



# 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

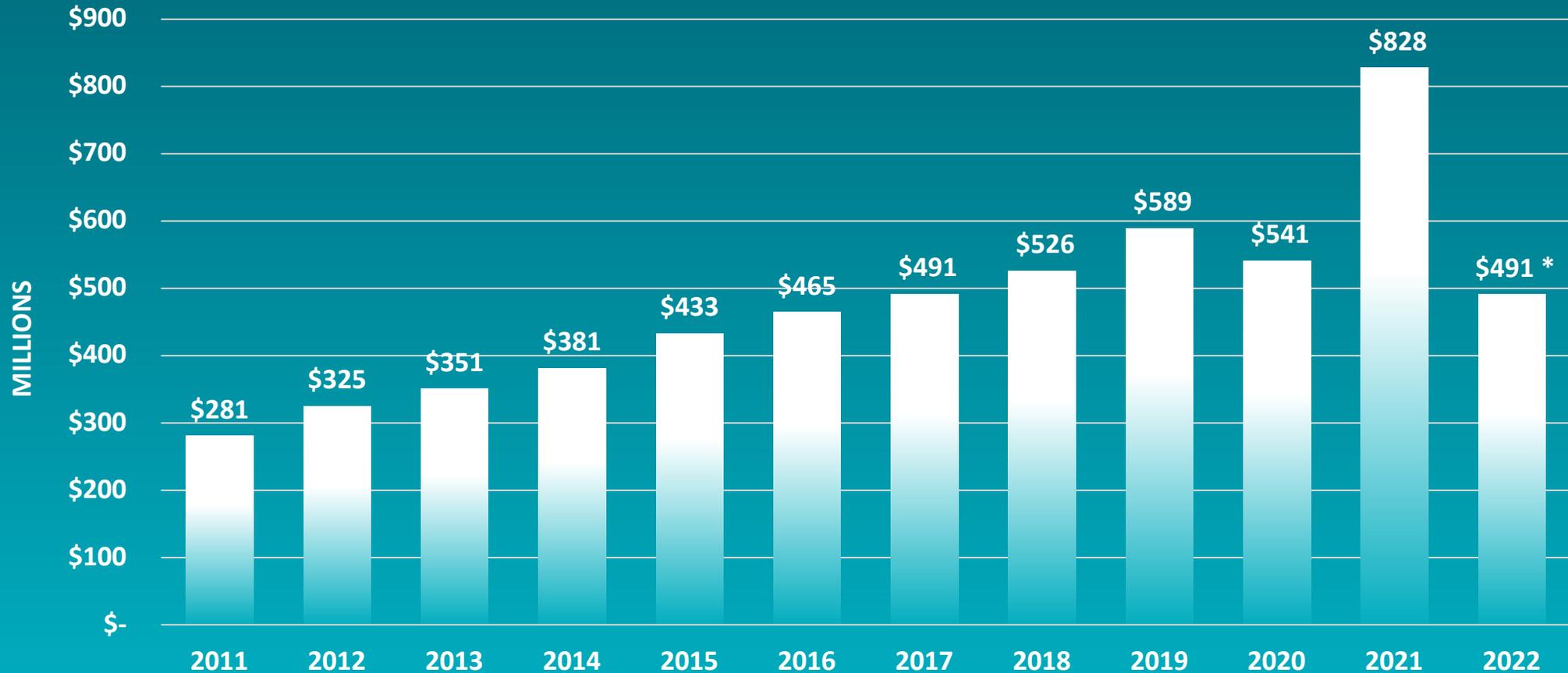
Alabama's White-Sand Beaches

# 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



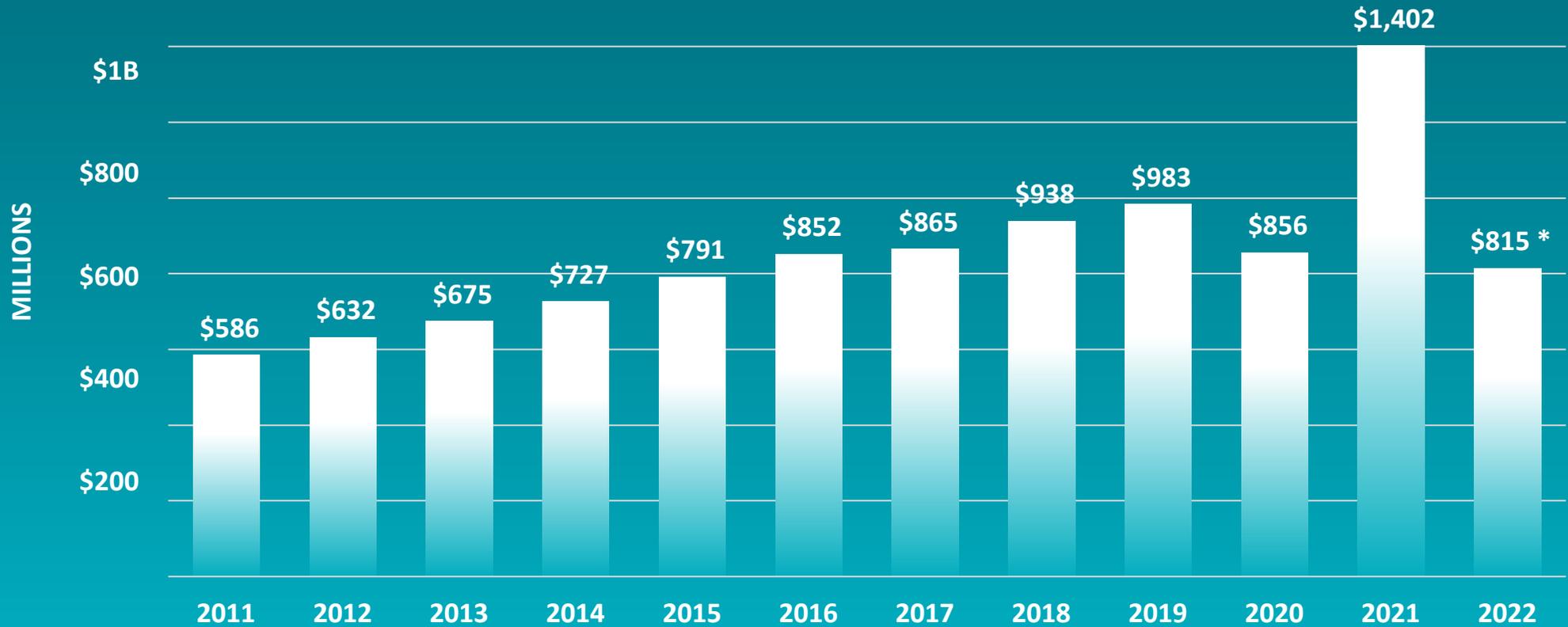
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Source: Alabama Department of Revenue

\*Year-to-date through July

# GSOB TAXABLE RETAIL SALES



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\*Year-to-date through June  
Source: Cities' Department of Revenue

