

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

	2008	2009	% Var.	2008	2009	% Var.
Hotel Occupancy Rate	18.5%	14.5%	-21.6%			
Hotel Average Daily Rate	\$82.93	\$81.18	-2.1%			
Hotel RevPAR	\$15.36	\$11.78	-23.3%			
Condo Occupancy Rate	11.9%	12.7%	6.6%			
Condo Average Daily Rate	\$58.80	\$65.12	10.8%			
Condo RevPAU	\$7.00	\$8.26	18.0%			
	November 2008	November 2009	% Var.	YTD FY '08	YTD FY '09	% Var.
Taxable Retail Sales	\$28,073,575	\$24,694,902	-12.0%	\$560,776,328	\$536,842,889	-4.3%
Taxable Lodging Rentals	\$4,596,227	\$4,884,697	6.3%	\$232,034,107	\$233,845,435	0.8%

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

	Occupancy Rate				Average Daily Rate				Revenue per Available Room			
	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10
DEC	25.7%	19.9%	18.5%	14.5%	\$80.58	\$84.44	\$82.93	\$81.18	\$20.72	\$16.79	\$15.36	\$11.78
JAN	31.9%	23.3%	22.6%	0.0%	\$67.87	\$74.50	\$62.95	\$0.00	\$21.62	\$17.38	\$14.25	\$0.00
FEB	<u>34.9%</u>	<u>44.0%</u>	<u>45.7%</u>	<u>0.0%</u>	<u>\$80.24</u>	<u>\$86.84</u>	<u>\$82.27</u>	<u>\$0.00</u>	<u>\$27.97</u>	<u>\$38.20</u>	<u>\$37.58</u>	<u>\$0.00</u>
WINTER	31.2%	28.7%	28.8%	14.5%	\$76.49	\$82.85	\$77.82	\$81.18	\$23.85	\$23.80	\$22.40	\$11.78
MAR	69.5%	59.4%	49.3%	0.0%	\$122.95	\$124.19	\$116.45	\$0.00	\$85.39	\$73.83	\$57.39	\$0.00
APR	69.6%	53.5%	52.3%	0.0%	\$135.62	\$127.61	\$132.55	\$0.00	\$94.41	\$68.27	\$69.36	\$0.00
MAY	<u>73.4%</u>	<u>69.2%</u>	<u>65.3%</u>	<u>0.0%</u>	<u>\$142.24</u>	<u>\$150.21</u>	<u>\$142.36</u>	<u>\$0.00</u>	<u>\$104.46</u>	<u>\$103.90</u>	<u>\$92.98</u>	<u>\$0.00</u>
SPRING	70.9%	60.8%	55.3%	0.0%	\$133.76	\$135.14	\$131.12	\$0.00	\$94.77	\$82.14	\$72.49	\$0.00
JUN	92.1%	85.0%	81.6%	0.0%	\$166.12	\$169.49	\$165.73	\$0.00	\$153.02	\$144.04	\$135.27	\$0.00
JUL	90.0%	86.6%	80.4%	0.0%	\$177.03	\$188.43	\$187.24	\$0.00	\$159.40	\$163.22	\$150.45	\$0.00
AUG	<u>66.7%</u>	<u>58.0%</u>	<u>57.4%</u>	<u>0.0%</u>	<u>\$149.06</u>	<u>\$152.28</u>	<u>\$147.76</u>	<u>\$0.00</u>	<u>\$99.45</u>	<u>\$88.34</u>	<u>\$84.79</u>	<u>\$0.00</u>
SUMMER	82.9%	76.4%	73.1%	0.0%	\$165.45	\$172.32	\$168.98	\$0.00	\$137.09	\$131.73	\$123.45	\$0.00
SEP	58.1%	44.0%	50.4%	0.0%	\$119.34	\$114.10	\$110.30	\$0.00	\$69.30	\$50.15	\$55.55	\$0.00
OCT	59.5%	48.2%	43.1%	0.0%	\$101.31	\$115.26	\$108.53	\$0.00	\$60.30	\$55.51	\$46.78	\$0.00
NOV	<u>34.7%</u>	<u>25.5%</u>	<u>25.7%</u>	<u>0.0%</u>	<u>\$91.01</u>	<u>\$89.50</u>	<u>\$86.96</u>	<u>\$0.00</u>	<u>\$31.61</u>	<u>\$22.84</u>	<u>\$22.33</u>	<u>\$0.00</u>
FALL	50.9%	39.3%	39.7%	0.0%	\$105.78	\$109.32	\$104.67	\$0.00	\$53.81	\$42.97	\$41.60	\$0.00
ANNUAL	58.2%	51.8%	49.6%	14.5%	\$130.46	\$137.48	\$132.73	\$81.18	\$75.87	\$71.17	\$65.82	\$11.78

