

2007 Tourism Update on Alabama's Gulf Coast

Presented by:

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Alabama Gulf Coast CVB

2006 Baldwin County Tourism Facts

4.4 Million

Annual visitors

\$1.96 Billion

***Travel-related
expenditures***

39,333

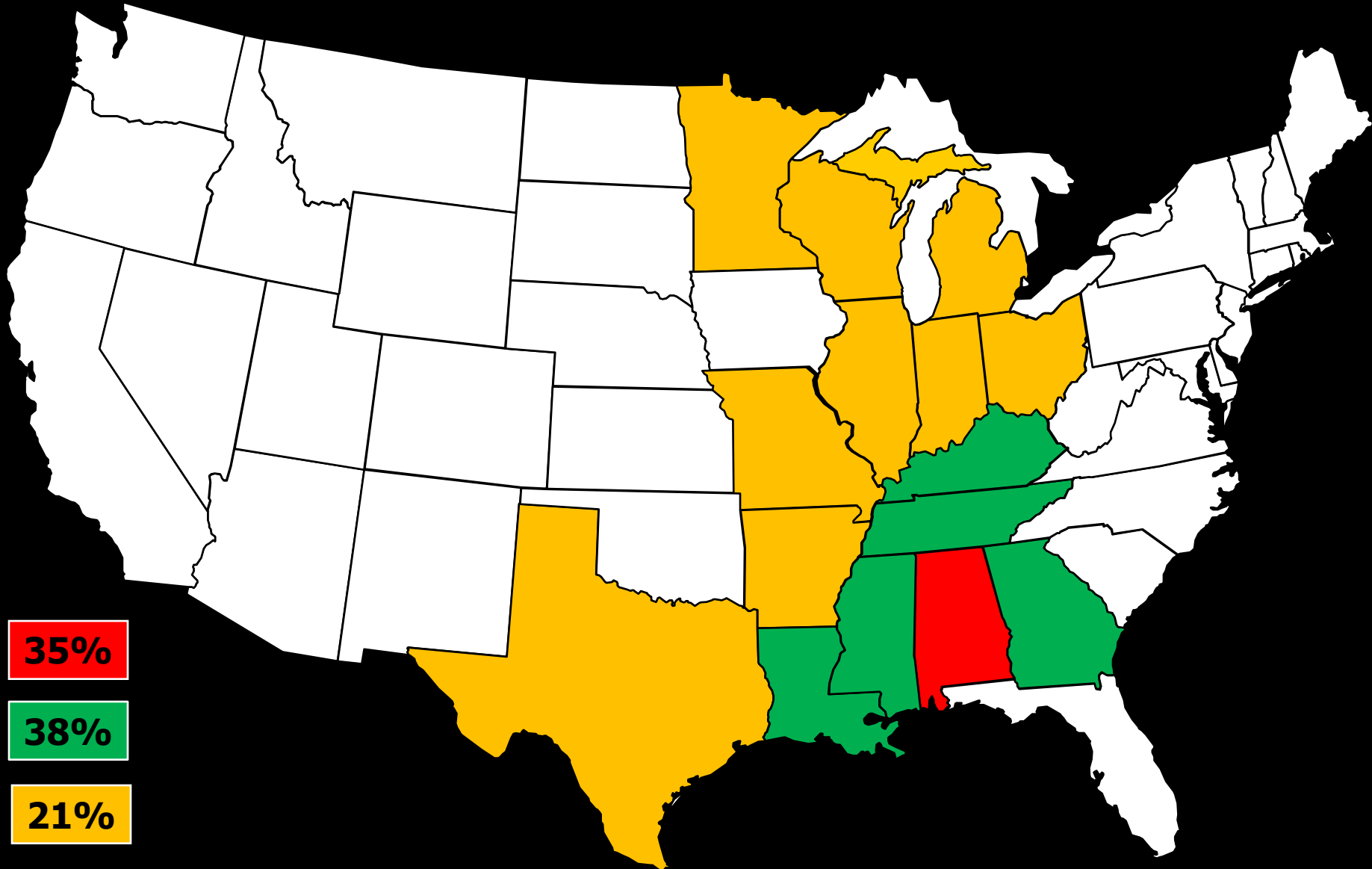
Travel-related jobs

\$819 Million

Travel-related wages

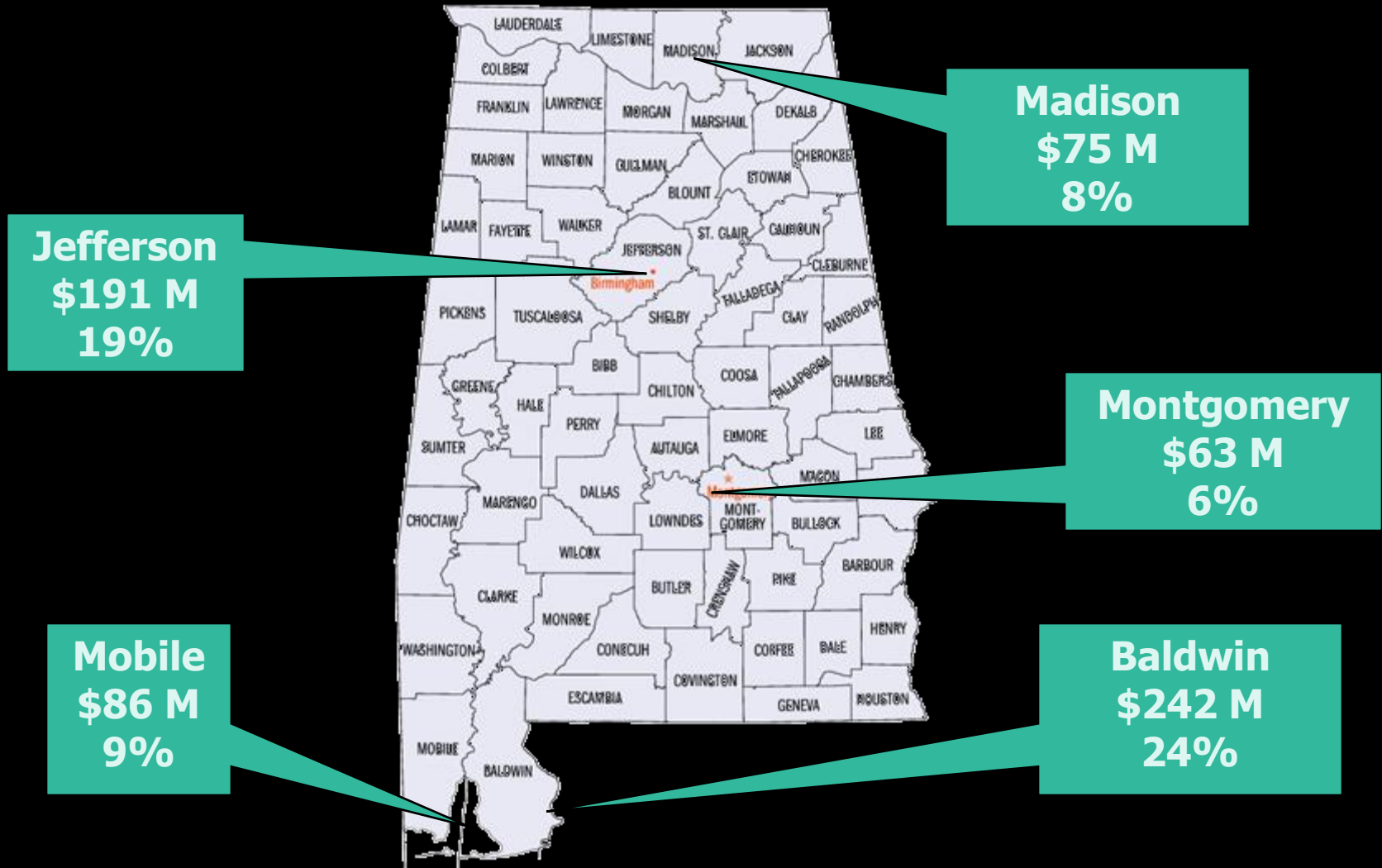
2007 Visitor Profile Study

Visitor State of Residence

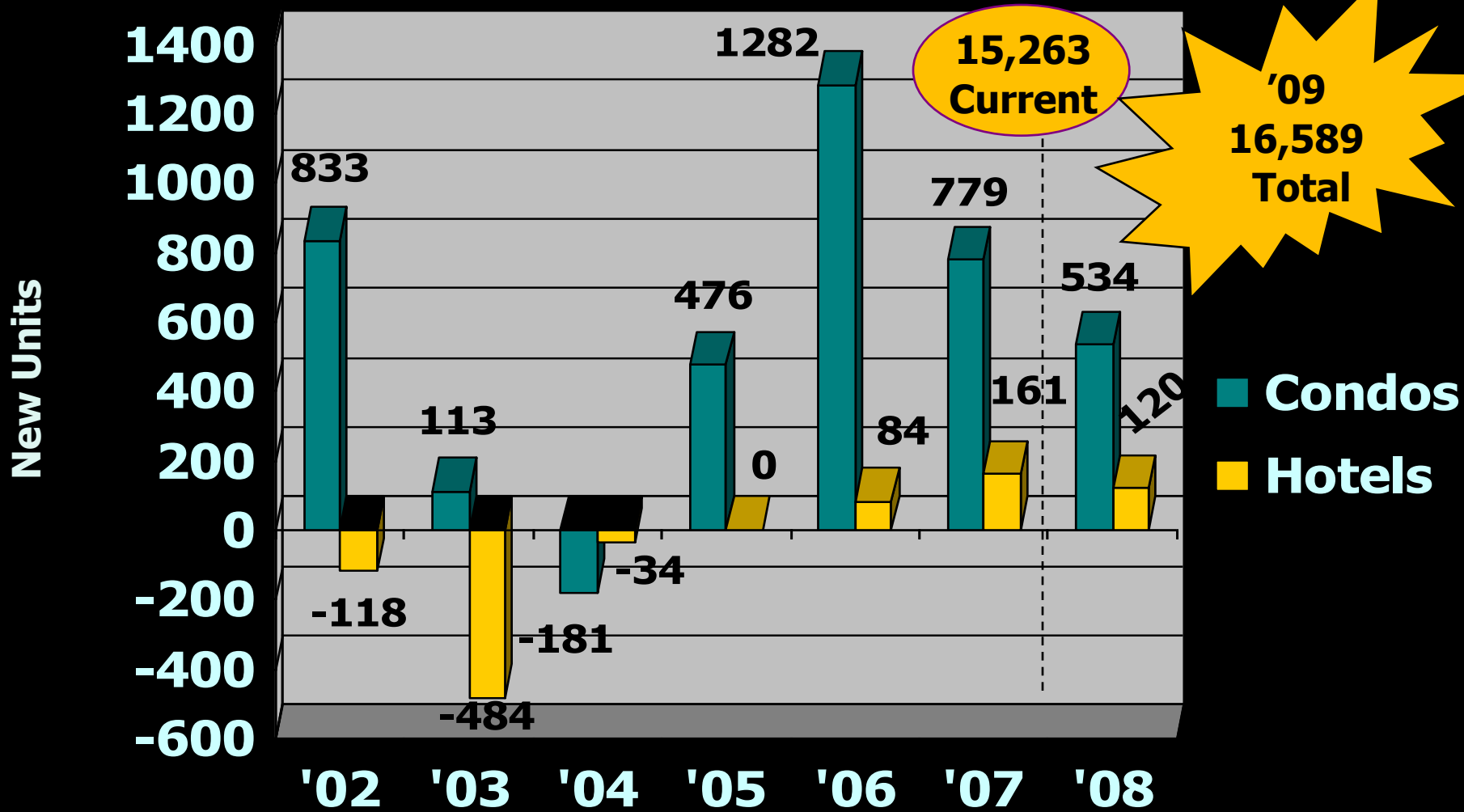


2006 Alabama Lodging Revenue

\$999 Million



Alabama's Gulf Coast Accommodations Inventory



City Size by Transient Lodging Units

Ft. Myers - Sanibel	16,400
Atlantic City	15,000
Ft. Walton/Destin	14,456
Alabama Gulf Coast	14,323*
Charleston, SC	14,000
Daytona Beach, FL	13,000