# BALDWIN COUNTY TOURISM IMPACT

## 3-YEAR SUMMARY



**2021**

**8M**

GUESTS

**\$7.3B**

VISITOR SPENDING

**63,628**

TRAVEL RELATED JOBS

**\$2.4B**

WAGES & SALARIES

**2020**

**6M**

GUESTS

**\$4.9B**

VISITOR SPENDING

**50,787**

TRAVEL RELATED JOBS

**\$2B**

WAGES & SALARIES

**2019**

**6.9M**

GUESTS

**\$5.2B**

VISITOR SPENDING

**54,262**

TRAVEL RELATED JOBS

**\$1.7B**

WAGES & SALARIES

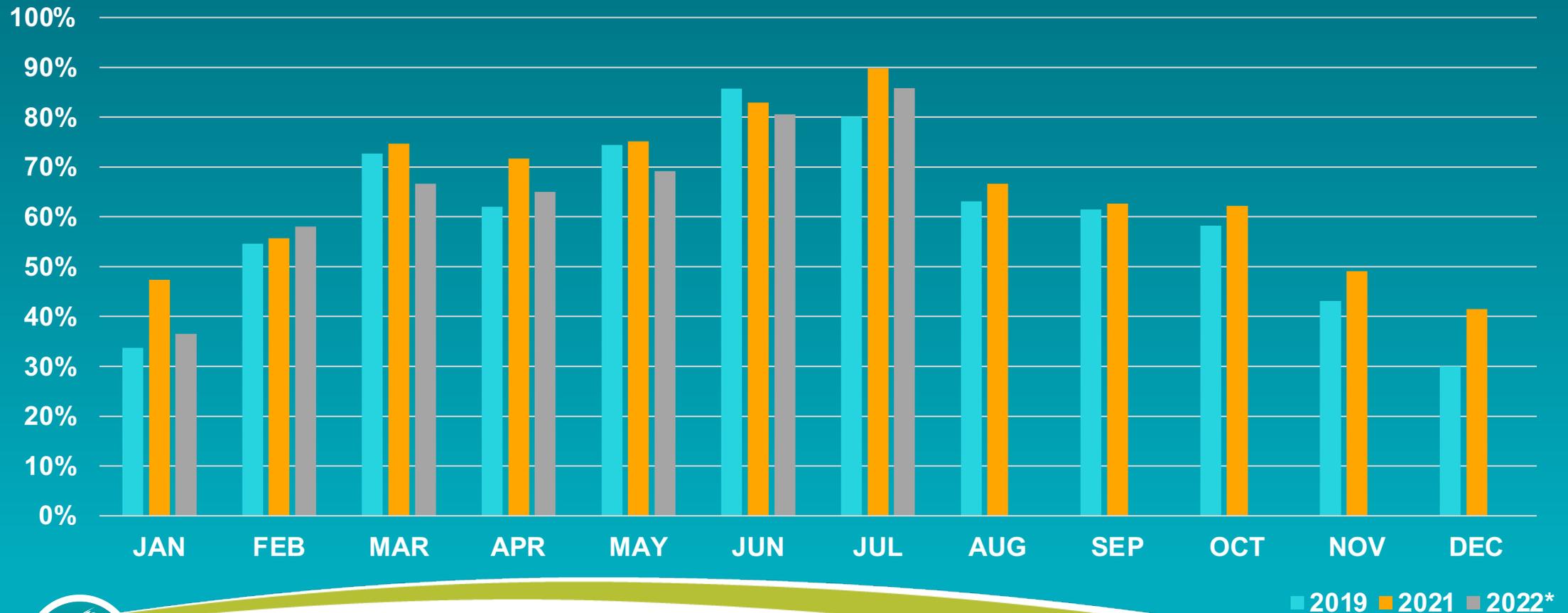


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# HOTEL OCCUPANCY

## 2019, 2021, 2022



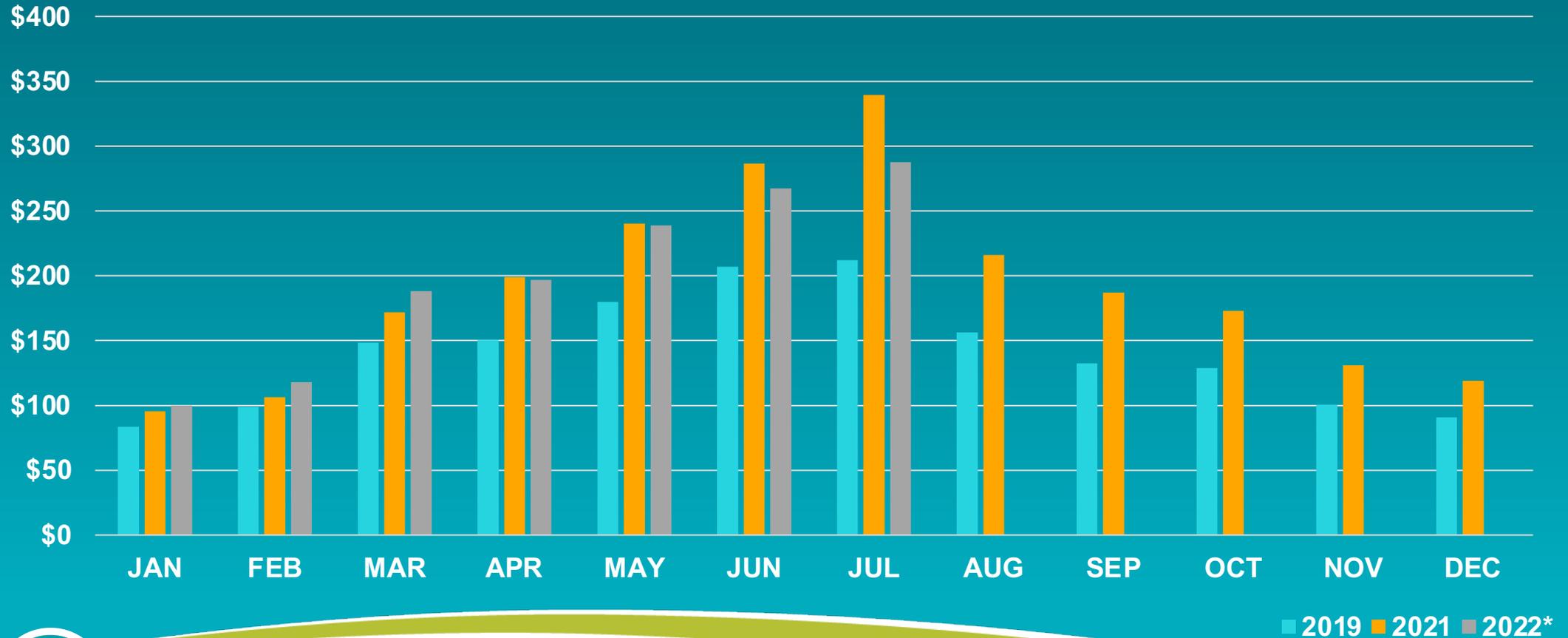
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\*2022 year-to-date through July  
Source: STR Star Report

