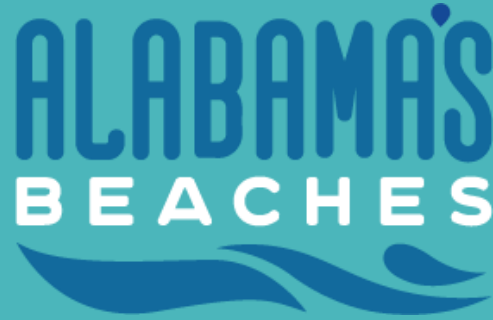


Tourism Summit

MEETINGS & SPORTS UPDATE



ALABAMA'S BEACHES
SPORTS & EVENTS

Michelle Russ, TMP

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

MEETINGS

Markets & Activities

MARKETS BY STATE

- Alabama
- Louisiana
- Mississippi

MARKETS BY TYPE

- Association
- Corporate
- Government
- SMERF

2024 RECAP

- 287 meetings
 - 56% Alabama associations
 - 28% new; 72% repeat
 - 24% regional associations and SMERF
 - 18% government and corporate
- 73,927 room nights
- 19 site visits



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**

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

Growth & Recap

Year	Number of Events	Room Nights Generated	Direct Visitor Spending
2009	51	23,193	\$7.6 Million
2010	68	38,142	\$12.8 Million
2011	69	48,655	\$16.3 Million
2012	88	64,076	\$22.4 Million
2013	93	71,931	\$27.9 Million
2014	102	76,042	\$30.8 Million
2015	113	88,338	\$54.1 Million
2016	142	103,562	\$135 Million
2017	138	115,344	\$123 Million
2018	155	114,786	\$118 Million
2019	125	117,075	\$121.44 Million
2020	62	59,089	\$35.31 Million
2021	122	136,599	\$99.42 Million
2022	141	133,145	\$93.82 Million
2023	134	134,829	\$89.53 Million

