

# *Monthly Economic Update*

The Economic Update comprises local statistics that are updated monthly. Both the Taxable Retail & the Taxable Lodging sales figures are the combined tax receipts from the cities of Gulf Shores and Orange Beach, Alabama.



Alabama Gulf Coast Convention & Visitors Bureau  
P.O. Drawer 457 / Gulf Shores, Alabama 36547  
(251) 974-1510

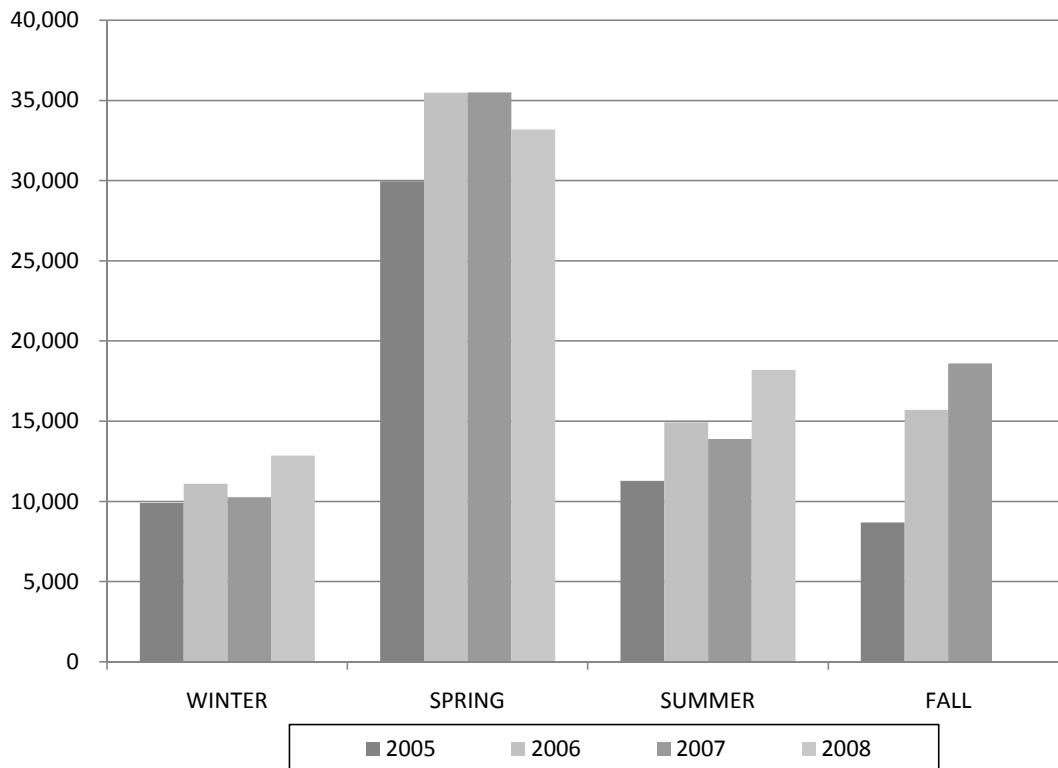
**Alabama Gulf Coast Convention & Visitors Bureau**  
**STATISTICAL SUMMARY**  
**SEPTEMBER 2008**

	Current Period			Year-To-Date		
	2007	2008	% Var.	2007	2008	% Var.
CVB Visitor Inquiries	3,296	4,823	46.3%	62,953	69,069	9.7%
CVB Web Site User Visits	211,236	205,268	-2.8%	2,742,684	2,885,786	5.2%
Clicks Delivered to IPs	133,162	127,488	-4.3%	2,717,449	2,944,601	8.4%
CVB Welcome Center Walk-ins	9,155	5,428	-40.7%	122,145	121,382	-0.6%
Hotel Occupancy Rate	58.1%	44.0%	-24.3%			
Hotel Average Daily Rate	\$119.34	\$114.10	-4.4%			
Hotel RevPAR	\$69.30	\$50.15	-27.6%			
Condo Occupancy Rate	34.7%	29.3%	-15.7%			
Condo Average Daily Rate	\$118.42	\$102.70	-13.3%			
Condo RevPAU	\$41.07	\$30.04	-26.9%			
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	August 2007	August 2008	% Var.	YTD FY '07	YTD FY '08	% Var.
Taxable Retail Sales	\$61,780,433	\$55,409,252	-10.3%	\$510,017,865	\$461,938,182	-9.4%
Taxable Lodging Rentals	\$28,574,502	\$26,770,271	-6.3%	\$206,068,201	\$205,277,857	-0.4%

**Alabama Gulf Coast Convention & Visitors Bureau**  
**VISITOR INQUIRY SUMMARY**  
**Gulf Shores & Orange Beach, Alabama**

	2005	VAR.	2006	VAR.	2007	VAR.	2008	VAR.
DEC	1,442	-59.7%	3,485	141.7%	3,032	-13.0%	2,748	-9.4%
JAN	3,759	-42.1%	2,798	-25.6%	3,824	36.7%	5,153	34.8%
FEB	<u>4,700</u>	-41.5%	<u>4,823</u>	2.6%	<u>3,420</u>	-29.1%	<u>4,969</u>	45.3%
<b>WINTER</b>	<b>9,901</b>	<b>-45.3%</b>	<b>11,106</b>	<b>12.2%</b>	<b>10,276</b>	<b>-7.5%</b>	<b>12,870</b>	<b>25.2%</b>
MAR	9,583	-42.1%	8,994	-6.1%	11,582	28.8%	11,452	-1.1%
APR	12,307	-21.2%	15,989	29.9%	11,562	-27.7%	11,303	-2.2%
MAY	<u>8,056</u>	-27.4%	<u>10,488</u>	30.2%	<u>12,344</u>	17.7%	<u>10,419</u>	-15.6%
<b>SPRING</b>	<b>29,946</b>	<b>-30.8%</b>	<b>35,471</b>	<b>18.4%</b>	<b>35,488</b>	<b>0.0%</b>	<b>33,174</b>	<b>-19.0%</b>
JUN	5,451	-40.7%	7,802	43.1%	7,283	-6.7%	10,174	39.7%
JUL	3,390	-34.0%	3,996	17.9%	3,597	-10.0%	5,063	40.8%
AUG	<u>2,448</u>	-51.3%	<u>3,140</u>	28.3%	<u>3,013</u>	-4.0%	<u>2,965</u>	-1.6%
<b>SUMMER</b>	<b>11,289</b>	<b>-41.7%</b>	<b>14,938</b>	<b>32.3%</b>	<b>13,893</b>	<b>-7.0%</b>	<b>18,202</b>	<b>31.0%</b>
SEP	1,188	-75.0%	4,192	252.9%	3,296	-21.4%	4,823	46.3%
OCT	3,209	-63.1%	5,305	65.3%	8,469	59.6%	0	0.0%
NOV	<u>4,299</u>	-34.6%	<u>6,214</u>	44.5%	<u>6,845</u>	10.2%	<u>0</u>	0.0%
<b>FALL</b>	<b>8,696</b>	<b>-56.6%</b>	<b>15,711</b>	<b>80.7%</b>	<b>18,610</b>	<b>18.5%</b>	<b>4,823</b>	<b>46.3%</b>
<b>ANNUAL</b>	<b>59,832</b>	<b>-40.6%</b>	<b>77,226</b>	<b>29.1%</b>	<b>78,267</b>	<b>1.3%</b>	<b>69,069</b>	<b>9.7%</b>

