



Welcome

TO FIRST FRIDAY FORUM



31 YEARS

Of Memories

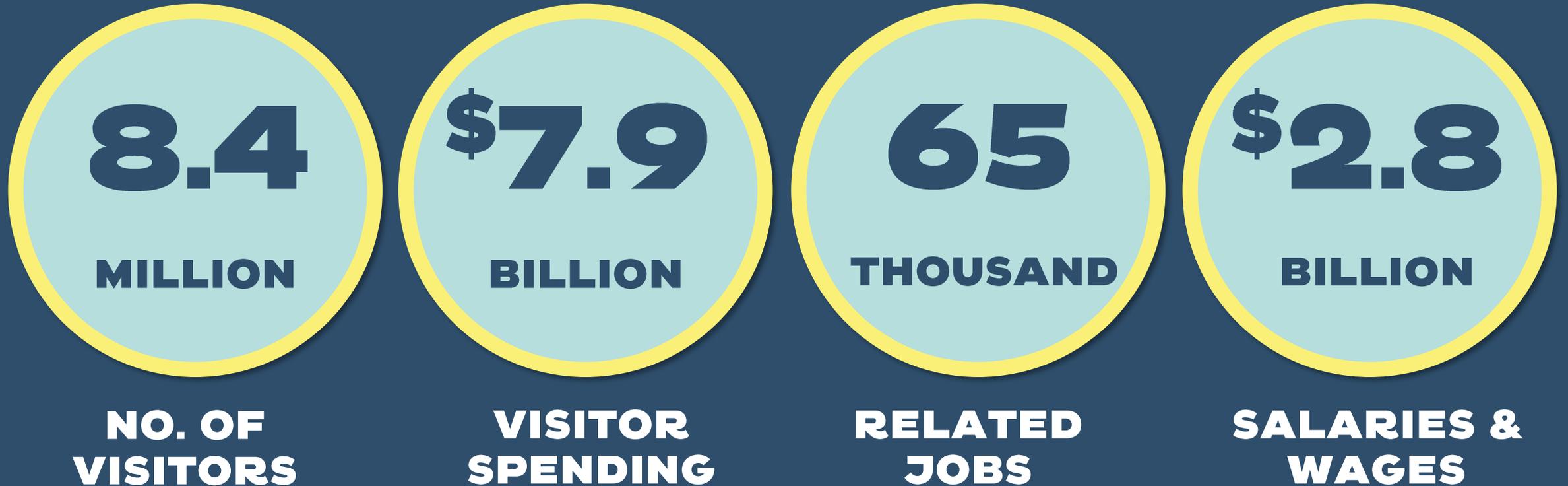


OUR MISSION

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

	NO. OF VISITORS	VISITOR SPENDING	RELATED JOBS	SALARIES & WAGES
2023	8.4M	\$7.9B	65K	\$2.8B
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: DERAVIDI, K. (2024) THE ECONOMIC IMPACT OF GULF SHORES, ORANGE BEACH AND FORT MORGAN TOURISM INDUSTRY

ECONOMIC IMPACT 2023

Gulf Shores, Orange Beach, & Fort Morgan

	NO. OF VISITORS	VISITOR SPENDING	RELATED JOBS	SALARIES & WAGES
2023	6.5M	\$6.7B	55K	\$2.4B
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

