



GULF SHORES & ORANGE BEACH TOURISM

Alabama's White-Sand Beaches

FROM OUR GUESTS



TOURISM UPDATE

Beth Gendler, CMP, CDME
President & CEO
Gulf Shores & Orange Beach Tourism



GULF SHORES &
ORANGE BEACH
TOURISM

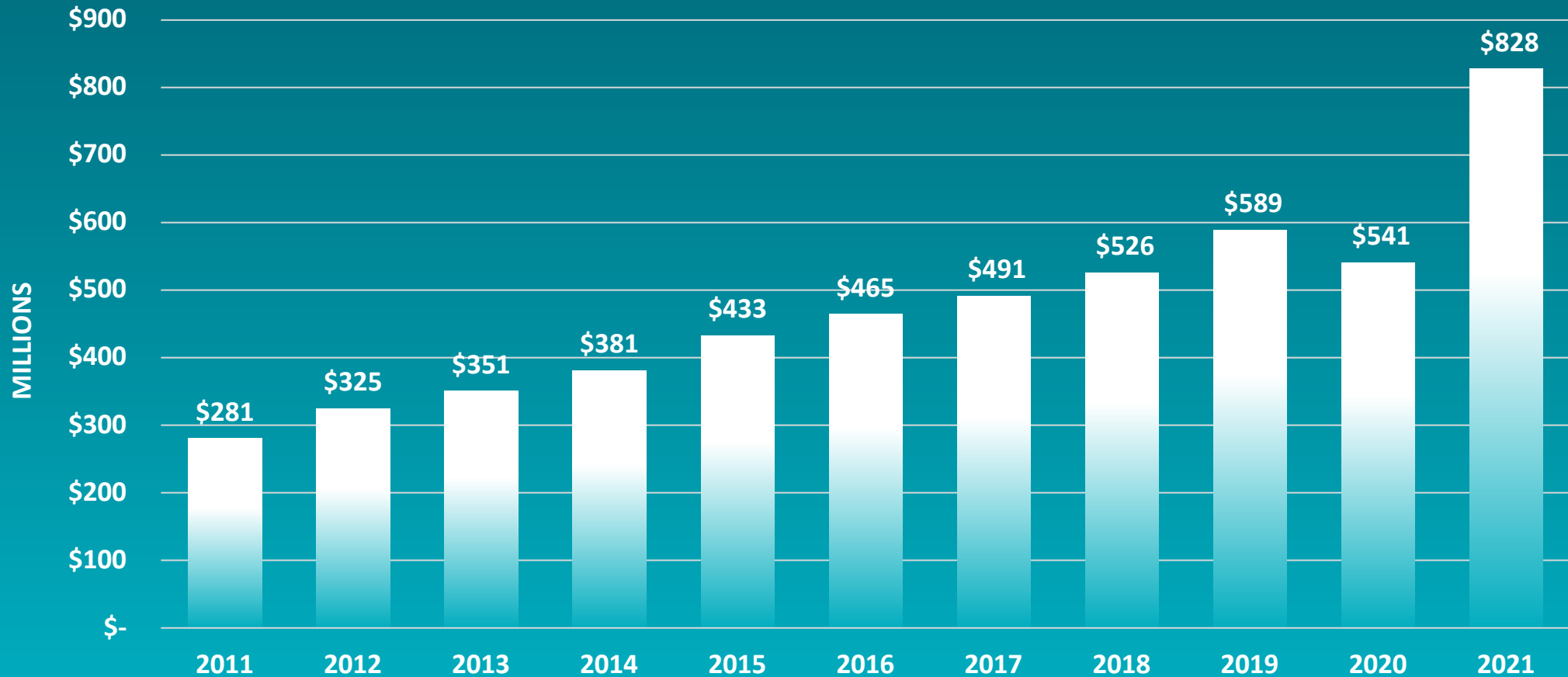
Alabama's White-Sand Beaches

THE GOOD NEWS

- Our customers are loyal and want to return
- Drive-in markets remain strong
- Safety and open spaces are of top importance
- Outdoor activities are of most interest



