

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

	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
CVB Welcome Center Walk-ins	17,293	11,563	-33.1%	88,910	86,368	-2.9%
<b>Advertising Results</b>	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
CVB Visitor Inquiries	9,314	12,781	37.2%	77,299	79,816	3.3%
CVB Website User Visits	356,010	822,756	131.1%	1,436,758	2,223,733	54.8%
Clicks Delivered to IPs	794,176	288,276	-63.7%	3,637,058	1,614,782	-55.6%
<b>Sales Results</b>	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
Total information requests filled	123	103	-16.3%	892	740	-17.0%
Leads	42	18	-57.1%	166	174	4.8%
IP response to leads	70%	71%	1.4%	72%	73%	1.4%
Conventions serviced	37	53	43.2%	150	227	51.3%
Convention attendees	5052	6169	22.1%	15617	23146	48.2%
Meeting events booked	18	19	5.6%	119	96	-19.3%
Meeting room nights generated	3,313	976	-70.5%	20,116	14,995	-25.5%
Sporting events hosted	3	7	133.3%	24	38	58.3%
Sporting room nights generated	465	4,425	851.6%	6,122	10,421	70.2%
<b>Public Relations Results</b>	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
Total print circulation	2,178,567	1,485,425	-31.8%	15,254,936	12,536,060	-17.8%
No. of articles	51	42	-17.6%	298	202	-32.2%
No. of press releases	10	1	-90.0%	54	29	-46.3%

**Alabama Gulf Coast Convention & Visitors Bureau**  
**WELCOME CENTER VISITORS**  
**Gulf Shores & Orange Beach, Alabama**

	2007*	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	3,852	27.7%	5,884	52.8%	5,188	-11.8%	6,280	21.0%
JAN	9,521	6.9%	14,006	47.1%	14,166	1.1%	16,078	13.5%
FEB	<u>10,549</u>	6.7%	<u>17,726</u>	68.0%	<u>18,961</u>	7.0%	<u>19,499</u>	2.8%
<b>WINTER</b>	<b>23,922</b>	<b>9.7%</b>	<b>37,616</b>	<b>57.2%</b>	<b>38,315</b>	<b>1.9%</b>	<b>41,857</b>	<b>9.2%</b>
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	<u>12,665</u>	75.5%	<u>10,469</u>	-17.3%	<u>10,257</u>	-2.0%	<u>7,857</u>	-23.4%
<b>SPRING</b>	<b>36,601</b>	<b>56.5%</b>	<b>35,020</b>	<b>-4.3%</b>	<b>33,302</b>	<b>-4.9%</b>	<b>32,948</b>	<b>-1.1%</b>
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%	0	0.0%
AUG	<u>13,610</u>	87.9%	<u>9,972</u>	-26.7%	<u>11,981</u>	20.1%	<u>0</u>	0.0%
<b>SUMMER</b>	<b>52,467</b>	<b>74.3%</b>	<b>43,318</b>	<b>-17.4%</b>	<b>47,352</b>	<b>9.3%</b>	<b>11,563</b>	<b>-33.1%</b>
SEP	9,155	63.5%	5,428	-40.7%	8,697	60.2%		0.0%
OCT	10,741	59.6%	8,349	-22.3%	10,452	25.2%		0.0%
NOV	<u>6,172</u>	67.1%	<u>4,664</u>	-24.4%	<u>5,098</u>	9.3%		0.0%
<b>FALL</b>	<b>26,068</b>	<b>62.7%</b>	<b>18,441</b>	<b>-29.3%</b>	<b>24,247</b>	<b>31.5%</b>	<b>0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>139,058</b>	<b>52.3%</b>	<b>134,395</b>	<b>-3.4%</b>	<b>143,216</b>	<b>6.6%</b>	<b>86,368</b>	<b>-2.9%</b>

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

**Alabama Gulf Coast Convention & Visitors Bureau**  
**VISITOR INQUIRY SUMMARY**  
**Gulf Shores & Orange Beach, Alabama**

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	3,032	-13.0%	2,748	-9.4%	4,455	62.1%	10,881	144.2%
JAN	3,824	36.7%	5,153	34.8%	6,865	33.2%	6,612	-3.7%
FEB	<u>3,420</u>	-29.1%	<u>4,969</u>	45.3%	<u>4,556</u>	-8.3%	<u>6,789</u>	49.0%
<b>WINTER</b>	<b>10,276</b>	<b>-7.5%</b>	<b>12,870</b>	<b>25.2%</b>	<b>15,876</b>	<b>23.4%</b>	<b>24,282</b>	<b>52.9%</b>
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	<u>12,344</u>	<u>17.7%</u>	<u>10,419</u>	-15.6%	<u>24,636</u>	136.5%	<u>13,777</u>	-44.1%
<b>SPRING</b>	<b>35,488</b>	<b>0.0%</b>	<b>33,174</b>	<b>-19.0%</b>	<b>52,109</b>	<b>177.8%</b>	<b>42,753</b>	<b>-29.8%</b>
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%	0	0.0%
AUG	<u>3,013</u>	-4.0%	<u>2,965</u>	-1.6%	<u>3,077</u>	3.8%	<u>0</u>	0.0%
<b>SUMMER</b>	<b>13,893</b>	<b>-7.0%</b>	<b>18,202</b>	<b>31.0%</b>	<b>27,480</b>	<b>51.0%</b>	<b>12,781</b>	<b>37.2%</b>
SEP	3,296	-21.4%	4,823	46.3%	4,641	-3.8%		0.0%
OCT	8,469	59.6%	9,961	17.6%	6,452	-35.2%		0.0%
NOV	<u>6,845</u>	10.2%	<u>9,775</u>	42.8%	<u>15,744</u>	61.1%		0.0%
<b>FALL</b>	<b>18,610</b>	<b>18.5%</b>	<b>24,559</b>	<b>32.0%</b>	<b>26,837</b>	<b>9.3%</b>	<b>0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>78,267</b>	<b>1.3%</b>	<b>88,805</b>	<b>13.5%</b>	<b>122,302</b>	<b>37.7%</b>	<b>79,816</b>	<b>3.3%</b>

