

Alabama Gulf Coast Convention & Visitors Bureau
DESTINATION GROWTH INDICATORS
SEPTEMBER 2010

	2009	2010	% Var.	2009	2010	% Var.
Hotel Occupancy Rate	50.4%	56.3%	11.8%			
Hotel Average Daily Rate	\$110.30	\$79.32	-28.1%			
Hotel RevPAR	\$55.55	\$44.65	-19.6%			
Condo Occupancy Rate	34.7%	30.7%	-11.7%			
Condo Average Daily Rate	\$107.30	\$105.19	-2.0%			
Condo RevPAU	\$37.27	\$32.26	-13.4%			
	August 2009	August 2010	% Var.	YTD FY '09	YTD FY '10	% Var.
Taxable Retail Sales	\$52,839,963	\$38,756,430	-26.7%	\$442,900,672	\$377,094,014	-14.9%
Taxable Lodging Rentals	\$29,943,561	\$14,012,739	-53.2%	\$205,163,954	\$143,726,368	-29.9%

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Alabama Gulf Coast Convention & Visitors Bureau
HOTEL OCCUPANCY SUMMARY
Gulf Shores & Orange Beach, Alabama

	Occupancy Rate				Average Daily Rate				Revenue per Available Room			
	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10
DEC	25.7%	19.9%	18.5%	14.5%	\$80.58	\$84.44	\$82.93	\$81.18	\$20.72	\$16.79	\$15.36	\$11.78
JAN	31.9%	23.3%	22.6%	19.3%	\$67.87	\$74.50	\$62.95	\$57.49	\$21.62	\$17.38	\$14.25	\$11.11
FEB	<u>34.9%</u>	<u>44.0%</u>	<u>45.7%</u>	<u>41.7%</u>	<u>\$80.24</u>	<u>\$86.84</u>	<u>\$82.27</u>	<u>\$75.43</u>	<u>\$27.97</u>	<u>\$38.20</u>	<u>\$37.58</u>	<u>\$31.42</u>
WINTER	31.2%	28.7%	28.8%	25.0%	\$76.49	\$82.85	\$77.82	\$72.52	\$23.85	\$23.80	\$22.40	\$18.11
MAR	69.5%	59.4%	49.3%	52.7%	\$122.95	\$124.19	\$116.45	\$117.10	\$85.39	\$73.83	\$57.39	\$61.70
APR	69.6%	53.5%	52.3%	58.9%	\$135.62	\$127.61	\$132.55	\$128.88	\$94.41	\$68.27	\$69.36	\$75.87
MAY	<u>73.4%</u>	<u>69.2%</u>	<u>65.3%</u>	<u>68.9%</u>	<u>\$142.24</u>	<u>\$150.21</u>	<u>\$142.36</u>	<u>\$123.04</u>	<u>\$104.46</u>	<u>\$103.90</u>	<u>\$92.98</u>	<u>\$84.74</u>
SPRING	70.9%	60.8%	55.3%	59.8%	\$133.76	\$135.14	\$131.12	\$123.15	\$94.77	\$82.14	\$72.49	\$73.66
JUN	92.1%	85.0%	81.6%	63.1%	\$166.12	\$169.49	\$165.73	\$147.34	\$153.02	\$144.04	\$135.27	\$93.00
JUL	90.0%	86.6%	80.4%	68.3%	\$177.03	\$188.43	\$187.24	\$93.50	\$159.40	\$163.22	\$150.45	\$63.90
AUG	<u>66.7%</u>	<u>58.0%</u>	<u>57.4%</u>	<u>45.2%</u>	<u>\$149.06</u>	<u>\$152.28</u>	<u>\$147.76</u>	<u>\$106.75</u>	<u>\$99.45</u>	<u>\$88.34</u>	<u>\$84.79</u>	<u>\$48.30</u>
SUMMER	82.9%	76.4%	73.1%	59.7%	\$165.45	\$172.32	\$168.98	\$116.25	\$137.09	\$131.73	\$123.45	\$69.37
SEP	58.1%	44.0%	50.4%	56.3%	\$119.34	\$114.10	\$110.30	\$79.32	\$69.30	\$50.15	\$55.55	\$44.65
OCT	59.5%	48.2%	43.1%	0.0%	\$101.31	\$115.26	\$108.53	\$0.00	\$60.30	\$55.51	\$46.78	\$0.00
NOV	<u>34.7%</u>	<u>25.5%</u>	<u>25.7%</u>	<u>0.0%</u>	<u>\$91.01</u>	<u>\$89.50</u>	<u>\$86.96</u>	<u>\$0.00</u>	<u>\$31.61</u>	<u>\$22.84</u>	<u>\$22.33</u>	<u>\$0.00</u>
FALL	50.9%	39.3%	39.7%	56.3%	\$105.78	\$109.32	\$104.67	\$79.32	\$53.81	\$42.97	\$41.60	\$44.65
ANNUAL	58.2%	51.8%	49.6%	49.3%	\$130.46	\$137.48	\$132.73	\$107.98	\$75.87	\$71.17	\$65.82	\$53.20

