

# 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 & DATE: September 13, 2004  
Everglades CVB  
PHONE NUMBER: (239) 403-2384 RE: July 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 July 2004 tourism statistics for Collier County:

### *July 2004*

	<b><u>2003</u></b>	<b><u>2004</u></b>
Occupancy	59.6%	63.3%
Average Daily Rate (ADR)	\$95.4	\$103.2
Number of Visitors	83,865	91,755
Expenditures	\$30,485,449	\$35,732,570

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