

SPORTS & EVENT TOURISM ON THE ALABAMA GULF COAST

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GULF SHORES | ORANGE BEACH
SPORTS & EVENTS

HISTORY & GROWTH

2005-2007: CREATION

- Created in 2005
- Fully implemented in 2007 as the Gulf Shores & Orange Beach Sports Commission
- Partnership between Gulf Shores & Orange Beach Tourism, the Coastal Alabama Business Chamber, the cities of Gulf Shores and Orange Beach and Gulf State Park
- Operates with the direction of an Advisory Council and reports to the Gulf Shores & Orange Beach Tourism Board of Directors



2010: BP OIL SPILL



In a time of turmoil and uncertainty,
sports tourism helped boost the local economy

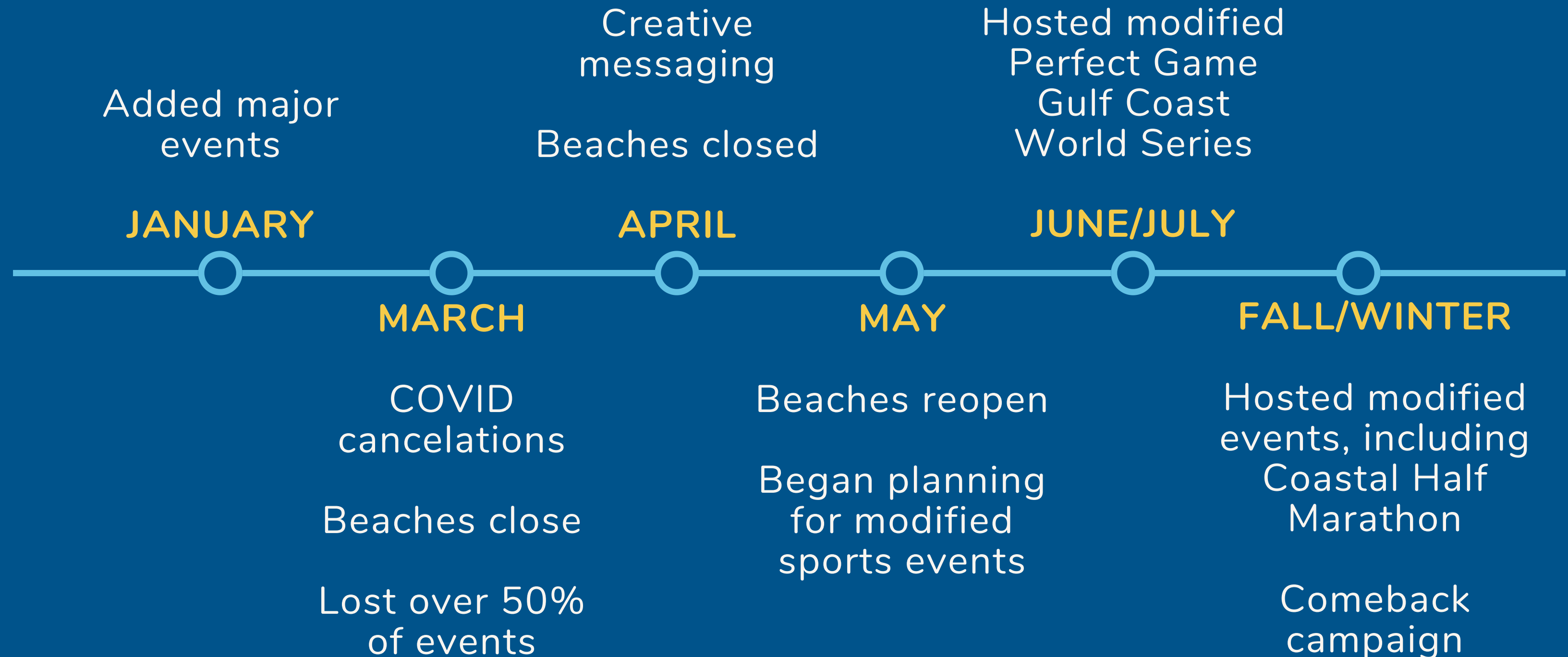
2014-2019: GROWTH

life is good



Year over year increases; sports complex
improvements; **sports tourism uptick**

2020: THE PIVOT



2021: REBRANDING



Began process in 2020 and fully implemented
in March 2021, **adding major leisure events**

2021-2022: CHANGE & STALL



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Rebrand; partnered with cities to enhance facilities; experienced first decrease ever

WHAT'S CHANGED?

GROWING POPULATION

2010

5,441 residents in Orange Beach

9,741 residents in Gulf Shores

2019

City of Gulf Shores formed city school system

2020

8,095 residents in Orange Beach

15,014 residents in Gulf Shores

2022

City of Orange Beach formed city school system

+ increased number of rentable units to fill and
growing number of restaurants/attractions



SPORTS TOURISM GROWTH & STALL

Year	Number of Events	Room Nights Generated	Direct Visitor Spending
2009	51	23,193	\$7.6 Million
2010	68	38,142	\$12.8 Million
2011	69	48,655	\$16.3 Million
2012	88	64,076	\$22.4 Million
2013	93	71,931	\$27.9 Million
2014	102	76,042	\$30.8 Million
2015	113	88,338	\$54.1 Million
2016	142	103,562	\$135 Million
2017	138	115,344	\$123 Million
2018	155	114,786	\$118 Million
2019	125	117,075	\$121.44 Million
2020	62	59,089	\$35.31 Million
2021	122	136,599	\$99.42 Million

2022

OF EVENTS
140

ROOM NIGHTS
133,145

ECONOMIC IMPACT
\$93.82 MILLION

WHAT'S NEXT?

