



ALABAMA'S
BEACHES

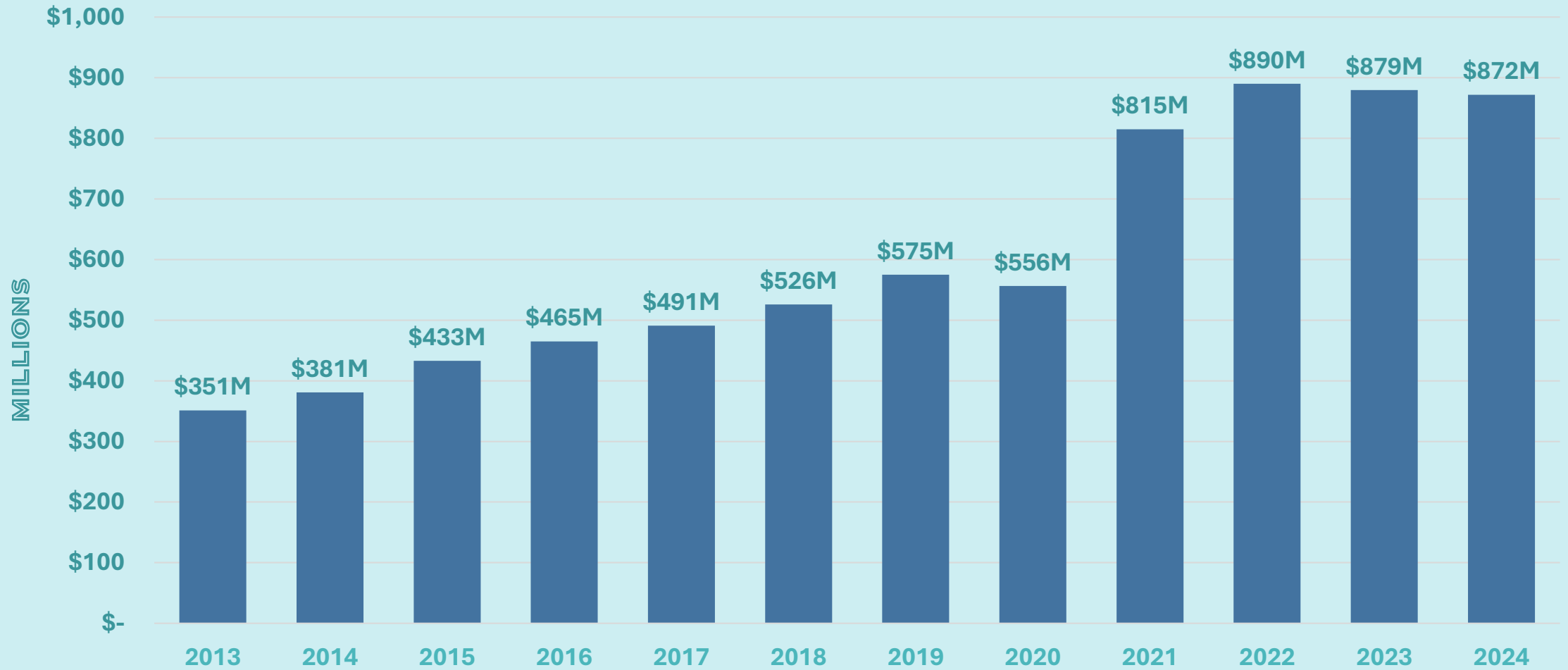
Welcome!

Thank You!



