

*Welcome*

TO FIRST FRIDAY FORUM



31 YEARS

*Of Memories*

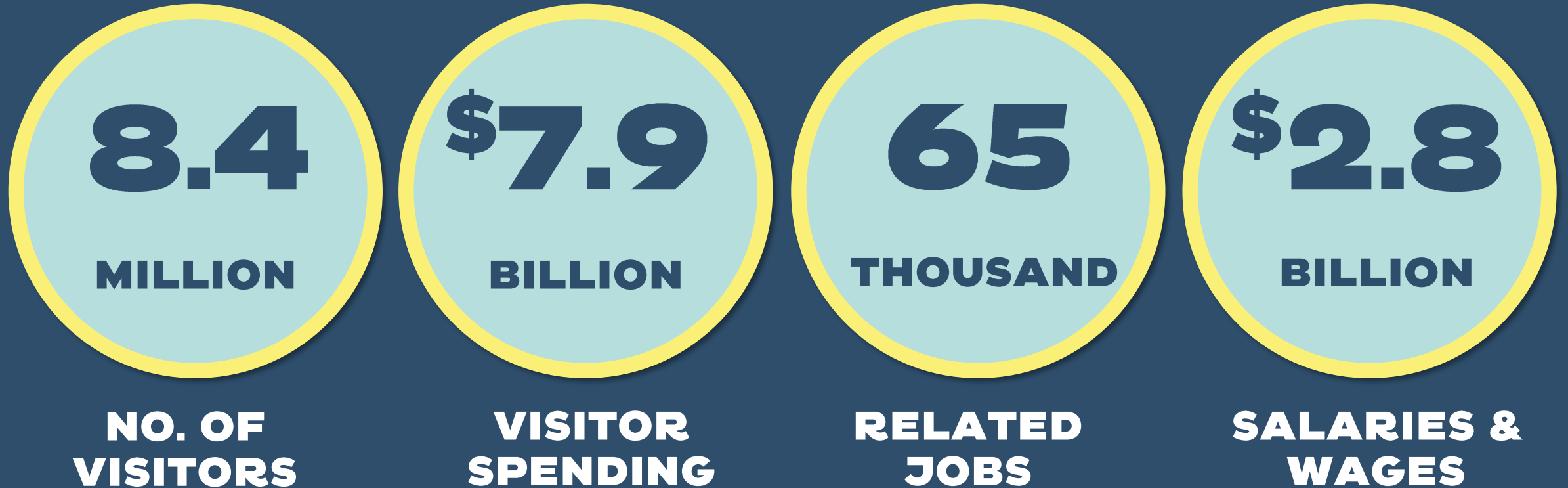


## OUR MISSION

*The mission of Gulf Shores & Orange Beach Tourism is to market the Alabama Gulf Coast as a year-round destination, while stewarding a thoughtful, sustainable level of growth, thus enhancing the economy and quality of life for all residents..*

# ECONOMIC IMPACT 2023

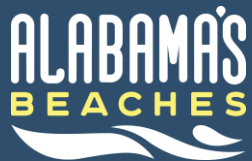
## *Baldwin County*



# ECONOMIC IMPACT 2023

## *Baldwin County*

	<b>NO. OF VISITORS</b>	<b>VISITOR SPENDING</b>	<b>RELATED JOBS</b>	<b>SALARIES &amp; WAGES</b>
<b>2023</b>	<b>8.4M</b>	<b>\$7.9B</b>	<b>65K</b>	<b>\$2.8B</b>
2022	8.3M	\$7.9B	65K	\$2.7B
2021	8M	\$7.3B	64K	\$2.4B



SOURCE: ALABAMA DEPARTMENT OF TOURISM, ECONOMIC IMPACT REPORT 2023

# ECONOMIC IMPACT 2023

*Gulf Shores, Orange Beach, & Fort Morgan*

**6.5**

**MILLION**

**NO. OF  
VISITORS**

**\$6.7**

**BILLION**

**VISITOR  
SPENDING**

**55**

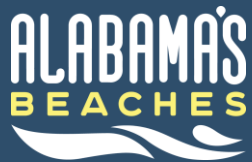
**THOUSAND**

**RELATED  
JOBS**

**\$2.4**

**BILLION**

**SALARIES &  
WAGES**

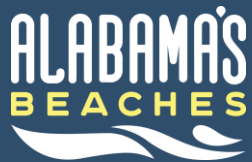


SOURCE: DERAVID, K. (2024) THE ECONOMIC IMPACT OF GULF SHORES, ORANGE BEACH AND FORT MORGAN TOURISM INDUSTRY

# ECONOMIC IMPACT 2023

## *Gulf Shores, Orange Beach, & Fort Morgan*

	<b>NO. OF VISITORS</b>	<b>VISITOR SPENDING</b>	<b>RELATED JOBS</b>	<b>SALARIES &amp; WAGES</b>
<b>2023</b>	<b>6.5M</b>	<b>\$6.7B</b>	<b>55K</b>	<b>\$2.4B</b>
2022	6.4M	\$6.6B	55K	\$2.3B
2021	6.2M	\$6.2B	52K	\$2.2B



