

TOURISM'S IMPACT

Beth Gendler, CMP, CDME

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



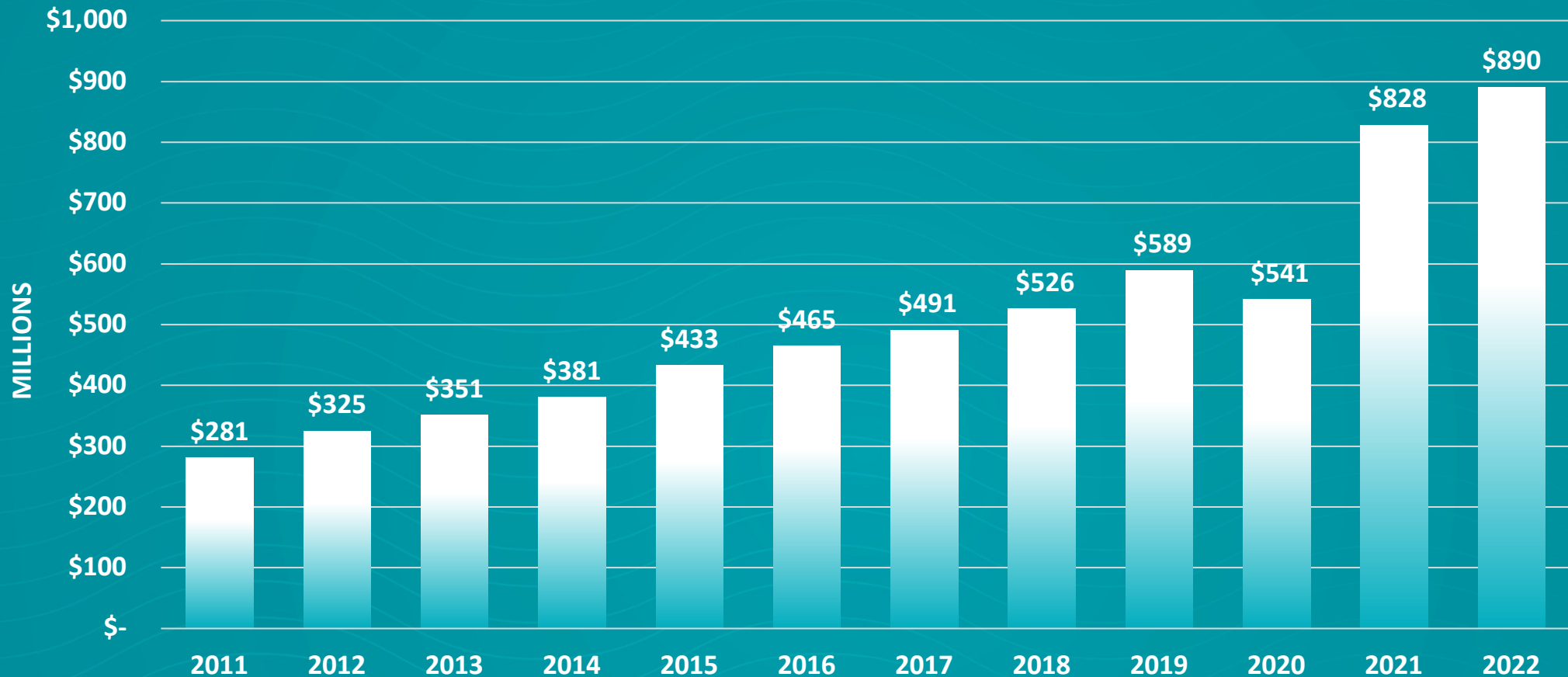
TOURISM'S BROAD IMPACT

BUT ALSO

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



GSOB TAXABLE LODGING RENTALS

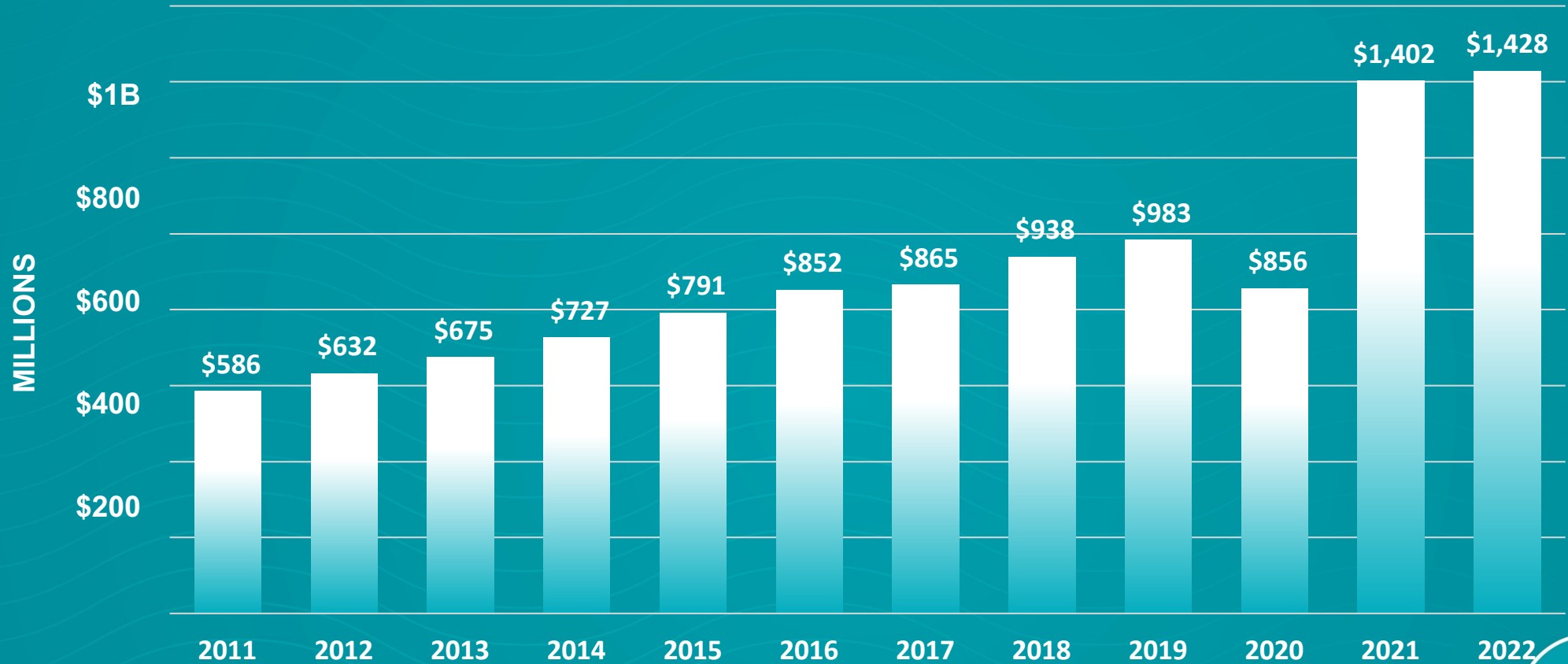


**GULF SHORES &
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TOURISM**

