



ALABAMA'S GULF COAST

GULF SHORES & ORANGE BEACH



Tourism on Alabama's Gulf Coast

Herb Malone, Jr.

President/CEO

Alabama Gulf Coast CVB

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OrangeBeach.com

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“Bathing Beauty”

Carol Eakins, Las Vegas NV

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“Shayla and Shelby with Mom taking in a game of putt-putt at the Pirate Ship during their stay at Orange Beach.”

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*Terry Thomas,
Hillsboro, TN*

Tourism's Impact in 2008

- 4.5 million guests ▼ -2.9%
- \$2.3 billion in spending ▼ -1%
- 41,567+ travel-related jobs
- \$928 million in wages



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Visitor State of Residence



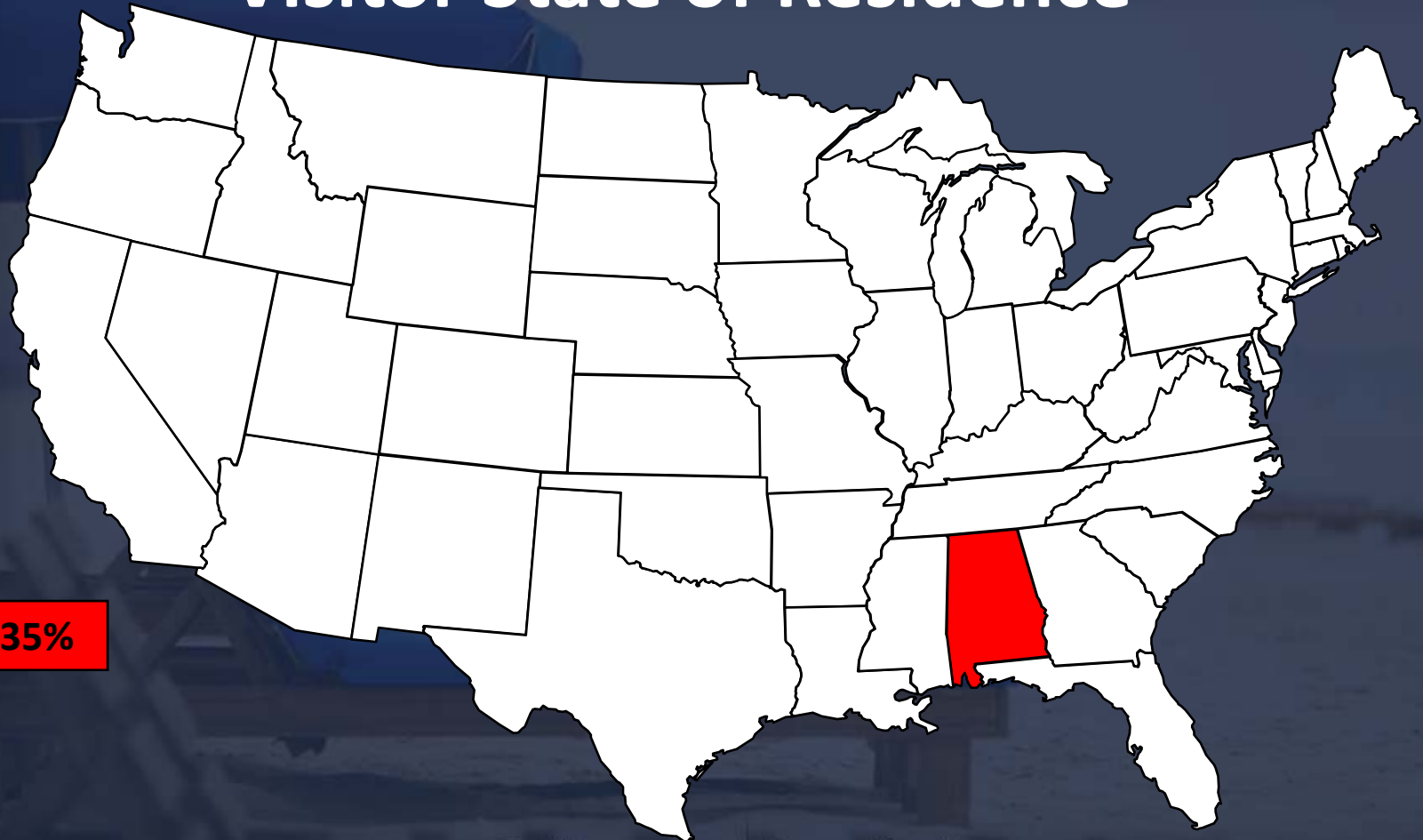
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Visitor State of Residence



