

Gulf Shores & Orange Beach Tourism
CVB Performance Measures
March 2012

	Current Period 2011	Current Period 2012	% Var.	Year-To-Date 2011	Year-To-Date 2012	% Var.
CVB Welcome Center walk-ins	14,237	14,973	5.2%	60,475	59,792	-1.1%
Advertising Results	Current Period 2011	Current Period 2012	% Var.	Year-To-Date 2011	Year-To-Date 2012	% Var.
CVB visitor inquiries	7,989	14,033	75.7%	22,724	31,082	36.8%
CVB website user visits						
Clicks delivered to IPs						
Sales Results	Current Period 2011	Current Period 2012	% Var.	Year-To-Date 2011	Year-To-Date 2012	% Var.
Total information requests filled	85	106	24.7%	415	476	14.7%
Leads	36	17	-52.8%	116	85	-26.7%
IP response to leads	88%	67%	-23.9%	1	1	-12.0%
Conventions serviced	25	20	-20.0%	61	57	-6.6%
Convention attendees	3,135	1,370	-56.3%	7,055	3,883	-45.0%
Meeting events booked	28	29	3.6%	51	55	7.8%
Meeting room nights generated	3,687	11,104	201.2%	15,239	14,523	-4.7%
Sporting events hosted	10	12	20.0%	16	20	25.0%
Sporting room nights generated	6,229	8242	32.3%	7,160	9,172	28.1%
Public Relations Results	Current Period 2011	Current Period 2012	% Var.	Year-To-Date 2011	Year-To-Date 2012	% Var.
Total print circulation						
No. of articles						
No. of press releases						

Gulf Shores & Orange Beach Tourism
WELCOME CENTER VISITORS
Gulf Shores & Orange Beach, Alabama

	2009	VAR.	2010	VAR.	2011	VAR.	2012	VAR.
DEC	5,188	-11.8%	6,280	21.0%	5,580	-11.1%	7,372	32.1%
JAN	14,166	1.1%	16,078	13.5%	21,146	31.5%	16,524	-21.9%
FEB	<u>18,961</u>	7.0%	<u>19,499</u>	2.8%	<u>19,512</u>	0.1%	<u>20,923</u>	7.2%
WINTER	38,315	1.9%	41,857	9.2%	46,238	10.5%	44,819	-3.1%
MAR	13,050	-12.2%	14,749	13.0%	14,237	-3.5%	14,973	5.2%
APR	9,995	3.1%	10,342	3.5%	10,536	1.9%	0	0.0%
MAY	<u>10,257</u>	-2.0%	<u>7,857</u>	-23.4%	<u>10,176</u>	29.5%	<u>0</u>	0.0%
SPRING	33,302	-4.9%	32,948	-1.1%	34,949	6.1%	14,973	5.2%
JUN	17,293	3.5%	11,563	-33.1%	15,824	36.9%	0	0.0%
JUL	18,078	8.7%	9,979	-44.8%	16,623	66.6%	0	0.0%
AUG	<u>11,981</u>	20.1%	<u>6,217</u>	-48.1%	<u>10,994</u>	76.8%	<u>0</u>	0.0%
SUMMER	47,352	9.3%	27,759	-41.4%	43,441	56.5%	0	0.0%
SEP	8,697	60.2%	7,452	-14.3%	8,195	10.0%	0	0.0%
OCT	10,452	25.2%	10,000	-4.3%	10,298	3.0%	0	0.0%
NOV	<u>5,098</u>	9.3%	<u>4,894</u>	-4.0%	<u>5,655</u>	15.5%	<u>0</u>	0.0%
FALL	24,247	31.5%	22,346	-7.8%	24,148	8.1%	0	0.0%
ANNUAL	143,216	6.6%	124,910	-12.8%	148,776	19.1%	59,792	-1.1%

Gulf Shores & Orange Beach Tourism
VISITOR INQUIRY SUMMARY
Gulf Shores & Orange Beach, Alabama

	2009	VAR.	2010	VAR.	2011	VAR.	2012	VAR.
DEC	4,455	62.1%	10,881	144.2%	4,283	-60.6%	3,332	-22.2%
JAN	6,865	33.2%	6,612	-3.7%	5,064	-23.4%	6,998	38.2%
FEB	<u>4,556</u>	-8.3%	<u>6,789</u>	49.0%	<u>5,388</u>	-20.6%	<u>6,719</u>	24.7%
WINTER	15,876	23.4%	24,282	52.9%	14,735	-39.3%	17,049	15.7%
MAR	14,828	29.5%	12,777	-13.8%	7,989	-37.5%	14,033	75.7%
APR	12,645	11.9%	16,199	28.1%	17,342	7.1%	0	0.0%
MAY	<u>24,636</u>	136.5%	<u>13,777</u>	-44.1%	<u>31,601</u>	129.4%	<u>0</u>	0.0%
SPRING	52,109	177.8%	42,753	-29.8%	56,932	33.2%	14,033	75.7%
JUN	9,314	-8.5%	12,781	37.2%	14,451	13.1%	0	0.0%
JUL	15,089	198.0%	4,935	-67.3%	7,667	55.4%	0	0.0%
AUG	<u>3,077</u>	3.8%	<u>5,317</u>	72.8%	<u>3,492</u>	-34.3%	<u>0</u>	0.0%
SUMMER	27,480	51.0%	23,033	-16.2%	25,610	11.2%	0	0.0%
SEP	4,641	-3.8%	6,069	30.8%	11,044	82.0%	0	0.0%
OCT	6,452	-35.2%	9,166	42.1%	11,706	27.7%	0	0.0%
NOV	<u>15,744</u>	61.1%	<u>10,610</u>	-32.6%	<u>8,873</u>	-16.4%	<u>0</u>	0.0%
FALL	26,837	9.3%	25,845	-3.7%	31,623	22.4%	0	0.0%
ANNUAL	122,302	37.7%	115,913	-5.2%	128,900	11.2%	31,082	36.8%