Alabama's White-Sand Beaches

Source: Alabama Department of Revenue

GSOB TAXABLE RETAIL SALES



**GULF SHORES &
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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



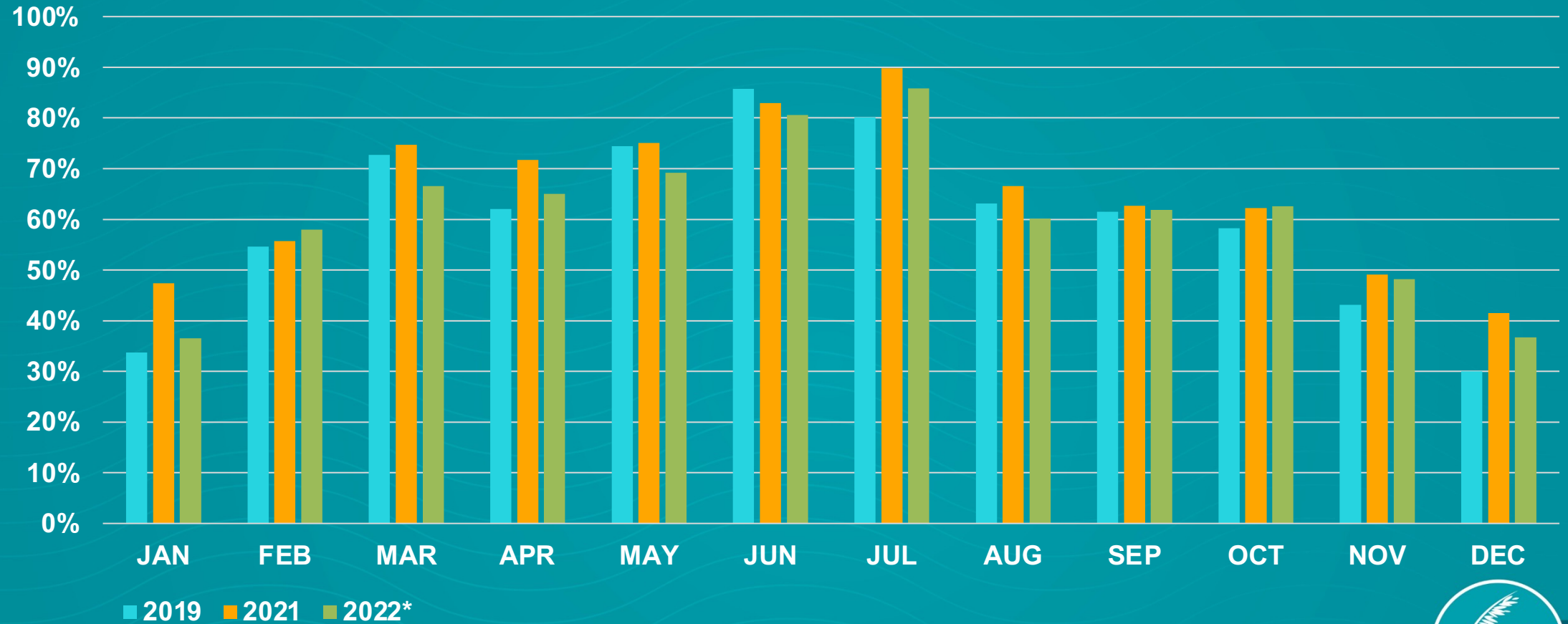
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Source: Alabama Department of
Tourism, Economic Impact Report

