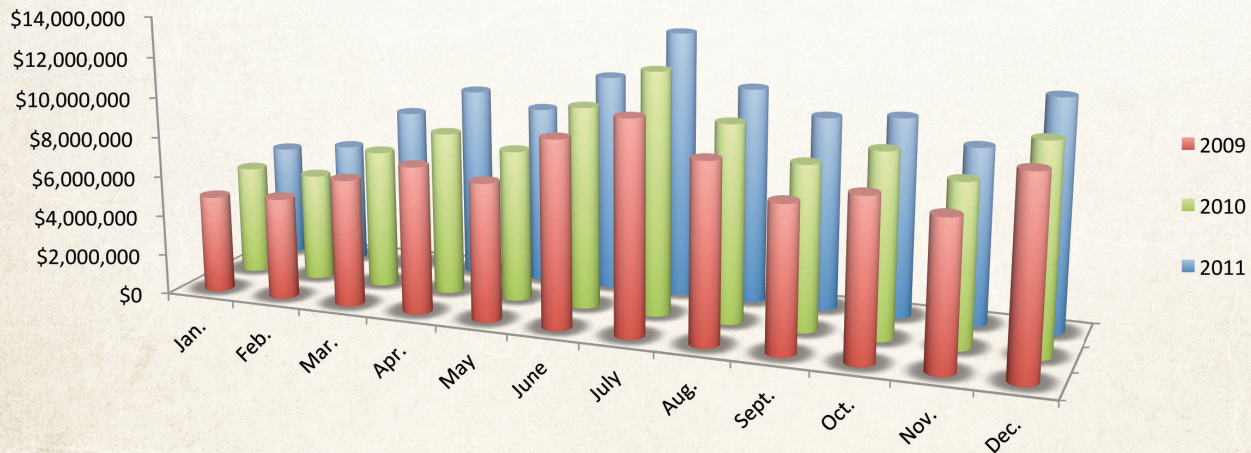


# Gas & Grocery Revenue

In recent years, gas prices have fluctuated dramatically and in general are much higher than the early and mid-2000s. Visitors with predetermined budgets are impacted by gas prices, as less money is available for other activities. The average cost per gallon in 2011 was higher than 2010.

As with other destinations, visitors looking for ways to save are not dining out for every meal; instead they're utilizing the local grocery stores. Visitors staying in condos or cabins are more likely to utilize the area's grocery stores.



## 2011 GAS & GROCERY REVENUE

| Month     | Gross Business | % of Change |
|-----------|----------------|-------------|
| January   | \$5,624,260    | 4           |
| February  | \$6,050,671    | 13          |
| March     | \$8,121,173    | 18          |
| April     | \$9,527,987    | 17          |
| May       | \$8,892,507    | 18          |
| June      | \$10,777,083   | 7           |
| July      | \$13,230,890   | 10          |
| August    | \$10,732,560   | 9           |
| September | \$9,615,309    | 17          |
| October   | \$9,897,350    | 8           |
| November  | \$8,766,772    | 9           |
| December  | \$11,449,661   | 12          |
| Total     | \$112,686,223  | 12          |

## 2010 GAS & GROCERY REVENUE

| Month     | Gross Business | % of Change |
|-----------|----------------|-------------|
| January   | \$5,416,753    | 12          |
| February  | \$5,362,951    | 6           |
| March     | \$6,892,820    | 8           |
| April     | \$8,151,494    | 11          |
| May       | \$7,557,967    | 10          |
| June      | \$10,039,861   | 8           |
| July      | \$12,053,061   | 14          |
| August    | \$9,825,187    | 10          |
| September | \$8,189,299    | 13          |
| October   | \$9,132,813    | 14          |
| November  | \$8,027,321    | 9           |
| December  | \$10,245,953   | 5           |
| Total     | \$100,895,480  | 10          |

## 2009 GAS & GROCERY REVENUE

| Month     | Gross Business | % of Change |
|-----------|----------------|-------------|
| January   | \$4,844,069    | -10         |
| February  | \$5,077,650    | -6          |
| March     | \$6,357,309    | -12         |
| April     | \$7,347,340    | -1          |
| May       | \$6,868,419    | -14         |
| June      | \$9,318,836    | -10         |
| July      | \$10,596,195   | -11         |
| August    | \$8,927,792    | -7          |
| September | \$7,271,527    | -27         |
| October   | \$7,980,803    | -6          |
| November  | \$7,353,085    | 3           |
| December  | \$9,728,029    | 6           |
| Total     | \$91,671,054   | -8          |

## PRIOR YEARS' GAS & GROCERY REVENUE

| Month | Gross Business | % of Change |
|-------|----------------|-------------|
| 1995  | \$34,213,741   | N/A         |
| 1996  | \$40,055,951   | 17          |
| 1997  | \$41,533,340   | 4           |
| 1998  | \$47,858,700   | 15          |
| 1999  | \$54,594,236   | 14          |
| 2000  | \$62,040,964   | 14          |
| 2001  | \$65,007,834   | 5           |
| 2002  | \$60,670,662   | -7          |
| 2003  | \$61,764,206   | 2           |
| 2004  | \$69,835,390   | 13          |
| 2005  | \$87,258,299   | 13          |
| 2006  | \$82,929,489   | 9           |
| 2007  | \$88,884,370   | 8           |
| 2008  | \$100,098,493  | 13          |