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Winter 2009/10 Seasonal Resident Profile *Alabama Gulf Coast Convention & Visitors Bureau*



Prepared for:

Alabama Gulf Coast Convention and Visitors Bureau

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April 2010

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Winter 2009/2010 Seasonal Resident Profile:

Alabama Gulf Coast Convention & Visitors Bureau

| | <u>2008/09</u> | <u>2009/10</u> |
|---|----------------|----------------|
| Number of Seasonal Residents | 13,700 | 14,900 |
| Seasonal Resident Expenditures | \$26,128,000 | \$29,071,200 |
| Seasonal Resident Visitor Origins | | |
| Alabama | 3.4% | 5.1% |
| Southeast | 5.8 | 6.6 |
| Northeast | 4.2 | 4.6 |
| Midwest | 79.4 | 75.7 |
| Southwest | 3.3 | 2.9 |
| Other | 3.9 | 5.1 |
| Lodging Occupancy (Primarily Condominiums) | 22.3% | 23.8% |
| Transportation Mode | | |
| Personal Car | 90.2% | 88.6% |
| R.V. | 6.1 | 7.6 |
| Plane/Rental Car | 3.0 | 3.8 |
| First Visit to Gulf Shores/Orange Beach | 31.0% | 29.4% |
| Reservations | | |
| Before Arriving in Area | 94.9% | 93.2% |
| None | 5.1 | 6.8 |
| Length of Stay in GSH/ORB (days) | 55.0 | 54.5 |
| Party Size (Immediate Travel Party) | 2.0 | 2.0 |
| Party Composition (Multiple Response) | | |
| Couple | 94.4% | 95.2% |
| Single | 2.3 | 3.4 |
| Family/Extended Family | 3.3 | 2.8 |
| Group of Couples/Friends | 1.1 | 2.3 |
| Why Choose GSH/ORB (Multiple Response) | | |
| Familiar/Previous Visit | 27.9% | 32.9% |
| Reasonable Rates | 23.5 | 30.2 |
| Weather | 24.4 | 26.4 |
| Quiet/Laid Back | 23.7 | 24.9 |
| Not Crowded/Commercial | 17.8 | 23.4 |
| Nice Beaches | 15.6 | 22.0 |
| Recommended by Friends/Relatives | 19.5 | 21.6 |
| Golfing | 16.7 | 18.4 |
| Friends/Relatives in Area | 11.1 | 16.7 |
| Never Been Before | 13.3 | 13.9 |

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|---|----------------|----------------|
| Satisfaction with GSH/ORB | 93.5% | 90.9% |
| Activities Enjoyed in GSH/ORB (Multiple Response) | | |
| Beaches | 84.2% | 89.9% |
| Relaxing | 75.0 | 78.2 |
| Dining Out | 77.7 | 77.4 |
| Sight Seeing | 59.3 | 62.6 |
| Shopping | 62.4 | 61.1 |
| Golfing | 50.0 | 53.0 |
| Visiting Friends/Relatives | 34.2 | 40.4 |
| Attractions | 28.8 | 34.9 |
| Nature/Wildlife | 26.2 | 31.6 |
| Fishing | 24.2 | 30.1 |
| Recommend GSH/ORB to Friends/Relatives (% yes) | 92.2% | 93.7% |
| Plan to Return (% yes) | | |
| To Local Area | 84.0% | 83.3% |
| Next Year (Base: Return to Local Area) | 66.7 | 64.9 |
| Median Age Head of Household (years) | 66.3 | 67.1 |
| Median Annual Household Income | \$50,355 | \$59,570 |
| Occupation | | |
| Retired | 90.9% | 88.3% |