

Gulf Shores & Orange Beach Tourism
CVB Performance Measures
December 2011

	Current Period 2009	Current Period 2011	% Var.	Year-To-Date 2009	Year-To-Date 2011	% Var.
CVB Welcome Center walk-ins	5,580	7,372	32.1%	144,308	150,568	4.3%
Advertising Results	Current Period 2009	Current Period 2011	% Var.	Year-To-Date 2009	Year-To-Date 2011	% Var.
CVB visitor inquiries	10,881	3,332	-69.4%	128,728	127,949	-0.6%
CVB website user visits						
Clicks delivered to IPs						
Sales Results	Current Period 2009	Current Period 2011	% Var.	Year-To-Date 2009	Year-To-Date 2011	% Var.
Total information requests filled	115	157	36.5%	1404	1341	-4.5%
Leads	12	18	50.0%	273	302	10.6%
IP response to leads	78%	90%	15.4%	78%	88%	12.8%
Conventions serviced	1	1	0.0%	292	334	14.4%
Convention attendees	25	100	300.0%	33,395	35,672	6.8%
Meeting events booked	0	4		211	190	-10.0%
Meeting room nights generated	0	477		38,013	49,518	30.3%
Sporting events hosted	4	4	0.0%	55	70	27.3%
Sporting room nights generated	376	1,762	368.6%	23,233	48,310	107.9%
Public Relations Results	Current Period 2009	Current Period 2011	% Var.	Year-To-Date 2009	Year-To-Date 2011	
Total print circulation						
No. of articles						
No. of press releases						

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

	2008	VAR.	2009	VAR.	2010	VAR.	2011	VAR.	2012	VAR.
DEC	5,884	52.8%	5,188	-11.8%	6,280	21.0%	5,580	-11.1%	7,372	32.1%
JAN	14,006	47.1%	14,166	1.1%	16,078	13.5%	21,146	31.5%	0	0.0%
FEB	17,726	68.0%	18,961	7.0%	19,499	2.8%	19,512	0.1%	0	0.0%
WINTER	37,616	57.2%	38,315	1.9%	41,857	9.2%	46,238	10.5%	7,372	32.1%
MAR	14,857	31.4%	13,050	-12.2%	14,749	13.0%	14,237	-3.5%	0	0.0%
APR	9,694	-23.2%	9,995	3.1%	10,342	3.5%	10,536	1.9%	0	0.0%
MAY	10,469	-17.3%	10,257	-2.0%	7,857	-23.4%	10,176	29.5%	0	0.0%
SPRING	35,020	-4.3%	33,302	-4.9%	32,948	-1.1%	34,949	6.1%	0	0.0%
JUN	16,711	-11.8%	17,293	3.5%	11,563	-33.1%	15,824	36.9%	0	0.0%
JUL	16,635	-16.4%	18,078	8.7%	9,979	-44.8%	16,623	66.6%	0	0.0%
AUG	9,972	-26.7%	11,981	20.1%	6,217	-48.1%	10,994	76.8%	0	0.0%
SUMMER	43,318	-17.4%	47,352	9.3%	27,759	-41.4%	43,441	56.5%	0	0.0%
SEP	5,428	-40.7%	8,697	60.2%	7,452	-14.3%	8,195	10.0%	0	0.0%
OCT	8,349	-22.3%	10,452	25.2%	10,000	-4.3%	10,298	3.0%	0	0.0%
NOV	4,664	-24.4%	5,098	9.3%	4,894	-4.0%	5,655	15.5%	0	0.0%
FALL	18,441	-29.3%	24,247	31.5%	22,346	-7.8%	24,148	8.1%	0	0.0%
ANNUAL	134,395	-3.4%	143,216	6.6%	124,910	-12.8%	148,776	19.1%	7,372	32.1%

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

	2008	VAR.	2009	VAR.	2010	VAR.	2011	VAR.	2012	VAR.
DEC	2,748	-9.4%	4,455	62.1%	10,881	144.2%	4,283	-60.6%	3,332	-22.2%
JAN	5,153	34.8%	6,865	33.2%	6,612	-3.7%	5,064	-23.4%	0	0.0%
FEB	<u>4,969</u>	45.3%	<u>4,556</u>	-8.3%	<u>6,789</u>	49.0%	<u>5,388</u>	-20.6%	<u>0</u>	0.0%
WINTER	12,870	25.2%	15,876	23.4%	24,282	52.9%	14,735	-39.3%	3,332	-22.2%
MAR	11,452	-1.1%	14,828	29.5%	12,777	-13.8%	7,989	-37.5%	0	0.0%
APR	11,303	-2.2%	12,645	11.9%	16,199	28.1%	17,342	7.1%	0	0.0%
MAY	<u>10,419</u>	-15.6%	<u>24,636</u>	136.5%	<u>13,777</u>	-44.1%	<u>31,601</u>	129.4%	<u>0</u>	0.0%
SPRING	33,174	-19.0%	52,109	177.8%	42,753	-29.8%	56,932	33.2%	0	0.0%
JUN	10,174	39.7%	9,314	-8.5%	12,781	37.2%	14,451	13.1%	0	0.0%
JUL	5,063	40.8%	15,089	198.0%	4,935	-67.3%	7,667	55.4%	0	0.0%
AUG	<u>2,965</u>	-1.6%	<u>3,077</u>	3.8%	<u>5,317</u>	72.8%	<u>3,492</u>	-34.3%	<u>0</u>	0.0%
SUMMER	18,202	31.0%	27,480	51.0%	23,033	-16.2%	25,610	11.2%	0	0.0%
SEP	4,823	46.3%	4,641	-3.8%	6,069	30.8%	11,044	82.0%	0	0.0%
OCT	9,961	17.6%	6,452	-35.2%	9,166	42.1%	11,706	27.7%	0	0.0%
NOV	<u>9,775</u>	42.8%	<u>15,744</u>	61.1%	<u>10,610</u>	-32.6%	<u>8,873</u>	-16.4%	<u>0</u>	0.0%
FALL	24,559	32.0%	26,837	9.3%	25,845	-3.7%	31,623	22.4%	0	0.0%
ANNUAL	88,805	13.5%	122,302	37.7%	115,913	-5.2%	128,900	11.2%	3,332	-22.2%