6.9%	0.6	7.4%
- Other Business	0.7%	1.4%	0.6%	1.7%	0.8%	- 0.9	1.0%
Vacation/Pleasure	33.7%	33.2%	35.3%	32.4%	33.3%	0.9	33.6%
Sporting Event	1.5%	1.7%	2.8%	3.1%	3.4%	0.3	2.5%
Cultural Attraction	0.7%	0.9%	0.5%	0.4%	0.8%	0.4	0.7%
Film/TV Production	0.2%	0.3%	0.0%	0.0%	0.5%	0.5	0.2%
Other	7.2%	6.1%	5.1%	4.0%	3.9%	- 0.1	5.3%
<b>Who Made the Decision*</b>							
Employer	49.1%	50.0%	50.4%	58.2%	54.3%	- 3.9	52.4%
Head of Household/Other Adult	48.8%	48.2%	47.5%	36.0%	37.1%	1.1	43.5%
Family Living in PBC	N/A	N/A	N/A	6.2%	8.6%	2.4	7.4%
Children influenced decision	2.1%	1.8%	2.1%	1.6%	1.8%	0.2	1.9%
<b>Advanced Planning</b>							
One Month or Less	50.9%	53.6%	52.7%	56.9%	57.0%	0.1	54.2%
Two to Three Months	20.0%	21.5%	22.6%	22.9%	21.8%	- 1.1	21.8%
More than Three Months	29.1%	24.8%	24.7%	20.2%	21.2%	1.0	24.0%

\* Starting in October 2005, multiple responses were accepted for the question "Who made the decision to come to PBC?". Also, the options "Female head of household, Male head of household and other traveling companion were merged into "Head of household/Other Adult" and the option "Family living in PBC was added".

\* Multiple responses accepted.





**Table 32  
PLANNING THE TRIP TO PALM BEACH COUNTY**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Reasons for Selecting PBC over other destinations*</b>							
Work Related Trip	57.2%	57.2%	56.3%	58.5%	56.6%	- 1.9	57.2%
Visit Friends/Relatives	21.8%	23.2%	21.4%	20.6%	19.5%	- 1.1	21.3%
Previous visit	12.1%	12.2%	13.3%	9.8%	11.4%	1.6	11.8%
Convenient Flights	4.3%	6.7%	5.1%	7.4%	5.8%	- 1.6	5.9%
Special Event	9.5%	12.0%	11.8%	5.6%	6.8%	1.2	9.1%
Weather	8.7%	11.2%	6.1%	7.2%	5.9%	- 1.3	7.8%
Beaches	6.5%	9.2%	5.0%	4.4%	5.9%	1.5	6.2%
Golf/Tennis/Recreation	2.6%	3.5%	3.4%	3.2%	2.6%	- 0.6	3.1%
Friends/Relatives recommendation	14.9%	15.8%	14.2%	3.1%	2.6%	- 0.5	10.1%
Hotel Brochures/Websites	2.1%	3.0%	3.3%	0.9%	1.8%	0.9	2.2%
Attend a Sporting Event	1.4%	1.8%	2.2%	1.8%	1.5%	- 0.3	1.7%
Attraction Brochures/Website	1.0%	1.3%	1.0%	0.6%	1.1%	0.5	1.0%
Compete in Sports Event/Competition	0.8%	1.3%	1.0%	0.7%	1.0%	0.3	1.0%
Arts or Cultural Event	2.4%	1.7%	1.5%	1.0%	0.8%	- 0.2	1.5%
Spring Training	0.4%	0.3%	0.7%	0.5%	0.6%	0.1	0.5%
Other Internet sources	3.1%	5.4%	4.1%	0.7%	0.4%	- 0.3	2.7%
PBC-CVB	0.7%	1.5%	0.7%	0.1%	0.3%	0.2	0.7%
Travel Agency	1.7%	1.9%	1.3%	0.2%	0.1%	- 0.1	1.0%
Bus Tour	N/A	N/A	N/A	0.2%	0.1%	- 0.1	0.2%
Spanish Language Media	N/A	N/A	N/A	0.1%	0.1%	0.0	0.1%
Media Coverage	2.7%	3.1%	2.0%	0.1%	0.1%	0.0	1.6%
County State Tourist Agency	0.1%	0.3%	0.3%	0.0%	0.1%	0.1	0.2%
Other	12.9%	9.4%	11.1%	4.7%	5.1%	0.4	8.6%