GSOB TAXABLE LODGING RENTALS

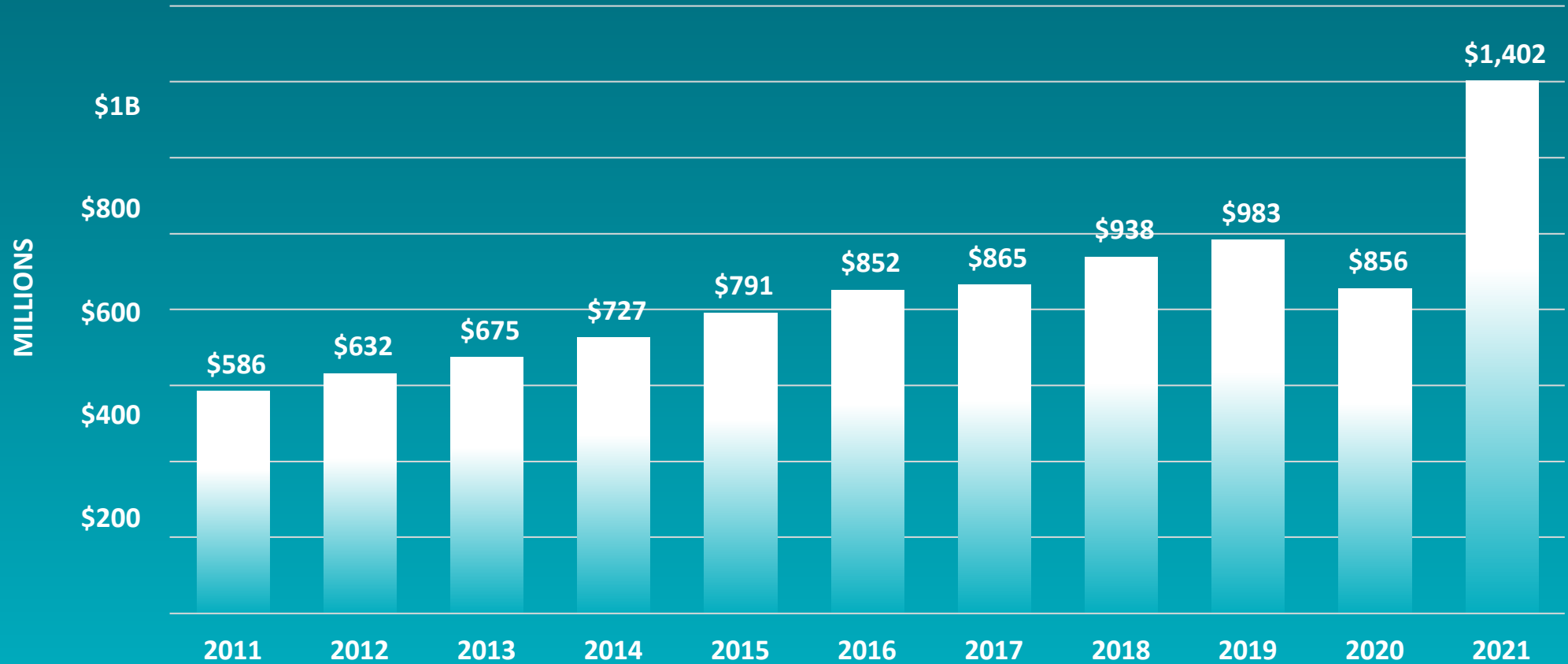


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Source: Alabama Department of Revenue

GSOB TAXABLE RETAIL SALES



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Source: Cities' Department of Revenue

BALDWIN COUNTY TOURISM IMPACT 2020



6M
GUESTS



\$4.9B
VISITOR
SPENDING



50,787
TRAVEL
RELATED JOBS



\$2B
WAGES &
SALARIES

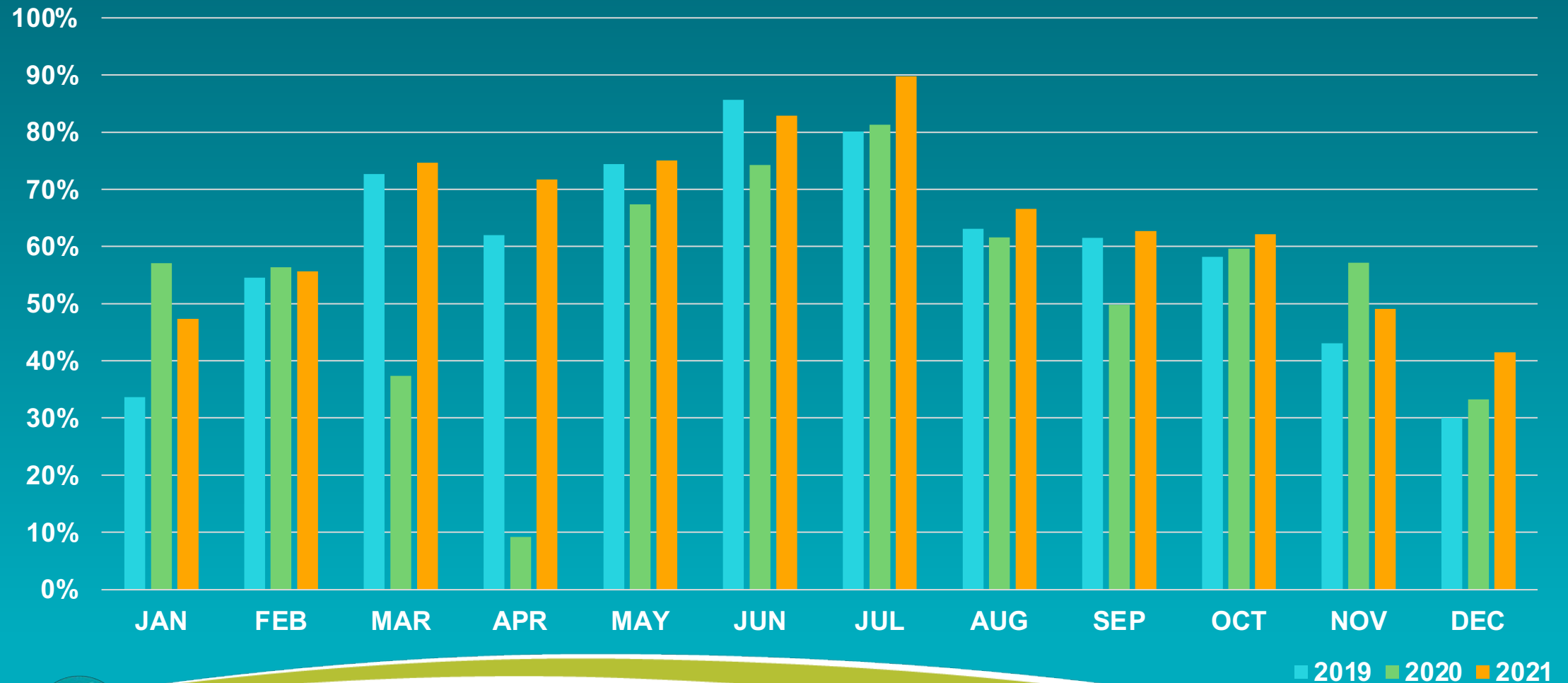


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Source: Alabama Tourism Department, 2020 Economic Impact Report

