

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

	2009	2010	% Var.	2009	2010	% Var.
Hotel Occupancy Rate	81.6%	63.1%	-22.7%			
Hotel Average Daily Rate	\$165.73	\$147.34	-11.1%			
Hotel RevPAR	\$135.27	\$93.00	-31.2%			
Condo Occupancy Rate	71.8%	44.3%	-38.4%			
Condo Average Daily Rate	\$202.21	\$197.33	-2.4%			
Condo RevPAU	\$145.27	\$87.36	-39.9%			
	May 2009	May 2010	% Var.	YTD FY '09	YTD FY '10	% Var.
Taxable Retail Sales	\$53,572,556	\$51,265,138	-4.3%	\$227,874,375	\$221,303,313	-2.9%
Taxable Lodging Rentals	\$22,006,898	\$20,409,136	-7.3%	\$72,118,809	\$73,086,797	1.3%

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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%	0.0%	\$177.03	\$188.43	\$187.24	\$0.00	\$159.40	\$163.22	\$150.45	\$0.00
AUG	<u>66.7%</u>	<u>58.0%</u>	<u>57.4%</u>	<u>0.0%</u>	<u>\$149.06</u>	<u>\$152.28</u>	<u>\$147.76</u>	<u>\$0.00</u>	<u>\$99.45</u>	<u>\$88.34</u>	<u>\$84.79</u>	<u>\$0.00</u>
SUMMER	82.9%	76.4%	73.1%	63.1%	\$165.45	\$172.32	\$168.98	\$147.34	\$137.09	\$131.73	\$123.45	\$93.00
SEP	58.1%	44.0%	50.4%	0.0%	\$119.34	\$114.10	\$110.30	\$0.00	\$69.30	\$50.15	\$55.55	\$0.00
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%	0.0%	\$105.78	\$109.32	\$104.67	\$0.00	\$53.81	\$42.97	\$41.60	\$0.00
ANNUAL	58.2%	51.8%	49.6%	45.8%	\$130.46	\$137.48	\$132.73	\$116.63	\$75.87	\$71.17	\$65.82	\$53.46

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	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
AUG	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
SEP	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
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	33	70,371	51.5%	70.6%	30.9%	\$118.44	\$141.46	\$87.76

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%	0.0%	\$248.86	\$233.79	\$215.60	\$0.00	\$181.60	\$178.48	\$171.34	\$0.00
AUG	57.3%	52.1%	50.2%	0.0%	\$163.98	\$160.29	\$148.90	\$0.00	\$94.02	\$83.49	\$74.69	\$0.00
SUMMER	68.2%	67.8%	67.2%	44.3%	\$214.70	\$209.96	\$194.40	\$197.33	\$146.52	\$142.25	\$130.72	\$87.36
SEP	34.7%	27.4%	34.7%	0.0%	\$118.42	\$102.70	\$107.30	\$0.00	\$41.07	\$28.16	\$37.27	\$0.00
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%	0.0%	\$106.89	\$96.49	\$95.93	\$0.00	\$33.51	\$22.97	\$78.32	\$0.00
ANNUAL	46.6%	44.8%	43.7%	42.4%	\$144.70	\$140.64	\$131.79	\$104.45	\$67.46	\$63.05	\$57.64	\$44.28

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	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
AUG	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
SEP	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
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	33	366,558	47.7%	53.1%	30.8%	\$685.22	\$849.86	\$476.06

3 Month Occupancy Rate - 2010

Based on actual reservations made by: July, 2010

	August	September	October
Condos	2010	2010	2010
A	16.6%	12.0%	10.2%
B	4.9%	4.2%	4.2%
C	9.0%	3.0%	3.0%
D	6.9%	3.8%	3.7%
E	17.0%	9.0%	11.0%
F	23.5%	11.9%	10.9%
Average	10.2%	7.3%	7.2%

3 Month Occupancy Rate Forecast 2010

Forecast made by management in: July, 2010

	August			September			October		
Condos	2009	2010	Δ	2009	2010	Δ	2009	2010	Δ
A	54.4%	20.0%	-34.4	45.2%	14.0%	-31.2	34.9%	12.0%	-22.9
B	39.0%	10.0%	-29.0	24.0%	8.0%	-16.0	27.0%	8.0%	-19.0
C	32.0%	15.0%	-17.0	13.0%	8.0%	-5	10.9%	6.0%	-4.9
D	48.5%	22.0%	-26.5	31.7%	10.0%	-21.7	33.2%	10.0%	-23.2
E	53.0%	20.0%	-33.0	29.0%	10.0%	-19.0	28.4%	20.0%	-8.4
F	59.9%	25.0%	-34.9	30.8%	14.0%	-16.8	31.5%	13.0%	-19
Average	47.8%	18.7%	-29.1	29.0%	10.7%	-18.3	27.7%	11.5%	-16.2

