

What IS Our Experience?
The Gulf Shores & Orange Beach Area Destination Brand

2018 Tourism Summit



RESEARCH OBJECTIVES

Research Objectives



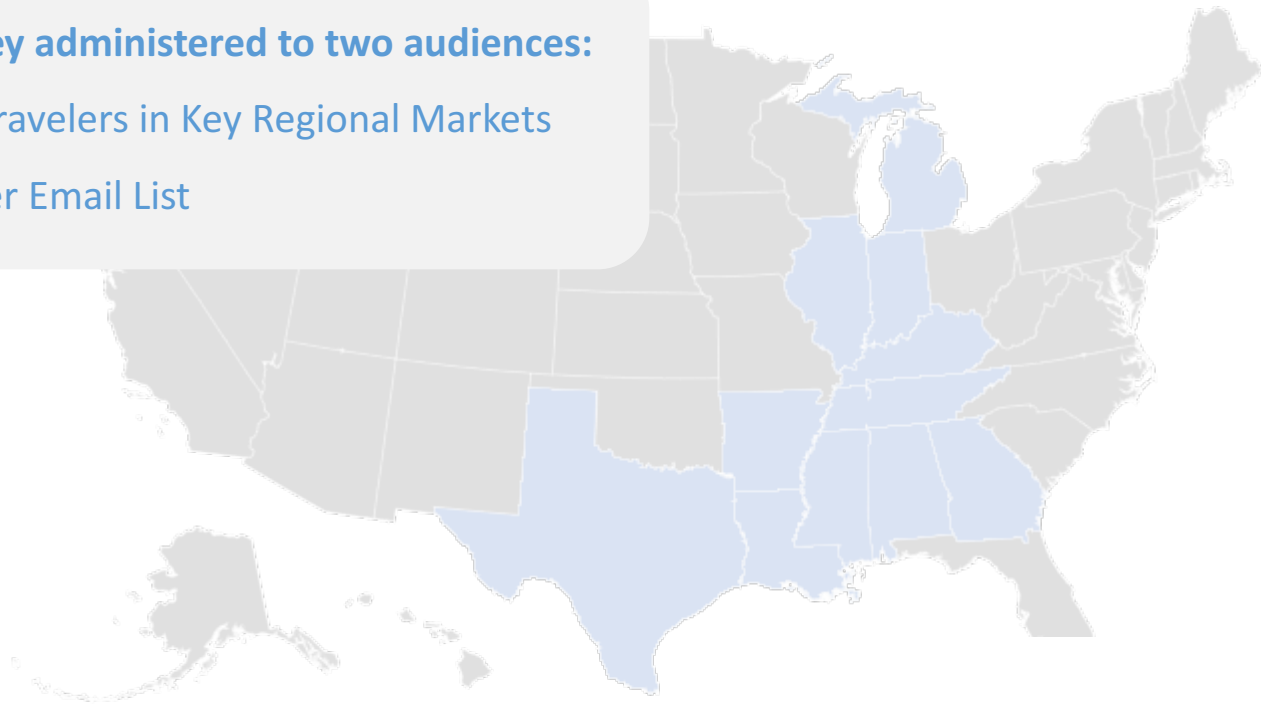
Evaluate the following:

- Key motivating factors for visiting
- Most appealing aspects of the destination brand
- Valued attributes in selecting beach destinations
- How the Gulf Shores & Orange Beach area performs against valued destination attributes
- Visitor satisfaction and likelihood to recommend

Research Methodology

Online survey administered to two audiences:

- Leisure Travelers in Key Regional Markets
- Consumer Email List



Survey Sample



Regional Travelers who:

- Took at least 1 leisure trip
- Are interested in beach destinations
- Live in key markets
- 606 completed surveys



Consumers who:

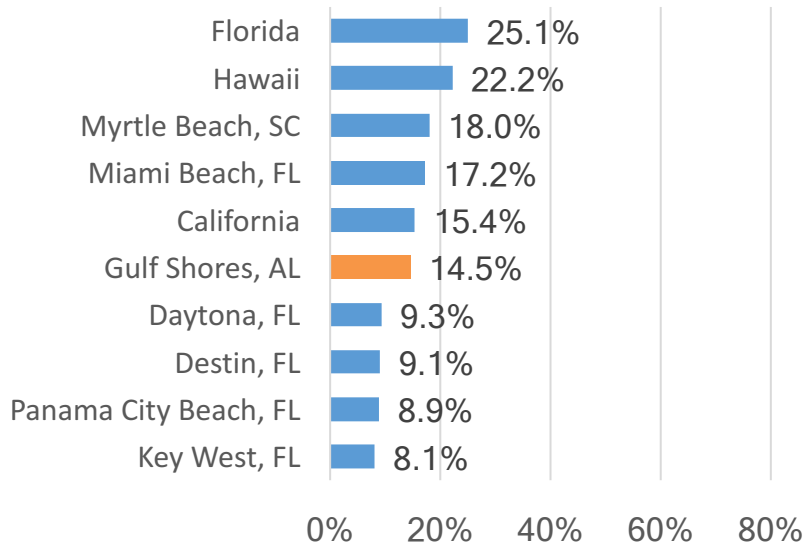
- Subscribe to the GSOB email newsletter
- Requested the Alabama Gulf Coast Vacation Guide
- 1,055 completed surveys