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ALABAMA GULF COAST CVB
OCCUPANCY SUMMARY
HOTELS/MOTELS
2010

	NUMBER	RM.NIT.	OCCUPANCY RATES			AVERAGE DAILY RATES		
	REP'T.	RENTED	TOTAL	HIGH	LOW	TOTAL	HIGH	LOW
JAN	5	3,866	19.3%	29.1%	7.8%	\$57.49	\$91.79	\$31.38
FEB	6	9,281	41.7%	61.0%	22.3%	\$75.43	\$101.84	\$48.50
MAR	6	13,008	52.7%	72.4%	31.0%	\$117.10	\$133.70	\$89.27
APR	6	14,058	58.9%	76.9%	32.7%	\$128.88	\$145.95	\$104.24
MAY	4	15,066	68.9%	98.5%	39.2%	\$123.04	\$162.94	\$72.44
JUN	6	15,092	63.1%	81.7%	37.8%	\$147.34	\$170.72	\$110.17
JUL	6	16,758	68.3%	82.9%	42.7%	\$93.50	\$168.14	\$112.78
AUG	5	9,251	45.2%	68.2%	32.2%	\$106.75	\$142.16	\$88.88
SEP	6	13,458	56.3%	76.2%	42.9%	\$79.32	\$126.44	\$82.12
OCT	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
NOV	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
DEC	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
ANNUAL	50	109,838	53.4%	72.0%	34.5%	\$108.86	\$141.50	\$97.82

**Alabama Gulf Coast Convention & Visitors Bureau
CONDOMINIUM OCCUPANCY SUMMARY
Gulf Shores & Orange Beach, Alabama**

	Occupancy Rate				Average Daily Rate				Revenue per Available Unit			
	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10
DEC	13.7%	14.1%	11.9%	12.7%	\$58.95	\$64.62	\$58.80	\$65.12	\$8.07	\$9.10	\$7.00	\$8.26
JAN	43.4%	47.4%	40.3%	46.9%	\$44.97	\$39.49	\$39.31	\$40.17	\$19.52	\$18.73	\$15.83	\$18.85
FEB	62.7%	65.5%	65.0%	72.0%	\$53.70	\$47.26	\$48.93	\$52.30	\$33.66	\$30.94	\$31.78	\$37.64
WINTER	38.6%	45.2%	38.0%	42.6%	\$51.09	\$45.68	\$46.53	\$49.33	\$19.71	\$20.63	\$17.70	\$21.03
MAR	52.9%	57.3%	49.1%	54.3%	\$88.81	\$107.51	\$88.75	\$93.43	\$46.98	\$61.60	\$43.55	\$50.76
APR	41.0%	27.6%	32.3%	33.9%	\$161.45	\$140.43	\$143.67	\$134.36	\$66.16	\$38.81	\$46.36	\$45.55
MAY	42.4%	41.4%	37.7%	36.5%	\$162.84	\$176.17	\$158.71	\$167.62	\$68.96	\$72.95	\$59.78	\$61.24
SPRING	45.4%	41.6%	45.4%	41.5%	\$134.14	\$139.03	\$126.89	\$126.16	\$60.88	\$57.88	\$50.09	\$52.38
JUN	74.9%	74.0%	71.8%	44.3%	\$221.76	\$218.48	\$202.21	\$197.33	\$166.13	\$161.71	\$145.27	\$87.36
JUL	73.0%	76.3%	79.5%	41.5%	\$248.86	\$233.79	\$215.60	\$183.78	\$181.60	\$178.48	\$171.34	\$76.33
AUG	57.3%	52.1%	50.2%	26.7%	\$163.98	\$160.29	\$148.90	\$125.11	\$94.02	\$83.49	\$74.69	\$33.46
SUMMER	68.2%	67.8%	67.2%	37.6%	\$214.70	\$209.96	\$194.40	\$175.50	\$146.52	\$142.25	\$130.72	\$66.03
SEP	34.7%	27.4%	34.7%	30.7%	\$118.42	\$102.70	\$107.30	\$105.19	\$41.07	\$28.16	\$37.27	\$32.26
OCT	35.6%	28.9%	31.6%	0.0%	\$105.49	\$102.03	\$91.30	\$0.00	\$37.53	\$29.49	\$28.85	\$0.00
NOV	19.6%	14.9%	15.8%	0.0%	\$79.77	\$73.94	\$77.04	\$0.00	\$15.62	\$11.04	\$12.20	\$0.00
FALL	31.3%	23.8%	28.0%	30.7%	\$106.89	\$96.49	\$95.93	\$105.19	\$33.51	\$22.97	\$78.32	\$32.26
ANNUAL	46.6%	44.8%	43.7%	39.5%	\$144.70	\$140.64	\$131.79	\$114.66	\$67.46	\$63.05	\$57.64	\$45.30

