

*Welcome!*

DESTINATION UPDATE





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*

8.4

MILLION

NO. OF  
VISITORS

\$7.9

BILLION

VISITOR  
SPENDING

65

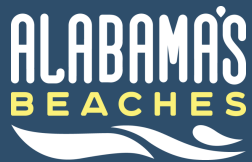
THOUSAND

RELATED  
JOBS

\$2.8

BILLION

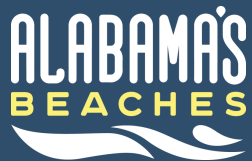
SALARIES &  
WAGES



# 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

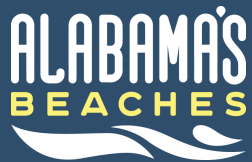
THOUSAND

RELATED  
JOBS

\$2.4

BILLION

SALARIES &  
WAGES

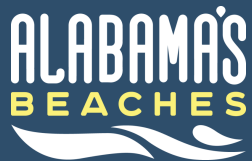


SOURCE: DERAVIDI, K. (2024) THE ECONOMIC IMPACT OF GULF SHORES, ORANGE BEACH AND FORT MORGAN TOURISM INDUSTRY

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

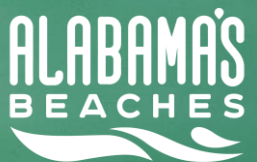




# GSOB TAXABLE LODGING RENTALS

Source: Alabama Department of Revenue

\*January – August 2024





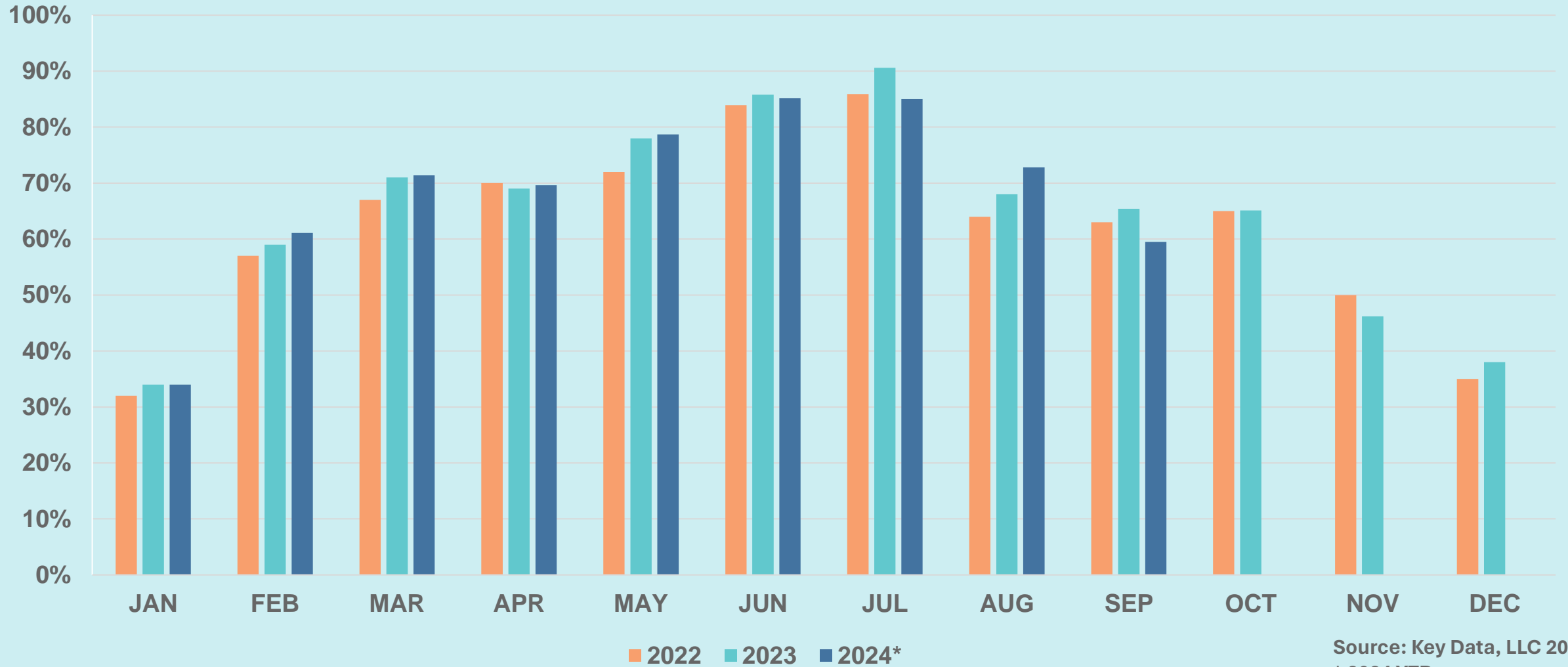


# GSOB TAXABLE **RETAIL** SALES

Source: Municipal Revenue Departments

\*January – August 2024



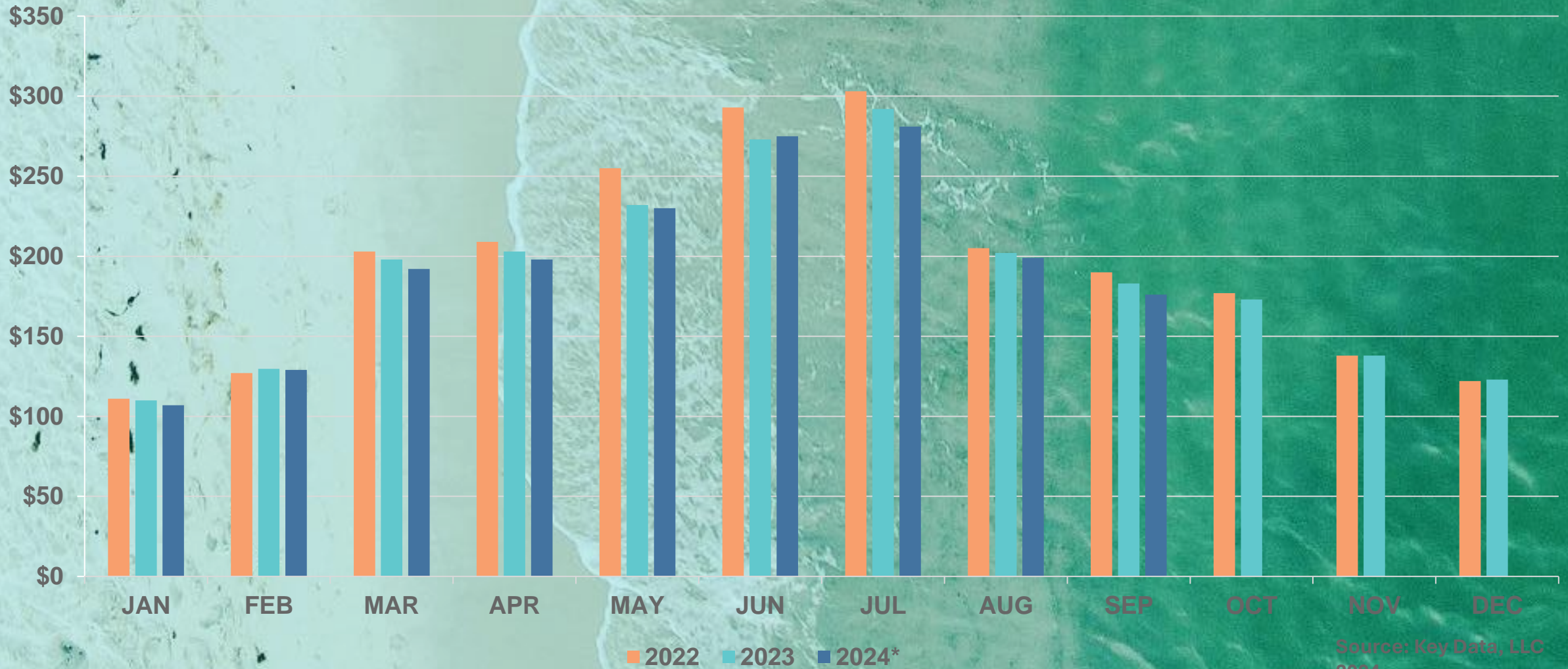


# Hotel OCCUPANCY

## 2022-2024



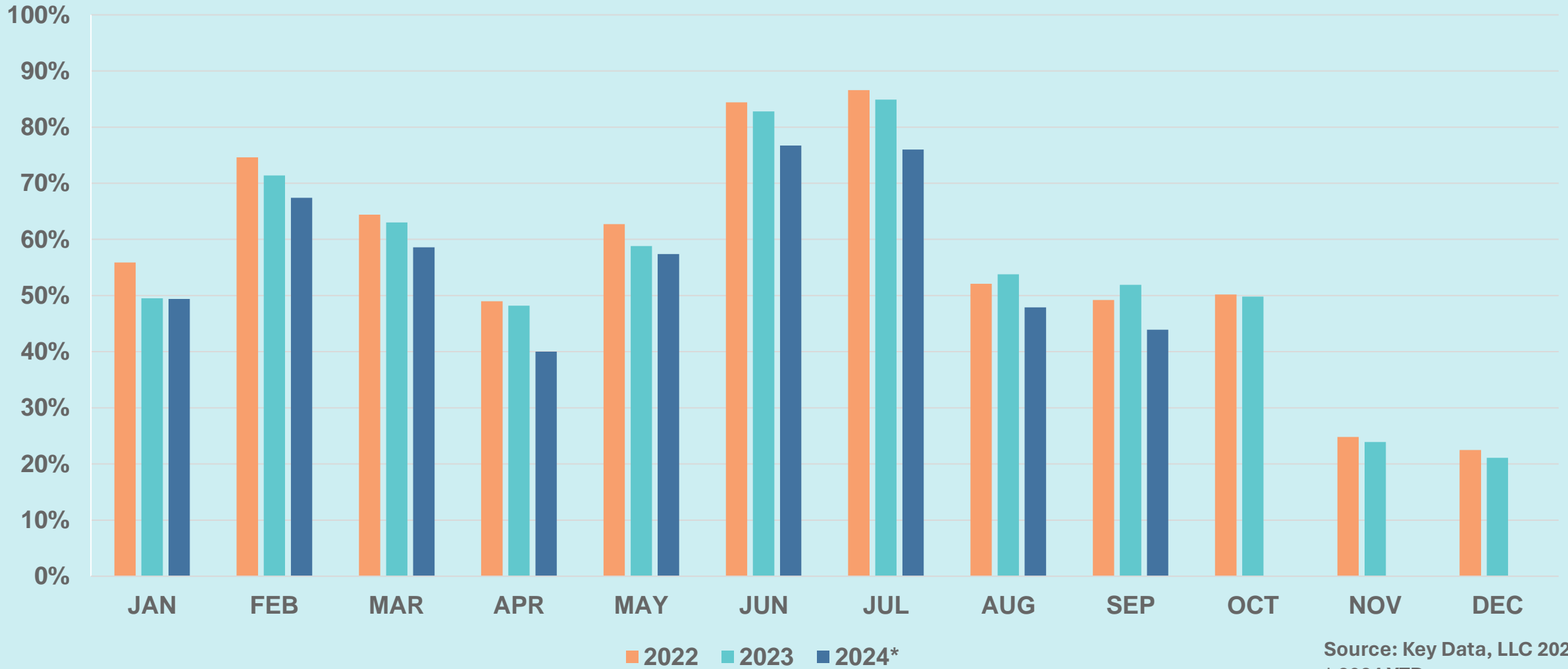




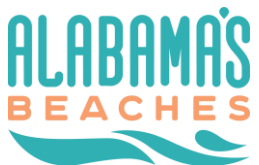
Source: Key Data, LLC  
 2024  
 \* 2024 YTD

