

TOURISM UPDATE

Herb Malone, President & CEO
Gulf Shores & Orange Beach Tourism



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

A LOOK BACK AT 2019



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

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TOURISM IMPACT 2019



6.9M
GUESTS



\$5.2B
VISITOR
SPENDING



54,262
TRAVEL
RELATED JOBS



\$1.7B
WAGES &
SALARIES

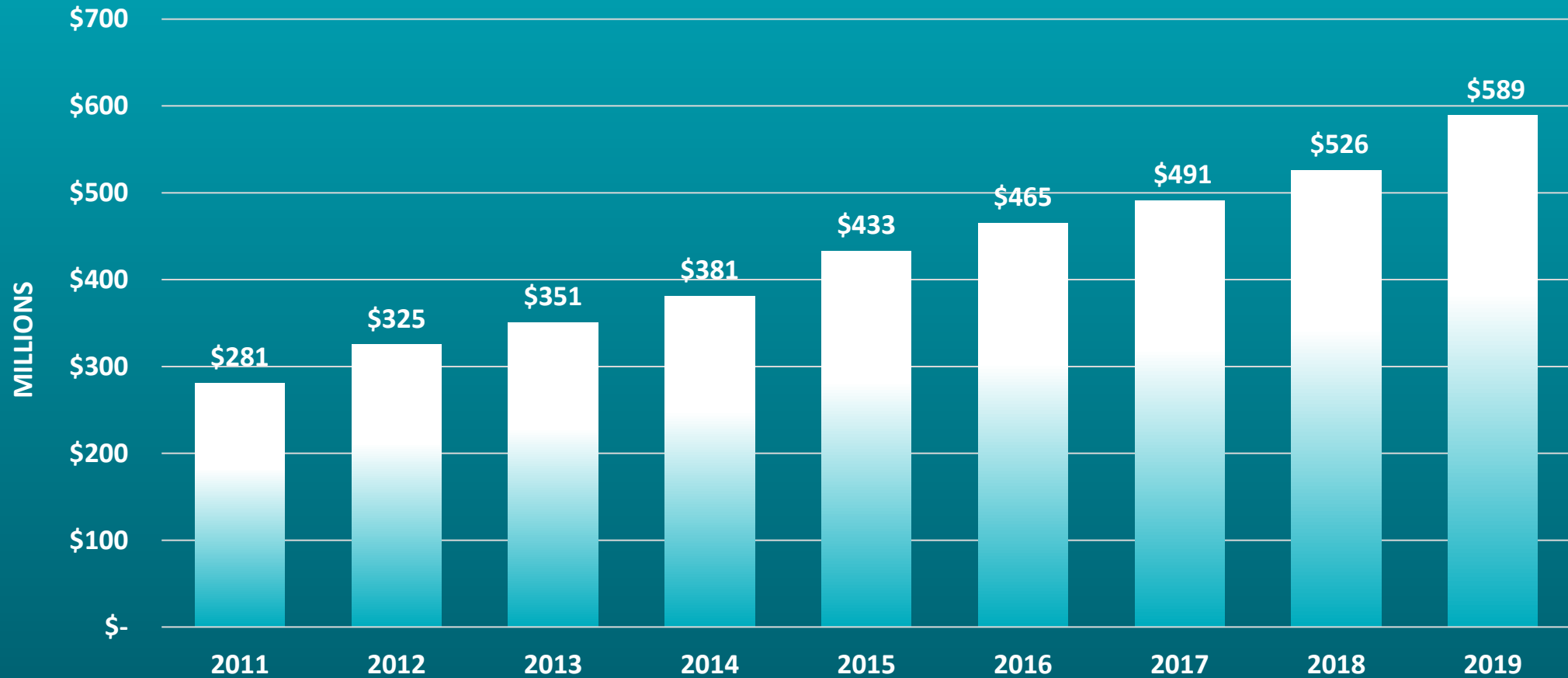


