

Alabama Gulf Coast Convention & Visitors Bureau
DESTINATION GROWTH INDICATORS
OCTOBER 2009

	2008	2009	% Var.	2008	2009	% Var.
Hotel Occupancy Rate	48.2%	43.1%	-10.5%			
Hotel Average Daily Rate	\$115.26	\$108.53	-5.8%			
Hotel RevPAR	\$55.51	\$46.78	-15.7%			
Condo Occupancy Rate	28.9%	31.6%	9.3%			
Condo Average Daily Rate	\$102.03	\$91.30	-10.5%			
Condo RevPAU	\$29.49	\$28.85	-2.2%			
	September 2008	September 2009	% Var.	YTD FY '08	YTD FY '09	% Var.
Taxable Retail Sales	\$36,391,648	\$35,993,890	-1.1%	\$495,270,421	\$478,894,562	-3.3%
Taxable Lodging Rentals	\$11,288,057	\$13,003,559	15.2%	\$216,921,105	\$208,966,703	-3.7%

Alabama Gulf Coast Convention & Visitors Bureau
HOTEL OCCUPANCY SUMMARY
Gulf Shores & Orange Beach, Alabama

	Occupancy Rate				Average Daily Rate				Revenue per Available Room			
	05-'06	06-'07	07-'08	08-'09	05-'06	06-'07	07-'08	08-'09	05-'06	06-'07	07-'08	08-'09
DEC	32.9%	25.7%	19.9%	18.5%	\$74.23	\$80.58	\$84.44	\$82.93	\$24.44	\$20.72	\$16.79	\$15.36
JAN	35.2%	31.9%	23.3%	22.6%	\$72.07	\$67.87	\$74.50	\$62.95	\$25.39	\$21.62	\$17.38	\$14.25
FEB	<u>57.7%</u>	<u>34.9%</u>	<u>44.0%</u>	<u>45.7%</u>	<u>\$85.09</u>	<u>\$80.24</u>	<u>\$86.84</u>	<u>\$82.27</u>	<u>\$49.07</u>	<u>\$27.97</u>	<u>\$38.20</u>	<u>\$37.58</u>
WINTER	42.7%	31.2%	28.7%	28.8%	\$78.83	\$76.49	\$82.85	\$77.82	\$33.70	\$23.85	\$23.80	\$22.40
MAR	78.1%	69.5%	59.4%	49.3%	\$114.14	\$122.95	\$124.19	\$116.45	\$89.16	\$85.39	\$73.83	\$57.39
APR	70.1%	69.6%	53.5%	52.3%	\$118.56	\$135.62	\$127.61	\$132.55	\$83.08	\$94.41	\$68.27	\$69.36
MAY	<u>71.4%</u>	<u>73.4%</u>	<u>69.2%</u>	<u>65.3%</u>	<u>\$138.41</u>	<u>\$142.24</u>	<u>\$150.21</u>	<u>\$142.36</u>	<u>\$98.89</u>	<u>\$104.46</u>	<u>\$103.90</u>	<u>\$92.98</u>
SPRING	73.3%	70.9%	60.8%	55.3%	\$122.72	\$133.76	\$135.14	\$131.12	\$90.00	\$94.77	\$82.14	\$72.49
JUN	87.5%	92.1%	85.0%	81.6%	\$172.73	\$166.12	\$169.49	\$165.73	\$151.16	\$153.02	\$144.04	\$135.27
JUL	86.5%	90.0%	86.6%	80.4%	\$180.71	\$177.03	\$188.43	\$187.24	\$156.30	\$159.40	\$163.22	\$150.45
AUG	<u>72.0%</u>	<u>66.7%</u>	<u>58.0%</u>	<u>57.4%</u>	<u>\$135.14</u>	<u>\$149.06</u>	<u>\$152.28</u>	<u>\$147.76</u>	<u>\$97.32</u>	<u>\$99.45</u>	<u>\$88.34</u>	<u>\$84.79</u>
SUMMER	81.9%	82.9%	76.4%	73.1%	\$164.42	\$165.45	\$172.32	\$168.98	\$134.72	\$137.09	\$131.73	\$123.45
SEP	65.0%	58.1%	44.0%	50.4%	\$108.17	\$119.34	\$114.10	\$110.30	\$70.32	\$69.30	\$50.15	\$55.55
OCT	58.9%	59.5%	48.2%	43.1%	\$101.57	\$101.31	\$115.26	\$108.53	\$59.84	\$60.30	\$55.51	\$46.78
NOV	<u>39.6%</u>	<u>34.7%</u>	<u>25.5%</u>	<u>0.0%</u>	<u>\$83.20</u>	<u>\$91.01</u>	<u>\$89.50</u>	<u>\$0.00</u>	<u>\$32.97</u>	<u>\$31.61</u>	<u>\$22.84</u>	<u>\$0.00</u>
FALL	54.5%	50.9%	39.3%	46.7%	\$99.74	\$105.78	\$109.32	\$109.47	\$54.39	\$53.81	\$42.97	\$51.09
ANNUAL	61.3%	58.2%	51.8%	51.8%	\$120.26	\$130.46	\$137.48	\$134.81	\$73.68	\$75.87	\$71.17	\$69.82