SOURCE: DERAVIDI, K. (2024) THE ECONOMIC IMPACT OF GULF SHORES, ORANGE BEACH AND FORT MORGAN TOURISM INDUSTRY

# TAXABLE LODGING

MILLIONS



SOURCE: TAXABLE DATA SOURCE: ALABAMA DEPARTMENT OF TOURISM, ECONOMIC IMPACT REPORT 2023

2024 NUMBERS REFLECT JANUARY-JUNE



# TAXABLE RETAIL

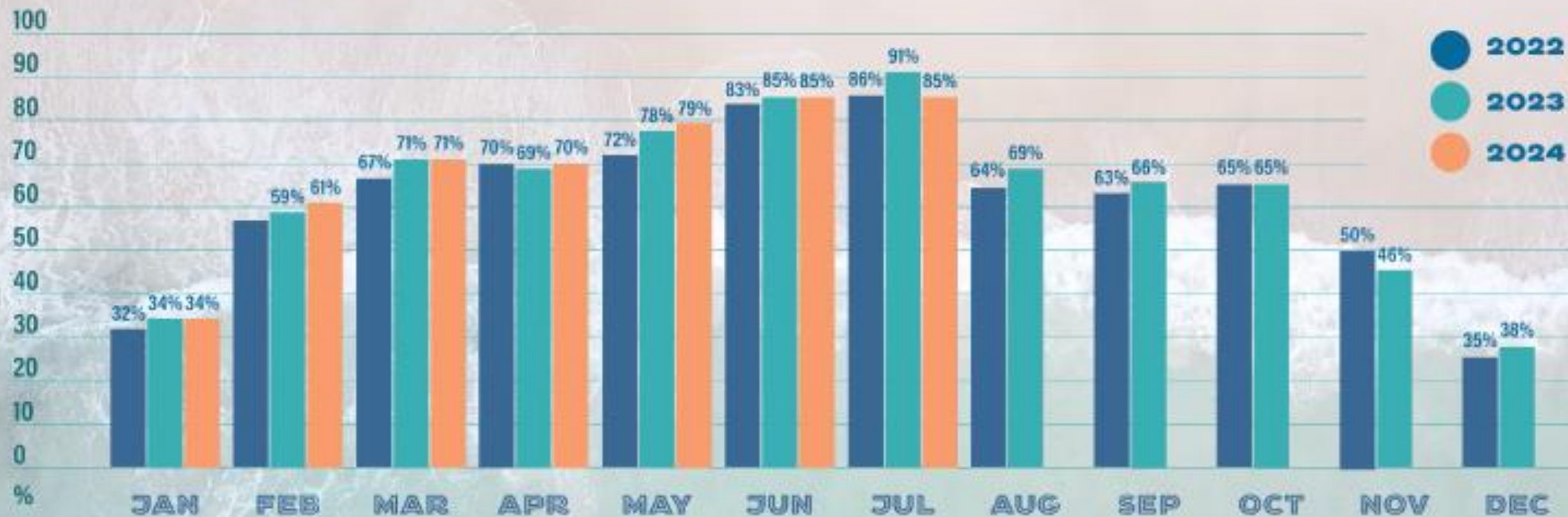
MILLIONS



SOURCE: TAXABLE DATA SOURCE: ALABAMA DEPARTMENT OF TOURISM ECONOMIC IMPACT REPORT 2023

2024 NUMBERS REFLECT JANUARY-JUNE

# HOTEL OCCUPANCY



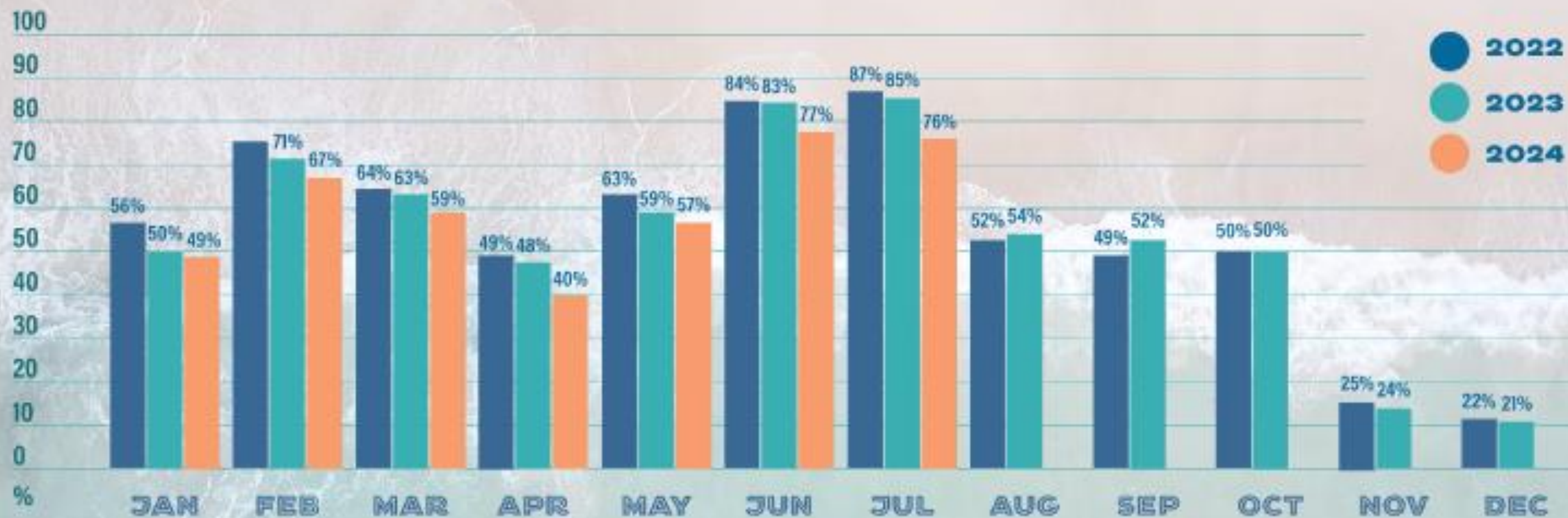
SOURCE: KEY DATA LLC

# HOTEL ADR



SOURCE: KEY DATA LLC

# VACATION RENTAL OCCUPANCY



SOURCE: KEY DATA LLC

# VACATION RENTAL ADR



SOURCE: KEY DATA LLC

# THANK YOU FOR SHARING YOUR HOME

**6.5**

**MILLION**

**NO. OF  
VISITORS**