35%

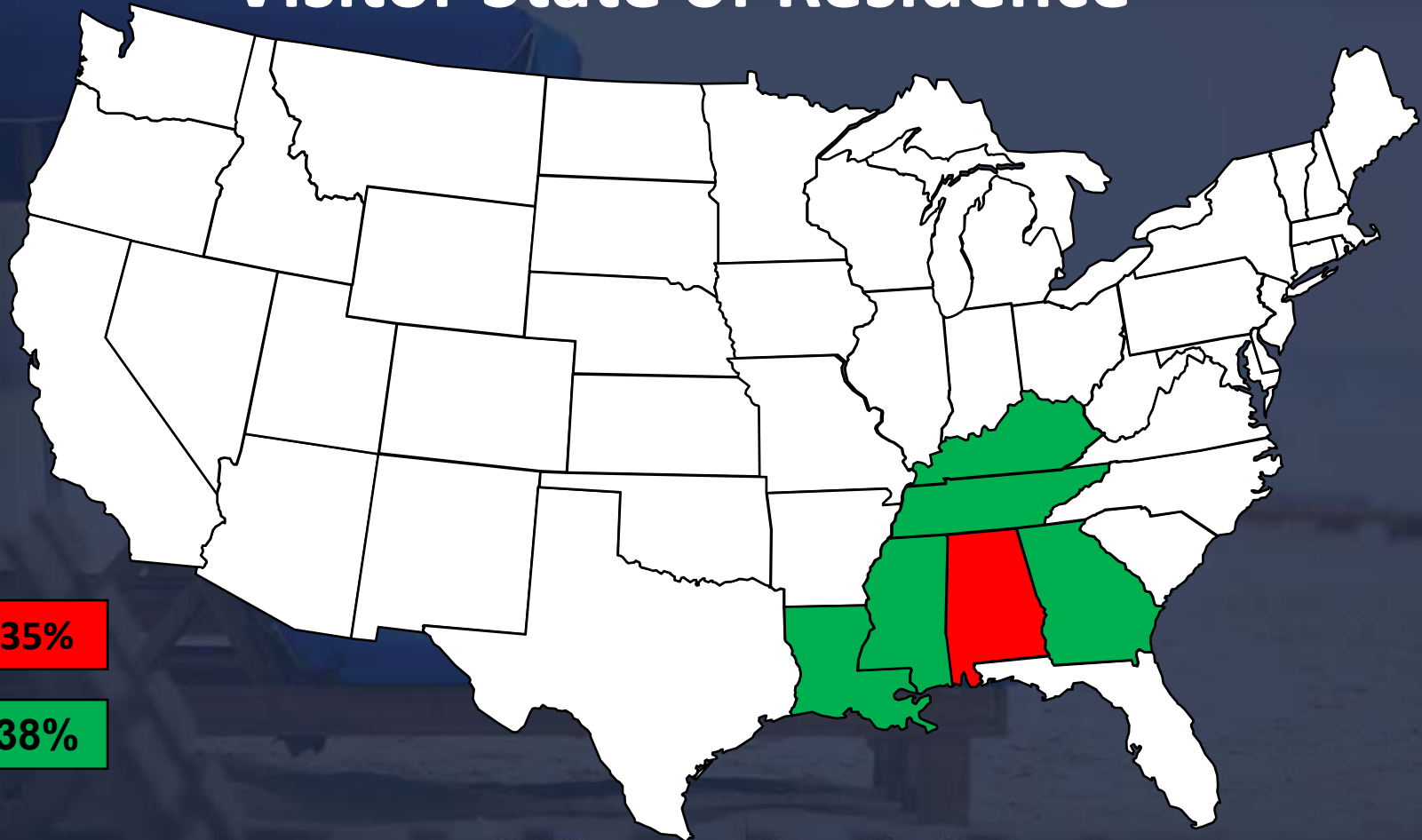
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Visitor State of Residence



