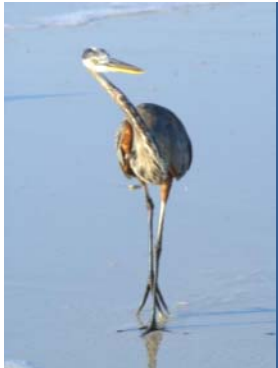


# Tourism on Alabama's Gulf Coast

Herbert J. Malone, Jr., President/CEO  
Alabama Gulf Coast CVB

  
GULF SHORES  
ORANGE BEACH  
ALABAMA





# Our Mission

The mission of the Convention and Visitors Bureau is to market the Alabama Gulf Coast as a destination, thus enhancing the area's economy and quality of life for all residents.



# Our Mission

- Marketing
- Leadership

- Product
- Service
- Marketing

CVB

Industry Partners

Guests

Cities

- Infrastructure

- Services

[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)

# Print Advertising



necessities:

- tiara-and-pink-princess birthday party
- year-long supply of gummy bears
- family time

Sometimes in life, you're forced to prioritize. Do they really need another splashy pink-tiara-and-princess party? Or just the splash. Big squeals. And a circle of warm family fun. The simple pleasures and the beautiful treasures of Alabama's beaches are only a short drive away. Waiting for you now.

Come on down. They'll be all the richer for it.

**GULF SHORES  
ORANGE BEACH**

1.888.610.5290  
www.BamaBeachGetaway.com



It seems  
the Davidsons of Douglasville  
have a  
*little secret.*

Sometimes they slip out of town around lunch and go where they can enjoy supper. Surfside. They bypass the beaten path and head to their own little piece of paradise. To a place where the soft sands glimmer white, the waves shimmer a turquoise hue and the family reconnects beautifully. Whether snorkeling, shopping or squealing down a water slide, two by two.

Their secret? Gulf Shores & Orange Beach, Alabama's sun-washed beach treasure. Shouldn't your family get in on the secret, too?

**GULF SHORES  
ORANGE BEACH**

For more information, visit  
[EscapeFromAtlanta.com](http://EscapeFromAtlanta.com)  
or call toll-free 1-888-829-0186.

[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)

# Print Advertising



necessities:

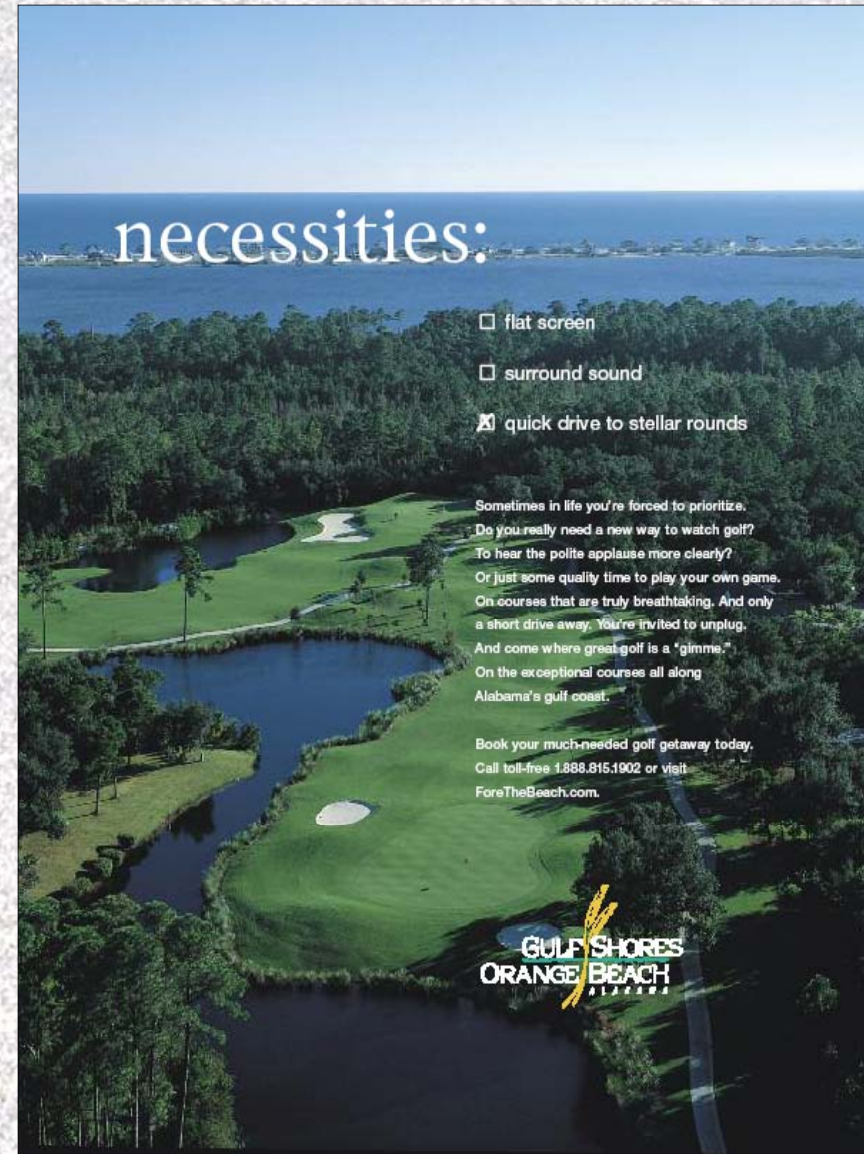
- fees for membership
- tickets to championship
- time for laid-back little fishing trip