# HOTEL AVERAGE DAILY RATE

## 2019, 2021, 2022

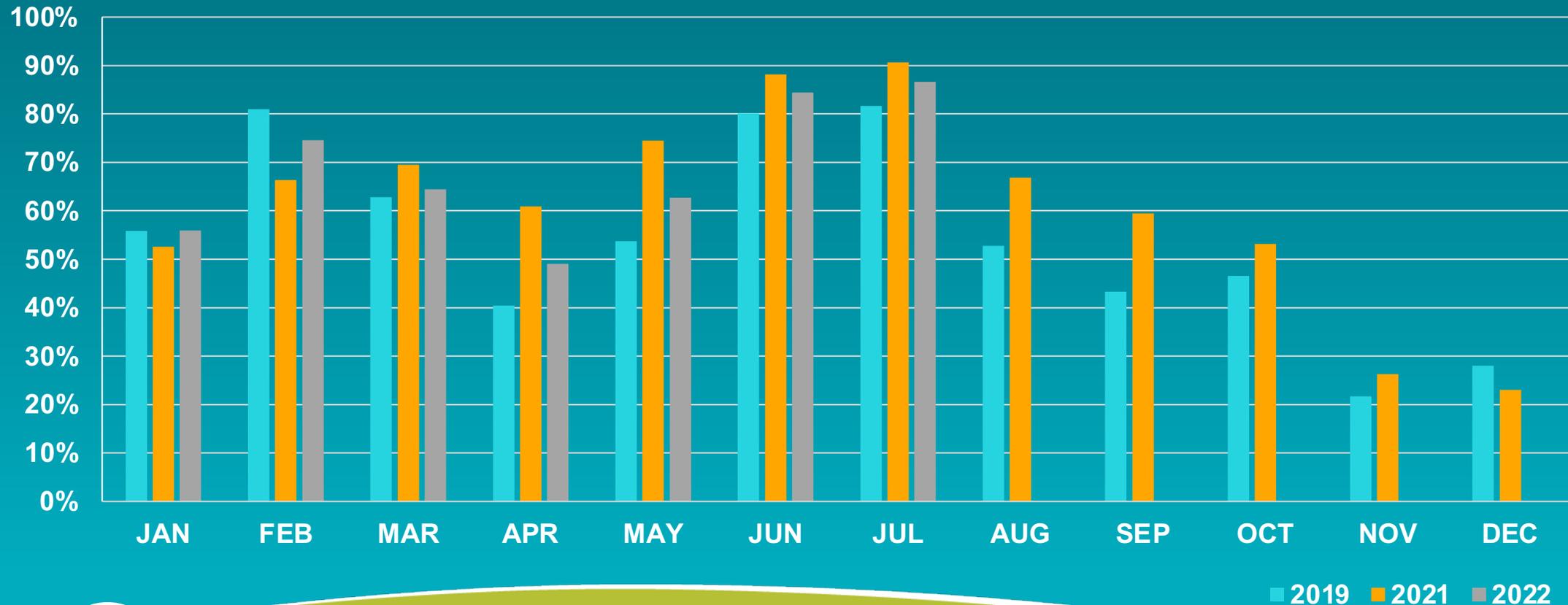


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Source: STR Star Report

# VACATION RENTAL OCCUPANCY 2019, 2021, 2022



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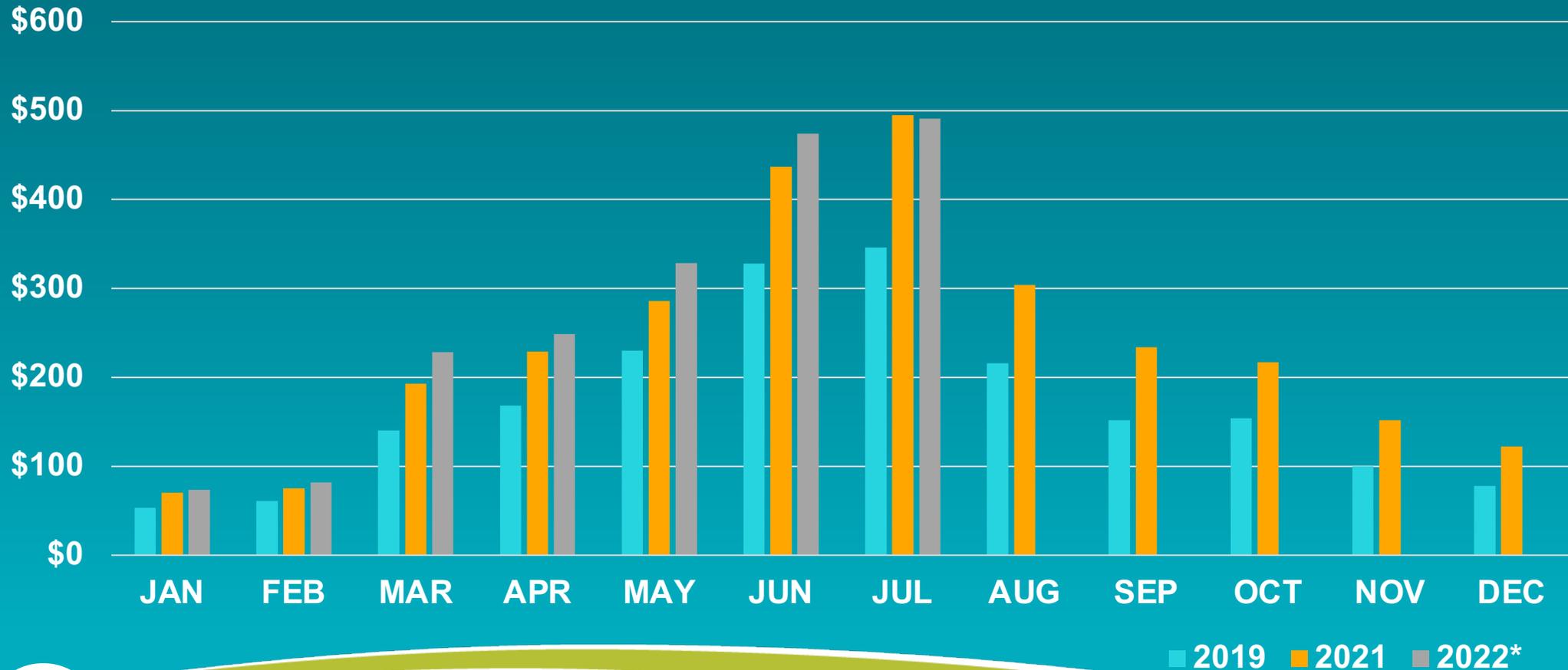
Alabama's White-Sand Beaches