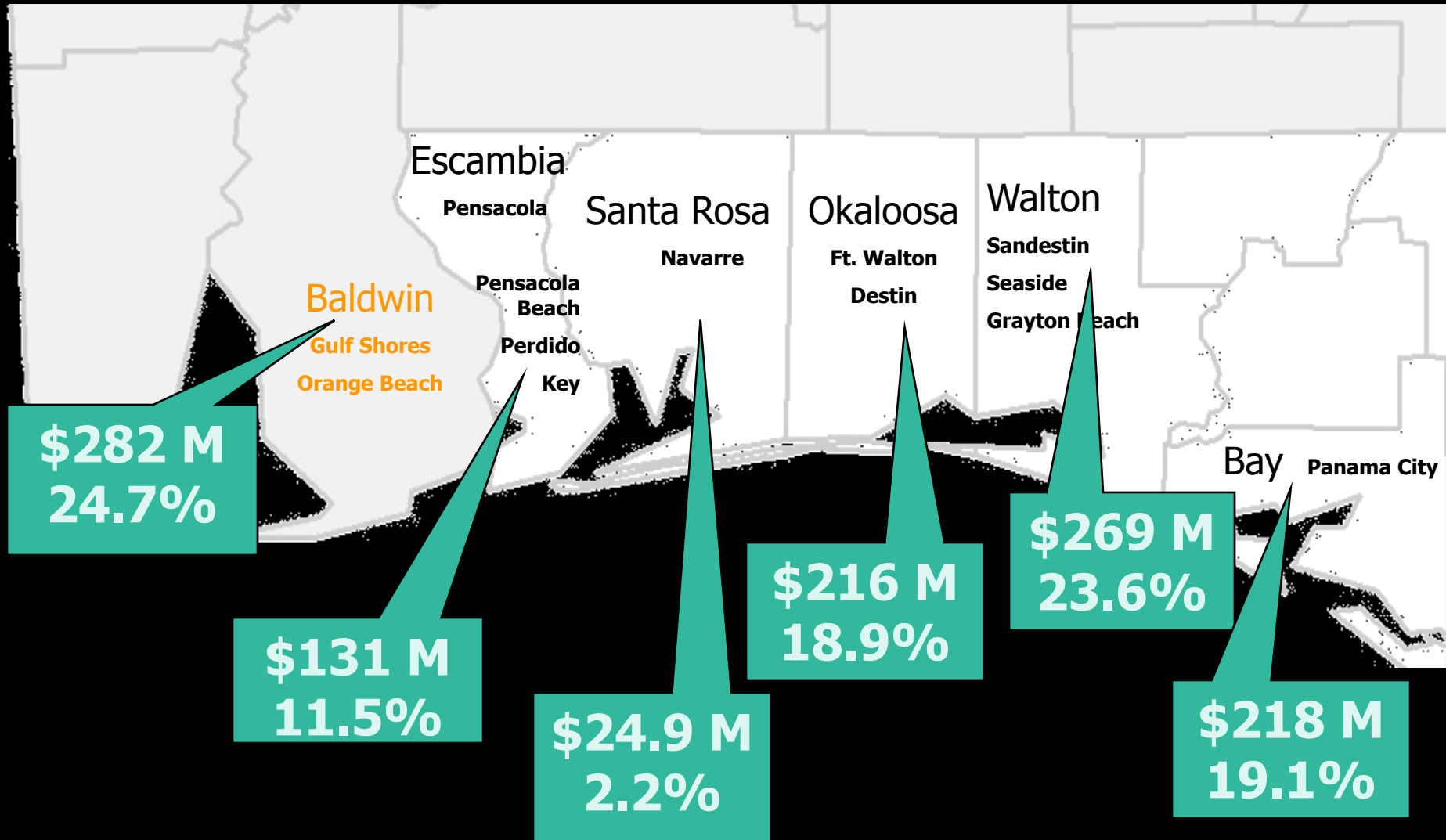
*at time of report

Source: DMAI 2007 Profile

2007 Lodging Rentals & Market Share

\$1.14 Billion

2006– 2007 Δ 13.5%



Lodging Rentals

(Ft. Morgan, Gulf Shores, Orange Beach)

2006

2007

\$198M

\$237M

△ 19.7%

Retail Sales

2006

2007

GS/OB

\$ 638M

\$ 627M

Foley

\$ 665M

\$ 609M

\$ 1.3B

\$ 1.2B

▽ 5.1%

Alabama Gulf Coast Convention & Visitors Bureau
TAXABLE LODGING RENTALS
 Fort Morgan, Gulf Shores, Orange Beach, Alabama
 Source: Alabama Department of Revenue

