

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:	Preliminary May 2005 Collier Tourism Data

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

As per your request, the following are the preliminary May 2005 Occupancy and Average Daily Rate (ADR) statistics for Collier County:

May 2005

	<u>2004</u>	<u>2005</u>
Occupancy	75.7%	71.7% (p)
Average Daily Rate (ADR)	\$147.4	\$149.4 (p)