Sometimes in life you're forced to prioritize. Do you really need to pay to belong?  
Do you really need pricey tickets to a game your team may not even win?  
Or do you need a sure thing. Like the deep blue with your true-blue buddies.  
Reel in good times you'll grin and tell tall tales about for a lifetime.  
Along Alabama's beautiful gulf coast.

Hook your great trip today.

**GULF SHORES  
ORANGE BEACH**

1.877.475.1334  
OrangeBeach.com



necessities:

- flat screen
- surround sound
- quick drive to stellar rounds

Sometimes in life you're forced to prioritize.  
Do you really need a new way to watch golf?  
To hear the polite applause more clearly?  
Or just some quality time to play your own game.  
On courses that are truly breathtaking. And only  
a short drive away. You're invited to unplug.  
And come where great golf is a "gimme."  
On the exceptional courses all along  
Alabama's gulf coast.

Book your much-needed golf getaway today.  
Call toll-free 1.888.815.1902 or visit  
ForeTheBeach.com.

**GULF SHORES  
ORANGE BEACH**

[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)

# Print Advertising



## necessities:

Yes, someone always needs to drive them. And yes, someone always needs to watch them. But every so often, that someone needs to be someone other than you. When you realize that you need some down time with your girlfriends (and a sippy cup all of your own), remember that Alabama's beautiful beaches are a short drive—and a whole world—away. Waiting for you.

1.800.745.7263  
AlabamasGulfCoast.net

- chauffeuring
- chaperoning
- chilling



[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)