	2006	VAR.	2008	VAR.	2007	VAR.	2008	VAR.
DEC	\$2,342,248	-32.3%	\$3,178,769	35.7%	\$3,482,845	9.6%	\$3,656,788	5.0%
JAN	\$4,039,070	-37.4%	\$5,874,902	45.5%	\$5,666,704	-3.5%	\$0	0.0%
FEB	<u>\$6,970,972</u>	-22.1%	<u>\$7,847,814</u>	12.6%	<u>\$8,457,521</u>	7.8%	<u>\$0</u>	0.0%
WINTER	\$13,362,290	-28.2%	\$18,801,484	28.8%	\$17,807,070	4.2%	\$3,656,788	5.0%
MAR	\$10,293,308	-34.0%	\$13,591,974	32.0%	\$16,417,463	20.8%	\$0	0.0%
APR	\$9,668,652	-50.6%	\$15,197,331	54.0%	\$18,739,999	23.3%	\$0	0.0%
MAY	<u>\$13,885,297</u>	-31.6%	<u>\$20,122,906</u>	44.9%	<u>\$22,509,976</u>	11.9%	<u>\$0</u>	0.0%
SPRING	\$34,047,257	-38.0%	\$48,812,210	43.7%	\$67,687,438	17.8%	\$0	0.0%
JUN	\$26,394,389	-34.4%	\$38,255,196	44.9%	\$50,434,841	31.8%	\$0	0.0%
JUL	\$31,719,829	-38.5%	\$45,853,074	44.6%	\$51,847,670	13.1%	\$0	0.0%
AUG	<u>\$16,923,890</u>	-24.8%	<u>\$20,541,503</u>	21.4%	<u>\$28,472,338</u>	38.6%	<u>\$0</u>	0.0%
SUMMER	\$76,038,107	-34.4%	\$104,849,772	38.6%	\$130,764,848	24.8%	\$0	0.0%
SEP	\$6,633,557	-5.2%	\$11,203,031	68.9%	\$13,659,525	21.9%	\$0	0.0%
OCT	\$7,877,582	201.8%	\$9,960,671	26.4%	\$11,446,264	14.9%	\$0	0.0%
NOV	<u>\$5,204,689</u>	111.5%	<u>\$6,084,397</u>	16.9%	<u>\$5,816,622</u>	-4.4%	<u>\$0</u>	0.0%
FALL	\$19,715,828	83.3%	\$27,248,069	38.2%	\$30,822,410	13.6%	\$0	0.0%
ANNUAL	\$142,163,481	-28.3%	\$187,711,684	38.1%	\$238,861,788	19.8%	\$3,656,788	5.0%

*NOTE: Effective Dec. 1, 2001, long-term (>180 days) rentals became taxable.

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	\$58.97	\$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	\$45.51	\$30.04 **	\$20.48	\$19.52	\$22.30
FEB	85.3% **	69.8%	63.4%	0.0%	\$51.92 **	\$45.91	\$53.70	\$0.00	\$44.28 **	\$32.03	\$34.07	\$0.00
WINTER	80.7% **	48.6%	38.7%	31.0%	\$47.24 **	\$43.70	\$51.09	\$49.97	\$38.13 **	\$21.22	\$19.78	\$15.51
MAR	73.5% **	0.0%	52.4%	0.0%	\$102.61 **	\$81.45	\$101.80	\$0.00	\$75.45 **	\$0.00	\$53.38	\$0.00
APR	41.8% **	38.8%	41.5%	0.0%	\$142.49 **	\$137.18	\$162.17	\$0.00	\$59.53 **	\$53.32	\$67.30	\$0.00
MAY	52.3% **	43.8%	42.4%	0.0%	\$143.10 **	\$145.51	\$162.64	\$0.00	\$74.85 **	\$63.71	\$68.96	\$0.00
SPRING	55.9% **	46.1%	45.4%	0.0%	\$125.55 **	\$118.14	\$139.68	\$0.00	\$70.16 **	\$54.41	\$63.35	\$0.00
JUN	70.3%	67.0%	74.9%	0.0%	\$207.40	\$192.98	\$221.76	\$0.00	\$145.88	\$129.33	\$166.13	\$0.00
JUL	67.5% ***	72.3%	73.0%	0.0%	\$223.06 ***	\$213.05	\$248.86	\$0.00	\$150.51 ***	\$154.10	\$181.60	\$0.00
AUG	53.0%	46.5%	57.3%	0.0%	\$145.21	\$136.67	\$163.68	\$0.00	\$77.03	\$63.58	\$64.02	\$0.00
SUMMER	63.3%	61.7%	68.2%	0.0%	\$195.40	\$186.14	\$214.70	\$0.00	\$123.71	\$114.87	\$146.52	\$0.00
SEP	33.3%	31.8%	34.7%	49.0%	\$83.00	\$102.20	\$118.42	\$0.00	\$27.62	\$32.52	\$41.07	\$0.00
OCT	39.2%	31.3%	33.7%	0.0%	\$83.15	\$86.43	\$107.56	\$0.00	\$32.58	\$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
FALL	31.5%	26.3%	30.7%	49.0%	\$82.94	\$91.26	\$107.79	\$0.00	\$26.13	\$23.96	\$33.13	\$0.00
ANNUAL	53.2% **	45.6%	46.4%	36.9%	\$130.11 **	\$120.92	\$146.07	\$28.28	\$69.17 **	\$55.20	\$67.77	\$10.44

*No data available, due to Hurricane Ivan

**Data based on re-opened units only.

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