



# 2017 ANNUAL REPORT ON TOURISM



**6.4M**

*Number of Guests*



**\$4.4B**

*Visitor spending*



**\$1.5B**

*Wages/Salaries*



**50,574**

*Travel related jobs*



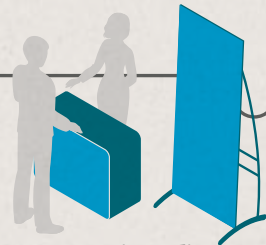
**GULF SHORES &  
ORANGE BEACH**

*It's a Whole Different State*

Source: Alabama Tourism Department, 2017 Economic Impact Report

# 5 TRADESHOWS ATTENDED

NASC Annual Education Symposium (April)  
 Connect Sports (August)  
 SPORTS Institute (September)  
 TEAMS Conference (October)  
 USSSA Annual Convention (November)



36

New events



15,868

Welcome bags



5

Sports planner site visits



115,344

Room nights



138

Events



\$123 MM

Economic impact



## SPORTS PR COVERAGE

	TOTAL	REACH
ONLINE	61	2,268,143
NEWSPAPER	39	393,965
MAGAZINE	9	203,089
TELEVISION	27	814,832
<b>TOTAL</b>	<b>136</b>	<b>3,680,020</b>

1 PRESS TRIP

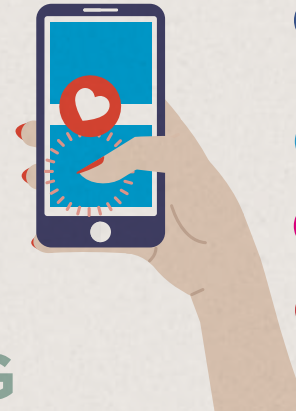


18 PRESS RELEASES



## SOCIAL MEDIA

- 6,701 fans with a 1,008,828 reach
- 2,374
- 1,195
- 433



## ADVERTISING

- Sports Events Magazine
  - Half page
  - 4 months (Jan, Feb, May, Dec)
- USSSA
  - Full page
  - 3 months (Mar, Jun, Sep)

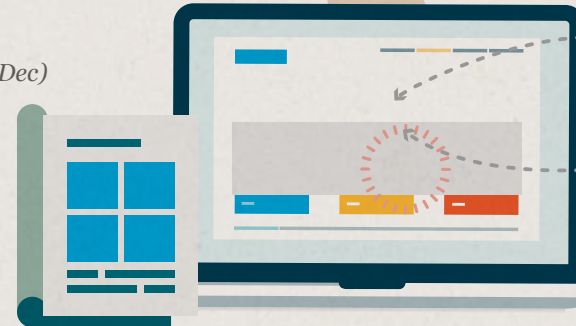
## WEBSITE

221,265

Sessions

69.3%

New visits to site



# SPORTS COMMISSION

# DIGITAL

## WEBSITE SESSIONS

**3,330,145**

**2,370,777**

Organic sessions

**369,652**

Tablet sessions

**1,936,999**

Website mobile sessions



**1,012,567**

Exit links to industry partners

**1,023,494**

Desktop sessions

## SOCIAL MEDIA FOLLOWERS

**363,042**



**47,319**



**26,787**



**3,758**



# PUBLIC RELATIONS

**670**

Articles published with a reach of

**208,554,166**

**118**

Number of journalists and bloggers hosted on press trips

**39**

Press releases issued

# 4 MOST NOTABLE CLIPS

“26 Under-the-Radar Southern Towns for Girlfriend Getaways”  
COUNTRY LIVING

“Get Ready to Plunge! 22 Scuba Diving Excursion Honeymoons!”  
BRIDES MAGAZINE

“Best Beaches for Wheelchair Users”  
TRAVEL CHANNEL

“Four Ways to Experience Gulf Shores and Orange Beach, Alabama”  
TORONTO STAR



**152,206**

Vacation Guide Requests

**77,076**

Welcome Center Visitors

**11,898**

Nature Collateral Requests

# HOSPITALITY & INFORMATION

**15,460**

Byway Collateral Requests

**8,393**

Fishing Collateral Requests

**6,158**

Birding Collateral Requests

**10,680**

History Collateral Requests

# ADVERTISING

**\$3.35**  
Average CPI

**146,462**  
Total reader service inquiries

## NEW PUBLICATIONS

PGA Tour Magazine, Smithsonian, Mississippi Sportsman, Louisiana Sportsman, Vacations Magazine, Endless Vacations