HOTEL OCCUPANCY 2019-2021

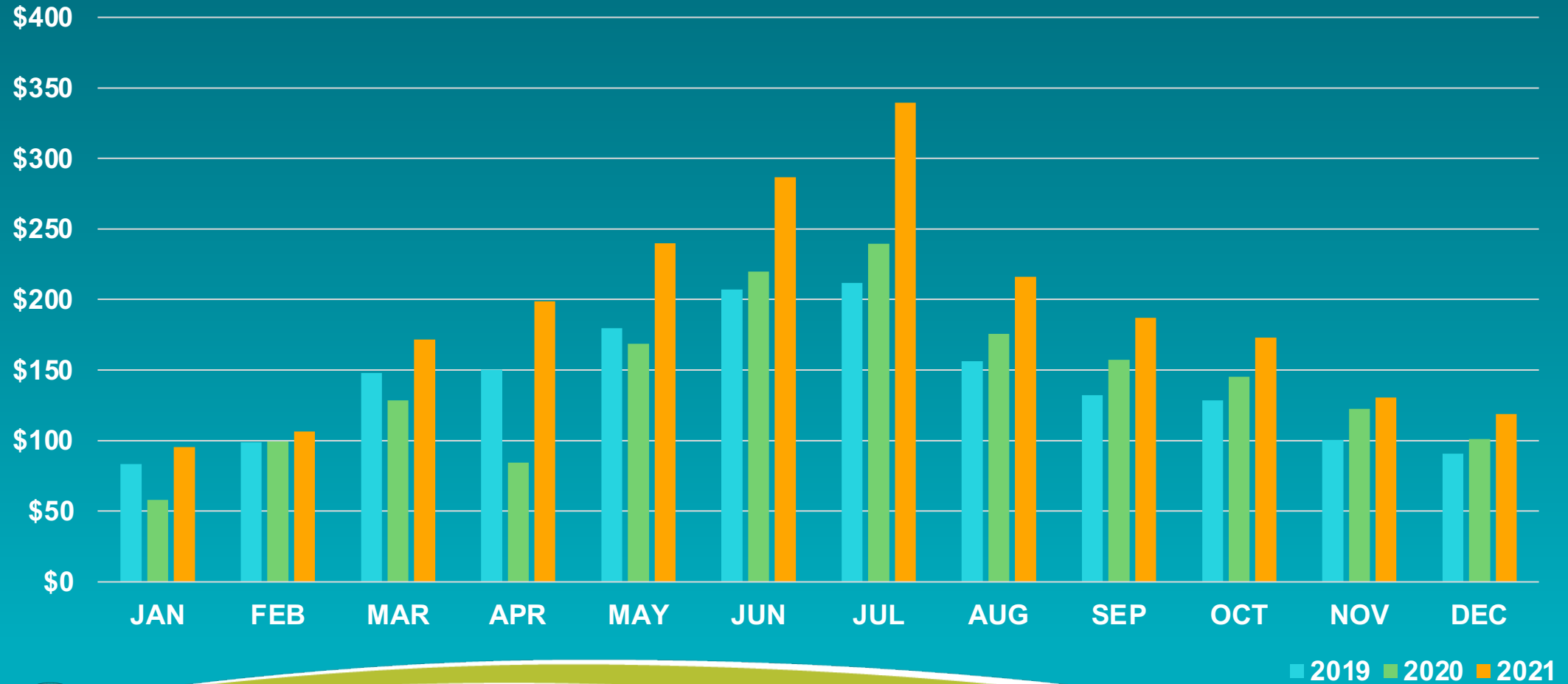


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Source: STR Star Report

HOTEL ADR 2019-2021

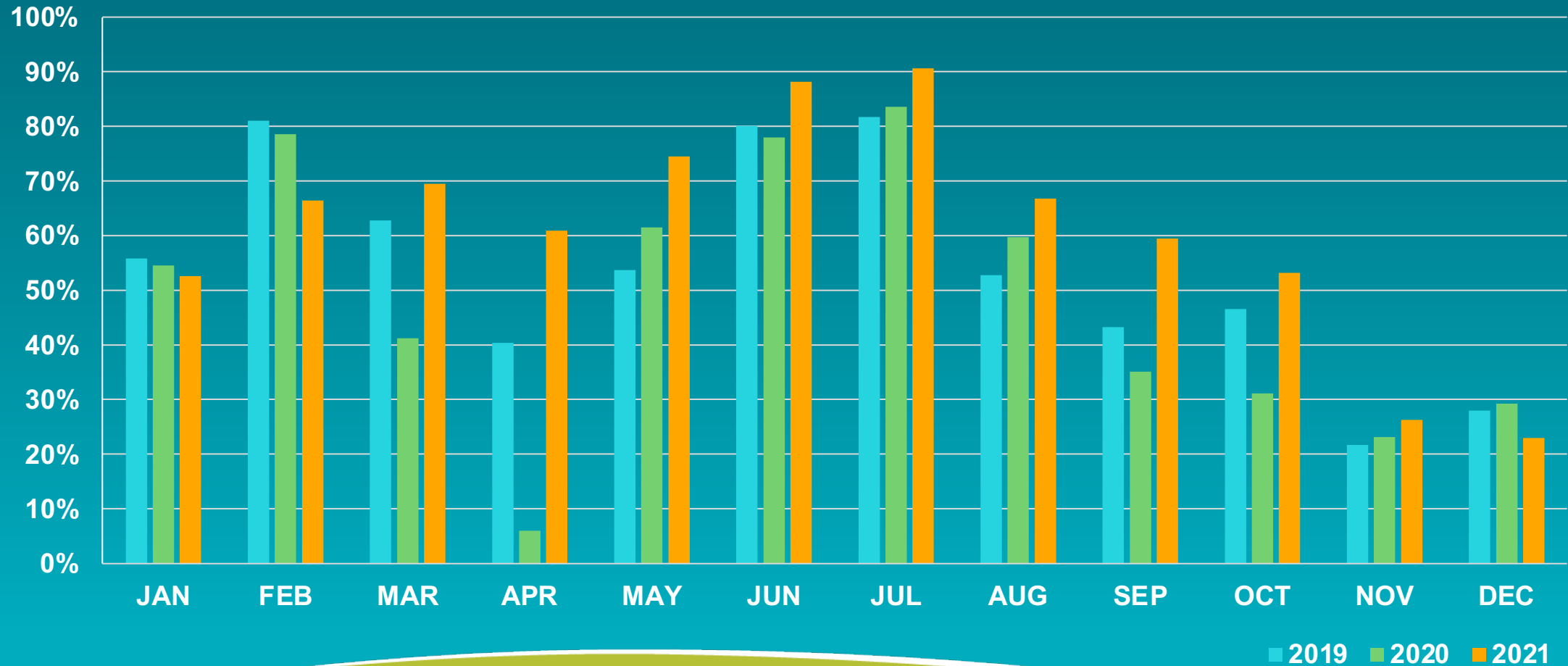


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Source: STR Star Report