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	5	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	6	6,133	25.7%	45.3%	8.4%	\$86.96	\$113.97	\$74.79
DEC	<u>6</u>	<u>3,585</u>	<u>14.5%</u>	<u>20.8%</u>	<u>8.0%</u>	<u>\$81.18</u>	<u>\$126.43</u>	<u>\$60.48</u>
ANNUAL	6	139,706	49.2%	65.7%	31.7%	\$133.03	\$156.13	\$103.09

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

	Occupancy Rate				Average Daily Rate				Revenue per Available Unit			
	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10	06-'07	07-'08	08-'09	09-'10
DEC	13.7%	14.1%	11.9%	12.7%	\$58.95	\$64.62	\$58.80	\$65.12	\$8.07	\$9.10	\$7.00	\$8.26
JAN	43.4%	47.4%	40.3%	0.0%	\$44.97	\$39.49	\$39.31	\$0.00	\$19.52	\$18.73	\$15.83	\$0.00
FEB	62.7%	65.5%	65.0%	0.0%	\$53.70	\$47.26	\$48.93	\$0.00	\$33.66	\$30.94	\$31.78	\$0.00
WINTER	38.6%	45.2%	38.0%	12.7%	\$51.09	\$45.68	\$46.53	\$65.12	\$19.71	\$20.63	\$17.70	\$8.26
MAR	52.9%	57.3%	49.1%	0.0%	\$88.81	\$107.51	\$88.75	\$0.00	\$46.98	\$61.60	\$43.55	\$0.00
APR	41.0%	27.6%	32.3%	0.0%	\$161.45	\$140.43	\$143.67	\$0.00	\$66.16	\$38.81	\$46.36	\$0.00
MAY	42.4%	41.4%	37.7%	0.0%	\$162.84	\$176.17	\$158.71	\$0.00	\$68.96	\$72.95	\$59.78	\$0.00
SPRING	45.4%	41.6%	45.4%	0.0%	\$134.14	\$139.03	\$126.89	\$0.00	\$60.88	\$57.88	\$50.09	\$0.00
JUN	74.9%	74.0%	71.8%	0.0%	\$221.76	\$218.48	\$202.21	\$0.00	\$166.13	\$161.71	\$145.27	\$0.00
JUL	73.0%	76.3%	79.5%	0.0%	\$248.86	\$233.79	\$215.60	\$0.00	\$181.60	\$178.48	\$171.34	\$0.00
AUG	57.3%	52.1%	50.2%	0.0%	\$163.98	\$160.29	\$148.90	\$0.00	\$94.02	\$83.49	\$74.69	\$0.00
SUMMER	68.2%	67.8%	67.2%	0.0%	\$214.70	\$209.96	\$194.40	\$0.00	\$146.52	\$142.25	\$130.72	\$0.00
SEP	34.7%	27.4%	34.7%	0.0%	\$118.42	\$102.70	\$107.30	\$0.00	\$41.07	\$28.16	\$37.27	\$0.00
OCT	35.6%	28.9%	31.6%	0.0%	\$105.49	\$102.03	\$91.30	\$0.00	\$37.53	\$29.49	\$28.85	\$0.00
NOV	19.6%	14.9%	15.8%	0.0%	\$79.77	\$73.94	\$77.04	\$0.00	\$15.62	\$11.04	\$12.20	\$0.00
FALL	31.3%	23.8%	28.0%	0.0%	\$106.89	\$96.49	\$95.93	\$0.00	\$33.51	\$22.97	\$78.32	\$0.00
ANNUAL	46.6%	44.8%	43.7%	12.7%	\$144.70	\$140.64	\$131.79	\$65.12	\$67.46	\$63.05	\$57.64	\$8.26

