

# 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: January 31, 2005

PHONE NUMBER: (239) 403-2384 RE: Nov. 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 November 2004 tourism statistics for Collier County:

### ***November 2004***

	<b><u>2003</u></b>	<b><u>2004</u></b>
Occupancy	68.5%	68.9%
Average Daily Rate (ADR)	\$107.6	\$108.9
Number of Visitors	101,050	105,269
Expenditures	\$39,818,503	\$42,966,515

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