**Alabama Gulf Coast Convention & Visitors Bureau**  
**WEB SITE USER VISITS - *excluding mobile visits and bots\****  
**gulfshores.com & orangebeach.com**

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	63,436	#DIV/0!	61,555	-3.0%	69,288	12.6%	80,298	16%
JAN	143,813	0.3%	128,029	-11.0%	139,474	8.9%	155,340	11%
FEB	<u>150,886</u>	5.3%	<u>149,179</u>	-1.1%	<u>171,095</u>	14.7%	<u>171,215</u>	0%
<b>WINTER</b>	<b>358,135</b>	24.9%	<b>338,763</b>	-5.4%	<b>379,857</b>	12.1%	<b>406,853</b>	7%
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	<u>235,566</u>	13.6%	<u>206,875</u>	-12.2%	<u>257,695</u>	24.6%	<u>501,086</u>	94%
<b>SPRING</b>	<b>698,573</b>	7.8%	<b>573,558</b>	-17.9%	<b>700,891</b>	22.2%	<b>994,124</b>	42%
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%	0	0%
AUG	<u>197,038</u>	29.7%	<u>144,612</u>	-26.6%	<u>173,262</u>	19.8%	<u>0</u>	0%
<b>SUMMER</b>	<b>729,419</b>	21.5%	<b>656,521</b>	-10.0%	<b>824,651</b>	25.6%	<b>822,756</b>	131%
SEP	168,421	36.7%	100,140	-40.5%	126,352	26.2%		0%
OCT	135,812	36.6%	77,191	-43.2%	105,857	37.1%		0%
NOV	<u>92,906</u>	24.0%	<u>60,215</u>	-35.2%	<u>72,742</u>	20.8%		0%
<b>FALL</b>	<b>397,139</b>	33.5%	<b>237,546</b>	-40.2%	<b>304,951</b>	28.4%	<b>0</b>	0%
<b>ANNUAL</b>	<b>2,183,266</b>	<b>19.1%</b>	<b>1,806,388</b>	<b>-17.3%</b>	<b>2,210,350</b>	<b>22.4%</b>	<b>2,223,733</b>	<b>55%</b>

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

## IP Clicks

June Website Stats	<u>2009</u>	<u>2010</u>
Industry Partner Impressions	8,883,460	4,318,411
Industry Partner Clicks	794,176	288,276
Industry Partner Booking Clicks	66,771	29,572

YTD Website Stats	<u>2009</u>	<u>2010</u>
Industry Partner Impressions	45,772,454	21,764,518
Industry Partner Clicks	3,637,058	1,614,782
Industry Partner Booking Clicks	237,812	102,123

# Alabama Gulf Coast Convention and Visitors Bureau

## 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%		0%
AUG	36	32	-11.1%		0%
SEP	50	21	-58.0%		0%
OCT	73	41	-43.8%		0%
NOV	97	27	-72.2%		0%
DEC	42	29	-31.0%		0%
<b>ANNUAL</b>	<b>603</b>	<b>499</b>	<b>-17.2%</b>	<b>202</b>	<b>-32%</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%	1,485,425	-32%
JUL	12,777,379	4,030,758	-68.5%		0%
AUG	3,817,174	4,281,407	12.2%		0%
SEP	14,441,816	923,384	-93.6%		0%
OCT	12,080,894	695,042	-94.2%		0%
NOV	6,304,291	983,024	-84.4%		0%
DEC	5,095,103	6,108,411	19.9%		0%
<b>ANNUAL</b>	<b>96,796,082</b>	<b>32,276,962</b>	<b>-66.7%</b>	<b>12,536,060</b>	<b>-18%</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%		0%
AUG	5	5	0.0%		0%
SEP	8	8	0.0%		0%
OCT	13	10	-23.1%		0%
NOV	12	7	-41.7%		0%
DEC	8	5	-37.5%		0%
<b>ANNUAL</b>	<b>98</b>	<b>107</b>	<b>9.2%</b>	<b>29</b>	<b>-46%</b>