

# SPORTS & EVENTS, MEETINGS AND INTERNATIONAL MARKETS

**Michelle Russ, STS**

**Vice President of Sales, Sports & Events**

Gulf Shores & Orange Beach Tourism

Gulf Shores | Orange Beach Sports & Events



GULF SHORES | ORANGE BEACH  
**SPORTS & EVENTS**



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TOURISM**

Alabama's White-Sand Beaches



# SPORTS & EVENTS



# ROOM NIGHT OVERVIEW

## YEAR OVER YEAR: JANUARY-JULY

2021 Room Nights 120,989  
2022 Room Nights 115,610  
**4.45% decrease**

## YEAR OVER YEAR: JULY

2021 Room Nights 57,659  
2022 Room Nights 41,110  
**28.7% decrease**



# FALL 2022

## TRADESHOWS

- TEAMS Sports Conference (October)
- S.P.O.R.T.S. Relationship Conference (October)

## ADVERTISING

- Big Time Softball
- SportsEvents
- Sports Destination Management
- Sunny 105.7

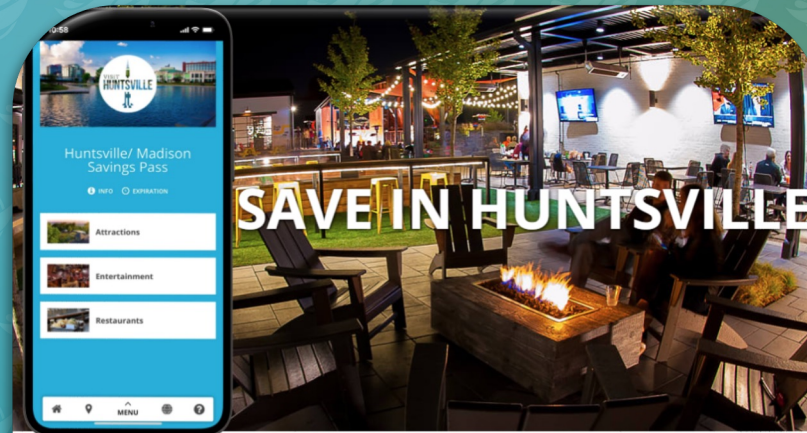
## NEW & RETURNING EVENTS



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# BANDWANGO: Alabama Beaches Savings Scorecard Coming Soon!

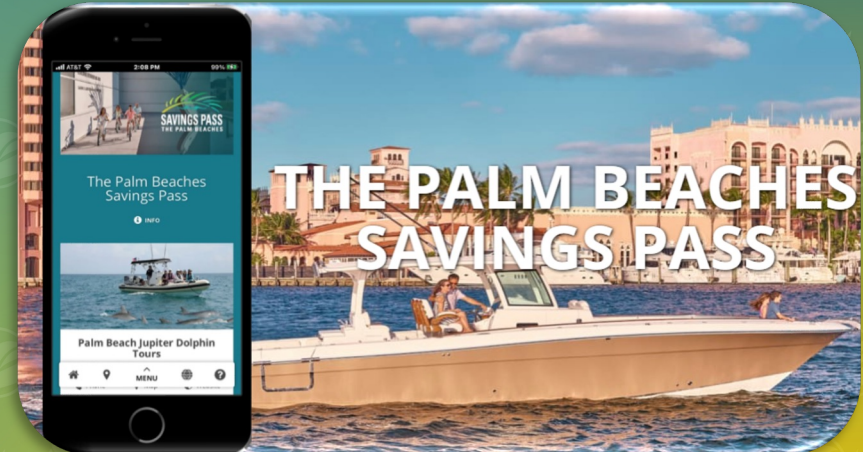


## Welcome to Huntsville/ Madison County!

A mix of the high-tech, art, and sublime Southern culture comes together in Huntsville, Alabama. Home to the world's largest space museum at the U.S. Space & Rocket Center, outer space isn't the only kind of space the Rocket City is known for. We've got space to explore! Take a break from your meeting and check out our "out of this world" dining, attractions, and more.