ALABAMA GULF COAST CVB
CONDOMINIUM OCCUPANCY SUMMARY
RENTAL MGT. COMPANIES
2010

	NUMBER	RM.NIT.	OCCUPANCY RATES			AVERAGE DAILY RATES		
	REP'T.	RENTED	TOTAL	HIGH	LOW	TOTAL	HIGH	LOW
JAN	5	58,494	46.9%	50.2%	35.5%	\$40.17	\$51.14	\$32.35
FEB	5	87,812	72.0%	87.0%	41.9%	\$52.30	\$102.42	\$40.83
MAR	6	69,570	54.3%	62.6%	38.1%	\$93.43	\$118.71	\$59.92
APR	6	45,086	33.9%	40.1%	15.0%	\$134.36	\$169.02	\$99.00
MAY	5	45,980	36.5%	46.7%	12.8%	\$167.62	\$179.87	\$112.96
JUN	6	59,616	44.3%	49.0%	21.5%	\$197.33	\$228.70	\$131.00
JUL	6	57,145	41.5%	52.0%	23.2%	\$183.78	\$283.73	\$109.56
AUG	5	35,218	26.7%	35.0%	9.1%	\$125.11	\$145.00	\$87.74
SEP	6	42,055	30.7%	37.9%	9.0%	\$105.19	\$184.00	\$79.74
OCT	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
NOV	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
DEC	<u>0</u>	<u>0</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>\$0.00</u>
ANNUAL	50	500,976	42.6%	47.3%	25.1%	\$1,099.31	\$1,462.59	\$753.10

3 Month Occupancy Rate - 2010

Based on actual reservations made by: October 2010

	November	December	January
Condos	2010	2010	2010
A	13.1%	9.4%	45.5%
B	8.3%	4.7%	26.0%
C	9.0%	12.0%	33.0%
D	8.2%	4.2%	17.9%
E	5.6%	4.9%	30.0%
F	10.0%	7.0%	20.0%
Average	8.0%	17.9%	28.7%

3 Month Occupancy Rate Forecast 2010

Forecast made by management in: October 2010

	November			December			January		
Condos	2009	2010	Δ	2009	2010	Δ	2009	2010	Δ
A	15.1%	14.5%	-0.6	11.7%	10.0%	-1.7	50.2%	47.0%	-3.2
B	16.0%	12.0%	-4.0	7.0%	8.0%	1.0	44.5%	36.0%	-8.5
C	5.7%	12.0%	6.3	12.4%	14.0%	1.6	35.5%	38.0%	2.5
D	19.9%	9.0%	-10.9	16.2%	5.0%	-11.2	48.1%	20.0%	-28.1
E	11.0%	9.0%	-2.0	11.5%	9.0%	-2.5	38.3%	40.0%	1.7
F	14.8%	12.0%	-2.8	10.6%	10.0%	-0.6	23.5%	22.0%	-1.5
Average	13.8%	11.4%	-2.3	11.6%	9.3%	-2.2	40.0%	33.8%	-6.2