**\$6.7**

**BILLION**

**VISITOR  
SPENDING**

**55**

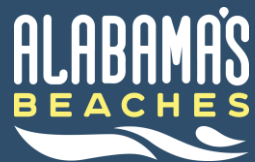
**THOUSAND**

**RELATED  
JOBS**

**\$2.4**

**BILLION**

**SALARIES &  
WAGES**



SOURCE: DERAVI, K. (2024) THE ECONOMIC IMPACT OF GULF SHORES,  
ORANGE BEACH AND FORT MORGAN TOURISM INDUSTRY



DATA-DRIVEN

*Media Strategies*

# KEY INITIATIVES

## *Alabama's Beaches*

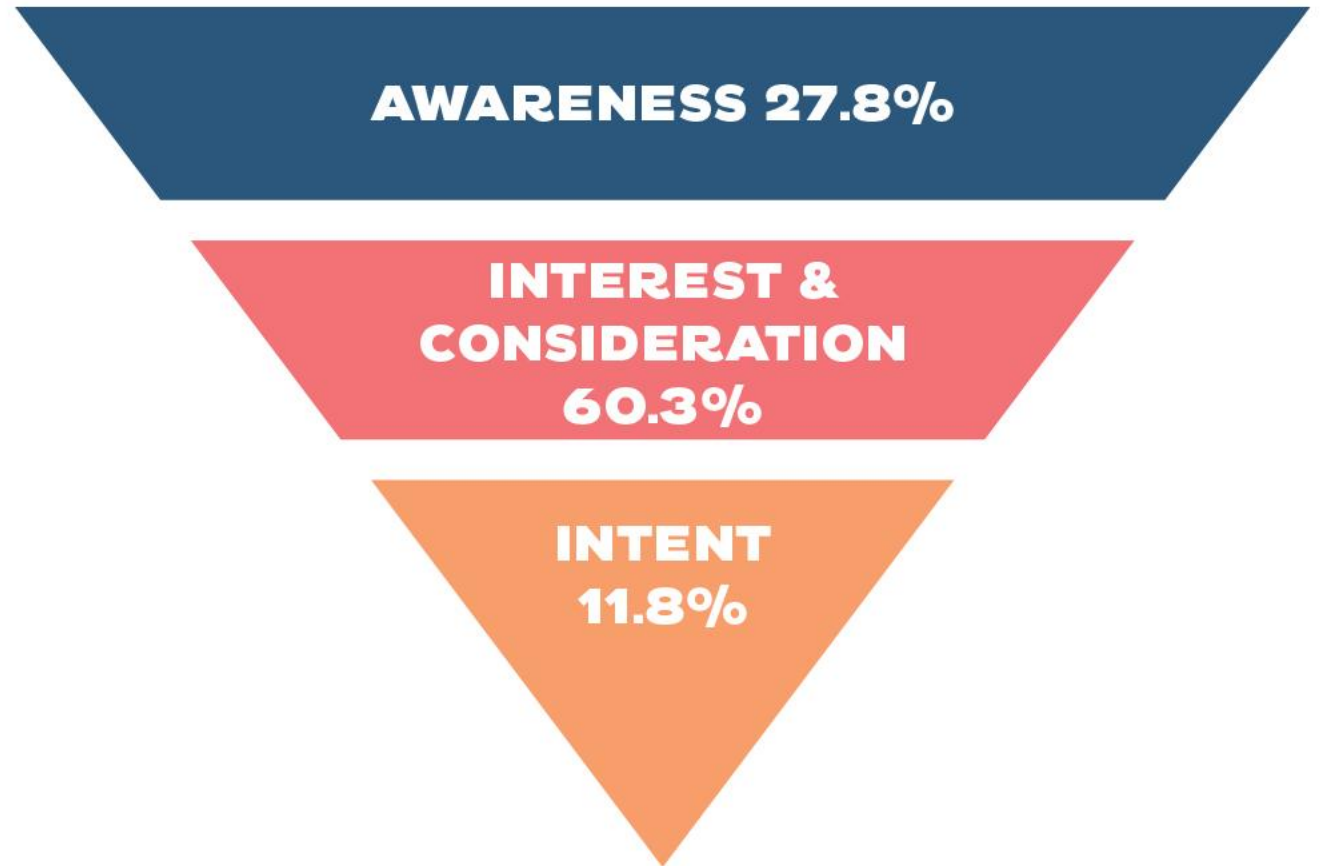
- 1 Enhance marketing exposure beyond beaches to other key destination pillars
- 2 Prioritize economic sustainability through year-round demand visitation
- 3 Target niche audience opportunities
- 4 Develop opportunity markets
- 5 Support Leave Only Footprints and Beach Safety Initiatives
- 6 Loyalty and retention of current visitors
- 7 Increase the overall length of stay





