

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: March 26, 2004

PHONE NUMBER: (239) 403-2384 RE: January 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 January 2004 tourism statistics for Collier County:

January 2004

	<u>2003</u>	<u>2004</u>
Occupancy	69.0%	70.2%
Average Daily Rate (ADR)	\$145.27	\$152.37
Number of Visitors	140,553	142,422
Expenditures	\$53,517,798	\$56,213,850

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