

Alabama Gulf Coast Convention & Visitors Bureau
CVB Performance Measures
December 2009

	Current Period 2008	Current Period 2009	% Var.	Year-To-Date 2008	Year-To-Date 2009	% Var.
CVB Welcome Center walk-ins	5,188	6,280	21.0%	133,699	144,308	7.9%
Advertising Results	Current Period 2008	Current Period 2009	% Var.	Year-To-Date 2008	Year-To-Date 2009	% Var.
CVB visitor inquiries	4,455	10,881	144.2%	90,512	128,728	42.2%
CVB website user visits	69,288	80,298	15.9%	1,814,121	2,221,360	22.4%
Clicks delivered to IPs	90,943	58,188	-36.0%	2,527,792	3,637,058	43.9%
Sales Results	Current Period 2008	Current Period 2009	% Var.	Year-To-Date 2008	Year-To-Date 2009	% Var.
Total information requests filled	56	115	105.4%	1,359	1,486	9.3%
Leads	23	12	-47.8%	338	300	-11.2%
IP response to leads	56%	78%	39.3%	55%	79%	43.6%
Conventions serviced	4	3	-25.0%	279	298	6.8%
Convention attendees	635	376	-40.8%	32,173	34,154	6.2%
No. of events booked	6	0	-100.0%	179	190	6.1%
No. of room nights generated	267	0	-100.0%	34,386	38,020	10.6%
Sporting events hosted	2	3	50.0%	33	50	51.5%
Sporting room nights generated	647	376	-41.9%	10,226	23,180	126.7%
Public Relations Results	2008	2009		Year-To-Date 2008	Year-To-Date 2009	
Total print circulation	5,095,103	6,108,411	19.9%	96,796,082	32,276,962	-66.7%
No. of articles	42	29	-31.0%	603	499	-17.2%
No. of press releases	8	5	-37.5%	98	107	9.2%

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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%	0	0.0%
FEB	<u>10,549</u>	6.7%	<u>17,726</u>	68.0%	<u>18,961</u>	7.0%	<u>0</u>	0.0%
WINTER	23,922	9.7%	37,616	57.2%	38,315	1.9%	6,280	21.0%
MAR	11,310	21.5%	14,857	31.4%	13,050	-12.2%		0.0%
APR	12,626	84.2%	9,694	-23.2%	9,995	3.1%		0.0%
MAY	<u>12,665</u>	75.5%	<u>10,469</u>	-17.3%	<u>10,257</u>	-2.0%		0.0%
SPRING	36,601	56.5%	35,020	-4.3%	33,302	-4.9%	0	0.0%
JUN	18,956	74.9%	16,711	-11.8%	17,293	3.5%		0.0%
JUL	19,901	65.6%	16,635	-16.4%	18,078	8.7%		0.0%
AUG	<u>13,610</u>	87.9%	<u>9,972</u>	-26.7%	<u>11,981</u>	20.1%		0.0%
SUMMER	52,467	74.3%	43,318	-17.4%	47,352	9.3%	0	0.0%
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%
FALL	26,068	62.7%	18,441	-29.3%	24,247	31.5%	0	0.0%
ANNUAL	139,058	52.3%	134,395	-3.4%	143,216	6.6%	6,280	21.0%

*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%	0	0.0%
FEB	<u>3,420</u>	-29.1%	<u>4,969</u>	45.3%	<u>4,556</u>	-8.3%	<u>0</u>	0.0%
WINTER	10,276	-7.5%	12,870	25.2%	15,876	23.4%	10,881	144.2%
MAR	11,582	28.8%	11,452	-1.1%	14,828	29.5%		0.0%
APR	11,562	-27.7%	11,303	-2.2%	12,645	11.9%		0.0%
MAY	<u>12,344</u>	<u>17.7%</u>	<u>10,419</u>	-15.6%	<u>24,636</u>	136.5%		0.0%
SPRING	35,488	0.0%	33,174	-19.0%	52,109	177.8%	0	0.0%
JUN	7,283	-6.7%	10,174	39.7%	9,314	-8.5%		0.0%
JUL	3,597	-10.0%	5,063	40.8%	15,089	198.0%		0.0%
AUG	<u>3,013</u>	-4.0%	<u>2,965</u>	-1.6%	<u>3,077</u>	3.8%		0.0%
SUMMER	13,893	-7.0%	18,202	31.0%	27,480	51.0%	0	0.0%
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%
FALL	18,610	18.5%	24,559	32.0%	26,837	9.3%	0	0.0%
ANNUAL	78,267	1.3%	88,805	13.5%	122,302	37.7%	10,881	144.2%

