

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: April 29, 2005

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

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

The following update contains are **FINAL February** 2005 tourism statistics for Collier County:

February 2005

	<u>2004</u>	<u>2005</u>
Occupancy	92.2%	91.1%
Average Daily Rate (ADR)	\$210.55	\$213.9
Number of Visitors	180,318	178,103
Expenditures	\$93,604,354	\$97,431,450

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