**GULF SHORES &
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TOURISM**

Alabama's White-Sand Beaches

Source: Alabama Department of Revenue

2019 TAXABLE LODGING RENTALS GS/OB

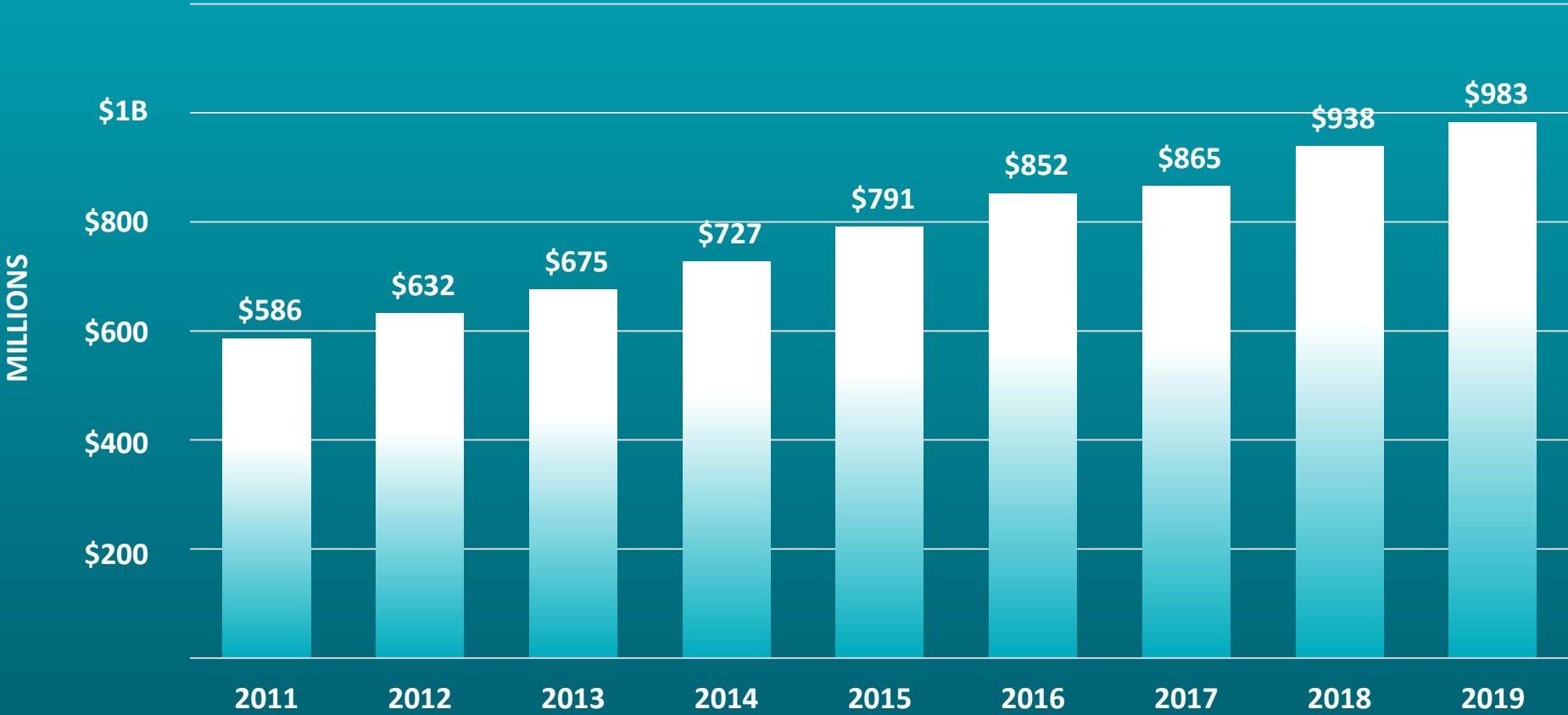


**GULF SHORES &
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Alabama's White-Sand Beaches

Source: Alabama Department of Revenue

2019 TAXABLE RETAIL SALES GS/OB