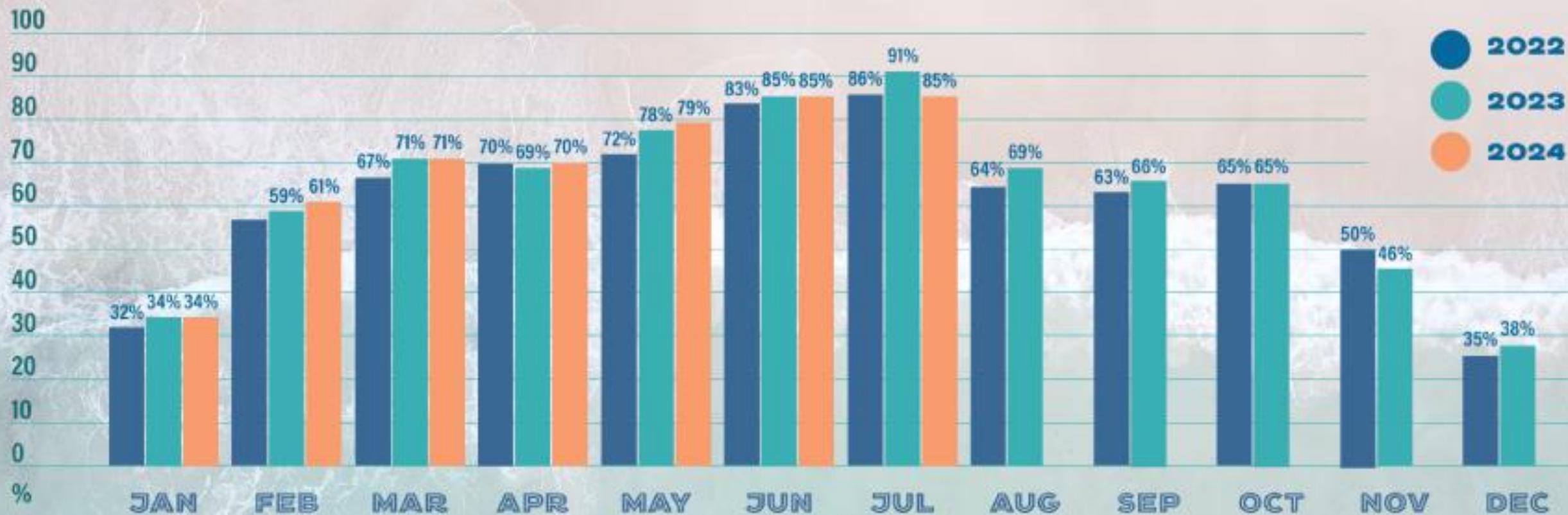
MILLIONS



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

2024 NUMBERS REFLECT JANUARY-JUNE

HOTEL OCCUPANCY



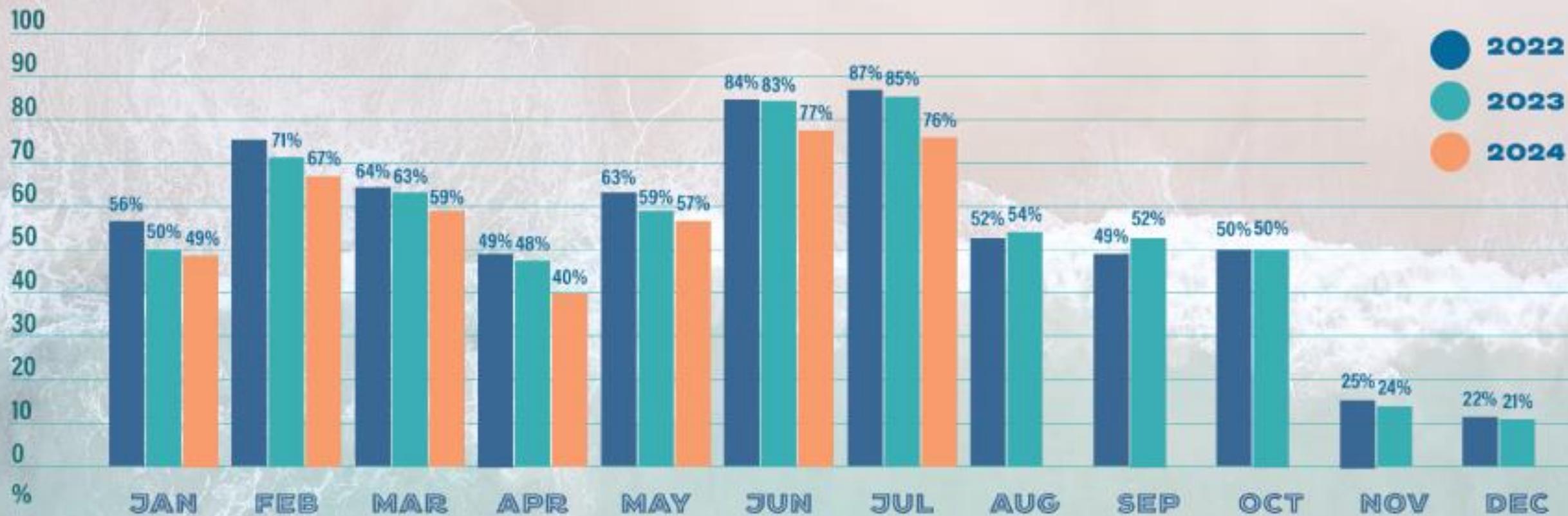
SOURCE: KEY DATA LLC