**VISITOR INQUIRY SUMMARY**

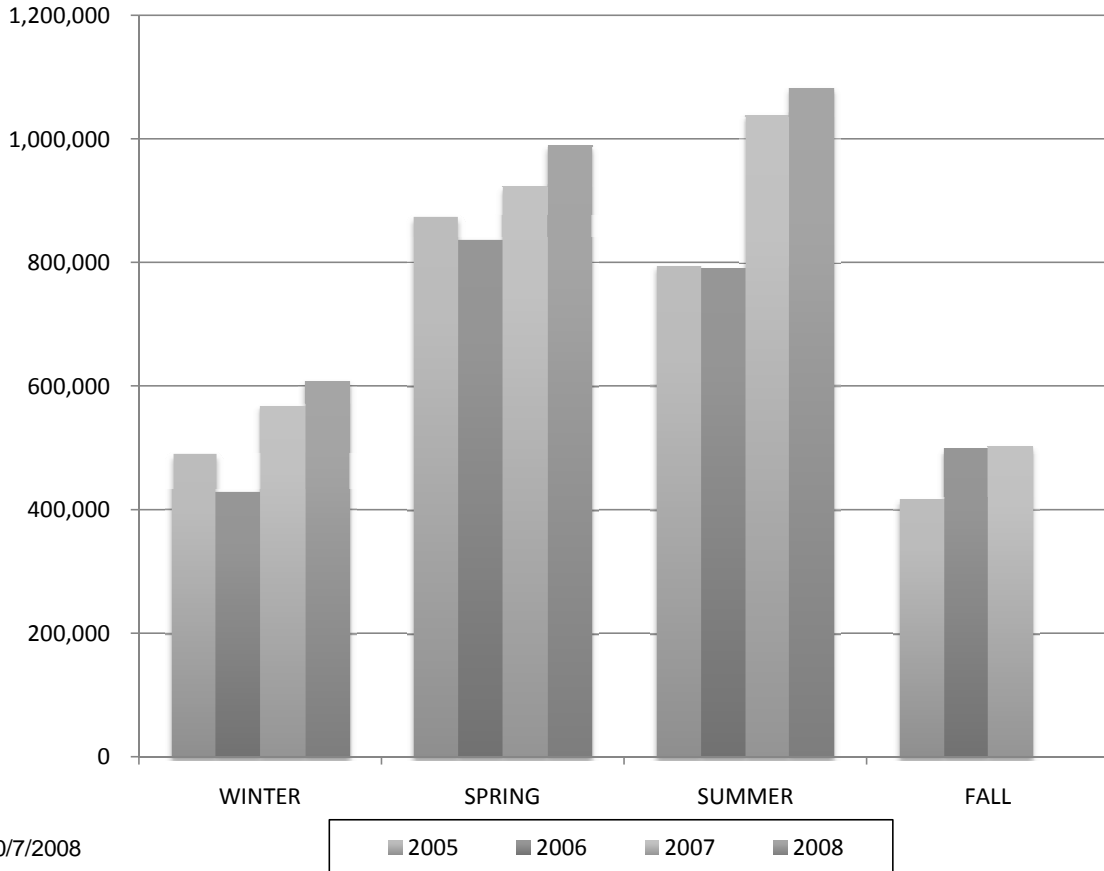


**Alabama Gulf Coast Convention & Visitors Bureau**  
**WEB SITE USER VISITS**  
 gulfshores.com & orangebeach.com

	2005	*VAR.	2006	VAR.	2007	VAR.	2008	VAR.
DEC	111,797	58.8%	84,718	-24.2%	140,555	65.9%	139,941	-0.4%
JAN	180,267	-4.7%	162,755	-9.7%	214,461	31.8%	222,920	3.9%
FEB	<u>197,513</u>	-11.1%	<u>181,369</u>	-8.2%	<u>213,136</u>	17.5%	<u>245,587</u>	15.2%
<b>WINTER</b>	<b>489,577</b>	1.6%	<b>428,842</b>	-12.4%	<b>568,152</b>	32.5%	<b>608,448</b>	7.1%
MAR	315,049	-14.0%	313,117	-0.6%	328,641	5.0%	337,707	2.8%
APR	261,283	-1.6%	252,287	-3.4%	283,725	12.5%	298,266	5.1%
MAY	<u>297,842</u>	-0.2%	<u>272,386</u>	-8.5%	<u>311,432</u>	14.3%	<u>352,708</u>	13.3%
<b>SPRING</b>	<b>874,174</b>	-6.0%	<b>837,790</b>	-4.2%	<b>923,798</b>	10.3%	<b>988,681</b>	7.0%
JUN	299,115	-13.7%	316,740	5.9%	388,693	22.7%	408,434	5.1%
JUL	281,434	-14.5%	278,713	-1.0%	385,571	38.3%	410,916	6.6%
AUG	<u>213,395</u>	-10.5%	<u>195,539</u>	-8.4%	<u>265,234</u>	35.6%	<u>264,039</u>	-0.5%
<b>SUMMER</b>	<b>793,944</b>	-13.1%	<b>790,992</b>	-0.4%	<b>1,039,498</b>	31.4%	<b>1,083,389</b>	4.2%
SEP	197,003	-37.5%	192,164	-2.5%	211,236	9.9%	205,268	-2.8%
OCT	125,227	-19.0%	166,788	33.2%	168,336	0.9%	0	0.0%
NOV	<u>94,415</u>	-20.5%	<u>139,417</u>	47.7%	<u>122,758</u>	-11.9%	<u>0</u>	0.0%
<b>FALL</b>	<b>416,645</b>	-29.2%	<b>498,369</b>	19.6%	<b>502,330</b>	0.8%	<b>205,268</b>	-2.8%
<b>ANNUAL</b>	<b>2,574,340</b>	<b>-11.7%</b>	<b>2,555,993</b>	<b>-0.7%</b>	<b>3,033,778</b>	<b>18.7%</b>	<b>2,885,786</b>	<b>5.2%</b>

