

# THE KLAGES GROUP

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## TRANSMITTAL SHEET

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TO: Mr. Jack Wert, Director FROM: Walter J. Klages, Ph.D.

COMPANY: Greater Naples, Marco Island & Everglades CVB DATE: March 11, 2005

PHONE NUMBER: (239) 403-2384 RE: Dec. 2004 Collier Tourism Data

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URGENT     FOR REVIEW     PLEASE COMMENT     PLEASE REPLY     PLEASE RECYCLE

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NOTES/COMMENTS:

Dear Jack:

As per our conversation, the following are the critical December 2004 tourism statistics for Collier County:

### *December 2004*

	<u>2003</u>	<u>2004</u>
Occupancy	65.7%	67.0%
Average Daily Rate (ADR)	\$140.0	\$147.6
Number of Visitors	102,927	112,236
Expenditures	\$54,069,648	\$62,335,115

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