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

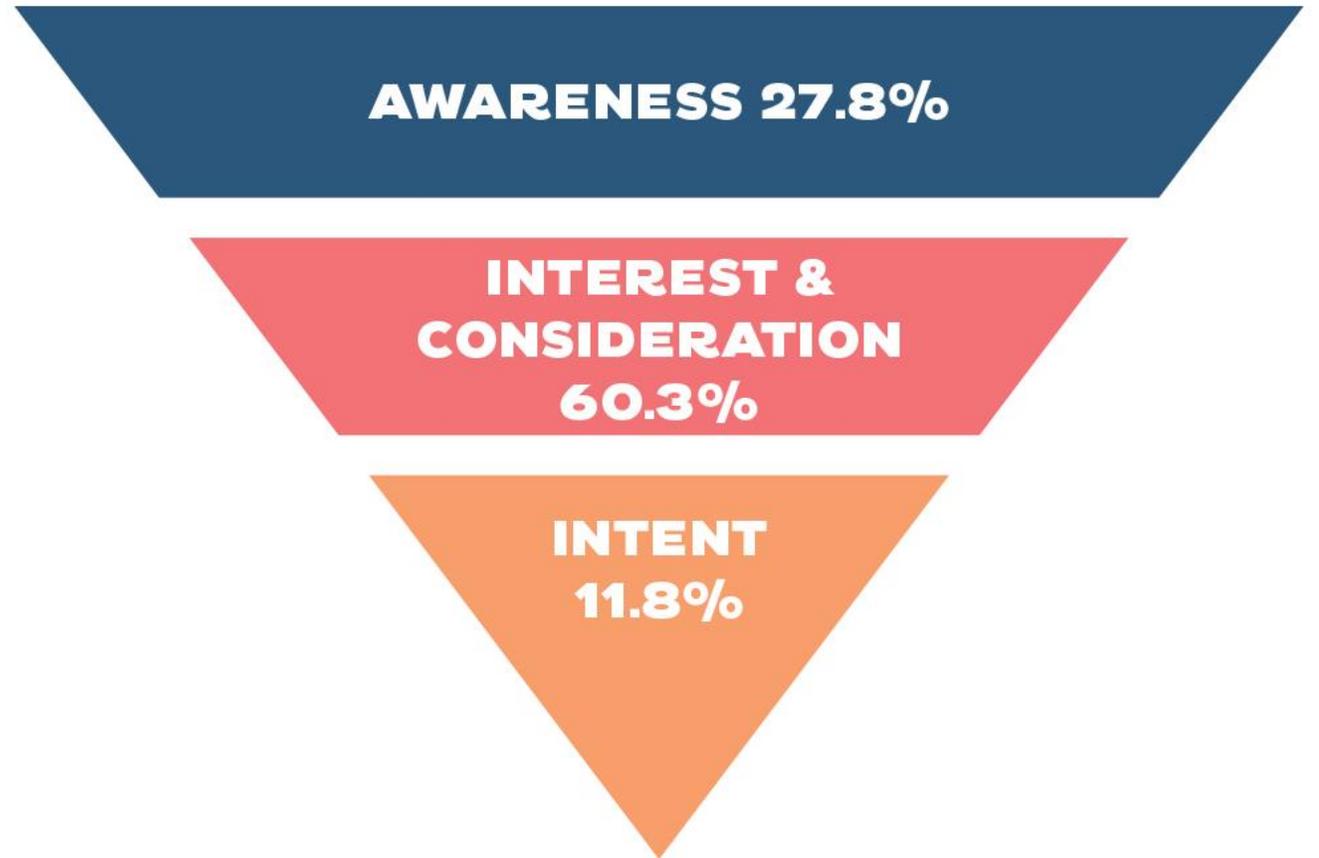
Alabama's Beaches

- 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



ALABAMA'S
BEACHES

AUDIENCE PERSONAS