\* As of 12/05, we changed servers and website software

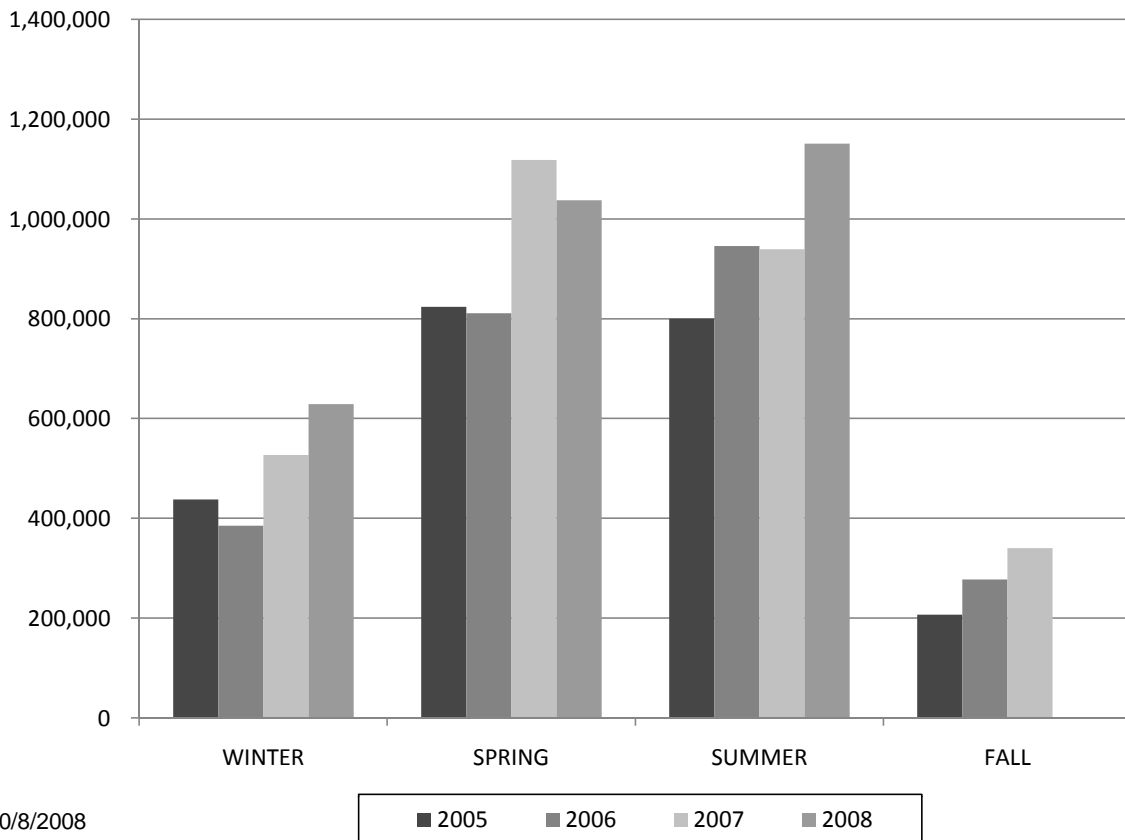
**WEB SITE VISIT SUMMARY**



**Alabama Gulf Coast Convention & Visitors Bureau**  
**Clicks Delivered to Industry Partners**  
**gulfshores.com & orangebeach.com**

	2005	VAR.	2006	VAR.	2007	VAR.	2008	VAR.
DEC	62,629	4.3%	56,896	-9.2%	72,712	27.8%	110,400	51.8%
JAN	183,545	-18.1%	167,660	-8.7%	231,386	38.0%	275,148	18.9%
FEB	<u>191,602</u>	-18.0%	<u>160,429</u>	-16.3%	<u>223,068</u>	39.0%	<u>243,569</u>	9.2%
<b>WINTER</b>	<b>437,776</b>	<b>-15.4%</b>	<b>384,985</b>	<b>-12.1%</b>	<b>527,166</b>	<b>36.9%</b>	<b>629,117</b>	<b>19.3%</b>
MAR	273,130	-25.9%	266,310	-2.5%	379,858	42.6%	334,156	-12.0%
APR	231,367	-20.5%	227,780	-1.6%	329,170	44.5%	319,250	-3.0%
MAY	<u>319,316</u>	-16.4%	<u>316,678</u>	-0.8%	<u>408,788</u>	29.1%	<u>383,989</u>	-6.1%
<b>SPRING</b>	<b>823,813</b>	<b>-20.9%</b>	<b>810,768</b>	<b>-1.6%</b>	<b>1,117,816</b>	<b>37.9%</b>	<b>1,037,395</b>	<b>-7.2%</b>
JUN	376,003	-20.5%	412,917	9.8%	500,808	21.3%	498,295	-0.5%
JUL	268,379	-34.3%	341,703	27.3%	288,301	-15.6%	437,746	51.8%
AUG	<u>155,302</u>	-25.0%	<u>191,195</u>	23.1%	<u>150,196</u>	-21.4%	<u>214,560</u>	42.9%
<b>SUMMER</b>	<b>799,684</b>	<b>-26.6%</b>	<b>945,815</b>	<b>18.3%</b>	<b>939,305</b>	<b>-0.7%</b>	<b>1,150,601</b>	<b>22.5%</b>
SEP	71,571	-33.4%	116,027	62.1%	133,162	14.8%	127,488	-4.3%
OCT	74,353	13.6%	94,837	27.5%	113,668	19.9%	0	0.0%
NOV	<u>61,093</u>	6.9%	<u>66,939</u>	9.6%	<u>93,869</u>	40.2%	<u>0</u>	0.0%
<b>FALL</b>	<b>207,017</b>	<b>-10.0%</b>	<b>277,803</b>	<b>34.2%</b>	<b>340,699</b>	<b>22.6%</b>	<b>127,488</b>	<b>-4.3%</b>
<b>ANNUAL</b>	<b>2,268,290</b>	<b>-21.2%</b>	<b>2,419,371</b>	<b>6.7%</b>	<b>2,924,986</b>	<b>20.9%</b>	<b>2,944,601</b>	<b>8.4%</b>

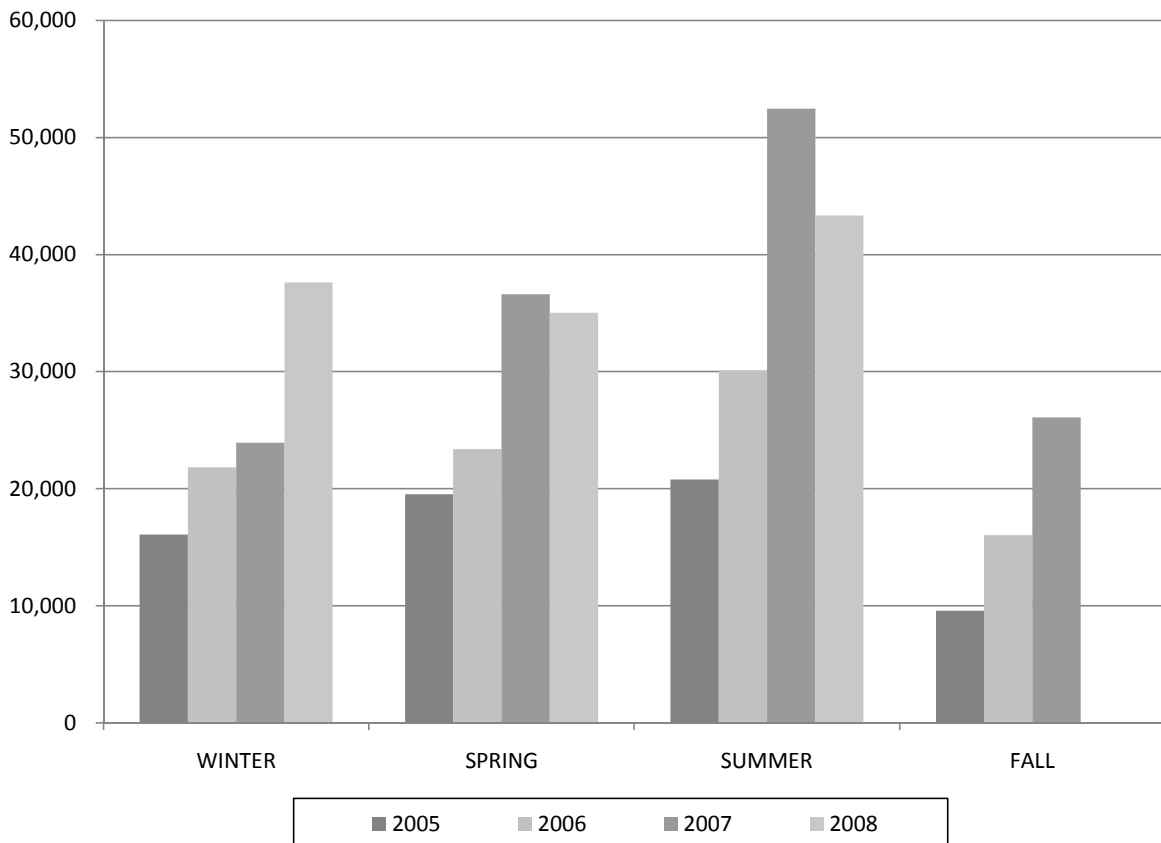
**Clicks Delivered to Industry Partners**



**Alabama Gulf Coast Convention & Visitors Bureau**  
**WELCOME CENTER VISITORS**  
**Gulf Shores & Orange Beach, Alabama**