VACATION RENTAL OCCUPANCY 2019-2021

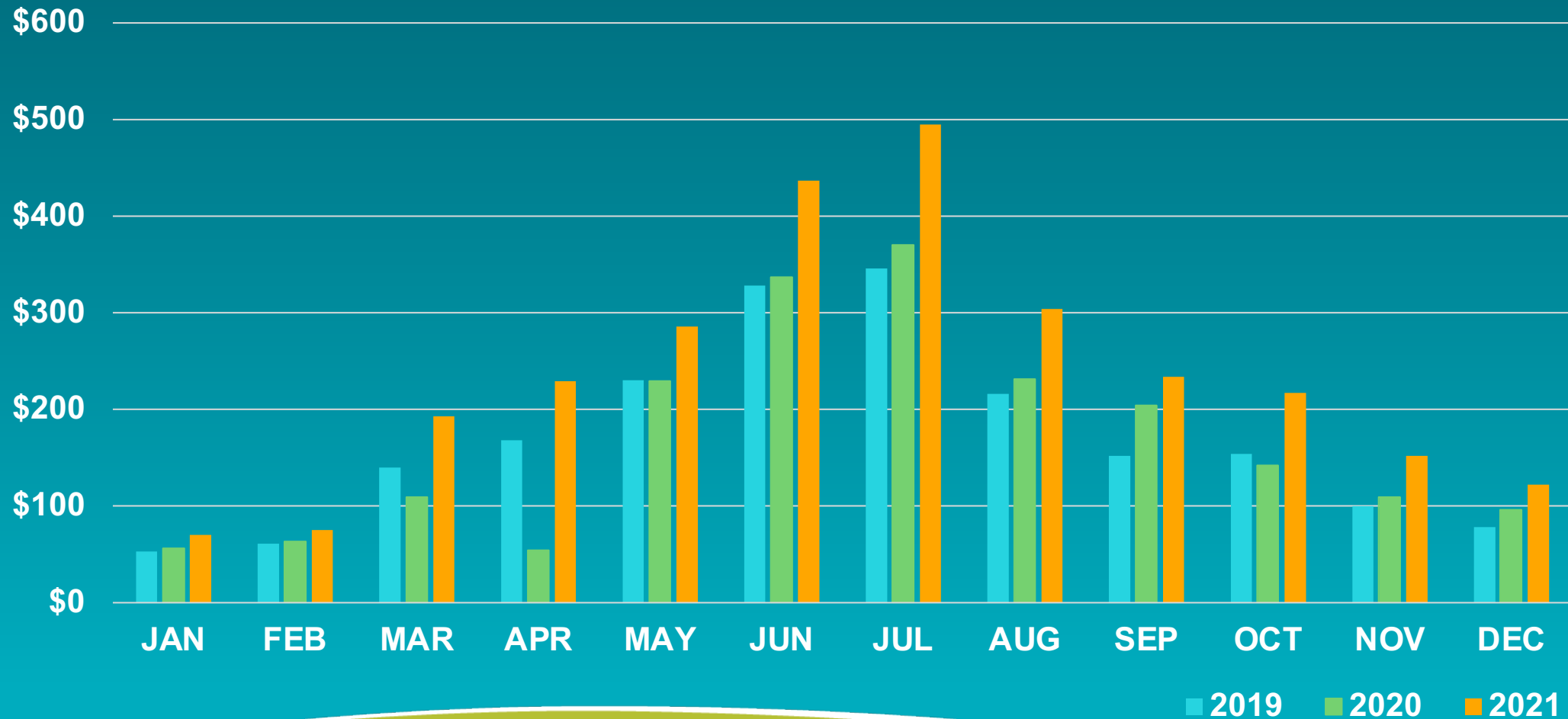


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Source: Key Data, LLC 2021

VACATION RENTAL ADR 2019-2021

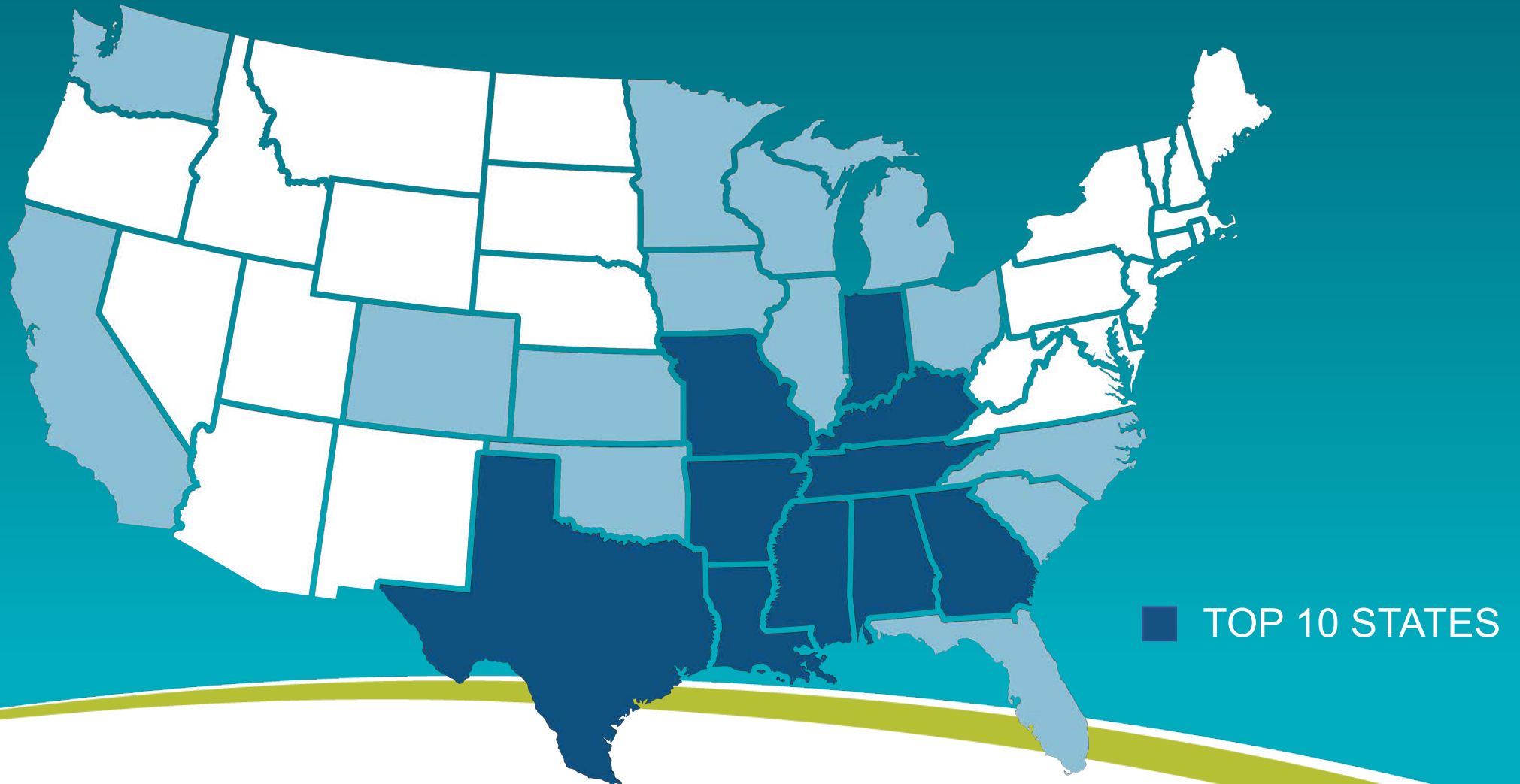


