



GULF SHORES & ORANGE BEACH

It's a Whole Different State

SALES DEPARTMENT

Meetings and Sports



OVERALL ROOM NIGHT CONTRIBUTION BY SEASONS AND MARKETS

	2011	2012	2013	2014	2015	2016	2017
Nov-Feb							
Sales	6147	4694	4125	7121	7147	8755	5737
Sports	3975	3807	4075	5127	7052	4896	11672
Total in Market	10122	8501	8200	12248	14199	13651	17409
March & April							
Sales	6182	6664	6733	7100	7341	6767	6915
Sports	8304	10015	11334	9921	12815	15086	13912
Total in Market	14486	16679	18067	17021	20156	21853	20827
May & August							
Sales	8400	8667	9465	8487	7885	7030	8409
Sports	5691	5789	5299	6865	7853	9104	9476
Total in Market	14091	14456	14764	15352	15738	16134	17885
June & July							
Sales	22375	27105	22539	23585	18869	20702	18420
Sports	23946	39212	46911	47521	56003	60642	70610
Total in Market	46321	66317	69450	71106	74872	81344	89030

Source

SALES DEPARTMENT

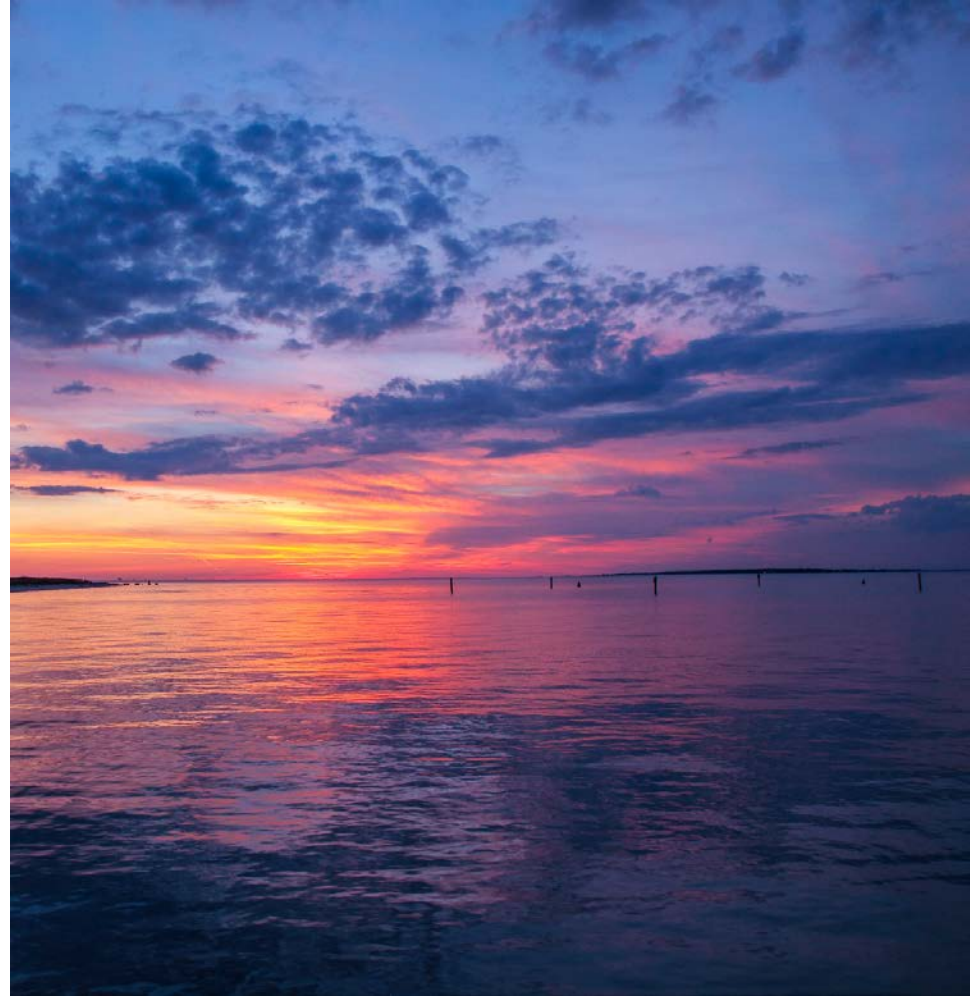
Markets:

- Amy Peralta-
AL Government, Education and Religious; LA, TX and MS all markets
- Mary Statkewicz-
AL Association and Corporate;
GA and AR all markets
- Beth Gendler-
TN all markets



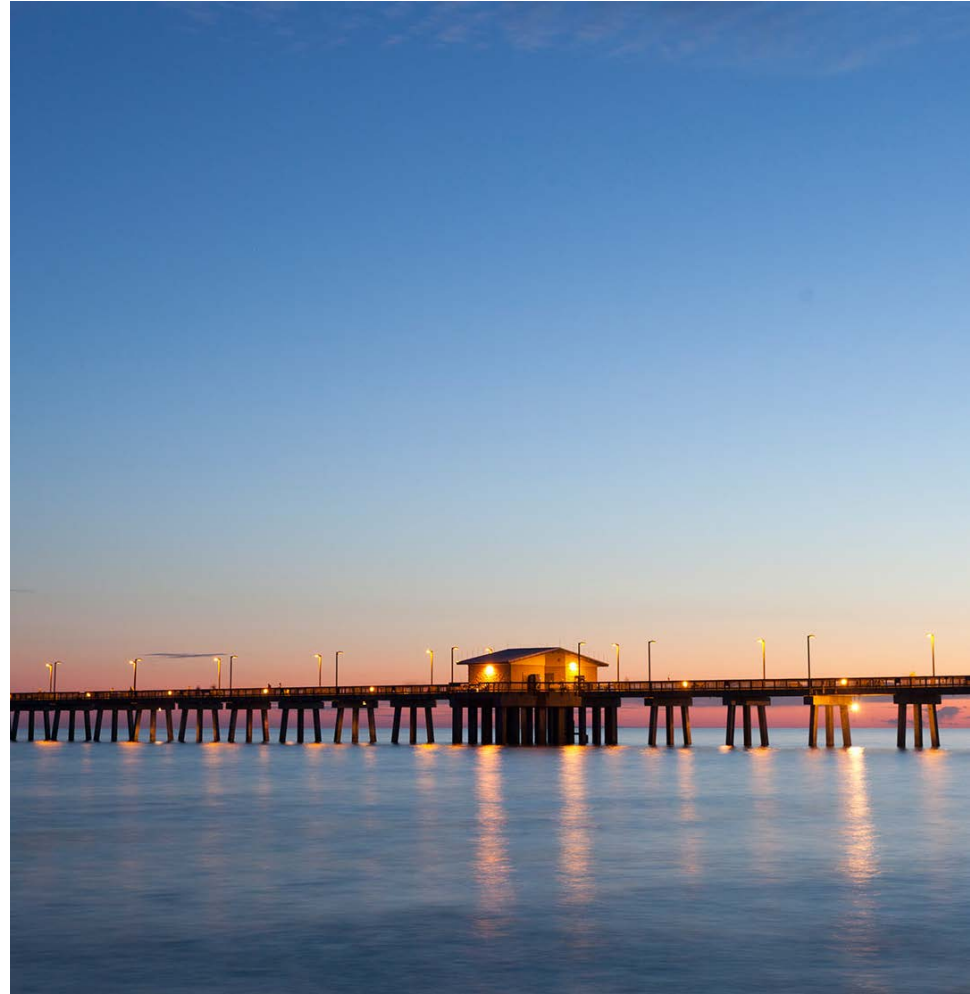
NEW INITIATIVES

- Online campaigns, email blasts, ads, blogs and re-messaging
- The Lodge at Gulf State Park
- Planner Toolkit
- International Travel and Golf
- Fall Meeting Planner FAM

