



Celebrating 30 Years

GULF SHORES & ORANGE BEACH TOURISM

Tourism's Impact

Beth Gendler, President & CEO



GULF SHORES & ORANGE BEACH TOURISM



How far we've come...



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.



30-Year Evolution

1993 Board of Directors

Pedro Mandoki, Mandoki Hospitality

Sheila Hodges, Meyer Real Estate

Billy Duke, City of Gulf Shores

Mick Mollberg, Holiday Inn

Robert Craft, Craft Farms

Jim Pope, Perdido Beach Resort

Fae Scheeter, City of Orange Beach

Bill Douglas, Orange Beach Fishing Assn.

Barbara Walters, Island House Hotel



**GULF SHORES &
ORANGE BEACH
TOURISM**

30 Years of Telling our Stories

- Vacationers
- Athletes
- Conference Attendees



GULF SHORES &
ORANGE BEACH
TOURISM

30 Years of Telling our Stories

- New businesses
- Investors
- Attractions



Building Brand Loyalty

Known for Our

- Welcoming Hosts
- Diverse Opportunities
- Exceptional Service



Preserving Local Character

Essential Traits of

- Family Appeal
- Small-town Atmosphere
- Local Involvement



Committed Local Involvement

- Board of Directors
- Local Leadership
- Partner Organizations
- Industry Partners