HOTEL OCCUPANCY

2019, 2021, 2022



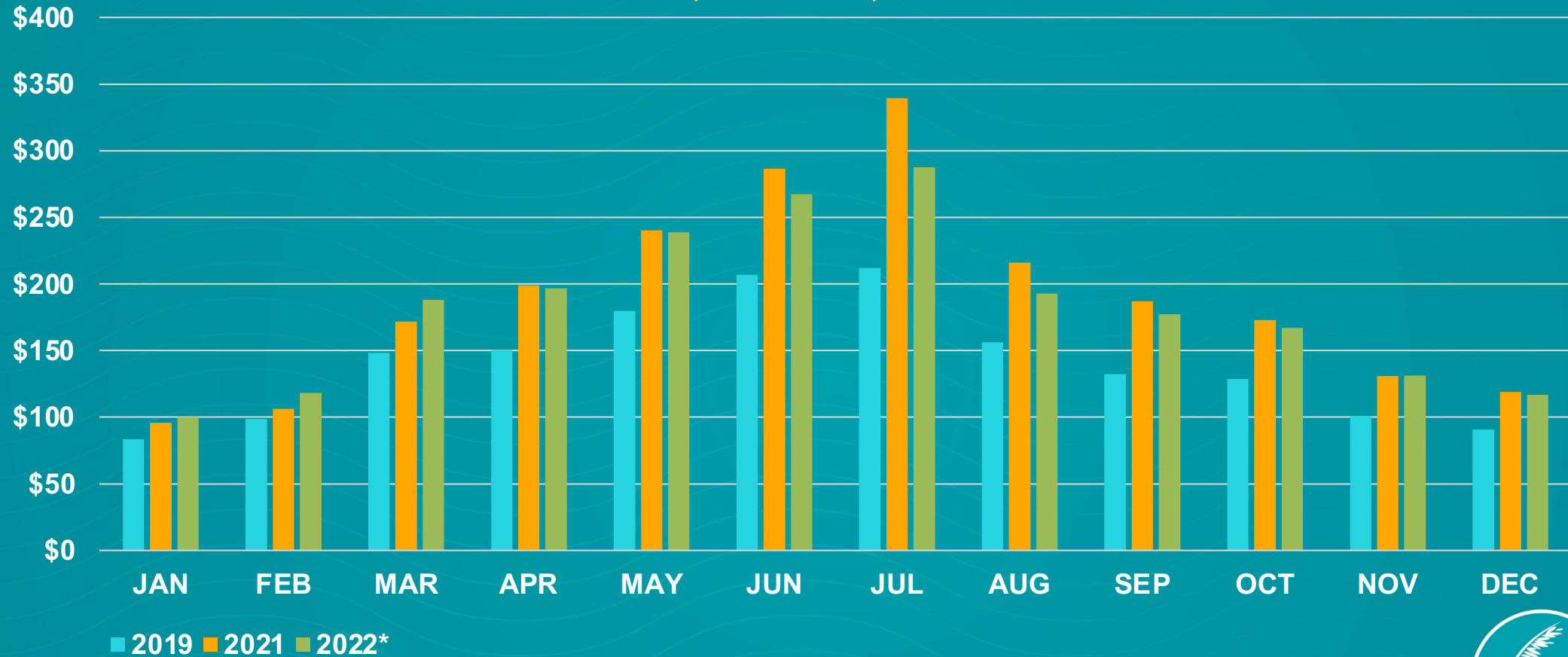
**GULF SHORES &
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Source: STR Star Report