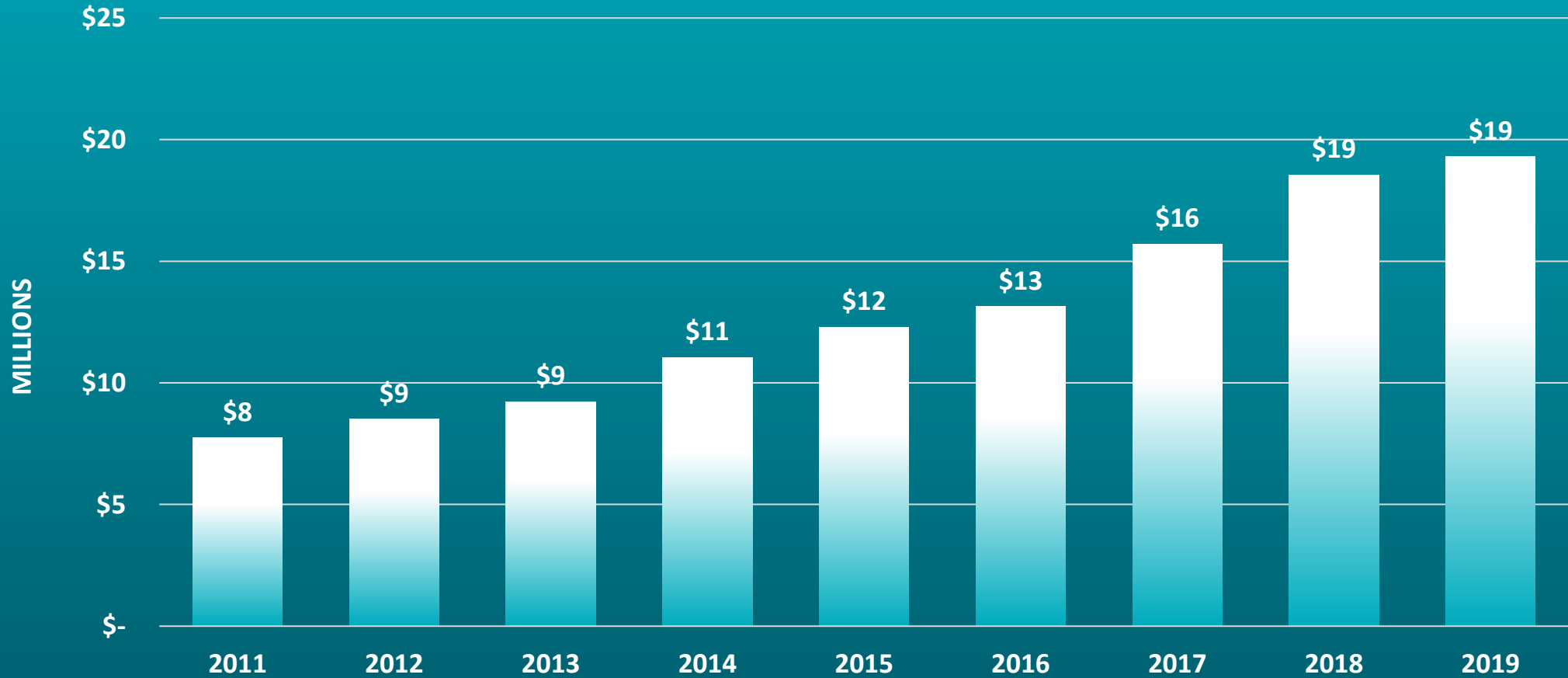


**GULF SHORES &
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Alabama's White-Sand Beaches

Source: Cities' Department of Revenue

2019 TAXABLE LODGING RENTALS FOLEY

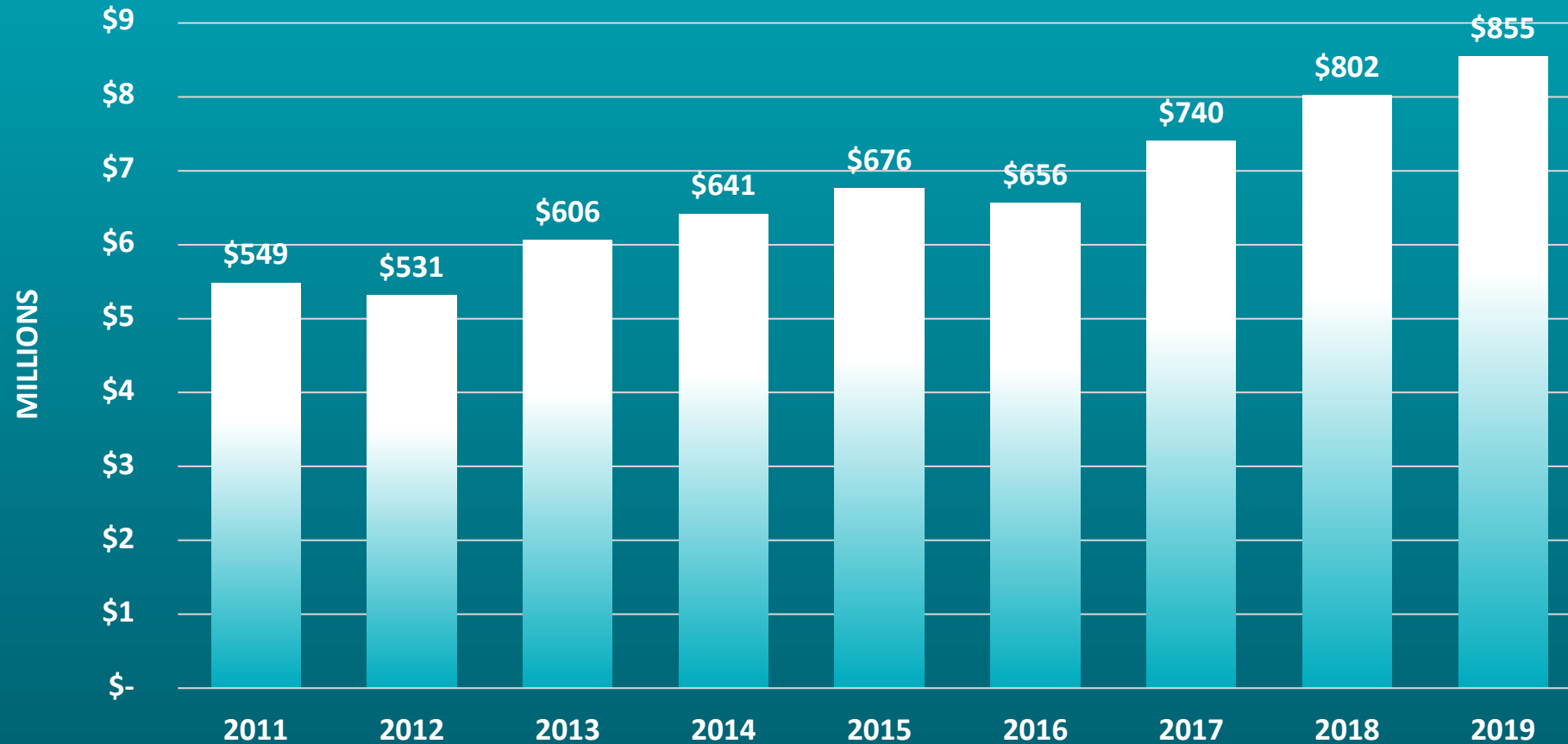


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Source: City of Foley

2019 TAXABLE RETAIL SALES FOLEY



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Source: City of Foley

A STRONG START 2020

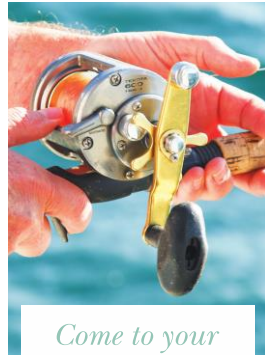


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SPRING ADVERTISING



*Come to your
senses*

Waves lapping. Sand between your toes. Gentle Gulf Breezes. Sunrises on the Gulf. Pelicans and herons soar overhead. Steam rising off a plate of fresh shrimp. A big fish pulls on your line. Experience the sights, sounds and scents of Alabama's white-sand beaches.