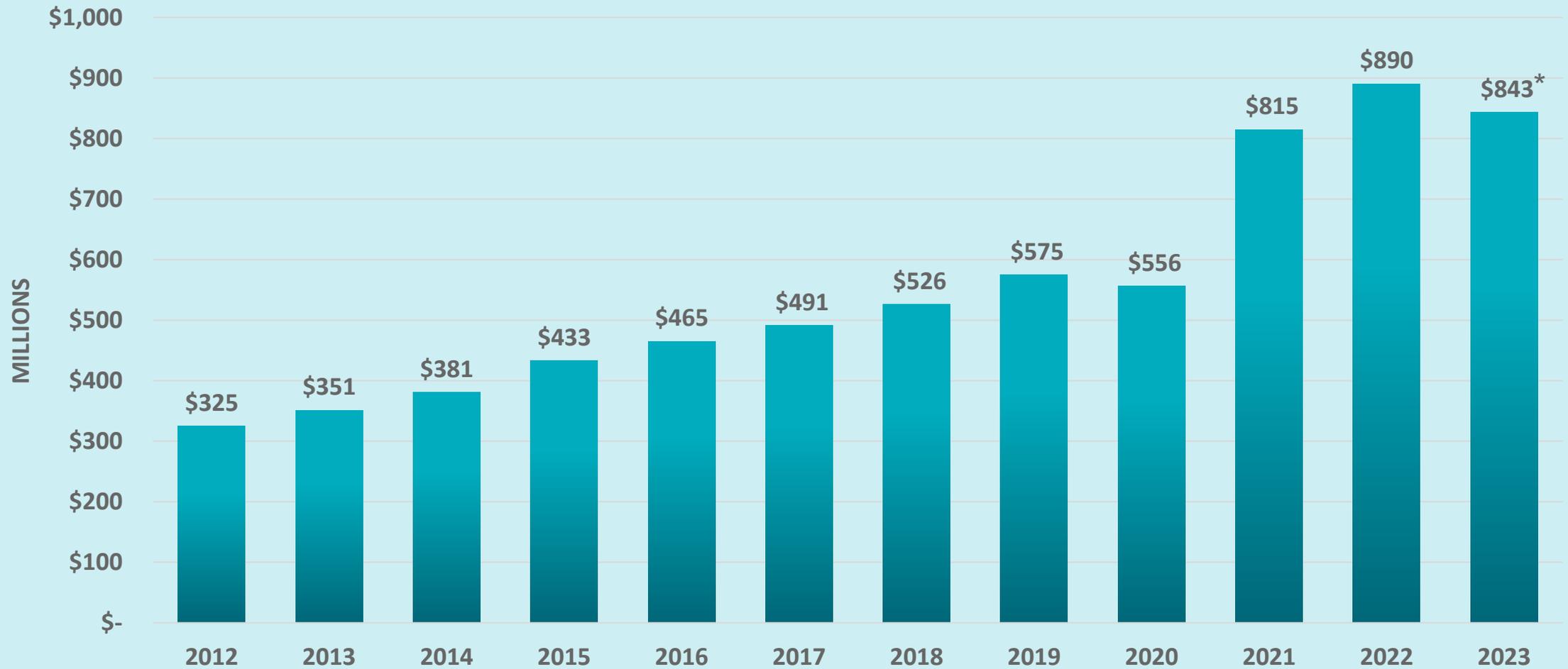
GULF SHORES &
ORANGE BEACH
TOURISM

Careful Planning & Strategic Marketing

- Research
- Outreach
- Local Investment
- Capacity



GULF SHORES &
ORANGE BEACH
TOURISM



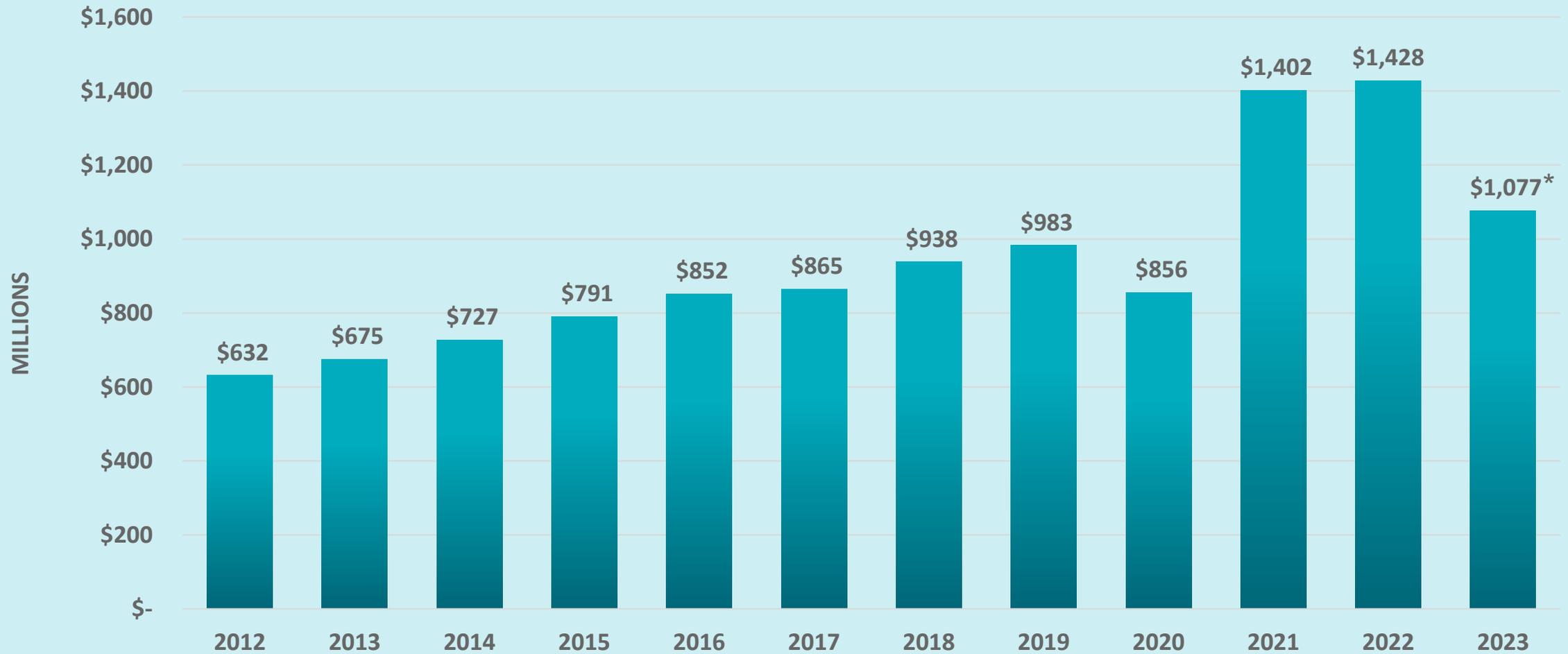
GSOB TAXABLE LODGING RENTALS

Source: Alabama Department of Revenue

*January – August 2023



**GULF SHORES &
ORANGE BEACH
TOURISM**



GSOB TAXABLE RETAIL SALES

Source: Municipal Revenue Departments

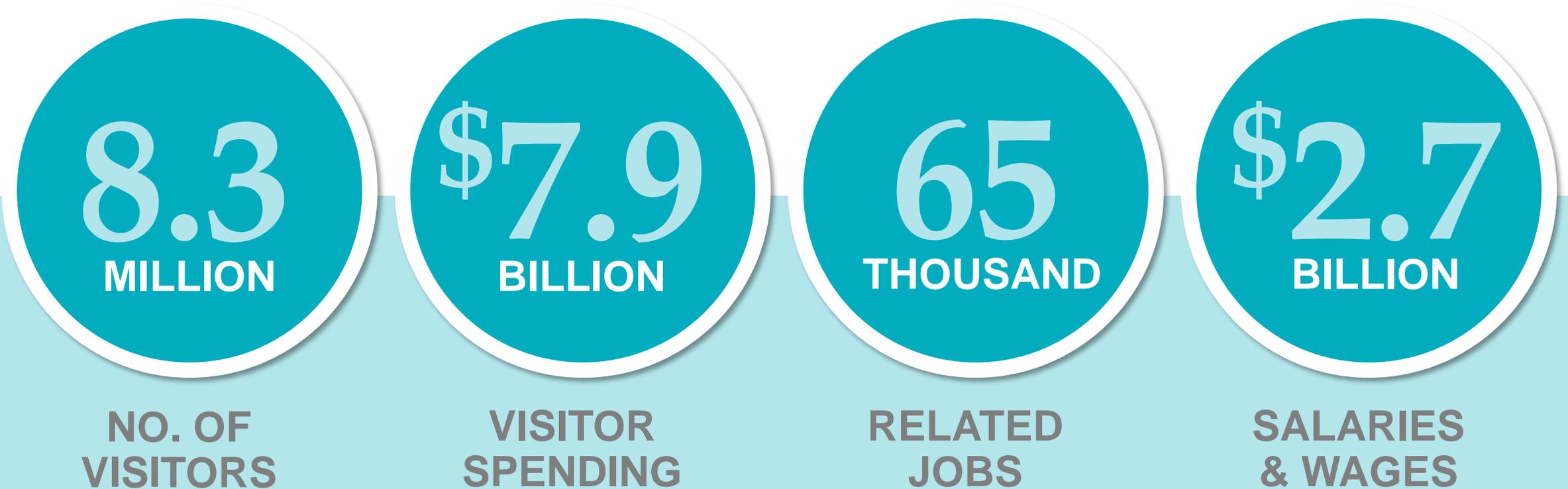
*January – August 2023



**GULF SHORES &
ORANGE BEACH
TOURISM**

Economic Impact 2022

Baldwin County



Source: Alabama Department of Tourism, Economic Impact Report 2022



GULF SHORES &
ORANGE BEACH
TOURISM

Economic Impact 2022

Baldwin County

	NO. OF VISITORS	VISITOR SPENDING	RELATED JOBS	SALARIES & WAGES
2022	8.3M	\$7.9B	65K	\$2.7B
2021	8M	\$7.3B	64K	\$2.4B
2019	6.9M	\$5.2B	54K	\$1.7B

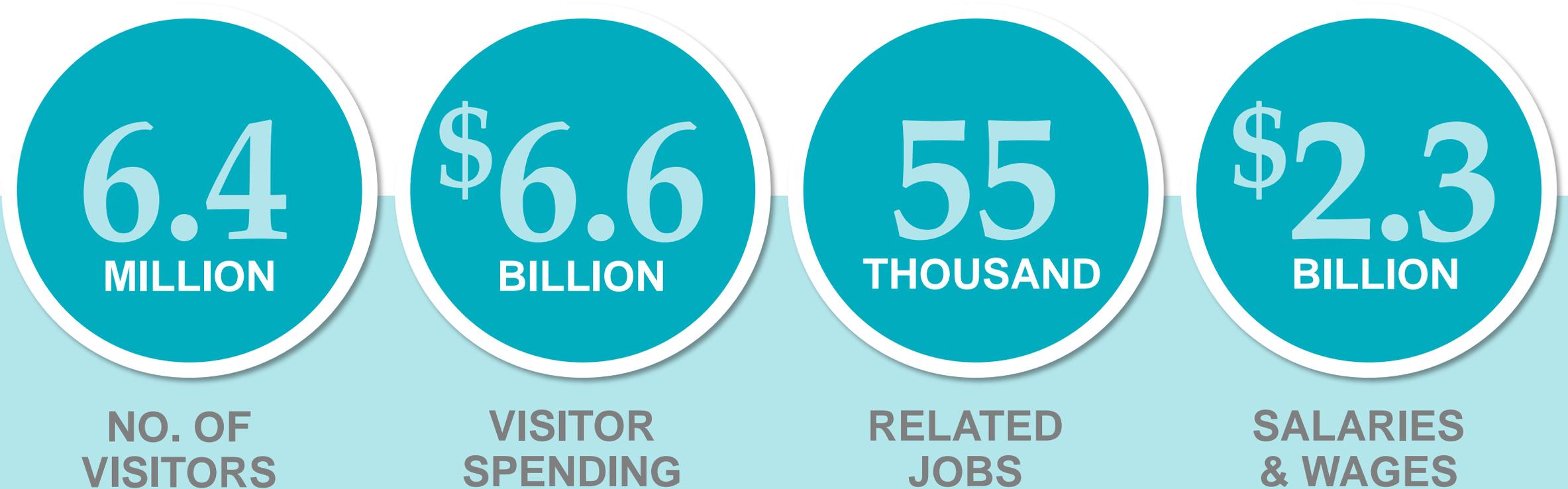
Source: Alabama Department of Tourism,
Economic Impact Report 2022



**GULF SHORES &
ORANGE BEACH
TOURISM**

Economic Impact 2022

Gulf Shores, Orange Beach, Fort Morgan



Source: Dervi, K. (2023) *The Economic Impact of Gulf Shores, Orange Beach and Fort Morgan Tourism Industry*



GULF SHORES &
ORANGE BEACH
TOURISM

Economic Impact 2022

Gulf Shores, Orange Beach, Fort Morgan

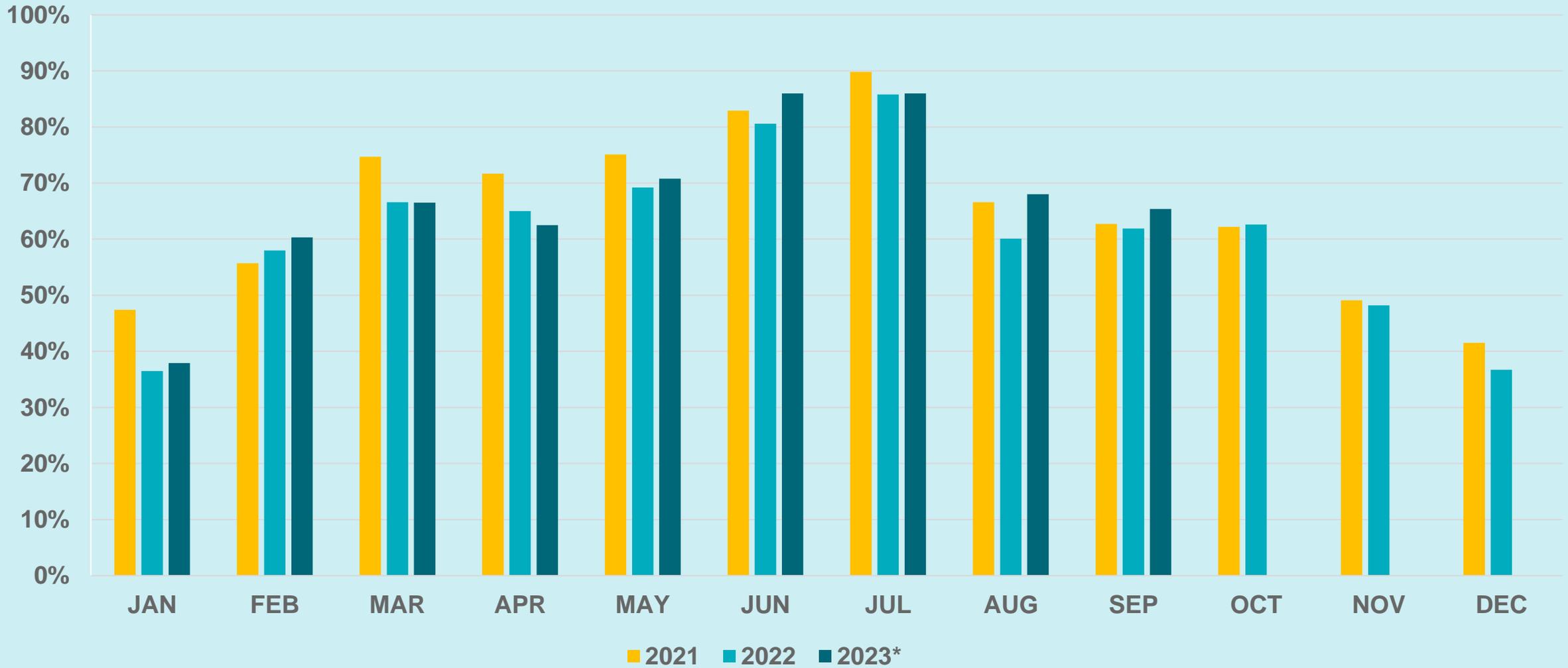
	NO. OF VISITORS	VISITOR SPENDING	RELATED JOBS	SALARIES & WAGES
2022	6.4M	\$6.6B	55K	\$2.3B
2021	6.2M	\$6.2B	52K	\$2.2B
2019*	5.3M	\$4.4B	45K	\$1.5B

Source: Dervi, K. (2023) *The Economic Impact of Gulf Shores, Orange Beach and Fort Morgan Tourism Industry*

* Extrapolated from 2022 and 2021 data (Deravi, 2023)



