

Visitor Profile Parameters

The Visitor Profile information is a result of ongoing direct interviews conducted by the market research firm Evans-Klages, Inc. The target participants in the survey are people staying in overnight, paid accommodations for periods of 1 – 29 days.

Groups not included in this definition of a “visitor” are:

- Local-area beach visitors (“day-trippers”);
- People visiting family and/or friends in their homes;
- People staying in their own second home or condominium; or
- Part-time residents who stay in the area for periods of 30 days or longer (“snowbirds”).

Thus, the reports of “number of visitors” and “visitor expenditures” only represent those included in the above definition. **Please refer to the file on the Stats page under Miscellaneous titled “*The Alabama Gulf Coast: A Total Population Assessment*” for a more detailed description of the aforementioned groups.**

<u>Visitor Profile seasons are as follows:</u>	Winter	November – February
	Spring	March – May
	Summer	June – August
	Autumn	September & October

<u>Regional breakout of the C.V.B.’s markets in the U.S.</u>			
<i>Southeast</i>	<i>Northeast</i>	<i>Midwest</i>	<i>Southwest</i>
Florida	Connecticut	Illinois	Arkansas
Georgia	Delaware	Indiana	Kansas
Kentucky	Maine	Iowa	Oklahoma
Louisiana	Massachusetts	Michigan	Texas
Mississippi	Maryland	Minnesota	
North Carolina	New Hampshire	Missouri	
South Carolina	New Jersey	Ohio	
Tennessee	New York	Wisconsin	
Virginia	Pennsylvania		
West Virginia	Rhode Island		
	Vermont		
	Washington, DC		
<i>Own Market</i>			
Alabama			
<i>Markets of Opportunity</i>			
Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington state, Wyoming			

If you have questions about the figures in these reports, please call Herb Malone, President/CEO, or his assistant, Cheryl Vickers at (251) 974-1510.