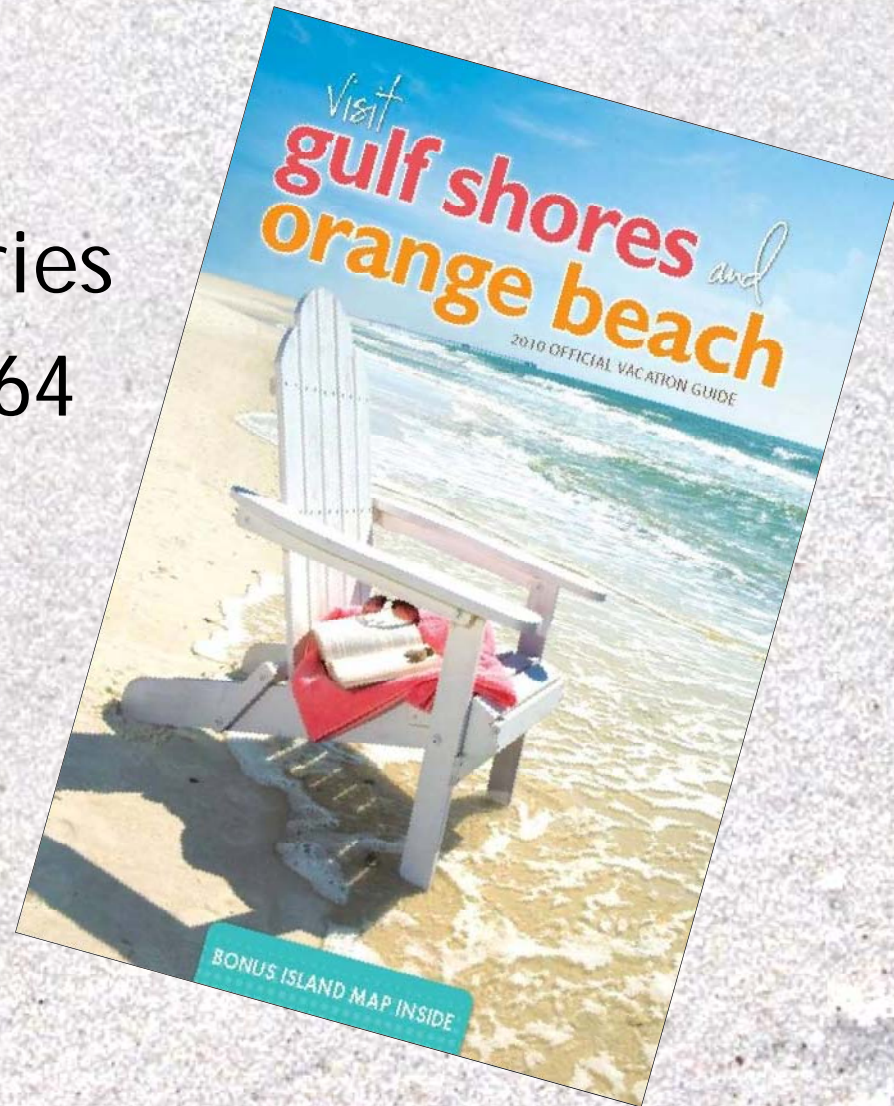
# Results from Print Ads

Visitor Inquiries

2009: 128,064

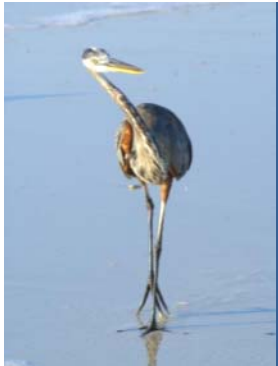
Δ36%

CPI: \$2.66



[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)





# Online Advertising



[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)



# Online Statistics

- Website Visits             $\Delta 22\%$     2 M+
- IP Impressions             $\Delta 11\%$     45M
- I P Clicks                  $\Delta 49\%$     3.8 M



# Public Relations

- 4 Media FAM's
- 107 Press Releases
- 499 newspaper, magazine & online articles
- Reaching 32+ M in print circ.



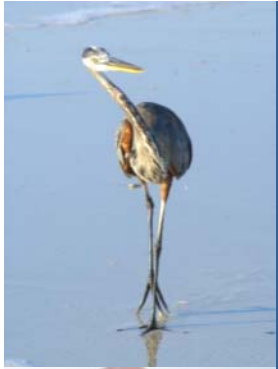
# Public Relations

“The Alabama Gulf Coast still reigns as one of the best beaches in the South.”

*Southern Living*  
September 2009



[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)



# Public Relations

"When my children were young, winter vacations were simple...But now that they're older, everyone has different interests, making negotiating a compromise a challenge. That's what makes Alabama's Gulf Coast perfect. There's biking for my husband, the beach for my 15-year-old daughter, tee times for my college-aged son and hiking, kayaking and a historic Southern town for me. Plus - - since family vacation should mean family time -- there's a list of activities we can enjoy together, and all at very little cost."