Alabama's Beaches

Beach traveler

Multi-generational family traveler

Green traveler

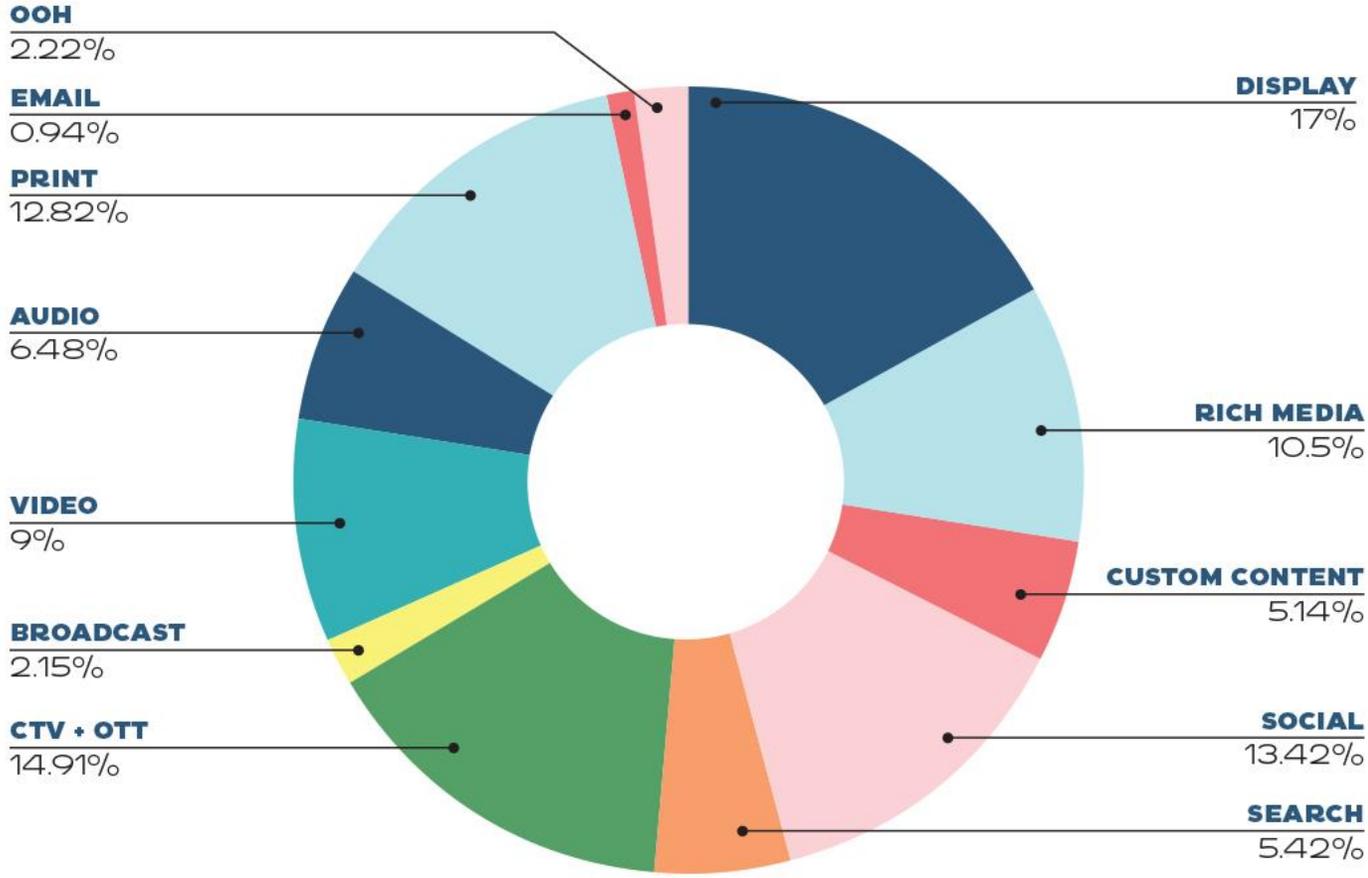
Locally-owned preferences

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)