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%	0	0%
FEB	<u>150,886</u>	5.3%	<u>149,179</u>	-1.1%	<u>171,095</u>	14.7%	<u>0</u>	0%
WINTER	358,135	24.9%	338,763	-5.4%	379,857	12.1%	80,298	16%
MAR	250,079	0.9%	193,562	-22.6%	233,976	20.9%		0%
APR	212,928	10.3%	173,121	-18.7%	209,220	20.9%		0%
MAY	<u>235,566</u>	13.6%	<u>206,875</u>	-12.2%	<u>257,695</u>	24.6%		0%
SPRING	698,573	7.8%	573,558	-17.9%	700,891	22.2%	0	0%
JUN	264,784	10.8%	271,676	2.6%	356,010	31.0%		0%
JUL	267,597	27.6%	240,233	-10.2%	295,379	23.0%		0%
AUG	<u>197,038</u>	29.7%	<u>144,612</u>	-26.6%	<u>173,262</u>	19.8%		0%
SUMMER	729,419	21.5%	656,521	-10.0%	824,651	25.6%	0	0%
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%
FALL	397,139	33.5%	237,546	-40.2%	304,951	28.4%	0	0%
ANNUAL	2,183,266	19.1%	1,806,388	-17.3%	2,210,350	22.4%	80,298	16%

*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.
DEC	n/a	42	n/a	29	-31%
JAN	19	33	73.7%		0%
FEB	35	51	45.7%		0%
WINTER	54	126	133.3%	29	-77%
MAR	44	52	18.2%		0%
APR	29	51	75.9%		0%
MAY	46	60	30.4%		0%
SPRING	119	163	37.0%	0	0%
JUN	55	51	-7.3%		0%
JUL	77	51	-33.8%		0%
AUG	36	32	-11.1%		0%
SUMMER	168	134	-20.2%	0	0%
SEP	50	21	-58.0%		0%
OCT	73	41	-43.8%		0%
NOV	97	27	-72.2%		0%
FALL	220	89	-59.5%	0	0%
ANNUAL	561	512	-8.7%	29	-31%

Print Circulation (newspaper and magazine only)					
	2008	2009	VAR.	2010	VAR.
DEC	n/a	5,095,103	n/a	6,108,411	20%
JAN	908,692	1,045,645	15.1%		0%
FEB	3,226,285	1,836,149	-43.1%		0%
WINTER	4,134,977	7,976,897	92.9%	6,108,411	20%
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%
SPRING	31,151,595	10,194,575	-67.3%	0	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%
SUMMER	23,587,406	10,490,732	-55.5%	0	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%
FALL	32,827,001	2,601,450	-92.1%	0	0%
ANNUAL	91,700,979	31,263,654	-65.9%	6,108,411	20%

Press Releases Generated					
	2008	2009	VAR.	2010	VAR.
DEC	n/a	8	n/a	5	-38%
JAN	5	12	140.0%		0%
FEB	7	11	57.1%		0%
WINTER	12	31	158.3%	5	-38%
MAR	6	10	66.7%		0%
APR	8	11	37.5%		0%
MAY	8	10	25.0%		0%
SPRING	22	31	40.9%	0	0%
JUN	8	9	12.5%		0%
JUL	10	9	-10.0%		0%
AUG	5	5	0.0%		0%
SUMMER	23	23	0.0%	0	0%
SEP	8	8	0.0%		0%
OCT	13	10	-23.1%		0%
NOV	12	7	-41.7%		0%
FALL	33	25	-24.2%	0	0%
ANNUAL	90	110	22.2%	5	-38%