ALABAMA GULF COAST CVB
OCCUPANCY SUMMARY
HOTELS/MOTELS
2009

	NUMBER	RM.NIT.	OCCUPANCY RATES			AVERAGE DAILY RATES		
	REP'T.	RENTED	TOTAL	HIGH	LOW	TOTAL	HIGH	LOW
JAN	5	4,633	22.6%	34.2%	6.9%	\$62.95	\$101.22	\$42.02
FEB	6	10,249	45.7%	68.6%	27.2%	\$82.27	\$100.62	\$67.78
MAR	6	12,175	49.3%	61.2%	34.7%	\$116.45	\$137.81	\$91.12
APR	6	12,515	52.3%	74.3%	32.4%	\$132.55	\$152.37	\$103.66
MAY	5	14,296	65.3%	87.5%	45.1%	\$142.36	\$164.80	\$117.54
JUN	6	19,515	81.6%	94.9%	57.1%	\$165.73	\$198.98	\$111.99
JUL	6	19,853	80.4%	96.5%	61.2%	\$187.24	\$234.48	\$123.76
AUG	6	14,099	57.4%	80.1%	39.0%	\$147.76	\$164.56	\$110.20
SEP	6	12,029	50.4%	70.1%	41.6%	\$110.30	\$127.90	\$61.56
OCT	6	10,624	43.1%	72.2%	17.8%	\$108.53	\$135.00	\$89.00
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	58	129,988	55.3%	73.6%	36.4%	\$136.64	\$157.75	\$106.27

Alabama Gulf Coast Convention & Visitors Bureau
CONDOMINIUM OCCUPANCY SUMMARY
Gulf Shores & Orange Beach, Alabama