2024

SPORTS EVENTS

123

ROOM NIGHTS

123,641

ECONOMIC IMPACT

\$80.4 MILLION



WHERE WE ARE NOW

What We Need

GROWING LODGING INVENTORY

+

CITY SCHOOL FACILITY NEEDS

+

TREMENDOUS COMMUNITY GROWTH

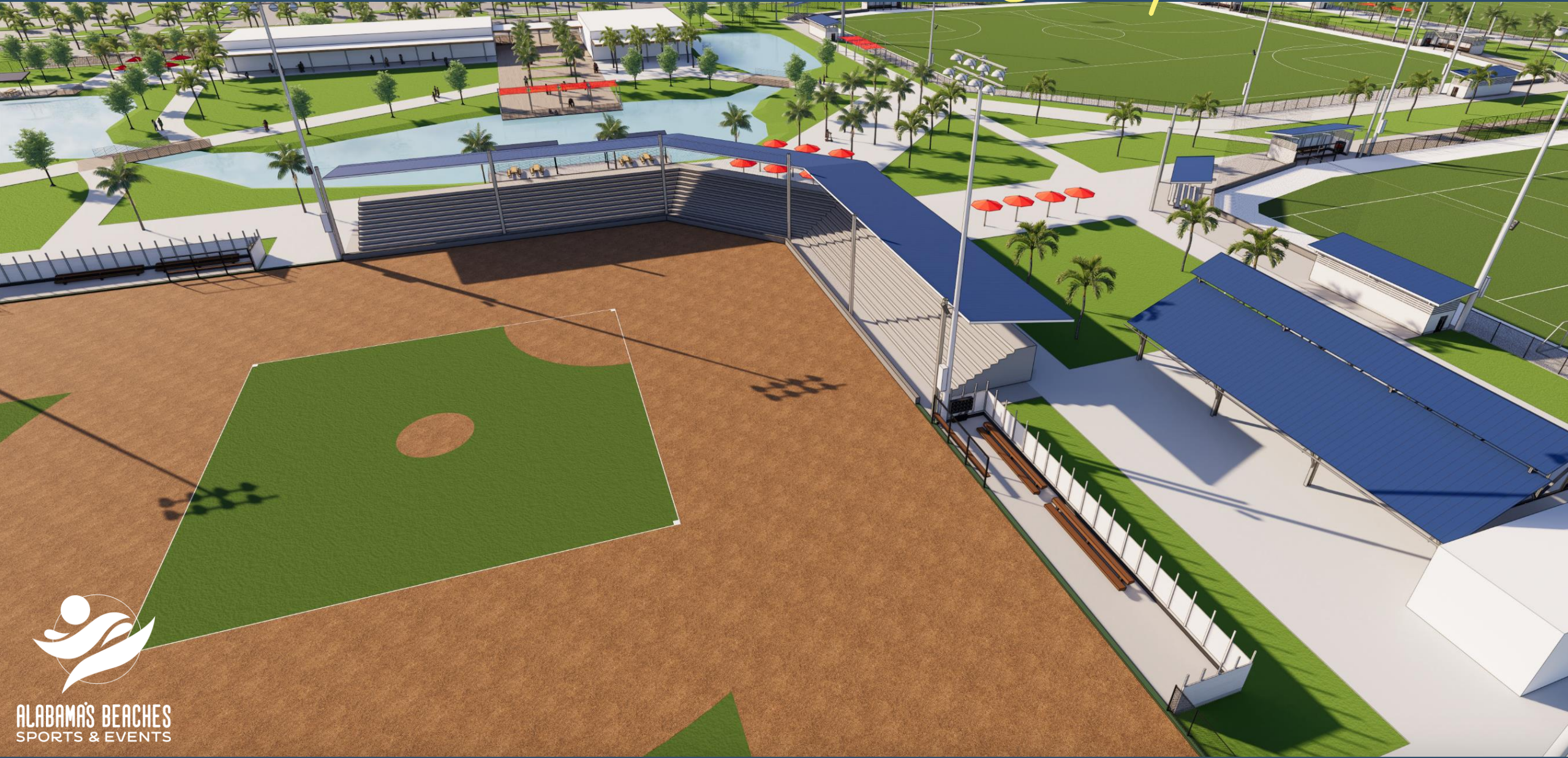


**NEED FOR SPORTS TOURISM
DEVELOPMENT**

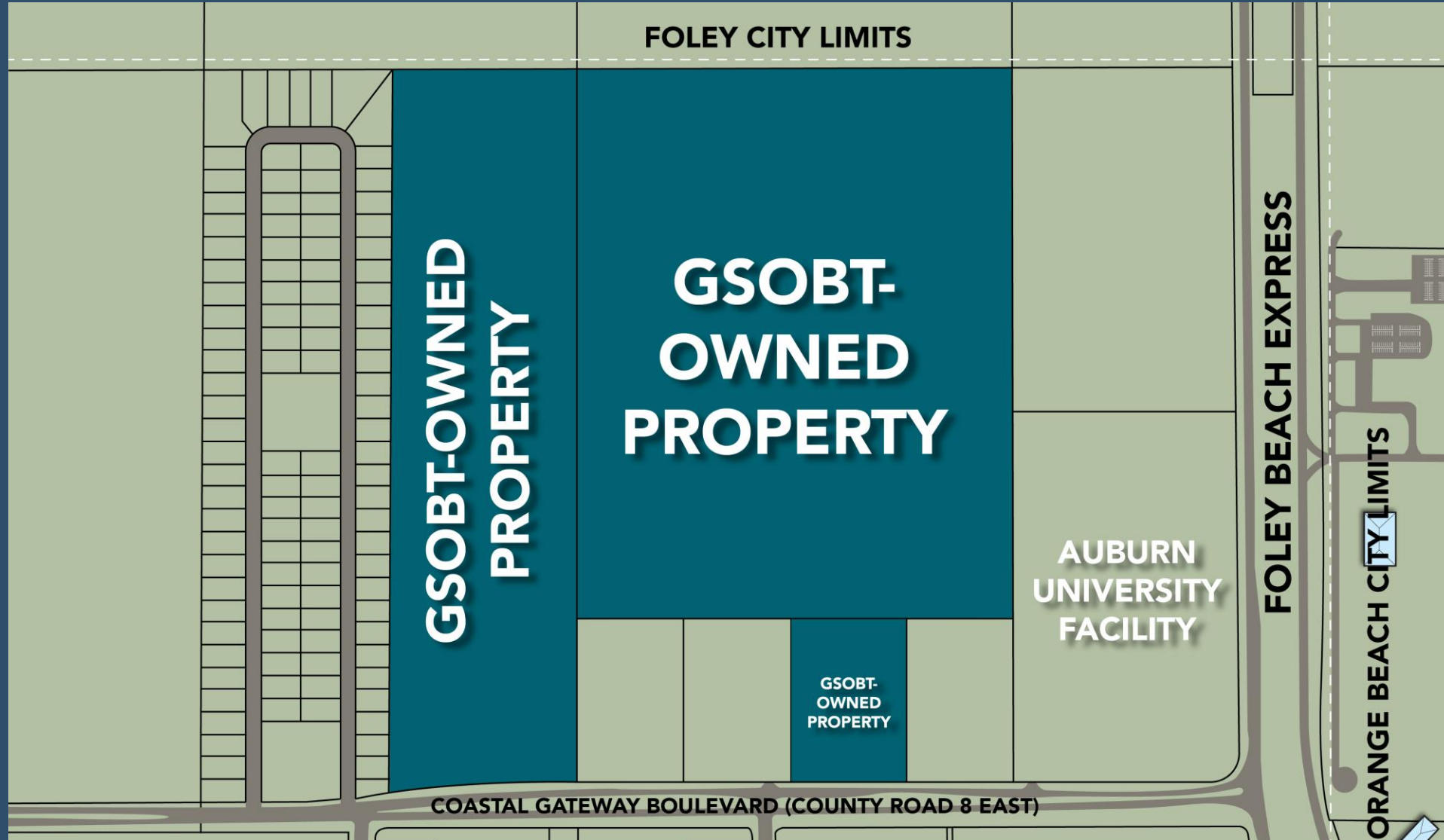


ALABAMA'S BEACHES
SPORTS & EVENTS

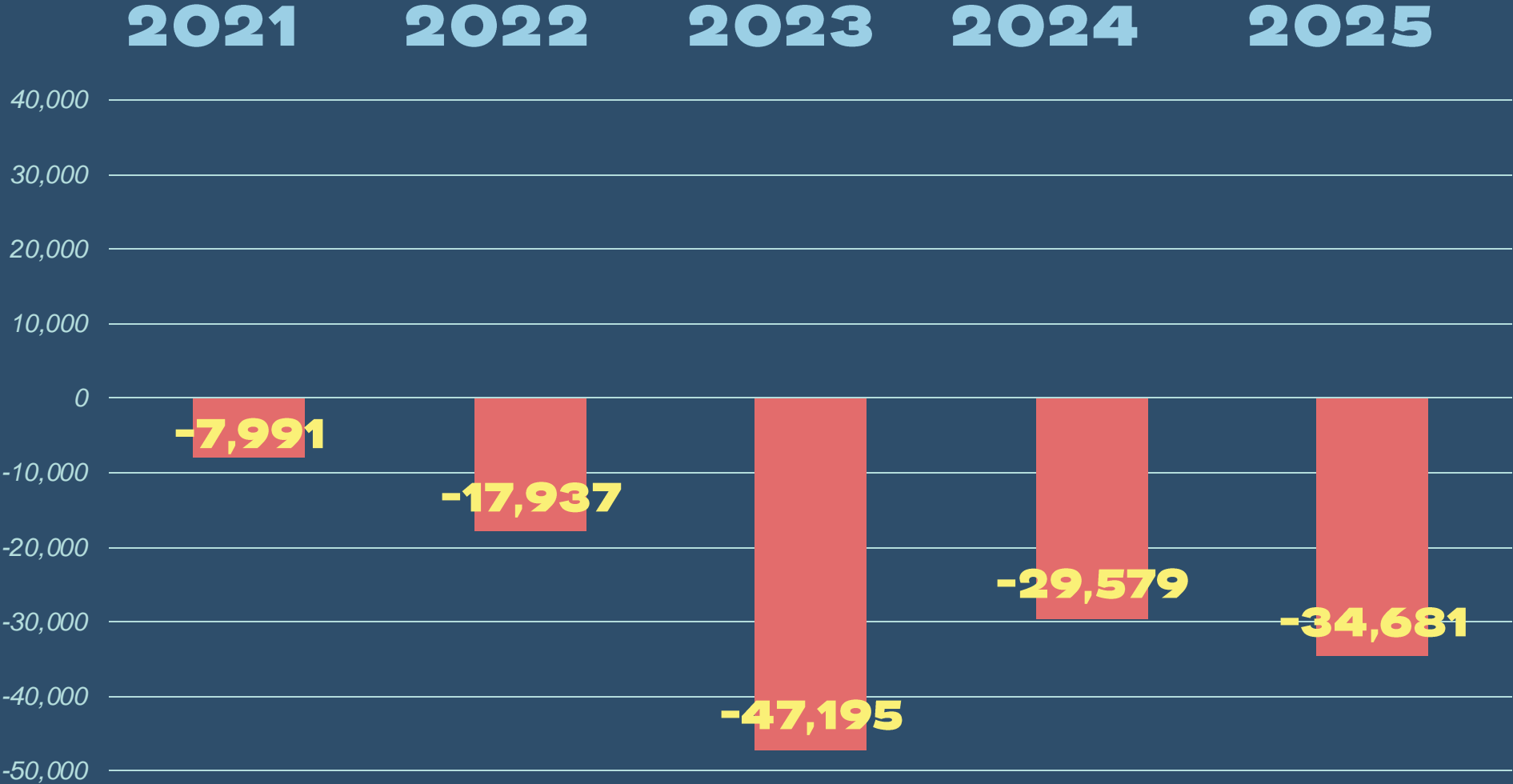
SPORTS COMPLEX *Development*