\*Multiple responses accepted



**Table 33  
BOOKING TOOLS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<u>Booked with Travel Agency</u>							
Yes	28.2%	29.3%	24.4%	24.4%	24.6%	0.2	26.2%
No	71.8%	70.7%	75.6%	75.6%	75.4%	- 0.2	73.8%
<u>Visit was part of a package (that may have included airfare, lodging, meals, rental car, etc..)</u>							
Yes	7.0%	9.9%	10.1%	10.0%	6.5%	- 3.5	8.7%
No	93.0%	90.1%	89.9%	90.0%	93.5%	3.5	91.3%
<u>Booked any part of this trip using the internet</u>							
Yes	35.6%	42.0%	43.8%	47.8%	46.8%	- 1.0	43.2%
No	64.4%	58.0%	56.2%	52.2%	53.2%	1.0	56.8%
<u>Areas Booked Using Internet (among those who used the internet)*</u>							
Hotel	63.0%	59.9%	60.4%	60.4%	70.7%	10.3	62.9%
Air	73.7%	74.1%	76.5%	73.8%	69.3%	- 4.5	73.5%
Car Rental	40.4%	41.7%	44.3%	41.1%	39.5%	- 1.6	41.4%
Tickets to Event	1.5%	1.8%	1.1%	1.4%	1.3%	- 0.1	1.4%
Other	2.3%	2.2%	2.5%	5.6%	4.4%	- 1.2	3.4%

\* Multiple responses accepted.



<b>Table 34 ACTIVITY PARTICIPATION</b>	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>	<b>2005/06</b>	<b>2006/07</b>	<b>CHANGE</b>	<b>5 YEAR AVERAGE</b>
<u>Participation in Specific Activities *</u>							
Restaurants	86.2%	92.7%	94.5%	92.4%	93.6%	1.2	91.9%
Shopping	41.8%	39.2%	40.5%	35.1%	30.9%	- 4.2	37.5%
Went to Beach	37.4%	30.8%	35.0%	26.5%	26.6%	0.1	31.3%
Swimming	14.7%**	9.8%**	10.2%**	15.3%	15.2%	- 0.1	13.0%
Bars/Nightclubs	14.1%	15.3%	14.4%	12.0%	12.1%	0.1	13.6%
Visited Downtown West Palm Beach/City Place	24.2%	14.5%	11.4%	10.3%	10.7%	0.4	14.2%
Golf, Tennis	10.8%	11.2%	12.5%	11.1%	9.4%	- 1.7	11.0%
Visited Downtown Delray Beach Attractions	11.8%	9.5%	9.8%	7.2%	5.3%	- 1.9	8.7%
Visited Mizner Park – Boca Raton	12.7%	10.2%	8.7%	7.1%	4.5%	- 2.6	8.6%
Visited Wildlife Refuge	2.9%	2.4%	3.0%	3.1%	2.5%	- 0.6	2.8%
Museums, Art galleries	4.5%	3.7%	3.7%	3.8%	2.1%	- 1.7	3.6%
Attended a Sporting Event	2.0%	1.8%	1.6%	2.2%	2.0%	- 0.2	1.9%
Boating	14.7%**	9.8%**	10.2%**	1.9%	1.9%	0.0	7.7%
Visited Downtown at the Gardens	N/A	N/A	N/A	1.7%	1.8%	0.1	1.8%
Attractions	2.9%	3.3%	3.8%	2.7%	1.7%	- 1.0	2.9%
Performing Arts	1.9%	1.7%	2.1%	1.8%	1.5%	- 0.3	1.8%
Fishing	14.7%**	9.8%**	10.2%**	1.2%	1.5%	0.3	7.5%
Visited Downtown Lake Worth	2.5%	1.8%	1.5%	1.4%	1.1%	- 0.3	1.7%
Snorkeling	14.7%**	9.8%**	10.2%**	0.9%	0.9%	0.0	7.3%
Visited Riviera Beach/Singer Island	5.1%	2.6%	1.1%	1.4%	0.9%	- 0.5	2.2%
Gambling Cruise	3.2%	2.2%	1.8%	0.9%	0.8%	- 0.1	1.8%
Competed in Sports Event	0.5%	1.3%	1.0%	0.7%	0.6%	- 0.1	0.8%
Diving	14.7%**	9.8%**	10.2%**	0.4%	0.4%	0.0	7.1%
Palm Beach County Convention Center	N/A	0.3%	0.8%	0.2%	0.3%	0.1	0.4%
Visited Palm Beach/Worth Avenue***	N/A	N/A	N/A	N/A	0.3%	N/A	0.3%
Pari-Mutuels (dog-track)	0.9%	0.7%	0.5%	0.4%	0.2%	- 0.2	0.5%
Surfing	14.7%**	9.8%**	10.2%**	0.4%	0.2%	- 0.2	7.1%
Kite Surfing	14.7%**	9.8%**	10.2%**	0.1%	0.1%	0.0	7.0%
Other Activity	18.1%	6.5%	7.2%	5.8%	6.3%	0.5	8.8%

