

# TOURISM'S IMPACT

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President & CEO

Gulf Shores & Orange Beach Tourism



**GULF SHORES &  
ORANGE BEACH  
TOURISM**

Alabama's White-Sand Beaches

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# THE MISSION

The mission of  
**Gulf Shores & Orange Beach Tourism**  
is to market the Alabama Gulf Coast as a year-round destination, while stewarding a thoughtful, sustainable level of growth, thus enhancing the economy and quality of life for all residents.



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MEMORIES  
FOR A  
LIFETIME

PERSONAL  
CONNECTIONS

ENDURING  
TRADITIONS





# TOURISM'S BROAD IMPACT

- Vacationers, athletes, conference attendees
- Lodging and other hospitality businesses





# TOURISM'S BROAD IMPACT

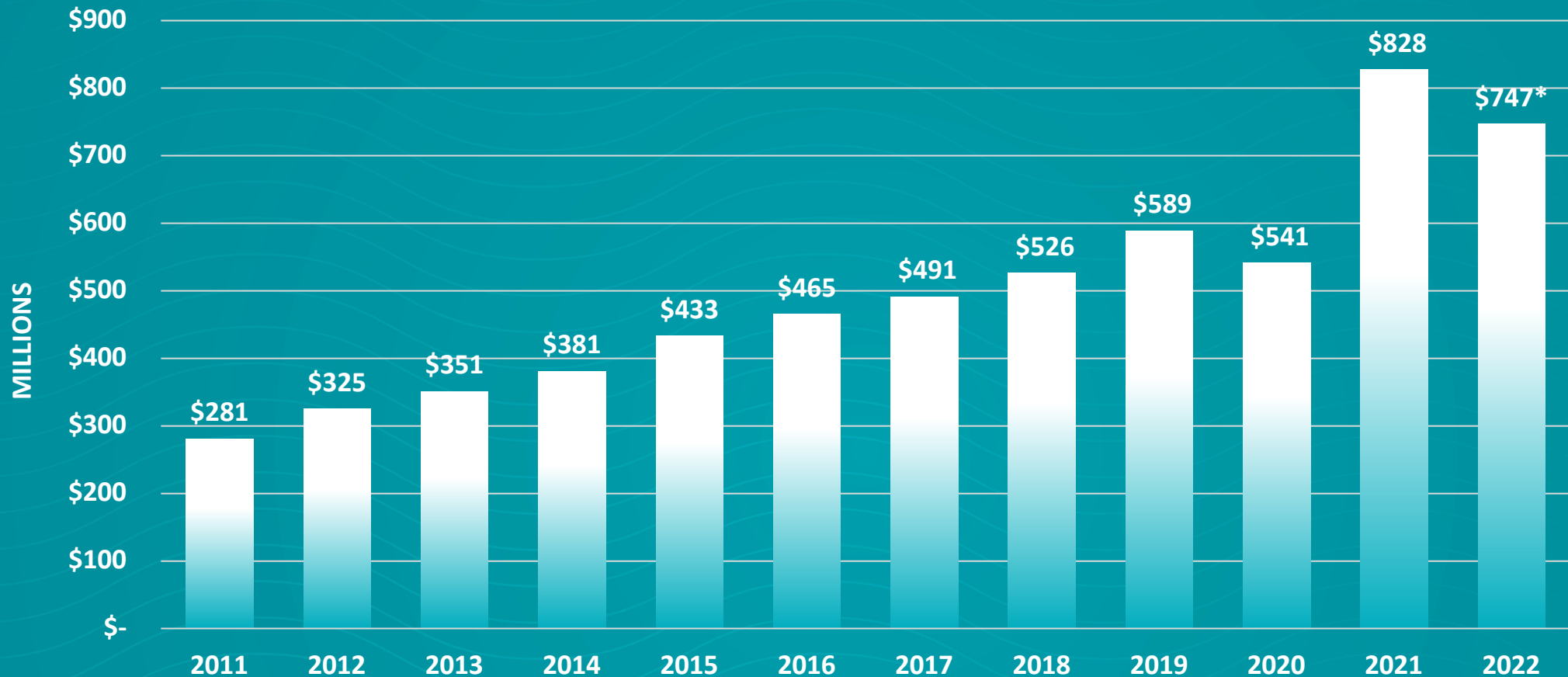
BUT ALSO

- Local governments
- Economic development and real estate sales
- State budgets: infrastructure, education . . .





