

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: March 11, 2005

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

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Dear Jack:

As per our conversation, the following are the occupancy breakout statistics for Collier County:

	<u>Oct. '04</u>	<u>Nov '04</u>	<u>Dec. '04</u>	<u>Jan. '05</u>
Naples Beach:				
Occupancy	68.0%	72.3%	68.7%	71.4%
Average Daily Rate (ADR)	\$121.0	\$159.8	\$212.5	\$231.2
Marco Island:				
Occupancy	56.7%	61.5%	56.3%	72.7%
Average Daily Rate (ADR)	\$129.0	\$108.5	\$126.6	\$194.6
Inland/Interstate Properties:				
Occupancy	61.9%	68.7%	70.3%	73.8%
Average Daily Rate (ADR)	\$78.0	\$88.9	\$118.1	\$133.4

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