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Source: Key Data, LLC 2021

TOP 25 STATES OF ORIGIN - 2021

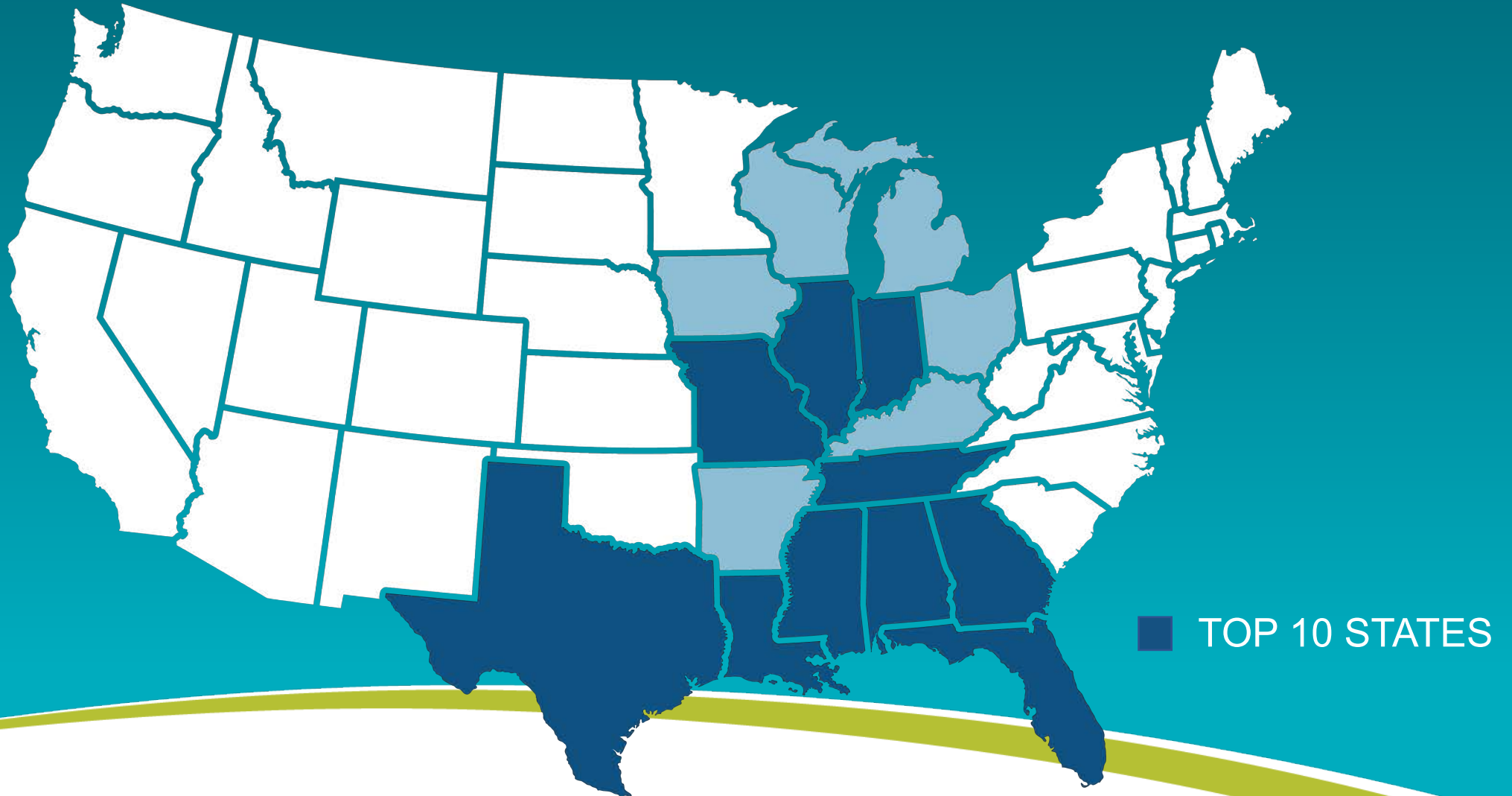


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Source: Key Data

TOP 16 STATES OF ORIGIN - WINTER