# GSOB TAXABLE LODGING RENTALS



Source: Alabama Department of Revenue  
\*Year-to-date through August

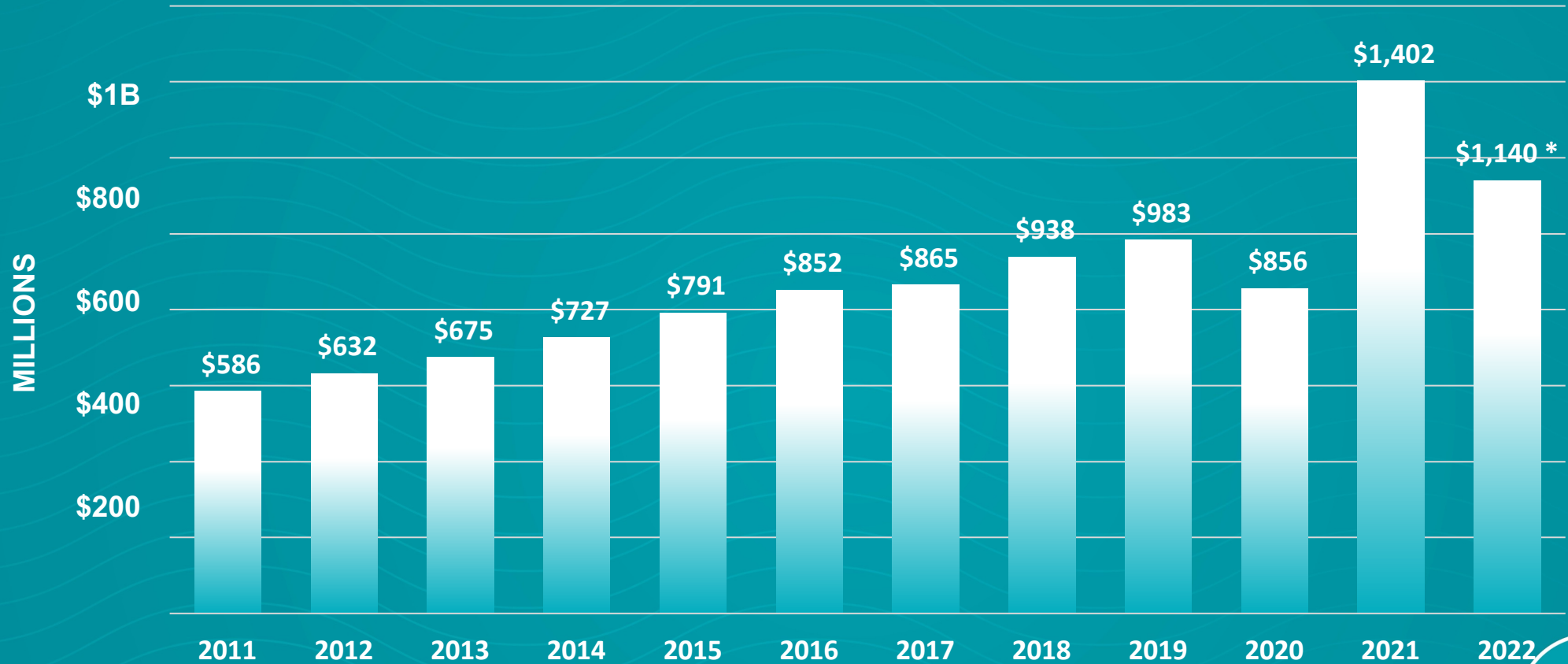


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# GSOB TAXABLE RETAIL SALES



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



# BALDWIN COUNTY TOURISM IMPACT 2021



**8M**  
GUESTS



**\$7.3B**  
VISITOR  
SPENDING



**63,628**  
TRAVEL  
RELATED JOBS



**\$2.4B**  
WAGES &  
SALARIES



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Source: Alabama Department of  
Tourism, Economic Impact Report



# TOURISM IMPACT 3-YEAR SUMMARY

	GUESTS	VISITOR SPENDING	TRAVEL RELATED JOBS	WAGES & SALARIES
2021	8M	\$7.3B	63,628	\$2.4B
2020	6M	\$4.9B	50,787	\$2B
2019	6.9M	\$5.2B	54,262	\$1.7B



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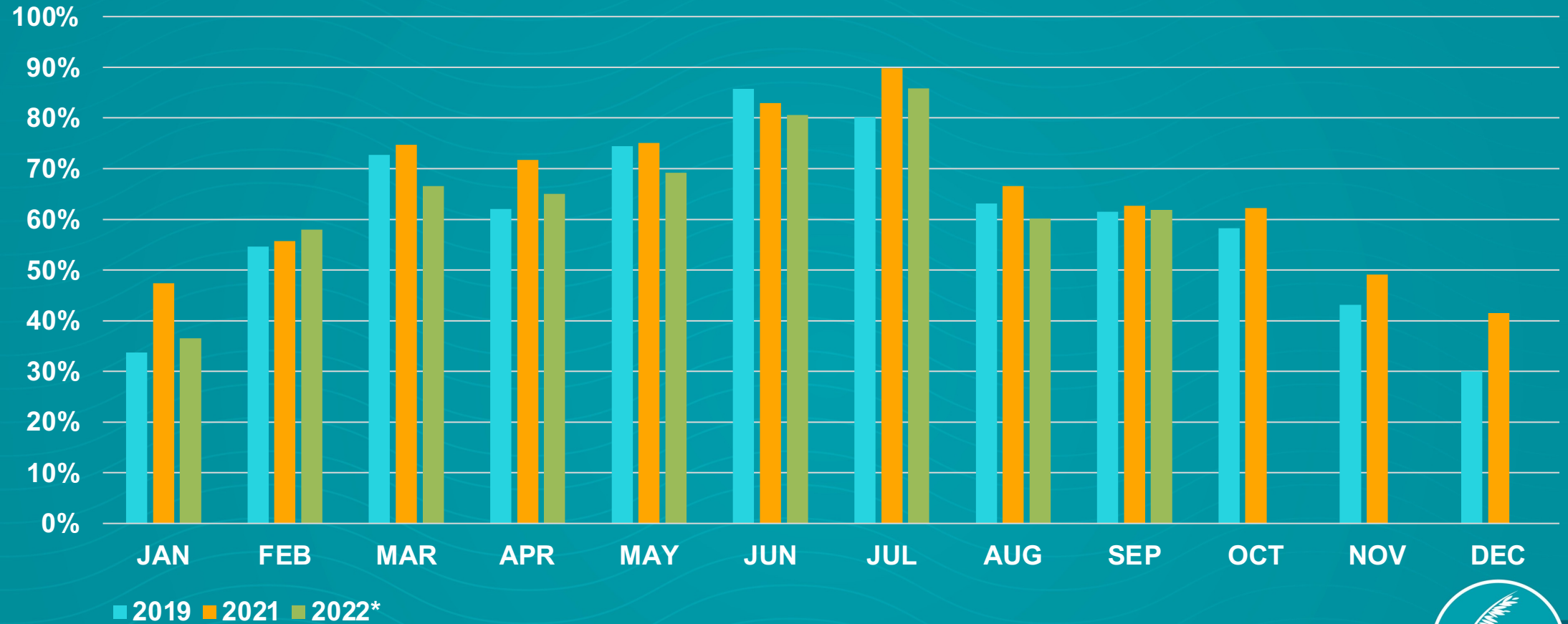
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Source: Alabama Department of  
Tourism, Economic Impact Report