# MEDIA FUNNEL STRATEGY

*Alabama's Beaches*



# TARGET MARKETS

## *Alabama's Beaches*



# AUDIENCE PERSONAS

## *Alabama's Beaches*

Beach traveler

Multi-generational family traveler

Green traveler

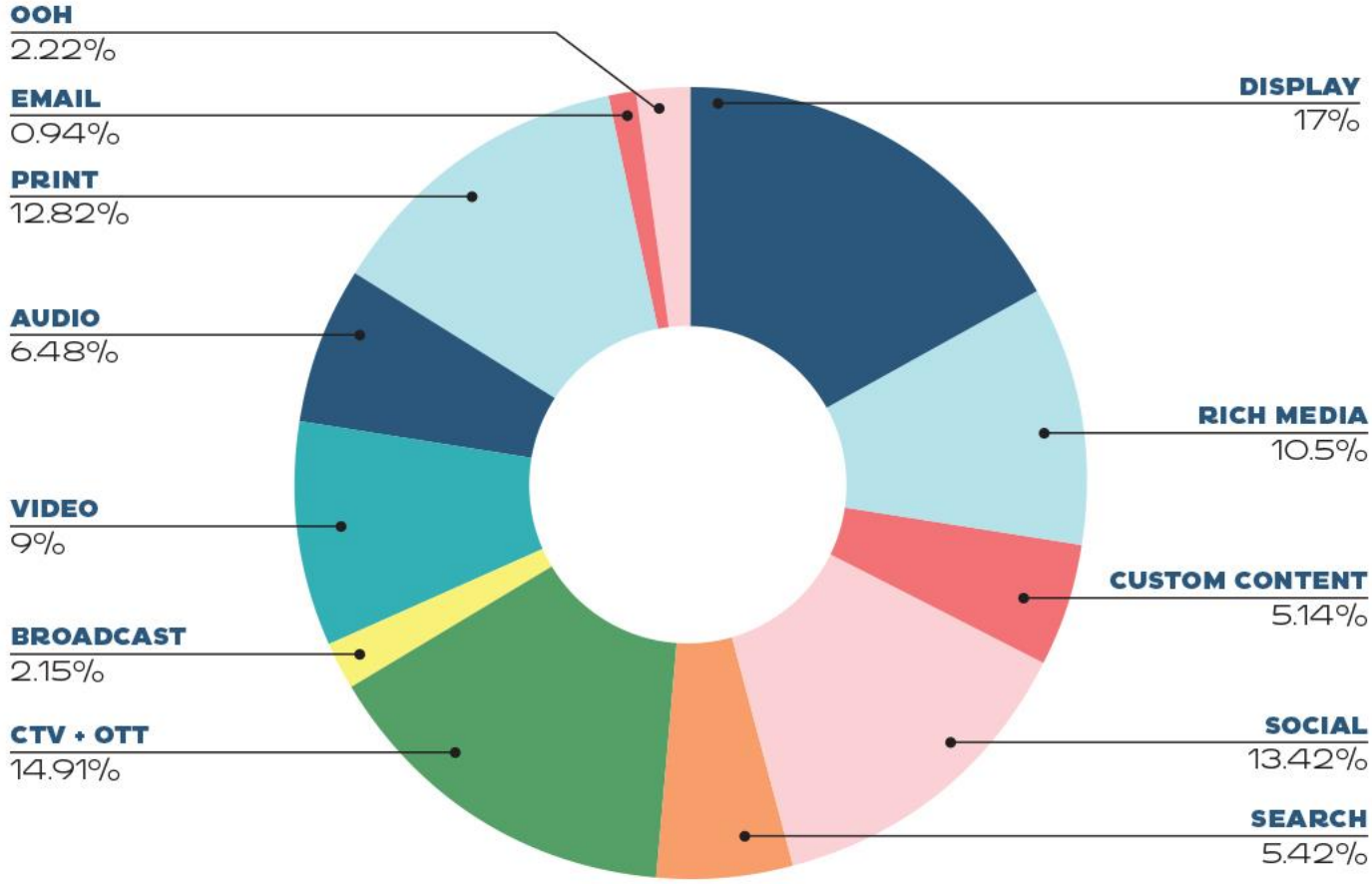
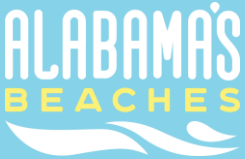
Locally-owned preferences

Outdoor enthusiast



# MEDIA INVESTMENT

## *Alabama's Beaches*





RESPONSIBLE  
STEWARDSHIP

*on Alabama's Beaches*

ALABAMA'S  
BEACHES



# *Beach Safety*

## RESPONSIBLE STEWARDSHIP

11M+ advertising impressions

57K+ Opted into daily text message alerts

115K+ website users generated over 310K sessions

Partner resources available

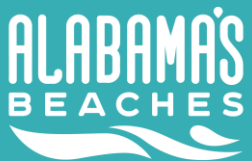
# *Leave Only Footprints*

## RESPONSIBLE STEWARDSHIP

4.5M advertising impressions

40K users generated over 46K website sessions

Partner resources available





# *Alabama Coastal Cleanup*

## RESPONSIBLE STEWARDSHIP

136K Instagram and Facebook impressions

12.5K engagements

*September 21, 2024 8 am – 12 pm*





IMPACT  
*Alabama's Beaches*



# IMPACT

## *Sports & Events*

12

New sporting events

2

Bids to host National Championships  
NCAA Women's Beach Volleyball &  
NAIA Men's Soccer





# IMPACT *Events*

13

Major events booked

'24

Parrot Heads in Paradise  
*Meeting of the Minds*

Oct. 22 – 27, 2024



IMPACT

*New Meetings*

225 Attendees at the Georgia Society of Association of Executives Annual Convention

175 Mississippi Society of Association of Executives Annual Convention





# IMPACT

## *Hospitality & Information*

8%

Increase in attendance at our winter showcase series

24%

Increase in industry partner servicing (including a 33% increase in events and 9% increase in offers posted, and a 12% increase in new partners)

72%

Increase in partner referrals

# IMPACT

## *Marketing & Communications*

101M Social media advertising impressions

84M Managed social media impressions

5.8M TikTok views

42M Blogger program

3B

Public relations circulation/reach

234M

All other advertising

2.9M

Website users

1296

Nights booked directly on AlabamaBeaches.com  
(May-July)