# Hotel ADR 2022-2024

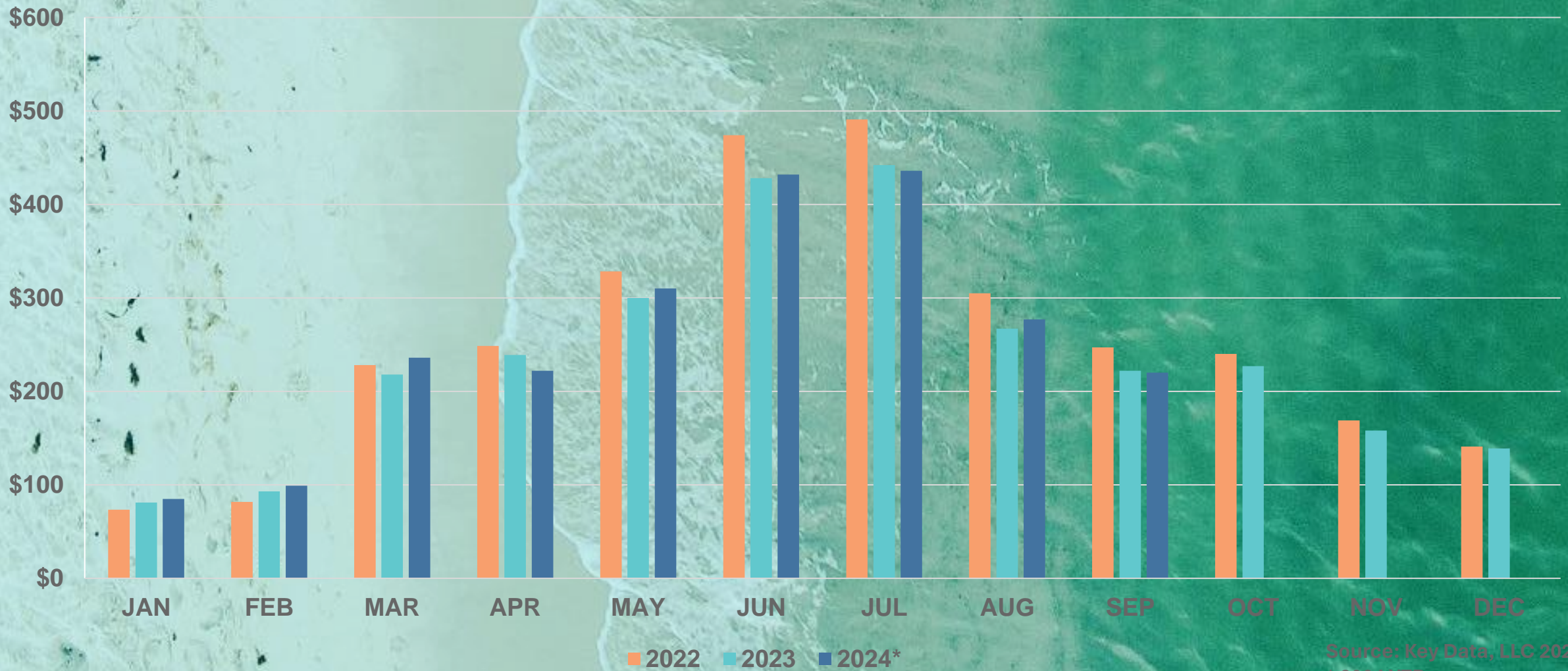




# Vacation rental OCCUPANCY 2022-2024

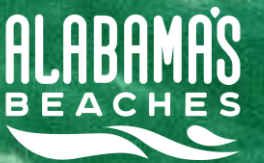






Source: Key Data, LLC 2024  
\* 2024 YTD

# Vacation Rental ADR 2022-2024



# THANK YOU FOR SHARING YOUR HOME

6.5

MILLION

NO. OF  
VISITORS

\$6.7

BILLION

VISITOR  
SPENDING

55

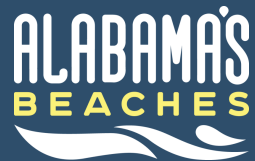
THOUSAND

RELATED  
JOBS

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SALARIES &  
WAGES



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





*COMMUNICATIONS  
UPDATE*

TO BETTER SERVE OUR PARTNERS  
AND DESTINATION WE ARE

*Constantly Evolving*



*Same Beaches, New Look*

Introducing Alabama's Beaches

**ALABAMA'S**  
**BEACHES**





# *New Marketing Assets*



# DIGITAL *Banner Ads*

CATCHING THE BREEZE  
*is guaranteed.*



ALABAMA'S  
BEACHES

HOOK A FISH, TOO

GOLF AT THE GULF  
*just hits different.*



ALABAMA'S  
BEACHES

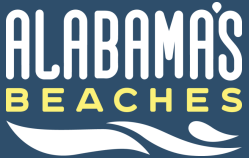
SWING ON THE BEACH

ROLL ALONG  
*like the waves.*



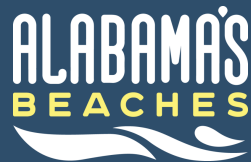
ALABAMA'S  
BEACHES

EXPLORE OUR OUTDOORS





PRINT  
*Advertising*



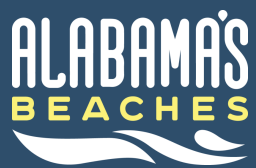
BOOK NOW AT ALABAMABEACHES.COM

*Reel in Memories,*  
NOT JUST THE  
BIG ONE.