\*Multiple responses accepted. \*\* Represents combined data from the old closed-end answers: 'boating/fishing/diving' and 'other water activities'  
 \*\*\* Added in July 2007



**Table 35  
RETURN VISITS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<u>Plan to Return to PBC</u>							
Yes	76.8%	82.6%	81.7%	81.2%	84.3%	3.1	81.3%
No	3.5%	2.6%	3.5%	3.0%	2.5%	- 0.5	3.0%
Don't Know	19.7%	14.8%	14.8%	15.8%	13.2%	- 2.6	15.7%
<u>If no, why not? *</u>							
No business in the area	N/A	N/A	N/A	24.3%	17.3%	- 7.0	20.8%
Too far	N/A	N/A	N/A	0.0%	7.1%	7.1	3.6%
Too expensive	N/A	N/A	N/A	3.0%	6.7%	3.7	4.9%
Going to other places/I like changing destinations	N/A	N/A	N/A	9.8%	5.2%	- 4.6	7.5%
Family moving away	N/A	N/A	N/A	2.7%	4.2%	1.5	3.5%
Don't like it here	N/A	N/A	N/A	0.0%	3.8%	3.8	1.9%
Other	N/A	N/A	N/A	21.7%	22.1%	0.4	21.9%
No reason/No answer	N/A	N/A	N/A	38.7%	33.6%	- 5.1	36.2%
<u>When do you plan on returning to PBC?</u>							
Within the next 3 months	33.0%	31.9%	29.7%	33.4%	34.8%	1.4	32.6%
Within the next 6 months	14.8%	14.8%	13.5%	10.4%	11.4%	1.0	13.0%
Within the next year	27.1%	22.6%	25.0%	21.4%	23.8%	2.4	24.0%
Within the next few years	9.9%	10.7%	9.8%	7.0%	4.9%	- 2.1	8.5%
Don't Know	15.1%	20.0%	21.9%	27.8%	25.0%	- 2.8	22.0%

\*Multiple responses accepted, added in May 2006



**Table 36  
TRAVEL DETAILS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<u>Main Destination</u>							
Palm Beach County	86.7%	90.1%	91.4%	91.1%	90.0%	- 1.1	89.9%
Ft. Lauderdale	3.2%	3.6%	3.8%	4.2%	4.4%	0.2	3.8%
<u>First Trip to PBC</u>	27.8%	28.5%	26.6%	25.8%	24.1%	- 1.7	26.6%
<u>Type of Transportation*</u>							
Airplane	70.8%	75.3%	74.7%	79.1%	73.2%	- 5.9	74.6%
Car	28.7%	23.9%	24.9%	26.2%	31.5%	5.3	27.0%
Other	0.5%	0.9%	0.4%	0.9%	0.8%	- 0.1	0.7%

\* Multiple responses accepted starting in October 2005.