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

877-341-2400

| GulfShores.com

| OrangeBeach.com



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SPRING SOCIAL

Visit Alabama Beaches
February 25 · 🌐

Did you know that the [Hugh S. Branyon Backcountry Trail](#) includes Outpost Campsites? Located 1.5 miles in from the Cotton Bayou Trailhead, these three sites – known as The Alamo, Bonanza and The Duke – feature four cots in pitched tents on a wooden platform. There's even a canvas covered "porch" for each tent where guests can relax out of the sun.

Who's ready to go camping? 🏕️
<https://gsob.co/2uJHu84>



Visit Alabama Beaches
Tourist Information Center [Learn More](#)

👍👍👍 1.3K 40 Comments 142 Shares



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visitalbeaches The Sea Turtle Half Marathon—the final race in the 2020 Run The Beach Series—is *one week* from today! 🏃‍♂️🏃‍♀️ There's still time to sign up! For more info: gsob.co/30aHgCH

—
#GetYourRunOn #Running #RunnersOfInstagram #SeaTurtleHalfMarathon #RunnersHigh #RunRunRun #RunningMotivation

👍👍👍 4,536 views
FEBRUARY 9

Add a comment... [Post](#)



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Gulf Shores, Alabama

visitalbeaches Daylight savings = the go-ahead to start summering. #SpringAhead — @aikenbrownbooks #DaylightSavings2020 #SpringAhead #SpringAhead2020 #SpringForward #StartSummering #LetTheGoodTimesRoll #EndlessSummer #EndlessSummer2020 #GulfShores #GulfShoresAlabama #OrangeBeach #OrangeBeachAlabama #GulfShoresAL #OrangeBeachAL #AlabamaBeaches #BestOfALBeaches #Alabama #AlabamaTheBeautiful #ThisIsAlabama #GulfOfMexico #GulfCoast #AlabamaGulfCoast #CoastalAlabama

30w

👍👍👍 1,228 likes
MARCH 8

Add a comment... [Post](#)

Visit Alabama Beaches
February 7 · 🌐

Do you Ballyhoo? If not, you're missing out! This fun annual event is only a month away, so mark your calendars and come join the fun March 7-8 at [Gulf State Park-Alabama](#).
<https://gsob.co/2FFfGE2>



Visit Alabama Beaches
Tourist Information Center [Learn More](#)

👍👍👍 1.2K 15 Comments 110 Shares



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Alabama's White-Sand Beaches