Casting your line in Alabama's Gulf waters isn't just about the catch, it's about the stories you'll tell and the sunsets you'll chase.



PRINT  
*Advertising*



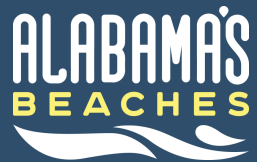
MAKE PLANS FOR  
*Shrimp Fest*

Indulge in a seafood extravaganza at the National Shrimp Festival October 10-13. Alabama's Beaches come alive in this cherished annual event with delicious flavors, live music, and vibrant culture. Don't miss out!





PRINT  
*Advertising*



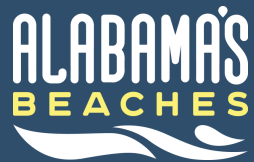
*Summer  
doesn't stop*  
IN THE FALL

The water is still warm and the crowds have faded like the evening sun. Summer doesn't end when you take a road trip down to the Gulf!





PRINT  
*Advertising*



YOU MADE SUMMER  
*shine!*

Wow, what a season! To all our incredible industry partners, dedicated city staff members, and state park employees, your passion, dedication, and endless smiles have made this summer unforgettable. Whether you were keeping things running smoothly, creating magical moments for our visitors, or simply spreading sunshine with a friendly wave, your hard work has been the secret behind our success. You are the heartbeat of Alabama's Beaches—the real MVPs who make every guest feel like family. From the bottom of our sandy shoes, we thank you! Here's to you, the unsung heroes of our coastal paradise. We're raising our sun hats to your incredible efforts!



# 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

Drive high quality traffic to our website and to partners

4

Increase direct bookings on our website

5

Support Leave Only Footprints and Beach Safety Initiatives

6

Loyalty and retention of current visitors

7

Increase the overall length of stay by targeting markets that stay longer





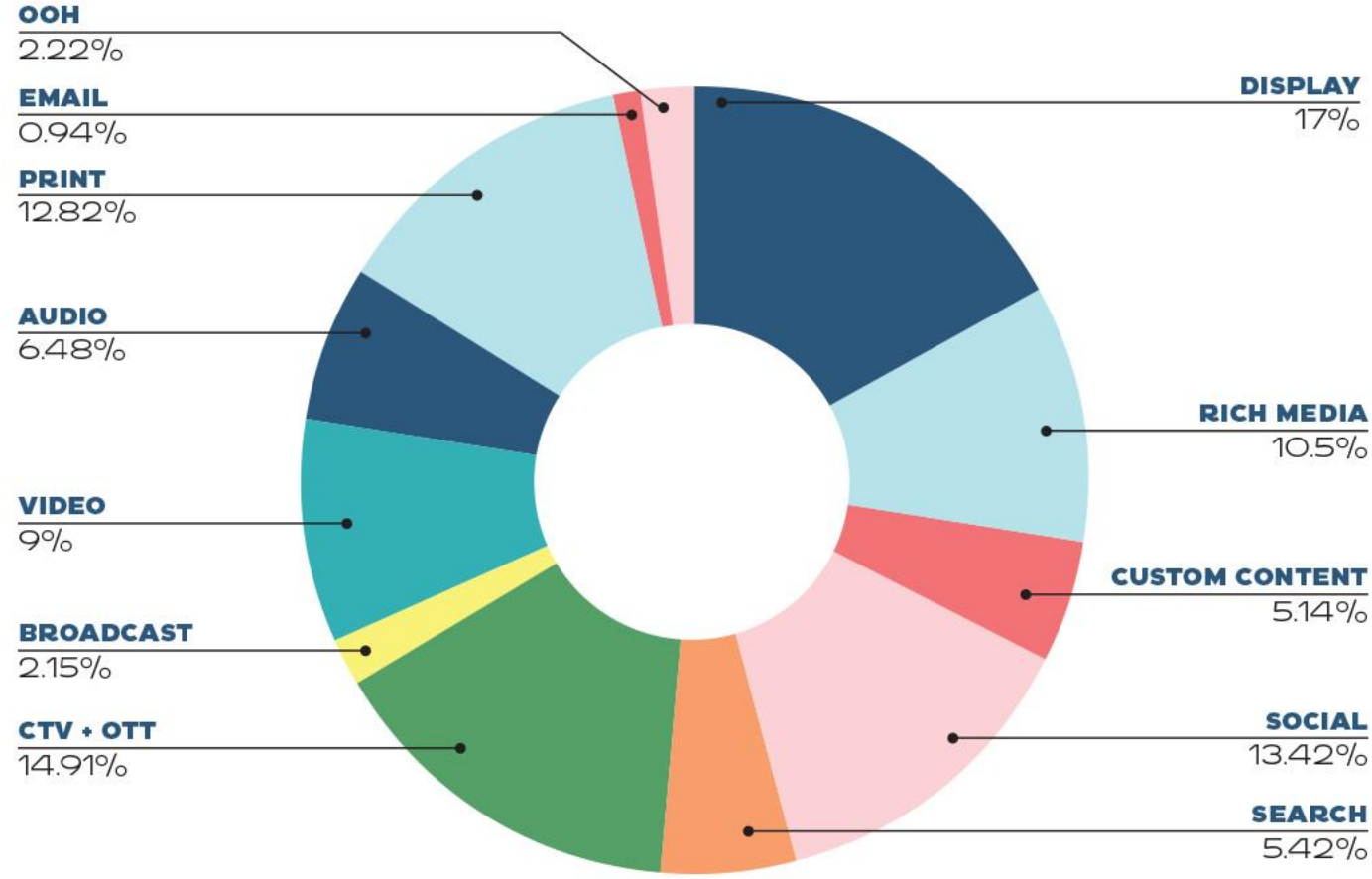
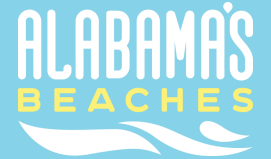