**Table 37  
THINGS LIKED BEST ABOUT THE TRIP TO PALM BEACH COUNTY**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
Climate/Weather	38.8%	41.1%	40.4%	38.1%	38.7%	0.6	39.4%
Beaches/Ocean	13.7%	10.5%	12.0%	12.2%	12.6%	0.4	12.2%
Beautiful Area	9.2%	8.1%	9.4%	6.4%	8.4%	2.0	8.3%
Nice People	4.3%	4.4%	4.4%	4.3%	4.7%	0.4	4.4%
Visiting Friends/Relatives	2.7%	3.6%	4.0%	4.3%	4.0%	- 0.3	3.7%
Cleanliness	4.5%	3.8%	3.4%	4.0%	3.8%	- 0.2	3.9%
Hotel	2.8%	4.7%	3.2%	4.2%	3.0%	- 1.2	3.6%
Relaxing Atmosphere	2.8%	2.8%	1.8%	3.3%	2.8%	- 0.5	2.7%
Restaurants	1.6%	2.1%	2.3%	2.7%	2.4%	- 0.3	2.2%
Golf	0.6%	1.1%	1.3%	1.9%	2.1%	0.2	1.4%
Shopping	2.2%	2.3%	2.4%	1.5%	2.1%	0.6	2.1%
Everything	1.8%	3.1%	1.9%	2.4%	1.9%	- 0.5	2.2%
Convenience	1.1%	0.4%	0.7%	1.4%	0.7%	- 0.7	0.9%
Specific Activity	0.5%	0.4%	1.3%	0.6%	0.4%	- 0.2	0.6%
Diversity of Activities	0.8%	0.9%	0.8%	0.9%	0.2%	- 0.7	0.7%
Other	10.8%	10.7%	10.1%	10.7%	12.2%	1.5	10.9%



**Table 38**  
**THINGS LIKED LEAST ABOUT THE TRIP TO PALM BEACH COUNTY**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
Traffic/Bad Drivers	31.2%	29.6%	32.4%	35.0%	34.5%	- 0.5	32.5%
Humidity/Poor Weather	19.8%	18.4%	16.3%	18.9%	16.2%	- 2.7	17.9%
Expensive	3.8%	4.9%	6.1%	4.7%	5.9%	1.2	5.1%
Road Construction	6.5%	7.9%	3.7%	3.6%	3.8%	0.2	5.1%
Crowded	3.7%	2.7%	4.3%	2.8%	2.3%	- 0.5	3.2%
Hotel	3.7%	2.7%	3.3%	2.9%	2.1%	- 0.8	2.9%
Stay Was Too Short	2.4%	2.3%	1.4%	2.3%	2.0%	- 0.3	2.1%
Unfriendly People	1.8%	1.2%	1.9%	1.4%	1.7%	0.3	1.6%
Crime/Bad Neighborhoods	1.2%	1.0%	0.7%	0.6%	1.5%	0.9	1.0%
Beaches	0.8%	0.1%	0.5%	0.2%	0.2%	0.0	0.4%
Airports	0.0%	0.0%	0.2%	0.2%	0.2%	0.0	0.1%
Other	13.8%	14.0%	16.9%	18.3%	19.0%	0.7	16.4%
Nothing Was Bad	11.7%	15.6%	11.4%	9.8%	10.6%	0.8	11.8%



**Table 39  
WHAT COULD MAKE NEXT TRIP BETTER\***

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
Longer stay	N/A	N/A	N/A	21.2%	19.9%	- 1.3	20.6%
Better weather	N/A	N/A	N/A	13.7%	11.0%	- 2.7	12.4%
Less business and more partying/more free time	N/A	N/A	N/A	5.3%	8.1%	2.8	6.7%
Improve traffic/Finish Construction on I-95	N/A	N/A	N/A	9.3%	7.7%	- 1.6	8.5%
Come during vacation time	N/A	N/A	N/A	6.9%	7.7%	0.8	7.3%
Come with friends/family	N/A	N/A	N/A	3.0%	4.6%	1.6	3.8%
Better hotel	N/A	N/A	N/A	3.8%	2.9%	- 0.9	3.4%
Cheaper hotel	N/A	N/A	N/A	2.0%	2.5%	0.5	2.3%
Lower prices	N/A	N/A	N/A	2.5%	2.2%	- 0.3	2.4%
Play golf/more golf	N/A	N/A	N/A	0.7%	2.0%	1.3	1.4%
Nothing	N/A	N/A	N/A	9.7%	7.2%	- 2.5	8.5%
Other	N/A	N/A	N/A	23.7%	24.9%	1.2	24.3%

\*Multiple responses accepted.