*Press News Service, February 22, 2009*

[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)



# Group Sales

- Room Nights                    38,000+     $\Delta$ 11%
- Groups Booked                    190     $\Delta$  6%





# AL Gulf Coast Sports Commission

- Events 50  $\Delta$ 52%
- Room Nights 23,000  $\Delta$ 127%
- Visitor Spending \$7.6 M





# AL Gulf Coast Sports Commission

## 2009 Spending

Room Spending	\$3,455,182
Additional Spending	\$4,162,970
<b>Total Spending</b>	<b>\$7,618,152</b>

## Local Benefits

City Lodging Tax @ 5%	\$ 172,759
City Sales Tax @ 3%	\$ 124,889
<b>TOTAL CITY Tax Benefits</b>	<b>\$ 297,648</b>

CVB Lodging Tax @ 2%	\$ 69,104
County Sales Tax @ 2%	\$ 83,259

# Welcome Center Walk-ins

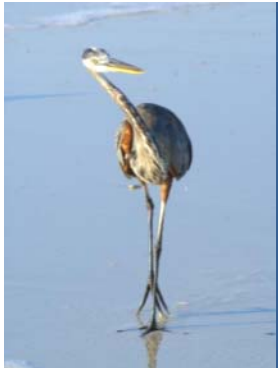
146,000+  
Visitors

2009  $\Delta$ 11%



[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)





# Product Development

Alabama Coastal Birding Trail



Battle of Mobile Bay  
Civil War Trail



Five Star Southern Hospitality



Nature Tourism Initiative





# Product Development

Coastal Nature Guide  
Certification Training

National Scenic Byway



The Waters, Ways and Wildlife  
of Alabama's Gulf Coast



[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)



