

# 2021

## ANNUAL REPORT ON TOURISM



**8M**

Number of guests



**\$7.3B**

Visitor spending



**\$2.4B**

Wages/Salaries



**63,628**

Travel related jobs



**GULF SHORES &  
ORANGE BEACH  
TOURISM**

Alabama's White-Sand Beaches

# 2021 ANNUAL REPORT MARKETING

## SALES/MEETINGS



**45,798**  
Room Nights



**38**  
Site Visits



**198**  
Meetings and Conventions



**43,313**  
Meeting Attendees



**25,141**  
Welcome Bags Distributed



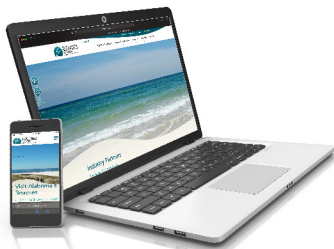
**116,885**  
Website Sessions



**9**  
Meeting Trade Publication Stories



## DIGITAL



**5,069,952**

website sessions | 🔍



**2,747,340**  
Exit links to Industry Partners

**3,188,957**  
Organic searches up 16.5% from 2019



**Social Media**



**4,988**  
followers



**55,280**  
followers



**484,950**  
followers

## HOSPITALITY & INFORMATION



**91,088**  
Collateral Requests

**31,131**  
Welcome Center Visitors

**77,983**  
Vacation Guide Requests



**22,039**  
Scenic Byway Brochures



**14,143**  
History Brochures



**13,044**  
Fishing Guides



**15,834**  
Nature Guides



**4,069**  
Golf Brochures



**9,699**  
Birding Trail Guides



**9,391**  
Paddling Guides



**2,869**  
Motorcycle Runs Brochure

100% increase in specialty brochure requests over 2020.

## ADVERTISING

Total Inquiries  
**79,227**  
direct and reader service requests



**TOP PRINT INQUIRIES**

- Midwest Living
- Compass Family Travel insert
- Travel Guide Group
- Better Homes & Gardens
- Southern Living
- Good Housekeeping
- Compass Spring Travel Planner

**EPSILON**

**66,845** visitors/arrivals

**\$16,819,010**

in-market visitor spending (non-cash)

**DIGITAL**



**114.6M** impressions

**398.5K** landing page views

**132K+** tracked engagements + travel intents

**Arrivalist Overnight Visitation**

**5.5M** Captured device arrivals

**400 MI.** Average distance traveled

## PUBLIC RELATIONS



**272** articles published with a reach of  
**908,215,233**



**5** Press releases issued

**44** journalists & bloggers hosted on press trips  
**29** individual media trips

**FOUR**

**MOST NOTABLE CLIPS**

Where the Diamonds are the Brightest and The Great Outdoors, Now Even Better  
**Sports Destination Management Magazine**

How to Come to Your Senses on Alabama's Accessible Beaches  
**Curb Free with Cory Lee**

Comeback Beaches  
**USA Today Go Escape**

10 Best Winter Fishing Destinations for 2022  
**Fishingbooker.com**

## COMMUNICATIONS

Worth THE Wait

- In-market campaign developed in response to the workforce shortage
- Provides suggestions for avoiding long waits
- Campaign assets shared with industry partners
- Received Alabama Tourism Department's Theme Campaign of the Year award

# 2021 ANNUAL REPORT SPORTS & EVENTS

## OVERVIEW



**122**  
Events



**20**  
New Events



**136,599**  
Room Nights



**\$99.42M**  
Economic Impact



**6**  
Sports Planner  
Site Visits



**10,526**  
Welcome Bags  
Distributed

## WEBSITE

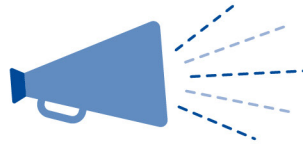


**WEBSITE**  
**190,475**  
Sessions

**116,885**  
New visits to site



## SOCIAL MEDIA



**f** **11,646** fans

**t** **2,448** followers

**i** **1,872** followers

**in** **571** followers

## TRADESHOWS



**3** Tradeshows  
Attended

## ADVERTISING

- AL.com
- Big Time Softball
- Compass Media
- Sports Destination Management
- Sports ETA Multiview
- SportsEvents
- Sunny 105.7



## SPORTS PR COVERAGE

	TOTAL	REACH
BLOG	3	24,000
MAGAZINE	13	229,590
NEWSLETTER	4	48,080
NEWSPAPER	13	181,500
PODCAST	1	11,737
TV	12	312,598
WEB	38	208,631

**TOTAL 84 1,016,136**

**11** PRESS  
RELEASES





# 2021 BOARD OF DIRECTORS

## Bill Brett, Board Chair

CEO - Brett/Robinson Vacation Rentals

## David Bodenhamer, Board Vice Chair

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 (resigned October 2021)

Chairman - Meyer Vacation Rentals

## Glen Kaiser

CEO/COO Kaiser Sotheby's International Realty

## Tony Kennon

Mayor - Orange Beach

## Mac McAleer

Owner - Lulu's/Homeport Marina

## Frank Reed

Owner - Reed Real Estate



# STATEMENT OF REVENUES & EXPENDITURES 2021

	FY 2021 ACTUAL	% OF ACTUAL
<b>Fund Balances</b> - Beginning of Year	\$ 7,446,547	
<b>REVENUES</b>		
Lodging Tax Revenue	\$ 16,029,489	88.8%
Other Revenue Sources	\$ 2,015,631	11.2%
Total Revenues	\$ 18,045,120	100.0%
Total Financial Resources	\$ 25,491,667	
<b>EXPENDITURES</b>		
Personnel Expenses	\$ 3,497,629	27.8%
Direct Promotional Expenses	\$ 7,584,968	60.3%
Operational Expenses	\$ 1,503,639	11.9%
Total Expenditures from Operating Activities	\$ 12,586,236	100.0%
Capital Expenditures	\$ 27,150	
Other Financing (Sources) Uses	\$ 295,513	
Total Expenditures	\$ 12,908,899	
<b>Fund Balances</b> - End of Year	\$ 12,582,768	

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

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