\*2022 year-to-date through July

Source: Key Data, LLC 2022

# VACATION RENTAL AVERAGE DAILY RATE

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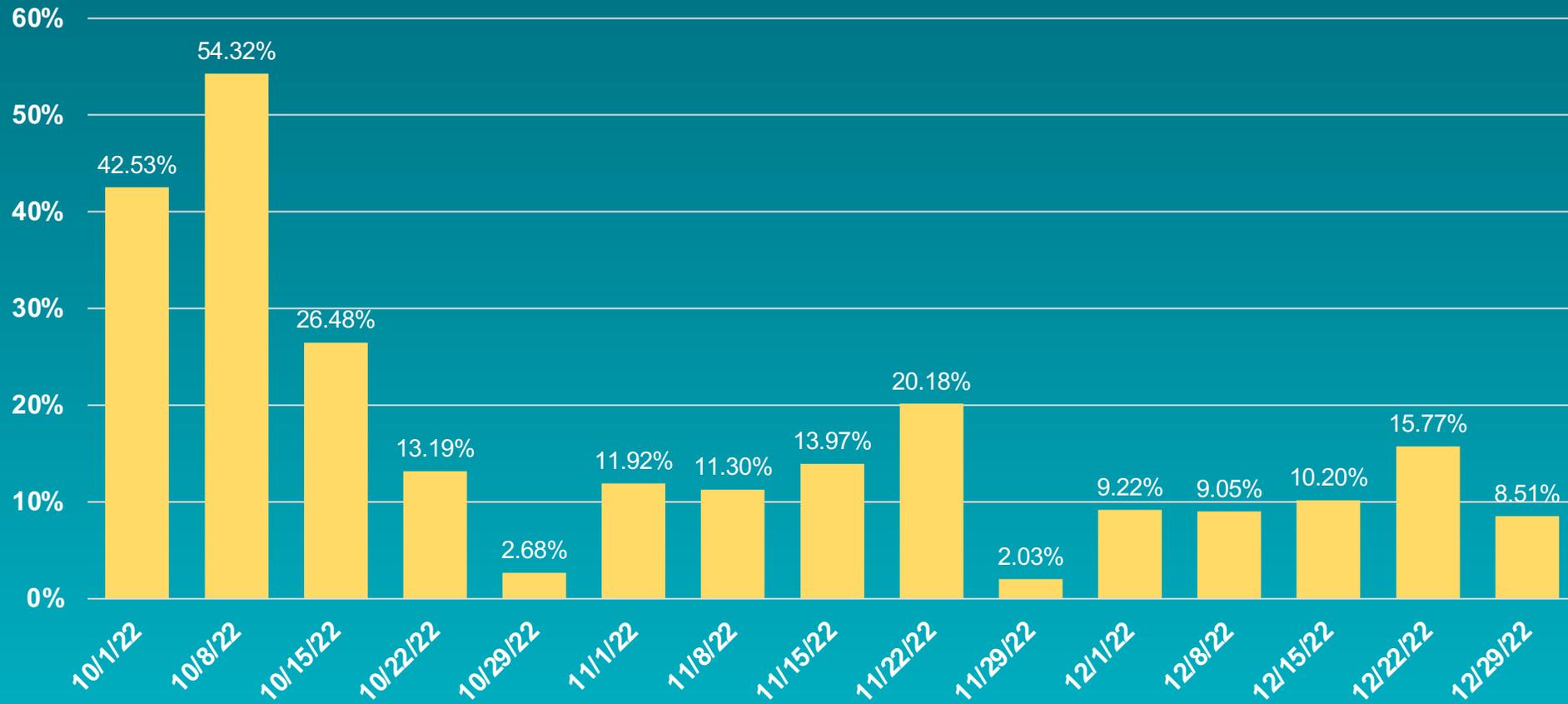


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# OCCUPANCY FORECAST OCTOBER, NOVEMBER, DECEMBER



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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

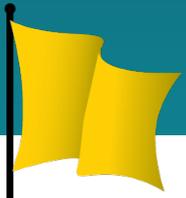


**LEAVE ONLY  
FOOTPRINTS**



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# BEACH SAFE

KNOW BEFORE YOU GO

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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# 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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