**GULF SHORES &
ORANGE BEACH
TOURISM**



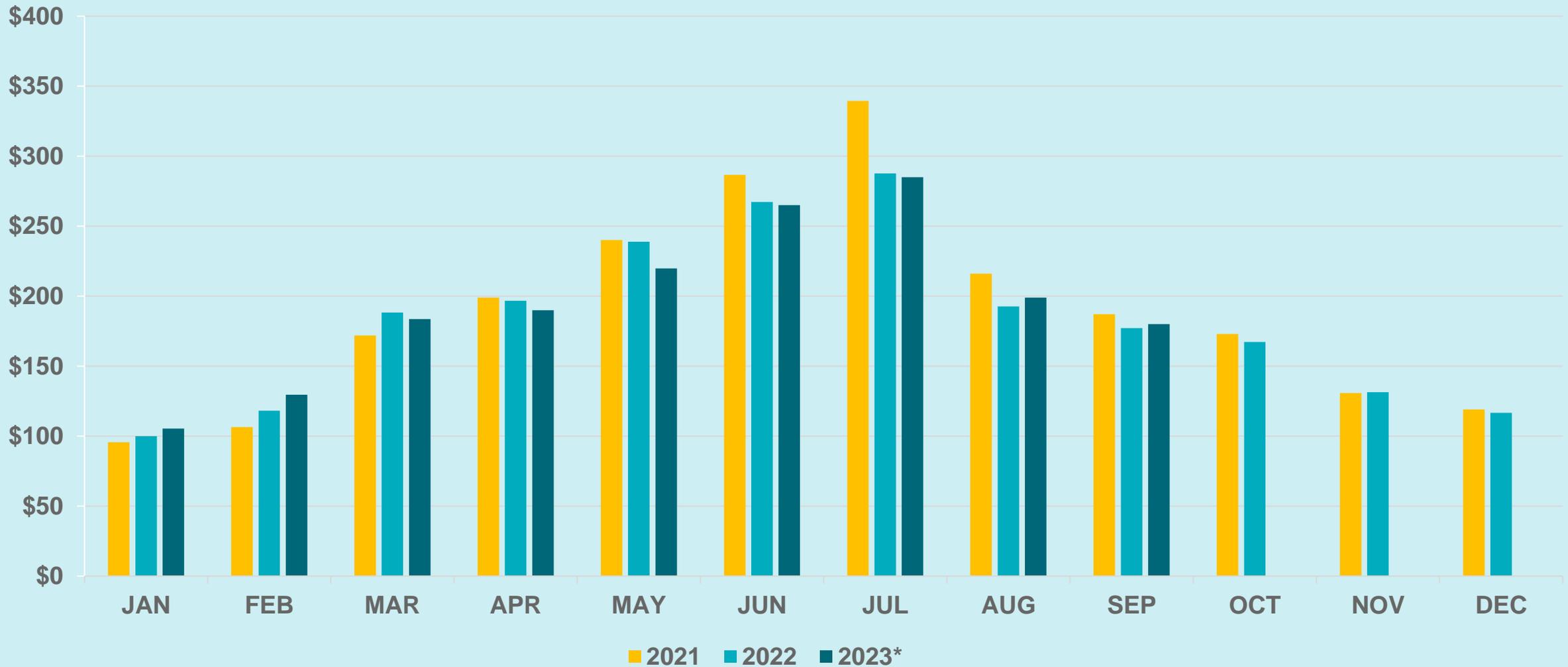
Hotel Occupancy 2021-2023

Source: Smith Travel Research, Inc.

* Key Data, LLC as Source starting June 2023



**GULF SHORES &
ORANGE BEACH
TOURISM**



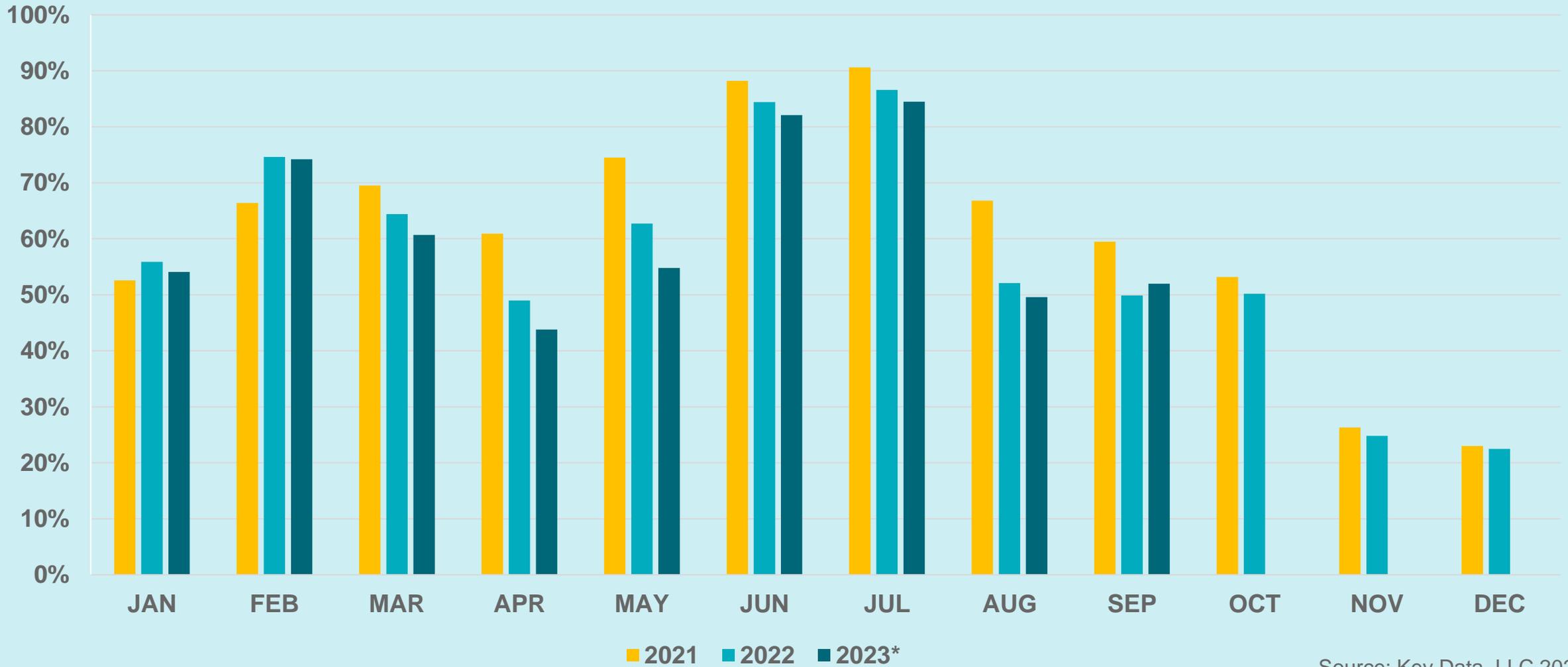
Hotel Average Daily Rate 2021-2023

Source: Smith Travel Research, Inc.