	November	December	January
Hotels	2010	2010	2010
A	4.7%	2.0%	0.0%
B	10.0%	3.0%	1%
C	7.3%	4.4%	10.1%
D	16.0%	4.0%	7.0%
E	3.6%	1.3%	1.1%
Average	8.3%	2.9%	3.8%

	November			December			January		
Hotels	2009	2010	Δ	2009	2010	Δ	2009	2010	Δ
A	16.7%	10.0%	-6.7	12.0%	10.0%	-2	26.2%	0.0%	-26.2
B	30.1%	42.0%	11.9	19.7%	20.0%	0.3	19.7%	18.0%	-1.7
C	45.3%	40.0%	-5.3	18.6%	20.0%	1.4	29.1%	35.0%	5.9
D	41.0%	43.8%	2.8	20.8%	32.5%	11.7	0.0%	0.0%	0
E	21.2%	24.3%	3.1	11.7%	13.9%	2.2	13.5%	16.2%	2.7
Average	30.9%	32.0%	1.2	16.6%	19.3%	2.7	17.7%	13.8%	-3.9

Alabama Gulf Coast Convention & Visitors Bureau
TAXABLE RETAIL SALES
Gulf Shores, Orange Beach, Ft. Morgan

Source: Cities' Revenue Department

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	\$41,874,608	-12.5%	\$32,822,636	-21.6%	\$29,132,478	-11.2%	\$25,065,550	-14.0%
JAN	\$33,199,869	-11.2%	\$28,243,994	-14.9%	\$23,396,042	-17.2%	\$23,489,081	0.4%
FEB	<u>\$38,985,795</u>	<u>0.7%</u>	<u>\$30,703,531</u>	<u>-21.2%</u>	<u>\$30,931,261</u>	<u>0.7%</u>	<u>\$28,016,166</u>	<u>-9.4%</u>
WINTER	\$114,060,272	-8.0%	\$91,770,161	-19.5%	\$83,459,781	-9.1%	\$76,570,797	-8.3%
MAR	\$55,606,515	-0.4%	\$51,418,914	-7.5%	\$43,316,033	-15.8%	\$45,557,328	5.2%
APR	\$56,039,930	4.2%	\$49,762,219	-11.2%	\$47,526,004	-4.5%	\$47,910,051	0.8%
MAY	<u>\$65,095,104</u>	<u>2.5%</u>	<u>\$55,758,719</u>	<u>-14.3%</u>	<u>\$53,572,556</u>	<u>-3.9%</u>	<u>\$51,265,138</u>	<u>-4.3%</u>
SPRING	\$176,741,550	2.1%	\$156,939,852	-11.2%	\$144,414,593	-8.0%	\$144,732,517	0.2%
JUN	\$77,035,525	6.1%	\$74,616,804	-3.1%	\$75,908,166	1.7%	\$58,899,681	-22.4%
JUL	\$80,400,085	0.6%	\$80,234,021	-0.2%	\$86,278,167	7.5%	\$58,134,589	-32.6%
AUG	<u>\$61,780,433</u>	<u>0.0%</u>	<u>\$55,317,935</u>	<u>-10.5%</u>	<u>\$52,839,963</u>	<u>-4.5%</u>	<u>\$38,756,430</u>	<u>-26.7%</u>
SUMMER	\$219,216,043	2.3%	\$210,168,760	-4.1%	\$215,026,297	2.3%	\$155,790,701	-27.5%
SEP	\$43,261,798	-11.1%	\$36,391,648	-15.9%	\$35,993,890	-1.1%		0.0%
OCT	\$39,052,193	-6.6%	\$37,432,331	-4.1%	\$33,253,424	-11.2%		0.0%
NOV	<u>\$34,808,687</u>	<u>-4.7%</u>	<u>\$28,073,575</u>	<u>-19.3%</u>	<u>\$24,694,902</u>	<u>-12.0%</u>		<u>0.0%</u>
FALL	\$117,122,677	-7.8%	\$101,897,554	-13.0%	\$93,942,217	-7.8%	\$0	0.0%
ANNUAL	\$627,140,542	-1.8%	\$560,776,328	-10.6%	\$536,842,889	-4.3%	\$377,094,014	-14.9%