ALABAMA magazine





GSOB TAXABLE LODGING RENTALS

2013-2024

Source: Alabama Department of Revenue
 *January - December 2024



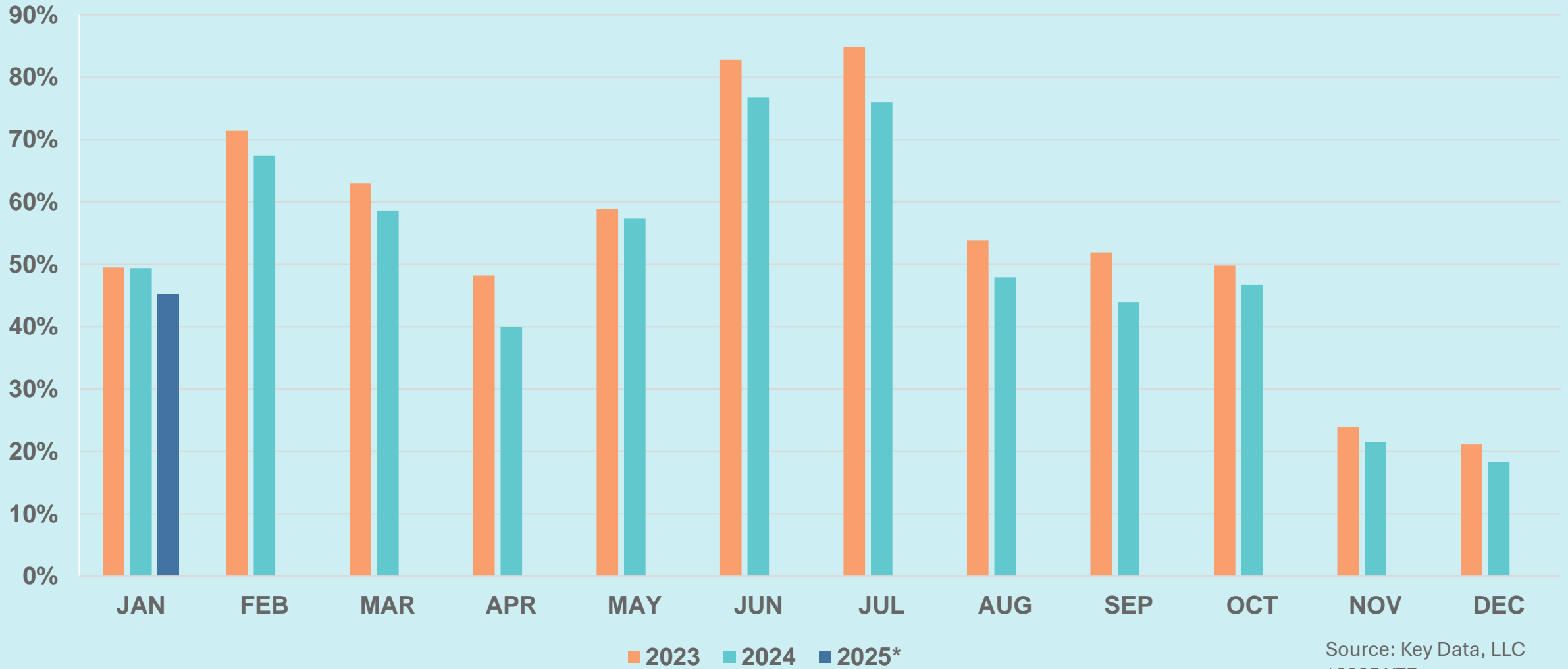


GSOB TAXABLE RETAIL SALES

2013-2024

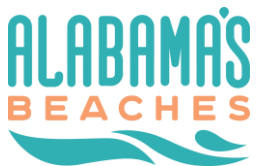
Source: Municipal Revenue Departments

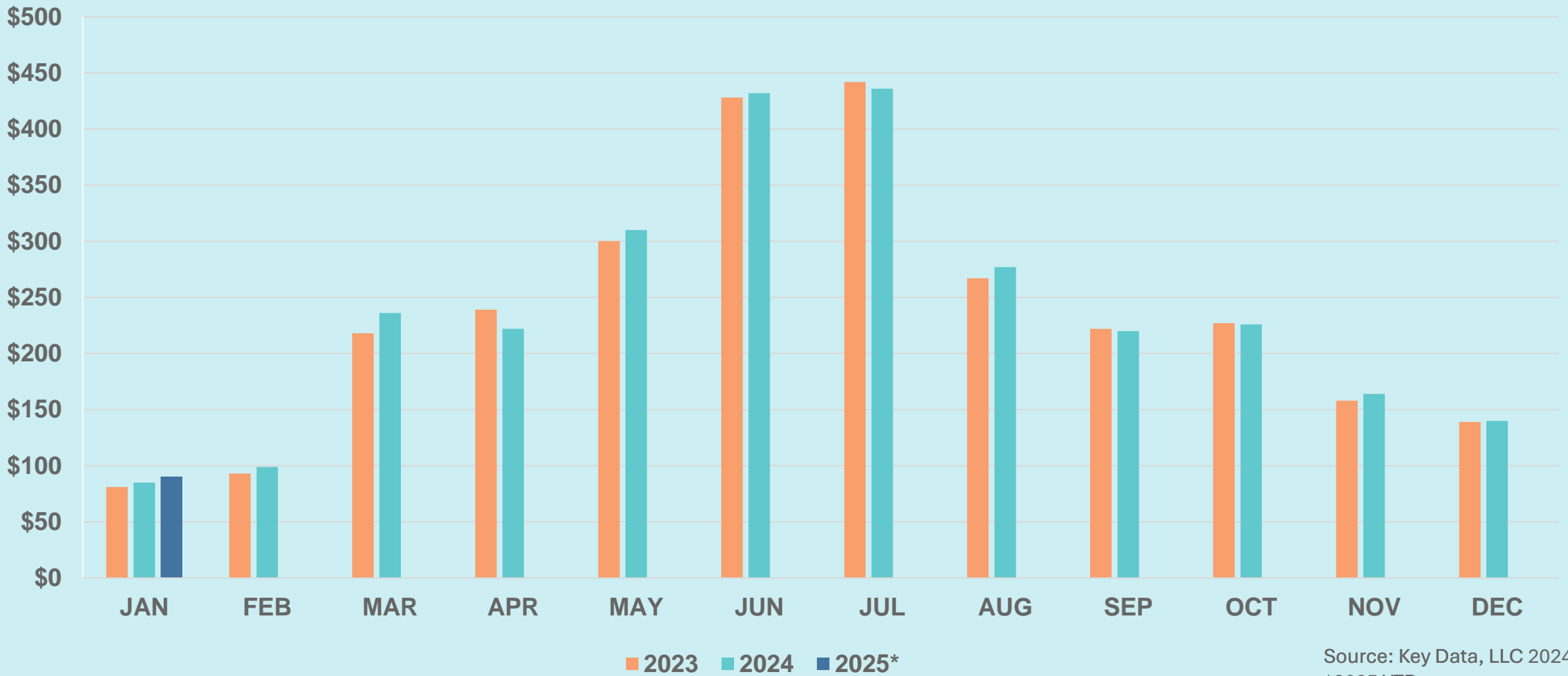




VACATION RENTAL OCCUPANCY

2023-2025

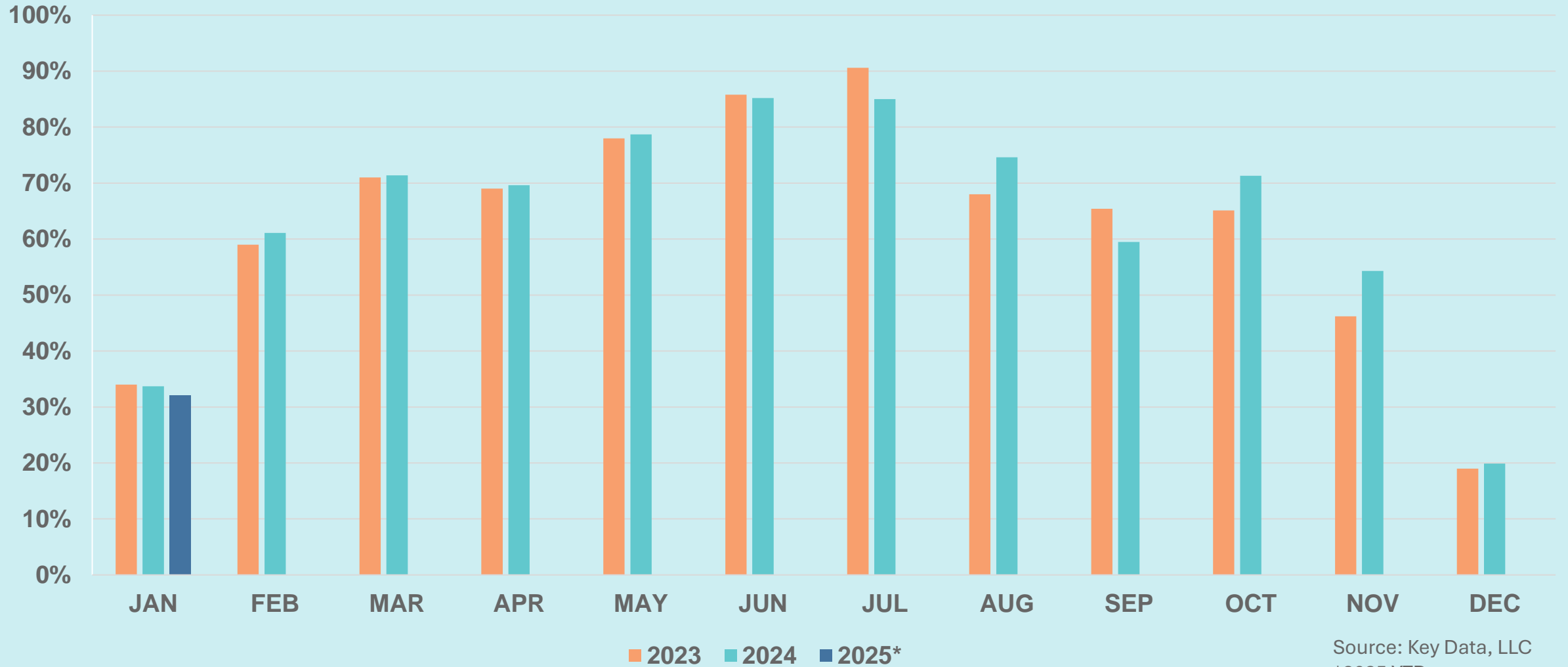




VACATION RENTAL ADR

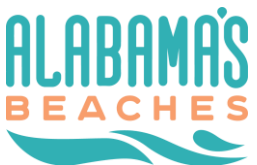
2023-2025

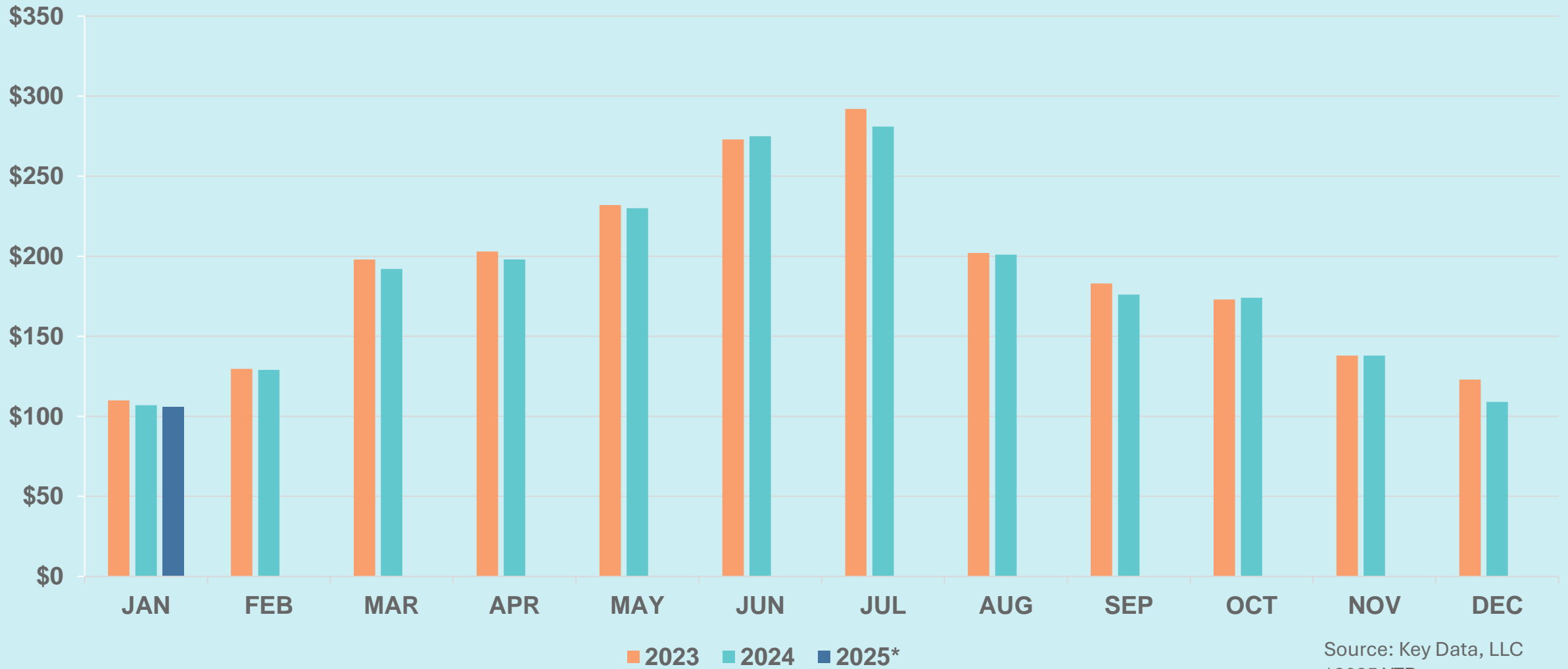




HOTEL OCCUPANCY