	Occupancy Rate				Average Daily Rate				Revenue per Available Unit			
	05-'06	06-'07	07-'08	08-'09	05-'06	06-'07	07-'08	08-'09	05-'06	06-'07	07-'08	08-'09
DEC	20.1%	13.7%	14.1%	11.9%	\$50.04	\$58.95	\$64.62	\$58.80	\$10.06	\$8.07	\$9.10	\$7.00
JAN	53.0%	43.4%	47.4%	40.3%	\$38.64	\$44.97	\$39.49	\$39.31	\$20.48	\$19.52	\$18.73	\$15.83
FEB	69.8%	62.7%	65.5%	65.0%	\$45.91	\$53.70	\$47.26	\$48.93	\$32.03	\$33.66	\$30.94	\$31.78
WINTER	48.6%	38.6%	45.2%	38.0%	\$43.70	\$51.09	\$45.68	\$46.53	\$21.22	\$19.71	\$20.63	\$17.70
MAR	55.6%	52.9%	57.3%	49.1%	\$81.45	\$88.81	\$107.51	\$88.75	\$45.30	\$46.98	\$61.60	\$43.55
APR	38.9%	41.0%	27.6%	32.3%	\$137.18	\$161.45	\$140.43	\$143.67	\$53.32	\$66.16	\$38.81	\$46.36
MAY	43.8%	42.4%	41.4%	37.7%	\$145.51	\$162.84	\$176.17	\$158.71	\$63.71	\$68.96	\$72.95	\$59.78
SPRING	46.1%	45.4%	41.6%	45.4%	\$118.14	\$134.14	\$139.03	\$126.89	\$54.41	\$60.88	\$57.88	\$50.09
JUN	67.0%	74.9%	74.0%	71.8%	\$192.98	\$221.76	\$218.48	\$202.21	\$129.33	\$166.13	\$161.71	\$145.27
JUL	72.3%	73.0%	76.3%	79.5%	\$213.05	\$248.86	\$233.79	\$215.60	\$154.10	\$181.60	\$178.48	\$171.34
AUG	46.5%	57.3%	52.1%	50.2%	\$136.67	\$163.98	\$160.29	\$148.90	\$63.58	\$94.02	\$83.49	\$74.69
SUMMER	61.7%	68.2%	67.8%	67.2%	\$186.14	\$214.70	\$209.96	\$194.40	\$114.87	\$146.52	\$142.25	\$130.72
SEP	31.8%	34.7%	27.4%	34.7%	\$102.20	\$118.42	\$102.70	\$107.30	\$32.52	\$41.07	\$28.16	\$37.27
OCT	31.3%	35.6%	28.9%	31.6%	\$86.43	\$105.49	\$102.03	\$91.30	\$27.01	\$37.53	\$29.49	\$28.85
NOV	16.3%	19.6%	14.9%	0.0%	\$79.62	\$79.77	\$73.94	\$0.00	\$12.99	\$15.62	\$11.04	\$0.00
FALL	26.3%	31.3%	23.8%	33.2%	\$91.26	\$106.89	\$96.49	\$99.79	\$23.96	\$33.51	\$22.97	\$66.12
ANNUAL	45.6%	46.6%	44.8%	45.8%	\$120.92	\$144.70	\$140.64	\$133.19	\$55.20	\$67.46	\$63.05	\$61.01

ALABAMA GULF COAST CVB
CONDOMINIUM OCCUPANCY SUMMARY
RENTAL MGT. COMPANIES
2009

	NUMBER	RM.NIT.	OCCUPANCY RATES			AVERAGE DAILY RATES		
	REP'T.	RENTED	TOTAL	HIGH	LOW	TOTAL	HIGH	LOW
JAN	6	60,019	40.3%	45.4%	23.5%	\$39.31	\$57.77	\$35.19
FEB	6	88,015	65.0%	69.4%	56.0%	\$48.93	\$59.09	\$40.85
MAR	6	68,293	49.1%	55.1%	42.0%	\$88.75	\$108.55	\$65.16
APR	6	47,629	32.3%	35.9%	14.8%	\$143.67	\$199.22	\$116.13
MAY	6	56,744	37.7%	45.0%	17.6%	\$158.71	\$269.15	\$130.12
JUN	6	106,981	71.8%	76.7%	41.9%	\$202.21	\$295.40	\$162.51
JUL	6	121,503	79.5%	91.1%	55.6%	\$215.60	\$267.98	\$172.69
AUG	6	74,988	50.2%	59.9%	32.0%	\$148.90	\$178.77	\$123.00
SEP	6	49,019	34.7%	45.2%	13.3%	\$107.30	\$134.53	\$94.31
OCT	6	43,413	31.6%	34.9%	10.9%	\$91.30	\$117.55	\$85.45
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	60	716,604	49.4%	52.9%	34.9%	\$135.07	\$1,056.44	\$113.74