# HOTEL OCCUPANCY

## 2019, 2021, 2022



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



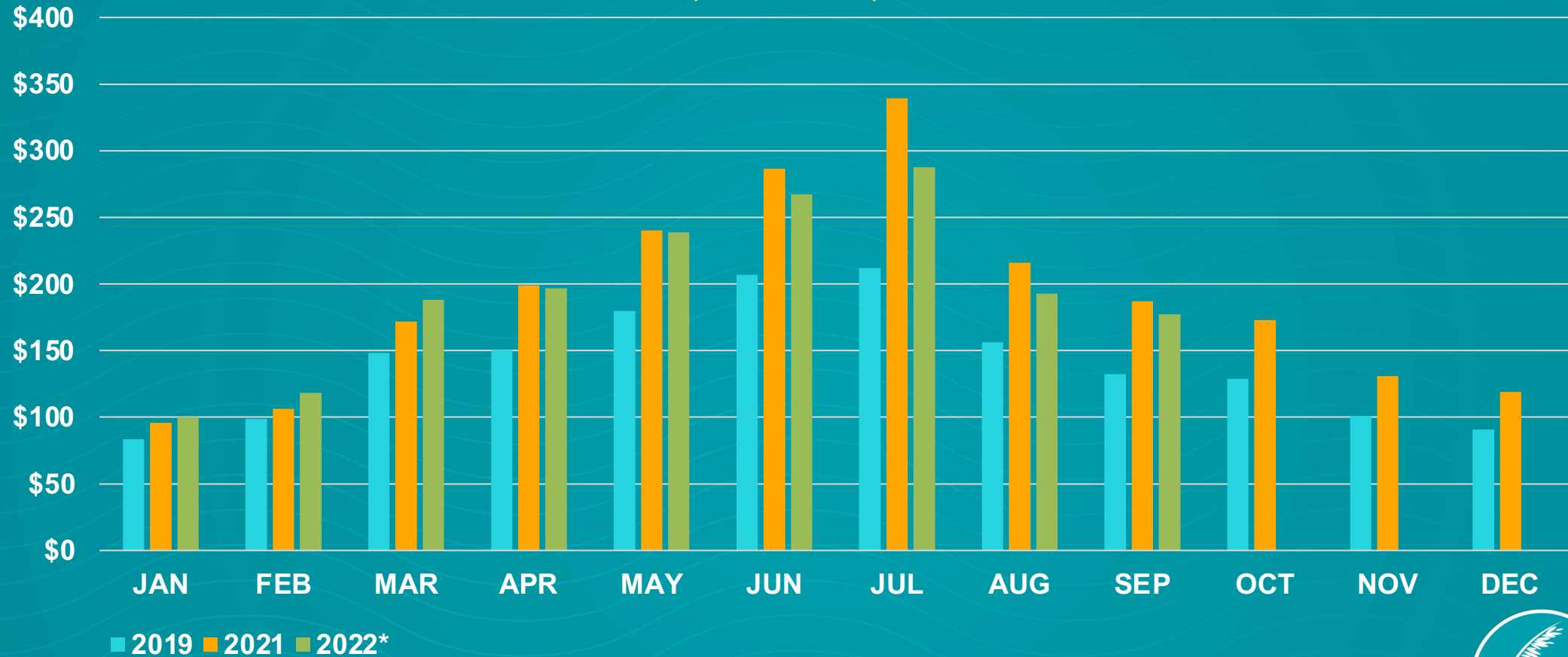
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# HOTEL AVERAGE DAILY RATE

## 2019, 2021, 2022



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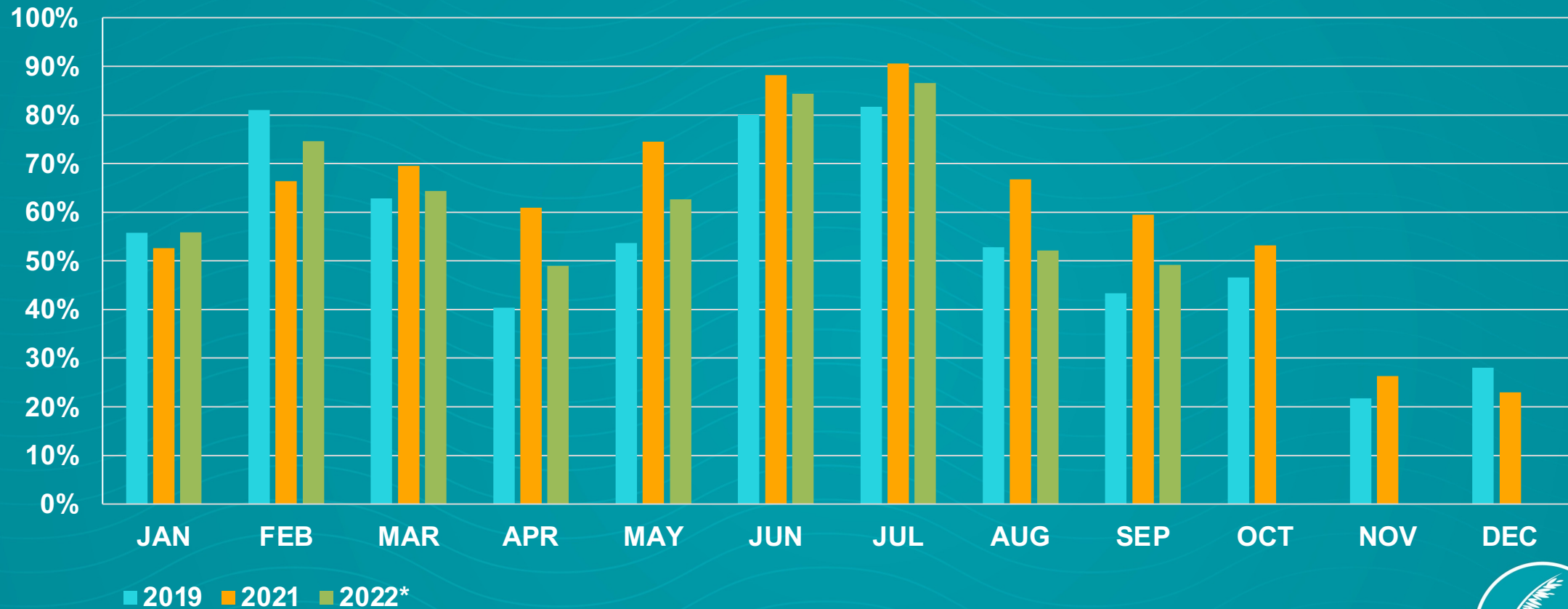
Source: STR Star Report