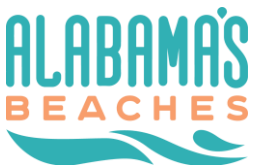
2023-2025





HOTEL ADR

2023-2025



2024 ANNUAL REPORT

Marketing

DIGITAL

 **8.9M**
Website Sessions

 **5.8M**
Website Users

 **17.5K**
New Email
Subscribers

 **117K**
Total Email
Subscribers

SOCIAL MEDIA

 **596K**
fans

 **65K**
followers

 **81K**
followers

 **6K**
followers

 **30M**
Video Views

ADVERTISING

PRINT CIRCULATION
14.4M

DIGITAL
581M Impressions
7M Page Views

3.3M
Tracked engagements
+ travel intents

604 Direct Bookings
\$1.3M Booking Value
2.8K Nights Booked

2024 ANNUAL REPORT

Marketing

PUBLIC RELATIONS



198 Articles published
with a reach of

4.02B



14 Press releases issued



39 Press trips with
70 journalists hosted



9.7K Travel Blogger
Social Media Posts



37M Travel Blogger
Social Media Post Views

HOSPITALITY & INFORMATION

31K

Welcome Center
Visitors

109K

Vacation Guides
Distributed

7.6K

Mobile welcome
center interactions

48K

Partner
referrals

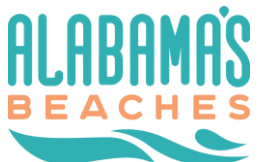
81

Portal trainings
conducted

178

New partners
listed

Total Partner Servicing
10% INCREASE over 2023



2024 ANNUAL REPORT

Sports & Events



ALABAMA'S BEACHES