2025 DATA-DRIVEN  
*Media Strategies*



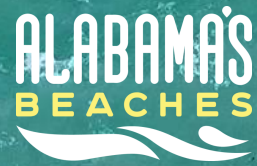
# MEDIA INVESTMENT

## *Alabama's Beaches*



# TARGET MARKETS

## *Alabama's Beaches*



IMPACT  
*Alabama's Beaches*





# IMPACT

## *Marketing & Communications*

120  
M

Social media advertising  
impressions

4B

Public relations  
circulation/reach

130M

Managed social media  
impressions

351M

All other advertising

6.6M

TikTok views

4.5M

Website users

50

Journalists, bloggers, and  
influencers

1859

Nights booked directly on  
AlabamasBeaches.com

(May-September)



ALABAMA'S  
BEACHES

50<sup>th</sup>

Bushwacker

ANNIVERSARY



# *BRAND COLLABORATIONS*

*SHIMANO  
OLD TOWN KAYAKS  
COLUMBIA*

# We Are Here To Help!

## COMMUNICATIONS TEAM

CRYSTAL HINDS

VICE PRESIDENT OF MARKETING

SYDNEE LEE

CONTENT SPECIALIST

AUSTEN BOWMAN

DIGITAL OPERATIONS MANAGER

BRITTANY NIETO

MARKETING COORDINATOR

KAY MAGHAN

PUBLIC RELATIONS MANAGER

MALIA ELLIOTT

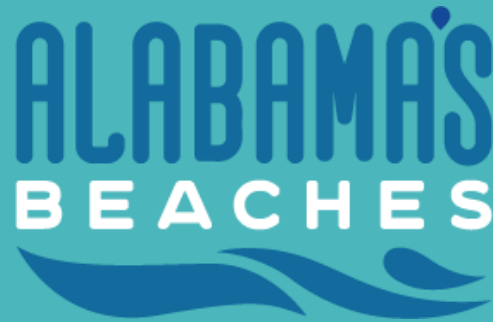
DIGITAL OPERATIONS COORDINATOR

EASTON COLVIN

PUBLIC RELATIONS SPECIALIST



*Marketing & Sales Squaretable*  
**sales: meetings & sports 2025 focus**



*Michelle Russ, TMP, STS*

Vice President of Sales, Sports & Events  
Gulf Shores & Orange Beach Tourism  
Gulf Shores | Orange Beach Sports & Events

# Sales Department

## OUR TEAM

MICHELLE RUSS, STS, TMP

VICE PRESIDENT OF SALES, SPORTS  
& EVENTS

MARY STATKEWICZ, CMP

SALES MANAGER

BRITTANY ROH

SALES MANAGER

SARAH COOPER, STS

OPERATIONS MANAGER

AMY PERALTA, CGMP

SALES MANAGER

SANDRA LOPEZ

EVENT COORDINATOR

ALLY DORROUGH, APR, TMP

COMMUNICATIONS & MARKETING  
MANAGER

ASHLEY WILSON, STS

SALES MANAGER

LAUREN JONES

EVENT COORDINATOR



# MEETINGS

## *Markets & Audiences*

### *MARKETS BY STATE*

- Alabama
- Louisiana
- Mississippi

### *MARKETS BY TYPE*

- Association
- Corporate
- Government
- SMERF

### *AUDIENCES*

- Meeting planners
- Meeting attendees



# MEETINGS

## *Business Growth*

### *MARKET-SPECIFIC*

- Actively pursue business from Alabama, Louisiana and Mississippi
- Attend AL, LA and MS annual conferences and advertise in directories
- CVENT lead gen
- Social media lead gen
- Service existing and new clients

### *COMPLIMENTARY SERVICES*

- Match groups and source proposals
- Recommend local services and suppliers
- Provide welcome bags
- Provide marketing and promotional tools
  - Visual assets
  - Pre-written messages
  - Custom save-the-dates and banner ads
  - Welcome video
  - Show Your Badge Pass



# MEETINGS

## How You Can Help

### GIFT CARDS

### SHOW YOUR BADGE

- Provide offers
- Help us promote the program



#### Beachside Mini Golf

[View Website](#)

Come see what makes Beachside one of the BEST mini golf courses on the Gulf Coast. We believe mini golf should be for EVERYONE, and that's why our first 9 holes are ADA-compliant and handicap-accessible. Check out our 50ft lighthouse ...

[Show more](#)

#### What's Included

- Get \$2 Off A Round Of Mini Golf



#### Breakout Games

[View Website](#)

Play the top Orange Beach escape room. For 60 minutes, experience 5-star immersive entertainment with friends and family, escape normal life and be the hero of the story. Breakout is a great activity for all ages and skill levels. Perfect for family outings, birthday parties and team-building events.

#### What's Included

- 10% Off Any Game, Any Time With Code "beachpass10" When You Book Online Or Contact The Store Directly For Large Group Bookings



#### Caribe Marina & Watersports

[View Website](#)

We are a marina that offers all types of watersports, including fishing, dolphin cruises, boat rentals, jet ski rentals and kayak rentals. We also offer fuel and a dock store. Have fun with us today!

