

TOURISM IMPACT 2023

Gulf Shores (GS)
Orange Beach (OB)
Fort Morgan (FM)

VISITING GUESTS

BALDWIN CO. ¹

8.4M

2022 8.3M
2021 8M

GS - OB - FM ²

6.5M

2022 6.4M
2021 6.2M



VISITOR SPENDING

BALDWIN CO. ¹

\$7.9B

2022 \$7.9B
2021 \$7.3B

GS - OB - FM ²

\$6.7B

2022 \$6.6B
2021 \$6.2B

RELATED JOBS

BALDWIN CO. ¹

65,454

2022 65,523
2021 63,628

GS - OB - FM ²

55,660

2022 55,191
2021 52,000



WAGES & SALARIES

BALDWIN CO. ¹

\$2.8B

2022 \$2.7B
2021 \$2.4B

GS - OB - FM ²

\$2.4B

2022 \$2.3B
2021 \$2.2B

\$1.4B

RETAIL SALES ³

GS - OB - FM

2022 \$1.4B
2021 \$1.3B



\$1.3B

RETAIL SALES

FOLEY ⁴

2022 \$1.3B
2021 \$1.1B

\$880M

LODGING SALES

GS - OB - FM ³

2022 \$890M
2021 \$815M



\$30.4M

LODGING SALES

FOLEY ⁴

2022 \$30M
2021 \$32.6M

¹ Source: Alabama Tourism Department - 2023 Economic Impact Report

² Source: Deravi, K. (2023) *The Economic Impact of Gulf Shores, Orange Beach, and Fort Morgan Tourism Industry*

³ Source: Gulf Shores and Orange Beach Revenue Departments

⁴ Source: Foley Revenue Department



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

PO Drawer 457

Gulf Shores, AL 36547

GulfShores.com | OrangeBeach.com