SPORTS & EVENTS



Sports
Events
123



Sports Events
Room Nights
124K



Economic
Impact
\$80.4M



New Sports
Events
14



Sports Planner
Site Visits

6



Tradeshows
Attended

4



Welcome Bags
Distributed

24K



Website Sessions

258K



Website Users

162K

SOCIAL MEDIA



15K fans



2.5K followers



551 followers



87 Sports Stories



60.4M



9 Press Releases

2024 ANNUAL REPORT

Sales & Meetings



287

Meetings & Conventions



74K

Room Nights



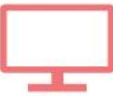
19

Meeting Planner Site Visits



39K

Welcome Bags Distributed

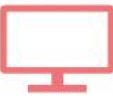


50K

Website Sessions



2.6K followers



43K

Website Users



7K fans



9.6M

Meetings Story Reach



834 followers



Major Leisure Events

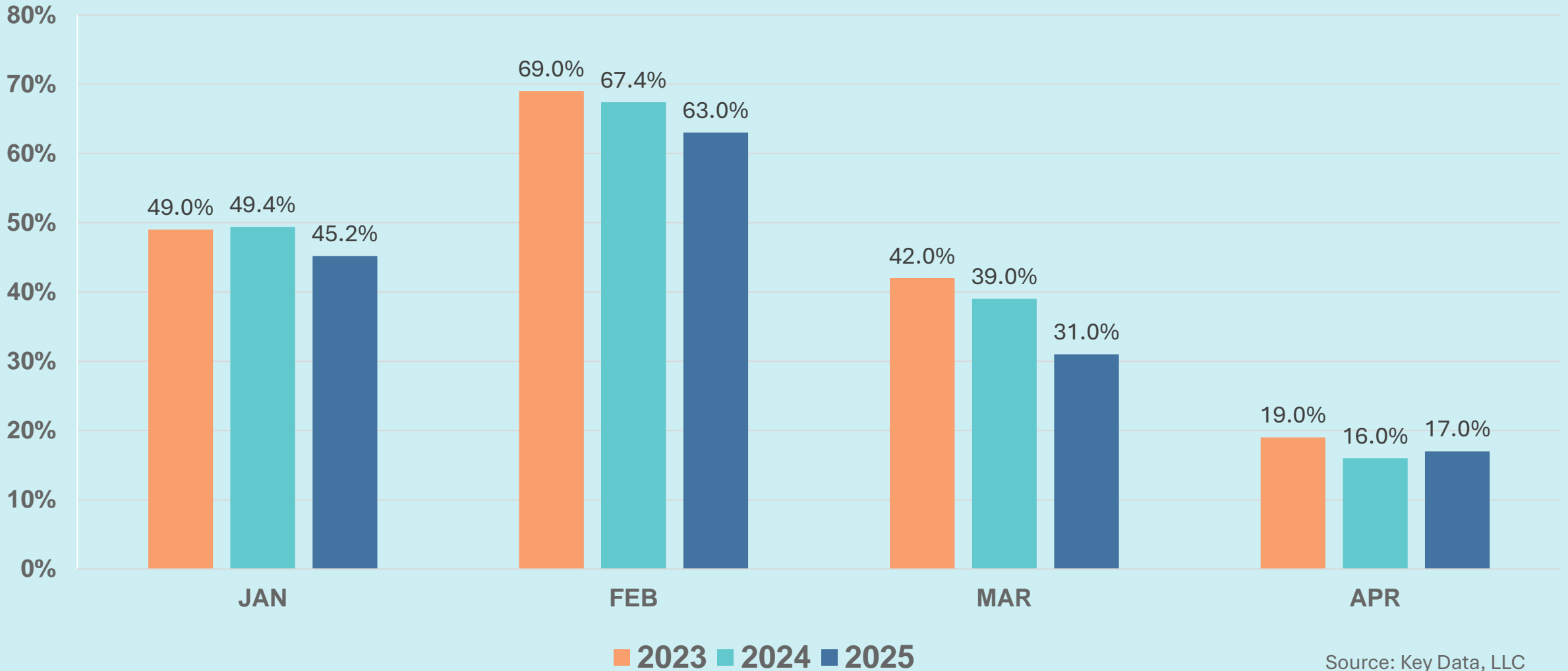
13



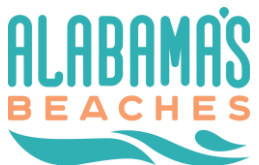
Economic Impact

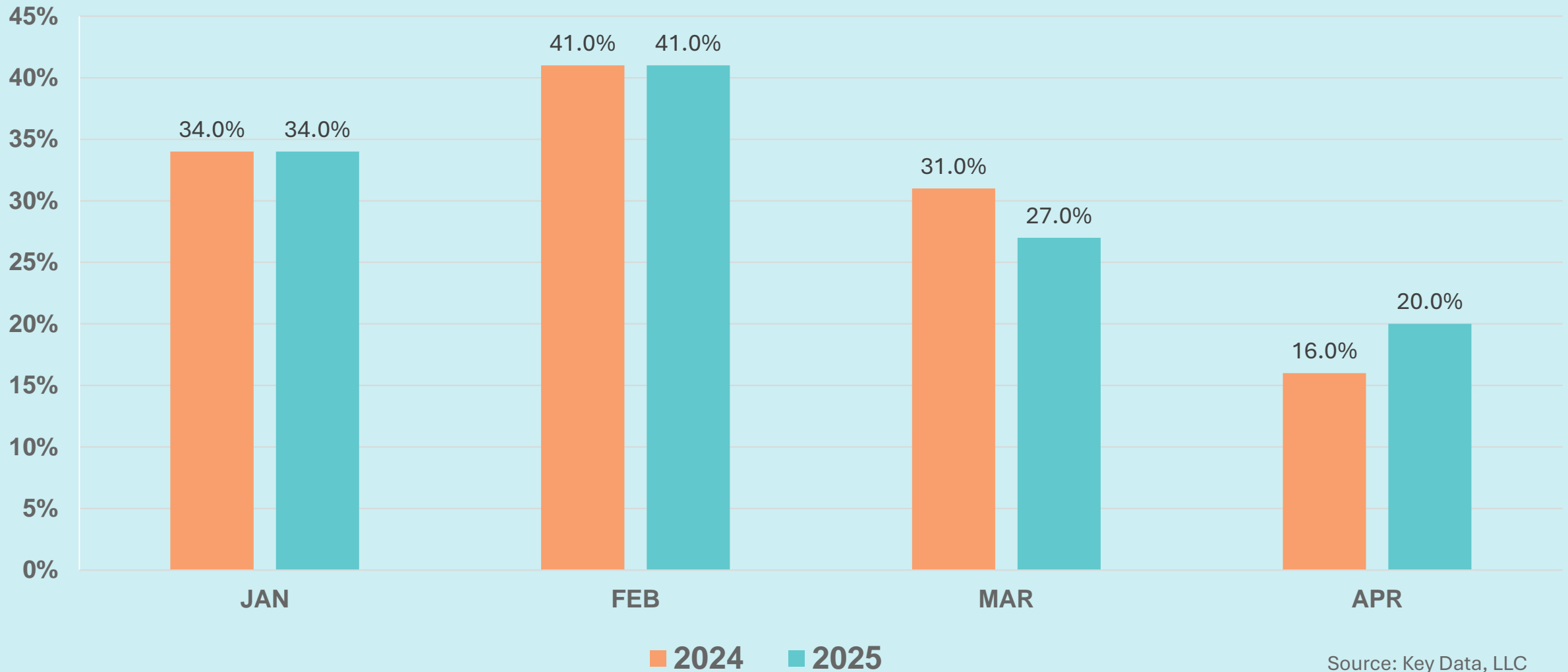
\$4.4M

*2025 VACATION & HOTEL
RENTAL OCCUPANCY
FORECAST*

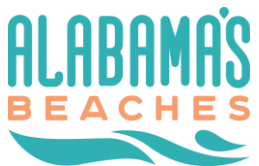


VACATION RENTAL OCCUPANCY FORECASTS (2023-2025)





HOTEL OCCUPANCY FORECASTS (2024-2025)



WHAT ARE WE DOING TO HELP?