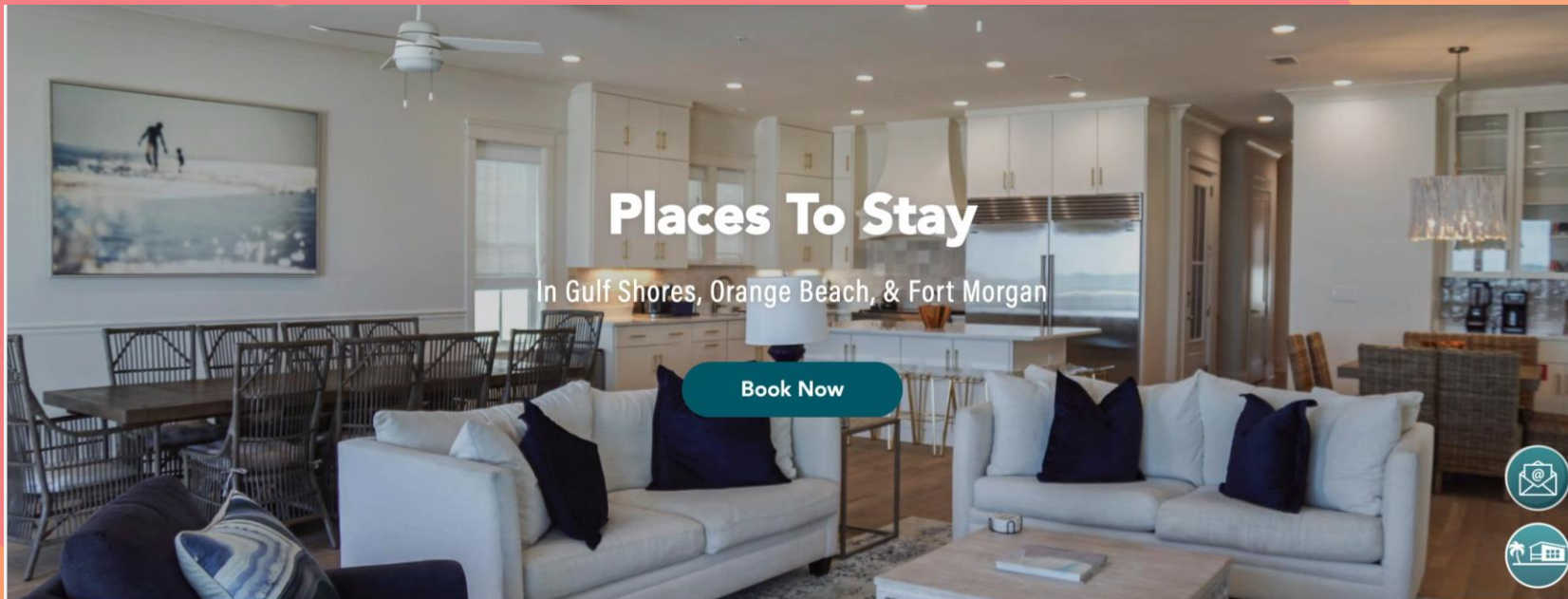
CONSTANTLY EVOLVING TO MEET  
OUR DESTINATION'S NEEDS

*Alabama's Beaches*



# DIRECT BOOKING

## *Alabama's Beaches*



### Places To Stay

In Gulf Shores, Orange Beach, & Fort Morgan

Book Now



Find Your Perfect Spot On The Water





# BOOK DIRECT *Update*



21



3950+



218K

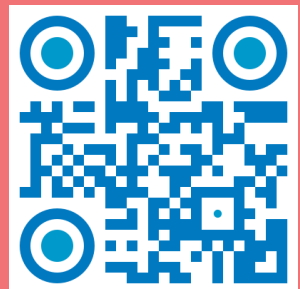


187K

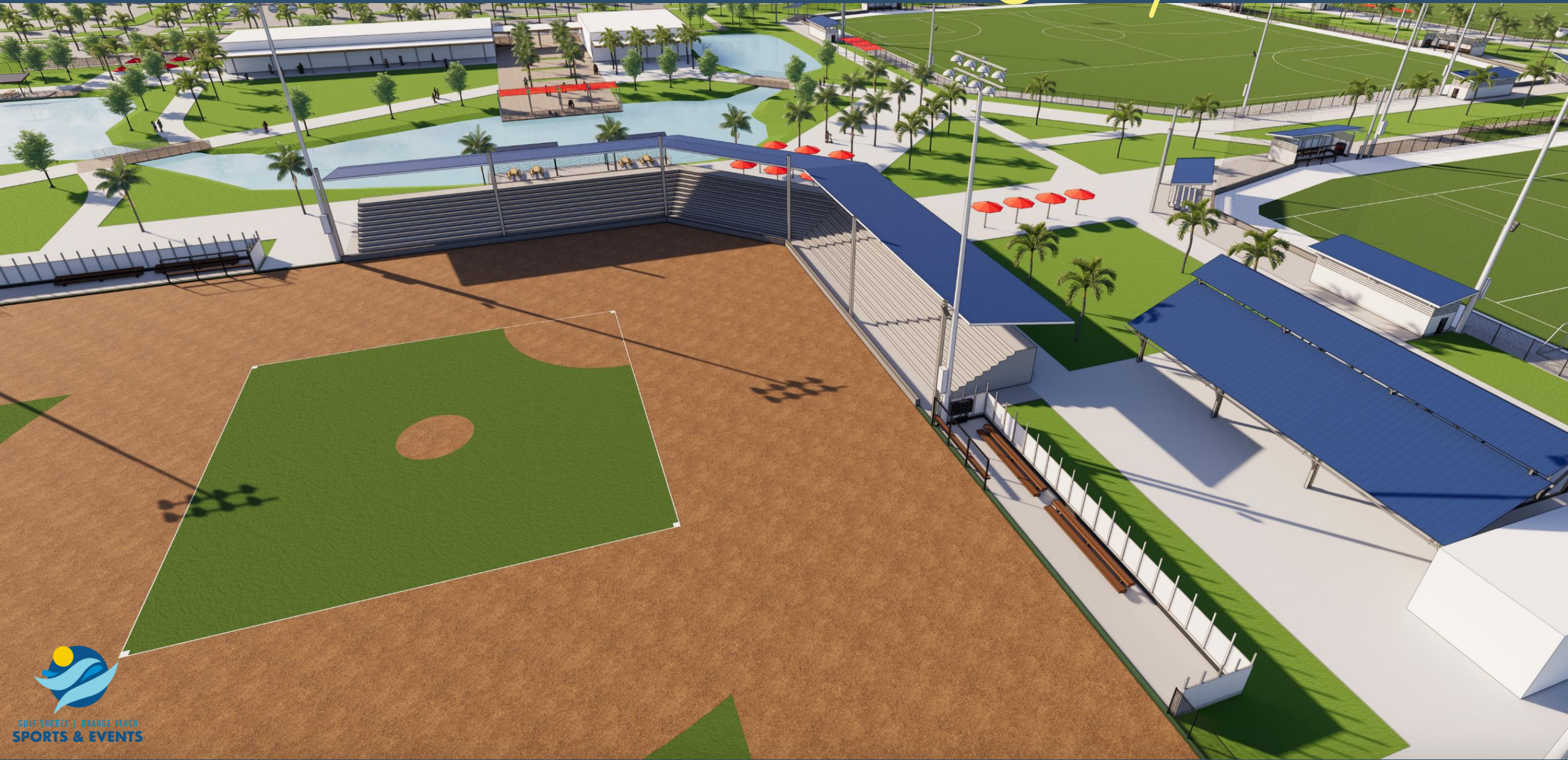


421+

TOTAL STAY VALUE \$850K+



# SPORTS COMPLEX *Development*

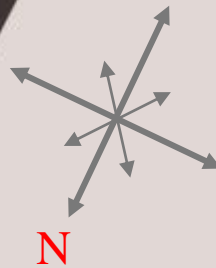


Beach Express

Coastal Gateway Blvd.

**HJM** **HERBERT J. MALONE**  
**SPORTSPLEX**  
ALABAMA'S GULF COAST

Stone Gate  
Neighborhood



GULF SHORES | ORANGE BEACH  
SPORTS & EVENTS



