



2020

ANNUAL REPORT ON TOURISM



5.9M

Number of guests



\$6.1B

Visitor spending



\$2.1B

Wages/Salaries



50,787

Travel related jobs



**GULF SHORES &
ORANGE BEACH
TOURISM**

2020 ANNUAL REPORT MARKETING

2020 CHALLENGES



BEACHES CLOSED
MARCH 19
BEACHES REOPEN
APRIL 30

SEPTEMBER 16
HURRICANE SALLY



SALES



14,977
Room Nights



21
Site Visits



69
Meetings and Conventions



13,335
Meeting Attendees

HOSPITALITY & INFORMATION



61,760
Collateral Requests

56,184
Total Guest Interactions

83,585
Vacation Guide Requests



11,062
Scenic Byway Brochures



11,159
History Brochures



9,736
Fishing Guides



12,013
Nature Guides



3,972
Golf Brochures



5,026
Birding Trail Guides



6,956
Paddling Guides



1,836
Motorcycle Runs Brochure

DIGITAL



4,344,653

website sessions | Q



2,001,945

Exit links to Industry Partners

2,737,206

Organic searches up 20.6% from 2019



Social Media



3,575
followers



49,294
followers



452,162
followers



51,991
followers



435,000
views

ADVERTISING



TOP PRINT INQUIRIES

- Midwest Living
- Better Homes & Garden
- Good Housekeeping
- Women's Day
- Compass's Family Travel insert



Generated over
21,000
vacation guide requests

EPSILON

Spring/Summer
21,000 visitors/
arrivals
\$10M economic impact

AD QUIRE and TRAVEL GUIDE

Generated over
10K vacation guide requests

MILES PARTNERSHIP

17.4M impressions
342K landing page views



82% VCR
on video campaigns



17.2K attributed arrivals

PUBLIC RELATIONS



262 articles published
with a reach of
312,236,127



18

Press releases issued



26
journalists & bloggers
hosted on press trips

24 individual media trips

FOUR

MOST NOTABLE CLIPS

2020 Most Remarkable Resorts - Perdido Beach Resort and The Beach Club Resort & Spa
Convention South Magazine

The South's Best Beach Town
Southern Living

This Underrated Coast is a Parade of Hissing Gators and White-Sand Beaches
Thrillist

How Travel Destinations are Staying Visible (and Tidying Up) During the Pandemic
Washington Post

COMMUNICATIONS

5 Replacement Leisure campaigns

Come to Your Senses
planned 2020 annual campaign

Stay Healthy, Stay Safe
when beaches closed

We're Ready When You Are
when beaches reopened

Brighter Days Ahead
following Hurricane Sally

Come to Your Senses
with health/safety messaging

2020 ANNUAL REPORT SPORTS COMMISSION

OVERVIEW



8

New Events



7,570

Welcome Bags
Distributed



5

Sports Planner
Site Visits



59,089

Room Nights



62

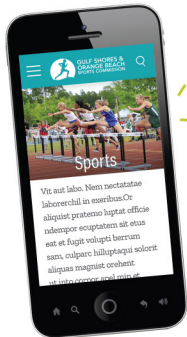
Events



\$35.31 M

Economic Impact

WEBSITE

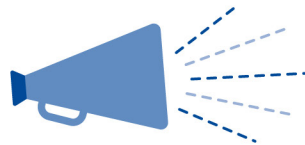


WEBSITE
116,873
Sessions

58.9%
New visits to site



SOCIAL MEDIA



f 11,548 followers

t 2,458 followers

i 2,827 followers

TRADESHOWS



4 **Tradeshows Attended**
- Southeast Festival and Events
Association Annual Conference
- Sports ETA Biz Exchange
- Connect Sports
- Teams Conference

ADVERTISING

- Sports Destination Management Magazine
- Sports Events Magazine
- Big Time Softball
- Sunny 105.7
- Sports ETA
- 95KSJ
- AL.com



SPORTS PR COVERAGE

	TOTAL	REACH
ONLINE	30	1,048,100
NEWSPAPER	5	49,702
MAGAZINE	3	52,530
TELEVISION	4	74,986
TOTAL	42	1,225,318



9 **PRESS
RELEASES**





2020 BOARD OF DIRECTORS

Bill Brett, Board Chairman

President - Brett/Robinson Vacation Rentals

David Bodenhamer, Board Vice Chairman

Owner - Young's Suncoast Vacation Rentals

Mark Stillings, Board Secretary/Treasurer

General Manager - Kiva Dunes Golf Beach Resort

Bill Bennett

General Manager - The Lodge at Gulf State Park

Karen Bobe

Owner - Sunset Properties

Susan Boggs

Owner - Reel Surprise Charters, Marina and Dock Store

Robert Craft

Mayor - Gulf Shores

Penny Groux

Director of Corporate Affairs - Perdido Beach Resort

Sheila Hodges

Chairman - Meyer Vacation Rentals

Tony Kennon

Mayor - Orange Beach

Mac McAleer

Owner - Lulu's/Homeport Marina

Frank Reed

Owner - Reed Real Estate



STATEMENT OF REVENUES & EXPENDITURES 2020

	FY 2020 ACTUAL	% OF ACTUAL
Fund Balances - Beginning of Year	\$ 7,206,498	
REVENUES		
Lodging Tax Revenue	\$ 10,781,838	96.1%
Other Revenue Sources	\$ 437,928	3.9%
Total Revenues	\$ 11,219,766	100.0%
Total Financial Resources	\$ 18,426,264	
EXPENDITURES		
Personnel Expenses	\$ 3,290,613	30.6%
Direct Promotional Expenses	\$ 6,365,914	59.2%
Operational Expenses	\$ 1,095,182	10.2%
Total Expenditures from Operating Activities	\$ 10,751,709	100.0%
Capital Expenditures	\$ 24,488	
Other Financing (Sources) Uses	\$ 286,475	
Total Expenditures	\$ 11,062,672	
Fund Balances - End of Year	\$ 7,363,592	

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