35%

38%

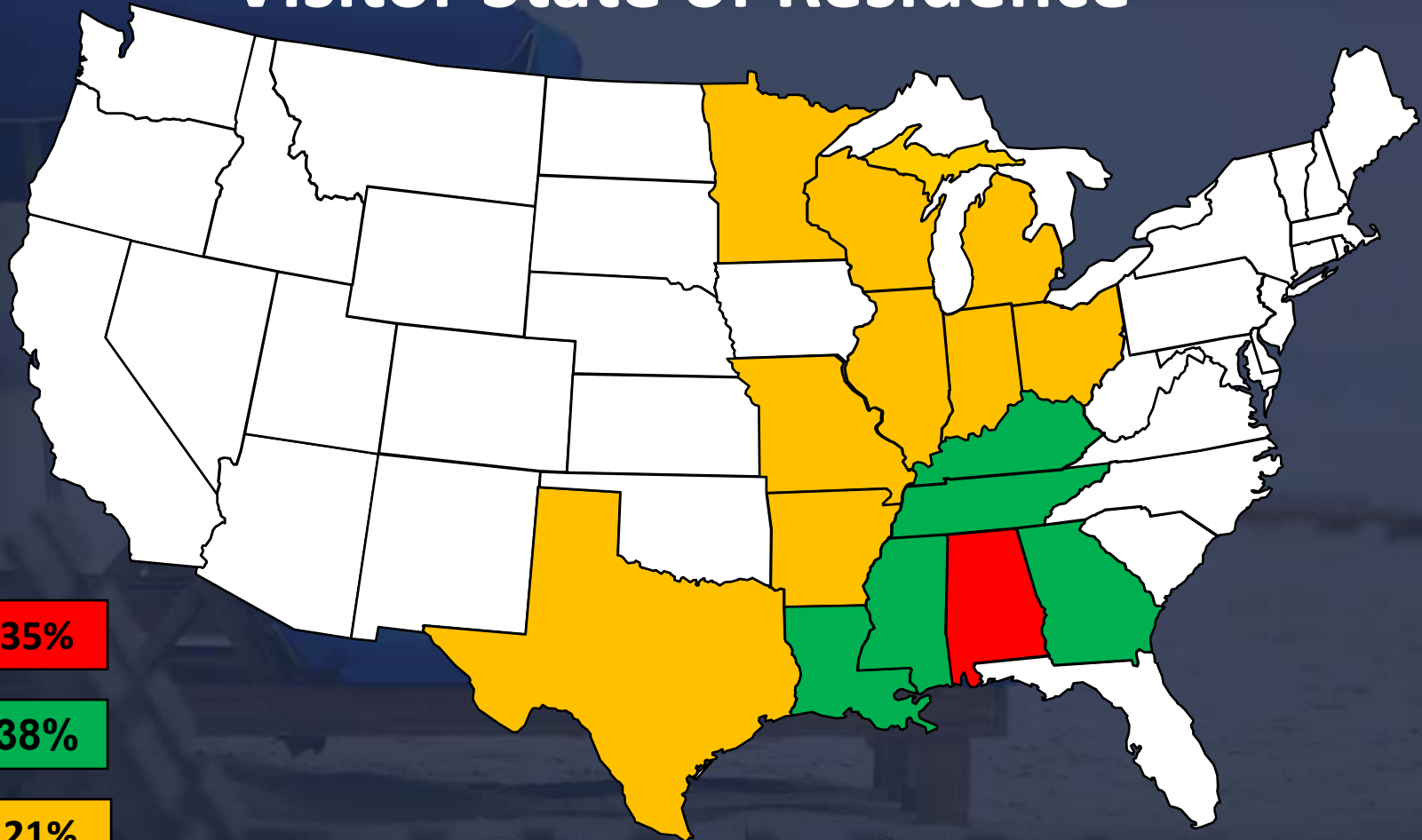
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Visitor State of Residence