# CVB Budget 2009

Total Revenue \$5.2 million

## Expense Breakdown:

Personnel 27%

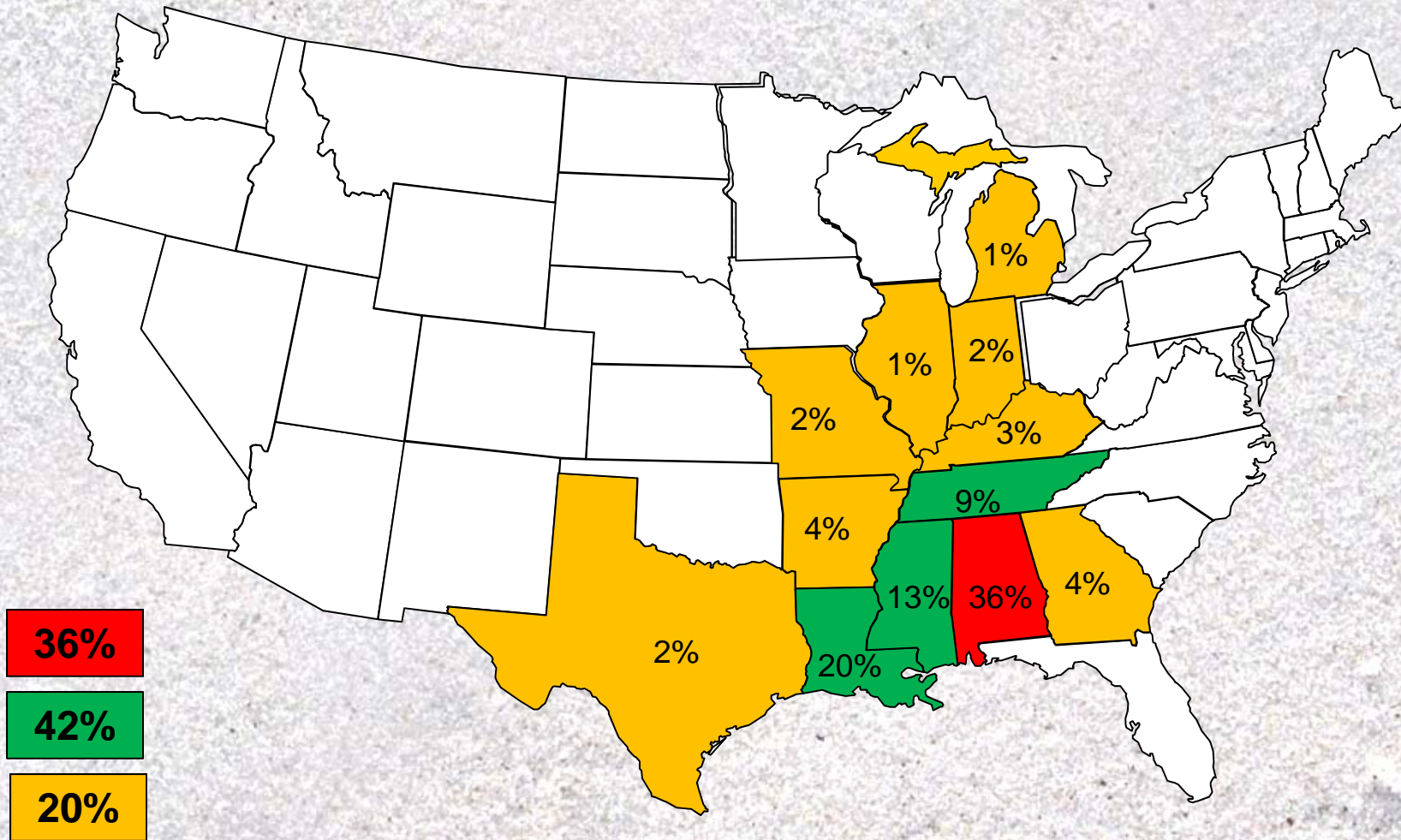
Direct Promotion 56%

Operations 15%

Total 98%

# 2008 Visitor State of Residence

IP Zips Fall 08 - Summer 09



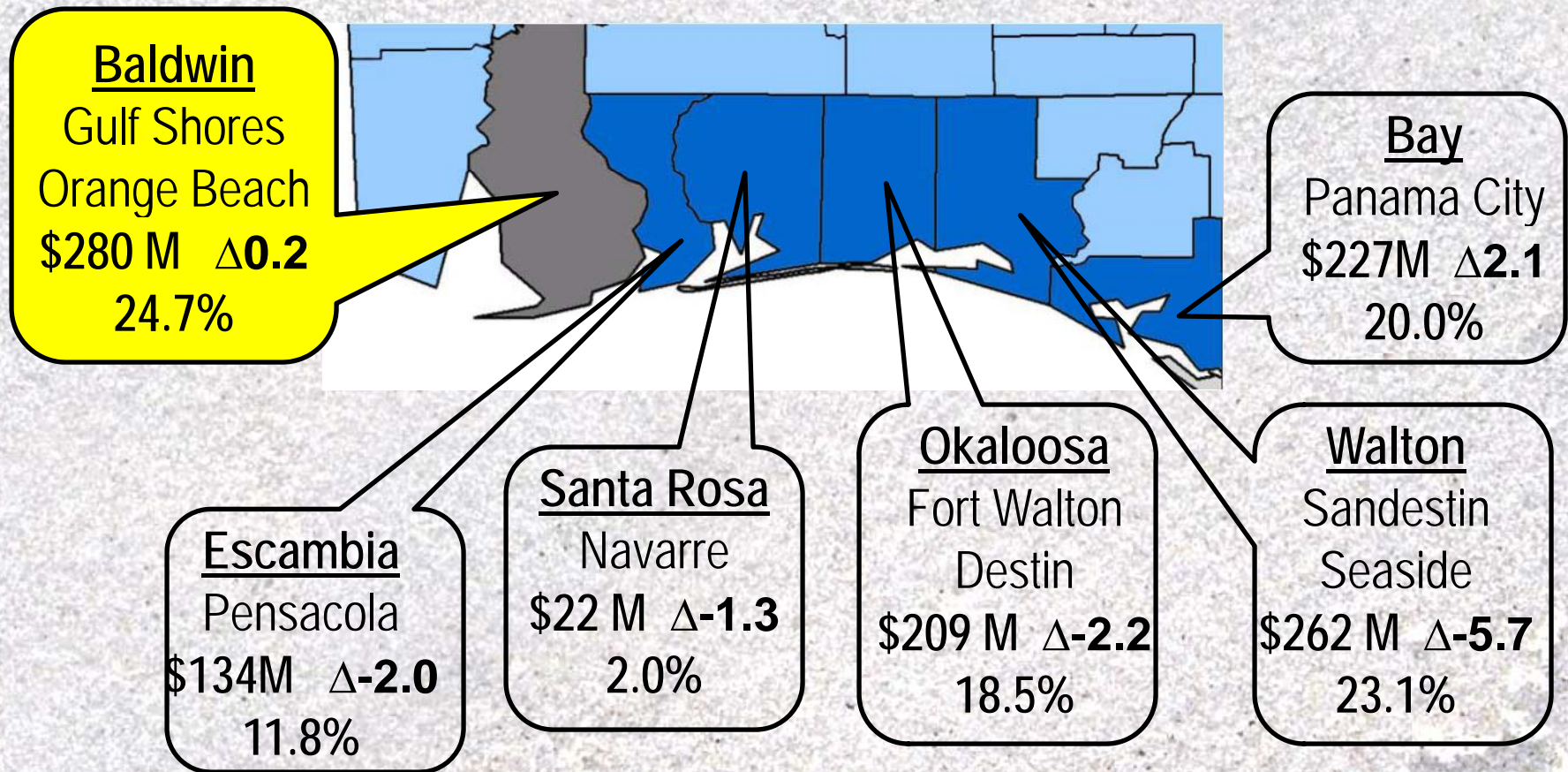


# Tourism's Impact in 2009

- 4.6 M guests  $\Delta+1\%$
- \$2.3 B in visitor spending  $\Delta+2\%$
- 41,000 travel-related jobs
- \$915 M in wages and salary

# Lodging Rentals & Market Share 2009

\$1.1Billion -- 1.6% Loss from 2008



Source: Center for Business and Economic Development, Auburn University  
Haas Center for Business Research & Economic Development



# Lodging Revenue

## Ft. Morgan, Gulf Shores, Orange Beach

Source: Alabama Department of Revenue

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	\$3,485,404	9.6%	\$3,931,724	12.8%	\$4,273,917	8.7%	\$3,804,457	-11.0%
JAN	\$5,669,204	-3.5%	\$5,706,587	0.7%	\$5,800,607	1.6%	\$6,220,810	7.2%
FEB	\$8,423,774	7.3%	\$9,205,981	9.3%	\$9,075,605	-1.4%	\$9,231,088	1.7%
<b>WINTER</b>	<b>\$17,578,382</b>	<b>4.0%</b>	<b>\$18,844,292</b>	<b>7.2%</b>	<b>\$19,150,128</b>	<b>1.6%</b>	<b>\$19,256,355</b>	<b>0.6%</b>