**Alabama Gulf Coast Convention & Visitors Bureau
TAXABLE RETAIL SALES**

Foley, Alabama

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	\$56,978,312	-10.6%	\$53,147,448	-6.7%	\$44,778,704	-15.7%	\$43,729,874	-2.3%
JAN	\$42,518,248	-8.0%	\$36,106,005	-15.1%	\$32,690,010	-9.5%	\$32,091,886	-1.8%
FEB	<u>\$42,908,849</u>	-8.4% *	<u>\$38,517,733</u>	-10.2%	<u>\$33,877,521</u>	-12.0%	<u>\$36,072,294</u>	6.5%
WINTER	\$142,405,409	-9.2%	\$127,771,185	-10.3%	\$111,346,234	-12.9%	\$111,894,054	0.5%
MAR	\$57,261,959	-0.1%	\$48,627,027	-15.1%	\$45,290,610	-6.9%	\$48,851,141	7.9%
APR	\$50,330,245	-10.3%	\$49,590,620	-1.5%	\$42,868,058	-13.6%	\$43,718,898	2.0%
MAY	<u>\$55,222,498</u>	-5.2%	<u>\$48,394,400</u>	-12.4%	<u>\$43,920,784</u>	-9.2%	<u>\$42,279,721</u>	-3.7%
SPRING	\$162,814,702	-5.1%	\$146,612,046	-10.0%	\$132,079,451	-9.9%	\$134,849,760	2.1%
JUN	\$60,607,697	-0.5%	\$54,518,171	-10.0%	\$51,372,307	-5.8%	\$51,478,946	0.2%
JUL	\$58,044,616	-14.1%	\$52,210,673	-10.1%	\$52,359,722	0.3%	\$47,924,876	-8.5%
AUG	<u>\$49,019,024</u>	-9.0%	<u>\$44,592,998</u>	-9.0%	<u>\$39,917,269</u>	-10.5%	<u>\$39,201,895</u>	-1.8%
SUMMER	\$167,671,337	-8.0%	\$151,321,841	-9.8%	\$143,649,297	-5.1%	\$138,605,717	-3.5%
SEP	\$45,301,111	-8.5%	\$37,791,396	-16.6%	\$40,160,431	6.3%	\$0	0.0%
OCT	\$42,899,850	-15.7%	\$38,287,649	-10.8%	\$37,907,147	-1.0%	\$0	0.0%
NOV	<u>\$47,428,848</u>	-11.3%	<u>\$39,436,390</u>	-16.9%	<u>\$39,794,022</u>	0.9%	<u>\$0</u>	0.0%
FALL	\$135,629,808	-11.8%	\$115,515,434	-14.8%	\$117,861,599	2.0%	\$0	0.0%
ANNUAL	\$608,521,255	-8.4%	\$541,220,506	-11.1%	\$504,936,580	-6.7%	\$385,349,530	-0.4%

*Effective 2/1/07 retail tax increase (1% in city, .50 in PJ)

Alabama Gulf Coast Convention & Visitors Bureau
TAXABLE LODGING RENTALS
Fort Morgan, Gulf Shores, Orange Beach, Alabama