	2005	VAR.	2006	VAR.	2007*	VAR.	2008	VAR.
DEC	2,441	-44.7%	3,017	23.6%	3,852	27.7%	5,884	52.8%
JAN	6,379	-41.5%	8,908	39.6%	9,521	6.9%	14,006	47.1%
FEB	<u>7,260</u>	-42.1%	<u>9,883</u>	36.1%	<u>10,549</u>	6.7%	<u>17,726</u>	68.0%
<b>WINTER</b>	<b>16,080</b>	<b>-42.3%</b>	<b>21,808</b>	<b>35.6%</b>	<b>23,922</b>	<b>9.7%</b>	<b>37,616</b>	<b>57.2%</b>
MAR	8,041	-31.9%	9,312	15.8%	11,310	21.5%	14,857	31.4%
APR	5,261	-43.0%	6,855	30.3%	12,626	84.2%	9,694	-23.2%
MAY	<u>6,226</u>	-25.0%	<u>7,215</u>	15.9%	<u>12,665</u>	75.5%	<u>10,469</u>	-17.3%
<b>SPRING</b>	<b>19,528</b>	<b>-33.5%</b>	<b>23,382</b>	<b>19.7%</b>	<b>36,601</b>	<b>56.5%</b>	<b>35,020</b>	<b>-4.3%</b>
JUN	7,848	-37.4%	10,837	38.1%	18,956	74.9%	16,711	-11.8%
JUL	7,176	-50.9%	12,019	67.5%	19,901	65.6%	16,635	-16.4%
AUG	<u>5,754</u>	-41.3%	<u>7,242</u>	25.9%	<u>13,610</u>	87.9%	<u>9,972</u>	-26.7%
<b>SUMMER</b>	<b>20,778</b>	<b>-43.8%</b>	<b>30,098</b>	<b>44.9%</b>	<b>52,467</b>	<b>74.3%</b>	<b>43,318</b>	<b>-17.4%</b>
SEP	1,975	-44.1%	5,600	183.5%	9,155	63.5%	5,428	-40.7%
OCT	4,626	206.0%	6,730	45.5%	10,741	59.6%	0	0.0%
NOV	<u>2,971</u>	57.9%	<u>3,694</u>	24.3%	<u>6,172</u>	67.1%	<u>0</u>	0.0%
<b>FALL</b>	<b>9,572</b>	<b>38.2%</b>	<b>16,024</b>	<b>67.4%</b>	<b>26,068</b>	<b>62.7%</b>	<b>5,428</b>	<b>-40.7%</b>
<b>ANNUAL</b>	<b>65,958</b>	<b>-34.7%</b>	<b>91,312</b>	<b>38.4%</b>	<b>139,058</b>	<b>52.3%</b>	<b>121,382</b>	<b>-0.6%</b>

**WELCOME CENTER VISITORS**



Revised - 10/6/2008

\*2007 numbers are from a laser counter, 2006 numbers were from a hand counter.

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

	Occupancy Rate				Average Daily Rate				Revenue per Available Room			
	04-'05	05-'06	06-'07	07-'08	04-'05	05-'06	06-'07	07-'08	04-'05	05-'06	06-'07	07-'08
DEC	0.0%	32.9%	25.7%	19.9%	\$0.00 *	\$74.23	\$80.58	\$84.44	\$0.00 *	\$24.44	\$20.72	\$16.79
JAN	58.8%	35.2%	31.9%	23.3%	\$69.28 **	\$72.07	\$67.87	\$74.50	\$40.75 **	\$25.39	\$21.62	\$17.38
FEB	<u>85.4%</u>	<u>57.7%</u>	<u>34.9%</u>	<u>44.0%</u>	<u>\$73.99</u> **	<u>\$85.09</u>	<u>\$80.24</u>	<u>\$86.84</u>	<u>\$63.16</u> **	<u>\$49.07</u>	<u>\$27.97</u>	<u>\$38.20</u>
<b>WINTER</b>	<b>72.1%</b>	<b>42.7%</b>	<b>31.2%</b>	<b>28.7%</b>	<b>\$72.07</b> **	<b>\$78.83</b>	<b>\$76.49</b>	<b>\$82.85</b>	<b>\$51.94</b> **	<b>\$33.70</b>	<b>\$23.85</b>	<b>\$72.37</b>
MAR	81.1%	78.1%	69.5%	59.4%	\$107.43 **	\$114.14	\$122.95	\$124.19	\$87.10 **	\$89.16	\$85.39	\$73.83
APR	79.8%	70.1%	69.6%	53.5%	\$118.69 **	\$118.56	\$135.62	\$127.61	\$94.68 **	\$83.08	\$94.41	\$68.27
MAY	<u>65.2%</u>	<u>71.4%</u>	<u>73.4%</u>	<u>69.2%</u>	<u>\$145.06</u> **	<u>\$138.41</u>	<u>\$142.24</u>	<u>\$150.21</u>	<u>\$94.52</u> **	<u>\$98.89</u>	<u>\$104.46</u>	<u>\$103.90</u>
<b>SPRING</b>	<b>73.9%</b>	<b>73.3%</b>	<b>70.9%</b>	<b>60.8%</b>	<b>\$125.57</b> **	<b>\$122.72</b>	<b>\$133.76</b>	<b>\$135.14</b>	<b>\$92.76</b> **	<b>\$90.00</b>	<b>\$94.77</b>	<b>\$82.14</b>
JUN	83.2%	87.5%	92.1%	85.0%	\$163.15	\$172.73	\$166.12	\$169.49	\$135.71	\$151.16	\$153.02	\$144.04
JUL	74.6%	86.5%	90.0%	86.6%	\$180.37 ***	\$180.71	\$177.03	\$188.43	\$134.52 ***	\$156.30	\$159.40	\$163.22
AUG	<u>65.0%</u>	<u>72.0%</u>	<u>66.7%</u>	<u>58.0%</u>	<u>\$141.03</u>	<u>\$135.14</u>	<u>\$149.06</u>	<u>\$152.28</u>	<u>\$91.66</u>	<u>\$97.32</u>	<u>\$99.45</u>	<u>\$88.34</u>
<b>SUMMER</b>	<b>74.1%</b>	<b>81.9%</b>	<b>82.9%</b>	<b>76.4%</b>	<b>\$162.38</b>	<b>\$164.42</b>	<b>\$165.45</b>	<b>\$172.32</b>	<b>\$120.35</b>	<b>\$134.72</b>	<b>\$137.09</b>	<b>\$131.73</b>
SEP	79.8%	65.0%	58.1%	44.0%	\$104.16	\$108.17	\$119.34	\$114.10	\$83.12	\$70.32	\$69.30	\$50.15
OCT	78.2%	58.9%	59.5%	0.0%	\$100.84	\$101.57	\$101.31	\$0.00	\$78.82	\$59.84	\$60.30	\$0.00
NOV	<u>51.6%</u>	<u>39.6%</u>	<u>34.7%</u>	<u>0.0%</u>	<u>\$85.50</u>	<u>\$83.20</u>	<u>\$91.01</u>	<u>\$0.00</u>	<u>\$44.09</u>	<u>\$32.97</u>	<u>\$31.61</u>	<u>\$0.00</u>
<b>FALL</b>	<b>69.9%</b>	<b>54.5%</b>	<b>50.9%</b>	<b>44.0%</b>	<b>\$98.36</b>	<b>\$99.74</b>	<b>\$105.78</b>	<b>\$114.10</b>	<b>\$68.78</b>	<b>\$54.39</b>	<b>\$53.81</b>	<b>\$50.15</b>
<b>ANNUAL</b>	<b>72.5%</b>	<b>61.3%</b>	<b>58.2%</b>	<b>54.4%</b>	<b>\$125.59</b>	<b>\$120.26</b>	<b>\$130.46</b>	<b>\$141.26</b>	<b>\$91.07</b>	<b>\$73.68</b>	<b>\$75.87</b>	<b>\$76.86</b>

\*No data available, due to Hurricane Ivan.