35%

38%

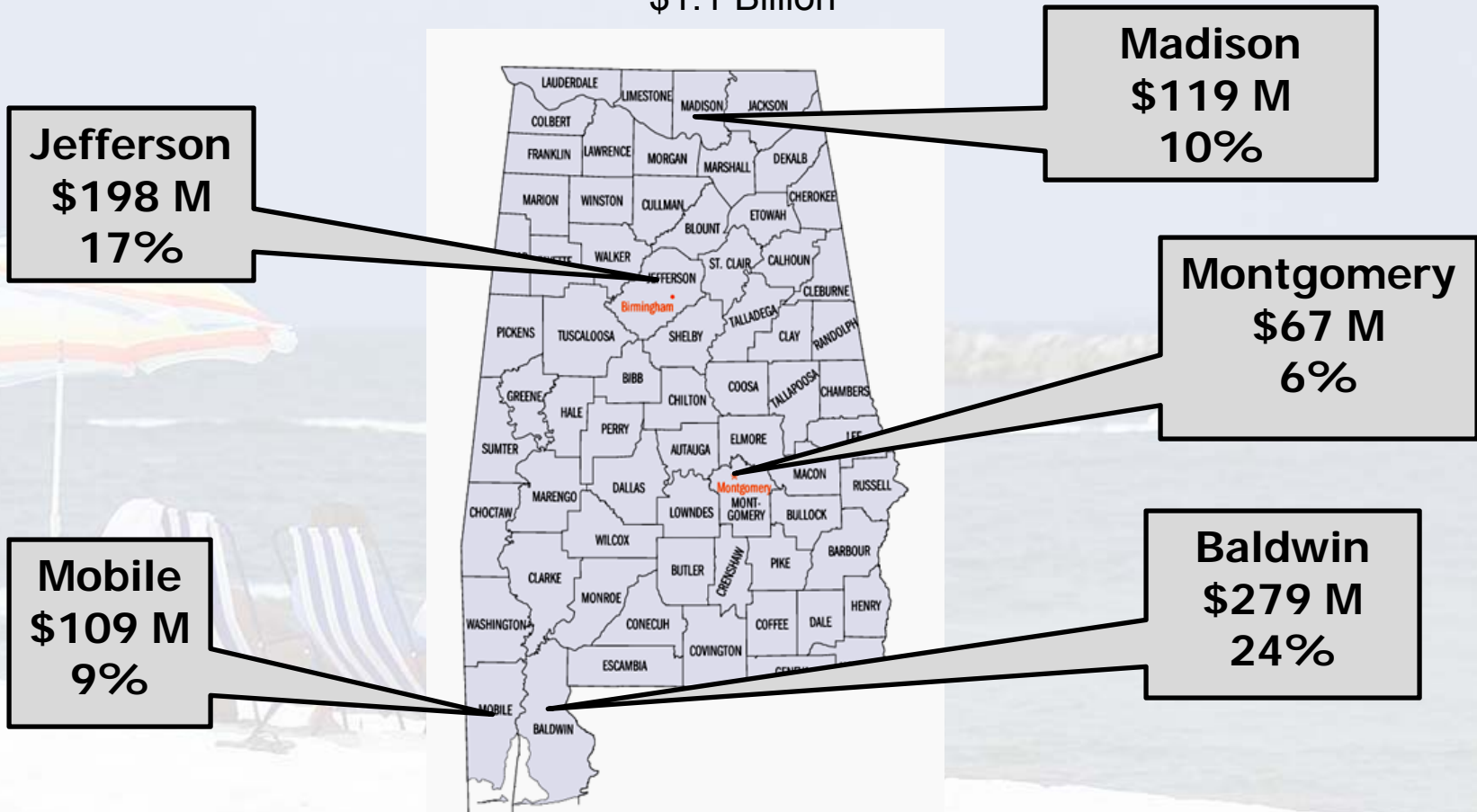
21%

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