Source: Alabama Department of Revenue

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	\$3,485,404	9.6%	\$3,931,724	12.8%	\$4,276,173	8.8%	\$ 3,809,773	-10.9%
JAN	\$5,670,657	-3.5%	\$5,706,587	0.6%	\$5,800,502	1.6%	\$ 6,252,988	7.8%
FEB	<u>\$8,425,318</u>	7.4%	<u>\$9,205,981</u>	9.3%	<u>\$9,075,500</u>	-1.4%	<u>\$ 9,305,777</u>	2.5%
WINTER	\$17,581,379	4.0%	\$18,844,292	7.2%	\$19,152,175	1.6%	\$19,368,537	1.1%
MAR	\$16,382,723	20.5%	\$17,651,805	7.7%	\$14,172,542	-19.7%	15,938,791	12.5%
APR	\$18,721,483	23.2%	\$14,600,761	-22.0%	\$16,790,885	15.0%	17,649,609	5.1%
MAY	<u>\$22,509,039</u>	11.9%	<u>\$24,094,642</u>	7.0%	<u>\$22,044,205</u>	-8.5%	<u>20,887,049</u>	-5.2%
SPRING	\$57,613,245	17.8%	\$56,347,208	-2.2%	\$53,007,632	-5.9%	\$54,475,449	2.8%
JUN	\$50,441,394	31.9%	\$48,343,939	-4.2%	\$46,745,347	-3.3%	29,053,491	-37.8%
JUL	\$51,862,744	12.6%	\$55,518,408	7.0%	\$56,315,240	1.4%	26,816,153	-52.4%
AUG	<u>\$28,583,165</u>	39.1%	<u>\$27,033,974</u>	-5.4%	<u>\$29,943,561</u>	10.8%	<u>\$14,012,739</u>	-53.2%
SUMMER	\$130,887,303	24.8%	\$130,896,321	0.0%	\$133,004,147	1.6%	\$69,882,383	-47.5%
SEP	\$13,809,936	23.3%	\$11,360,183	-17.7%	\$15,021,605	32.2%		0.0%
OCT	\$11,552,041	13.7%	\$10,924,464	-5.4%	\$10,859,616	-0.6%		0.0%
NOV	<u>\$5,928,972</u>	-2.8%	<u>\$4,751,092</u>	-19.9%	<u>\$5,104,873</u>	7.4%		0.0%
FALL	\$31,290,949	13.9%	\$27,035,739	-13.6%	\$30,986,094	14.6%	\$0	0.0%
ANNUAL	\$237,372,876	19.8%	\$233,123,559	-1.8%	\$236,150,047	1.3%	\$143,726,368	-29.9%

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**Alabama Gulf Coast Convention & Visitors Bureau
TAXABLE LODGING RENTALS**

Foley, Alabama

Source: City of Foley

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	\$401,469	-36.0%	\$338,000	-15.8%	\$275,783	-18.4%	\$267,264	-3.1%
JAN	\$413,369	-25.8%	\$357,973	-13.4%	\$295,409	-17.5%	\$280,635	-5.0%
FEB	<u>\$582,495</u>	6.7%	<u>\$475,598</u>	-18.4%	<u>\$275,783</u>	-42.0%	<u>\$362,260</u>	31.4%
WINTER	\$1,397,333	-19.2%	\$1,171,571	-16.2%	\$846,975	-27.7%	\$910,158	7.5%
MAR	\$815,659	82.0%	\$781,776	-4.2%	\$538,033	-31.2%	\$686,456	27.6%
APR	\$805,715	6.7%	\$629,929	-21.8%	\$427,879	-32.1%	\$555,471	29.8%
MAY	<u>\$630,546</u>	-31.3%	<u>\$895,982</u>	42.1%	<u>\$626,381</u>	-30.1%	<u>\$767,042</u>	22.5%
SPRING	\$2,251,919	6.2%	\$2,307,687	2.5%	\$1,592,293	-31.0%	\$2,008,969	26.2%
JUN	\$1,259,841	-4.9%	\$1,007,748	-20.0%	\$974,816	-3.3%	\$1,079,512	10.7%
JUL	\$1,241,569	1.8%	\$1,272,080	2.5%	\$1,292,582	1.6%	\$1,256,050	-2.8%
AUG	<u>\$803,817</u>	52.5%	<u>\$699,166</u>	-13.0%	<u>\$607,279</u>	-13.1%	<u>\$551,436</u>	-9.2%
SUMMER	\$3,305,227	7.6%	\$2,978,993	-9.9%	\$2,874,677	-3.5%	\$2,886,998	0.4%
SEP	\$544,823	-16.0%	\$420,372	-22.8%	\$447,144	6.4%	\$0	0.0%
OCT	\$564,653	-19.1%	\$416,771	-26.2%	\$435,114	4.4%	\$0	0.0%
NOV	<u>\$456,554</u>	-8.2%	<u>\$343,296</u>	-24.8%	<u>\$381,834</u>	11.2%	<u>\$0</u>	0.0%
FALL	\$1,566,030	-15.0%	\$1,180,438	-24.6%	\$1,264,091	7.1%	\$0	0.0%
ANNUAL	\$8,520,508	-2.8%	\$7,638,689	-10.3%	\$6,578,036	-13.9%	\$5,806,124	9.3%