\*\*Data based on re-opened units only.

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

	Occupancy Rate				Average Daily Rate				Revenue per Available Unit			
	04-'05	05-'06	06-'07	07-'08	04-'05	05-'06	06-'07	07-'08	04-'05	05-'06	06-'07	07-'08
DEC	0.0% *	20.1%	13.7%	14.1%	\$0.00 *	\$50.04	\$58.95	\$64.62	\$0.00 *	\$10.06	\$8.07	\$9.10
JAN	74.7% **	53.0%	43.4%	49.0%	\$40.21 **	\$38.64	\$44.97	\$40.59	\$30.04 **	\$20.48	\$19.52	\$19.89
FEB	85.3% **	69.8%	62.7%	66.3%	\$51.92 **	\$45.91	\$53.70	\$47.26	\$44.28 **	\$32.03	\$33.66	\$31.35
<b>WINTER</b>	<b>80.7% **</b>	<b>48.6%</b>	<b>38.6%</b>	<b>45.5%</b>	<b>\$47.24 **</b>	<b>\$43.70</b>	<b>\$51.09</b>	<b>\$46.83</b>	<b>\$38.13 **</b>	<b>\$21.22</b>	<b>\$19.71</b>	<b>\$21.33</b>
MAR	73.5% **	55.6%	52.9%	54.9%	\$102.61 **	<b>\$81.45</b>	\$88.81	\$107.51	\$75.45 **	\$45.30	\$46.98	\$58.98
APR	41.8% **	38.9%	41.5%	28.5%	\$142.49 **	\$137.18	\$162.17	\$140.43	\$59.53 **	\$53.32	\$67.30	\$40.00
MAY	52.3% **	43.8%	42.4%	43.6%	\$143.10 **	\$145.51	\$162.84	\$176.17	\$74.85 **	\$63.71	\$68.96	\$76.82
<b>SPRING</b>	<b>55.9% **</b>	<b>46.1%</b>	<b>45.5%</b>	<b>42.2%</b>	<b>\$125.55 **</b>	<b>\$118.14</b>	<b>\$135.01</b>	<b>\$139.03</b>	<b>\$70.16 **</b>	<b>\$54.41</b>	<b>\$61.37</b>	<b>\$58.72</b>
JUN	70.3%	67.0%	74.9%	78.1%	\$207.40	\$192.98	\$221.76	\$218.48	\$145.88	\$129.33	\$166.13	\$170.66
JUL	67.5% ***	72.3%	73.0%	81.0%	\$223.06 ***	\$213.05	\$248.86	\$233.79	\$150.51 ***	\$154.10	\$181.60	\$189.32
AUG	53.0%	46.5%	57.3%	55.5%	\$145.21	\$136.67	\$163.98	\$160.29	\$77.03	\$63.58	\$94.02	\$88.99
<b>SUMMER</b>	<b>63.3%</b>	<b>61.7%</b>	<b>68.2%</b>	<b>71.9%</b>	<b>\$195.40</b>	<b>\$186.14</b>	<b>\$214.70</b>	<b>\$209.96</b>	<b>\$123.71</b>	<b>\$114.87</b>	<b>\$146.52</b>	<b>\$150.86</b>
SEP	33.3%	31.8%	34.7%	29.3%	\$83.00	\$102.20	\$118.42	\$102.70	\$27.62	\$32.52	\$41.07	\$30.04
OCT	39.2%	31.3%	33.7%	0.0%	\$83.15	\$86.43	\$107.56	\$0.00	\$32.56	\$27.01	\$36.30	\$0.00
NOV	21.6%	16.3%	19.6%	0.0%	\$82.43	\$79.62	\$79.77	\$0.00	\$17.83	\$12.99	\$15.62	\$0.00
<b>FALL</b>	<b>31.5%</b>	<b>26.3%</b>	<b>30.7%</b>	<b>29.3%</b>	<b>\$82.94</b>	<b>\$91.26</b>	<b>\$107.79</b>	<b>\$102.70</b>	<b>\$26.13</b>	<b>\$23.96</b>	<b>\$33.13</b>	<b>\$30.04</b>
<b>ANNUAL</b>	<b>53.2% **</b>	<b>45.6%</b>	<b>46.4%</b>	<b>51.3%</b>	<b>\$130.11 **</b>	<b>\$120.92</b>	<b>\$144.94</b>	<b>\$148.21</b>	<b>\$69.17 **</b>	<b>\$55.20</b>	<b>\$67.22</b>	<b>\$76.05</b>

\*No data available, due to Hurricane Ivan

\*\*Data based on re-opened units only.