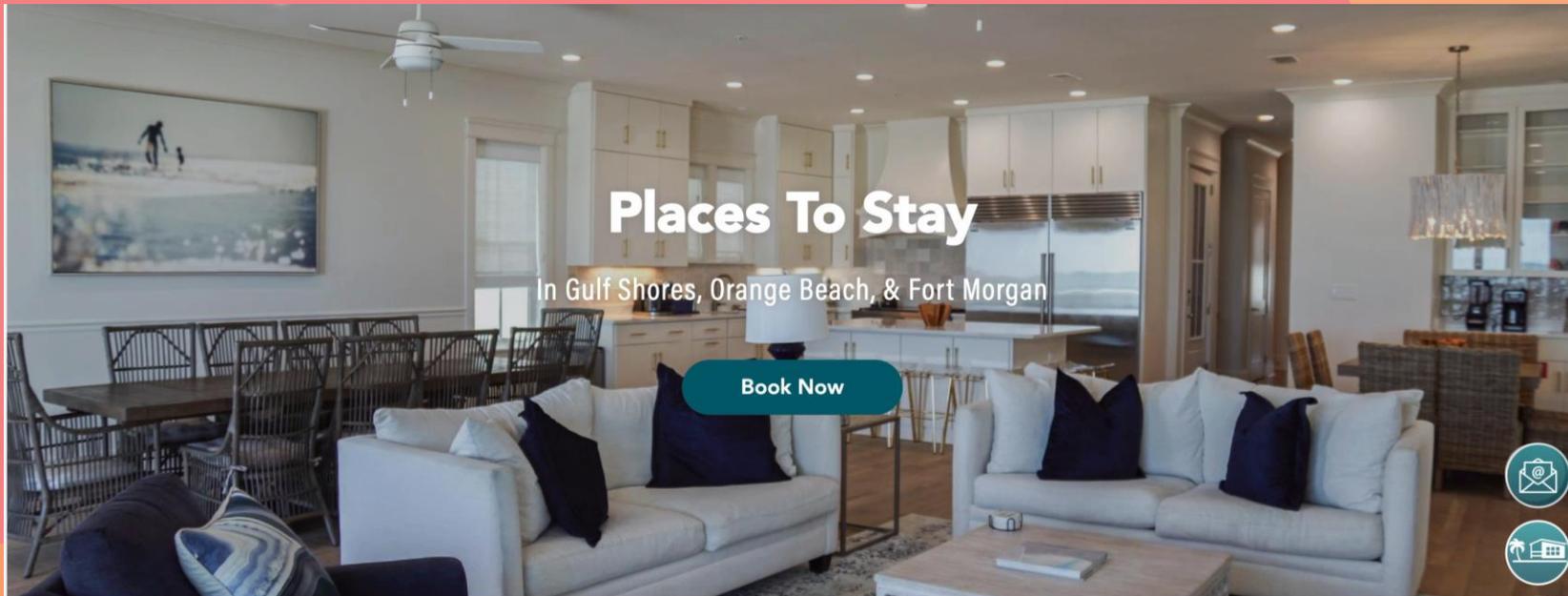
CONSTANTLY EVOLVING TO MEET
OUR DESTINATION'S NEEDS

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

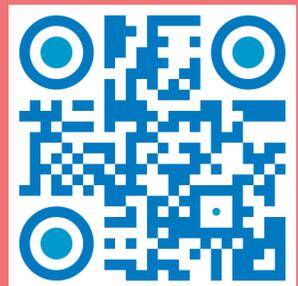


187K



421+

TOTAL STAY VALUE \$850K+



SPORTS COMPLEX *Development*



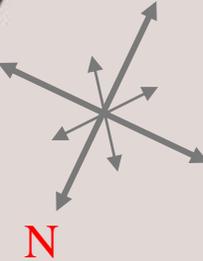
Beach Express

Coastal Gateway Blvd.