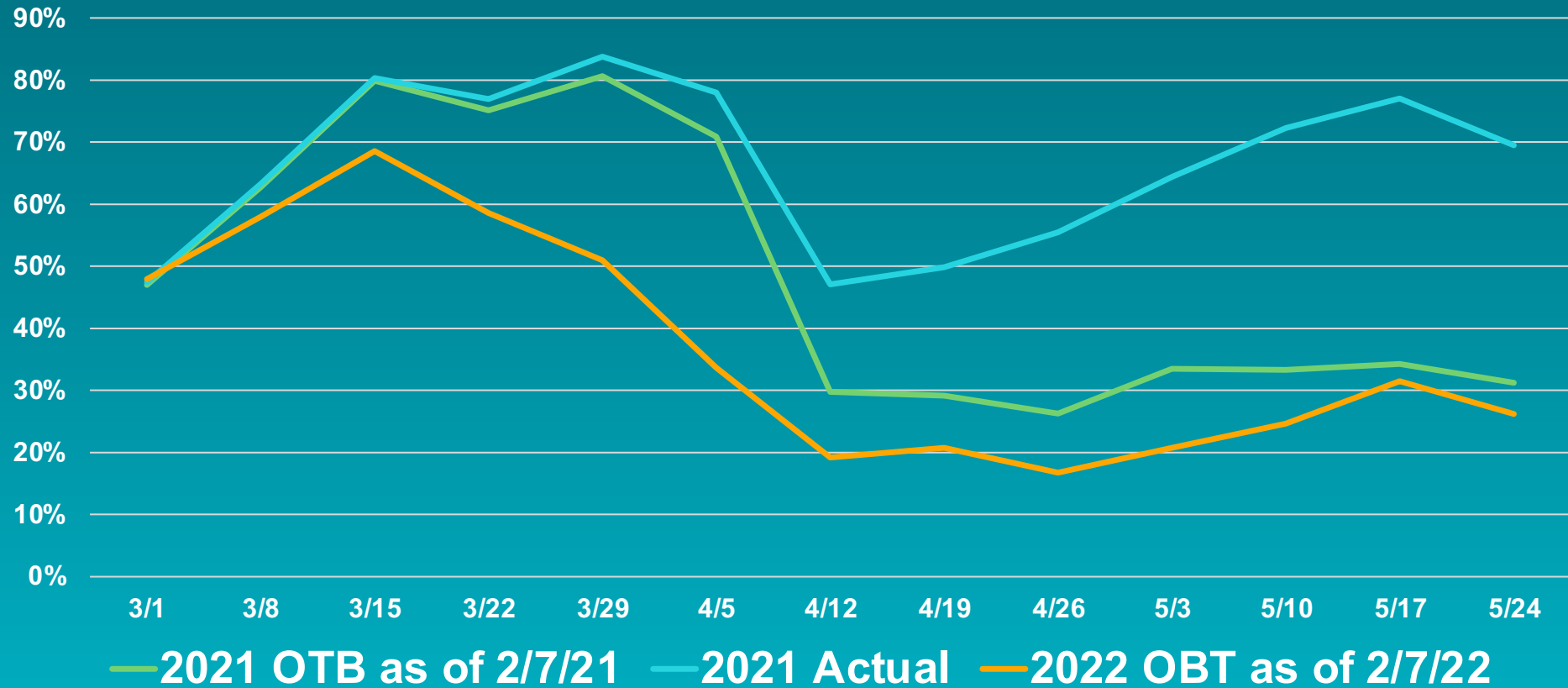
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Source: Key Data

YOY OCCUPANCY – SPRING

AS OF 3/21/22



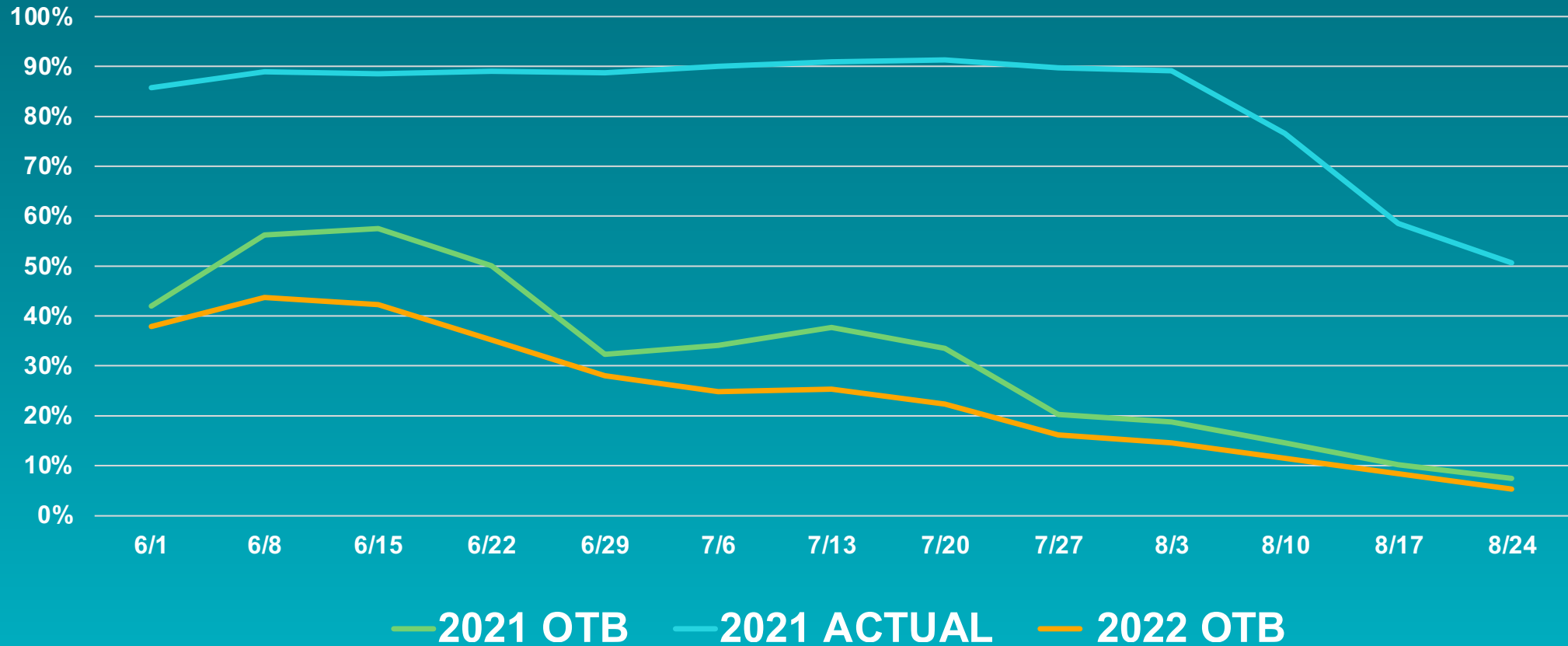
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Source: Key Data, LLC 2022