LOCATION OF FUTURE DEVELOPMENT

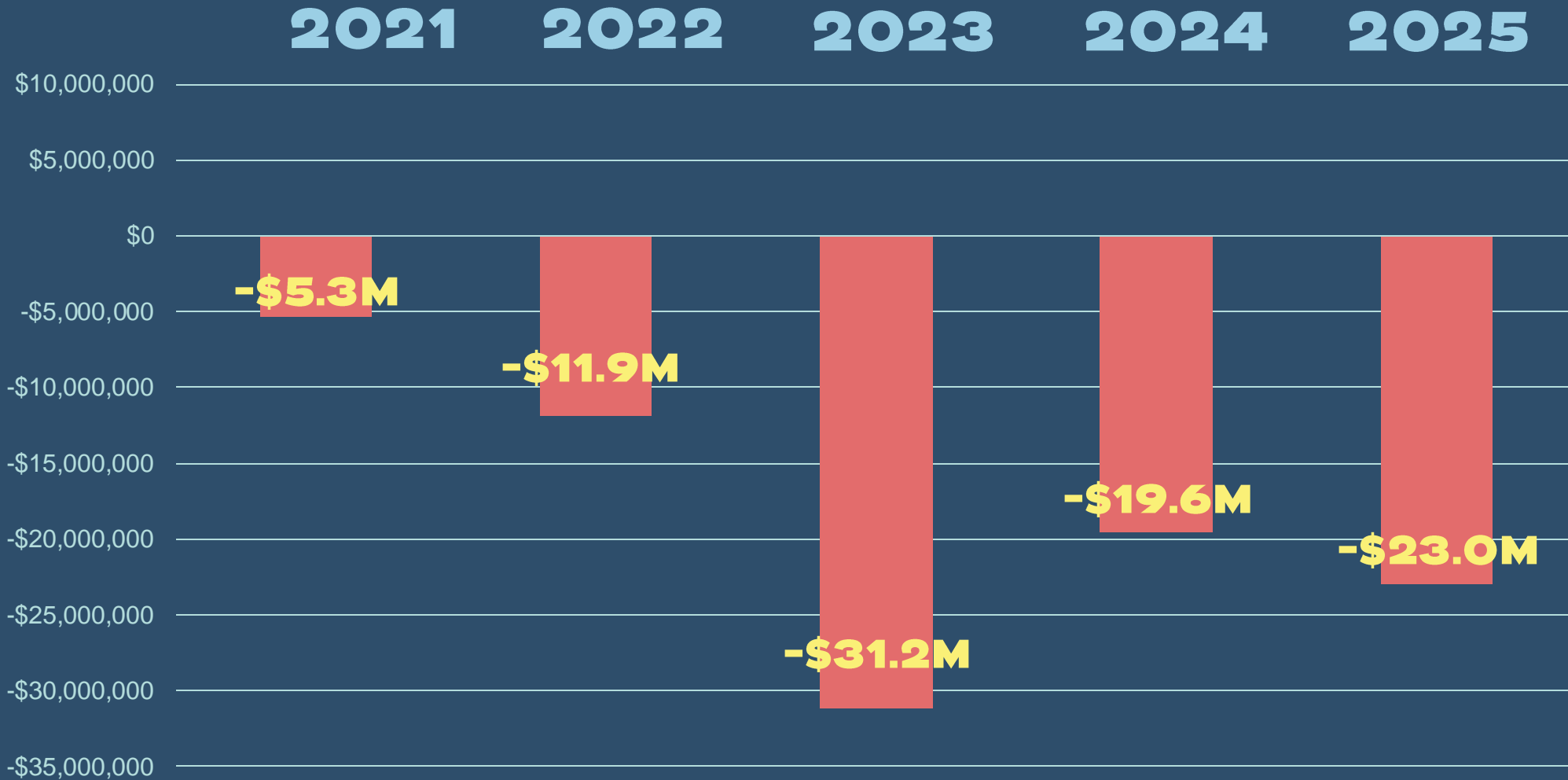


LOST ROOM NIGHTS



LOST REVENUE

DIRECT VISITOR SPENDING



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



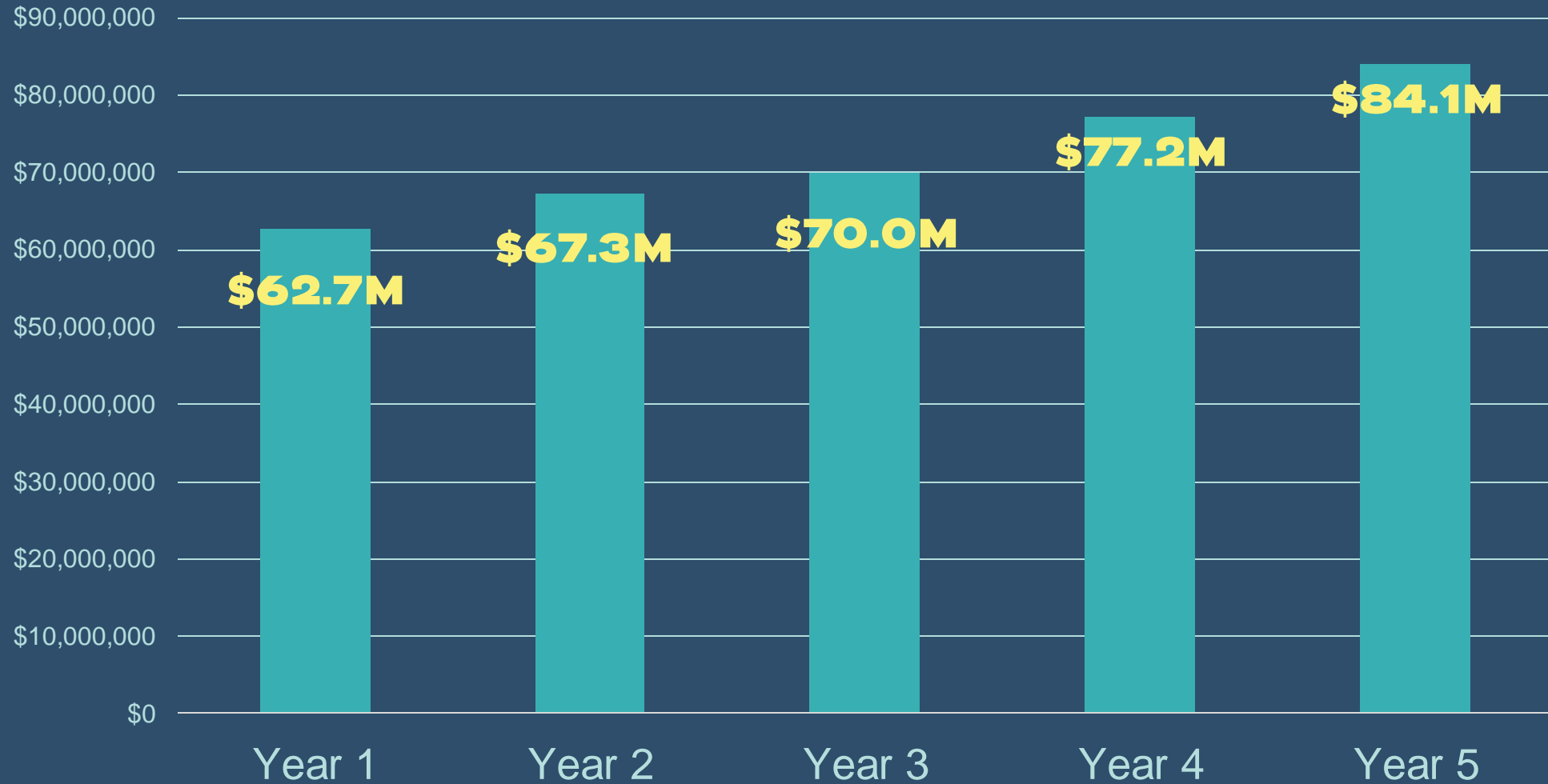
