2018
ANNUAL REPORT ON TOURISM

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

MARKETING

DIGITAL

NEW WEBSITE LAUNCH December

3,477,485 website sessions

748,355 Desktop sessions

1,449,243 Mobile sessions

255,784 Tablet sessions

Gulf Shores & Orange Beach

1,623,066 Organic Sessions

1,065,133 Exit links to Industry Partners

Social Media Followers

31,968 | 372,487 | 48,152

PUBLIC RELATIONS

661 articles published with a reach of **169,942,297**

100 journalists and bloggers hosted on press trips

33 Press releases issued

37 Individual Media Trips

7 Group Media Trips

FOUR MOST NOTABLE CLIPS

- The Best Small Towns in the U.S. — USA Today
- 10 Beach Vacations That Are Even Better In The Fall — FamilyVacationCritic.com
- Appetizing Alabama — Meetings Today
- Alabama Itinerary: Gulf Shores & Orange Beach — Group Tour Magazine

HOSPITALITY & INFORMATION

37,896 Collateral Requests

70,578 Welcome Center Visitors

96,587 Vacation Guide Requests

10,951 Scenic Byway Brochures

6,101 Fishing Guides

4,107 Birding Trail Guides

7,881 History Brochures

8,856 Nature Guides

BRANDING

REBRAND LAUNCH October

GULF SHORES & ORANGE BEACH
It's a Whole Different State

GULF SHORES & ORANGE BEACH TOURISM
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SALES

249 Meetings and Conventions

58,917 Room Nights

83 Site Visits

48,273 Meeting Attendees

ADVERTISING

$4.98 Average CPI

60,464 Total reader service inquiries

NEW PUBLICATIONS
- National Parks Magazine
- USA Today Go Escape
- Coastal Living
- Houstonia
- Jazz Fest Bible
- Food & Wine
- Travel + Leisure
- Living Bird

CAMPAIGNS

Keep On Summering
Fall leisure travel campaign
51,787 Website Sessions

Spring Ahead
Spring leisure travel campaign
92,924 Website Sessions

SPORTS COMMISSION

25
New Events

16,199
Welcome Bags

9
Sports Planner Site Visits

114,786
Room Nights

155
Events

$118,161,634
Economic Impact

SPORTS PR COVERAGE

	TOTAL	REACH
ONLINE	46	642,152
NEWSPAPER	32	284,500
MAGAZINE	17	423,533
TELEVISION	21	470,855
TOTAL	116	1,821,040

12 PRESS RELEASES

TRADESHOWS

GULF SHORES & ORANGE BEACH Sports Commission

5 Tradeshows Attended
- *NASC Annual Education Symposium*
- *Connect Sports*
- *SPORTS Institute*
- *TEAMS Conference*
- *USSSA Annual Convention*

BRANDING

REBRAND LAUNCH October

GULF SHORES & ORANGE BEACH Sports Commission

GULF SHORES & ORANGE BEACH Sports Commission

WEBSITE

WEBSITE 199,531
Sessions

NEW WEBSITE LAUNCH December

72.6%
New visits to site

SOCIAL MEDIA

9,296 *fans with a* **1,887,082** *reach*

2,406 *followers*

1,337 *followers*

ADVERTISING

USSSA
- *Full Page*
- *Apr, June, Sept, Dec*

Sports Events Magazine
- *Half Page*
- *Jan, Feb, May, June, Nov*

Sports Destination Magazine
- *Third Page*
- *Jan, May, July, Sept*

2018 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.

Susan Boggs
Owner - Reel Surprise Charters, SanRoc Cay Marina

Robert Craft
Mayor - Gulf Shores

Penny Groux
Director of Human Resources and Public Relations - Perdido Beach Resort

Sheila Hodges
Chairman - Meyer Vacation Rentals

Glen Kaiser
Executive General Manager - Kaiser Realty by Wyndham Vacation Rentals

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

STATEMENT OF REVENUES & EXPENDITURES 2018

	FY 2018 ACTUAL	% OF ACTUAL
Fund Balances - Beginning of Year	$ 7,950,395	
REVENUES		
Lodging Tax Revenue	$ 10,425,536	91.8%
Other Revenue Sources	$ 928,363	8.2%
Total Revenues	$ 11,353,899	100.0%
Total Financial Resources	$ 19,304,294	
EXPENDITURES		
Personnel Expenses	$ 3,180,257	27.9%
Direct Promotional Expenses	$ 7,086,051	62.2%
Operational Expenses	$ 1,122,268	9.9%
Total Expenditures from Operating Activities	$ 11,388,576	100.0%
Capital Expenditures	$ 340,972	
Other Financing (Sources) Uses	$ 266,834	
Total Expenditures	$ 11,996,382	
Fund Balances - End of Year	$ 7,307,912	

Statement includes the following funds: Special Revenue, Sports Commission, Reserve, Repairs & Replacement, Special Events and Capital Projects

All figures are subject to audit by GSOBT's auditing CPA firm

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