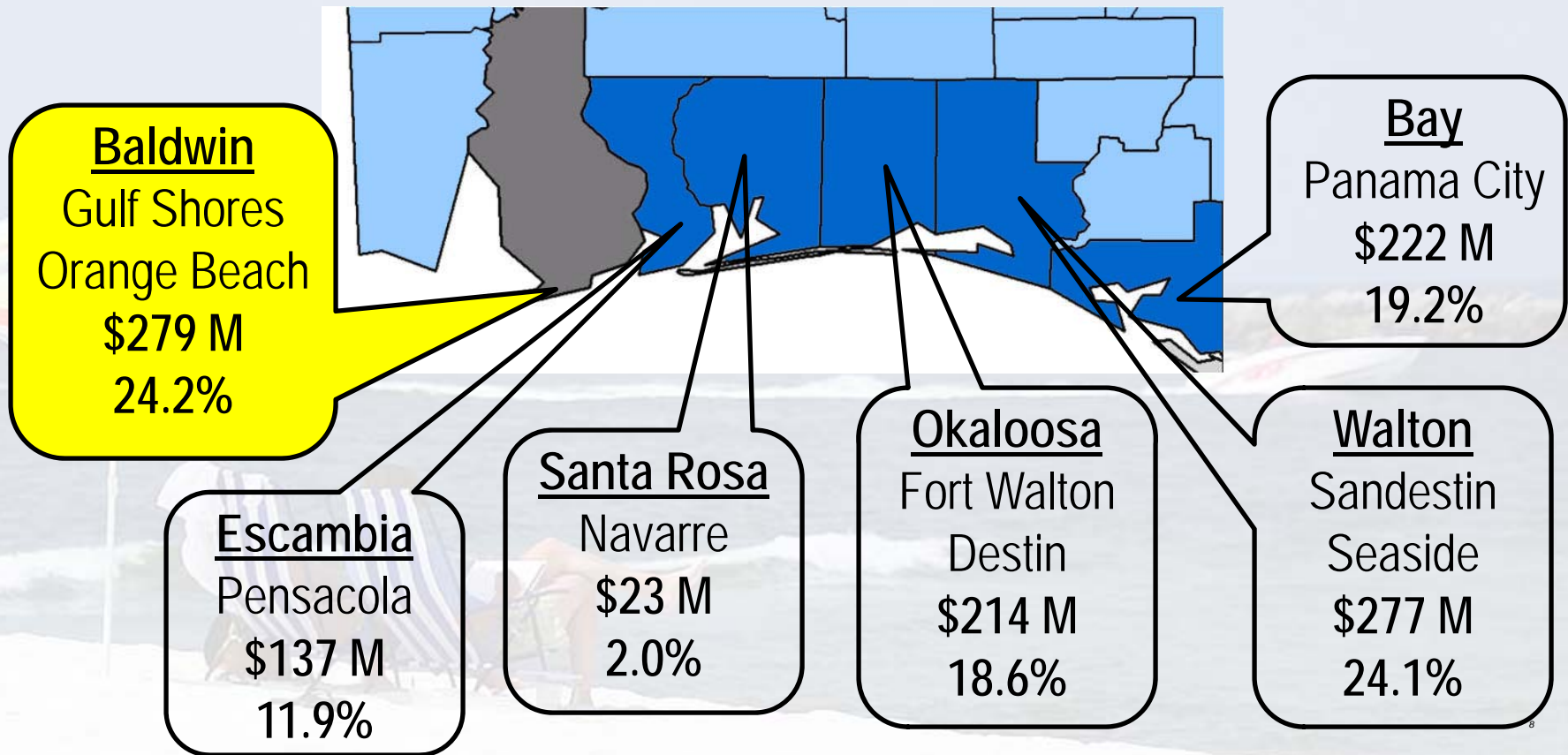
2008 Lodging Revenue