**Table 40  
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Age</b>							
Under 35	19.9%	19.5%	16.4%	17.1%	17.7%	0.6	18.1%
35 to 54	53.4%	54.8%	56.8%	54.7%	53.9%	- 0.8	54.7%
55 to 64	17.3%	17.7%	18.4%	20.0%	20.9%	0.9	18.9%
65 +	9.5%	8.2%	8.3%	8.3%	7.4%	- 0.9	8.3%
<b>Description of traveling party* (Total)</b>							
Adult family members or friends	46.4%	41.8%	44.1%	40.7%	40.6%	- 0.1	42.7%
Self only	26.6%	30.0%	29.9%	32.7%	33.6%	0.9	30.6%
Business associates	26.3%	26.1%	23.5%	25.6%	24.8%	- 0.8	25.3%
Children under 12 years old	7.3%	7.7%	8.9%	7.2%	7.5%	0.3	7.7%
Grandchildren under 12 years old	0.8%	0.8%	0.8%	0.5%	0.3%	- 0.2	0.6%
<b>Description of traveling party* (Pleasure Hotel Guests)</b>							
Adult family members or friends	82.8%	80.8%	81.7%	83.7%	82.4%	- 1.3	82.3%
Self only	10.9%	12.1%	9.8%	9.4%	11.8%	2.4	10.8%
Business associates	3.1%	2.6%	2.1%	3.3%	3.4%	0.1	2.9%
Children under 12 years old	13.3%	14.6%	17.1%	15.5%	15.5%	0.0	15.2%
Grandchildren under 12 years old	1.8%	1.6%	1.6%	1.3%	0.7%	- 0.6	1.4%
<b>Description of traveling party* (Business Hotel Guests)</b>							
Adult family members or friends	20.0%	15.6%	16.2%	12.9%	12.7%	- 0.2	15.5%
Self only	38.0%	41.8%	44.6%	47.8%	48.1%	0.3	44.1%
Business associates	43.2%	42.3%	39.6%	40.1%	39.3%	- 0.8	40.9%
Children under 12 years old	3.0%	3.1%	2.7%	1.8%	2.1%	0.3	2.5%
Grandchildren under 12 years old	0.0%	0.3%	0.2%	0.1%	0.0%	- 0.1	0.1%

\* Multiple responses accepted



**Table 41  
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Occupation</b>							
Professional/Managerial	52.9%	52.7%	53.1%	62.3%	63.6%	1.3	56.9%
Sales	13.1%	13.1%	16.3%	15.5%	14.7%	- 0.8	14.5%
Retired	9.6%	9.2%	9.2%	9.7%	8.5%	- 1.2	9.2%
Technical	8.0%	8.7%	6.6%	6.9%	7.1%	0.2	7.5%
Student	1.5%	1.6%	0.8%	1.2%	1.3%	0.1	1.3%
Other	15.0%	14.8%	13.9%	4.3%	4.8%	0.5	10.6%
<b>Hispanic Origin</b>	N/A	N/A	N/A	5.3%	5.3%	0.0	5.3%
<b>Ethnicity</b>							
White/Caucasian	89.8%	90.7%	92.7%	92.4%	91.9%	- 0.5	91.5%
African-American	6.1%	5.8%	4.7%	4.2%	5.5%	1.3	5.3%
Asian	3.5%	3.3%	2.5%	3.1%	2.3%	- 0.8	2.9%
Other	0.5%	0.3%	0.1%	0.3%	0.2%	- 0.1	0.3%



**Table 42  
DEMOGRAPHIC CHARACTERISTICS OF VISITORS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Income</b>							
Under \$45,000	7.9%	6.8%	4.8%	3.8%	4.9%	1.1	5.6%
\$45,000 to \$64,999	13.2%	10.4%	8.9%	9.6%	8.8%	- 0.8	10.2%
\$65,000 to \$99,999	26.9%	27.5%	23.7%	22.3%	21.8%	- 0.5	24.4%
\$100,000 or more	52.0%	N/A	N/A	N/A	N/A	N/A	N/A
\$100,000 to \$200,000	N/A	40.1%	38.6%	41.0%	41.2%	0.2	40.2%
More than \$200,000	N/A	15.2%	24.0%	23.2%	23.3%	0.1	21.4%
<b>Gender</b>							
Male	55.1%	57.5%	56.3%	58.4%	58.7%	0.3	57.2%
Female	44.9%	42.5%	43.7%	41.6%	41.3%	- 0.3	42.8%