* Key Data, LLC as Source starting June 2023



GULF SHORES &
ORANGE BEACH
TOURISM



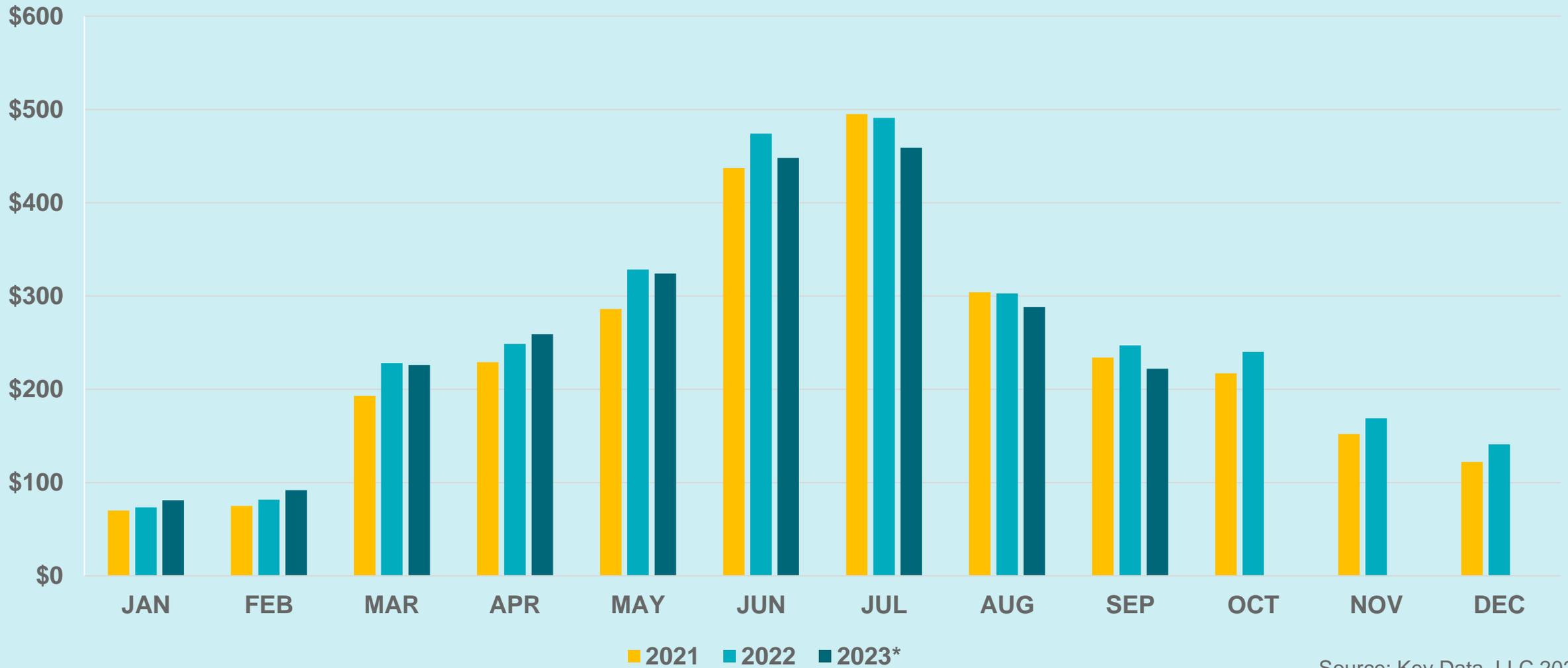
Source: Key Data, LLC 2023

Vacation Rental Occupancy

2021-2023



**GULF SHORES &
ORANGE BEACH
TOURISM**



Source: Key Data, LLC 2023

Vacation Rental Average Daily Rate

2021-2023



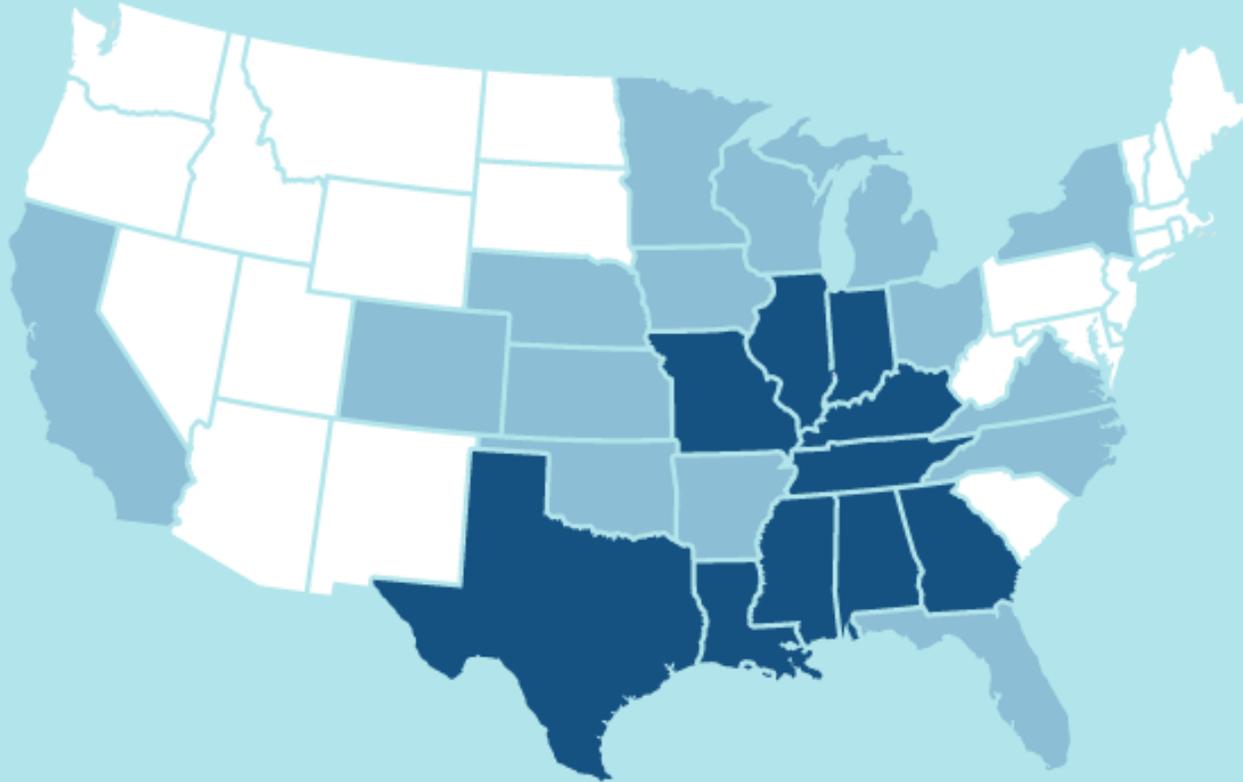
**GULF SHORES &
ORANGE BEACH
TOURISM**

Visitor Metrics for Alabama Beaches Destination Dashboard



GULF SHORES &
ORANGE BEACH
TOURISM

Top 25 States of Origin 2022



TOP 10 STATES

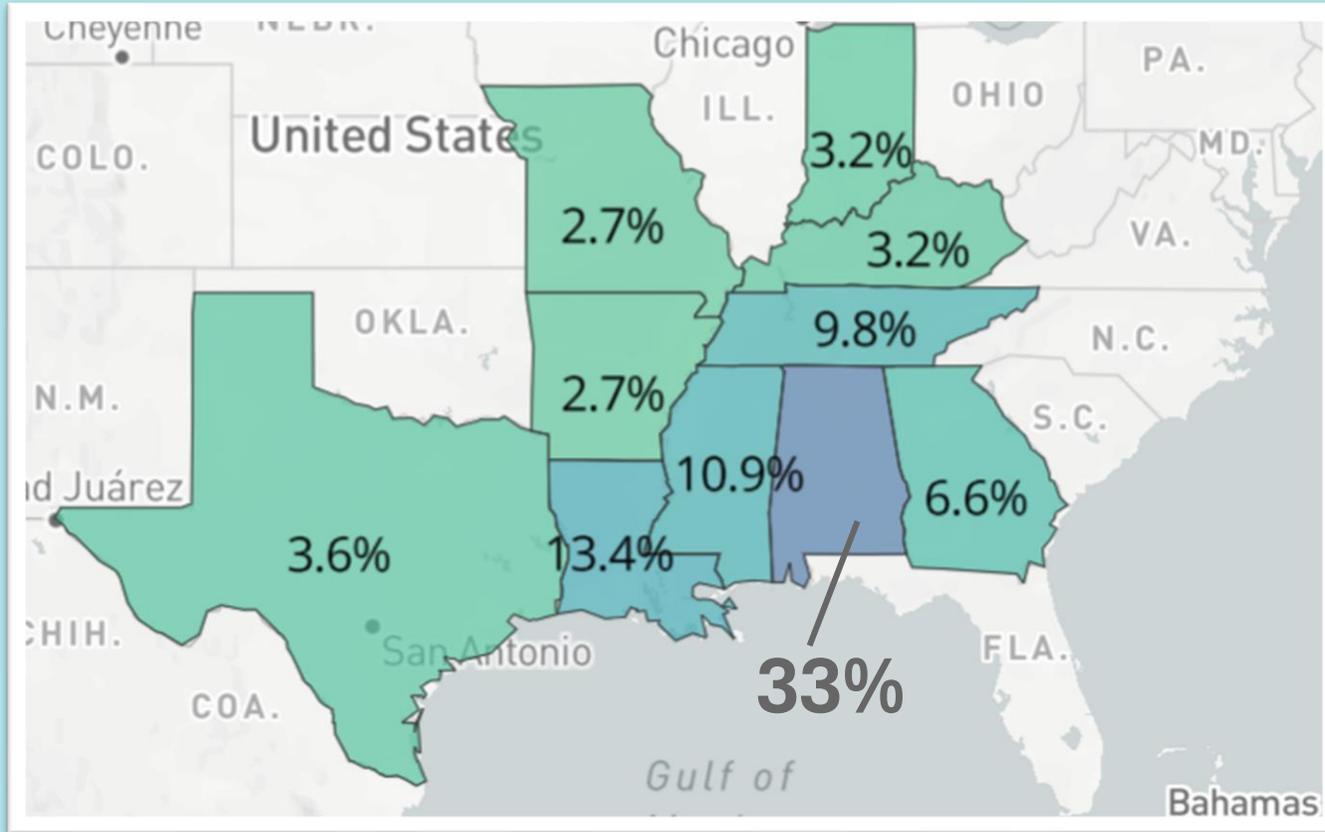
- Alabama
- Louisiana
- Tennessee
- Texas
- Mississippi
- Georgia
- Missouri
- Kentucky
- Indiana
- Illinois



**GULF SHORES &
ORANGE BEACH
TOURISM**

Source: Key Data, LLC 2023

Origin Markets 2023 YTD



Alabama is the #1 origin market with over 330k trips to the destination, with visitors staying an average of 2.47 nights.

The **top ten** origin states for the period by volume are:

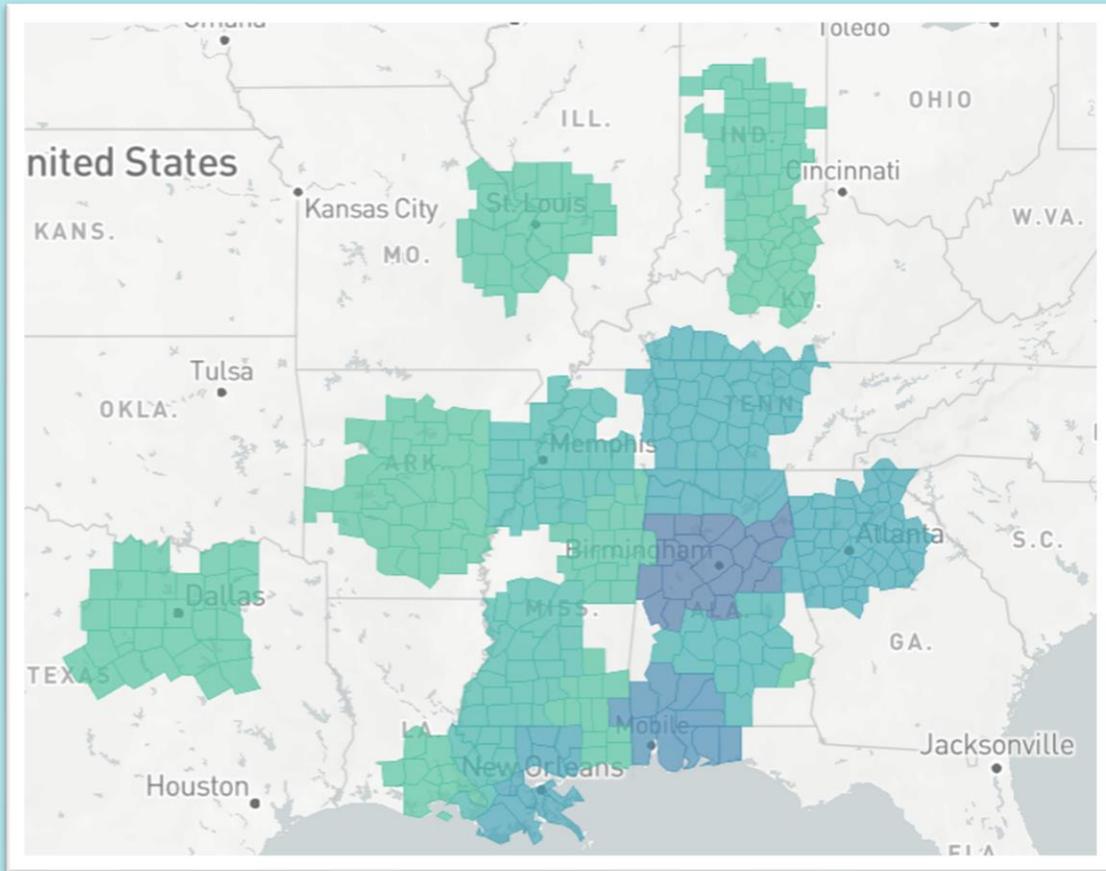
1. **Alabama**
2. Louisiana
3. Mississippi
4. Tennessee
5. Georgia
6. Texas
7. Kentucky
8. Indiana
9. Missouri
10. Florida

Source: Arrivalist, 2023



**GULF SHORES &
ORANGE BEACH
TOURISM**

Origin Markets 2023 YTD



Birmingham is the #1 origin market with over 130k trips to the destination, with visitors staying an average of 2.7 nights.