\$1.1 Billion



Lodging Rentals & Market Share

2008: \$1.1 Billion 1.2% growth

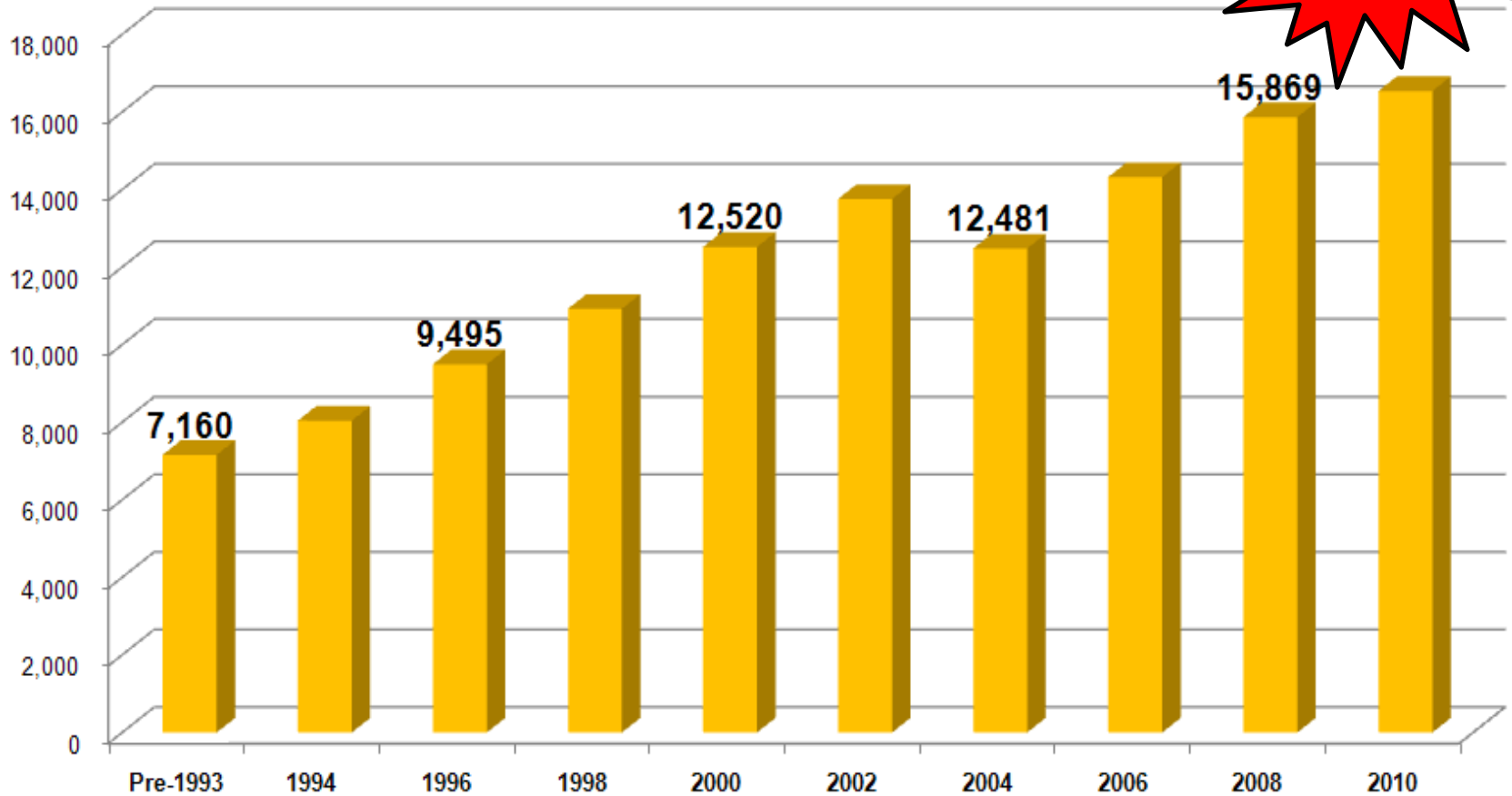


Source: Center for Business and Economic Development, Auburn University Montgomery
Haas Center for Business Research & Economic Development

