

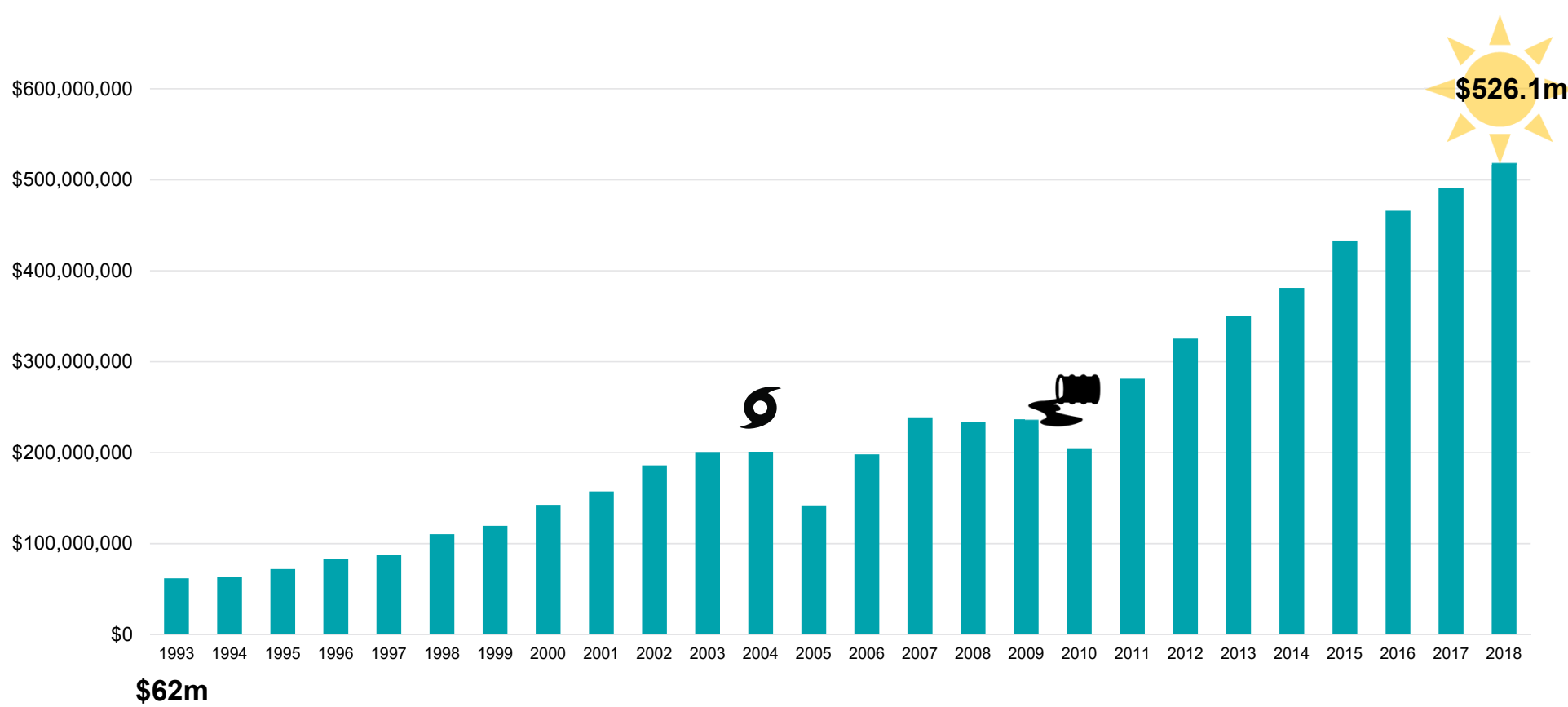


GULF SHORES & ORANGE BEACH TOURISM

Alabama's White-Sand Beaches

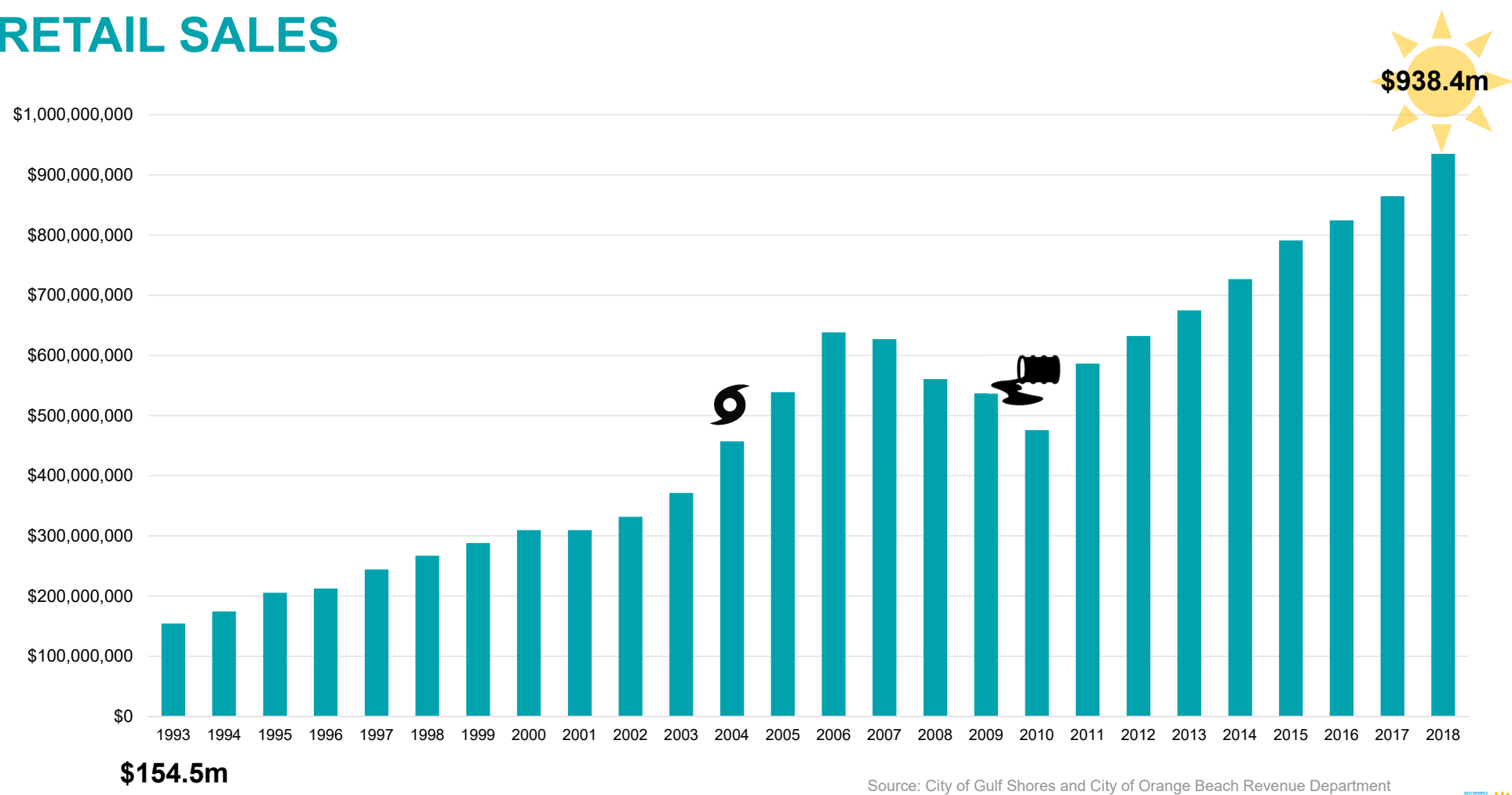
Herb Malone, President & CEO

LODGING REVENUE



Source: Alabama Department of Revenue

RETAIL SALES

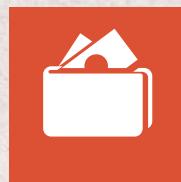


Source: City of Gulf Shores and City of Orange Beach Revenue Department

2017 RESULTS



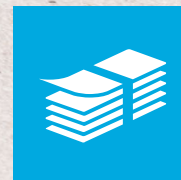
6.3M
Guests



\$4.4B
Visitor Spending



50,574
Travel Related Jobs



\$1.5B
Wages & Salaries

Source: Economic Impact Report – Annual Travel Industry 2017

ACCOMMODATIONS INVENTORY

Ft. Morgan, Gulf Shores, Orange Beach

	Existing Units	Future Units	Total
GULF SHORES			
Condos	4,599	0	4,599
Hotels/Motels	<u>1,363</u>	<u>325</u>	<u>1,688</u>
Total	5,962	325	6,287
ORANGE BEACH			
Condos	8,466	424	8,890
Hotels/Motels	<u>1,443</u>	<u>192</u>	<u>1,635</u>
Total	9,909	616	10,525
FORT MORGAN			
Condos	<u>1,582</u>	<u>0</u>	<u>1,582</u>
Total	1,582	0	1,582
ALA GULF COAST TOTALS			
Condos	14,647	424	15,071
Hotels/Motels	<u>2,806</u>	<u>517</u>	<u>3,323</u>
Total	17,453	941	18,394

January 2019

ACCOMMODATIONS INVENTORY

Gulf Shores, Orange Beach

	Total Number of Condo Units*	Total Number of Business Licenses		
		Condos		Houses/ Duplexes
Gulf Shores	4,599	3,368	73.2%	611
Orange Beach	8,466	5,672	67.0%	493
Total	13,065	9,040	69.2%	1,104

*CVB inventory does not include properties that are rent restricted or located in areas that do not appeal to short-term renters.

Source: Cities' Revenue Department and the CVB Accommodations Inventory, 2018

THANK YOU



**GULF SHORES &
ORANGE BEACH
TOURISM**
Alabama's White-Sand Beaches