HOTEL AVERAGE DAILY RATE

2019, 2021, 2022

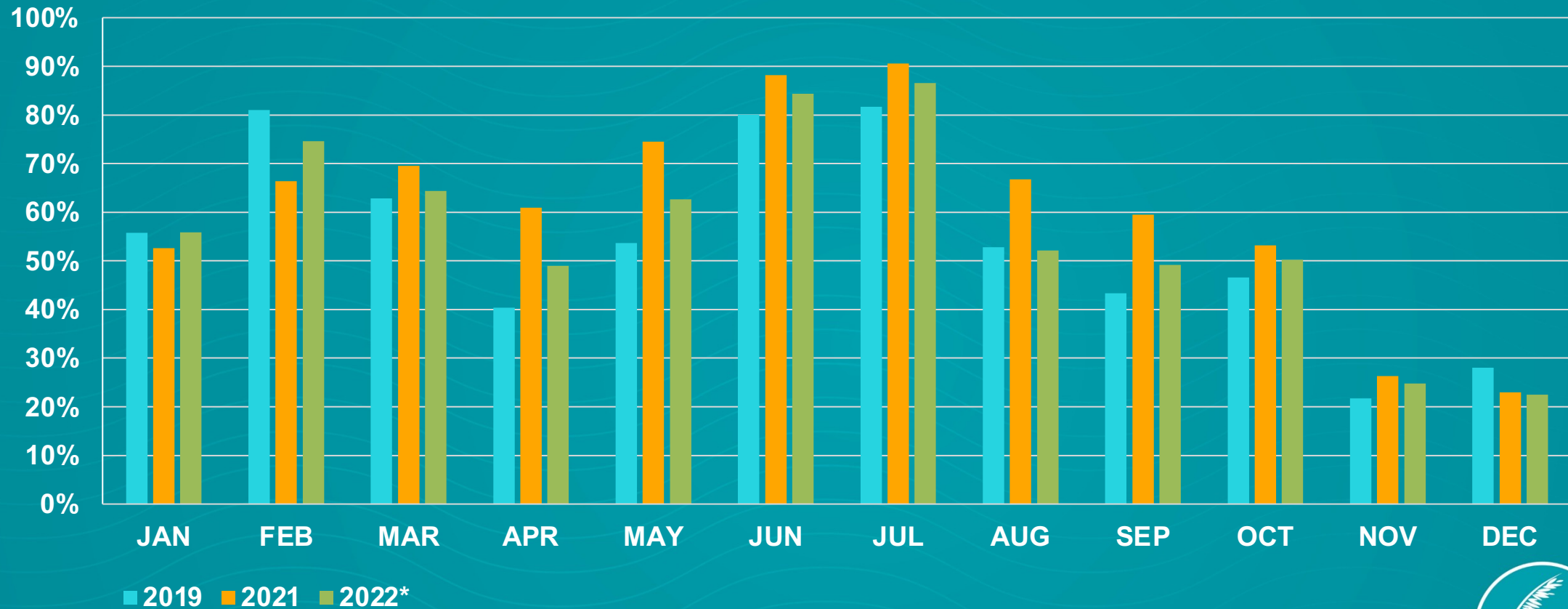


**GULF SHORES &
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Source: STR Star Report Alabama's White-Sand Beaches