	August	September	October
Hotels	2010	2010	2010
A	5.0%	7.0%	9.0%
B	14.0%	7.0%	12%
C	7.2%	9.4%	10.8%
D	2.7%	3.6%	1.5%
E	6.6%	5.7%	6.1%
Average	7.1%	6.5%	7.9%

	August			September			October		
Hotels	2009	2010	Δ	2009	2010	Δ	2009	2010	Δ
A	40.0%	39.0%	-1	30.4%	33.0%	2.6	33.4%	36.0%	2.6
B	73.1%	72.0%	-1.1	68.6%	64.0%	-4.6	72.2%	71.0%	-1.2
C	80.1%	40.0%	-40.1	70.1%	20.0%	-50.1	68.7%	20.0%	-48.7
D	68.2%	65.6%	-2.6	47.4%	46.2%	-1.2	44.5%	45.8%	1.3
E	48.5%	15.0%	-33.5	41.6%	12.0%	-29.6	29.9%	14.0%	-15.9
Average	62.0%	46.3%	-15.7	51.6%	35.0%	-16.6	49.7%	37.4%	-12.4

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%		0.0%
JUL	\$80,400,085	0.6%	\$80,234,021	-0.2%	\$86,278,167	7.5%		0.0%
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>0.0%</u>
SUMMER	\$219,216,043	2.3%	\$210,168,760	-4.1%	\$215,026,297	2.3%	\$0	0.0%
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%	\$221,303,313	-2.9%

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%	\$4,273,917	8.7%	\$3,804,457	-11.0%
JAN	\$5,669,204	-3.5%	\$5,706,587	0.7%	\$5,800,607	1.6%	\$6,235,498	7.5%
FEB	<u>\$8,423,774</u>	7.3%	<u>\$9,205,981</u>	9.3%	<u>\$9,075,605</u>	-1.4%	<u>\$9,269,952</u>	2.1%
WINTER	\$17,578,382	4.0%	\$18,844,292	7.2%	\$19,150,128	1.6%	\$19,309,906	0.8%
MAR	\$16,380,657	20.5%	\$17,651,805	7.8%	\$14,172,588	-19.7%	\$15,879,254	12.0%
APR	\$18,721,483	23.2%	\$14,600,761	-22.0%	\$16,789,195	15.0%	\$17,488,501	4.2%
MAY	<u>\$22,509,039</u>	11.9%	<u>\$24,094,642</u>	7.0%	<u>\$22,006,898</u>	-8.7%	<u>\$20,409,136</u>	-7.3%
SPRING	\$57,611,179	17.8%	\$56,347,208	-2.2%	\$52,968,681	-6.0%	\$53,776,891	1.5%
JUN	\$50,441,394	31.9%	\$48,343,939	-4.2%	\$46,741,899	-3.3%		0.0%
JUL	\$51,862,744	12.6%	\$55,518,408	7.0%	\$56,064,288	1.0%		0.0%
AUG	<u>\$28,583,165</u>	39.1%	<u>\$27,015,207</u>	-5.5%	<u>\$29,760,437</u>	10.2%		0.0%
SUMMER	\$130,887,303	24.8%	\$130,877,553	0.0%	\$132,566,623	1.3%	\$0	0.0%
SEP	\$13,809,936	23.3%	\$11,318,274	-18.0%	\$15,011,902	32.6%		0.0%
OCT	\$11,552,041	13.7%	\$10,924,464	-5.4%	\$10,845,111	-0.7%		0.0%
NOV	<u>\$5,928,972</u>	-2.8%	<u>\$4,751,092</u>	-19.9%	<u>\$5,098,819</u>	7.3%		0.0%
FALL	\$31,290,949	13.9%	\$26,993,829	-13.7%	\$30,955,831	14.7%	\$0	0.0%
ANNUAL	\$237,367,813	19.8%	\$233,062,882	-1.8%	\$235,641,263	1.1%	\$73,086,797	1.3%