

THE KLAGES GROUP

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TRANSMITTAL SHEET

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

COMPANY: Greater Naples, Marco Island & Everglades CVB DATE: June 27, 2005

PHONE NUMBER: (239) 403-2384 RE: April 2005 Collier Tourism Data

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

The following update represents the **FINAL April** 2005 tourism statistics for Collier County:

April 2005

	<u>2004</u>	<u>2005</u>
Occupancy	83.5%	80.7%
Average Daily Rate (ADR)	\$188.7	\$191.9
Number of Visitors	121,777	117,742
Expenditures	\$84,266,144	\$82,992,650

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