VACATION RENTAL OCCUPANCY

2019, 2021, 2022



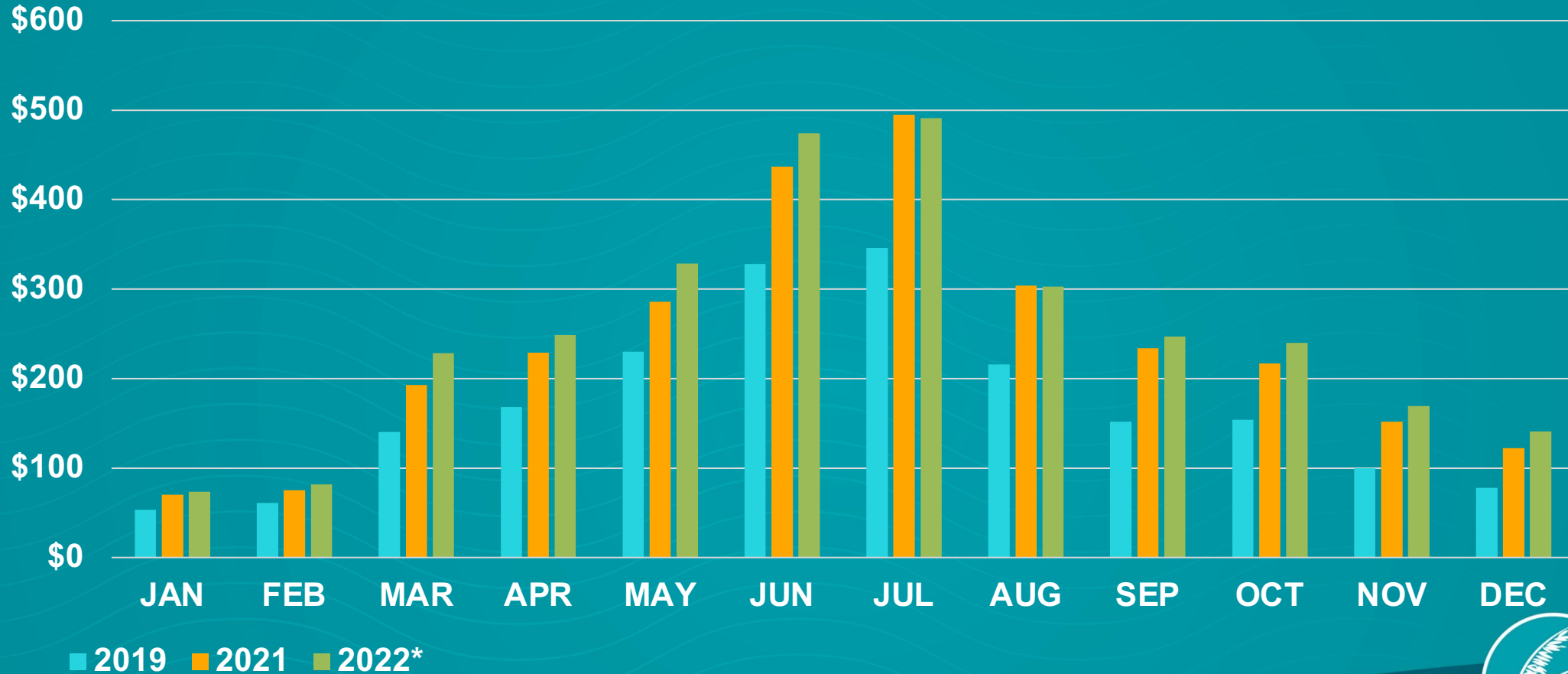
**GULF SHORES &
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Source: Key Data, LLC 2021