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	5	18,834	15.8%	19.9%	5.7%	\$77.04	\$97.12	\$65.40
DEC	6	17,441	12.7%	16.2%	7.0%	\$65.12	\$100.04	\$45.58
ANNUAL	71	752,879	44.1%	46.8%	34.9%	\$132.00	\$175.02	\$110.61

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%	\$33,253,424	-11.2%
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>\$24,694,902</u>	<u>-12.0%</u>
FALL	\$126,985,468	6.0%	\$117,122,677	-7.8%	\$101,897,554	-13.0%	\$93,942,217	-7.8%
ANNUAL	\$638,317,406	18.4%	\$627,140,542	-1.8%	\$560,776,328	-10.6%	\$536,842,889	-4.3%

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%	\$4,268,312	9.4%
JAN	\$5,874,902	45.5%	\$5,669,204	-3.5%	\$5,713,187	0.8%	\$5,792,011	1.4%
FEB	<u>\$7,847,814</u>	12.6%	<u>\$8,423,774</u>	7.3%	<u>\$9,197,509</u>	9.2%	<u>\$9,066,332</u>	-1.4%
WINTER	\$16,901,484	26.6%	\$17,578,382	4.0%	\$18,811,475	7.0%	\$19,126,655	1.7%
MAR	\$13,591,974	32.0%	\$16,380,657	20.5%	\$17,651,805	7.8%	\$14,171,037	-19.7%
APR	\$15,197,331	54.0%	\$18,721,483	23.2%	\$14,592,341	-22.1%	\$16,786,028	15.0%
MAY	<u>\$20,122,906</u>	44.9%	<u>\$22,509,039</u>	11.9%	<u>\$24,039,237</u>	6.8%	<u>\$22,002,017</u>	-8.5%
SPRING	\$48,912,210	43.7%	\$57,611,179	17.8%	\$56,283,383	-2.3%	\$52,959,081	-5.9%
JUN	\$38,255,196	44.9%	\$50,441,394	31.9%	\$48,335,567	-4.2%	\$46,669,990	-3.4%
JUL	\$46,067,550	45.2%	\$51,862,744	12.6%	\$55,314,413	6.7%	\$56,095,275	1.4%
AUG	<u>\$20,541,503</u>	21.4%	<u>\$28,574,502</u>	39.1%	<u>\$26,891,297</u>	-5.9%	<u>\$29,684,465</u>	10.4%
SUMMER	\$104,864,248	39.7%	\$130,878,640	24.8%	\$130,541,276	-0.3%	\$132,449,730	1.5%
SEP	\$11,203,031	68.9%	\$13,809,936	23.3%	\$11,288,403	-18.3%	\$13,899,348	23.1%
OCT	\$10,162,815	29.0%	\$11,552,041	13.7%	\$10,513,345	-9.0%	\$10,525,925	0.1%
NOV	<u>\$6,100,591</u>	17.2%	<u>\$5,926,855</u>	-2.8%	<u>\$4,596,227</u>	-22.5%	<u>\$4,884,697</u>	6.3%
FALL	\$27,466,437	39.3%	\$31,288,832	13.9%	\$26,397,974	-15.6%	\$29,309,970	11.0%
ANNUAL	\$198,144,378	39.4%	\$237,357,033	19.8%	\$232,034,107	-2.2%	\$233,845,435	0.8%