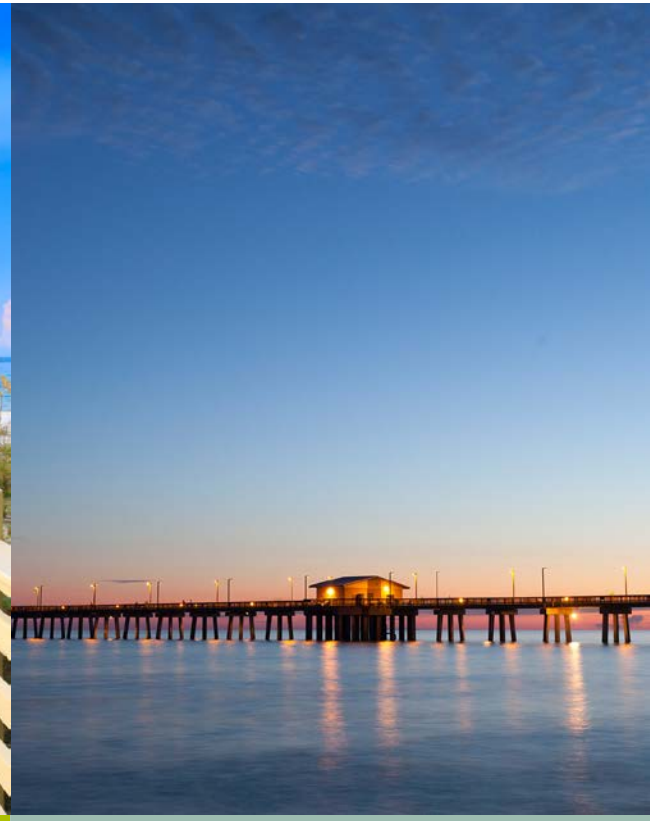


CONTINUED EFFORTS

- Sales staff for all of destination
- Off-season meetings and conventions
- Growth of the meetings market



GSOB SPORTS COMMISSION



THE TEAM



- Michelle Russ
- Ashley Wilson
- Sarah Cooper
- Michelle Sandell
- Taylor Smith

2017 RESULTS

The mission of the Gulf Shores & Orange Beach Sports Commission is to enhance the economic growth and viability of the cities of Gulf shores and Orange Beach through the creation, promotion and enhancement of sporting events year-round.

2017

Events	139
Room Nights	115,344
Economic Impact	\$114.6M

	2010	2011	2012	2013	2014	2015	2016
Events	68	69	88	93	102	115	142
Room Nights	38,142	48,655	64,076	71,931	76,042	88,337	103,468
Economic Impact	\$12.8M	\$16.3M	\$22.4M	\$27.9M	\$30.8M	\$70.6M	\$128.7M

Servicing:

- Serviced over 93 events delivering 15,865 welcome bags to athletes, fans and families.
- Conducted five site visits with potential sports event planners.

Sponsors:

The Gulf Shores & Orange Beach Sports Commission could not bring the various sporting tournaments and championships to Alabama's Gulf Coast without the support of our generous sponsors. Our sponsors help us by providing cash and in-kind accommodations, meals and advertising for events throughout the year. In turn we are able to promote our sponsors at various events during the year, driving traffic to their businesses and increasing sales on a regular basis.

NEW BUSINESS FOR 2018

- 2018 Perfect Game Baseball Tournaments
- 2018 FASA Spring Softball Tournament
- 2018 USSSA Junior World Series- 7U & 8U Kid Pitch
- 2018 Waterville USA Flow Tour
- 2018 AOPA Fly In



NEW EFFORTS

- GMS retargeting campaigns
- Al.com retargeting campaigns
- Coastal Champions

CONTINUED EFFORTS

- Run The Beach Series.
- Social Media content and promotion for annual sponsors.
- Sports specific pages for large events.
- Attendance at major sports market trade shows.
- Sports Alabama partnership.



SPONSORS



THANK YOU TO OUR 2018 SPONSORS

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



CHAMPION

Academy Sports + Outdoors, Best Western Premier The Tides Orange Beach, Chute For The Skye Parasail, Coca-Cola, DeSoto's Seafood Kitchen, Fisher's at Orange Beach Marina, Flipdaddy's Brilliant Burgers & Craft Beer Bar, Ginny Lane Bar and Grill at The Wharf, Gulf Shores Plantation by Mandoki Hospitality, Hampton Inn & Suites - Orange Beach, Hampton Inn & Suites - Gulf Shores, Hilton Garden Inn - On the Beach, Holiday Inn Express & Suites - Gulf Shores, Holiday Inn Express - Orange Beach, Hurricane Grill & Wings, Kiva Dunes, Matt's Homeade Alabma Ice Cream, Microtel Inn & Suites of Gulf Shores, Moe's Original Bar B Que, Rotolo's Pizzeria, Sea-N-Suds, South Baldwin Regional Medical Center, Sugar Sands Realty, The Intracoastal Hot Spot Music and Grub



GulfShoresOrangeBeachSports.com • 800-982-8562



ESPN New Broadcast Partner
NCAA National Collegiate Beach Volleyball Championship
May 4-7, 2018
2016-2022

THANK YOU



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