THE GULF SHORES & ORANGE BEACH AREA: DESTINATION BRAND AWARENESS

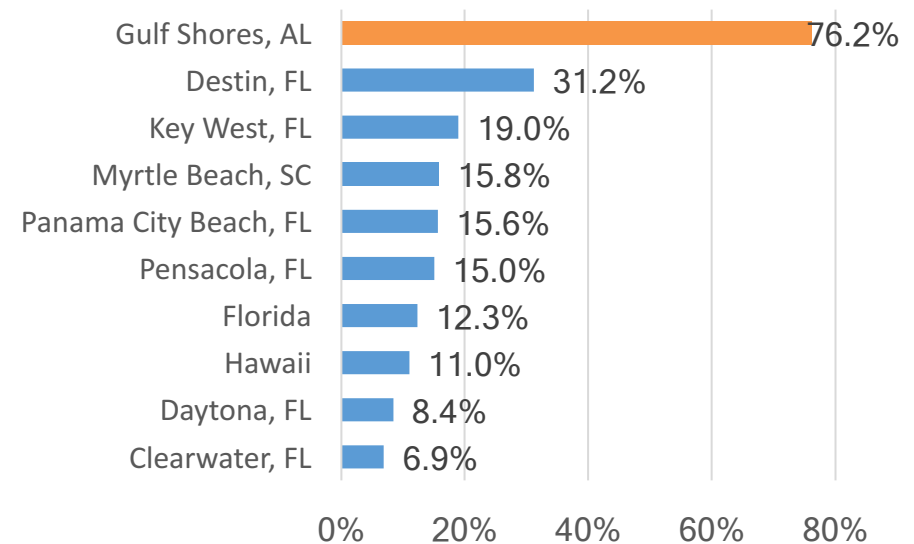
Top-of-Mind Beach Destinations



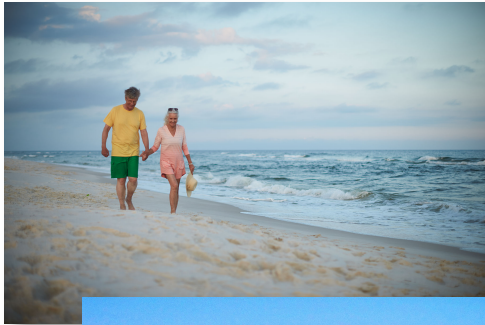
Regional Travelers



Consumers



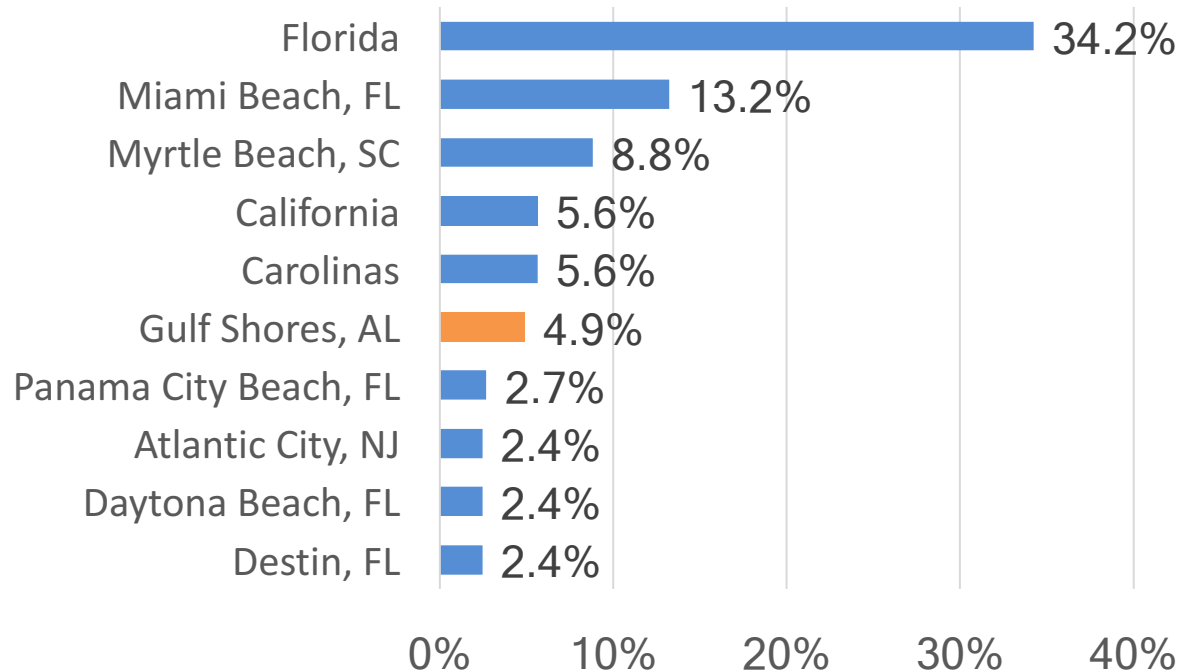
Images Tested



Beach Destinations Associated with Images



Regional Travelers



Familiarity with the Gulf Shores & Orange Beach Area



44.5%

of **Regional Travelers** surveyed are
“familiar” or “extremely familiar” with
the Gulf Shores & Orange Beach area

of **Consumers** surveyed are “familiar”
or “extremely familiar” with the Gulf
Shores & Orange Beach area

78.0%

Top-of-Mind Descriptions of the Gulf Shores & Orange Beach Area



Regional Travelers



- Amazing, fun (45.0%)
- Calm (41.1%)
- Family-friendly (24.7%)
- The beach (23.6%)
- Beautiful (21.9%)