# HERBERT J. MALONE SPORTSPLEX

ALABAMA'S GULF COAST

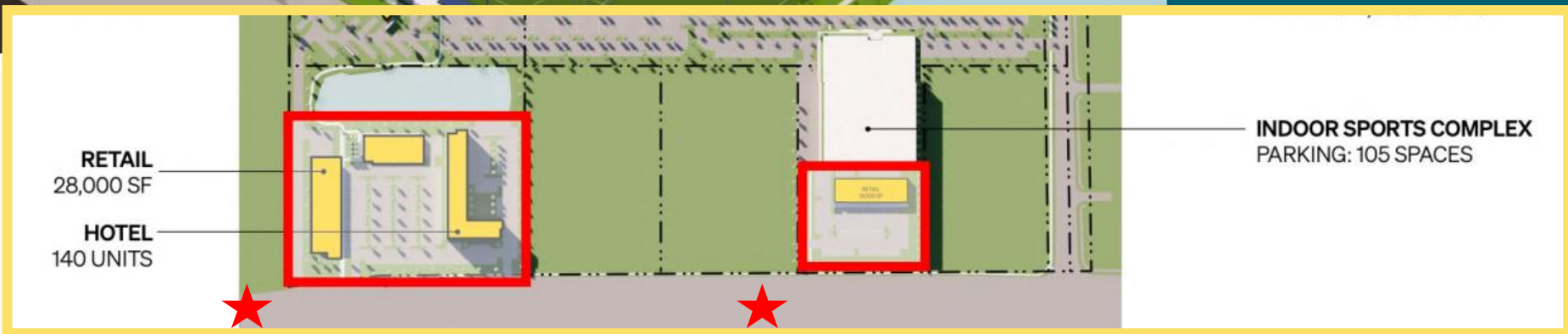
## Facility Program:

- 10 Indoor Basketball Courts (w/ dedicated Championship Court Floor)
- 20 Indoor Volleyball Courts (Over BB/VB Courts)
- 30 Pickleball Courts (Over BB/VB Courts)
- Family Entertainment Center
- Medical Tenant Lease Space
- (6) 400' Baseball/Softball Flex Fields (synthetic)
  - (12) Youth BB/SB Fields
  - (6) Multi-purpose Fields
- (6) Multi-purpose Flex Fields
  - (12) Youth BB/SB Fields (over MP Flex Fields)
- A Championship Flex Field

As an anchor and driver of traffic, the facility will host more than 591,900 visitors annually, which will be catalytic for the adjacent development of specialty retail, entertainment and lodging assets.