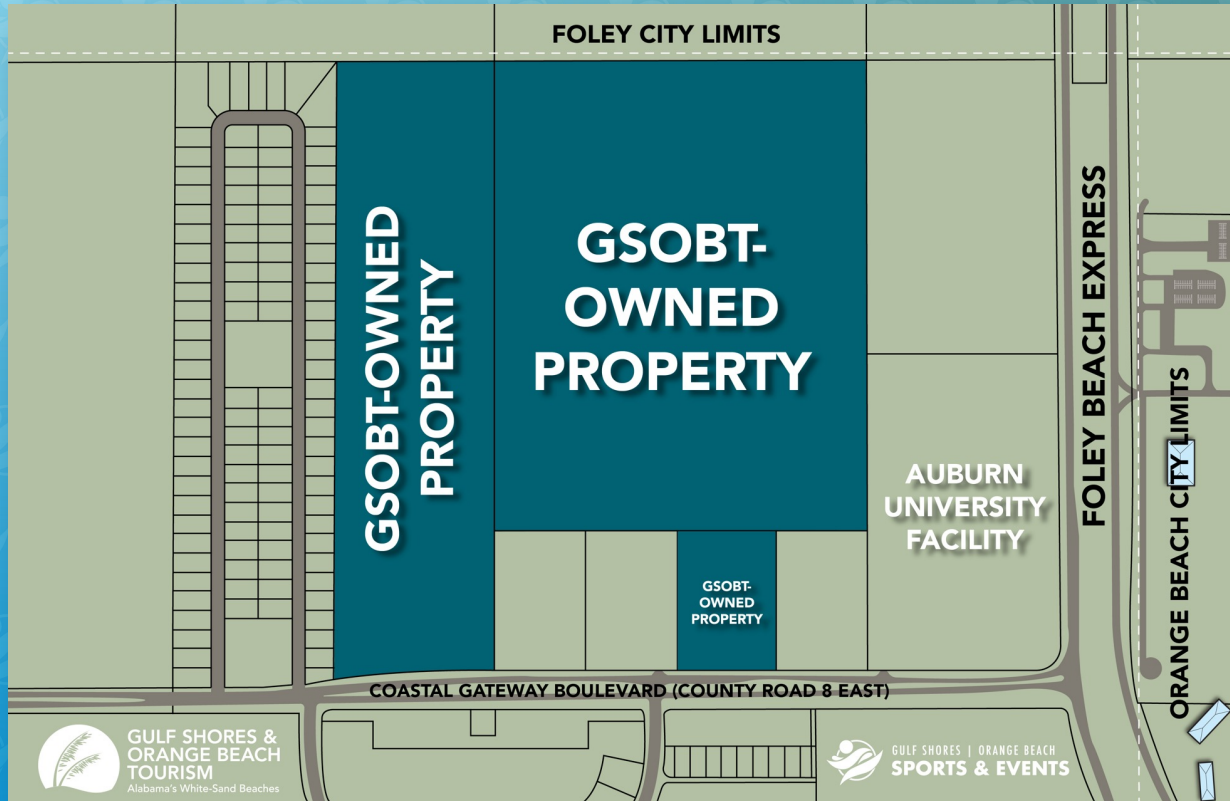
Huntsville/ Madison Savings Pass



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# LAND PURCHASE



- 111.26 acres purchased by Gulf Shores & Orange Beach Tourism for future sports and event tourism development through Gulf Shores | Orange Beach Sports & Events
- RFP process is currently taking place to choose a feasibility study company to determine the best use of the land
- Goal of the project is to fill the facility gap to grow sports and event tourism while enhancing residential needs
- Webpage on project progress coming soon



# 2023 SPONSOR INFORMATION

- Renewals for 2023 – Ashley and Brittany will be in touch soon with current sponsors
- New sponsors – packages now available for review; contact Ashley and Brittany for more info



**ASHLEY WILSON, STS**  
Sales Manager  
AWilson@GulfShores.com



**BRITTANY ROH**  
Sales Manager  
BRoh@GulfShores.com





# MEETINGS



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# ROOM NIGHT OVERVIEW

## YEAR OVER YEAR: JANUARY-JULY

2021 Room Nights 21,311  
2022 Room Nights 34,451  
**61.66% increase**

## YEAR OVER YEAR: JULY

2021 Room Nights 7,275  
2022 Room Nights 6,871  
**5.55% decrease**



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# APRIL 2022 FAM OVERVIEW

- 14 meeting planners attended a two-night FAM representing associations, SMERF and corporate markets
- Lodging hosted by Perdido Beach Resort and The Lodge at Gulf State Park
- 4 tentative meetings booked totaling 2,010 future room nights



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# FALL 2022

## TRADESHOWS/LUNCH & LEARNS




- GSAE Lunch & Learn (September)
- ACAE Annual Convention (October)
- MSAE Annual Convention (November)
- TNSAE Annual Convention (November)

## ADVERTISING

- ConventionSouth
- Small Market Meetings
- Digital campaigns – Compass, IMM, Multiview
- Southeast association publications

**LSAE** – 2022 annual convention to be hosted at Perdido Beach Resort



-  **32 MILES** of white-sand beaches
-  **150K** sq. ft. of meeting space
-  **18K** lodging units

## REGROUP

ON ALABAMA'S GULF COAST

With meeting spaces accommodating more than 2,000 attendees, full-service beachfront properties and unique off-site venues, Alabama's beaches offer plenty of flexibility for your next meeting, conference or event. This spring, get back to business in Gulf Shores and Orange Beach.



GSOBmeetings.com  
888-421-8715



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# HELP US HELP YOU!



- 2023 meeting planner FAM
- Your best contact to receive leads
- Quarterly training



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# INTERNATIONAL



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# MAINTAINING & BUILDING RELATIONSHIPS

## TRADESHOWS

- IPW (June)
- Brand USA Travel Week (October)
- TravelSouth USA International Showcase (November/December)

## HOSTING

- IAGTO FAM (November)

## CAMPAIGNS WITH ALABAMA TOURISM DEPARTMENT

- HotelBeds
- Partnerships with UK and German reps



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# HOW TO GET INVOLVED IN THIS MARKET

- Contract to work with international tour/receptive companies
- Provide inventory/rates to tour/receptive companies
- Host tour and receptive operators to showcase your property and our destination
- Contact Michelle Russ for more information and to set up contracts



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# Michelle Russ

Vice President of Sales, Sports & Events

[MRuss@GulfShores.com](mailto:MRuss@GulfShores.com)

251-223-7198



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