Consumers

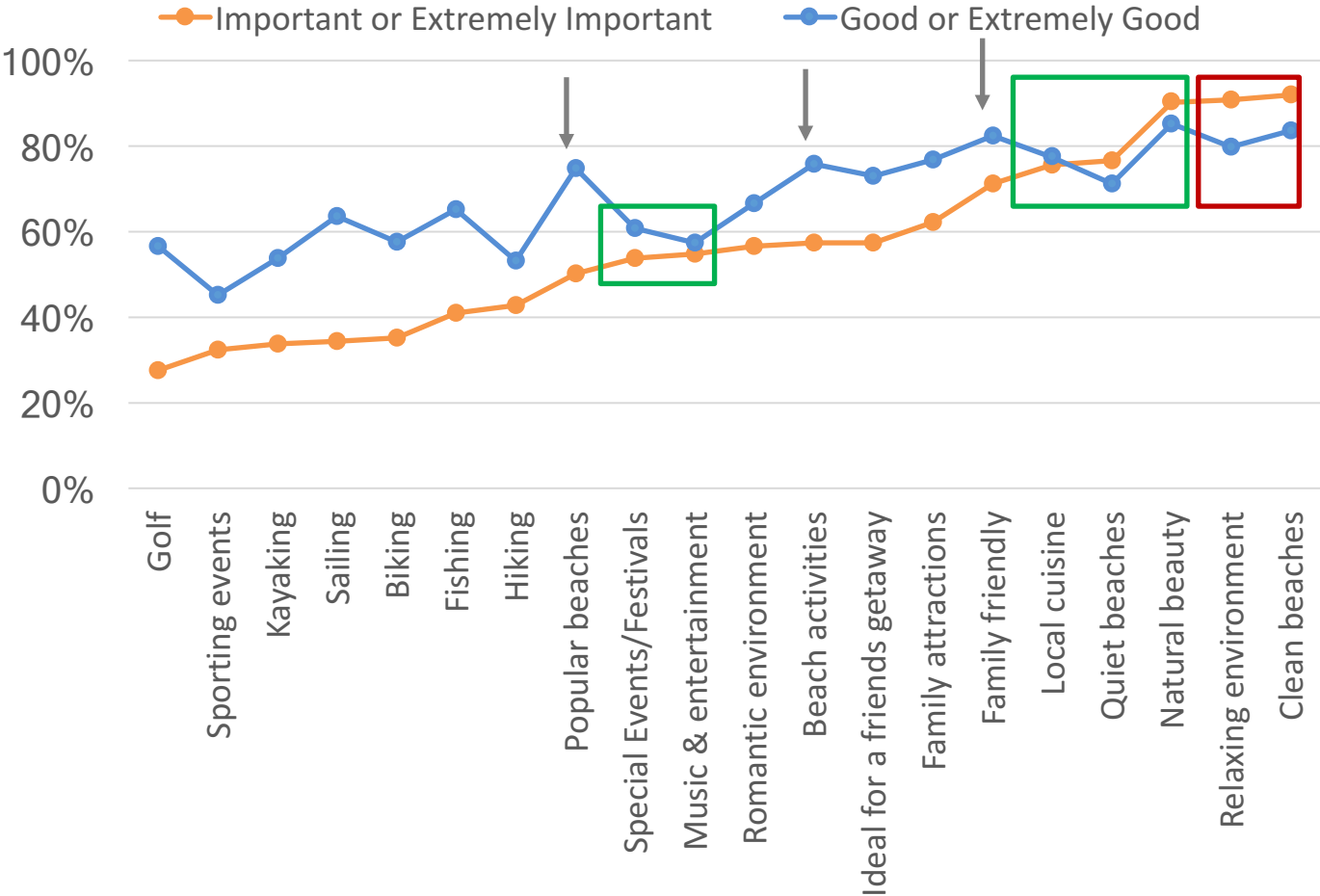


- The beach (46.2%)
- Good food (46.1%)
- Calm (44.4%)
- Beautiful (28.1%)
- Clean (26.2%)