**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

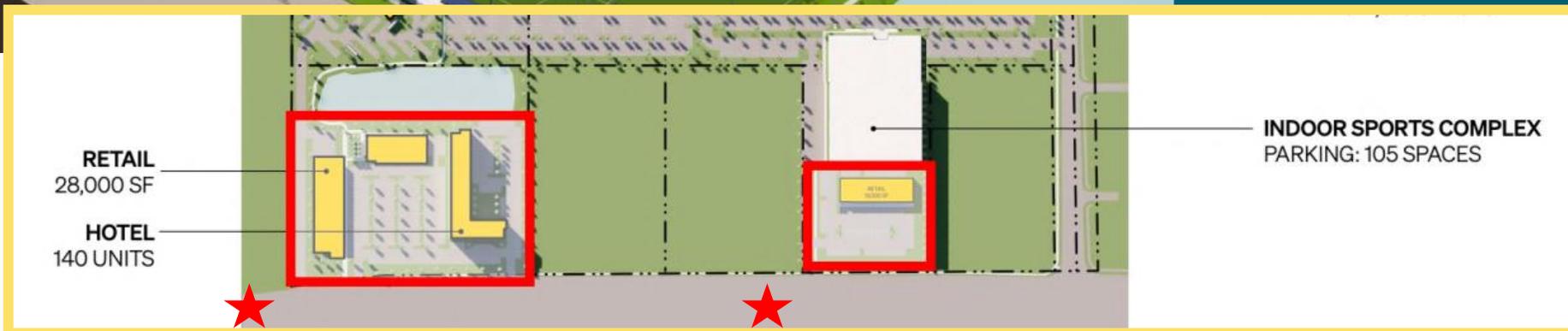
Facility Program:

- 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.