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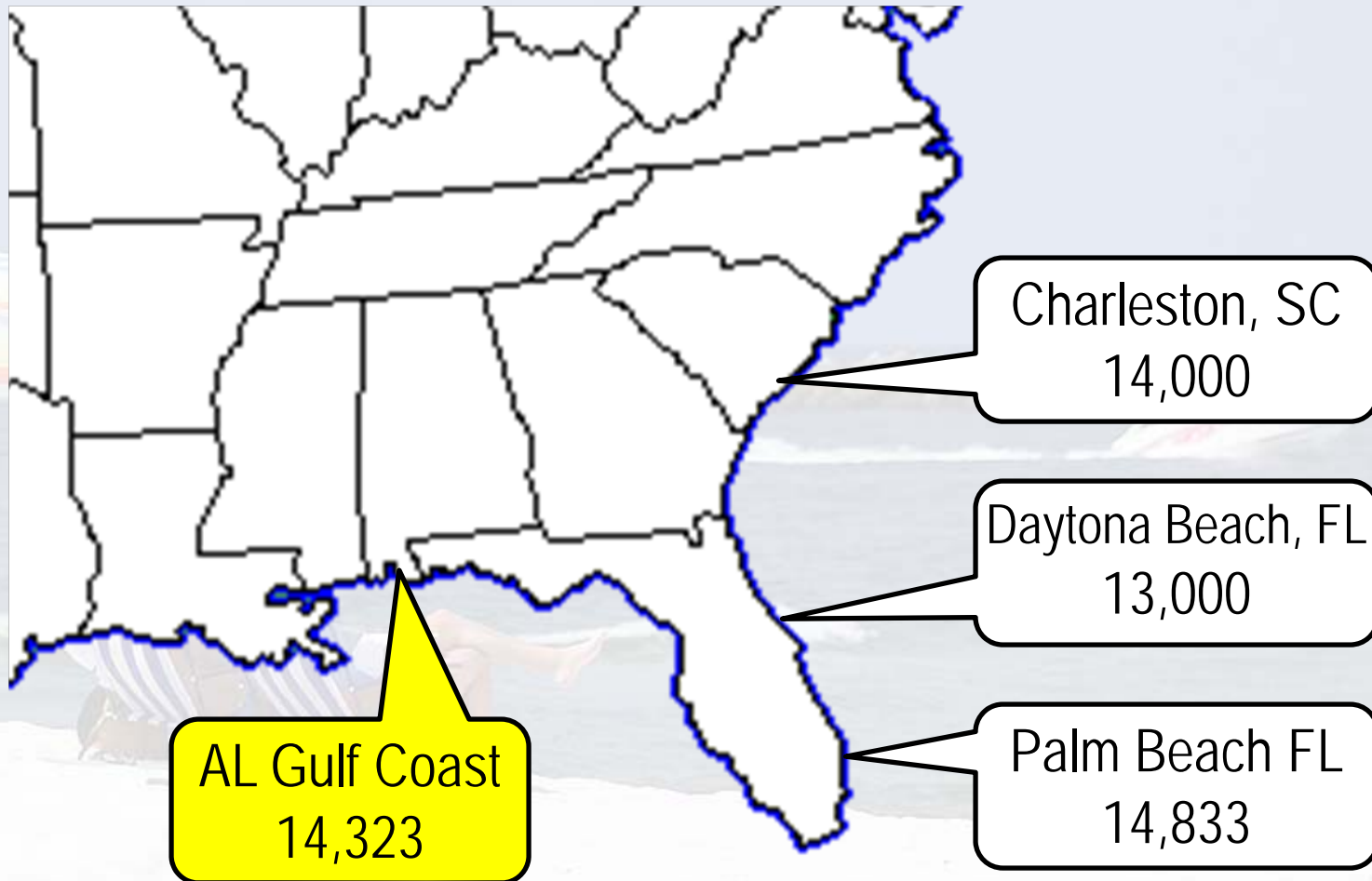
Total Accommodations Units



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City Size by Lodging Units



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2009 Lodging

YTD thru Mar '09

\$31.3 M

▽ 14%



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	'06-'07	'07-'08	'08-'09
DEC	25.7%	19.9%	18.5%
JAN	31.9%	23.3%	22.6%
FEB	<u>34.9%</u>	<u>44.0%</u>	<u>45.7%</u>
WINTER	31.2%	28.7%	28.8%
MAR	69.5%	59.4%	49.3%
APR	69.6%	53.5%	52.3%
MAY	<u>73.4%</u>	<u>69.2%</u>	<u>0.0%</u>
SPRING	70.9%	60.8%	50.8%
JUN	92.1%	85.0%	0.0%
JUL	90.0%	86.6%	0.0%
AUG	<u>66.7%</u>	<u>58.0%</u>	<u>0.0%</u>
SUMMER	82.9%	76.4%	0.0%
SEP	58.1%	44.0%	0.0%
OCT	59.5%	48.2%	0.0%
NOV	<u>34.7%</u>	<u>25.5%</u>	<u>0.0%</u>
FALL	50.9%	39.3%	0.0%
ANNUAL	58.2%	51.8%	38.0%