Media Strategies

ROOTED IN DATA

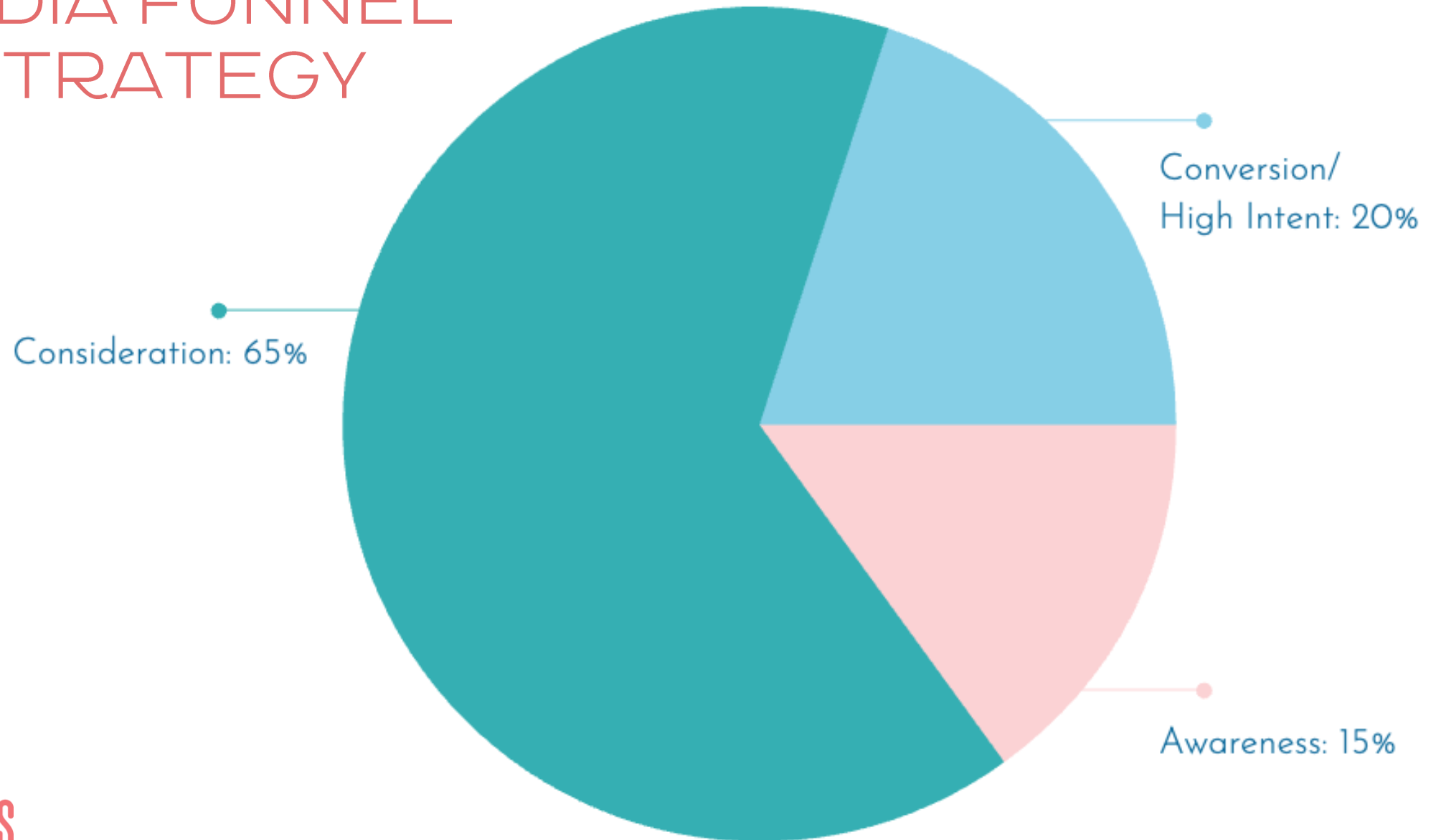
KEY BUSINESS OBJECTIVES

Alabama's Beaches

- 1 Increase direct bookings on AlabamasBeaches.com
- 2 Drive high quality website traffic to key pages on the website to influence visitation
- 3 Increase booking windows to support higher ADR and longer length of stay