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# VACATION RENTAL OCCUPANCY

## 2019, 2021, 2022



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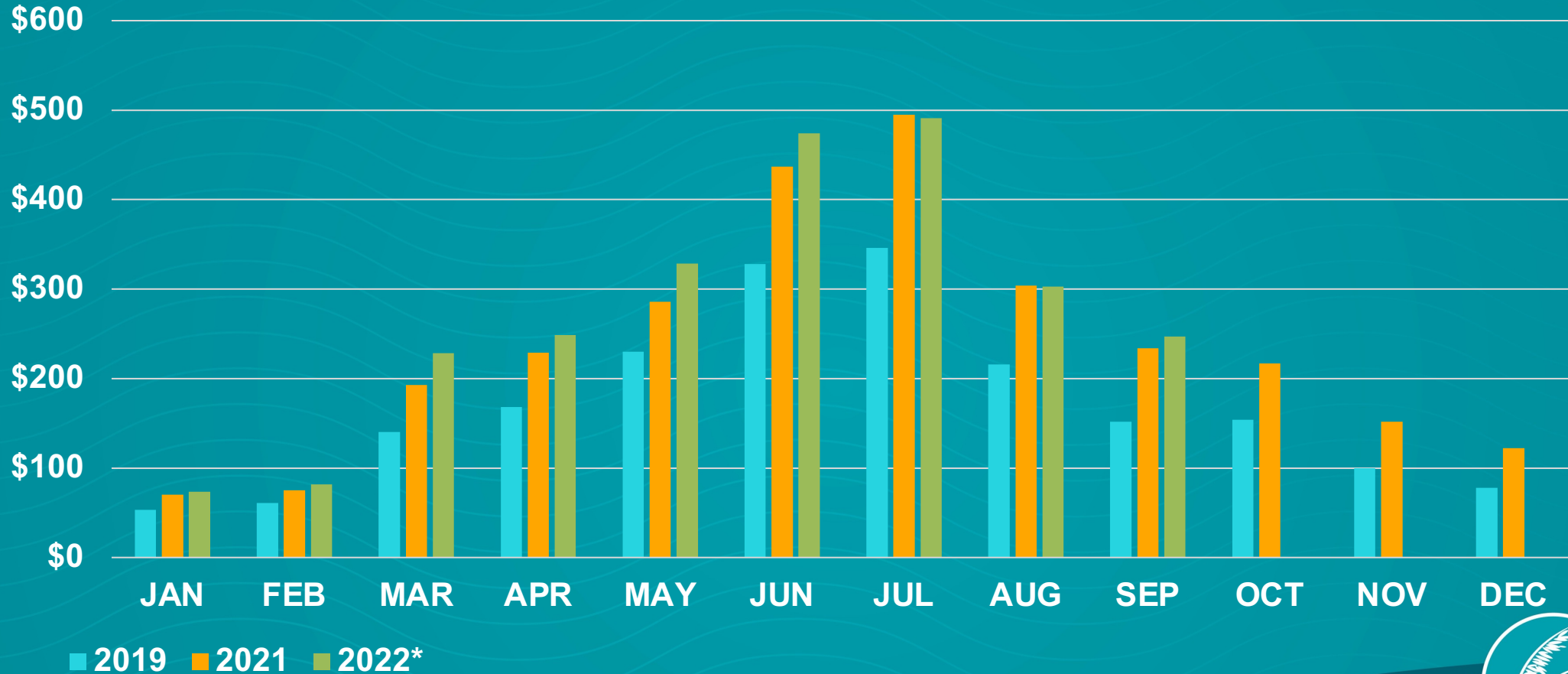
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Source: Key Data, LLC 2021