MAR	\$16,380,657	20.5%	\$17,651,805	7.8%	\$14,172,588	-19.7%	\$15,497,088	9.3%
APR	\$18,721,483	23.2%	\$14,600,761	-22.0%	\$16,789,195	15.0%	\$0	0.0%
MAY	\$22,509,039	11.9%	\$24,094,642	7.0%	\$22,006,898	-8.7%	\$0	0.0%
<b>SPRING</b>	<b>\$57,611,179</b>	<b>17.8%</b>	<b>\$56,347,208</b>	<b>-2.2%</b>	<b>\$52,968,681</b>	<b>-6.0%</b>	<b>\$15,497,088</b>	<b>9.3%</b>
JUN	\$50,441,394	31.9%	\$48,343,939	-4.2%	\$46,741,899	-3.3%	\$0	0.0%
JUL	\$51,862,744	12.6%	\$55,518,408	7.0%	\$56,055,274	1.0%	\$0	0.0%
AUG	\$28,583,165	39.1%	\$27,015,207	-5.5%	\$29,757,196	10.1%	\$0	0.0%
<b>SUMMER</b>	<b>\$130,887,303</b>	<b>24.8%</b>	<b>\$130,877,553</b>	<b>0.0%</b>	<b>\$132,554,369</b>	<b>1.3%</b>	<b>\$0</b>	<b>0.0%</b>
SEP	\$13,809,936	23.3%	\$11,318,274	-18.0%	\$13,967,158	23.4%	\$0	0.0%
OCT	\$11,552,041	13.7%	\$10,924,464	-5.4%	\$10,836,749	-0.8%	\$0	0.0%
NOV	\$5,928,972	-2.8%	\$4,751,092	-19.9%	\$5,096,319	7.3%	\$0	0.0%
<b>FALL</b>	<b>\$31,290,949</b>	<b>13.9%</b>	<b>\$26,993,829</b>	<b>-13.7%</b>	<b>\$29,900,225</b>	<b>10.8%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$237,367,813</b>	<b>19.8%</b>	<b>\$233,062,882</b>	<b>-1.8%</b>	<b>\$234,573,403</b>	<b>0.6%</b>	<b>\$34,753,443</b>	<b>4.3%</b>