## TOP PERFORMERS

O Magazine (17,204), Compass Family Travel Insert (12,184), Better Homes & Gardens (8,932)

# SALES

**213**

Meetings and conventions

**13**

Site visits

**53,603**

Room nights

**29,527**

Meeting attendees

# MARKETING

# BOARD OF DIRECTORS

## Bill Brett, Board Chairman

CEO - Brett/Robinson

## David Bodenhamer, Board Vice Chairman

Managing Partner - Young's Suncoast Vacation Rentals

## Pedro Mandoki, Board Secretary/Treasurer

President - Mandoki Hospitality, Inc.

## Sheila Hodges

Chairman - Meyer Vacation Rentals

## Glen Kaiser

Executive General Manager - Kaiser Realty by  
Wyndham Vacation Rentals

## Robert Craft

Mayor - Gulf Shores

## Susan Boggs

Owner - Reel Surprise Charters, SanRoc Cay Marina

## Tony Kennon

Mayor - Orange Beach

## Mac McAleer

Owner - Homeport Marina

## Frank Reed

Owner - Reed Real Estate

## Mark Stillings

General Manager - Kiva Dunes Golf & Beach Resort

## Barbara Walters

Director - Island House Hotel Orange Beach,  
a DoubleTree by Hilton

# STATEMENT OF REVENUES & EXPENDITURES 2017

## REVENUES

	FY 2017 ACTUAL	% OF ACTUAL
Lodging Tax Revenue	\$ 9,725,557	91.2%
Sports Commission Sponsorships - In-Kind	327,452	3.1%
Sports Commission Sponsorships - Cash	233,925	2.2%
BP Grants & Other Revenue	100,000	0.9%
Sports Commission Event Revenue	80,464	0.8%
State & Federal Grants	80,000	0.8%
Marketing Revenue & Sponsorships	77,689	0.7%
Interest Income & Other Revenue	36,834	0.3%
<b>Total Revenue</b>	<b>\$10,661,921</b>	<b>100.0%</b>

## EXPENDITURES

	FY 2017 ACTUAL	% OF ACTUAL
<b>Total Personnel Expenses</b>	<b>\$ 3,009,632</b>	<b>28.6%</b>
<b>Direct Promotional Expenses</b>		
Advertising & Promotion	\$ 3,644,674	34.6%
Event Grants/Sports Commission Grants	792,027	7.5%
Digital Marketing	542,536	5.1%
Other Marketing & Promotional Expenses	491,011	4.7%
Research	241,344	2.3%
Inquiry Fulfillment	193,548	1.8%
Group Sales & Marketing	183,684	1.7%
Public Relations	129,799	1.2%
BP Grant Expenses	102,036	1.0%
Sports Commission Marketing	36,486	0.3%
<b>Total Direct Promotional Expenses</b>	<b>\$ 6,357,145</b>	<b>60.2%</b>
<b>Operational Expenses</b>		
Computer Equipment/Maintenance	\$ 259,203	2.5%
Administration Expenditures	243,432	2.3%
Building Repair & Maintenance	172,411	1.6%
Interest	128,179	1.2%
Insurance	91,415	0.9%
Capital Expenditures	80,193	0.8%
Utilities	74,915	0.7%
Telecommunications	69,407	0.7%
Equipment Purchases/Repair & Maintenance	53,718	0.5%
<b>Total Operational Expenses</b>	<b>\$ 1,172,873</b>	<b>11.2%</b>
<b>Total Expenditures</b>	<b>\$ 10,539,650</b>	<b>100%</b>
<b>Other Financing (Sources) Uses</b>	<b>\$ 256,658</b>	
<b>Total Expenditures &amp; Other Financing</b>	<b>\$ 10,796,308</b>	
<b>Excess Revenues Over (Under) Expenses</b>	<b>\$ (134,387)</b>	