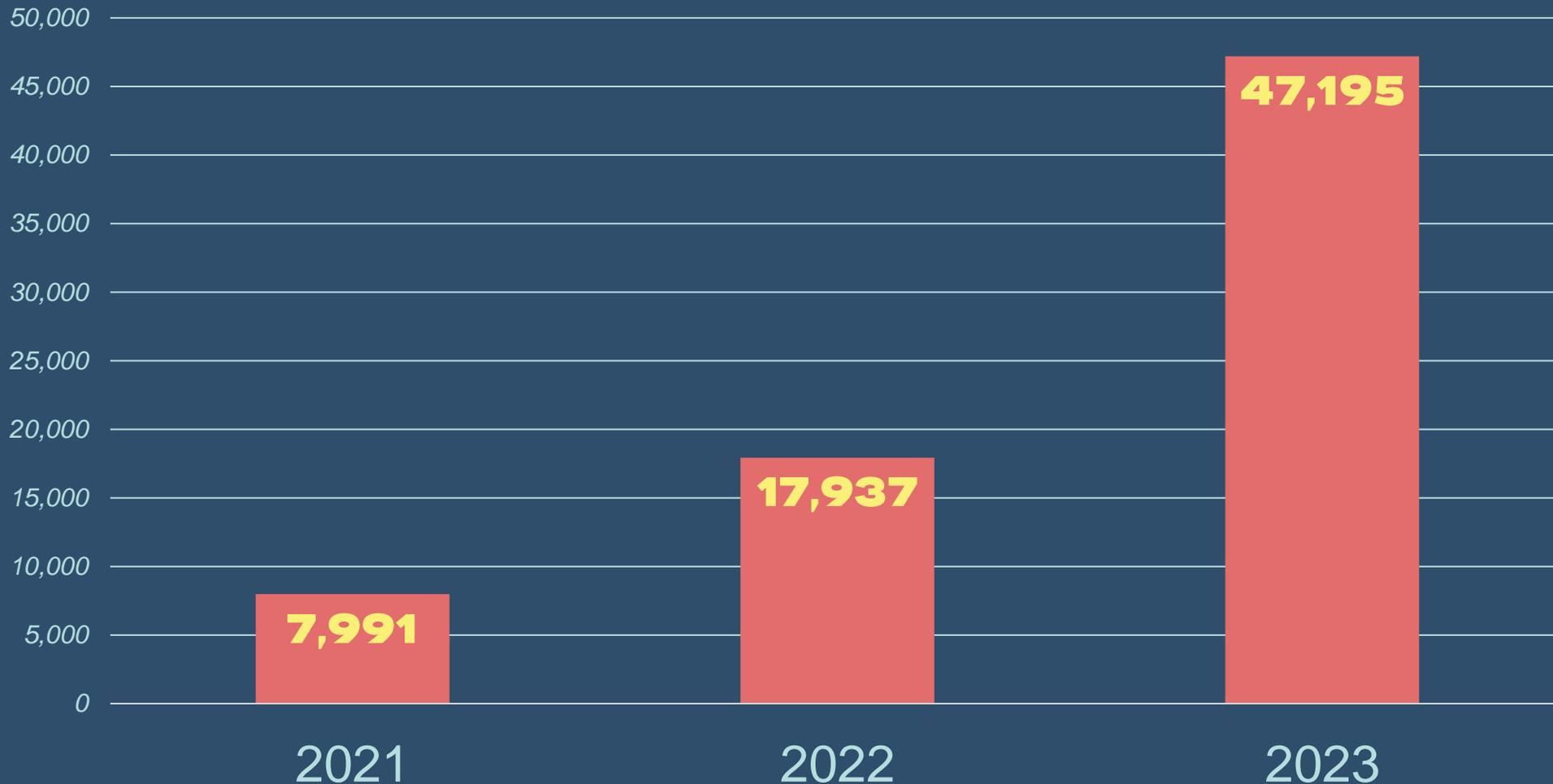


RETAIL / COMMERCIAL



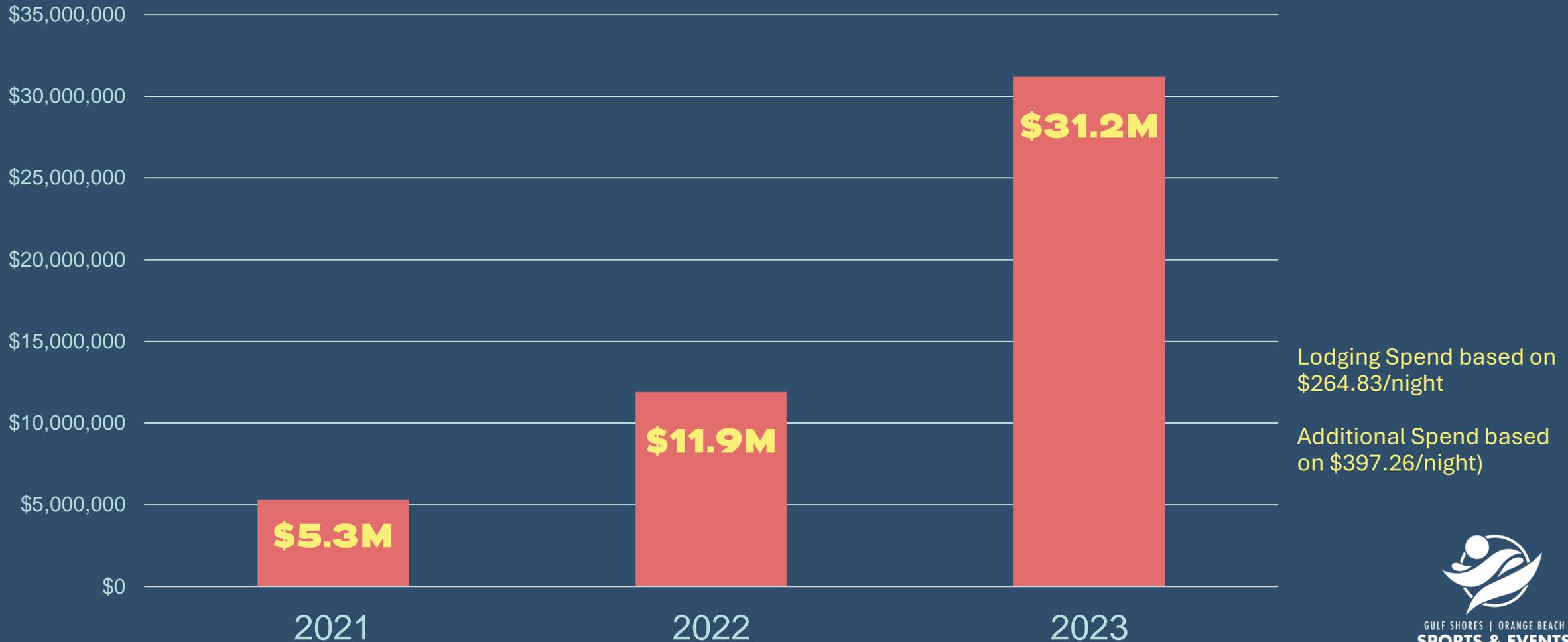
Why Do We Need a Sportsplex?

LOST ROOM NIGHTS



Why Do We Need a Sportsplex?

LOST BUSINESS DIRECT VISITOR SPENDING



Why Do We Need a Sportsplex?