# Lodging Revenue 2009

Summer 2009  $\Delta$  1.3%

Yearend  $\Delta$  0.6%



# Retail Sales

## Ft. Morgan, Gulf Shores, Orange Beach

Source: Cities Revenue Department

	2007	VAR.	2008	VAR.	2009	VAR.	2010	VAR.
DEC	\$41,874,608	-12.5%	\$32,822,636	-21.6%	\$29,132,478	-11.2%	\$25,065,550	-14.0%
JAN	\$33,199,869	-11.2%	\$28,243,994	-14.9%	\$23,396,042	-17.2%	\$23,489,081	0.4%
FEB	\$38,985,795	0.7%	\$30,703,531	-21.2%	\$30,931,261	0.7%	\$28,016,166	-9.4%
<b>WINTER</b>	<b>\$114,060,272</b>	<b>-8.0%</b>	<b>\$91,770,161</b>	<b>-19.5%</b>	<b>\$83,459,781</b>	<b>-9.1%</b>	<b>\$76,570,797</b>	<b>-8.3%</b>
MAR	\$55,606,515	-0.4%	\$51,418,914	-7.5%	\$43,316,033	-15.8%	\$45,557,328	5.2%
APR	\$56,039,930	4.2%	\$49,762,219	-11.2%	\$47,526,004	-4.5%	\$0	0.0%
MAY	\$65,095,104	2.5%	\$55,758,719	-14.3%	\$53,572,556	-3.9%	\$0	0.0%
<b>SPRING</b>	<b>\$176,741,550</b>	<b>2.1%</b>	<b>\$156,939,852</b>	<b>-11.2%</b>	<b>\$144,414,593</b>	<b>-8.0%</b>	<b>\$45,557,328</b>	<b>5.2%</b>
JUN	\$77,035,525	6.1%	\$74,616,804	-3.1%	\$75,908,166	1.7%		0.0%
JUL	\$80,400,085	0.6%	\$80,234,021	-0.2%	\$86,278,167	7.5%		0.0%
AUG	\$61,780,433	0.0%	\$55,317,935	-10.5%	\$52,839,963	-4.5%		0.0%
<b>SUMMER</b>	<b>\$219,216,043</b>	<b>2.3%</b>	<b>\$210,168,760</b>	<b>-4.1%</b>	<b>\$215,026,297</b>	<b>2.3%</b>	<b>\$0</b>	<b>0.0%</b>
SEP	\$43,261,798	-11.1%	\$36,391,648	-15.9%	\$35,993,890	-1.1%		0.0%
OCT	\$39,052,193	-6.6%	\$37,432,331	-4.1%	\$33,253,424	-11.2%		0.0%
NOV	\$34,808,687	-4.7%	\$28,073,575	-19.3%	\$24,694,902	-12.0%		0.0%
<b>FALL</b>	<b>\$117,122,677</b>	<b>-7.8%</b>	<b>\$101,897,554</b>	<b>-13.0%</b>	<b>\$93,942,217</b>	<b>-7.8%</b>	<b>\$0</b>	<b>0.0%</b>
<b>ANNUAL</b>	<b>\$627,140,542</b>	<b>-1.8%</b>	<b>\$560,776,328</b>	<b>-10.6%</b>	<b>\$536,842,889</b>	<b>-4.3%</b>	<b>\$122,128,124</b>	<b>-3.7%</b>

[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)



# Retail Sales 2009

Summer 2009  $\Delta$  2.3%

Yearend  $\Delta$  -4.3%



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This presentation is posted at  
[www.agccvb.org/stats](http://www.agccvb.org/stats).

[www.GulfShores.com](http://www.GulfShores.com) and [www.OrangeBeach.com](http://www.OrangeBeach.com)