

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

	2009	2010	% Var.	2009	2010	% Var.
Hotel Occupancy Rate	22.6%	19.3%	-14.7%			
Hotel Average Daily Rate	\$62.95	\$57.49	-8.7%			
Hotel RevPAR	\$14.25	\$11.11	-22.1%			
Condo Occupancy Rate	40.3%	46.9%	16.5%			
Condo Average Daily Rate	\$39.31	\$40.17	2.2%			
Condo RevPAU	\$15.83	\$18.85	19.1%			
	December 2008	December 2009	% Var.	YTD FY '08	YTD FY '09	% Var.
Taxable Retail Sales	\$29,132,478	\$25,065,550	-14.0%	\$29,132,478	\$25,065,550	-14.0%
Taxable Lodging Rentals	\$4,268,312	\$3,535,749	-17.2%	\$4,268,312	\$3,535,749	-17.2%

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>0.0%</u>	<u>\$80.24</u>	<u>\$86.84</u>	<u>\$82.27</u>	<u>\$0.00</u>	<u>\$27.97</u>	<u>\$38.20</u>	<u>\$37.58</u>	<u>\$0.00</u>
WINTER	31.2%	28.7%	28.8%	16.7%	\$76.49	\$82.85	\$77.82	\$68.89	\$23.85	\$23.80	\$22.40	\$11.48
MAR	69.5%	59.4%	49.3%	0.0%	\$122.95	\$124.19	\$116.45	\$0.00	\$85.39	\$73.83	\$57.39	\$0.00
APR	69.6%	53.5%	52.3%	0.0%	\$135.62	\$127.61	\$132.55	\$0.00	\$94.41	\$68.27	\$69.36	\$0.00
MAY	<u>73.4%</u>	<u>69.2%</u>	<u>65.3%</u>	<u>0.0%</u>	<u>\$142.24</u>	<u>\$150.21</u>	<u>\$142.36</u>	<u>\$0.00</u>	<u>\$104.46</u>	<u>\$103.90</u>	<u>\$92.98</u>	<u>\$0.00</u>
SPRING	70.9%	60.8%	55.3%	0.0%	\$133.76	\$135.14	\$131.12	\$0.00	\$94.77	\$82.14	\$72.49	\$0.00
JUN	92.1%	85.0%	81.6%	0.0%	\$166.12	\$169.49	\$165.73	\$0.00	\$153.02	\$144.04	\$135.27	\$0.00
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%	0.0%	\$165.45	\$172.32	\$168.98	\$0.00	\$137.09	\$131.73	\$123.45	\$0.00
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%	16.7%	\$130.46	\$137.48	\$132.73	\$68.89	\$75.87	\$71.17	\$65.82	\$11.48

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	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
MAR	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
APR	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
MAY	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
JUN	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
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	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
ANNUAL	5	3,866	19.3%	29.1%	7.8%	\$57.49	\$91.79	\$31.38

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%	0.0%	\$53.70	\$47.26	\$48.93	\$0.00	\$33.66	\$30.94	\$31.78	\$0.00
WINTER	38.6%	45.2%	38.0%	29.0%	\$51.09	\$45.68	\$46.53	\$45.90	\$19.71	\$20.63	\$17.70	\$13.29
MAR	52.9%	57.3%	49.1%	0.0%	\$88.81	\$107.51	\$88.75	\$0.00	\$46.98	\$61.60	\$43.55	\$0.00
APR	41.0%	27.6%	32.3%	0.0%	\$161.45	\$140.43	\$143.67	\$0.00	\$66.16	\$38.81	\$46.36	\$0.00
MAY	42.4%	41.4%	37.7%	0.0%	\$162.84	\$176.17	\$158.71	\$0.00	\$68.96	\$72.95	\$59.78	\$0.00
SPRING	45.4%	41.6%	45.4%	0.0%	\$134.14	\$139.03	\$126.89	\$0.00	\$60.88	\$57.88	\$50.09	\$0.00
JUN	74.9%	74.0%	71.8%	0.0%	\$221.76	\$218.48	\$202.21	\$0.00	\$166.13	\$161.71	\$145.27	\$0.00
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%	0.0%	\$214.70	\$209.96	\$194.40	\$0.00	\$146.52	\$142.25	\$130.72	\$0.00
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%	29.0%	\$144.70	\$140.64	\$131.79	\$45.90	\$67.46	\$63.05	\$57.64	\$13.29

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

	NUMBER	RM.NIT.	OCCUPANCY RATES			AVERAGE DAILY RATES		
	REPT.	RENTED	TOTAL	HIGH	LOW	TOTAL	HIGH	LOW
JAN	5	58,494	46.9%	50.2%	35.5%	\$40.17	\$51.14	\$32.35
FEB	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
MAR	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
APR	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
MAY	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
JUN	0	0	0.0%	0.0%	0.0%	\$0.00	\$0.00	\$0.00
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	5	58,494	46.9%	50.2%	35.5%	\$40.17	\$51.14	\$32.35

**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%	\$0	0.0%
FEB	\$38,985,795	0.7%	\$30,703,531	-21.2%	\$30,931,261	0.7%	\$0	0.0%
WINTER	\$114,060,272	-8.0%	\$91,770,161	-19.5%	\$83,459,781	-9.1%	\$25,065,550	-14.0%
MAR	\$55,606,515	-0.4%	\$51,418,914	-7.5%	\$43,316,033	-15.8%		0.0%
APR	\$56,039,930	4.2%	\$49,762,219	-11.2%	\$47,526,004	-4.5%		0.0%
MAY	\$65,095,104	2.5%	\$55,758,719	-14.3%	\$53,572,556	-3.9%		0.0%
SPRING	\$176,741,550	2.1%	\$156,939,852	-11.2%	\$144,414,593	-8.0%	\$0	0.0%
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	\$61,780,433	0.0%	\$55,317,935	-10.5%	\$52,839,963	-4.5%		0.0%
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	\$34,808,687	-4.7%	\$28,073,575	-19.3%	\$24,694,902	-12.0%		0.0%
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%	\$25,065,550	-14.0%

