

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 & DATE: April 27, 2004
Everglades CVB
PHONE NUMBER: (239) 403-2384 RE: February 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 February 2004 tourism statistics for Collier County:

February 2004

	<u>2003</u>	<u>2004</u>
Occupancy	86.7%	92.2%
Average Daily Rate (ADR)	\$190.14	\$210.55
Number of Visitors	162,315	180,318
Expenditures	\$78,708,324	\$93,604,354

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