

Alabama Gulf Coast Convention & Visitors Bureau  
**CVB Performance Measures**  
**December 2010**

	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
CVB Welcome Center walk-ins	6,280	5,580	-11.1%	144,308	124,210	-13.9%
<b>Advertising Results</b>	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
CVB visitor inquiries	10,881	4,283	-60.6%	128,728	109,315	-15.1%
CVB website user visits	80,298	93,829	16.9%	2,221,360	3,208,858	44.5%
Clicks delivered to IPs	58,188	39,470	-32.2%	3,637,058	2,114,130	-41.9%
<b>Sales Results</b>	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
Total information requests filled	115	183	59.1%	1,486	8928	500.8%
Leads	12	21	75.0%	300	329	9.7%
IP response to leads	78%	100%	28.2%	79%	91%	15.2%
Conventions serviced	3	1	-66.7%	298	350	17.4%
Convention attendees	376	160	-57.4%	34,154	37,739	10.5%
Meeting events booked	0	5	n/a	213	206	-3.3%
Meeting room nights generated	0	425	n/a	38,584	39,335	1.9%
Sporting events hosted	3	7	133.3%	44	77	75.0%
Sporting room nights generated	376	2,036	441.5%	18,399	38,142	107.3%
<b>Public Relations Results</b>	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
Total print circulation	6,108,411	3,266,054	-46.5%	32,276,962	23,019,588	-28.7%
No. of articles	29	66	127.6%	499	433	-13.2%
No. of press releases	5	3	-40.0%	107	61	-43.0%

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

	2007*	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
JAN	9,521	6.9%	14,006	47.1%	14,166	1.1%	16,078	13.5%
FEB	10,549	6.7%	17,726	68.0%	18,961	7.0%	19,499	2.8%
MAR	11,310	21.5%	14,857	31.4%	13,050	-12.2%	14,749	13.0%
APR	12,626	84.2%	9,694	-23.2%	9,995	3.1%	10,342	3.5%
MAY	12,665	75.5%	10,469	-17.3%	10,257	-2.0%	7,857	-23.4%
JUN	18,956	74.9%	16,711	-11.8%	17,293	3.5%	11,563	-33.1%
JUL	19,901	65.6%	16,635	-16.4%	18,078	8.7%	9,979	-44.8%
AUG	13,610	87.9%	9,972	-26.7%	11,981	20.1%	6,217	-48.1%
SEP	9,155	63.5%	5,428	-40.7%	8,697	60.2%	7,452	-14.3%
OCT	10,741	59.6%	8,349	-22.3%	10,452	25.2%	10,000	-4.3%
NOV	6,172	67.1%	4,664	-24.4%	5,098	9.3%	4,894	-4.0%
DEC	5,884	52.8%	5,188	-11.8%	6,280	21.0%	5,580	-11.1%
<b>ANNUAL</b>	<b>141,090</b>	<b>53.1%</b>	<b>133,699</b>	<b>-5.2%</b>	<b>144,308</b>	<b>7.9%</b>	<b>124,210</b>	<b>-13.9%</b>

\*2007 numbers are from a laser counter, 2006 numbers were from a hand counter.

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

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
JAN	3,824	36.7%	5,153	34.8%	6,865	33.2%	6,612	-3.7%
FEB	3,420	-29.1%	4,969	45.3%	4,556	-8.3%	6,789	49.0%
MAR	11,582	28.8%	11,452	-1.1%	14,828	29.5%	12,777	-13.8%
APR	11,562	-27.7%	11,303	-2.2%	12,645	11.9%	16,199	28.1%
MAY	12,344	17.7%	10,419	-15.6%	24,636	136.5%	13,777	-44.1%
JUN	7,283	-6.7%	10,174	39.7%	9,314	-8.5%	12,781	37.2%
JUL	3,597	-10.0%	5,063	40.8%	15,089	198.0%	4,935	-67.3%
AUG	3,013	-4.0%	2,965	-1.6%	3,077	3.8%	5,317	72.8%
SEP	3,296	-21.4%	4,823	46.3%	4,641	-3.8%	6,069	30.8%
OCT	8,469	59.6%	9,961	17.6%	6,452	-35.2%	9,166	42.1%
NOV	6,845	10.2%	9,775	42.8%	15,744	61.1%	10,610	-32.6%
DEC	2,748	-9.4%	4,455	62.1%	10,881	144.2%	4,283	-60.6%
<b>ANNUAL</b>	<b>77,983</b>	<b>1.6%</b>	<b>90,512</b>	<b>16.1%</b>	<b>128,728</b>	<b>42.2%</b>	<b>109,315</b>	<b>-15.1%</b>

**Gulf Shores & Orange Beach Tourism**  
**WEB SITE USER VISITS - *excluding mobile visits and bots\****  
**gulfshores.com & orangebeach.com**