THE GULF SHORES & ORANGE BEACH AREA: DESTINATION BRAND PERFORMANCE

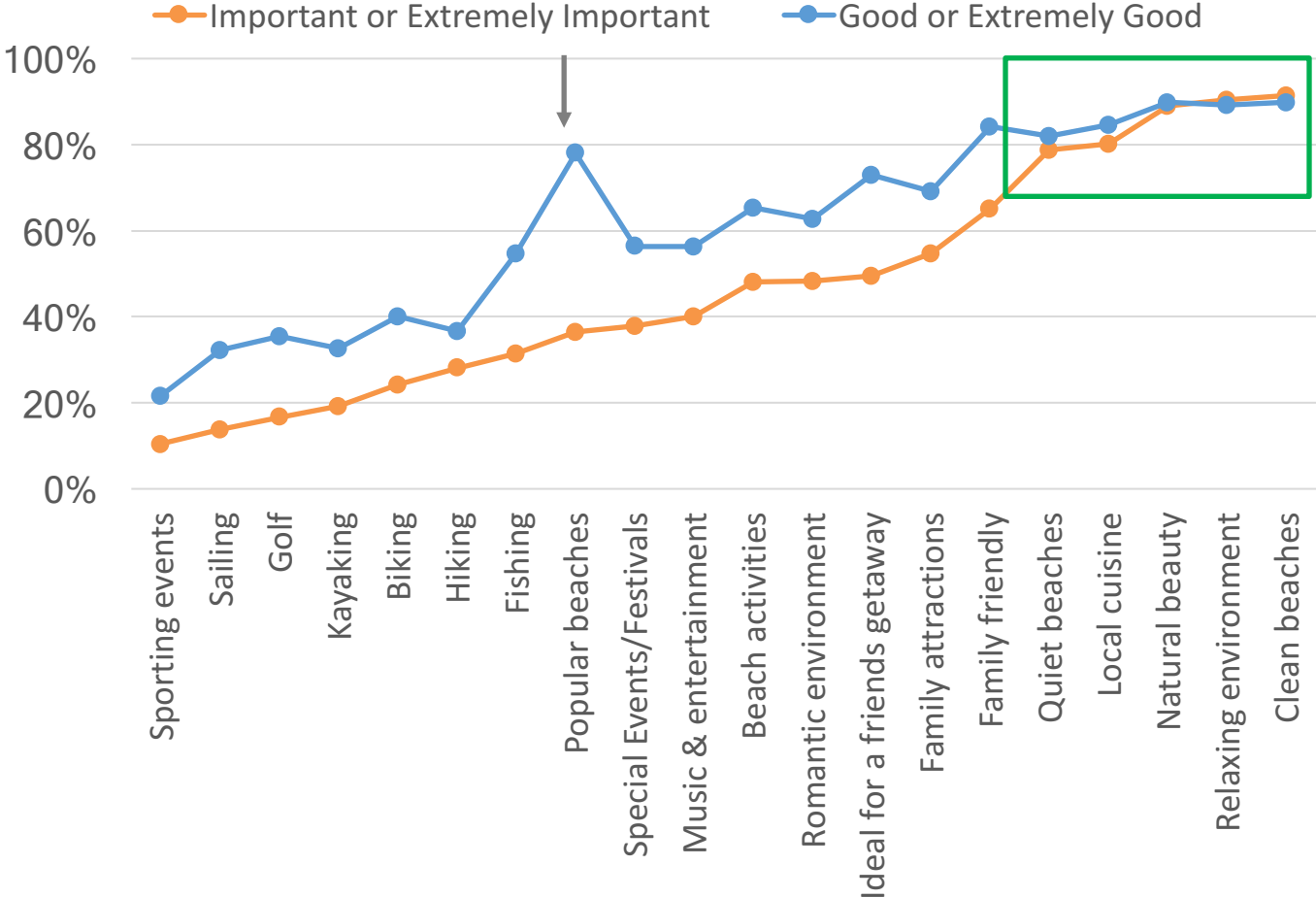
Destination Attributes: Importance vs. Rating of the Gulf Shores & Orange Beach Area

Regional Travelers



Destination Attributes: Importance vs. Rating of the Gulf Shores & Orange Beach Area