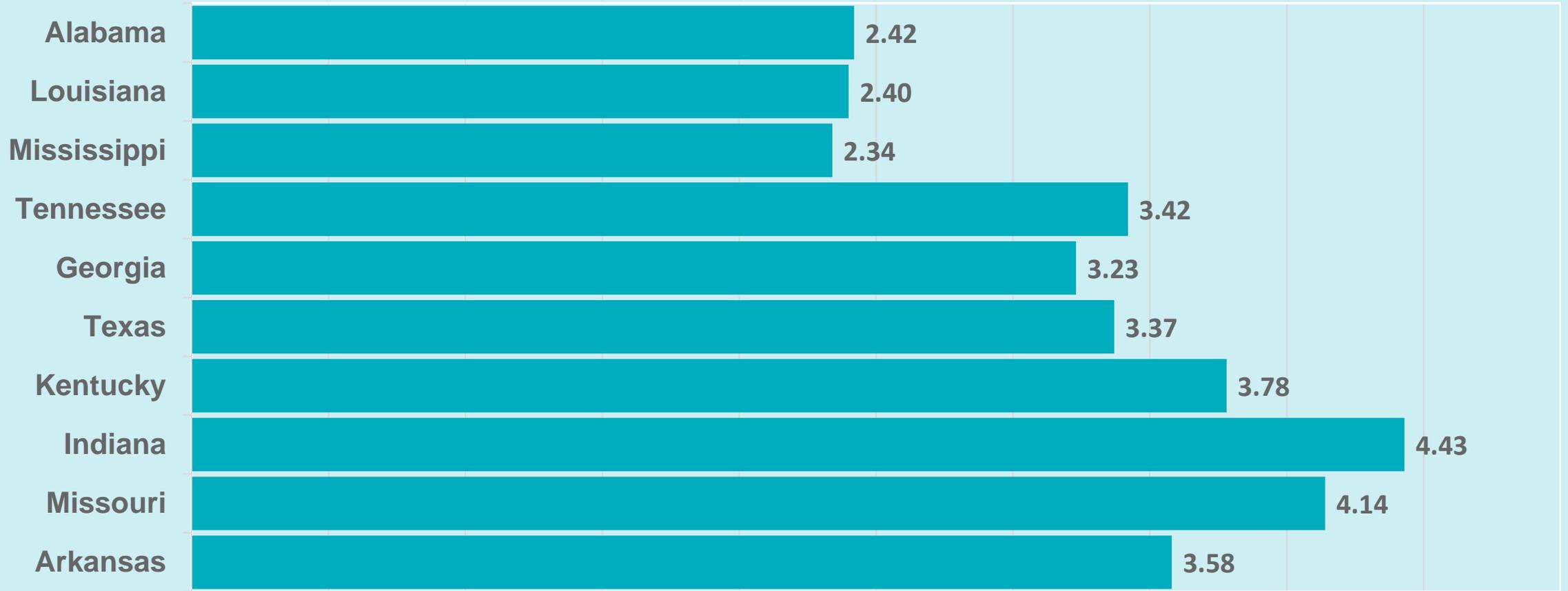
The **top ten** origin DMAS for the period by volume are:

1. Birmingham
2. Mobile/Pensacola/
Fort Walton Beach
3. New Orleans
4. Atlanta
5. Huntsville/Decatur/
Florence
6. Nashville
7. Montgomery/
Selma
8. Baton Rouge
9. Memphis
10. Jackson, MS

Source: Arrivalist, 2023



**GULF SHORES &
ORANGE BEACH
TOURISM**



Source: Arrivalist, 2023

Average Nights in the Destination by State



**GULF SHORES &
ORANGE BEACH
TOURISM**



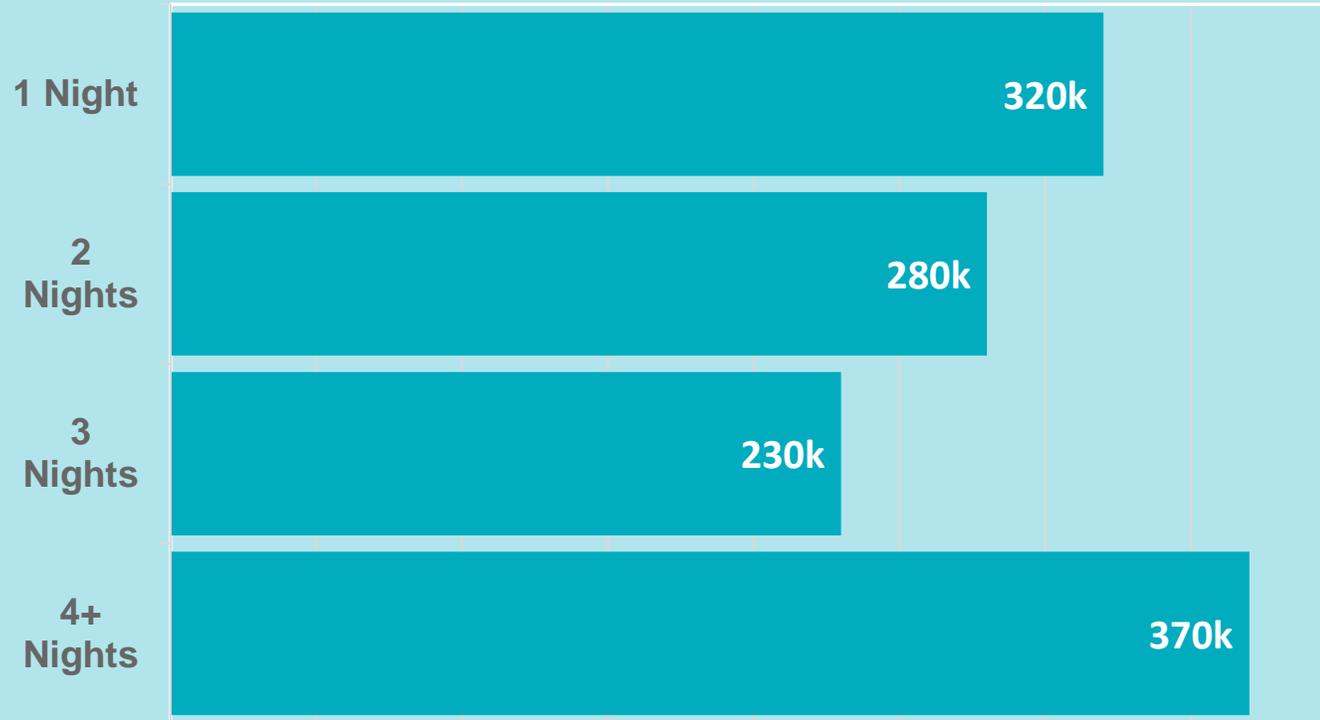
Source: Arrivalist, 2023

Average Nights in the Destination by Top Origin DMA



**GULF SHORES &
ORANGE BEACH
TOURISM**

How Long do Visitors Stay?



Out of 1.2M trips to the destination, 30.8% stayed 4+ nights.

Out of the 1M trips:

- 26.5% stayed 1 Night
- 23.7% stayed 2 Nights
- 19% stayed 3 Nights
- 30.8% stayed 4+ Nights



Marketing Efforts for Alabama Beaches



GULF SHORES &
ORANGE BEACH
TOURISM



GULF SHORES & ORANGE BEACH TOURISM
Alabama's White-Sand Beaches

Surrounded by water.
Engulfed in Southern hospitality.

Surrounded by water.
Engulfed in flavor.

Surrounded by water.
Engulfed in discovery.



GULF SHORES & ORANGE BEACH
THE OFFICIAL VACATION GUIDE



GET YOUR FREE COPY OF
OUR 2023 VACATION GUIDE

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

GulfShores.com . OrangeBeach.com . 800-745-SAND

GULF SHORES & ORANGE BEACH
THE OFFICIAL VACATION GUIDE



GET YOUR FREE COPY OF
OUR 2023 VACATION GUIDE

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

GulfShores.com . OrangeBeach.com . 800-745-SAND



ANNUAL NATIONAL SHRIMP FESTIVAL
OCTOBER 12-15, 2023



Escape to Alabama's 32 mile island paradise 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

2023 Spring Leisure Campaign

Engulfed in Southern Hospitality, Flavor and Discovery.