BEACHES CLOSED

CORONAVIRUS

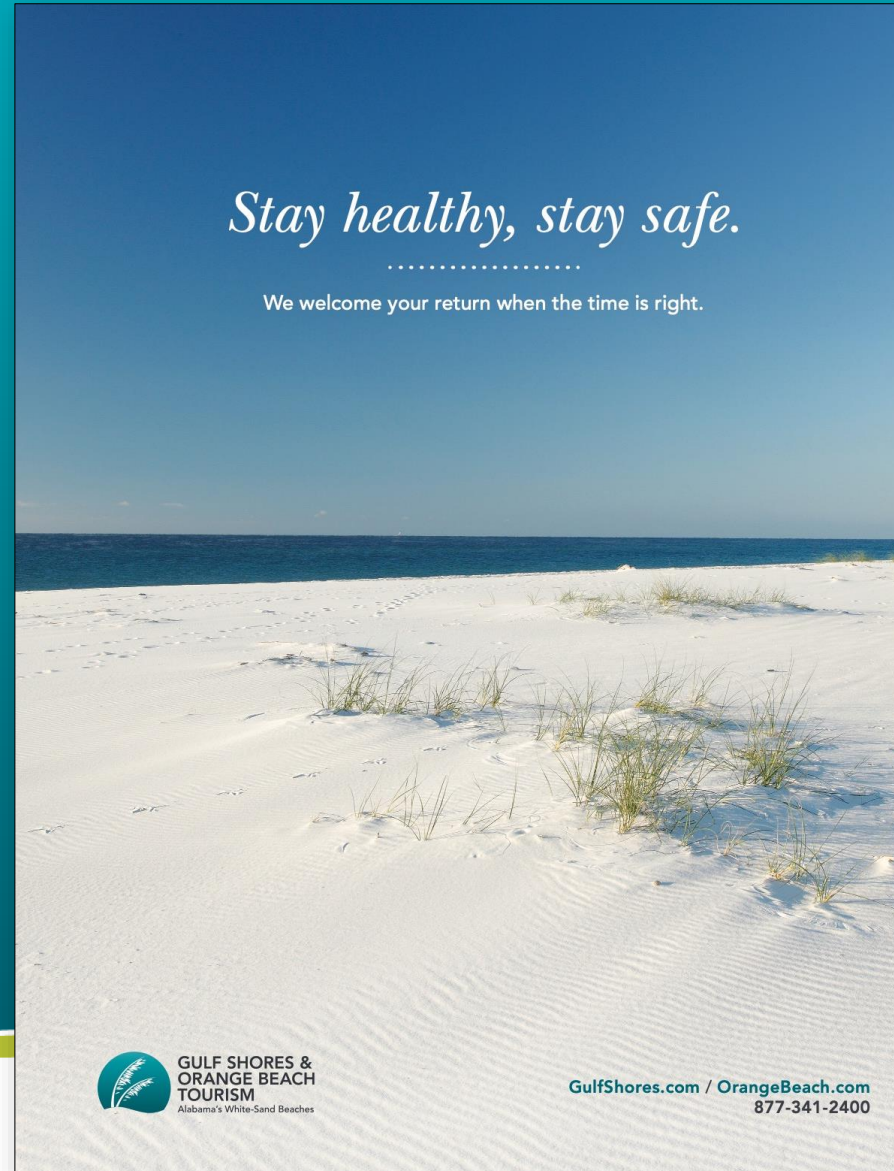


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COVID CAMPAIGN ADVERTISING



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COVID CAMPAIGN SOCIAL

Visit Alabama Beaches
March 27 · 🌐

On Thursday, March 27, Alabama Gov. Kay Ivey and the Alabama Dept. of Public Health released an updated public health order extending the suspension of certain public gatherings:

All beaches are to remain closed through April 17, including both publicly and privately owned beaches.

All restaurants, bars, breweries and similar establishments (such as ice cream shops) are closed to dine-in customers through April 17. Many area restaurants are offering take-out or delivery as ... [See More](#)

Stay healthy, stay safe.
.....
We welcome your return when the time is right.



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

👍👎👤 304 28 Comments 82 Shares

Visit Alabama Beaches
April 14 · 🌐

Sweet home Alabama, where the skies [and waters] are so blue!
We know conditions aren't right for travel, but when things improve, we hope to see you in Gulf Shores and Orange Beach. 🍷💙💙
[gulfshores.com/missing-you/](https://www.gulfshores.com/missing-you/)

👤: yourboyjrod444 via Instagram




GULF SHORES.COM
Bringing the Beach to Your Backyard [Learn More](#)

👍👎👤 1.1K 103 Comments 189 Shares

Visit Alabama Beaches
April 2 · 🌐

Our wish is simple: Stay safe. Stay healthy. We welcome your return when the time is right.
<https://www.gulfshores.com/plan/coronavirus/>



GULF SHORES.COM
Discover Alabama's Gulf Coast [Learn More](#)

