

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: July 9, 2004

PHONE NUMBER: (239) 403-2384 RE: April 2004 Collier Tourism Data

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Dear Jack:

As per our conversation, the following are the critical April 2004 tourism statistics for Collier County:

April 2004

	<u>2003</u>	<u>2004</u>
Occupancy	80.1%	83.5%
Average Daily Rate (ADR)	\$181.9	\$188.7
Number of Visitors	113,003	121,777
Expenditures	\$75,567,602	\$84,266,144

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