Campaign Results:

Users: 335,073

Sessions: 399,640

Partner referrals: 38,627



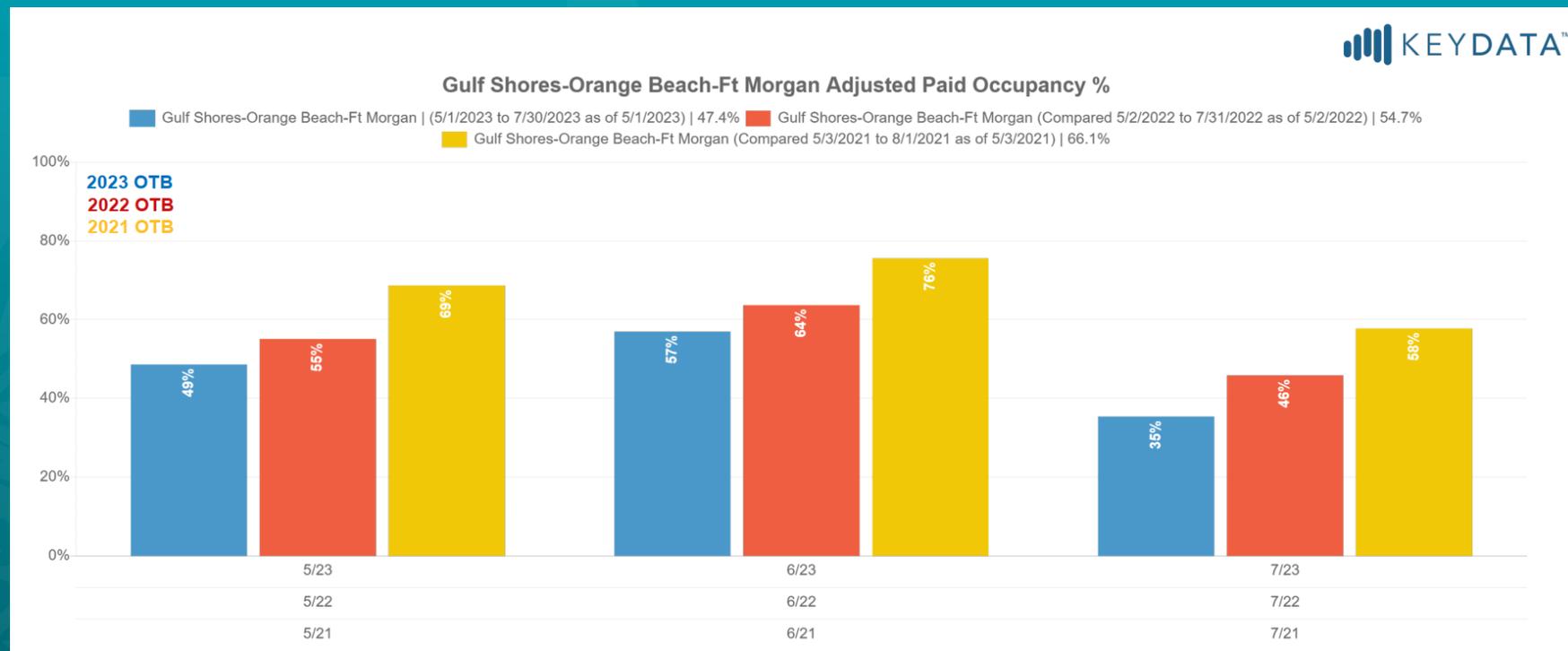
GULF SHORES &
ORANGE BEACH
TOURISM

2023 Summer Campaign

Book Today, Beach Tomorrow.

5/1/23: On-the-books occupancy at the start of the campaign: **47.4%**.

- down **7.3%** from 2022 (54.7%)
- down **19.3%** from 2021 (66.7%).



GULF SHORES &
ORANGE BEACH
TOURISM

2023 Summer Campaign

Book Today, Beach Tomorrow.

You're just a click away from Alabama's white-sand beaches. Advertising ran on every platform, from social media, to display and print.

Website Stats:

Users: 578,057

Sessions: 715,308

Partner referrals: 62,048



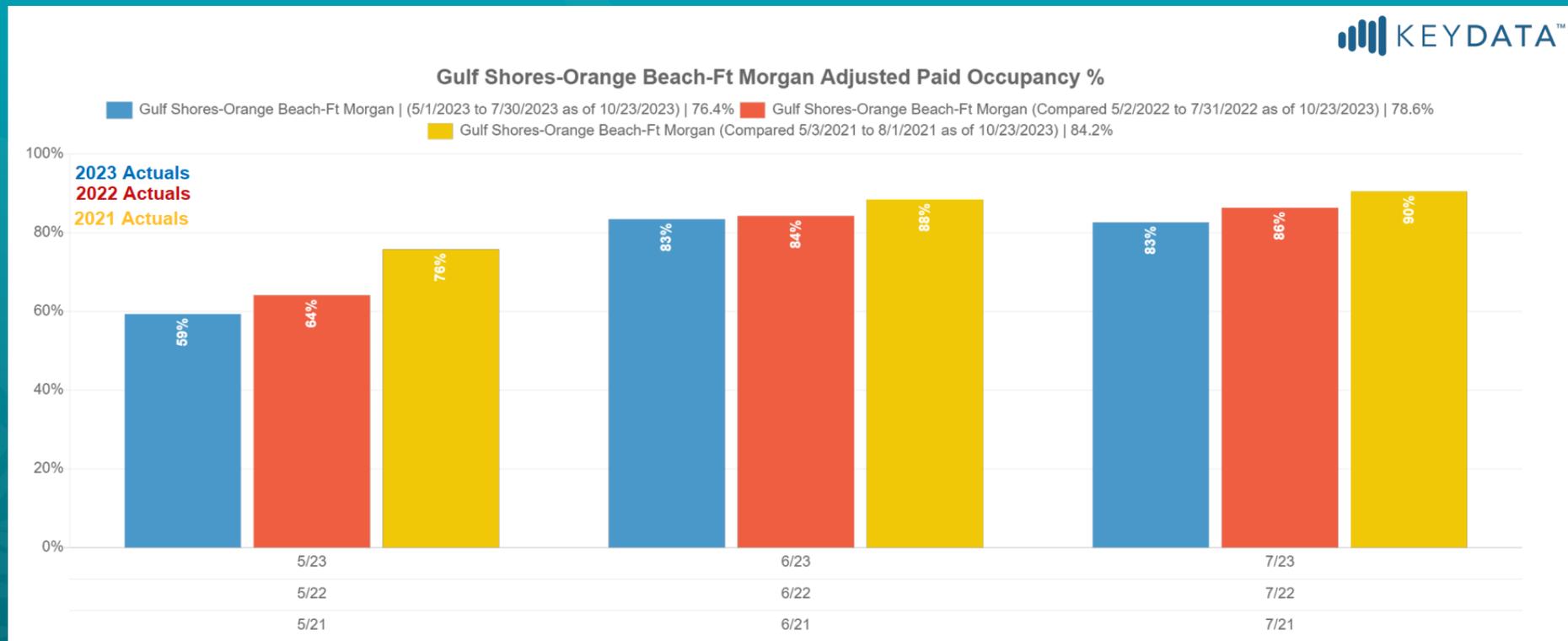
GULF SHORES &
ORANGE BEACH
TOURISM

2023 Summer Campaign

Book Today, Beach Tomorrow.

10/23/23: Actual occupancy, post-campaign: **76.4%**.

- only down **2.2%** from 2022 Actuals (78.6%)



GULF SHORES &
ORANGE BEACH
TOURISM

Visual Website Stories

Telling our Destination Story Visually

Short-form content using *Localhood*

Year-to-date stats thru 9/30/23:

- 105K story views
- 2.2M Google impressions
- 443K Discovery impressions

**Localhood* stories account started in January 2023.



GULF SHORES &
ORANGE BEACH
TOURISM

Website Performance

Year-Over-Year thru 9/30/23:

2022 Users: 3.2M

2023 Users: 3.3M

3% Increase

2022 Sessions: 4.3M

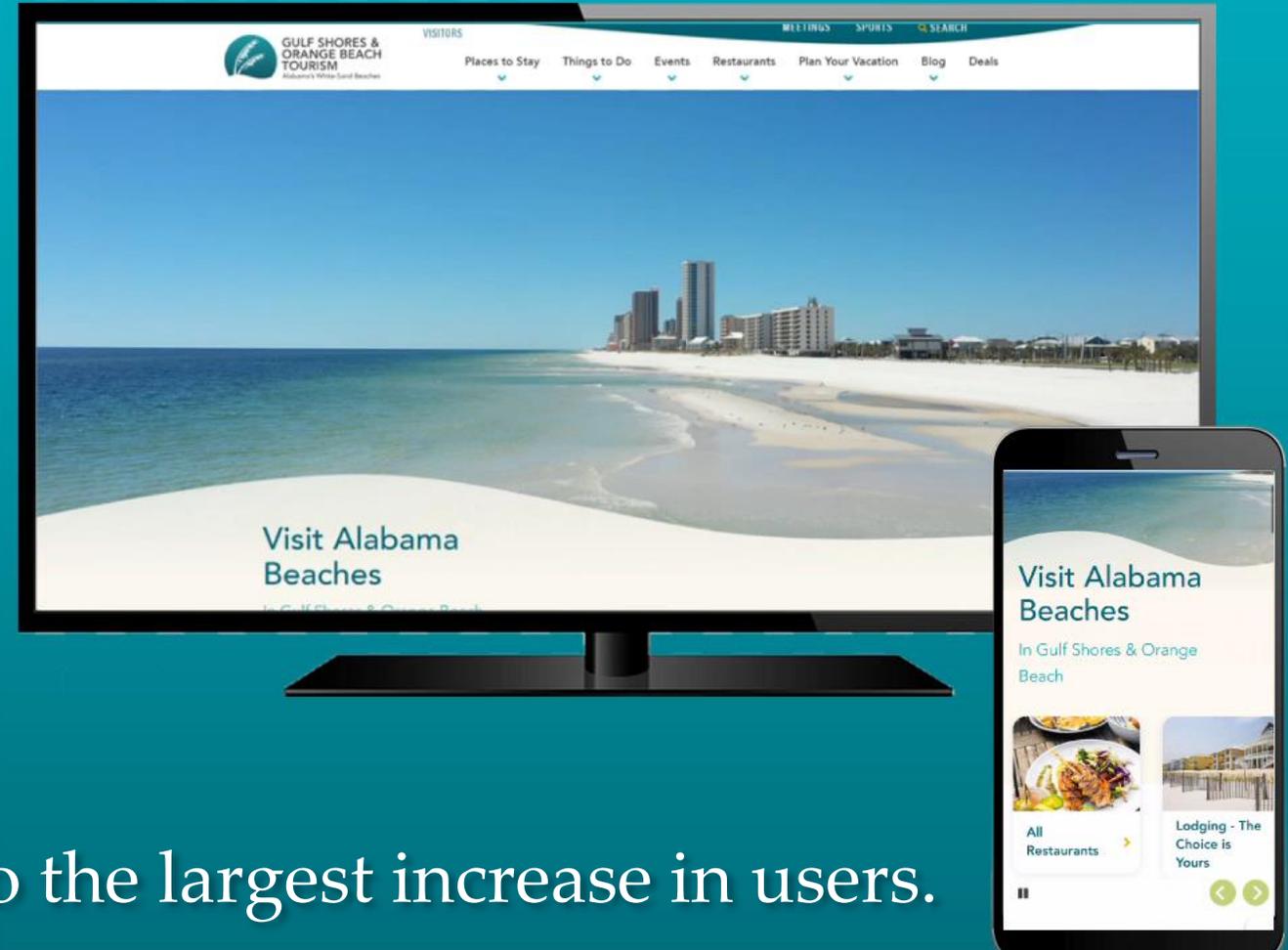
2023 Sessions: 4.9M

15% Increase

2022 Partner referrals: 1.6M

2023 Partner referrals: 1.7M

6% Increase



Display advertising contributed to the largest increase in users.