# VACATION RENTAL AVERAGE DAILY RATE

## 2019, 2021, 2022



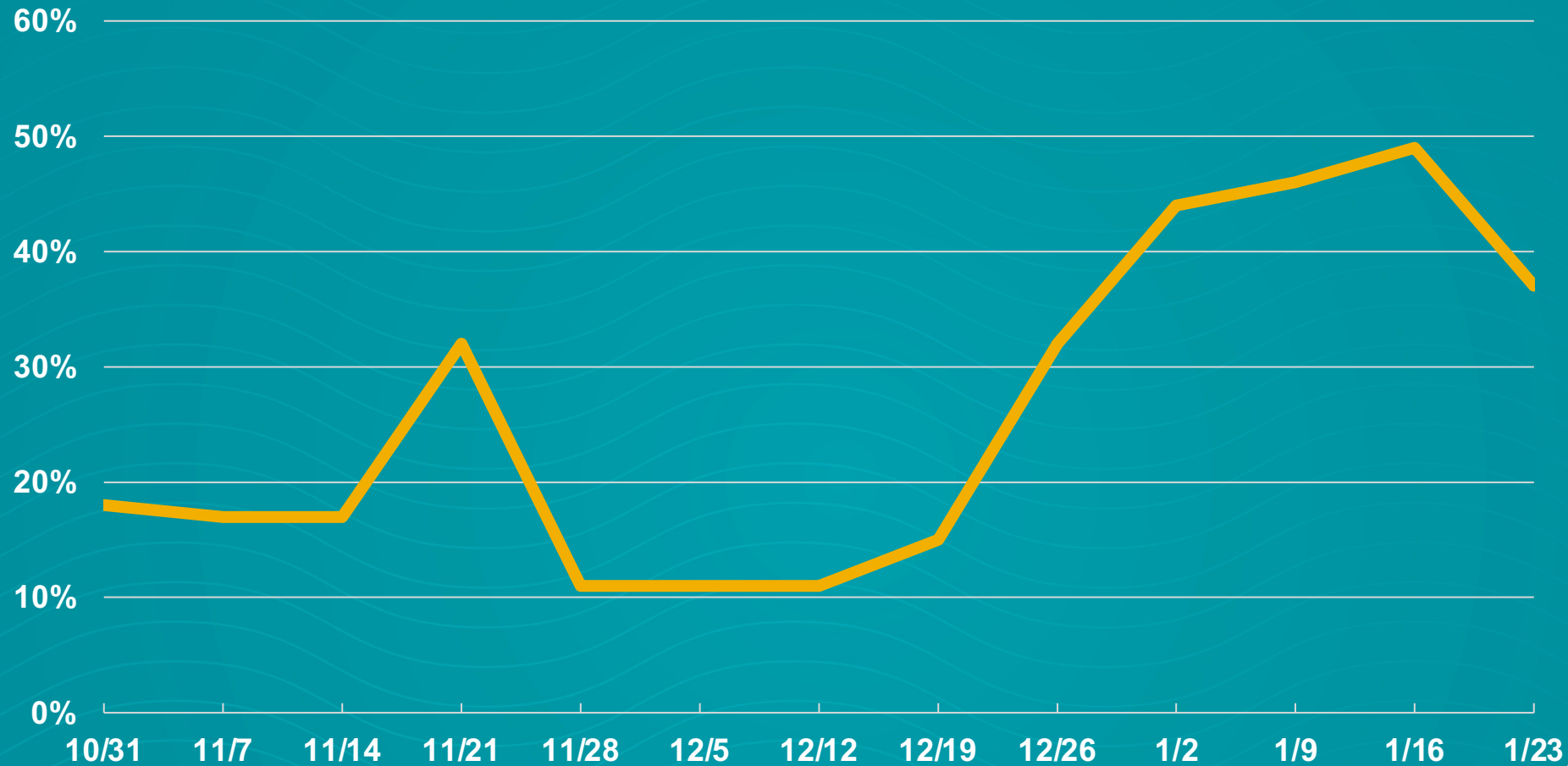
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Source: Key Data, LLC 2021



# OCTOBER-DECEMBER OCCUPANCY FORECAST



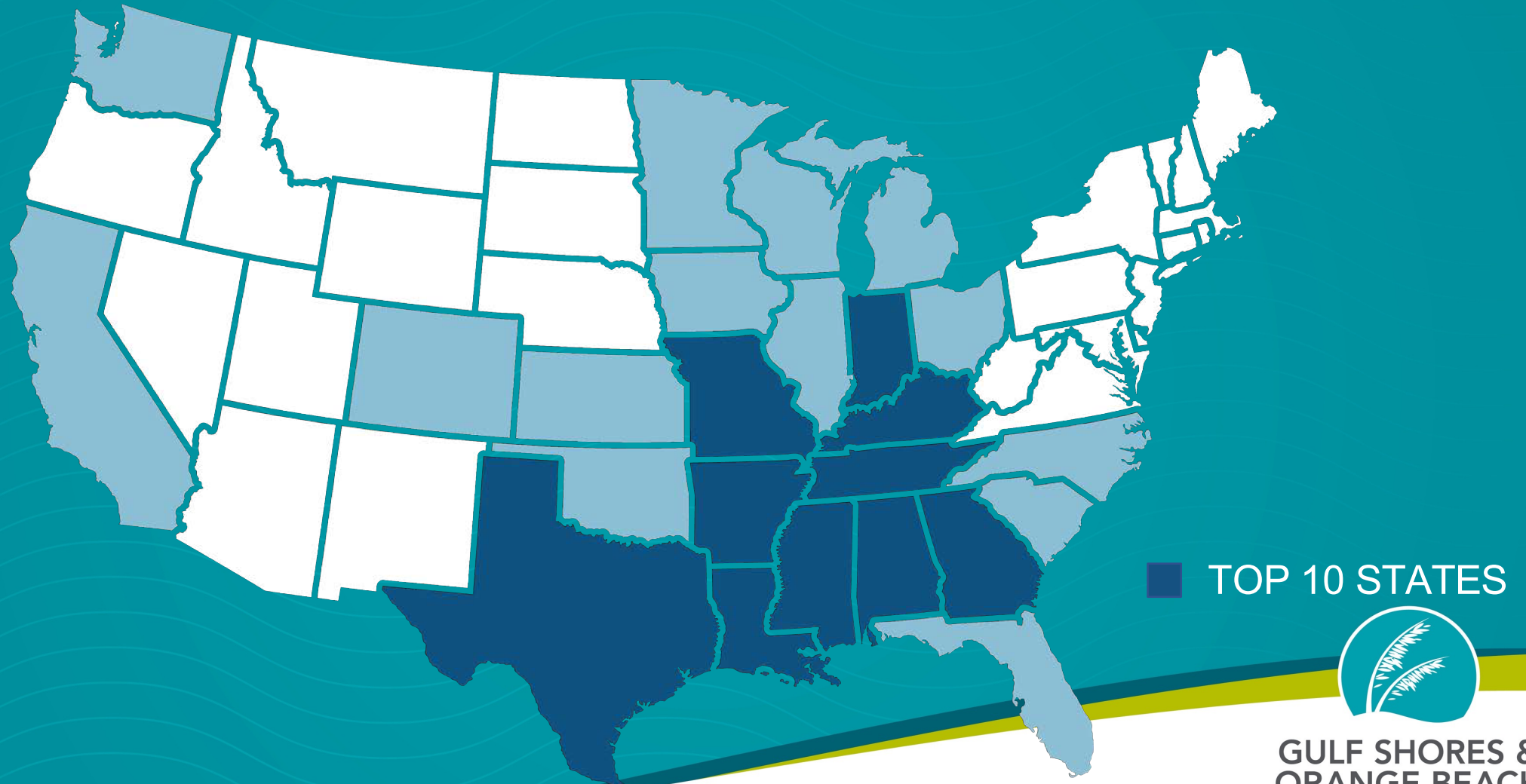
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Source: Key Data, LLC 2022



# TOP 25 STATES OF ORIGIN - 2021



Source: Key Data



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# OUR INVITATION TO GUESTS



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Surrounded by water.  
*Engulfed in flavor.*



20



GN



GET YOUR FREE COPY OF  
OUR 2023 VACATION GUIDE



Escape to Alabama's 32 miles of island flavor and experience a vacation like no other. Relax on sugar-white sand beaches, indulge in our coastal cuisine and discover one-of-a-kind adventures all in one unforgettable place.

