

Alabama Gulf Coast Convention & Visitors Bureau
CVB Performance Measures
February 2010

	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
CVB Welcome Center walk-ins	14,166	16,078	13.5%	14,166	16,078	13.5%
Advertising Results	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
CVB visitor inquiries	6,865	6,612	-3.7%	6,865	6,612	-3.7%
CVB website user visits	139,474	155,340	11.4%	139,474	155,340	11.4%
Clicks delivered to IPs	318,927	176,475	-44.7%	318,927	176,475	-44.7%
Sales Results	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
Total information requests filled	247	161	-34.8%	247	161	-34.8%
Leads	22	38	72.7%	22	38	72.7%
IP response to leads	68%	89%	30.9%	68%	89%	30.9%
Conventions serviced	11	10	-9.1%	11	10	-9.1%
Convention attendees	795	1195	50.3%	795	1195	50.3%
Meeting events booked	27	15	-44.4%	27	15	-44.4%
Meeting room nights generated	3,229	2,962	-8.3%	3,229	2,962	-8.3%
Sporting events hosted	1	3	200.0%	1	3	200.0%
Sporting room nights generated	53	204	284.9%	53	204	284.9%
Public Relations Results	Current Period 2009	Current Period 2010	% Var.	Year-To-Date 2009	Year-To-Date 2010	% Var.
Total print circulation	1,045,645	4,483,182	328.7%	1,045,645	4,483,182	328.7%
No. of articles	33	20	-39.4%	33	20	-39.4%
No. of press releases	12	5	-58.3%	12	5	-58.3%

Alabama Gulf Coast Convention & Visitors Bureau
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%	0	0.0%
MAR	11,310	21.5%	14,857	31.4%	13,050	-12.2%	0	0.0%
APR	12,626	84.2%	9,694	-23.2%	9,995	3.1%	0	0.0%
MAY	12,665	75.5%	10,469	-17.3%	10,257	-2.0%	0	0.0%
JUN	18,956	74.9%	16,711	-11.8%	17,293	3.5%	0	0.0%
JUL	19,901	65.6%	16,635	-16.4%	18,078	8.7%	0	0.0%
AUG	13,610	87.9%	9,972	-26.7%	11,981	20.1%	0	0.0%
SEP	9,155	63.5%	5,428	-40.7%	8,697	60.2%	0	0.0%
OCT	10,741	59.6%	8,349	-22.3%	10,452	25.2%	0	0.0%
NOV	6,172	67.1%	4,664	-24.4%	5,098	9.3%	0	0.0%
DEC	5,884	52.8%	5,188	-11.8%	6,280	21.0%	0	0.0%
ANNUAL	141,090	53.1%	133,699	-5.2%	144,308	7.9%	16,078	13.5%

*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.
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%	0	0.0%
MAR	11,582	28.8%	11,452	-1.1%	14,828	29.5%	0	0.0%
APR	11,562	-27.7%	11,303	-2.2%	12,645	11.9%	0	0.0%
MAY	12,344	17.7%	10,419	-15.6%	24,636	136.5%	0	0.0%
JUN	7,283	-6.7%	10,174	39.7%	9,314	-8.5%	0	0.0%
JUL	3,597	-10.0%	5,063	40.8%	15,089	198.0%	0	0.0%
AUG	3,013	-4.0%	2,965	-1.6%	3,077	3.8%	0	0.0%
SEP	3,296	-21.4%	4,823	46.3%	4,641	-3.8%	0	0.0%
OCT	8,469	59.6%	9,961	17.6%	6,452	-35.2%	0	0.0%
NOV	6,845	10.2%	9,775	42.8%	15,744	61.1%	0	0.0%
DEC	2,748	-9.4%	4,455	62.1%	10,881	144.2%	0	0.0%
ANNUAL	77,983	1.6%	90,512	16.1%	128,728	42.2%	6,612	-3.7%

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.
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%	0	0%
MAR	250,079	0.9%	193,562	-22.6%	233,976	20.9%	0	0%
APR	212,928	10.3%	173,121	-18.7%	209,220	20.9%	0	0%
MAY	235,566	13.6%	206,875	-12.2%	257,695	24.6%	0	0%
JUN	264,784	10.8%	271,676	2.6%	356,010	31.0%	0	0%
JUL	267,597	27.6%	240,233	-10.2%	295,379	23.0%	0	0%
AUG	197,038	29.7%	144,612	-26.6%	173,262	19.8%	0	0%
SEP	168,421	36.7%	100,140	-40.5%	126,352	26.2%	0	0%
OCT	135,812	36.6%	77,191	-43.2%	105,857	37.1%	0	0%
NOV	92,906	24.0%	60,215	-35.2%	72,742	20.8%	0	0%
DEC	61,555	0.0%	69,288	12.6%	80,298	15.9%	0	0%
ANNUAL	2,181,385	24.4%	1,814,121	-16.8%	2,221,360	22.4%	155,340	11%

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

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%		0%
MAR	44	52	18.2%		0%
APR	29	51	75.9%		0%
MAY	46	60	30.4%		0%
JUN	55	51	-7.3%		0%
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%
ANNUAL	603	499	-17.2%	20	-39%

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%		0%
MAR	12,881,919	3,714,495	-71.2%		0%
APR	13,778,603	3,492,179	-74.7%		0%
MAY	4,491,073	2,987,901	-33.5%		0%
JUN	6,992,853	2,178,567	-68.8%		0%
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%
ANNUAL	96,796,082	32,276,962	-66.7%	4,483,182	329%

Press Releases Generated					
	2008	2009	VAR.	2010	VAR.
JAN	5	12	140.0%	5	-58%
FEB	7	11	57.1%		0%
MAR	6	10	66.7%		0%
APR	8	11	37.5%		0%
MAY	8	10	25.0%		0%
JUN	8	9	12.5%		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%
ANNUAL	98	107	9.2%	5	-58%