VACATION RENTAL AVERAGE DAILY RATE

2019, 2021, 2022

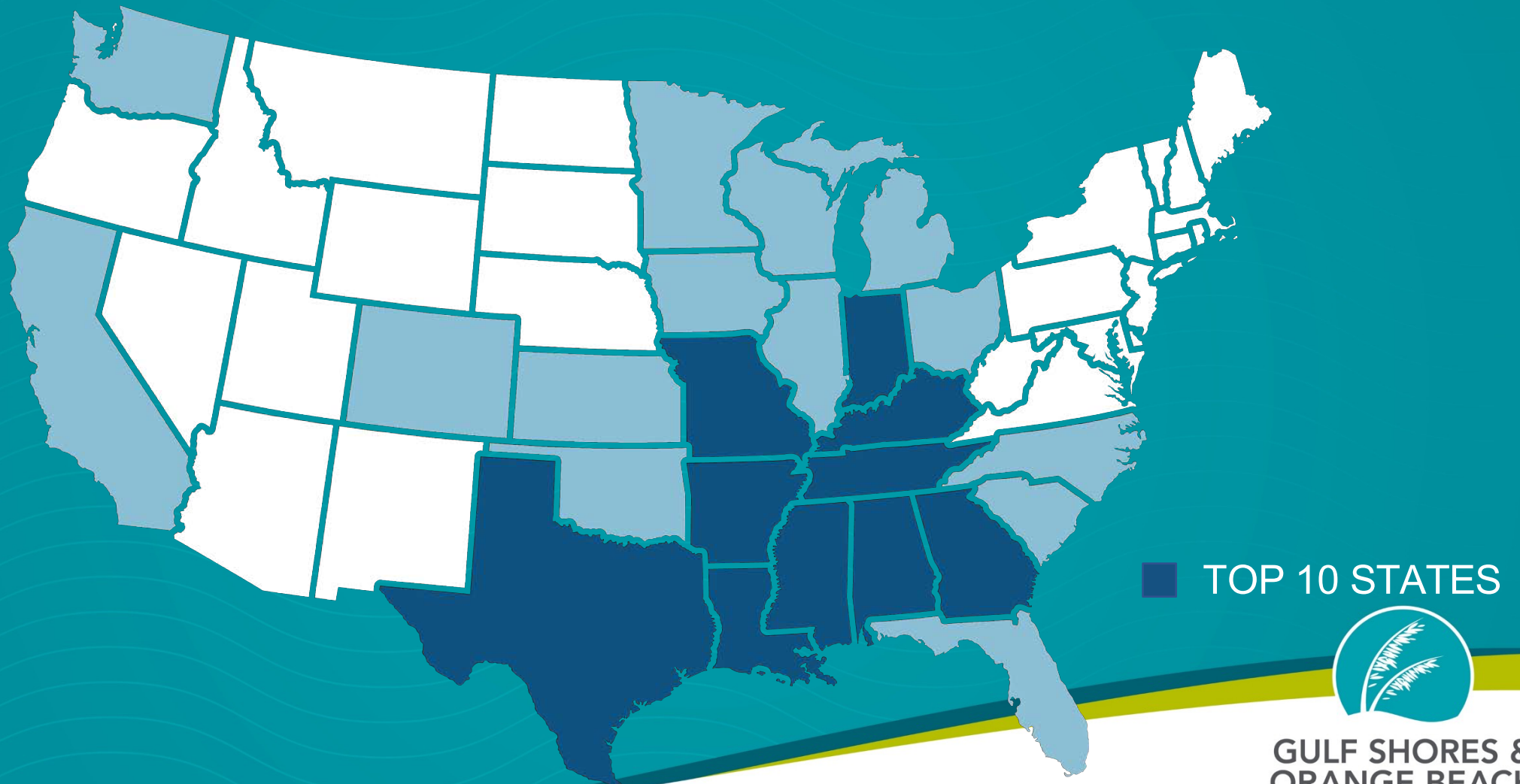


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Source: Key Data, LLC 2021

TOP 25 STATES OF ORIGIN - 2021



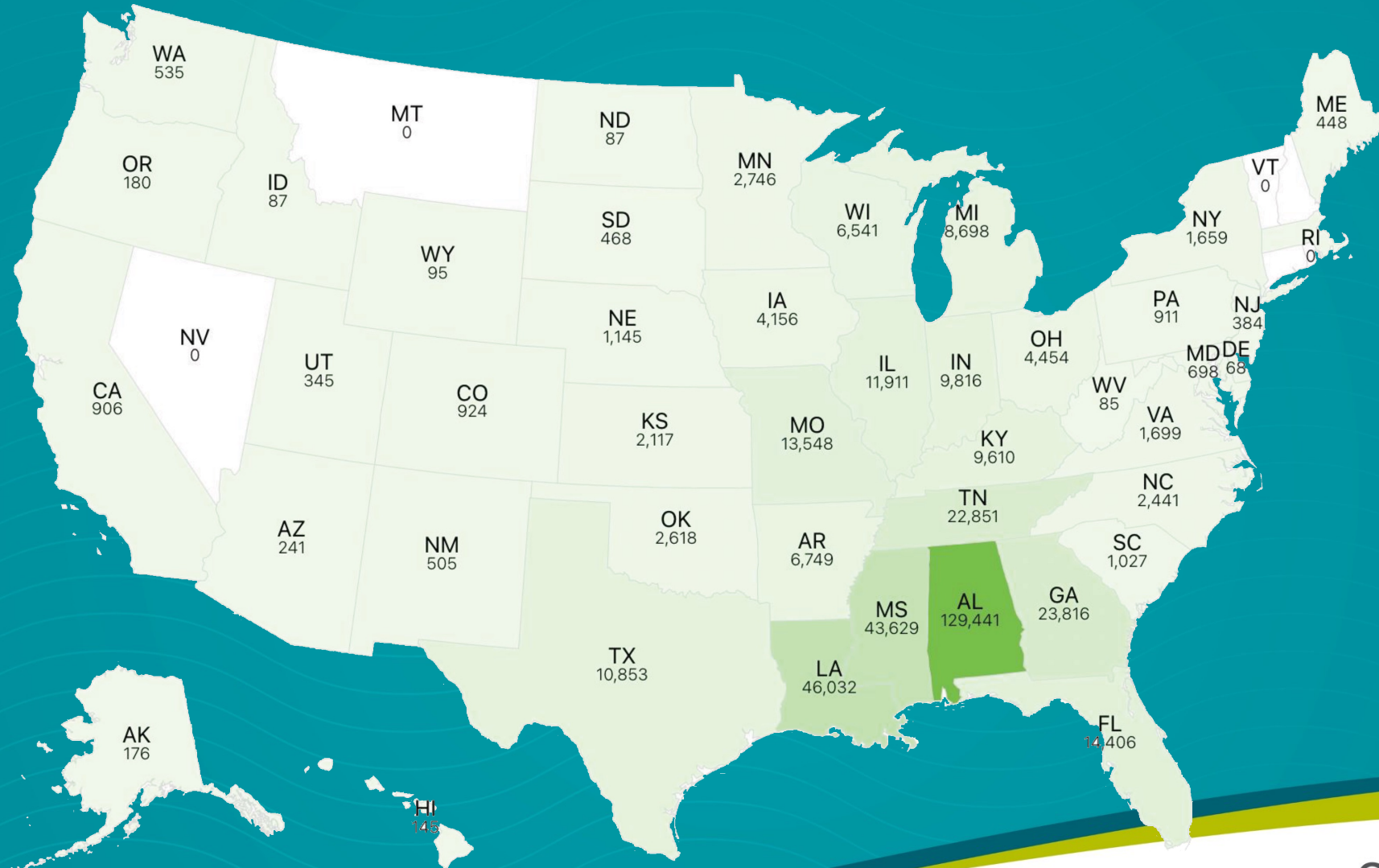
Source: Key Data



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WINTER SEASON VISITATION MAP



Source: Arrivalist
December 2021-February 2022



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

Surrounded by water.
Engulfed in flavor.



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 . 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 ROOM NIGHT OVERVIEW

YEAR OVER YEAR

2021 Room Nights 45,798

2022 Room Nights 66,397

45% increase

YEAR OVER YEAR: JULY

2021 Room Nights 7,275

2022 Room Nights 6,871

5.55% decrease



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SPORTS & EVENTS ROOM NIGHT OVERVIEW

YEAR OVER YEAR

2021 Room Nights 136,599

2022 Room Nights 132,073

3.5% decrease

YEAR OVER YEAR: JULY

2021 Room Nights 57,659

2022 Room Nights 41,110

28.7% decrease



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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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Scan the QR code

OR

Go to Menti.com

and enter code

2125 1011



What is our destination missing that would provide a better vacation experience for your guests?



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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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)