Alabama Gulf Coast Convention & Visitors Bureau

TAXABLE RETAIL SALES

Gulf Shores, Orange Beach, Ft. Morgan

Source: Cities' Revenue Department

	2006	VAR.	2007	VAR.	2008	VAR.	2009	VAR.
DEC	\$47,860,833	30.6%	\$41,874,608	-12.5%	\$32,822,636	-21.6%	\$29,132,478	-11.2%
JAN	\$37,378,129	19.1%	\$33,199,869	-11.2%	\$28,243,994	-14.9%	\$23,396,042	-17.2%
FEB	<u>\$38,699,073</u>	<u>12.1%</u>	<u>\$38,985,795</u>	<u>0.7%</u>	<u>\$30,703,531</u>	<u>-21.2%</u>	<u>\$30,931,261</u>	<u>0.7%</u>
WINTER	\$123,938,035	20.8%	\$114,060,272	-8.0%	\$91,770,161	-19.5%	\$83,459,781	-9.1%
MAR	\$55,822,823	14.7%	\$55,606,515	-0.4%	\$51,418,914	-7.5%	\$43,316,033	-15.8%
APR	\$53,780,081	22.0%	\$56,039,930	4.2%	\$49,762,219	-11.2%	\$47,526,004	-4.5%
MAY	<u>\$63,536,347</u>	<u>24.7%</u>	<u>\$65,095,104</u>	<u>2.5%</u>	<u>\$55,758,719</u>	<u>-14.3%</u>	<u>\$53,572,556</u>	<u>-3.9%</u>
SPRING	\$173,139,251	20.5%	\$176,741,550	2.1%	\$156,939,852	-11.2%	\$144,414,593	-8.0%
JUN	\$72,595,961	11.6%	\$77,035,525	6.1%	\$74,616,804	-3.1%	\$75,908,166	1.7%
JUL	\$79,883,946	36.2%	\$80,400,085	0.6%	\$80,234,021	-0.2%	\$86,278,167	7.5%
AUG	<u>\$61,774,745</u>	<u>25.5%</u>	<u>\$61,780,433</u>	<u>0.0%</u>	<u>\$55,317,935</u>	<u>-10.5%</u>	<u>\$52,839,963</u>	<u>-4.5%</u>
SUMMER	\$214,254,652	23.9%	\$219,216,043	2.3%	\$210,168,760	-4.1%	\$215,026,297	2.3%
SEP	\$48,645,733	17.8%	\$43,261,798	-11.1%	\$36,391,648	-15.9%	\$35,993,890	-1.1%
OCT	\$41,821,985	-9.8%	\$39,052,193	-6.6%	\$37,432,331	-4.1%	\$0	0.0%
NOV	<u>\$36,517,749</u>	<u>13.6%</u>	<u>\$34,808,687</u>	<u>-4.7%</u>	<u>\$28,073,575</u>	<u>-19.3%</u>	<u>\$0</u>	<u>0.0%</u>
FALL	\$126,985,468	6.0%	\$117,122,677	-7.8%	\$101,897,554	-13.0%	\$35,993,890	-1.1%
ANNUAL	\$638,317,406	18.4%	\$627,140,542	-1.8%	\$560,776,328	-10.6%	\$478,894,562	-3.3%

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

	2006	VAR.	2007	VAR.	2008	VAR.	2009	VAR.
DEC	\$63,719,390	15.6%	\$56,978,312	-10.6%	\$53,147,448	-6.7%	\$44,778,704	-15.7%
JAN	\$46,207,634	16.7%	\$42,518,248	-8.0%	\$36,106,005	-15.1%	\$32,690,010	-9.5%
FEB	<u>\$46,851,581</u>	6.4%	<u>\$42,908,849</u>	-8.4% *	<u>\$38,517,733</u>	-10.2%	<u>\$33,877,521</u>	-12.0%
WINTER	\$156,778,605	13.0%	\$142,405,409	-9.2%	\$127,771,185	-10.3%	\$111,346,234	-12.9%
MAR	\$57,302,307	8.1%	\$57,261,959	-0.1%	\$48,627,027	-15.1%	\$45,290,610	-6.9%
APR	\$56,103,015	12.0%	\$50,330,245	-10.3%	\$49,590,620	-1.5%	\$42,868,058	-13.6%
MAY	<u>\$58,228,801</u>	15.1%	<u>\$55,222,498</u>	-5.2%	<u>\$48,394,400</u>	-12.4%	<u>\$43,920,784</u>	-9.2%
SPRING	\$171,634,123	11.7%	\$162,814,702	-5.1%	\$146,612,046	-10.0%	\$132,079,451	-9.9%
JUN	\$60,906,227	9.5%	\$60,607,697	-0.5%	\$54,518,171	-10.0%	\$51,372,307	-5.8%
JUL	\$67,555,305	20.1%	\$58,044,616	-14.1%	\$52,210,673	-10.1%	\$52,359,722	0.3%
AUG	<u>\$53,877,754</u>	9.3%	<u>\$49,019,024</u>	-9.0%	<u>\$44,592,998</u>	-9.0%	<u>\$39,917,269</u>	-10.5%
SUMMER	\$182,339,286	13.2%	\$167,671,337	-8.0%	\$151,321,841	-9.8%	\$143,649,297	-5.1%
SEP	\$49,488,165	1.3%	\$45,301,111	-8.5%	\$37,791,396	-16.6%	\$40,160,431	6.3%
OCT	\$50,902,003	4.2%	\$42,899,850	-15.7%	\$38,287,649	-10.8%	\$0	0.0%
NOV	<u>\$53,442,134</u>	1.7%	<u>\$47,428,848</u>	-11.3%	<u>\$39,436,390</u>	-16.9%	<u>\$0</u>	0.0%
FALL	\$153,832,302	2.4%	\$135,629,808	-11.8%	\$115,515,434	-14.8%	\$40,160,431	6.3%
ANNUAL	\$664,584,316	10.1%	\$608,521,255	-8.4%	\$541,220,506	-11.1%	\$427,235,412	-7.8%