# Alabama Gulf Coast Convention & Visitors Bureau

## TAXABLE RETAIL SALES

Gulf Shores, Orange Beach, Ft. Morgan

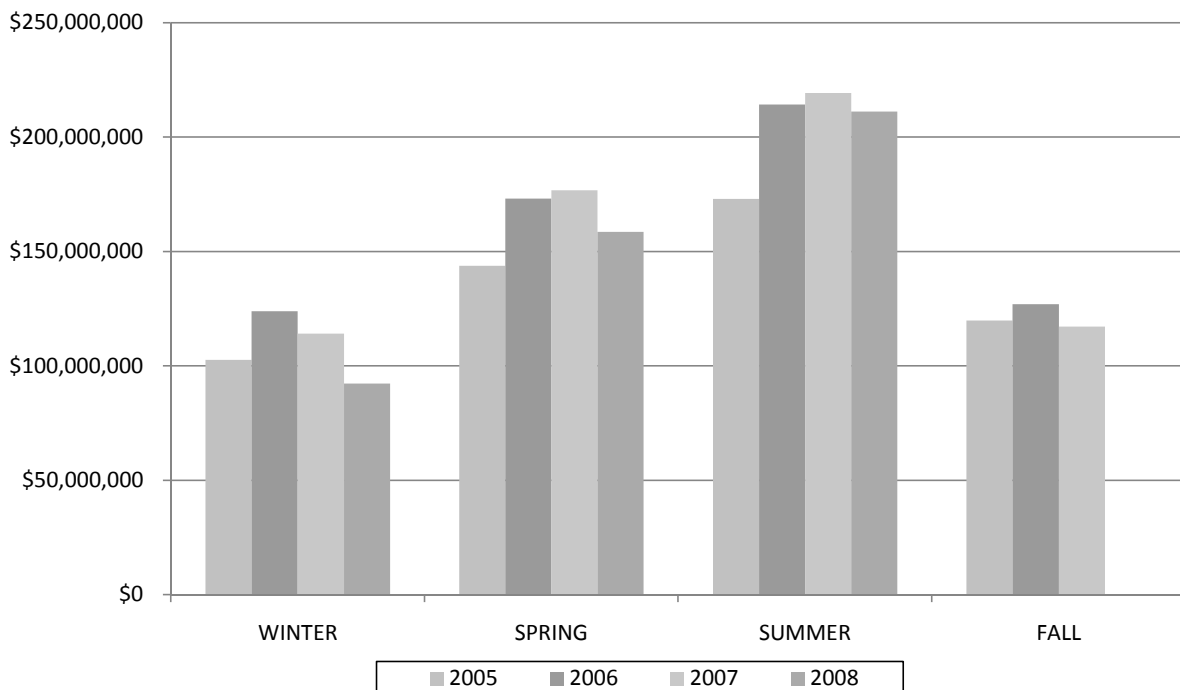
Source: Cities' Revenue Department

	2005	VAR.	2006	VAR.	2007	VAR.	2008	VAR.
DEC	\$36,658,604	73.9%	\$47,860,833	30.6%	\$41,874,608	-12.5%	\$32,963,733	-21.3%
JAN	\$31,387,928	53.4%	\$37,378,129	19.1%	\$33,199,869	-11.2%	\$28,561,739	-14.0%
FEB	\$34,523,476	39.6%	\$38,699,073	12.1%	\$38,985,795	0.7%	\$30,744,048	-21.1%
<b>WINTER</b>	<b>\$102,570,008</b>	<b>54.8%</b>	<b>\$123,938,035</b>	<b>20.8%</b>	<b>\$114,060,272</b>	<b>-8.0%</b>	<b>\$92,269,521</b>	<b>-19.1%</b>
MAR	\$48,686,384	10.3%	\$55,822,823	14.7%	\$55,606,515	-0.4%	\$52,406,861	-5.8%
APR	\$44,071,016	1.2%	\$53,780,081	22.0%	\$56,039,930	4.2%	\$50,289,269	-10.3%
MAY	\$50,936,132	12.9%	\$63,536,347	24.7%	\$65,095,104	2.5%	\$55,799,288	-14.3%
<b>SPRING</b>	<b>\$143,693,531</b>	<b>8.2%</b>	<b>\$173,139,251</b>	<b>20.5%</b>	<b>\$176,741,550</b>	<b>2.1%</b>	<b>\$158,495,419</b>	<b>-10.3%</b>
JUN	\$65,022,533	9.6%	\$72,595,961	11.6%	\$77,035,525	6.1%	\$75,529,969	-2.0%
JUL	\$58,659,438	-14.8%	\$79,883,946	36.2%	\$80,400,085	0.6%	\$80,234,021	-0.2%
AUG	\$49,214,898	13.1%	\$61,774,745	25.5%	\$61,780,433	0.0%	\$55,409,252	-10.3%
<b>SUMMER</b>	<b>\$172,896,869</b>	<b>0.7%</b>	<b>\$214,254,652</b>	<b>23.9%</b>	<b>\$219,216,043</b>	<b>2.3%</b>	<b>\$211,173,243</b>	<b>-3.7%</b>
SEP	\$41,280,641	34.4%	\$48,645,733	17.8%	\$43,261,798	-11.1%	\$0	0.0%
OCT	\$46,359,300	68.3%	\$41,821,985	-9.8%	\$39,052,193	-6.6%	\$0	0.0%
NOV	\$32,152,429	13.9%	\$36,517,749	13.6%	\$34,808,687	-4.7%	\$0	0.0%
<b>FALL</b>	<b>\$119,792,370</b>	<b>38.5%</b>	<b>\$126,985,468</b>	<b>6.0%</b>	<b>\$117,122,677</b>	<b>-7.8%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$538,952,779</b>	<b>17.9%</b>	<b>\$638,317,406</b>	<b>18.4%</b>	<b>\$627,140,542</b>	<b>-1.8%</b>	<b>\$461,938,182</b>	<b>-9.4%</b>

NOTE: Effective Oct. 1, 2003, Gulf Shores began collecting tax from its PJ on Ft. Morgan peninsula.

\*\*\*Effective April 2005, Orange Beach implemented a 1% tax increase

### RETAIL SALES VOLUME



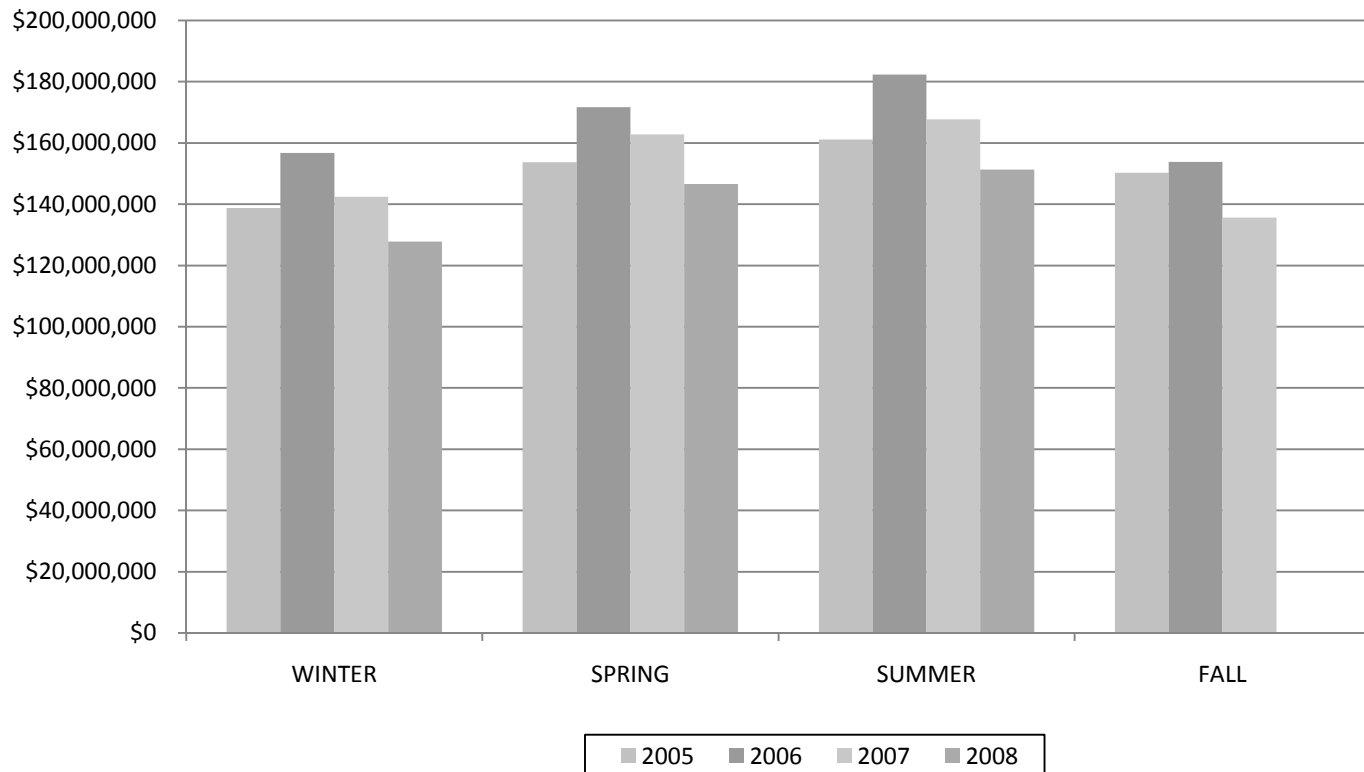
# Alabama Gulf Coast Convention & Visitors Bureau Taxable Retail Sales