ALABAMA'S BEACHES
SPORTS & EVENTS

NEW PROJECTED ROOM NIGHTS



NEW PROJECTED REVENUE

DIRECT VISITOR SPENDING



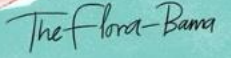
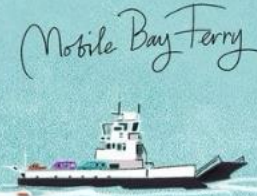
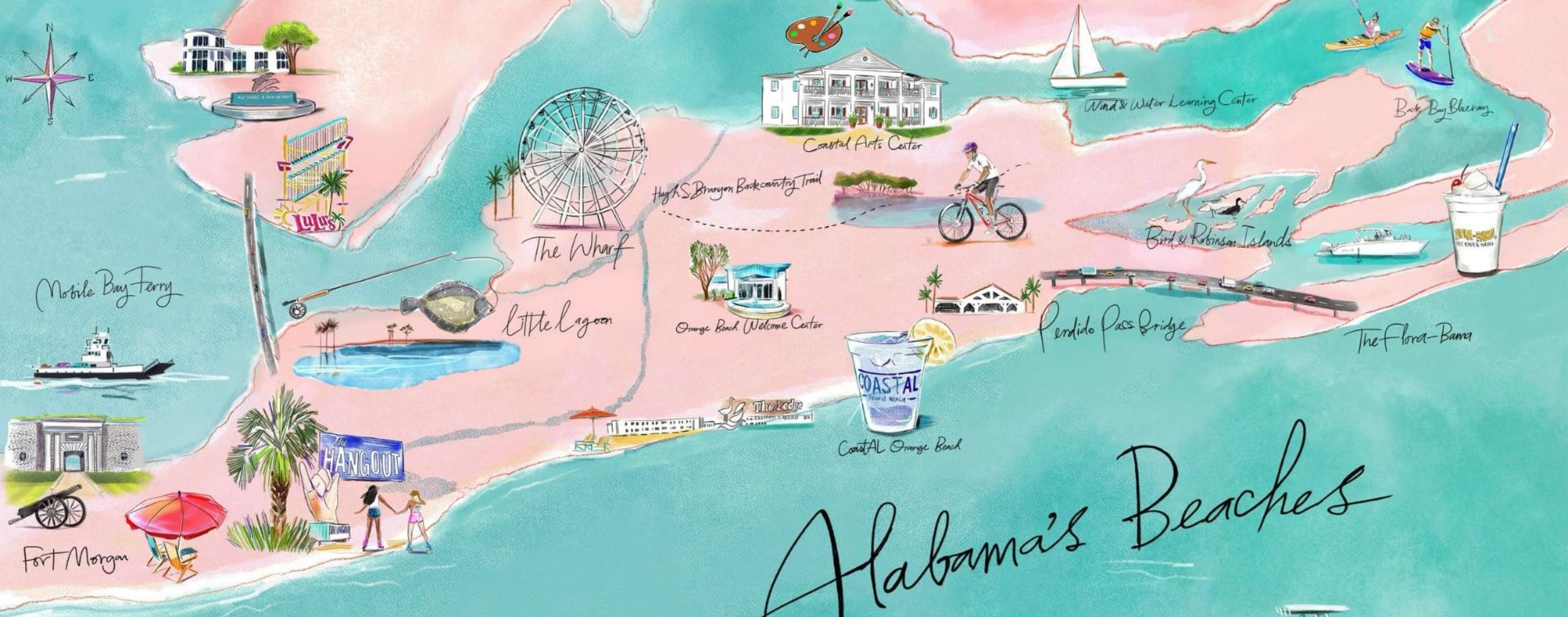
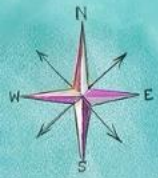
Lodging Spend based on \$264.83/night
Additional Spend based on \$397.26/night



ALABAMA'S BEACHES
SPORTS & EVENTS

INSERT VIDEO

Thank You!



Alabama's Beaches