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
JAN	143,813	0.3%	128,029	-11.0%	139,474	8.9%	155,340	11%
FEB	150,886	5.3%	149,179	-1.1%	171,095	14.7%	171,215	0.1%
MAR	250,079	0.9%	193,562	-22.6%	233,976	20.9%	259,226	11%
APR	212,928	10.3%	173,121	-18.7%	209,220	20.9%	233,812	12%
MAY	235,566	13.6%	206,875	-12.2%	257,695	24.6%	501,086	94%
JUN	264,784	10.8%	271,676	2.6%	356,010	31.0%	822,756	131%
JUL	267,597	27.6%	240,233	-10.2%	295,379	23.0%	345,068	17%
AUG	197,038	29.7%	144,612	-26.6%	173,262	19.8%	214,572	24%
SEP	168,421	36.7%	100,140	-40.5%	126,352	26.2%	183,194	45%
OCT	135,812	36.6%	77,191	-43.2%	105,857	37.1%	135,783	28%
NOV	92,906	24.0%	60,215	-35.2%	72,742	20.8%	92,977	28%
DEC	61,555	0.0%	69,288	12.6%	80,298	15.9%	93,829	17%
<b>ANNUAL</b>	<b>2,181,385</b>	<b>24.4%</b>	<b>1,814,121</b>	<b>-16.8%</b>	<b>2,221,360</b>	<b>22.4%</b>	<b>3,208,858</b>	<b>44%</b>

\*As of 12/2007, above statistics will be reported by Urchin from Google and will exclude all bots.

<b>December Website Stats</b>	<b>2009</b>	<b>2010</b>	<b>Var.</b>
Industry Partner Impressions	1,695,551	1,545,583	-8.8%
Industry Partner Clicks	58,188	39,470	-32.2%
Industry Partner Booking Clicks	1,902	1,067	-43.9%

<b>YTD Website Stats</b>	<b>2009</b>	<b>2010</b>	<b>Var.</b>
Industry Partner Impressions	45,772,454	33,747,425	
Industry Partner Clicks	3,637,058	2,114,130	
Industry Partner Booking Clicks	237,812	142,447	

## Gulf Shores & Orange Beach Tourism Public Relations Summary

*Note: Data not available prior to 2008.*

Number of Print Articles					
	2008	2009	VAR.	2010	VAR.
JAN	19	33	73.7%	20	-39%
FEB	35	51	45.7%	21	-59%
MAR	44	52	18.2%	41	-21%
APR	29	51	75.9%	27	-47%
MAY	46	60	30.4%	51	-15%
JUN	55	51	-7.3%	42	-18%
JUL	77	51	-33.8%	27	-47%
AUG	36	32	-11.1%	32	0%
SEP	50	21	-58.0%	13	-38%
OCT	73	41	-43.8%	77	88%
NOV	97	27	-72.2%	16	-41%
DEC	42	29	-31.0%	66	128%
<b>ANNUAL</b>	<b>603</b>	<b>499</b>	<b>-17.2%</b>	<b>433</b>	<b>-13%</b>

Print Circulation (newspaper and magazine only)					
	2008	2009	VAR.	2010	VAR.
JAN	908,692	1,045,645	15.1%	4,483,182	329%
FEB	3,226,285	1,836,149	-43.1%	1,083,111	-41%
MAR	12,881,919	3,714,495	-71.2%	1,985,587	-47%
APR	13,778,603	3,492,179	-74.7%	1,501,541	-57%
MAY	4,491,073	2,987,901	-33.5%	1,997,214	-33%
JUN	6,992,853	2,178,567	-68.8%	1,963,410	-10%
JUL	12,777,379	4,030,758	-68.5%	1,421,216	-65%
AUG	3,817,174	4,281,407	12.2%	1,514,941	-65%
SEP	14,441,816	923,384	-93.6%	380,060	-59%
OCT	12,080,894	695,042	-94.2%	2,853,182	311%
NOV	6,304,291	983,024	-84.4%	570,090	-42%
DEC	5,095,103	6,108,411	19.9%	3,266,054	-47%
<b>ANNUAL</b>	<b>96,796,082</b>	<b>32,276,962</b>	<b>-66.7%</b>	<b>23,019,588</b>	<b>-29%</b>

Press Releases Generated					
	2008	2009	VAR.	2010	VAR.
JAN	5	12	140.0%	5	-58%
FEB	7	11	57.1%	6	-45%
MAR	6	10	66.7%	12	20%
APR	8	11	37.5%	5	-55%
MAY	8	10	25.0%	1	-90%
JUN	8	9	12.5%	0	0%
JUL	10	9	-10.0%	6	-33%
AUG	5	5	0.0%	6	20%
SEP	8	8	0.0%	7	-13%
OCT	13	10	-23.1%	6	-40%
NOV	12	7	-41.7%	4	-43%
DEC	8	5	-37.5%	3	-40%
<b>ANNUAL</b>	<b>98</b>	<b>107</b>	<b>9.2%</b>	<b>61</b>	<b>-43%</b>