#### What's Included

- 10% Off All Watersport Activities With Discount Code



#### Cetacean Cruises

[View Website](#)

Find the entertainment and relaxation that you've been searching for! Cetacean Cruises offers educational dolphin and nature cruises and relaxing, calm sailing excursions! We cruise in Wolf Bay, and our operations are located at The Wha ...

[Show more](#)

#### What's Included

- \$3 Off Each Adult Ticket With Discount Code
- \$5 Off Each Child's Ticket With Discount Code



#### Coast Cab

[View Website](#)

We have the largest fleet of taxi/shuttles in the area! We provide group transportation, airport transfers, etc. to the Orange Beach/Gulf Shores/Perdido Key area.

#### What's Included

- 10% Off A Return Trip

## Alabama Beaches Show Your Badge Pass

Here for a conference but want to explore beyond the meeting room?! Use our Alabama Beaches Show Your Badge Pass to explore Gulf Shores and Orange Beach - Alabama's 32-mile white-sand beach destination - and take advantage of restaurant, attraction and retail discounts along the way. These discounts are exclusive to conference and meeting attendees, so cruise along the coast and discover the best food and fun our island has to offer. See and save by the seashore!



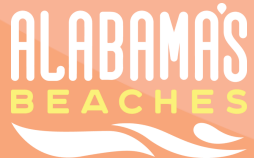
### Alabama Beaches Show Your Badge Pass 2024

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Gulf Shores & Orange Beach!

FREE

[Get Your Pass!](#)

[Learn More](#)



# SPORTS

## *Audiences, Goals & Growth*

### **AUDIENCES**

- Event planners/owners
- Event attendees/participants
- Sponsors

### **GOALS**

- Make it easy to plan an event in our destination
- Enhance the experience for event participants, their families and friends
- Drive event participants, their families and friends to our sponsor businesses

### **GROWTH**

- Maintain and grow existing events
- Seek new events to help fill out shoulder seasons
  - Pickleball
  - Kayaking/paddleboarding
  - Cubing
  - Races/runs





# SPORTS

## *Sponsor Fulfillment*

### *PROMOTION*

- Email
- Social media
- Website
- Bandwango – Alabama’s Beaches Savings Scorecard
- On-site at events

### *HOW YOU CAN HELP*

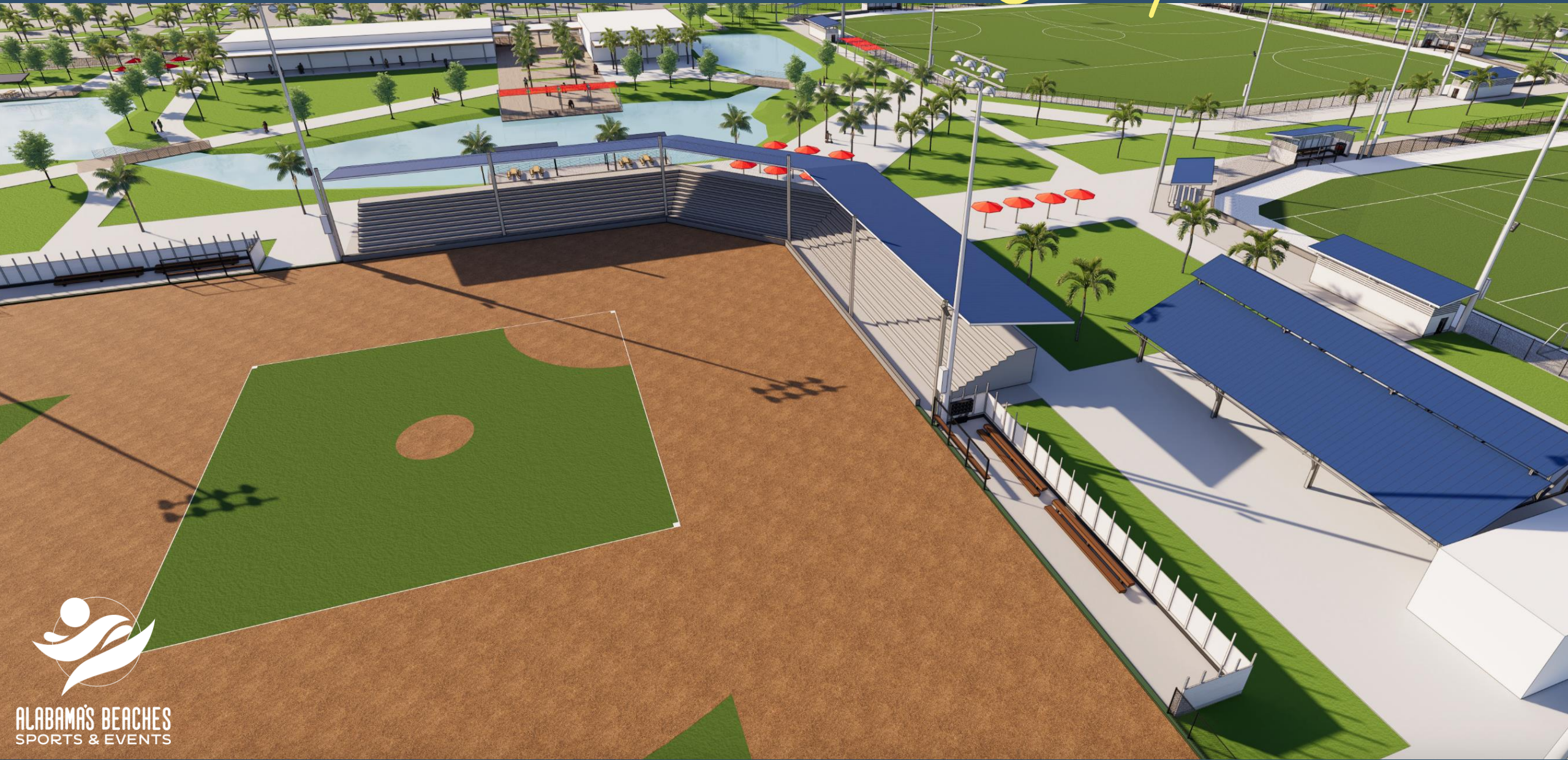
- Provide offers for Scorecard
- Send news, updates and images