MEDIA FUNNEL STRATEGY



TARGET MARKETS



MARKETS & MESSAGING

MONTHS	MESSAGING	MARKETS
January February	Spring Break Messaging	Nashville, Huntsville, Dallas, Houston, Atlanta, Birmingham, Louisville, Indianapolis, St. Louis, New Orleans, Lafayette, Baton Rouge
March April May June	Summer Season Messaging	Memphis, Nashville, Huntsville, Dallas, Houston, Atlanta, Birmingham, Louisville, St. Louis, New Orleans, Lafayette, Baton Rouge, Shreveport, Knoxville, Cincinnati, Bentonville/Fayetteville, and Kansas City
July August September	Fall Season Messaging	Memphis, Nashville, Huntsville, Dallas, Houston, Atlanta, Birmingham, Louisville, Indianapolis, New Orleans, Austin, Little Rock, Evansville, Cincinnati, Bentonville/Fayetteville, and Kansas City
October November December	Spring Season Messaging	Nashville, Huntsville, Dallas, Houston, Atlanta, Birmingham, Madison, Louisville, Minneapolis, Grand Rapids, Indianapolis, Ft. Wayne, Saginaw-Clare



TRADE SCHEDULES FOR *sandcastles*

Spring beckons from Gulf Shores and Orange Beach, where the only thing warmer than the sun is the welcome you'll get. Here, 32 miles of white-sand beaches are a playground for all ages, and every breeze whispers, "Stay a little longer."

BOOK NOW AT ALABAMA'S BEACHES.COM



ALABAMA'S
BEACHES

FEELING CRABBY?

Escape to the beach.

Leave your worries behind and let Alabama's Beaches set the scene for your summer. Think warm sand, clear water, the freshest seafood, and new family traditions. Paradise is closer than you think.

BOOK NOW AT ALABAMA'S BEACHES.COM



ALABAMA'S
BEACHES



BOOK NOW AT ALABAMASBEACHES.COM

Out on the Gulf,
CATCHING
THE BREEZE
THIS SPRING IS
GUARANTEED.

The rest is between you and the fish.



ALABAMA'S
BEACHES

IT'S HARD TO
BE WOUND UP
AROUND HERE,
*unless you're
about to swing.*

Playing through the Gulf
breeze just hits different.



BOOK NOW AT ALABAMASBEACHES.COM

ALABAMA'S
BEACHES



GOLF AT THE GULF
just hits different.

ALABAMA'S
BEACHES

SWING ON THE BEACH

SPRING BREAK
RULES:
*eat, beach,
fun, repeat.*

PLAN YOUR GETAWAY

ALABAMA'S
BEACHES

ROLL ALONG
like the waves.

ALABAMA'S
BEACHES

EXPLORE OUR OUTDOORS

TRADE WINTER'S
CHILL FOR
warm sand

ALABAMA'S
BEACHES

PLAN YOUR SPRING ESCAPE

CATCHING THE BREEZE
is guaranteed.

ALABAMA'S
BEACHES

HOOK A FISH, TOO

Tan lines
MAKE GREAT
SOUVENIRS.

PLAN YOUR
SPRING ESCAPE

ALABAMA'S
BEACHES

SUN'S OUT,
fun's out.

ALABAMA'S
BEACHES

PLAN YOUR SPRING ESCAPE



ALABAMA'S
BEACHES

50th

Bushwacker

ANNIVERSARY

BOOK YOUR TRIP.

Property Type

Condo ▼

Arrival

Choose

Departure

Choose

Guests

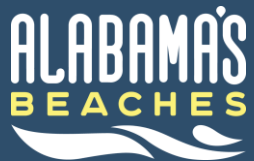
1 ▼

Search



WE TAKE
business casual
TO A WHOLE
NEW LEVEL!

Whether it's work or play,
we've got you covered
along Alabama's Beaches.



WE TAKE
business casual
TO A WHOLE
NEW LEVEL.



Looking for a memorable location for your next meeting, conference or convention? Alabama's Beaches offer the perfect blend of professional facilities and breathtaking scenery.

Our conference spaces, resorts, and hotels are equipped with all the amenities to satisfy your needs. Beyond the meeting rooms, the area boasts a variety of team-building activities, from dolphin cruises and deep-sea fishing to golf and water sports.

Choose Alabama's Beaches – just a drive away – for your next meeting.



START PLANNING

WE
TAKE
business casual
TO A
WHOLE
NEW
LEVEL!



START PLANNING

BEACH SAFE & LEAVE ONLY FOOTPRINTS



We Are Here To Help!

COMMUNICATIONS TEAM

CRYSTAL HINDS

VICE PRESIDENT OF MARKETING

JOANNA ALMOND

SOCIAL MEDIA MANAGER

AUSTEN BOWMAN

DIGITAL OPERATIONS MANAGER

SYDNEE LEE

CONTENT SPECIALIST

KAY MAGHAN

PUBLIC RELATIONS MANAGER

BRITTANY NIETO

MARKETING COORDINATOR

EASTON COLVIN

PUBLIC RELATIONS MANAGER

MALIA ELLIOTT

DIGITAL OPERATIONS COORDINATOR