[GulfShores.com](http://GulfShores.com) . [OrangeBeach.com](http://OrangeBeach.com) . 800-745-SAND



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# UTILIZING TECHNOLOGY

## WEBSITE 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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# MEETINGS



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# ROOM NIGHT OVERVIEW

## YEAR OVER YEAR: JAN.-SEPT.

2021 Room Nights 35,193

2022 Room Nights 51,878

**47.4% 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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# SPORTS & EVENTS



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# ROOM NIGHT OVERVIEW

## YEAR OVER YEAR: JAN.-SEPT.

2021 Room Nights 127,044

2022 Room Nights 121,978

**4.0% decrease**

## YEAR OVER YEAR: JULY

2021 Room Nights 57,659

2022 Room Nights 41,110

**28.7% decrease**



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# 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

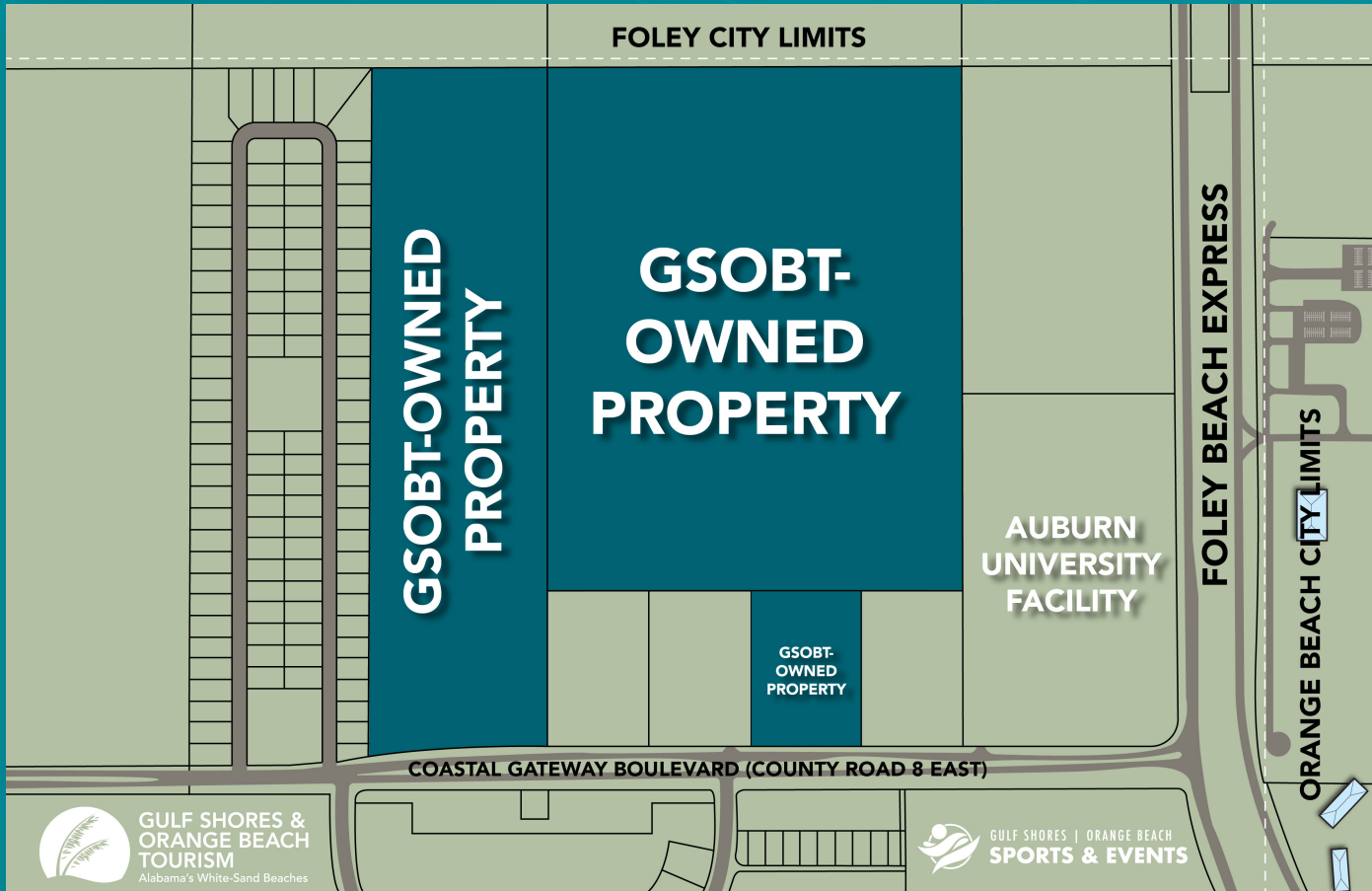


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# LAND PURCHASE



- 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



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BEYOND THAT . . . .



