



# EVANS - KLAGES, INC.

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## **Winter 2008/09 Seasonal Resident Profile** *Alabama Gulf Coast Convention & Visitors Bureau*



**Prepared for:**

Alabama Gulf Coast Convention and Visitors Bureau

**Prepared by:**

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May 2009

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## Winter 2008/2009 Seasonal Resident Profile:

Alabama Gulf Coast Convention & Visitors Bureau

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	<u>2007/08</u>	<u>2008/09</u>
<b>Number of Seasonal Residents</b>	15,050	13,700
<b>Seasonal Resident Expenditures</b>	\$28,218,600	\$26,128,000
<b>Seasonal Resident Visitor Origins</b>		
Alabama	5.2%	3.4%
Southeast	4.5	5.8
Northeast	6.8	4.2
Midwest	74.3	79.4
Southwest	4.2	3.3
Other	5.0	3.9
<b>Lodging Occupancy (Primarily Condominiums)</b>	24.0%	22.3%
<b>Transportation Mode</b>		
Personal Car	91.2%	90.2%
R.V.	4.4	6.1
Plane/Rental Car	3.4	3.0
<b>First Visit to Gulf Shores/Orange Beach</b>	32.0%	31.0%
<b>Reservations</b>		
Before Arriving in Area	96.1%	94.9%
None	3.9	5.1
<b>Length of Stay in GSH/ORB (days)</b>	52.5	55.0
<b>Party Size (Immediate Travel Party)</b>	2.0	2.0
<b>Party Composition</b>		
Couple	89.9%	94.4%
Family/Extended Family	5.3	3.3
Single	2.6	2.3
Group of Couples/Friends	3.6	1.1
<b>Why Choose GSH/ORB (Multiple Response)</b>		
Familiar/Previous Visit	31.6%	27.9%
Weather	16.3	24.4
Quiet/Laid Back	16.0	23.7
Reasonable Rates	17.4	23.5
Recommended by Friends/Relatives	18.7	19.5
Not Crowded/Commercial	13.4	17.8
Golfing	14.8	16.7
Nice Beaches	18.2	15.6
Never Been Before	11.9	13.3
Friends/Relatives in Area	13.9	11.1

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<b>Satisfaction with GSH/ORB</b>	92.3%	93.5%
<b>Activities Enjoyed in GSH/ORB</b> <i>(Multiple Response)</i>		
Beaches	81.1%	84.2%
Dining Out	76.5	77.7
Relaxing	76.0	75.0
Shopping	70.9	62.4
Sight Seeing	59.8	59.3
Golfing	60.0	50.0
Visiting Friends/Relatives	37.1	34.2
Attractions	30.1	28.8
Nature/Wildlife	26.8	26.2
Fishing	34.6	24.2
<b>Recommend GSH/ORB to Friends/Relatives</b> <i>(% yes)</i>	89.5%	92.2%
<b>Plan to Return (% yes)</b>		
To Local Area	84.9%	84.0%
Next Year <i>(Base: Return to Local Area)</i>	68.1	66.7
<b>Median Age Head of Household (years)</b>	67.4	66.3
<b>Median Annual Household Income</b>	\$58,355	\$50,355
<b>Occupation</b>		
Retired	90.7%	90.9%