SPORTS TOURISM FACILITY

June 28, 2022

Gulf Shores & Orange Beach Tourism closed on 111.26 acres of land in northeast Gulf Shores

Aug. 30, 2022

Feasibility study RFP submission closed

October 2022

Feasibility study company selected -- Sports Facilities Companies (SFC)

November 2022

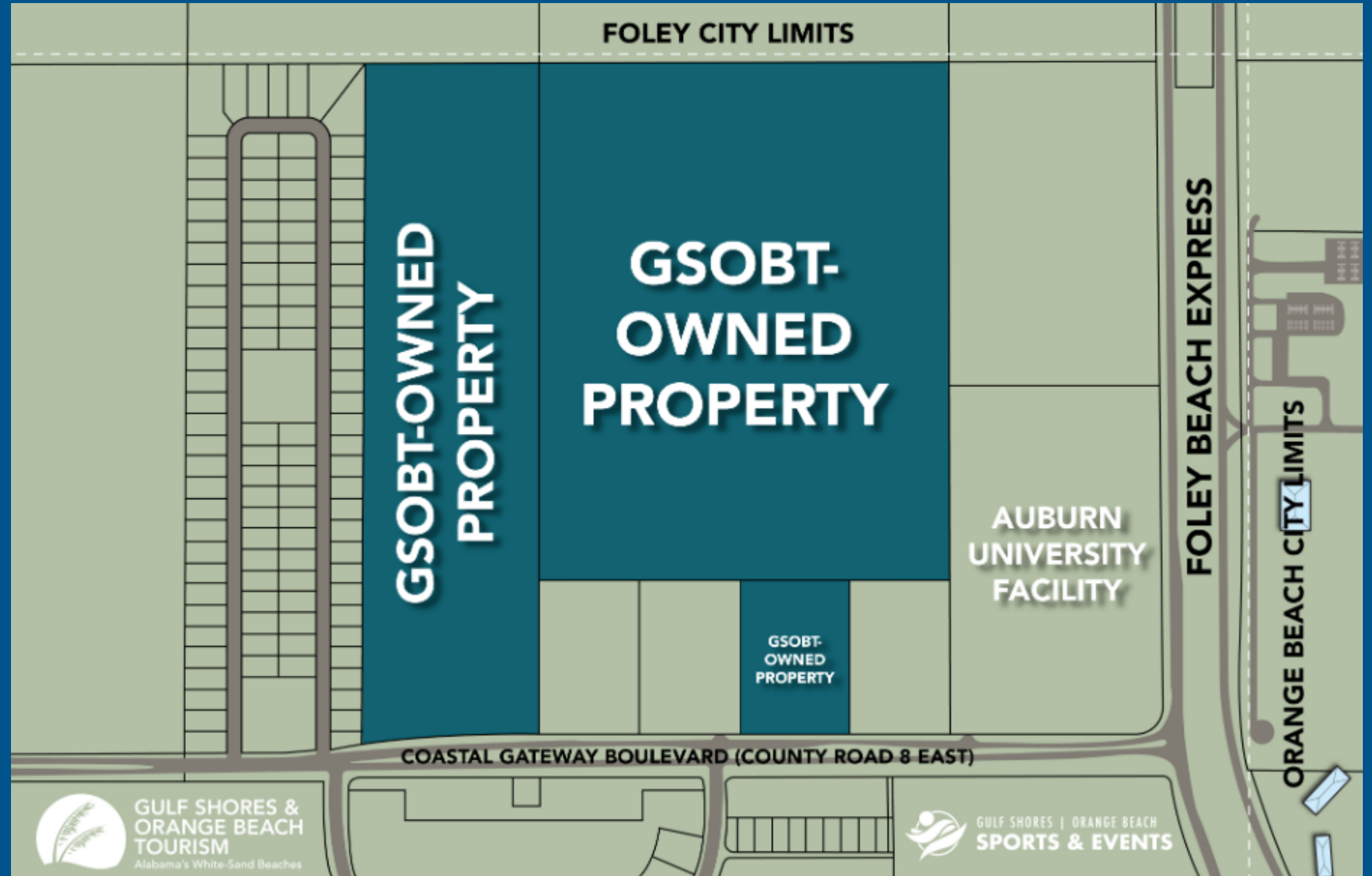
Feasibility study began

January 2023

SFC conducted meetings in Gulf Shores and Orange Beach with key community stakeholders, staff members and sports planners

March 2023

SFC delivered initial findings and recommendations



**"If you don't like the road you're walking,
start paving another one."**

-Dolly Parton

**"Change happens when the pain of staying
the same is greater than the pain of change."**

-Tony Robbins

**"Start where you are. Use what you have.
Do what you can."**

-Arthur Ashe

**"The way you get started is to quit talking
and begin doing."**

-Walt Disney



THANK YOU!

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