Foley, Alabama

	2005	VAR.	2006	VAR.	2007	VAR.	2008	VAR.
DEC	\$55,122,360	17.3%	\$63,719,390	15.6%	\$56,978,312	-10.6%	\$53,147,448	-6.7%
JAN	\$39,584,173	23.6%	\$46,207,634	16.7%	\$42,518,248	-8.0%	\$36,106,005	-15.1%
FEB	<u>\$44,026,442</u>	9.7%	<u>\$46,851,581</u>	6.4%	<u>\$42,908,849</u>	-8.4% *	<u>\$38,517,733</u>	-10.2%
<b>WINTER</b>	<b>\$138,732,975</b>	<b>16.4%</b>	<b>\$156,778,605</b>	<b>13.0%</b>	<b>\$142,405,409</b>	<b>-9.2%</b>	<b>\$127,771,185</b>	<b>-10.3%</b>
MAR	\$53,013,182	6.1%	\$57,302,307	8.1%	\$57,261,959	-0.1%	\$48,627,027	-15.1%
APR	\$50,082,570	11.7%	\$56,103,015	12.0%	\$50,330,245	-10.3%	\$49,590,620	-1.5%
MAY	<u>\$50,607,344</u>	3.7%	<u>\$58,228,801</u>	15.1%	<u>\$55,222,498</u>	-5.2%	<u>\$48,394,400</u>	-12.4%
<b>SPRING</b>	<b>\$153,703,096</b>	<b>7.0%</b>	<b>\$171,634,123</b>	<b>11.7%</b>	<b>\$162,814,702</b>	<b>-5.1%</b>	<b>\$146,612,046</b>	<b>-10.0%</b>
JUN	\$55,602,364	2.9%	\$60,906,227	9.5%	\$60,607,697	-0.5%	\$54,518,171	-10.0%
JUL	\$56,227,767	2.7%	\$67,555,305	20.1%	\$58,044,616	-14.1%	\$52,210,673	-10.1%
AUG	<u>\$49,290,940</u>	14.9%	<u>\$53,877,754</u>	9.3%	<u>\$49,019,024</u>	-9.0%	<u>\$44,592,998</u>	-9.0%
<b>SUMMER</b>	<b>\$161,121,071</b>	<b>6.2%</b>	<b>\$182,339,286</b>	<b>13.2%</b>	<b>\$167,671,337</b>	<b>-8.0%</b>	<b>\$151,321,841</b>	<b>-9.8%</b>
SEP	\$48,848,900	16.0%	\$49,488,165	1.3%	\$45,301,111	-8.5%	\$0	0.0%
OCT	\$48,837,996	0.0%	\$50,902,003	4.2%	\$42,899,850	-15.7%	\$0	0.0%
NOV	<u>\$52,536,140</u>	0.0%	<u>\$53,442,134</u>	1.7%	<u>\$47,428,848</u>	-11.3%	<u>\$0</u>	0.0%
<b>FALL</b>	<b>\$150,223,036</b>	<b>0.0%</b>	<b>\$153,832,302</b>	<b>2.4%</b>	<b>\$135,629,808</b>	<b>-11.8%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$603,780,178</b>	<b>45.7%</b>	<b>\$664,584,316</b>	<b>10.1%</b>	<b>\$608,521,255</b>	<b>-8.4%</b>	<b>\$425,705,072</b>	<b>-10.0%</b>

\*Effective 2/1/07 retail tax increase (1% in city, .50 in PJ)

## RETAIL SALES VOLUME



**Alabama Gulf Coast Convention & Visitors Bureau**

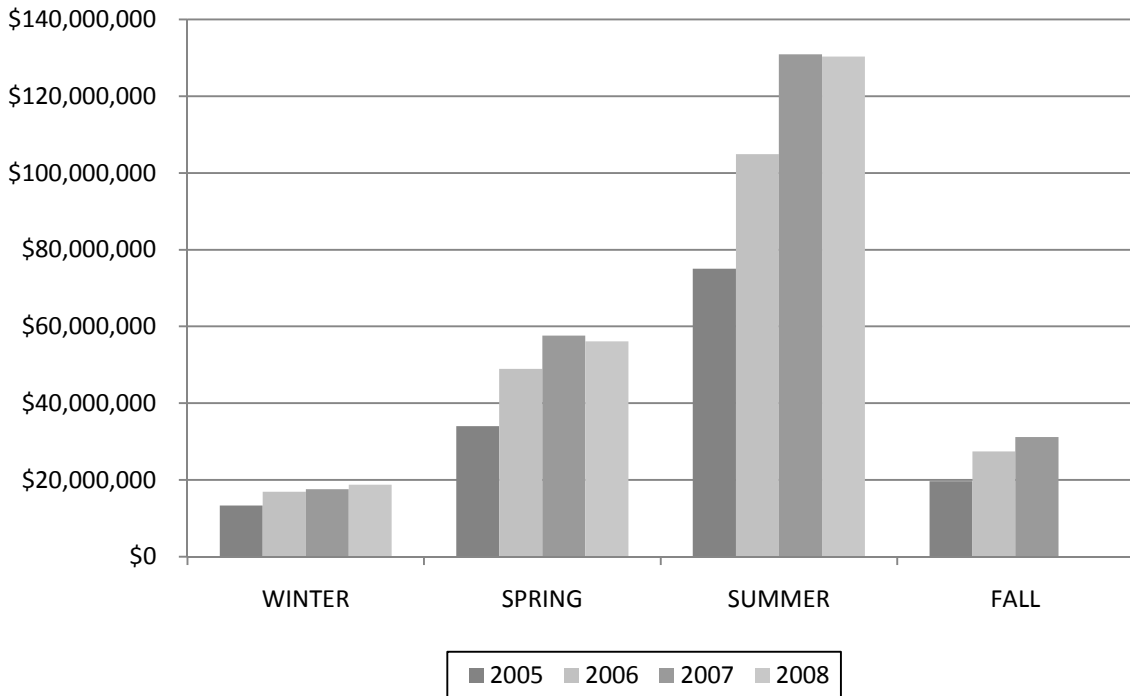
**TAXABLE LODGING RENTALS**

**Fort Morgan, Gulf Shores, Orange Beach, Alabama**

Source: Alabama Department of Revenue

	<b>2005</b>	<b>VAR.</b>	<b>2006</b>	<b>VAR.</b>	<b>2007</b>	<b>VAR.</b>	<b>2008</b>	<b>VAR.</b>
DEC	\$2,342,248	-32.3%	\$3,178,769	35.7%	\$3,485,404	9.6%	\$3,900,779	11.9%
JAN	\$4,039,070	-37.4%	\$5,874,902	45.5%	\$5,669,204	-3.5%	\$5,704,139	0.6%
FEB	<u>\$6,970,972</u>	-22.1%	<u>\$7,847,814</u>	12.6%	<u>\$8,423,774</u>	7.3%	<u>\$9,195,695</u>	9.2%
<b>WINTER</b>	<b>\$13,352,290</b>	<b>-29.2%</b>	<b>\$16,901,484</b>	<b>26.6%</b>	<b>\$17,578,382</b>	<b>4.0%</b>	<b>\$18,800,613</b>	<b>7.0%</b>
MAR	\$10,293,308	-34.0%	\$13,591,974	32.0%	\$16,380,657	20.5%	\$17,632,088	7.6%
APR	\$9,868,652	-50.6%	\$15,197,331	54.0%	\$18,721,483	23.2%	\$14,577,269	-22.1%
MAY	<u>\$13,885,297</u>	-31.6%	<u>\$20,122,906</u>	44.9%	<u>\$22,509,039</u>	11.9%	<u>\$23,933,813</u>	6.3%
<b>SPRING</b>	<b>\$34,047,257</b>	<b>-39.0%</b>	<b>\$48,912,210</b>	<b>43.7%</b>	<b>\$57,611,179</b>	<b>17.8%</b>	<b>\$56,143,170</b>	<b>-2.5%</b>
JUN	\$26,394,389	-34.4%	\$38,255,196	44.9%	\$50,441,394	31.9%	\$48,238,566	-4.4%
JUL	\$31,719,829	-38.5%	\$46,067,550	45.2%	\$51,862,744	12.6%	\$55,325,238	6.7%
AUG	<u>\$16,923,890</u>	-24.8%	<u>\$20,541,503</u>	21.4%	<u>\$28,574,502</u>	39.1%	<u>\$26,770,271</u>	-6.3%
<b>SUMMER</b>	<b>\$75,038,107</b>	<b>-34.4%</b>	<b>\$104,864,248</b>	<b>39.7%</b>	<b>\$130,878,640</b>	<b>24.8%</b>	<b>\$130,334,075</b>	<b>-0.4%</b>
SEP	\$6,633,557	-5.2%	\$11,203,031	68.9%	\$13,809,936	23.3%	\$0	0.0%
OCT	\$7,877,582	201.8%	\$10,162,815	29.0%	\$11,494,556	13.1%	\$0	0.0%
NOV	<u>\$5,204,689</u>	111.5%	<u>\$6,100,591</u>	17.2%	<u>\$5,880,457</u>	-3.6%	<u>\$0</u>	0.0%
<b>FALL</b>	<b>\$19,715,828</b>	<b>63.3%</b>	<b>\$27,466,437</b>	<b>39.3%</b>	<b>\$31,184,949</b>	<b>13.5%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$142,153,481</b>	<b>-29.3%</b>	<b>\$198,144,378</b>	<b>39.4%</b>	<b>\$237,253,150</b>	<b>19.7%</b>	<b>\$205,277,857</b>	<b>-0.4%</b>