Alabama Gulf Coast Convention & Visitors Bureau
Taxable Retail Sales
 Foley, Alabama

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

*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%	\$3,900,779	11.9%	\$4,268,312	9.4%	\$3,535,749	-17.2%
JAN	\$5,669,204	-3.5%	\$5,713,187	0.8%	\$5,792,011	1.4%	\$0	0.0%
FEB	<u>\$8,423,774</u>	7.3%	<u>\$9,205,981</u>	9.3%	<u>\$9,066,332</u>	-1.5%	<u>\$0</u>	0.0%
WINTER	\$17,578,382	4.0%	\$18,819,947	7.1%	\$19,126,655	1.6%	\$3,535,749	-17.2%
MAR	\$16,380,657	20.5%	\$17,651,805	7.8%	\$14,171,037	-19.7%		0.0%
APR	\$18,721,483	23.2%	\$14,600,761	-22.0%	\$16,788,828	15.0%		0.0%
MAY	<u>\$22,509,039</u>	11.9%	<u>\$24,048,428</u>	6.8%	<u>\$22,002,017</u>	-8.5%		0.0%
SPRING	\$57,611,179	17.8%	\$56,300,994	-2.3%	\$52,961,881	-5.9%	\$0	0.0%
JUN	\$50,441,394	31.9%	\$48,343,939	-4.2%	\$46,683,390	-3.4%		0.0%
JUL	\$51,862,744	12.6%	\$55,314,413	6.7%	\$56,111,775	1.4%		0.0%
AUG	<u>\$28,583,165</u>	39.1%	<u>\$26,899,625</u>	-5.9%	<u>\$29,736,015</u>	10.5%		0.0%
SUMMER	\$130,887,303	24.8%	\$130,557,976	-0.3%	\$132,531,180	1.5%	\$0	0.0%
SEP	\$13,809,936	23.3%	\$11,288,403	-18.3%	\$13,910,011	23.2%		0.0%
OCT	\$11,552,041	13.7%	\$10,906,273	-5.6%	\$10,763,949	-1.3%		0.0%
NOV	<u>\$5,928,972</u>	-2.8%	<u>\$4,740,068</u>	-20.1%	<u>\$5,022,329</u>	6.0%		0.0%
FALL	\$31,290,949	13.9%	\$26,934,743	-13.9%	\$29,696,289	10.3%	\$0	0.0%
ANNUAL	\$237,367,813	19.8%	\$232,613,660	-2.0%	\$234,316,004	0.7%	\$3,535,749	-17.2%

Alabama Gulf Coast Convention & Visitors Bureau
TAXABLE LODGING RENTALS
Foley, Alabama
Source: City of Foley

	2006	VAR.	2007	VAR.	2008	VAR.	2009	VAR.
DEC	\$627,566	-13.1%	\$401,469	-36.0%	\$338,000	-15.8%	\$275,783	-18.4%
JAN	\$556,882	-5.1%	\$413,369	-25.8%	\$357,973	-13.4%	\$295,409	-17.5%
FEB	<u>\$545,715</u>	-26.2%	<u>\$582,495</u>	6.7%	<u>\$475,598</u>	-18.4%	<u>\$275,783</u>	-42.0%
WINTER	\$1,730,162	-15.5%	\$1,397,333	-19.2%	\$1,171,571	-16.2%	\$846,975	-27.7%
MAR	\$448,216	0.0%	\$815,659	82.0%	\$781,776	-4.2%	\$538,033	-31.2%
APR	\$754,881	1.2%	\$805,715	6.7%	\$629,929	-21.8%	\$427,879	-32.1%
MAY	<u>\$918,184</u>	12.8%	<u>\$630,546</u>	-31.3%	<u>\$895,982</u>	42.1%	<u>\$626,381</u>	-30.1%
SPRING	\$2,121,281	-7.0%	\$2,251,919	6.2%	\$2,307,687	2.5%	\$1,592,293	-31.0%
JUN	\$1,325,140	61.2%	\$1,259,841	-4.9%	\$1,007,748	-20.0%	\$974,816	-3.3%
JUL	\$1,219,454	39.0%	\$1,241,569	1.8%	\$1,272,080	2.5%	\$1,292,582	1.6%
AUG	<u>\$527,193</u>	-27.6%	<u>\$803,817</u>	52.5%	<u>\$699,166</u>	-13.0%	<u>\$607,279</u>	-13.1%
SUMMER	\$3,071,787	26.6%	\$3,305,227	7.6%	\$2,978,993	-9.9%	\$2,874,677	-3.5%
SEP	\$648,321	-14.3%	\$544,823	-16.0%	\$420,372	-22.8%	\$447,144	6.4%
OCT	\$697,554	-14.8%	\$564,653	-19.1%	\$416,771	-26.2%	\$435,114	4.4%
NOV	<u>\$497,294</u>	30.2%	<u>\$456,554</u>	-8.2%	<u>\$343,296</u>	-24.8%	<u>\$381,834</u>	11.2%
FALL	\$1,843,169	-5.8%	\$1,566,030	-15.0%	\$1,180,438	-24.6%	\$1,264,091	7.1%
ANNUAL	\$8,766,398	0.6%	\$8,520,508	-2.8%	\$7,638,689	-10.3%	\$6,578,036	-13.9%