

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



5

Tradeshows Attended

- NASC Annual Education Symposium
- Connect Sports
- SPORTS Institute
- TEAMS Conference
- USSSA Annual Convention

BRANDING



**GULF SHORES &
ORANGE BEACH**
Sports Commission



WEBSITE



WEBSITE
199,531
Sessions



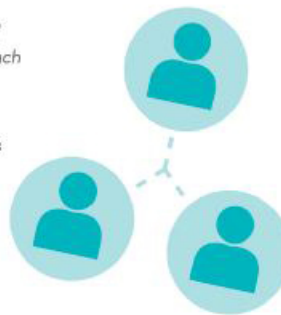
72.6%
New visits to site

SOCIAL MEDIA

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

t **2,406** followers

i **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