



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



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30 Years of Telling our Stories

- Vacationers
- Athletes
- Conference Attendees



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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



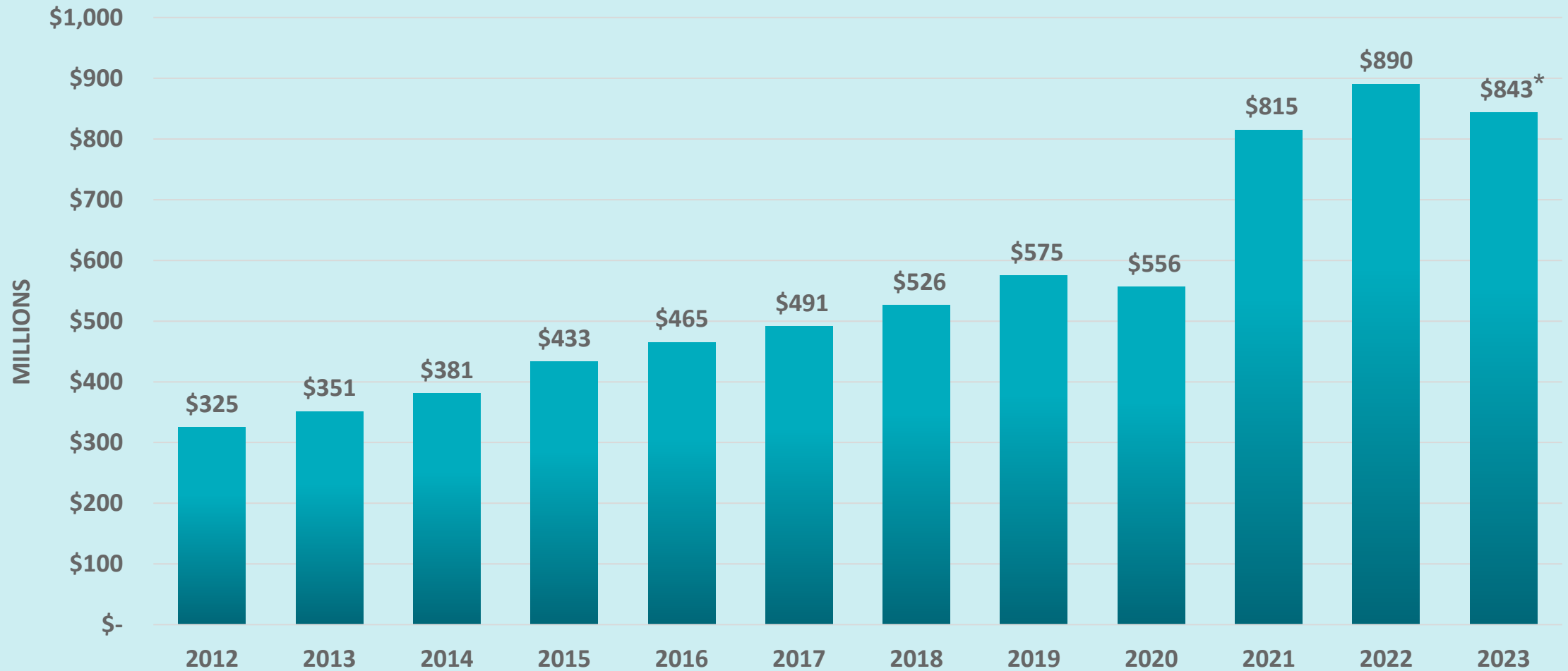
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Careful Planning & Strategic Marketing