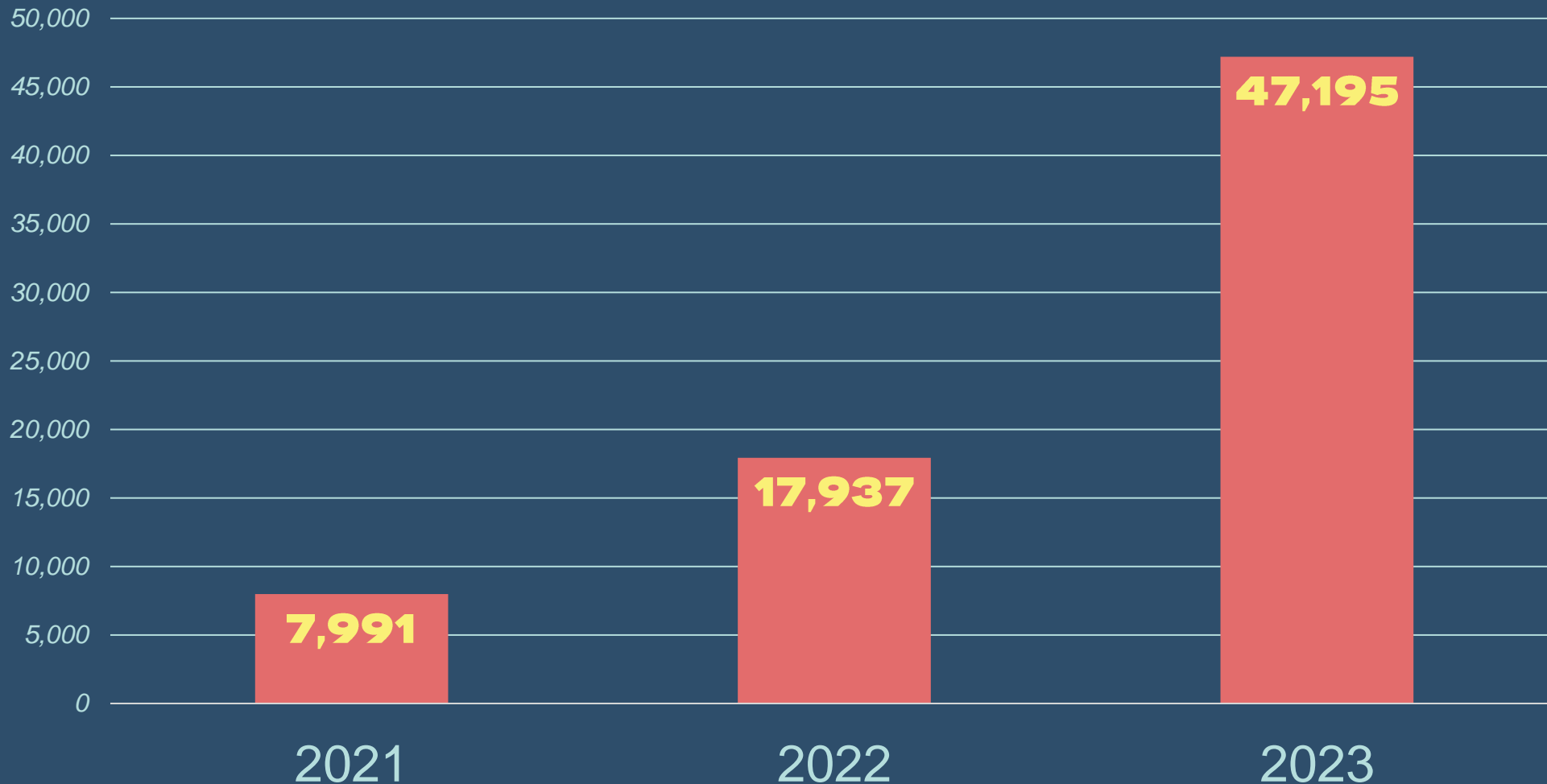


## RETAIL / COMMERCIAL



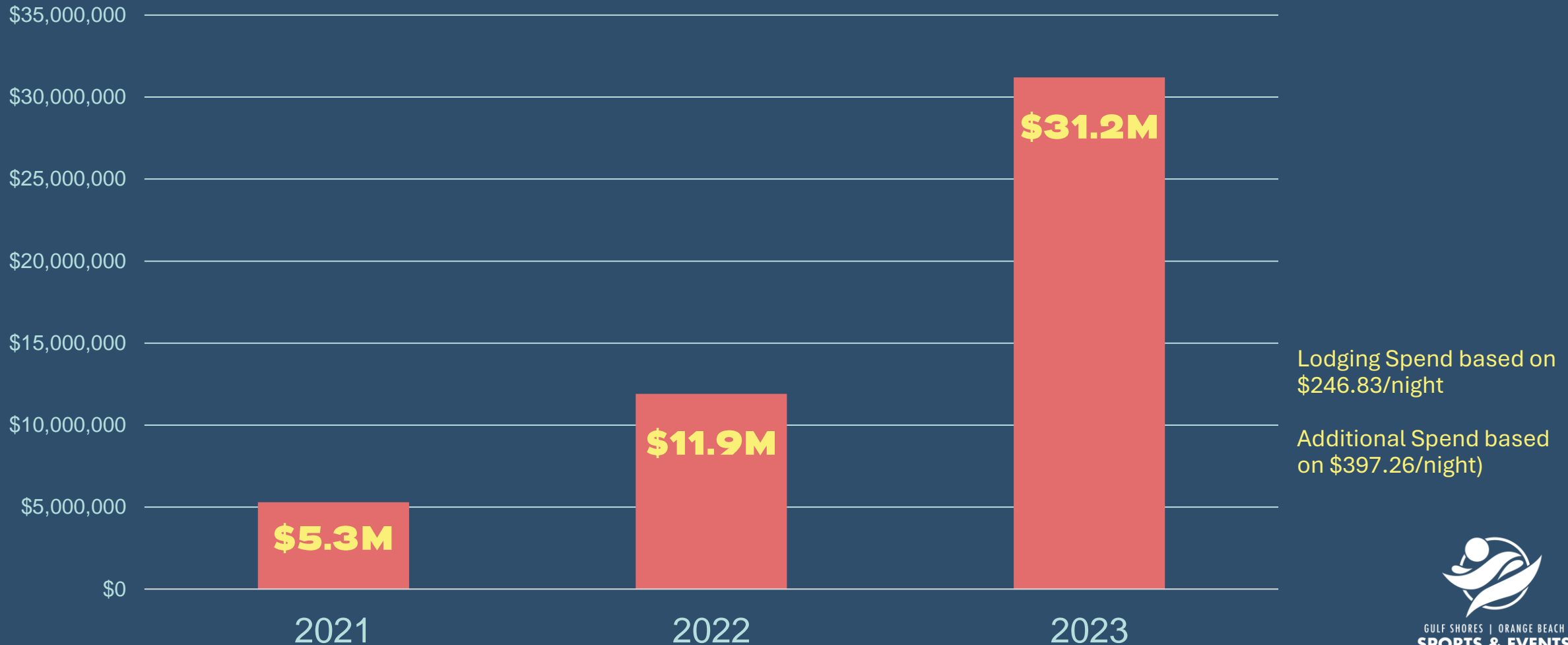
# Why Do We Need a Sportsplex?