**Table 43  
PLACE OF ORIGIN OF VISITORS**

	2002/03	2003/04	2004/05	2005/06	2006/07	CHANGE	5 YEAR AVERAGE
<b>Domestic</b>	<b>90.9%</b>	<b>91.2%</b>	<b>90.7%</b>	<b>91.0%</b>	<b>91.7%</b>	<b>0.7</b>	91.1%
Florida	19.5%	17.3%	17.2%	17.9%	23.8%	5.9	19.1%
Southeast	15.2%	16.9%	15.7%	18.6%	16.4%	- 2.2	16.6%
Midwest	15.0%	14.2%	15.5%	15.2%	15.1%	- 0.1	15.0%
Middle Atlantic	13.2%	14.0%	14.1%	13.6%	13.8%	0.2	13.7%
New York	11.8%	13.7%	12.0%	11.6%	8.9%	- 2.7	11.6%
New England	8.3%	7.1%	8.4%	6.2%	7.2%	1.0	7.4%
Far West *	7.9%	8.0%	7.8%	7.8%	6.7%	- 1.1	7.6%
Region Unknown	0.0%	0.0%	0.1%	0.0%	0.0%	0.0	0.0%
<b>International</b>	<b>9.1%</b>	<b>8.8%</b>	<b>9.3%</b>	<b>9.0%</b>	<b>8.3%</b>	<b>- 0.7</b>	8.9%
Europe	3.9%	3.4%	4.8%	4.7%	3.7%	- 1.0	4.1%
- England/UK	1.7%	1.6%	2.7%	2.2%	1.6%	- 0.6	2.0%
- Germany	1.1%	0.5%	0.7%	0.8%	0.5%	- 0.3	0.7%
Latin America	2.2%	2.3%	1.6%	1.5%	2.2%	0.7	2.0%
Canada	2.3%	2.3%	2.3%	2.0%	1.5%	- 0.5	2.1%
Australia/Asia	0.5%	0.5%	0.4%	0.5%	0.6%	0.1	0.5%
Middle-East	0.1%	0.1%	0.2%	0.3%	0.1%	- 0.2	0.2%
Africa	0.1%	0.1%	0.0%	0.0%	0.1%	0.1	0.1%

\* Please note: The Far West region includes the following states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.



**Table 44**  
**ESTIMATED NUMBER OF HOTEL GUESTS BY PLACE OF ORIGIN**

	FY Q1 Oct – Dec 2006	FY Q2 Jan – Mar 2007	FY Q3 Apr – June 2007	FY Q4 July – Sept 2007	FYTD 2006 - 2007
<b>Domestic</b>	<b>467,588</b>	<b>621,639</b>	<b>595,253</b>	<b>430,737</b>	<b>2,158,574</b>
Florida	125,703	112,007	159,268	145,070	559,095
Mid-Atlantic	61,470	103,606	93,425	63,908	324,067
New York	42,131	64,404	61,394	36,427	208,558
New England	33,843	62,537	45,378	26,202	168,451
Southeast	75,284	119,474	104,992	76,689	385,832
Midwest	90,479	114,807	80,969	58,156	354,548
Far West	38,678	44,803	49,827	24,285	158,023
<b>International</b>	<b>37,296</b>	<b>59,737</b>	<b>59,614</b>	<b>40,901</b>	<b>195,723</b>
Europe	18,648	25,202	30,252	14,060	88,236
- Germany	2,072	6,534	2,669	639	12,032
- England/UK	9,669	11,201	11,567	4,474	36,899
Canada	4,835	18,668	8,898	5,113	35,294
Middle East	1,381	0	0	1,278	3,209
Australia/Asia	3,453	2,800	4,449	3,834	14,439
Africa	0	0	2,669	0	2,406
Latin America/Caribbean	8,979	13,067	13,346	16,616	52,139
<b>Total Hotel Guests</b>	<b>504,884</b>	<b>681,376</b>	<b>654,867</b>	<b>471,638</b>	<b>2,354,297</b>