TikTok

Inspiring Vacations

Year-over-year thru 9/30/23:

12.5M views

4690% increase

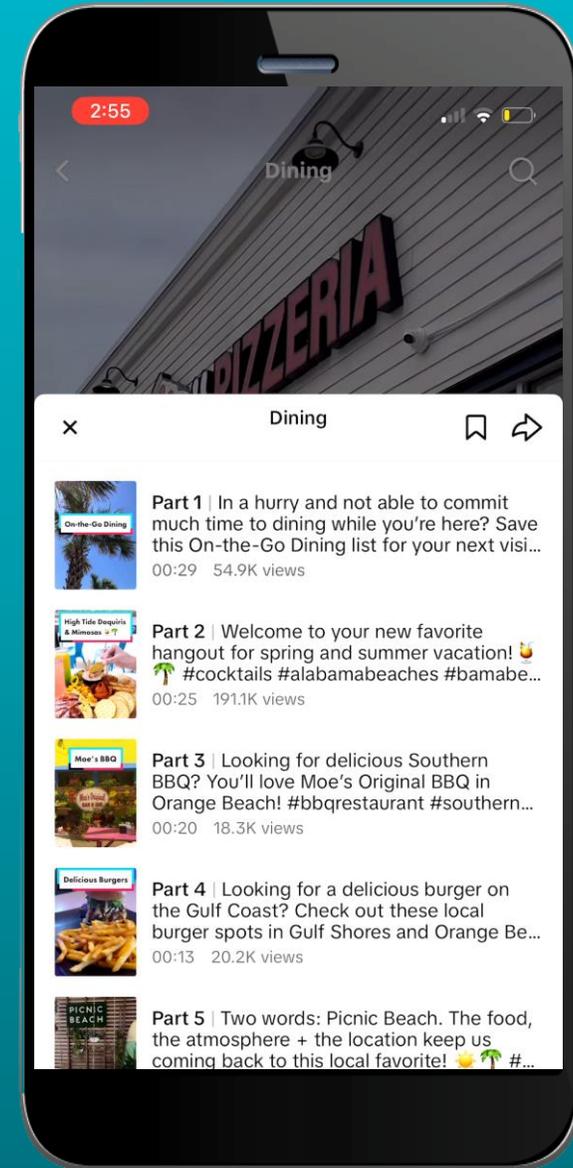
55.7K followers

345% increase

194K likes

1,054% increase

*TikTok account started in August 2022



GULF SHORES &
ORANGE BEACH
TOURISM

New & Noteworthy in Public Relations



GULF SHORES &
ORANGE BEACH
TOURISM

ALABAMA GULF COAST IN THE NEWS

**TRAVEL+
LEISURE**

“This Under-the-Radar Beach Destination in Alabama Has All the Perks of a Florida Escape”

AARP

“7 Wheelchair Accessible Beaches”

FOOD&WINE

“This White-Sand Southern Beach Town is a Seafood Lover’s Dream”

U.S. News & WORLD REPORT

“25 Top Family Weekend Getaways in the U.S.”

msn

“The Best Coastal Hiking Trails in the U.S. You Have to Explore”



**GULF SHORES &
ORANGE BEACH
TOURISM**

ALABAMA GULF COAST IN THE NEWS



“Spring Guide: Seaside Escapes”

“Fall Travel Guide: Plan Your Next Getaway Around One of These 10 Festivals”



“21 of Our Favorite Thanksgiving Getaways”



“15 New and Upgraded Pickleball Facilities to Know”



“How Collegiate Sports Tourism Drives Economic Impact in Alabama”



**GULF SHORES &
ORANGE BEACH
TOURISM**

TRAVEL BLOGGERS MAKING AN IMPACT



arkietravels • Follow
Paid partnership
Original audio

hancamsmom 15w
I have been going to gulf shores my whole adult life and have never heard of any of these! Thanks for sharing!!

Reply

View all 1 replies

southerncharmpicnicco 15w
We're so glad you go to do a picnic and cruise!

258 likes
MARCH 19

Add a comment...

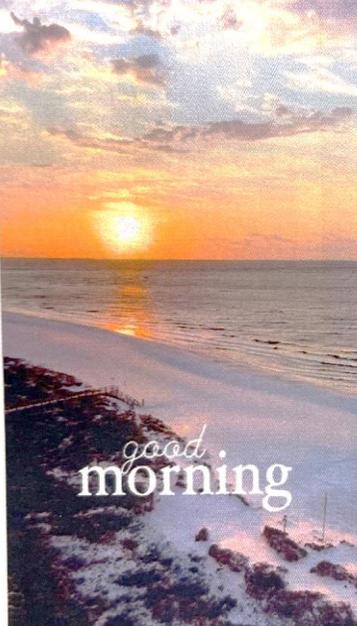
The Moody Wife: "How was the sunset sail? I'm looking into doing it for a bachelorette weekend in orange beach after seeing your post!"

6:03
Facebook

Trina Wilson Moore

TUE 10:26 AM

Hi Cherith, I hope you are enjoying the holidays. I read your blog post on a flexcation and now I want to visit Gulf Shores for our fall break in October. Lol I've spent the last hour searching VRBO! 😂 Anyway, I



postcardjar • Follow
Acoustic Guitar Poet • Simply Beautiful

postcardjar 23w
Good morning! This is the view from our 10th floor hosted condo at @turquoiseplaceofficial by @spectrumresorts in Orange Beach, Ala.

Follow along on our stories for tips and inspiration to help you live and travel well.

#ALBeachBlogger #VisitALBeaches #wellesstravel #travelwell #postcardjar #wellesstourism @visitallbeaches #orangebeach #orangebeachalabama #turquoiseplace #turquoiseplaceresort

thepioneerwoman 23w
Holy moly! That is amazing!

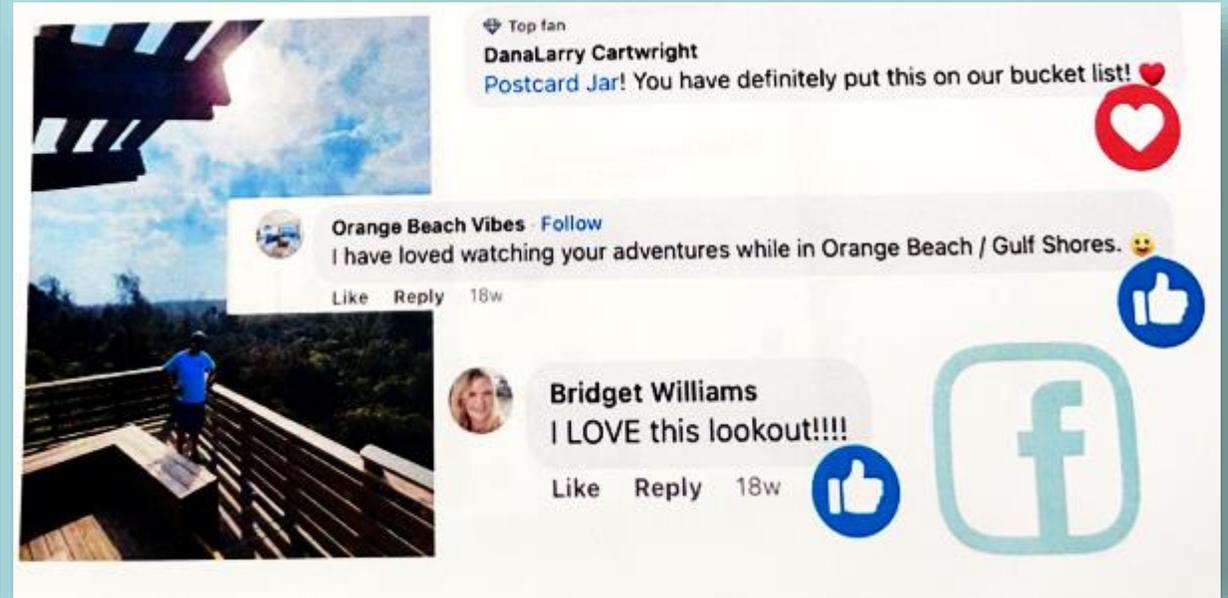
Reply

JANUARY 24



GULF SHORES &
ORANGE BEACH
TOURISM

TRAVEL BLOGGERS MAKING AN IMPACT



GULF SHORES &
ORANGE BEACH
TOURISM

2023 DESTINATION AWARDS

Southern Living

THE SOUTH'S BEST 2023

The 50 Best Small Towns in the South (Gulf Shores/Orange Beach #15/50)

The Best State Parks in Every Southern State (Alabama – Gulf State Park)

2023 USA Today

**10 USA TODAY
10Best**

10 Best Beaches in the South (Gulf Shores Public Beach #6/10)

Best Recreational Trail (Hugh S. Branyon Backcountry Trail #1/10)



**GULF SHORES &
ORANGE BEACH
TOURISM**



2023 OUTDOOR WRITERS ASSOCIATION OF AMERICA ANNUAL CONFERENCE

230 outdoor journalists from across the U.S.



