

THE KLAGES GROUP

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TRANSMITTAL SHEET

TO: Mr. Jack Wert, Executive Director
FROM: Walter J. Klages, Ph.D.

COMPANY: Greater Naples, Marco Island & Everglades CVB
DATE: September 20, 2006

PHONE NUMBER: (239) 403-2384
RE: August 2006 Collier Tourism Data

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Jack:

The following update represents the **FINAL August** 2006 tourism statistics for Collier County:

August 2006

	<u>2005</u>	<u>2006</u>
Occupancy	48.8%	50.4%
Average Daily Rate (ADR)	\$96.0	\$102.5
Number of Visitors	79,490	77,460
Expenditures	\$29,896,386	\$30,769,385
Rev Par	\$46.8	\$51.7
Room Nights	130,800	125,000

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