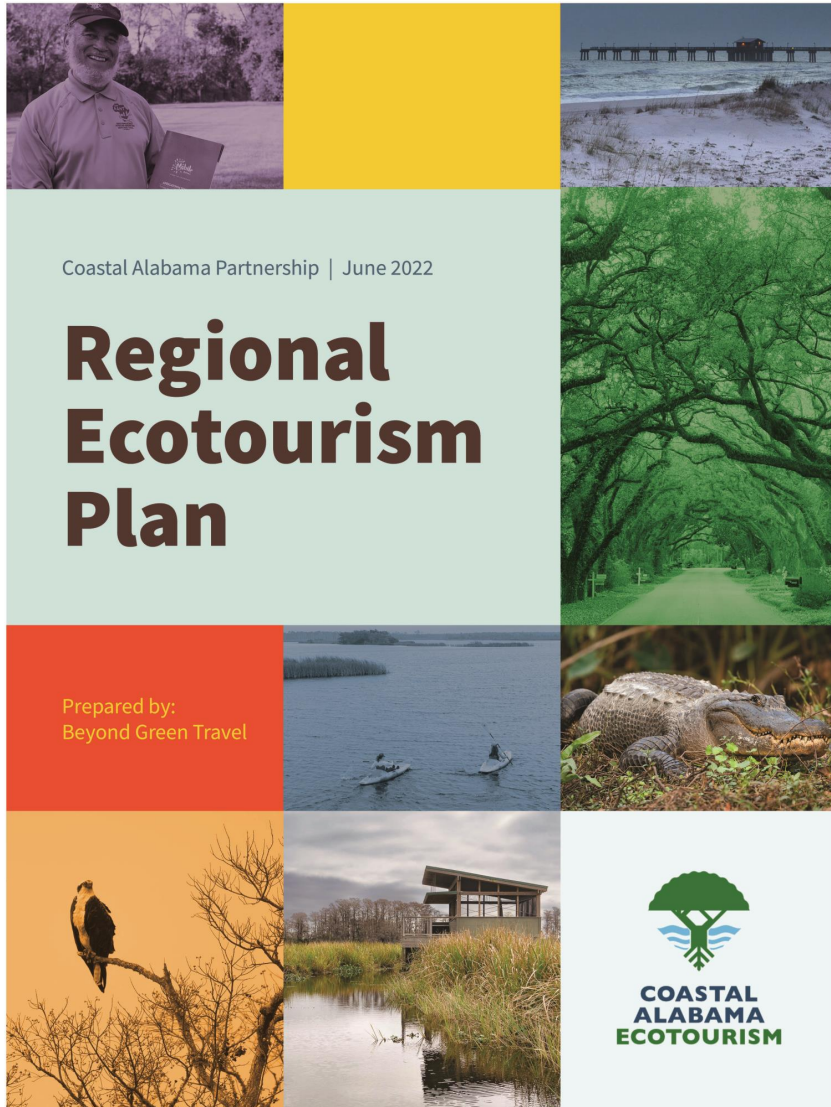


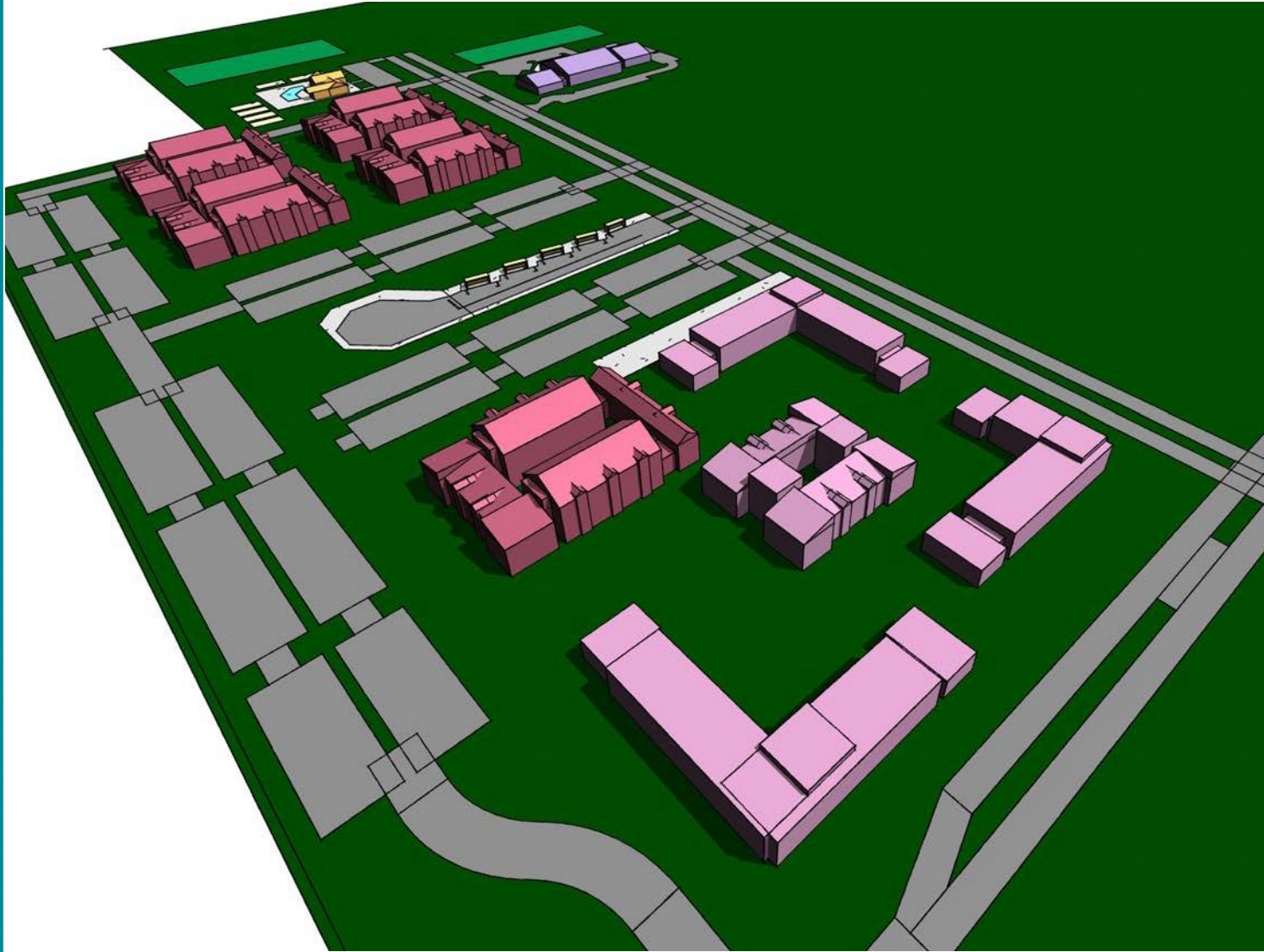
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CAP REGIONAL ECOTOURISM INITIATIVE

- 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 1/5TH 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

Gulf Shores & Orange Beach Tourism

Gulf Shores | Orange Beach Sports & Events

BGendler@GulfShores.com

[LinkedIn.com/in/BethGendler](https://www.linkedin.com/in/BethGendler)

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