### *SPONSOR RENEWAL*



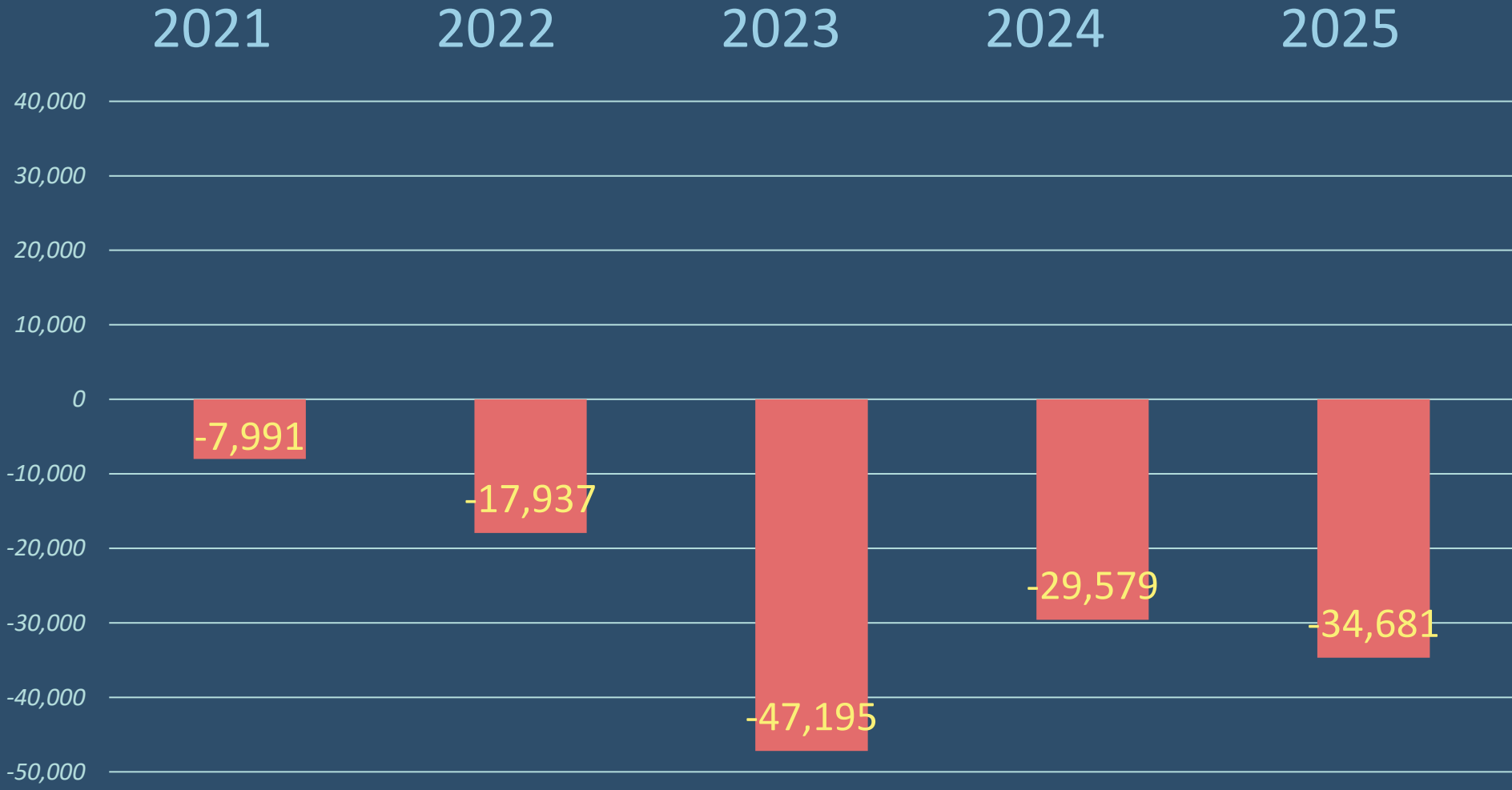


# SPORTS COMPLEX *Development*



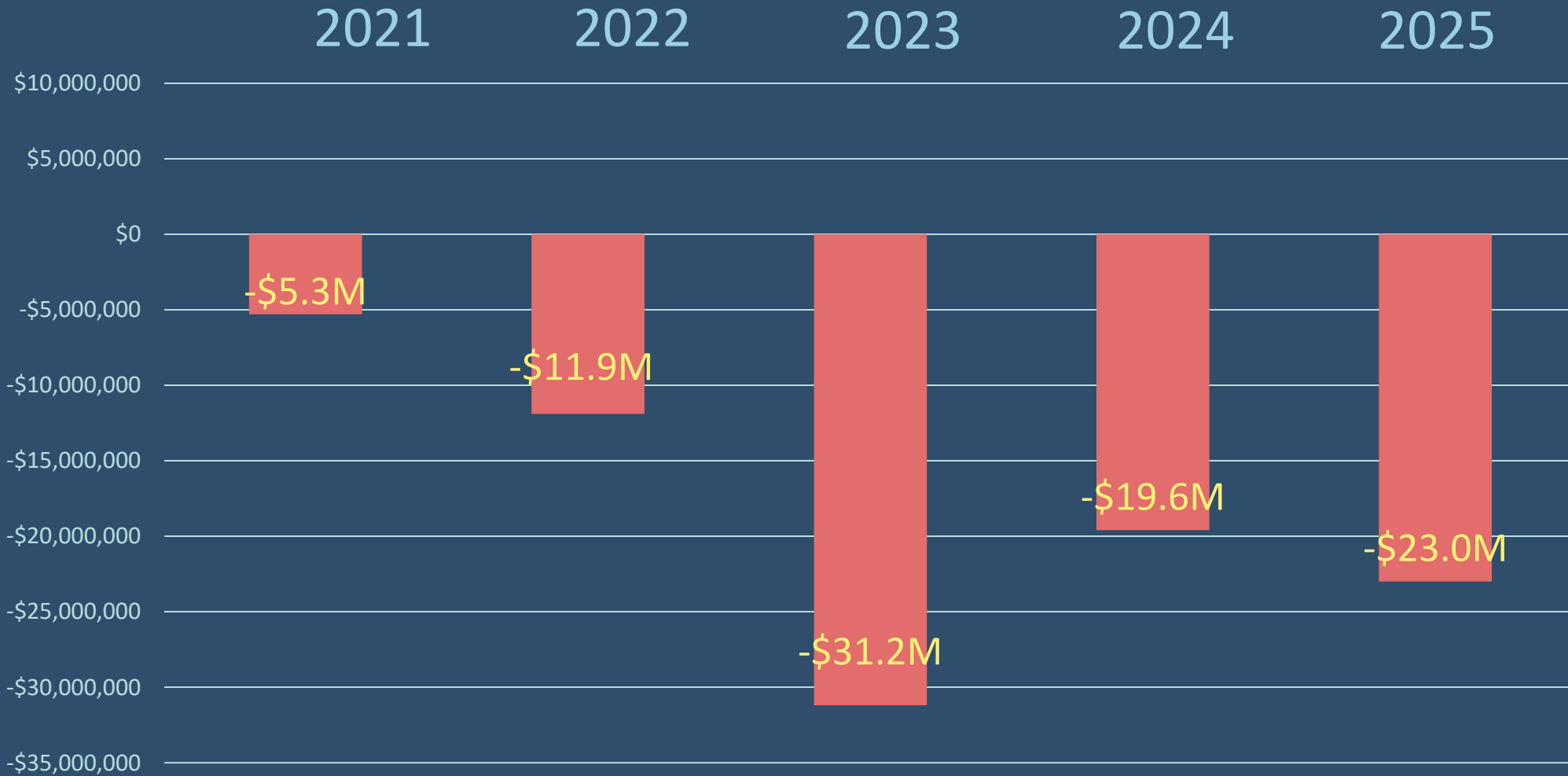


# LOST ROOM NIGHTS



# LOST REVENUE

## DIRECT VISITOR SPENDING



Lodging Spend based on \$264.83/night  
Additional Spend based on \$397.26/night



ALABAMA'S BEACHES  
SPORTS & EVENTS

# NEW PROJECTED ROOM NIGHTS





# NEW PROJECTED REVENUE

## DIRECT VISITOR SPENDING



Lodging Spend based on \$264.83/night  
Additional Spend based on \$397.26/night



ALABAMA'S BEACHES  
SPORTS & EVENTS

# CONGRATS TO MARY STATkewicz!

## RETIRING IN DECEMBER!

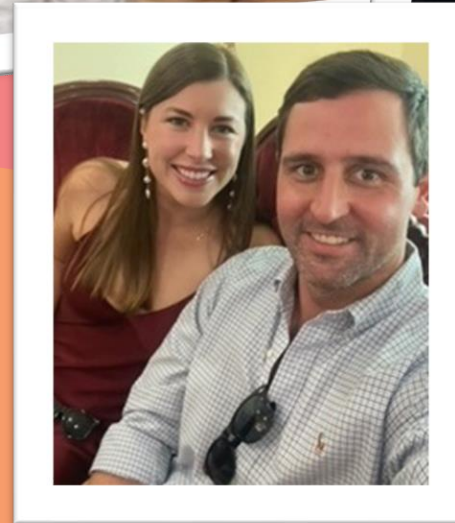
- Mary has served as a sales manager with the CVB for 19 years

## CONTRIBUTIONS & AWARDS

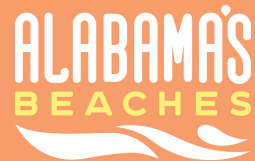
- Instrumental in the success of our meeting business development and growth, particularly Alabama associations
- ACAE – Jim Root Award 2011
- LSAE – Member of the Year 2012
- Achieved Certified Meeting Professional (CMP) certification in 2013

## WHAT'S NEXT

- Getting married in January
- Buying and traveling in a 16ft airstream
- Spending time her kids and grandkids



# 2025 CO-OP OPPORTUNITIES





# 2025 MONTHLY E-DEALS CO-OP



Reach the 85,000 Alabama's Beaches eTidings newsletter subscribers by joining our monthly e-mail co-op. This co-op allows you to share deals and special offers with travelers interested in our destination.



# 2025 REMARKETING CO-OP



*We Are Here To Help!*

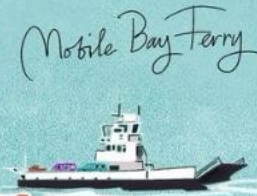
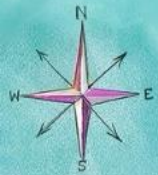
KIM JONES  
COMMUNITY LIAISON

JANNA NELSON  
CRM SUPPORT SPECIALIST





# Thank You!



Hugh A. S. Branyon Backcountry Trail



The Florida-Bama



# Alabama's Beaches

