

TOURISM IMPACT 2021



BALDWIN COUNTY

VISITING GUESTS*

VISITOR SPENDING*

2021	8M	\$7.3B
2020	6M	\$4.9B
2019	6.9M	\$5.2B

RETAIL SALES



	<u>GS & OB</u>
2021	\$1.3B
2020	\$971M
2019	\$995M
TOTAL	\$3.26B



BALDWIN COUNTY

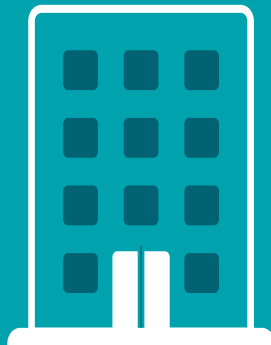
RELATED JOBS*

WAGES & SALARIES*

2021	63,628	\$2.4B
2020	50,787	\$2B
2019	54,262	\$1.7B

	<u>FOLEY</u>
2021	\$1.1B
2020	\$923M
2019	\$861M
TOTAL	\$2.8B

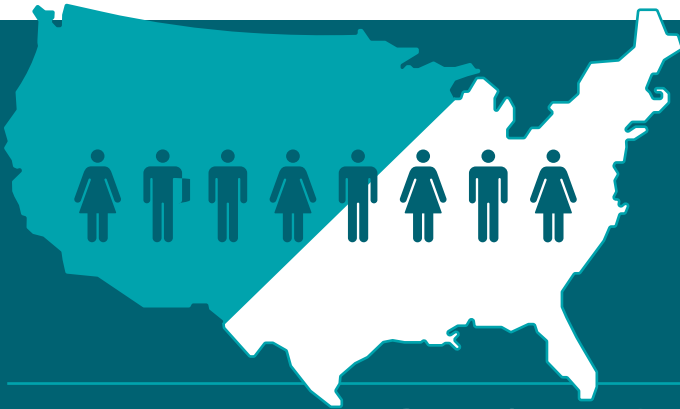
LODGING SALES



	<u>GS & OB</u>	<u>FOLEY</u>
2021	\$828M	\$59M
2020	\$541M	\$41M
2019	\$589M	\$37M
TOTAL	\$1.95B	\$137M



BALDWIN COUNTY GROWTH



2020 POPULATION*

GULF SHORES	15,014	↑	54.1%
ORANGE BEACH	8,095	↑	48.8%
FOLEY	20,335	↑	39.1%

BALDWIN COUNTY CENSUS **

65% GROWTH* SINCE 2000 VS. 13% FOR AL
27.2% GROWTH* SINCE 2010

2020	231,767
2010	182,265
2000	140,415

BALDWIN COUNTY GREW **

49,502

GULF SHORES & ORANGE BEACH GREW**

7,927

16% OF BALDWIN CO. GROWTH



20.24%
OF ALABAMA'S GROWTH FROM 2010-2020



BALDWIN COUNTY IS THE 11TH FASTEST-GROWING METRO AREA IN THE US**

BALDWIN COUNTY ACCOUNTS FOR 1/5TH OF THE ENTIRE STATE'S GROWTH

*Source: US Census

**Source: US Census, MSA - Daphne, Fairhope, Foley

STATE COMPARISONS BY INDUSTRY	EMPLOYMENT		TOTAL WAGES		PAYROLL TAXES GENERATED		GROSS REGIONAL PRODUCT (GRP)	
	So. Baldwin County	State of Alabama	So. Baldwin County	State of Alabama	So. Baldwin County	State of Alabama	So. Baldwin County	State of Alabama
Manufacturing	3,900	269,642	\$54M	\$4.3B	\$4.1M	\$329M	\$495M	\$39.8B
Construction	6,500	120,869	\$88M	\$1.7B	\$6.7M	\$130M	\$95.4M	\$11.2B
Health Care	10,300	282,995	\$130M	\$4B	\$9.9M	\$306M	\$740M	\$17.3B
Hospitality & Tourism	33,000	481,815	\$260M	\$3.6B	\$18.8M	\$275M	\$2.4B	\$31.9B

The Hospitality & Tourism industry in Baldwin County generates **MORE PAYROLL TAXES** and **MORE GRP** than the other listed industries combined.

There is no specific North American Industry Classification Systems (NAICS) Code for Hospitality and Tourism. To compare and contrast data, a hospitality group was created including the following industries: (72) Accommodations and Food Services; (71) Arts, Entertainment, and recreation; (53) Real Estate Rental and Leasing; (44) Retail Trade.

Source: Lightcast™ www.economicmodeling.com, 2022