

The CVB annual report is distributed to the Board of Directors, shared with Industry Partners as a report on the website, and also shared at various large community events, such as Tourism Summit. Aspects of the report extracted and used in other publications and deliverables (e.g., the Chamber's First Friday Forum presentation).

# 2022 Annual Report



**GULF SHORES &  
ORANGE BEACH  
TOURISM**

Alabama's White-Sand Beaches

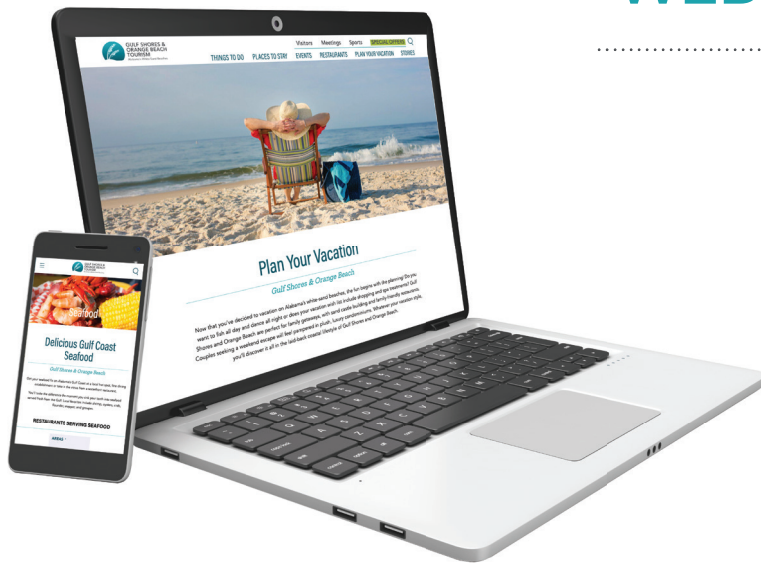
## WEBSITE & SOCIAL MEDIA

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# 4.9M

## WEBSITE SESSIONS

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# 1.84M

## PARTNER REFERRALS

# 3.8M

## USERS

Mobile 3,660,397

Desktop 1,073,304

Tablet 172,280

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FOLLOWERS  
531,362



FOLLOWERS  
57,900



FOLLOWERS  
33,600

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## MEDIA

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# 299

ARTICLES PUBLISHED

2.14B Reach



# 45

PRESS TRIPS

62 Journalists Hosted

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# 5

MOST  
NOTABLE  
STORIES

*20 Southern Destinations for Your Next Long Winter Weekend*

Southern Living

*7 Best Beach Destinations in the World for Fall Travel*

The Points Guy

*On the Gulf of Mexico, Look to Gulf Shores, Ala. Over Destin Fla.*

The Washington Post

*12 Best Tropical Vacations in the U.S. for Stunning Islands, Charming Beach Towns, and More*

Travel+Leisure

*Things for Millennials to do in Gulf Shores*

Wherever I May Roam

## GUEST SERVICES

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**176,150**

**COLLATERAL  
REQUESTS**

UP 4.1% YOY

**21,919**

**VACATION GUIDE  
SUBSCRIPTIONS**

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## WINTER SHOWCASE SERIES

*"The efforts of all those who make this series possible are greatly appreciated. We have enjoyed every single one we attended!!! We look forward to next year."*

**30**  
**EVENTS**

**1,914**  
**GUESTS**

UP 43% YOY

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**32,583**

Welcome Center visitors, up 0.3% YOY

**7,229**

Mobile Welcome Center interactions, up 168% YOY

**156**

Guest texting interactions (new in 2022)

**48**

Partners onboarded

**1,057**

Website event listings

## SALES & MEETINGS

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**284**  
MEETINGS

**66,397**

ROOM NIGHTS

**58,595**

MEETING ATTENDEES

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**53**

SITE  
VISITS

**21,858**

NEW WEBSITE  
VISITS

**34,074**

WELCOME BAGS  
DELIVERED

**9**

TRADE PUBLICATION  
STORIES

**25,423**

WEBSITE SESSIONS

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## SPORTS & EVENTS

# 41 EVENTS

20 NEW EVENTS

133,145 ROOM NIGHTS

14K WELCOME BAGS DELIVERED

9 PLANNER SITE VISITS

## ECONOMIC IMPACT: \$93.82 MILLION

### STORIES

MEDIUM	QTY	REACH
Magazine	11	210,530
Newsletter	5	121,298
Newspaper	25	391,344
Television	58	1,286,634
Web	42	3,357,610

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### PRESS RELEASES

## 167,337

WEBSITE SESSIONS

## 115,618

NEW VISITS



13K  
FOLLOWERS



2K  
FOLLOWERS



690  
FOLLOWERS



NEW  
TIKTOK



GULF SHORES | ORANGE BEACH  
**SPORTS & EVENTS**

## BOARD OF DIRECTORS

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**Glen Kaiser, Board Chair**

CEO/COO, Kaiser Sotheby's International Realty

**Bill Brett, Vice-Chair**

CEO, Brett/Robinson Vacation Rentals

**Mark Stillings, Secretary/Treasurer**

General Manager, Kiva Dunes Golf & Beach Resort

**Bill Bennett**

General Manager, The Lodge at Gulf State Park

**Karen Bobe**

Owner, Sunset Properties

**David Bodenhamer**

Managing Partner, Young's Suncoast Vacation Rentals

**Susan Boggs**

Owner, Reel Surprise Charters and SanRoc Cay Marina

**Robert Craft**

Mayor, Gulf Shores

**Penny Groux**

Director of Corporate Affairs, Perdido Beach Resort

**Tony Kennon**

Mayor, Orange Beach

**Frank Reed**

Owner, Reed Real Estate

**Gerald Tipton**

President-Partner, Lulu's

## REVENUES & EXPENDITURES SUMMARY

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	FY 2022 ACTUAL	% OF ACTUAL
FUND BALANCES - BEGINNING OF YEAR	\$12,582,767	
<b>REVENUES</b>		
Lodging Tax Revenue	\$17,688,118	93.1%
Other Revenue Sources	\$1,321,007	6.9%
Total Revenues	\$19,009,125	100.0%
Total Financial Resources	\$31,591,892	
<b>EXPENDITURES</b>		
Personnel Expenses	\$3,698,789	22.4%
Direct Promotional Expenses	\$10,447,475	63.3%
Operational Expenses	\$2,345,461	14.3%
Total Expenditures from Operating Activities	\$16,491,725	100.0%
Capital Expenditures	\$6,495,890	
Other Financing (Sources) Uses	\$(4,422,053)	
Total Expenditures	\$18,565,562	
FUND BALANCES - END OF YEAR	\$13,026,330	

Statement includes the following funds: Special Revenue, Sports Commission, Reserve, Repairs & Replacement, Special Events and Capital Projects.

All figures are subject to audit by GSOBT's auditing CPA firm.





**GULF SHORES &  
ORANGE BEACH  
TOURISM**

Alabama's White-Sand Beaches

Alabama Gulf Coast Convention & Visitors Bureau, dba  
Gulf Shores & Orange Beach Tourism  
PO Drawer 457, Gulf Shores AL 36542