**GULF SHORES &
ORANGE BEACH
TOURISM**

Meetings

Room Night Overview

YEAR OVER YEAR thru 9/30/23

2022 Room Nights 51,878

2023 Room Nights 52,595

1.4% increase

Booked meeting room nights saw a **45% increase** from 2021 to 2022.
Bookings for 2023 remain steady.



GULF SHORES &
ORANGE BEACH
TOURISM

Sports & Events

Room Night Overview

YEAR OVER YEAR thru 9/30/23

2022 Room Nights 121,978

2023 Room Nights 117,632

3.7% decrease

YTD booked sports room nights continue to see decreases similar to the **4.1%** decrease in 2022 compared to 2021 for the same time period.



GULF SHORES &
ORANGE BEACH
TOURISM

Sports & Events

Room Night Overview

Season OVER Season: (June - August)

2022 Room Nights 88,552

2023 Room Nights 77,642

14% decrease

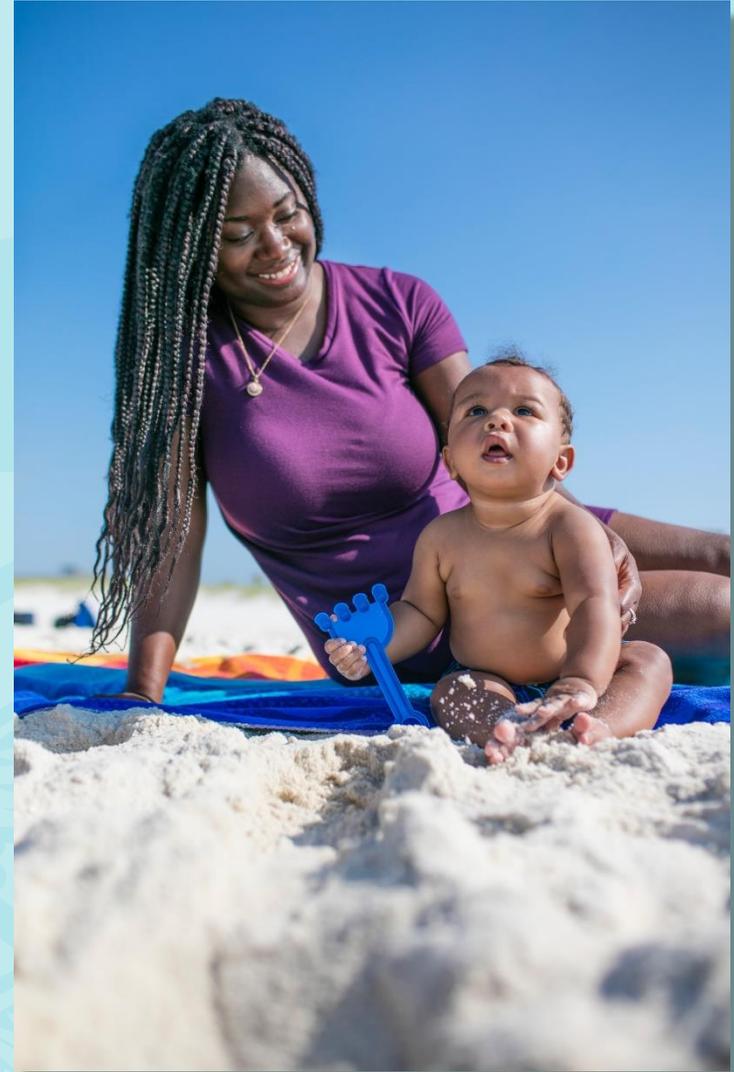
Summer sports bookings continue to show the **largest decrease** in room nights based on seasons, similar to the **17.4%** decrease in 2022 compared to 2021 for the same season (June - August).



GULF SHORES &
ORANGE BEACH
TOURISM

WHILE THEY ARE HERE OUR ROLE IS KEEPING GUESTS:

- SAFE
- INFORMED
- RESPONSIBLE



GULF SHORES &
ORANGE BEACH
TOURISM

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



**GULF SHORES &
ORANGE BEACH
TOURISM**



**LEAVE ONLY
FOOTPRINTS**

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



**GULF SHORES &
ORANGE BEACH
TOURISM**

Economic Growth



GULF SHORES &
ORANGE BEACH
TOURISM

Tourism's Broad Impact

LODGING SALES

	<u>GS & OB</u>	<u>FOLEY</u>
2022	\$890M	\$30M
2021	\$815M	\$32.6M
2019	\$575M	\$19.5M
TOTAL	\$2.28B	\$82.3M

RETAIL SALES

	<u>GS & OB</u>	<u>FOLEY</u>
2022	\$1.4B	\$1.25B
2021	\$1.3B	\$1.1B
2019	\$995M	\$861M
TOTAL	\$3.76B	\$3.2B

Source: Municipal Revenue Departments



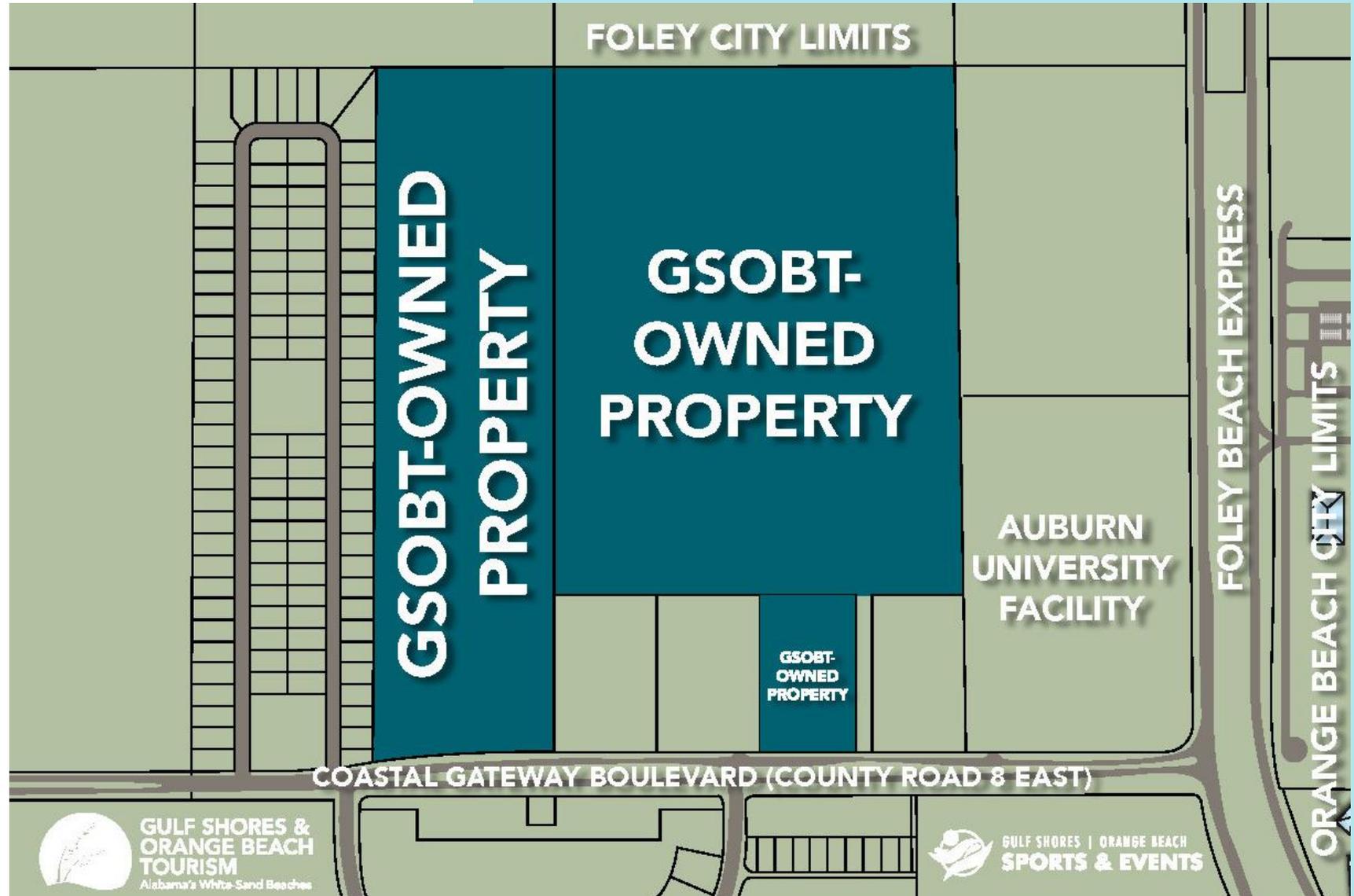
**GULF SHORES &
ORANGE BEACH
TOURISM**

What's Next



GULF SHORES &
ORANGE BEACH
TOURISM

Growing Sports Tourism



AlabamaBeaches.com



Through 30 Years and Beyond Our Mission's Big Picture

- Develop and execute promotions and programs
- Promote our community as an attractive travel destination
- Enhance our region's public image as a dynamic place to live and work
- Strengthen our community's economic position and vitality
- Provide opportunities for those who live and work here



If you build a place where people want to visit, you will have built a place where people want to live.

If you build a place where people want to live, you will have built a place where people want to work.

If you build a place where people want to work, you will have built a place where business wants to be.

And, if you have built a place where business wants to be, you will have built a place where people want to visit.

It all starts with a visit...



Maura Gast, Executive Director
Visit Irving Texas

Thank You!



Beth Gendler, CMP, CDME

President & CEO

Gulf Shores & Orange Beach Tourism

Gulf Shores | Orange Beach Sports & Events

BGendler@AlabamaBeaches.com

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

GulfShores.com | OrangeBeach.com



**GULF SHORES &
ORANGE BEACH
TOURISM**



Celebrating 30 Years

GULF SHORES & ORANGE BEACH TOURISM