Consumers

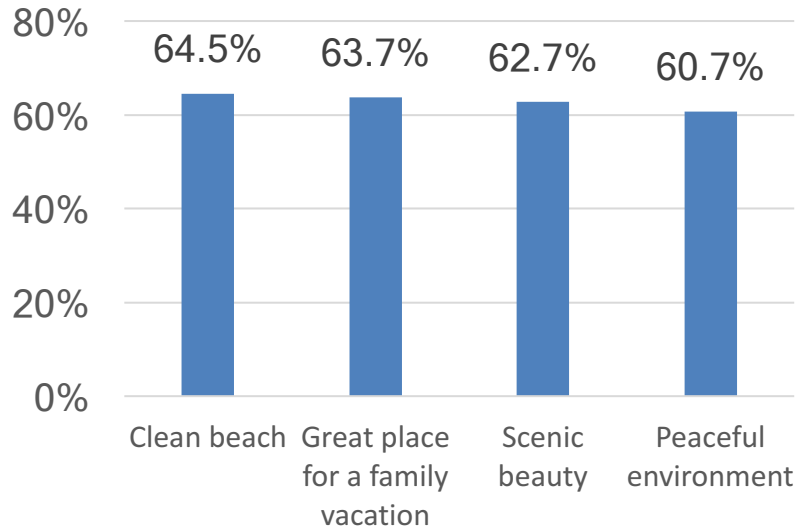


Gulf Shores & Orange Beach Compared to Other Beach Destinations



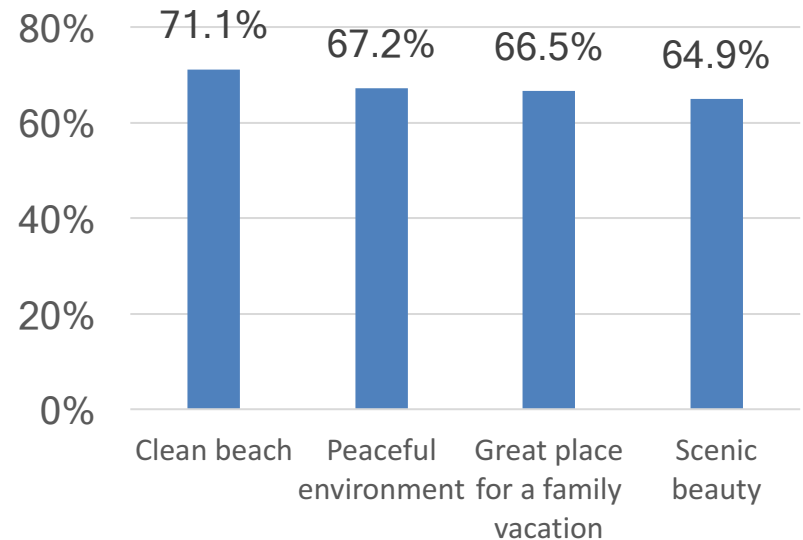
Regional Travelers

(top-two box score – Gulf Shores is “better” or “much better” compared to other beach destinations)



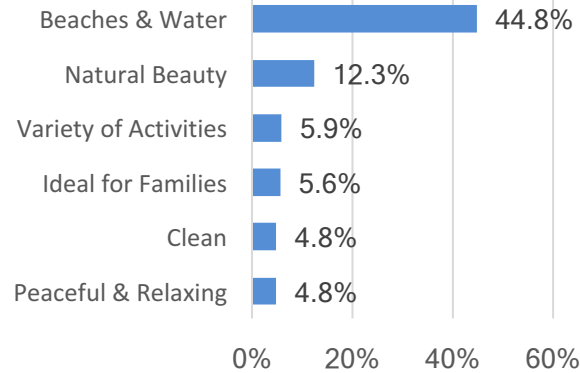
Consumers

(top-two box score – Gulf Shores is “better” or “much better” compared to other beach destinations)

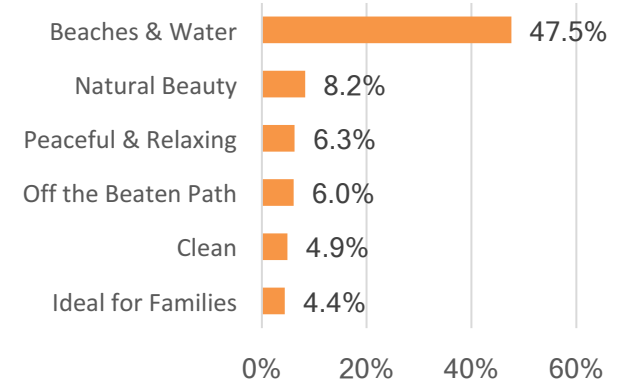


Most Attractive Destination Attributes

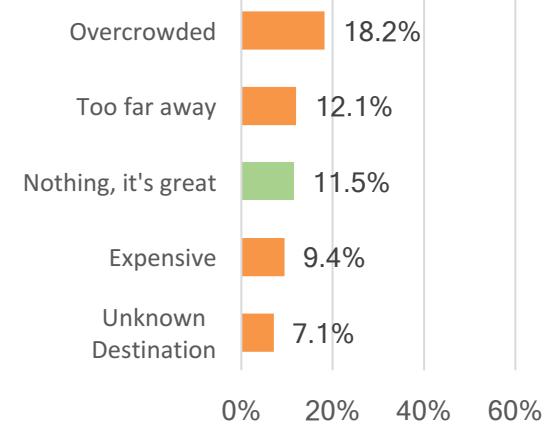
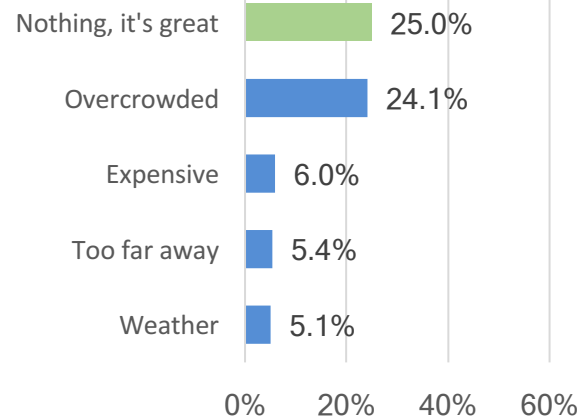
Regional Travelers