YOY OCCUPANCY – SUMMER

AS OF 3/21/22



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Source: Key Data, LLC 2022

DOING THINGS DIFFERENTLY



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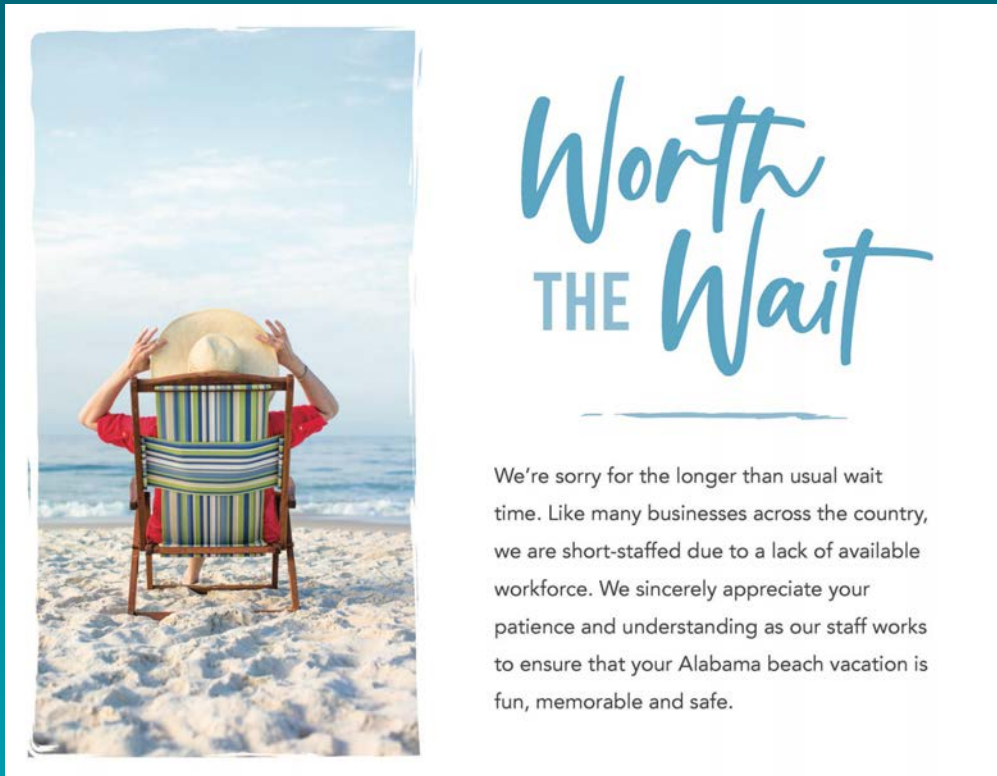
**KEEPING
GUESTS
HAPPY
WHILE THEY
ARE HERE**



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Worth THE Wait

Campaign components:

- Campaign graphics
- Digital marquee art
- Social posts
- Lodging, dining and attractions messaging

Our Industry Partners downloaded more than 2,800 campaign assets for use in their own businesses



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Campaign objectives:

- Provide a safe, clean, family-friendly environment for locals and visitors
- Preserve our natural resources
- Protect our wildlife
- Sharing of beach rules and regulations



LEAVE ONLY FOOTPRINTS



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An updated safety campaign currently in development with both cities, the county and Baldwin EMA.

- Raise awareness of beach warning flags and their meaning
- Share the many ways guests and locals can receive daily surf conditions
- Rip current awareness and how to escape one
- General water safety



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DEPARTMENT INNOVATIONS



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HOSPITALITY & INFORMATION

Welcome Centers are
often our frontline for
both new and
returning visitors



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HOSPITALITY & INFORMATION

2021 Results

- 2,700 guest interactions at community events
- 116% increase in specialty brochure requests, equating to an increase of nearly 49,000 brochures
- 66% increase in guest email opt-ins
- 126% increase in Industry Partner recruitment



HOSPITALITY & INFORMATION

New 2022 Initiatives

- Expanded outreach at community events
- Ability to text us at 800-745-SAND or text SAND to 95000
- Planned launch of a kids' education passport program
- Supporting IP staffing needs by partnering with them to share our destination knowledge and be a resource
- Facilitate more special offers on our website through a streamlined input process for IPs
- Reinvent and restart our ambassador program



CHATBOT

- Uses AI to direct users to appropriate content on our site
- Gets smarter over time
- Includes clickable phone and text number to reach vacation specialists, plus hyperlinks to our most popular landing pages
- Questions asked help determine future content needs for all channels
- YTD has assisted 2,635 users with nearly 3,500 questions



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TIKTOK

- Over 80M active monthly users
- TikTok videos are everywhere—YouTube, Facebook, Instagram, Amazon Fire TV
- Exposes us to a qualified audience with an affinity to travel
- Increases awareness
- Drives website sessions, conversions and partner referrals



ALABAMA GULF COAST IN THE NEWS

Palm Beach Illustrated

“Unexpected Alabama”

Atlanta Journal-Constitution

“Road Tripping Through Alabama”

Newsweek & MSN.com

“Spring Break is Back in 4 U.S. Cities as Hotel Occupancy Nears Pre-COVID Levels”

The Points Guy

“The Most Wheelchair Accessible Beach Destinations in the U.S.”

Budget Travel

“Rediscover America: 6 Road Trip Stops Along the Underrated Gulf Coast”



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ALABAMA GULF COAST IN THE NEWS

Conde Nast Traveler

“The Best Family Beach Vacations in the U.S.”

TravelAwaits.com

“14 Reasons Why Gulf Shores, Alabama is a Perfect Snowbird Destination”

MSN.com

“Alabama’s Booming Beaches Lure Record Traffic, Crowds. Is it ‘Worth the Wait’?”

USA Today

“Comeback Beaches”

Washington Post

“Four Resort Destinations That Rebounded After Natural Disasters to be Better, Safer and Greener Than Ever”



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ALABAMA GULF COAST IN THE NEWS

Forbes.com &
Budget Traveler

“These Places Across the U.S. Hold Unique New Year’s Eve Celebrations”

Small Market Meetings

“Business at the Beach”

Group Travel Leader

“Today’s Catch: Fresh Seafood Stars in these Waterfront Favorites”

Sports Destination
Management Magazine

“Hot Rods : Fishing Destinations That Can Reel in Big Returns”



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AWARDS

“The South’s Best Beach Towns 2021 (Orange Beach #8 of 10)”

[Southern Living](#)

“Travelgirl Names Some of Its Favorite Picnic Destinations”

[Travelgirl.com](#)

“10 Best Winter Fishing Destinations”

[Fishingbooker.com](#)

“2020 and 2021 Champions of Economic Impact in Sports Tourism”

[Sports Destination Management Magazine](#)