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	'06-'07	'07-'08	'08-'09
DEC	13.7%	14.1%	12.9%
JAN	43.4%	49.0%	43.6%
FEB	62.7%	66.3%	65.7%
WINTER	38.6%	45.5%	39.8%
MAR	52.9%	54.9%	53.8%
APR	41.0%	28.5%	35.3%
MAY	42.4%	43.6%	0.0%
SPRING	45.4%	42.2%	45.4%
JUN	74.9%	78.1%	0.0%
JUL	73.0%	81.0%	0.0%
AUG	57.3%	55.5%	0.0%
SUMMER	68.2%	71.9%	0.0%
SEP	34.7%	29.3%	0.0%
OCT	35.6%	31.0%	0.0%
NOV	19.6%	16.1%	0.0%
FALL	31.3%	25.5%	0.0%
ANNUAL	46.6%	46.6%	39.8%

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2009 Retail

YTD thru Mar '09:

\$126.8 M

▽ 12.4%



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ORANGE BEACH SALES TAX

	Total '07	Total '08	Var.
RESTAURANT	\$ 1,247,477	\$ 1,169,150	-6.3%
GROCERY	\$ 983,798	\$ 1,042,816	6.0%
CONVENIENCE STORE	\$ 339,016	\$ 285,847	-15.7%
SOUVENIR STORES	\$ 151,255	\$ 131,621	-13.0%
RETAIL	\$ 199,891	\$ 199,572	-0.2%
Sub-total	\$ 2,921,437	\$ 2,829,006	-3.2%
FURNITURE	\$ 150,605	\$ 160,538	6.6%
BUILDING SUPPLIES, ETC	\$ 1,032,220	\$ 605,665	-41.3%
TOTAL	\$ 4,104,262	\$ 3,595,209	-12.4%

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2008 Retail Sales Tri-City Area

Foley	\$541 M
Gulf Shores/Ft. Morgan	\$337 M
Orange Beach	\$227 M
TOTAL	\$1.1 Billion

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New Restaurants opened since January '09

Captain's Galley • Clucker's Fried Chicken
El Toro Mexican Restaurant • Emerald Coast Coffee & Grille
FatBack's at the Sportsman Marina • Foxy's West Beach Bar & Grill
Guthrie's Chicken Fingers • Happy Harbor Restaurant and Bar
Kolache Café • Mikato Japanese Restaurant
Rum Runners • Shakes Frozen Yogurt
Shrimp Basket • Smokey Blues Bar B Que
Tropic Ice at the Wharf • Wolf Bay Lodge

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Peter Yesawich:

“ . . . more than half of all leisure travelers are planning to take the same number of leisure trips this year compared to last”

“...the most frequently anticipated “changes” in future travel behavior appear to be motivated by a desire to reduce the cost of travel.”

Source: Peter Yesawich (5/1/09)

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EXPECTED CHANGE IN TRAVEL PLANS AMONG ACTIVE TRAVELERS WHO ARE LIKELY TO CHANGE PLANS

More Likely To:

Book package to save money	87%
Spend less overall	84%
Comparison shop online	64%
Take more day trips	64%
Stay fewer nights	51%

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Source: Peter Yesawich (5/1/09)

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Other Facts

- AAA predicts that 1.5% more people will hit the road this Memorial Day weekend.
- Consumer Confidence Index rose more than 12 points in March due to "significant improvement in the short-term outlook."

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Herb's Blog

<http://agccvb.blogspot.com/>

or follow me on Twitter

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Hospitality 101

Gulf Shores Adult Activity Center

June 9th AM and PM

June 10th AM

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Upcoming Event!

2009 Alabama

Governor's Tourism Conference,
Aug 30-Sept 2 at the Grand Hotel,
featuring "tourism guru,"

Peter Yesawich

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1 year old Lindsey Reidford picks up a shell for the first time at the beach out by Fort Morgan, AL. It was her first beach experience as well!

Jon Reidford - Evansville, IN



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