👍👎👤 1.2K 44 Comments 66 Shares



**GULF SHORES &
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BEACHES
RE-OPEN

APRIL 15, 2020



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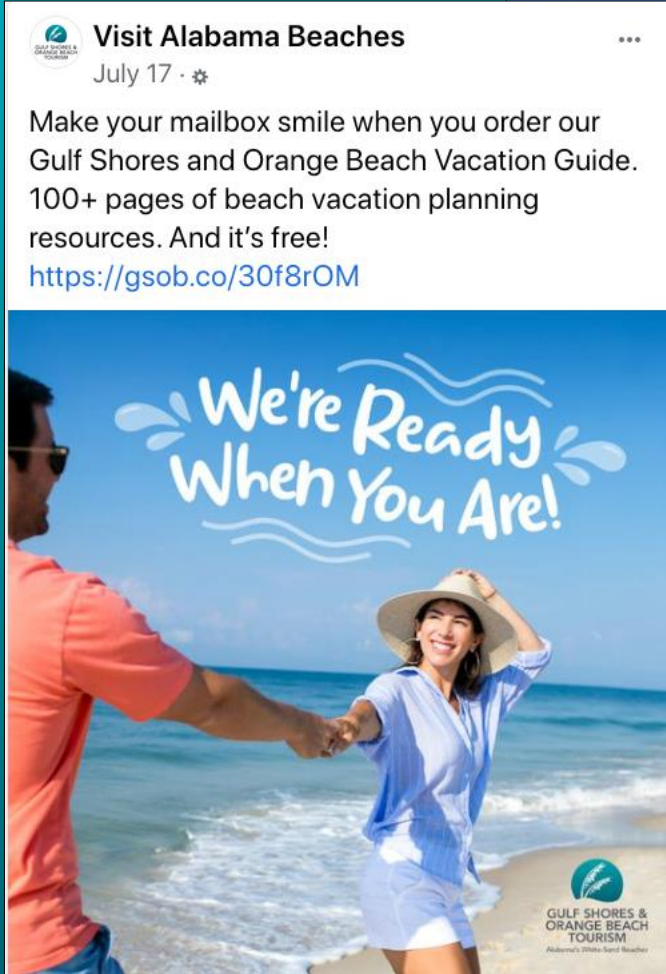
COMEBACK CAMPAIGN ADVERTISING



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COMEBACK CAMPAIGN SOCIAL



Visit Alabama Beaches
July 17 · ✨

Make your mailbox smile when you order our Gulf Shores and Orange Beach Vacation Guide. 100+ pages of beach vacation planning resources. And it's free!
<https://gsob.co/30f8rOM>



visitalbeaches • Following

visitalbeaches Alabama's sugar-white sand beaches are open and waiting to welcome you when you're ready to return. 🌊😄 We're also happy to announce that Gulf Shores and Orange Beach restaurants will be reopening for dine-in services Monday, May 11. Some retail shops are open, and many others will be reopening soon. Most attractions remain closed at this time. For more info: gulfshores.com/back-to-the-beach/

#AlabamaBeaches #WelcomeBack #BackToTheBeach #BeachBound #BeachTime #BeachTherapy #BeachTrip #VacationTime #Escape #Relax #VitaminSea #SunshineStateOfMind #Sunshine #GulfOfMexico #AlabamaGulfCoast

370 likes
MAY 8

Add a comment... Post



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visitalbeaches Gang's all here. All that's missing is YOU!



chelsea_babineaux
@visitalbeaches we are coming. Got 35 babes coming next week for our girls trip 🍷👯👯



rocozz We'll be there soon enough!! 🌴🌴💕



thenicholsfive One week! 🌴🌴☀️



1,027 likes

AUGUST 30

Add a comment...

