

THE KLAGES GROUP

(8 1 3) 2 5 4 - 2 9 7 5

F A X : (8 1 3) 2 5 4 - 2 9 8 6

E - M A I L : K L A G E S M K T G @ A O L . C O M

TRANSMITTAL SHEET

| | | | |
|---------------|---|-------|--|
| TO: | Mr. Jack Wert, Director | FROM: | Walter J. Klages, Ph.D. |
| COMPANY: | Greater Naples, Marco Island & Everglades CVB | DATE: | August 5, 2004 |
| PHONE NUMBER: | (239) 403-2384 | RE: | Preliminary June 2004 Collier Tourism Data |

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Dear Jack:

As per our conversation, the following are the preliminary June 2004 occupancy and Average Daily Rate (ADR) statistics for Collier County. We will update when final data are available:

June 2004

| | <u>2003</u> | <u>2004</u> |
|--------------------------|--------------------|--------------------|
| Occupancy | 62.3% | 65.0% (p) |
| Average Daily Rate (ADR) | \$102.4 | \$109.8 (p) |

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