**Table 45  
PLEASURE VS. BUSINESS BY SELECTED PLACE OF ORIGIN**

	<u>FYTD</u> <u>2002/03</u>	<u>FYTD</u> <u>2003/04</u>	<u>FYTD</u> <u>2004/05</u>	<u>FYTD</u> <u>2005/06</u>	<u>FYTD</u> <u>2006/07</u>	<u>Change</u>	<u>5 YEAR</u> <u>AVERAGE</u>
<b><u>Florida</u></b>	<b>19.5%</b>	<b>17.3%</b>	<b>17.2%</b>	<b>17.9%</b>	<b>23.8%</b>	<b>5.9</b>	<b>19.1%</b>
Business	13.8%	12.5%	11.6%	12.7%	15.4%	2.7	13.2%
Pleasure	5.3%	4.4%	5.3%	5.0%	8.0%	3.0	5.6%
<b><u>Southeast</u></b>	<b>15.2%</b>	<b>16.9%</b>	<b>15.7%</b>	<b>18.6%</b>	<b>16.4%</b>	<b>- 2.2</b>	<b>16.6%</b>
Business	10.0%	11.1%	11.0%	13.9%	11.6%	- 2.3	11.5%
Pleasure	4.6%	5.5%	4.5%	4.6%	4.7%	0.1	4.8%
<b><u>Midwest</u></b>	<b>15.0%</b>	<b>14.2%</b>	<b>15.5%</b>	<b>15.2%</b>	<b>15.1%</b>	<b>- 0.1</b>	<b>15.0%</b>
Business	9.4%	9.1%	9.3%	9.4%	9.1%	- 0.3	9.3%
Pleasure	5.5%	5.0%	6.2%	5.7%	5.9%	0.2	5.7%
<b><u>Mid Atlantic</u></b>	<b>13.2%</b>	<b>14.0%</b>	<b>14.1%</b>	<b>13.6%</b>	<b>13.8%</b>	<b>0.2</b>	<b>13.7%</b>
Business	6.6%	7.0%	5.7%	6.4%	6.6%	0.2	6.5%
Pleasure	6.3%	6.9%	8.2%	7.1%	7.0%	- 0.1	7.1%
<b><u>New York</u></b>	<b>11.8%</b>	<b>13.7%</b>	<b>12.0%</b>	<b>11.6%</b>	<b>8.9%</b>	<b>- 2.7</b>	<b>11.6%</b>
Business	4.6%	5.4%	4.3%	4.0%	3.6%	- 0.4	4.4%
Pleasure	7.0%	8.1%	7.6%	7.5%	5.2%	- 2.3	7.1%
<b><u>New England</u></b>	<b>8.3%</b>	<b>7.1%</b>	<b>8.4%</b>	<b>6.2%</b>	<b>7.2%</b>	<b>1.0</b>	<b>7.4%</b>
Business	3.9%	3.9%	4.1%	2.9%	3.6%	0.7	3.7%
Pleasure	4.1%	3.1%	4.2%	3.2%	3.5%	0.3	3.6%
<b><u>Far West</u></b>	<b>7.9%</b>	<b>8.0%</b>	<b>7.8%</b>	<b>7.8%</b>	<b>6.7%</b>	<b>- 1.1</b>	<b>7.6%</b>
Business	5.2%	5.2%	5.8%	6.2%	4.1%	- 2.1	5.3%
Pleasure	2.6%	2.7%	2.0%	1.5%	2.5%	1.0	2.3%



**Table 46**  
**ESTIMATED NUMBER OF HOTEL GUESTS BY MONTH AND FISCAL YEAR \***  
**FISCAL YEAR 2002/03 THROUGH 2006/07**

	2002/03	2003/04	2004/05	2005/06	2006/07	5 YEAR AVERAGE
October	151,626	174,604	209,111	174,451	179,304	177,819
November	166,027	154,986	171,572	236,465	157,976	177,405
December	140,045	191,324	191,254	185,917	178,856	177,479
January	180,810	204,251	183,476	204,363	213,212	197,222
February	161,888	160,081**	176,446	186,071	192,706	175,438
March	273,981	196,038	186,489	158,268	268,364	216,628
April	238,632	230,061	191,411	185,647	234,411	216,032
May	211,589	182,501	150,999	196,426	212,421	190,787
June	204,863	205,551	202,342	223,262	226,477	212,499
July	177,885	183,381	155,596	170,737	180,271	173,574
August	192,179	190,688	172,554	161,592	190,125	181,428
September	161,866	162,949	158,862	155,031	120,176	151,777

\* The monthly figures presented in this table are based on monthly data and are thus subject to greater variability. The quarterly figures presented in other tables in this report are based on a quarterly aggregate of the data, and the total count is based on a summation of the monthly data. As such, the total of the quarterly figures will vary from the total count based on the monthly data.

\*\* Adjusted for leap year.