FORECASTED ROOM NIGHTS

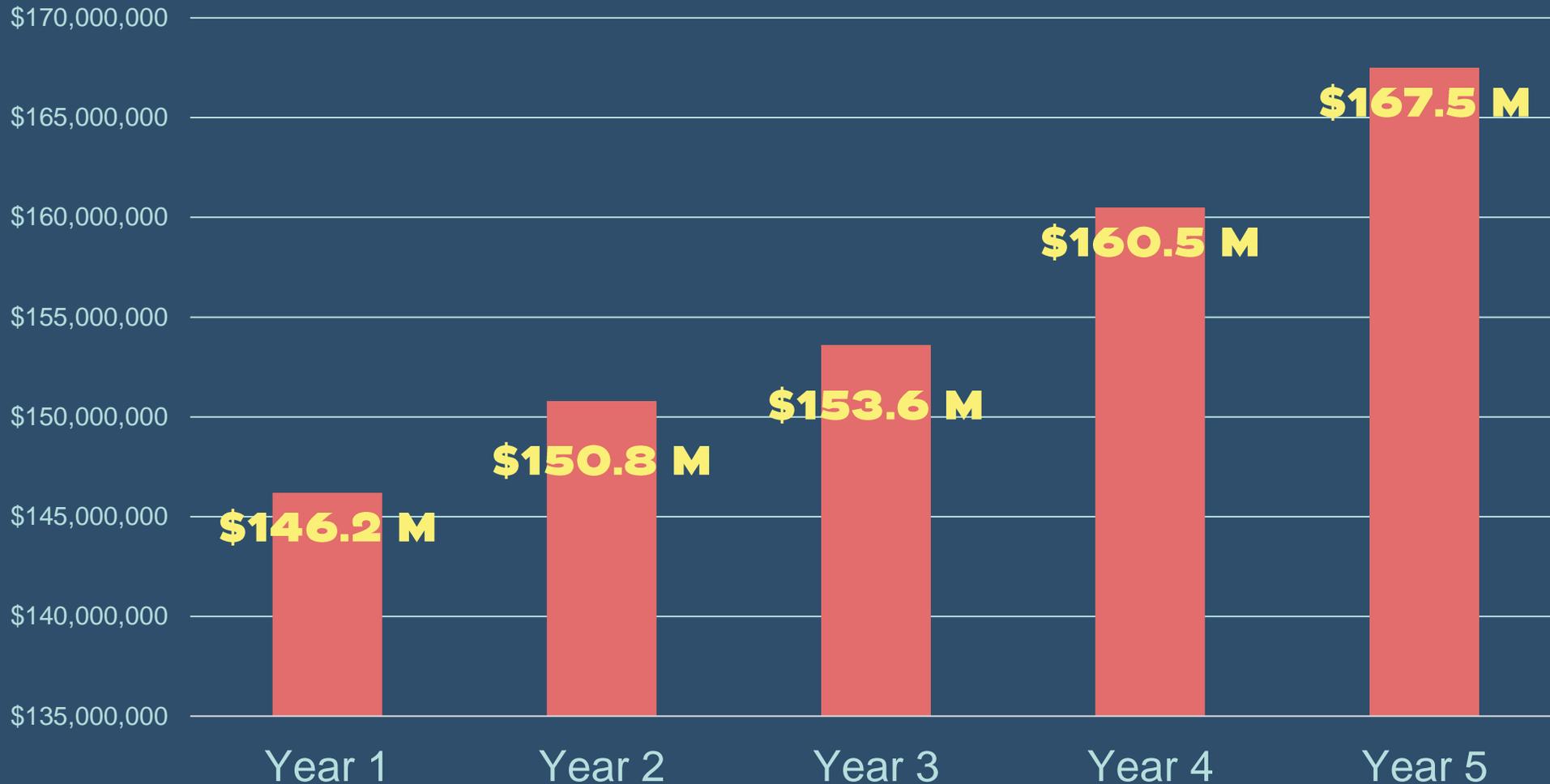


Projected business based on 2023 definite room nights (126,008), plus forecasted new business



Why Do We Need a Sportsplex?

PROJECTED TOTAL BUSINESS DIRECT VISITOR SPENDING



Lodging Spend based on
\$264.83/night

Additional Spend based
on \$397.26/night)



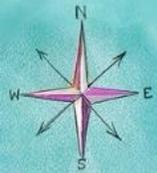
CONSTANTLY EVOLVING

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



Alabama's Beaches