“The Best Glamping Spots in All 50 States”

[Shermans Travel](#)



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MEETINGS

- Two meeting planner FAMS planned for 2022 (spring & fall)
- New lead-gen campaigns targeting spring, fall & weekday business
- Hosting: Regional Association Annual Meeting, September 2022



SPORTS & EVENTS

- 2021 was a record year with 136,056 total room nights
- Long-term commitment (5 years) with AHSAA (track & softball championships)
- Bid submitted to extend NAIA Outdoor Track and Field Championship
- Twelve new sporting events added for 2022
- Three new leisure events added for 2022



INTERNATIONAL

2021

- Hosted successful Travel South International post FAM in December 2021
- Confirmed bookings of 300 room nights thru WebBeds with an ADR of \$231

2022

- Hosting FAM for International Association of Golf Administrators (November)
- Continued partnership with Alabama Department of Tourism
 - International Reps (German and UK)
 - International Golf Market Co-Op
 - Attending Travel South Showcase (Louisville, KY)
 - Attending International Pow Wow (Orlando, FL)



2022 LEISURE CAMPAIGN



IT'S THE
simple
THINGS...

...like feeling the rush of the wind as you bike through the trails, glide across the calm waters in your kayak, or discover native wildlife on your walk. Explore the natural beauty of the Alabama Gulf Coast and escape into a world of wonder.



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GulfShores.com | OrangeBeach.com
877-341-2400



IT'S THE
simple
THINGS...

...like that first bite of fresh-off-the-boat seafood, the rhythm of live music, and the view of the setting sun as you finish your meal. Come enjoy the gorgeous views and irresistible taste of the Alabama Gulf Coast.



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IT'S THE
simple
THINGS...

...like strolling on the warm,
sugar-white sand



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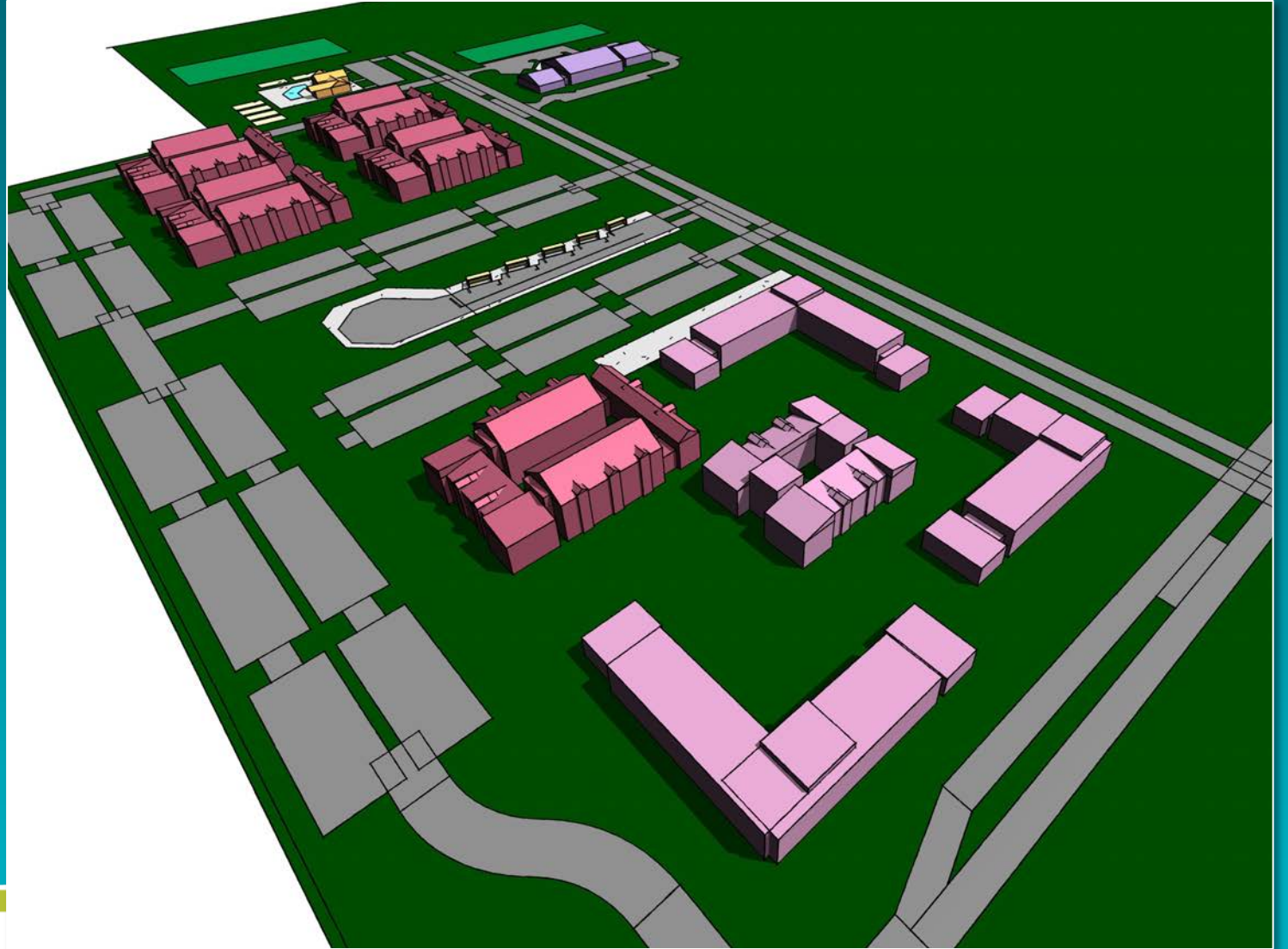
IT'S THE
simple
THINGS...

...like meeting a new friend



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WORKFORCE DEVELOPMENT HOUSING



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THE BIG PICTURE

If you build a place where people want to visit, you will have built a place where people want to live.

If you build a place where people want to live, you will have built a place where people want to work.

If you build a place where people want to work, you will have built a place where business wants to be.

And, if you have built a place where business wants to be, you will have built a place where people want to visit.

*It all starts with a **visit**...*

Maura Gast, Executive Director
Visit Irving Texas



**FROM
OUR
GUESTS**



THANK YOU!

Beth Gendler, CMP, CDME

President & CEO

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