*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

	2006	VAR.	2007	VAR.	2008	VAR.	2009	VAR.
DEC	\$3,178,769	35.7%	\$3,485,404	9.6%	\$3,900,779	11.9%	\$4,119,423	5.6%
JAN	\$5,874,902	45.5%	\$5,669,204	-3.5%	\$5,713,187	0.8%	\$5,751,738	0.7%
FEB	<u>\$7,847,814</u>	12.6%	<u>\$8,423,774</u>	7.3%	<u>\$9,197,509</u>	9.2%	<u>\$8,812,296</u>	-4.2%
WINTER	\$16,901,484	26.6%	\$17,578,382	4.0%	\$18,811,475	7.0%	\$18,683,457	-0.7%
MAR	\$13,591,974	32.0%	\$16,380,657	20.5%	\$17,651,805	7.8%	\$13,686,625	-22.5%
APR	\$15,197,331	54.0%	\$18,721,483	23.2%	\$14,589,255	-22.1%	\$16,115,979	10.5%
MAY	<u>\$20,122,906</u>	44.9%	<u>\$22,509,039</u>	11.9%	<u>\$24,039,237</u>	6.8%	<u>\$21,215,164</u>	-11.7%
SPRING	\$48,912,210	43.7%	\$57,611,179	17.8%	\$56,280,297	-2.3%	\$51,017,768	-9.4%
JUN	\$38,255,196	44.9%	\$50,441,394	31.9%	\$48,335,567	-4.2%	\$44,660,759	-7.6%
JUL	\$46,067,550	45.2%	\$51,862,744	12.6%	\$55,314,413	6.7%	\$53,787,360	-2.8%
AUG	<u>\$20,541,503</u>	21.4%	<u>\$28,574,502</u>	39.1%	<u>\$26,891,297</u>	-5.9%	<u>\$27,813,801</u>	3.4%
SUMMER	\$104,864,248	39.7%	\$130,878,640	24.8%	\$130,541,276	-0.3%	\$126,261,920	-3.3%
SEP	\$11,203,031	68.9%	\$13,809,936	23.3%	\$11,288,057	-18.3%	\$13,003,559	15.2%
OCT	\$10,162,815	29.0%	\$11,552,041	13.7%	\$10,118,434	-12.4%	\$0	0.0%
NOV	<u>\$6,100,591</u>	17.2%	<u>\$5,926,855</u>	-2.8%	<u>\$4,452,386</u>	-24.9%	<u>\$0</u>	0.0%
FALL	\$27,466,437	39.3%	\$31,288,832	13.9%	\$25,858,876	-17.4%	\$13,003,559	15.2%
ANNUAL	\$198,144,378	39.4%	\$237,357,033	19.8%	\$231,491,924	-2.5%	\$208,966,703	-3.7%

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%	\$0	0.0%
NOV	<u>\$497,294</u>	30.2%	<u>\$456,554</u>	-8.2%	<u>\$343,296</u>	-24.8%	<u>\$0</u>	0.0%
FALL	\$1,843,169	-5.8%	\$1,566,030	-15.0%	\$1,180,438	-24.6%	\$0	0.0%
ANNUAL	\$8,766,398	0.6%	\$8,520,508	-2.8%	\$7,638,689	-10.3%	\$5,313,945	-22.7%