Consumers



Least Attractive Destination Attributes



Motivators for a Gulf Shores & Orange Beach Trip



Regional Travelers



- Clean beaches (83.3%)
- Food festivals (73.9%)
- Family attractions (64.7%)

Consumers



- Clean beaches (92.7%)
- Food festivals (74.4%)
- More/new restaurants (71.1%)

VISITORS TO THE GULF SHORES & ORANGE BEACH AREA

Visitation to the Gulf Shores & Orange Beach Area



40.3%

of **Regional Travelers** surveyed visited the Gulf Shores & Orange Beach area in the past five years

of **Consumers** surveyed visited the Gulf Shores & Orange Beach area in the past five years

69.8%

Gulf Shores & Orange Beach Area Trip Details



Regional Travelers

Primary Reason for Visit:



Vacation
(65.1%)



Weekend Getaway
(21.4%)

31.8%

stayed in a
vacation rental



On average spent 4.8 days and
4.0 nights in market

Traveled with spouse (80.7%) and/or
children under 18 (55.7%)

Consumers

Primary Reason for Visit:



Vacation
(76.8%)



Weekend Getaway
(11.6%)

66.6%

stayed in a
vacation rental



On average spent 6.0 days and
5.5 nights in market

Traveled with spouse (78.6%) and/or
children under 18 (28.5%)

Most Liked Aspects of the Gulf Shores & Orange Beach Area



Regional Travelers



- White sand beaches/ocean (26.4%)
- Everything (12.8%)
- Scenic beauty (11.5%)

Consumers



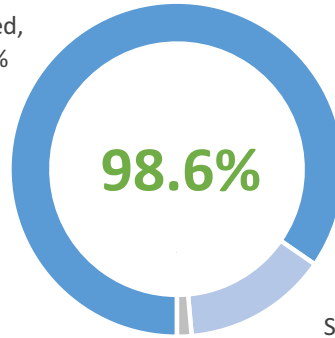
- White sand beaches/ocean (40.8%)
- Scenic beauty (11.0%)
- Peaceful (9.7%)

Satisfaction with Gulf Shores & Orange Beach Area Trip

Regional Travelers



Very satisfied, 84.6%

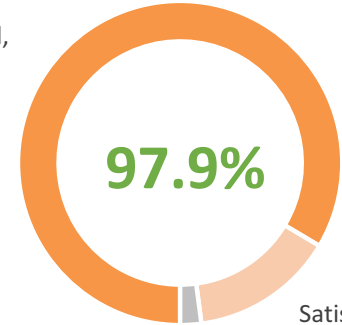


Satisfied, 14.0%

Consumers

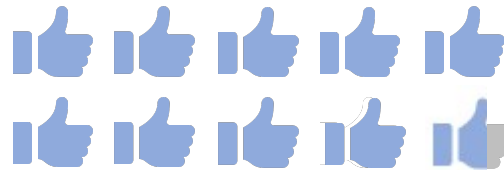


Very satisfied, 83.6%

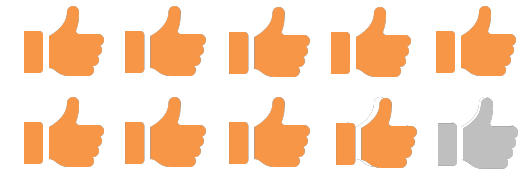


Satisfied, 14.4%

Likelihood to Recommend the Gulf Shores & Orange Beach Area



Mean Score = 9.6/10



Mean Score = 9.0/10

THANK YOU