## LOST ROOM NIGHTS



# Why Do We Need a Sportsplex?

## LOST BUSINESS DIRECT VISITOR SPENDING



# Why Do We Need a Sportsplex?

## FORECASTED ROOM NIGHTS

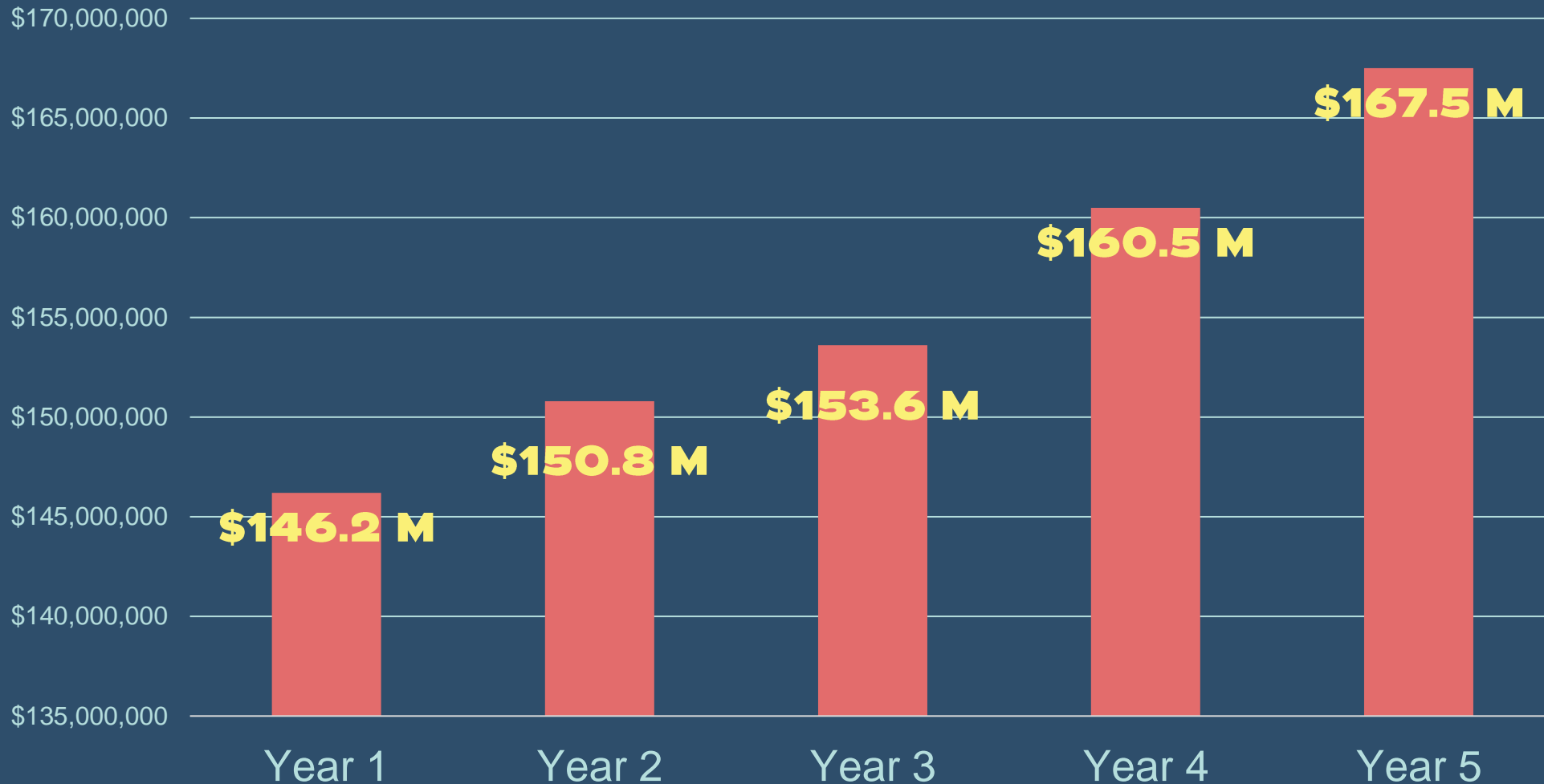


Projected business based on 2023 definite room nights (126,008), plus forecasted new business



# Why Do We Need a Sportsplex?

## PROJECTED TOTAL BUSINESS DIRECT VISITOR SPENDING



Lodging Spend based on  
\$246.83/night

Additional Spend based  
on \$397.26/night)





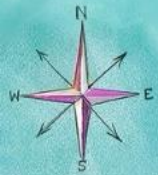
# CONSTANTLY EVOLVING

*to meet the needs of our destination and to better tell our story we did our research and rediscovered that our guests' memories and thoughts of our destination make all our work invaluable.*

*Simply smelling the salt air and feeling the breeze come off the Gulf, makes my troubles seem so small. My stress level is reduced, and happiness covers me. I love to drink coffee on the condo balcony, which brings me a quiet calm.*



# Thank You!



Hugh A. S. Branyon Backcountry Trail



The Florida-Bama



Fort Morgan



CoastAL Orange Beach

# Alabama's Beaches

