

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: May 20, 2005

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

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

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

March 2005

	<u>2004</u>	<u>2005</u>
Occupancy	92.0%	92.6%
Average Daily Rate (ADR)	\$217.6	\$240.4
Number of Visitors	185,949	196,315
Expenditures	\$99,975,592	\$117,964,485

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