

# 2024 ANNUAL REPORT

## 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** Sports Story Reach

**9** Press Releases

### 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



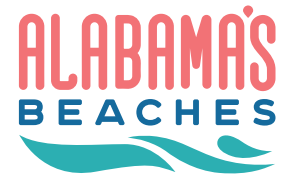
Major Leisure Events  
**13**



Economic Impact  
**\$4.4M**

# 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

### 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

### 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

### 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

#### FIVE MOST NOTABLE CLIPS:

"Discover the Rich Flavors of the Gulf Coast Across Alabama's Beaches" *Forbes*

"4 Beach Getaways with Homes Big Enough for the Whole Family" *Southern Living*

"The 20 Greatest Beaches in America"  
*The Telegraph*

"This Year-Round Beach Destination Was Named One of the Best in the U.S. for Its Emerald Waters"  
*Travel + Leisure*

"America's 20 Most Kid-Friendly Places for a Family Vacation"  
*TripAdvisor*