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# WHILE THEY ARE HERE, OUR ROLE IS KEEPING GUESTS:

- SAFE
- INFORMED
- RESPONSIBLE



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A beach safety campaign developed 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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## 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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# HOSPITALITY & INFORMATION

## 2022 Results

- 41% increase in attendance at our winter showcase series (1,914); largest attendance in program's inception in 2017
- 248% increase in guest interactions at community events (Comparison period of Mar 1 – Oct 15, 2022 vs. same period in 2021)
- 5% increase in partner referrals (Jan – Sept 2022 vs same period in 2021)
- Successful launch of our guest texting platform
- 22% increase in events posted (Jan – Sept 2022 vs same period in 2021)



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# NEW AND NOTEWORTHY



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# ALABAMA GULF COAST IN THE NEWS

**Condé Nast Traveler** “10 Wheelchair Accessible Beaches”

**Men’s Journal** “Best LEED-Certified Hotels to Book an Eco-Friendly Escape”

**Reader’s Digest** “What is Ecotourism, and How Can It Help the Environment?”

**Saturday Evening Post** “5 Destinations for a Great Golf Vacation for Sand Seekers”

**The Points Guy** “7 Best Beach Destinations in the World for Fall Travel”

**The Washington Post** “On the Gulf of Mexico, look to Gulf Shores, Ala. over Destin, Fla.”

**Toronto Sun** “Mississippi’s Secret Coast, Alabama Gulf Beaches Perfect Getaway Combo”

**Travel+Leisure** “The 16 Best Sunset Hikes in America” and “12 Best Tropical Vacations in the U.S. for Stunning Islands, Charming Beach Towns and more”



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# 2022 DESTINATION AWARDS

## Southern Living: The South's Best Awards

The South's Best Beach Towns (Orange Beach #3 of 20)

The South's Best Resorts (Perdido Beach Resort #9 of 10)

## 2022 USA Today: 10Best Reader's Choice

10 Best State Parks for RVing/Camping (Gulf State Park #2 of 10)



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# REGIONAL INITIATIVES

- International Marketing
- CAP Regional Campaign
- Workforce Development



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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



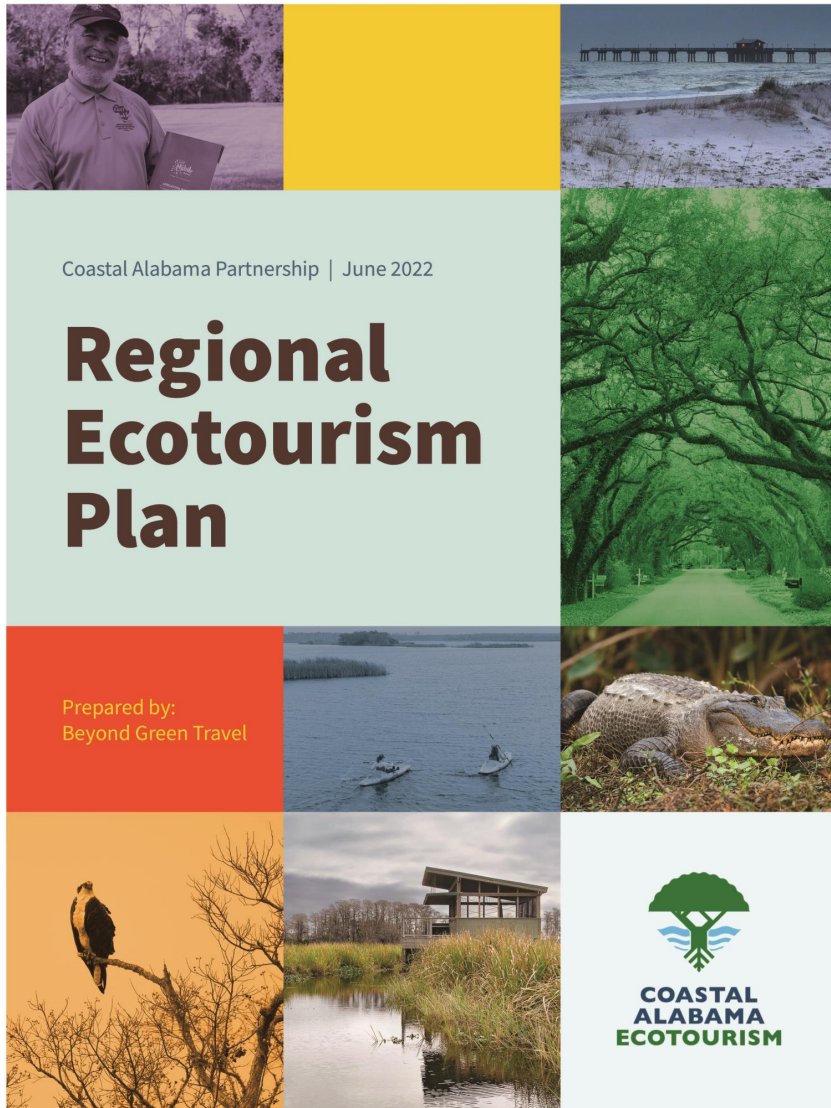
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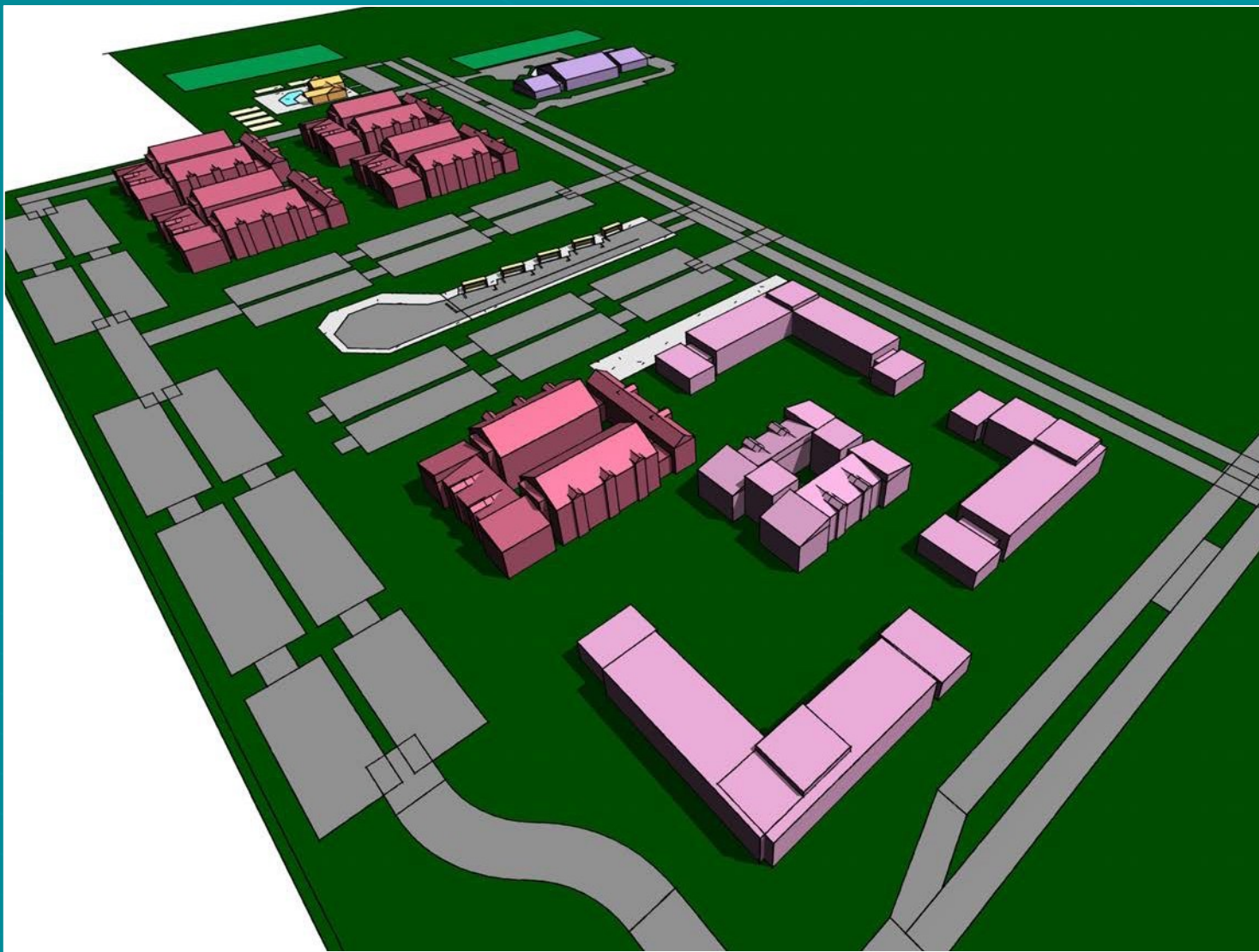