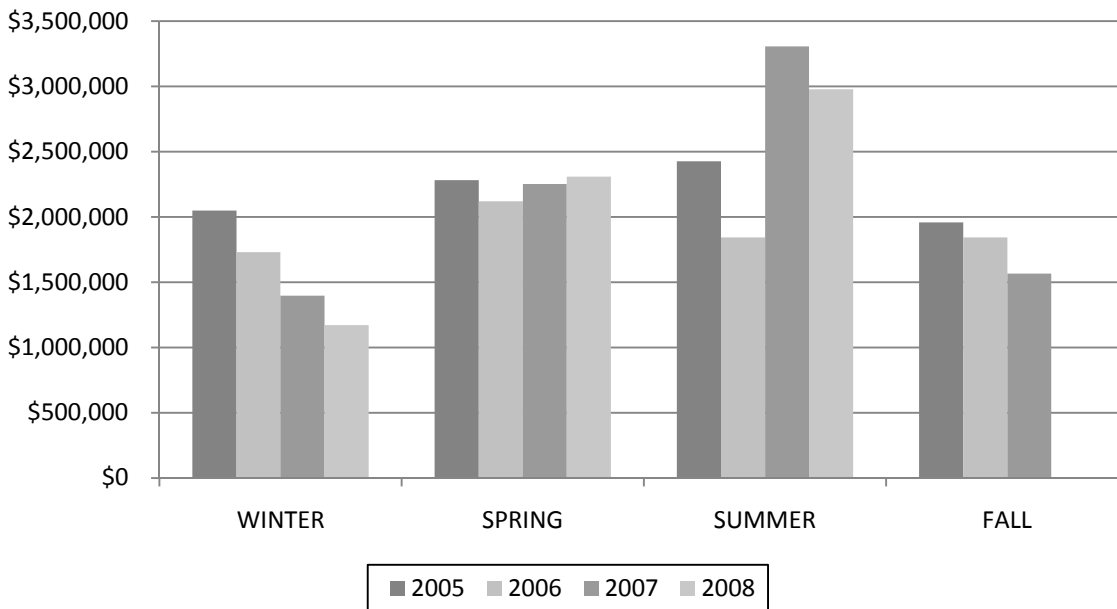
**TAXABLE LODGING RENTALS**



**Alabama Gulf Coast Convention & Visitors Bureau  
TAXABLE LODGING RENTALS  
Foley, Alabama  
Source: City of Foley**

	<b>2005</b>	<b>VAR.</b>	<b>2006</b>	<b>VAR.</b>	<b>2007</b>	<b>VAR.</b>	<b>2008</b>	<b>VAR.</b>
DEC	\$722,069	242.5%	\$627,566	-13.1%	\$401,469	-36.0%	\$338,000	-15.8%
JAN	\$587,033	552.5%	\$556,882	-5.1%	\$413,369	-25.8%	\$357,973	-13.4%
FEB	<u>\$739,097</u>	108.4%	<u>\$545,715</u>	-26.2%	<u>\$582,495</u>	6.7%	<u>\$475,598</u>	-18.4%
<b>WINTER</b>	<b>\$2,048,199</b>	<b>212.5%</b>	<b>\$1,730,162</b>	<b>-15.5%</b>	<b>\$1,397,333</b>	<b>-19.2%</b>	<b>\$1,171,571</b>	<b>-16.2%</b>
MAR	\$721,712	13.7%	\$448,216	-37.9%	\$815,659	82.0%	\$781,776	-4.2%
APR	\$745,692	57.6%	\$754,881	1.2%	\$805,715	6.7%	\$629,929	-21.8%
MAY	<u>\$814,148</u>	34.4%	<u>\$918,184</u>	12.8%	<u>\$630,546</u>	-31.3%	<u>\$895,982</u>	42.1%
<b>SPRING</b>	<b>\$2,281,552</b>	<b>33.1%</b>	<b>\$2,121,281</b>	<b>-7.0%</b>	<b>\$2,251,919</b>	<b>6.2%</b>	<b>\$2,307,687</b>	<b>2.5%</b>
JUN	\$821,833	15.9%	\$1,325,140	61.2%	\$1,259,841	-4.9%	\$1,007,748	-20.0%
JUL	\$877,561	-8.9%	\$1,219,454	39.0%	\$1,241,569	1.8%	\$1,272,080	2.5%
AUG	<u>\$727,791</u>	49.7%	<u>\$527,193</u>	-27.6%	<u>\$803,817</u>	52.5%	<u>\$699,166</u>	-13.0%
<b>SUMMER</b>	<b>\$2,427,185</b>	<b>12.5%</b>	<b>\$3,071,787</b>	<b>26.6%</b>	<b>\$3,305,227</b>	<b>7.6%</b>	<b>\$2,978,993</b>	<b>-9.9%</b>
SEP	\$756,240	37.1%	\$648,321	-14.3%	\$544,823	-16.0%	\$0	0.0%
OCT	\$818,892	48.8%	\$697,554	-14.8%	\$564,653	-19.1%	\$0	0.0%
NOV	<u>\$382,026</u>	-47.8%	<u>\$497,294</u>	30.2%	<u>\$456,554</u>	-8.2%	<u>\$0</u>	0.0%
<b>FALL</b>	<b>\$1,957,159</b>	<b>6.7%</b>	<b>\$1,843,169</b>	<b>-5.8%</b>	<b>\$1,566,030</b>	<b>-15.0%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$8,714,095</b>	<b>37.0%</b>	<b>\$8,766,398</b>	<b>0.6%</b>	<b>\$8,520,508</b>	<b>-2.8%</b>	<b>\$6,458,251</b>	<b>-7.1%</b>

**LODGING RENTAL VOLUME**





**Alabama Gulf Coast  
Total Rounds Played Report**

	2008												
	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Y-T-D
<b>Total:</b>	22,229	35,910	43,625	35,751	32,179	33,839	36,802	23,863	19,778	0	0	0	283,976

	September							Quick Compare	
	2002	2003	2004	2005	2006	2007	2008	2008 vs. 2007	
								#	%
<b>Total:</b>	25,622	28,704	13,827	17,053	23,827	24,591	19,778	-4,813	-20%

	Y-T-D (1/1 – 9/30)							Quick Compare 1		Quick Compare 2	
	2002	2003	2004	2005	2006	2007	2008	2008 vs. 2007		2008 vs. 2003	
								#	%	#	%
<b>Total:</b>	380,319	368,747	356,787	258,651	290,243	298,285	283,976	-14,309	-5%	-84,771	-23%
total open courses:	13	13	13	12	11	11	11				
average rounds per open course:	29,255	28,365	27,445	21,554	26,386	27,117	25,816				