Post



**GULF SHORES &
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HURRICANE SALLY

SEPTEMBER 16, 2020



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LOOKING FORWARD TO 2021



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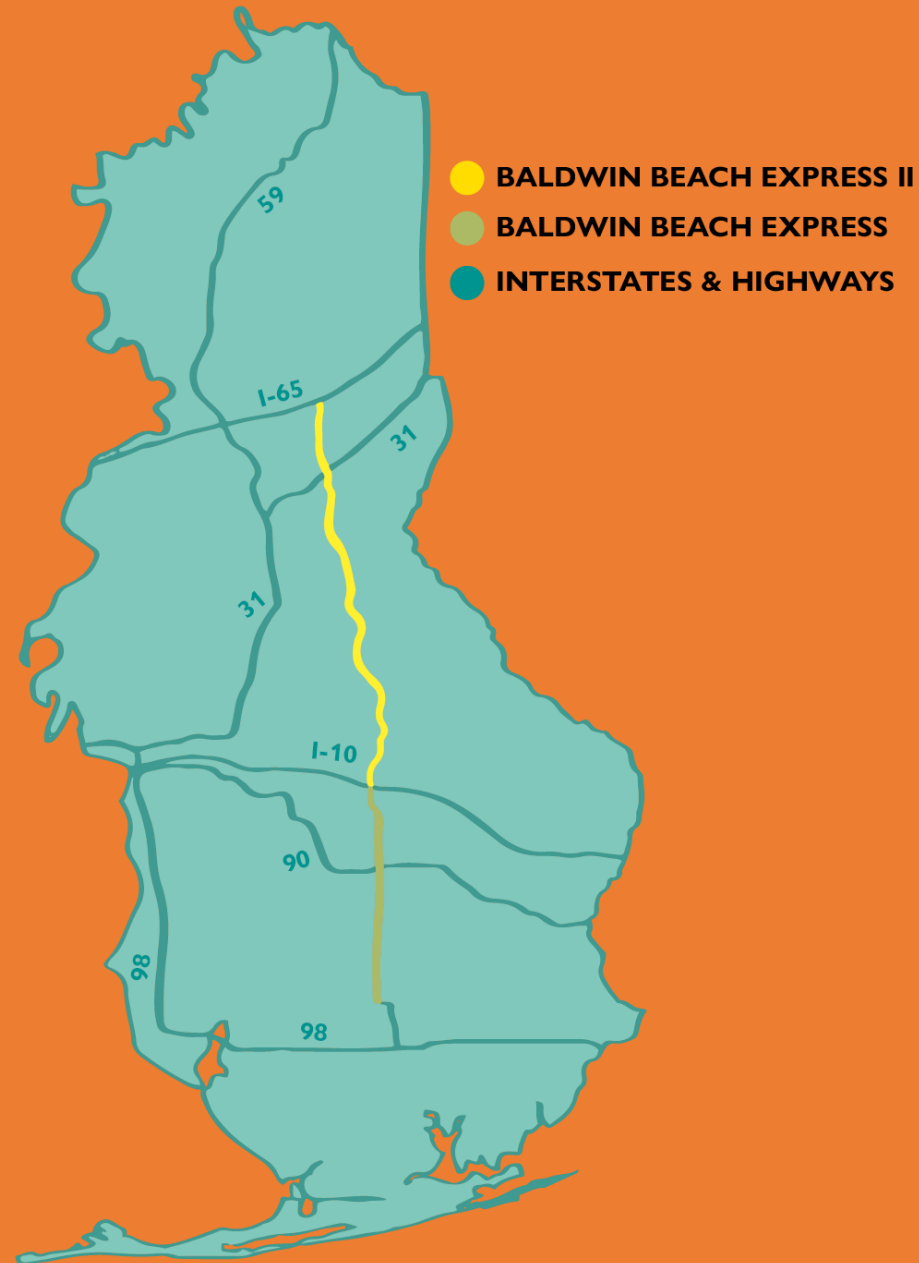
Alabama's White-Sand Beaches


Source: [details](#)

PLANNING TODAY
FOR A BETTER
TOMORROW.



WHAT IS THE BALDWIN BEACH EXPRESS II?





VOTE YES
ON AMENDMENT 2
NOVEMBER 3



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Thank You

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