# CAP REGIONAL ECOTOURISM INITIATIVE

- Guide Training
- Itinerary Development
- Capacity Building







# WORKFORCE DEVELOPMENT HOUSING



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# TOURISM'S BROAD IMPACT

## LODGING SALES

### GS & OB

### FOLEY

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

## RETAIL SALES

### GS & OB

### FOLEY

2021	\$1.3B	\$1.1B
2020	\$971M	\$923M
2019	<u>\$995M</u>	<u>\$861M</u>
TOTAL	\$3.26B	\$2.8B



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Source: Cities Revenue Departments



# STATE COMPARISON BY INDUSTRY

<u>EMPLOYMENT</u>	<u>SOUTH BALDWIN COUNTY</u>	<u>STATE OF ALABAMA</u>	<u>TOTAL WAGES</u>	<u>SOUTH BALDWIN COUNTY</u>	<u>STATE OF ALABAMA</u>
MANUFACTURING	3,900	269,642	MANUFACTURING	\$54M	\$4.3B
CONSTRUCTION	6,500	120,869	CONSTRUCTION	\$88M	\$1.7B
HEALTH CARE	10,300	282,995	HEALTH CARE	\$130M	\$4B
HOSPITALITY & TOURISM	33,000	481,815	HOSPITALITY & TOURISM	\$260M	\$3.6B
<u>PAYROLL TAXES GENERATED</u>	<u>SOUTH BALDWIN COUNTY</u>	<u>STATE OF ALABAMA</u>	<u>GROSS REGIONAL PRODUCT (GRP)</u>	<u>SOUTH BALDWIN COUNTY</u>	<u>STATE OF ALABAMA</u>
MANUFACTURING	\$4.1M	\$329M	MANUFACTURING	\$495M	\$39.8B
CONSTRUCTION	\$6.7M	\$130M	CONSTRUCTION	\$95.4M	\$11.2B
HEALTH CARE	\$9.9M	\$306M	HEALTH CARE	\$740M	\$17.3B
HOSPITALITY & TOURISM	\$18.8M	\$275M	HOSPITALITY & TOURISM	\$2.4B	\$31.9B



# BALDWIN COUNTY GROWTH

## 2020 POPULATION

GULF SHORES - 15,014 ↑ 54.1%

ORANGE BEACH - 8,095 ↑ 48.8%

FOLEY - 20,335 ↑ 39.1%

## BALDWIN COUNTY POPULATION

2020 - 231,767

2010 - 182,265

2000 - 140,415

**65%** GROWTH SINCE 2000 VS 13% FOR AL

**27.2%** GROWTH SINCE 2010

**20.24%** OF ALABAMA'S GROWTH FROM 2010-2020



# BALDWIN COUNTY GROWTH

BALDWIN COUNTY GREW

49,502

GULF SHORES & ORANGE BEACH GREW

7,927 - 16% OF BALDWIN COUNTY'S GROWTH

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

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



# THE BIG PICTURE

- **Gulf Shores/Orange Beach Tourism**
- **Develop and execute promotions and programs**
- **Promote this community as an attractive travel destination**
- **Enhance the region's public image as a dynamic place to live and work**
- **Strengthen the community's economic position and vitality**
- **Provide opportunities for those who live and work here**



# FROM OUR GUESTS





# THANK YOU!

**Beth Gendler, CMP, CDME**

President & CEO

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Gulf Shores | Orange Beach Sports & Events

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