- Research
- Outreach
- Local Investment
- Capacity



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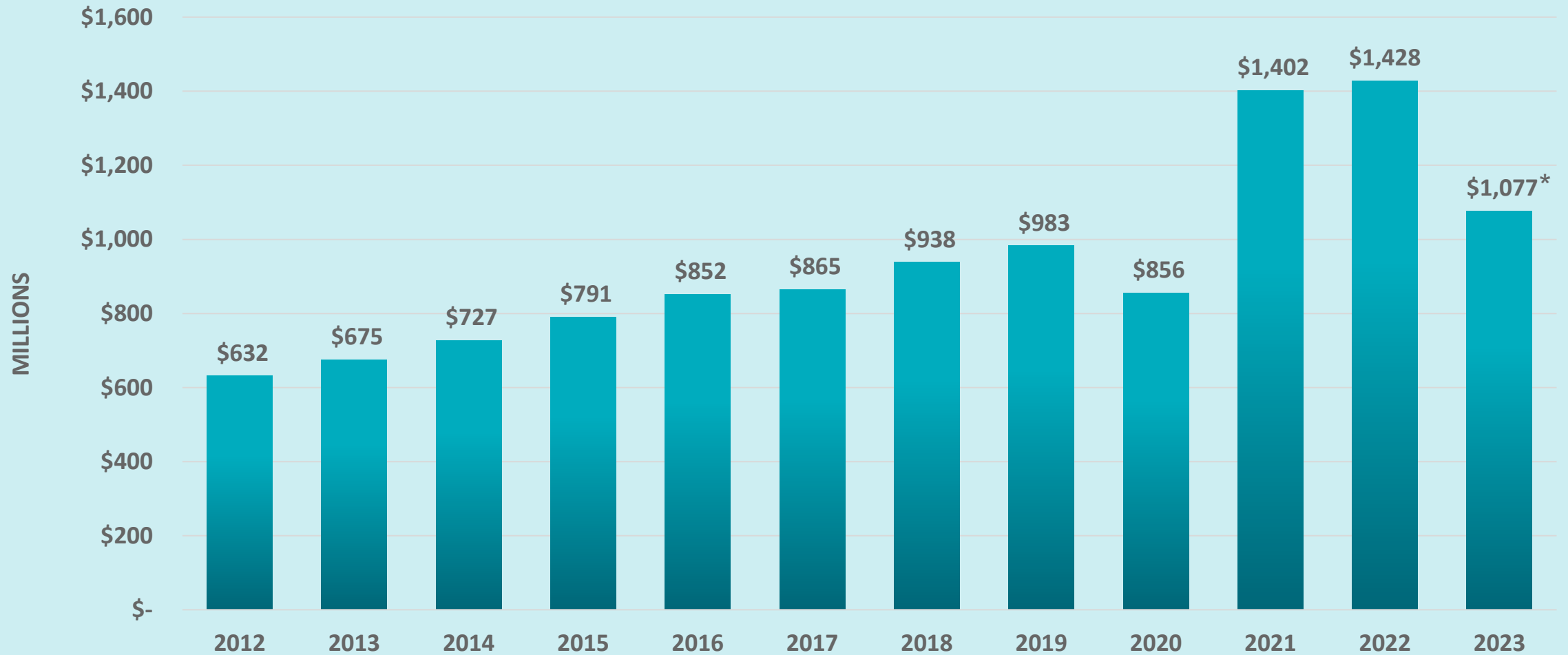
GSOB TAXABLE LODGING RENTALS

Source: Alabama Department of Revenue

*January – August 2023



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GSOB TAXABLE RETAIL SALES

Source: Municipal Revenue Departments

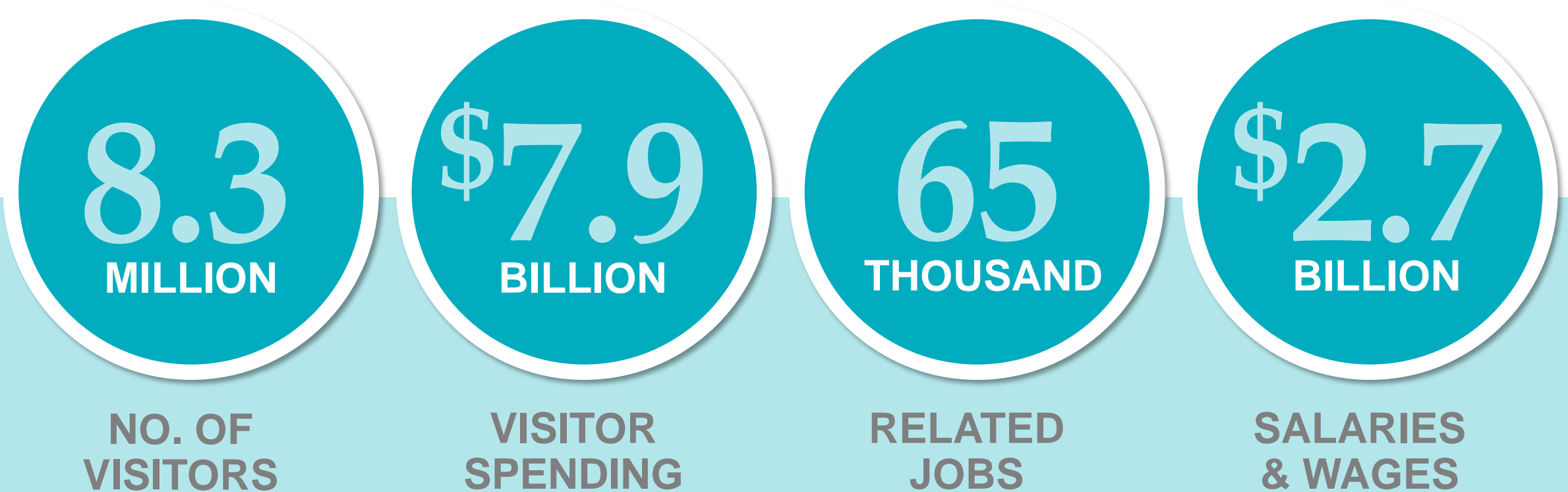
*January – August 2023



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Economic Impact 2022

Baldwin County



Source: Alabama Department of Tourism, Economic Impact Report 2022



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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



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Economic Impact 2022

Gulf Shores, Orange Beach, Fort Morgan



**NO. OF
VISITORS**



**VISITOR
SPENDING**



**RELATED
JOBS**



**SALARIES
& WAGES**

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



**GULF SHORES &
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Economic Impact 2022

Gulf Shores, Orange Beach, Fort Morgan

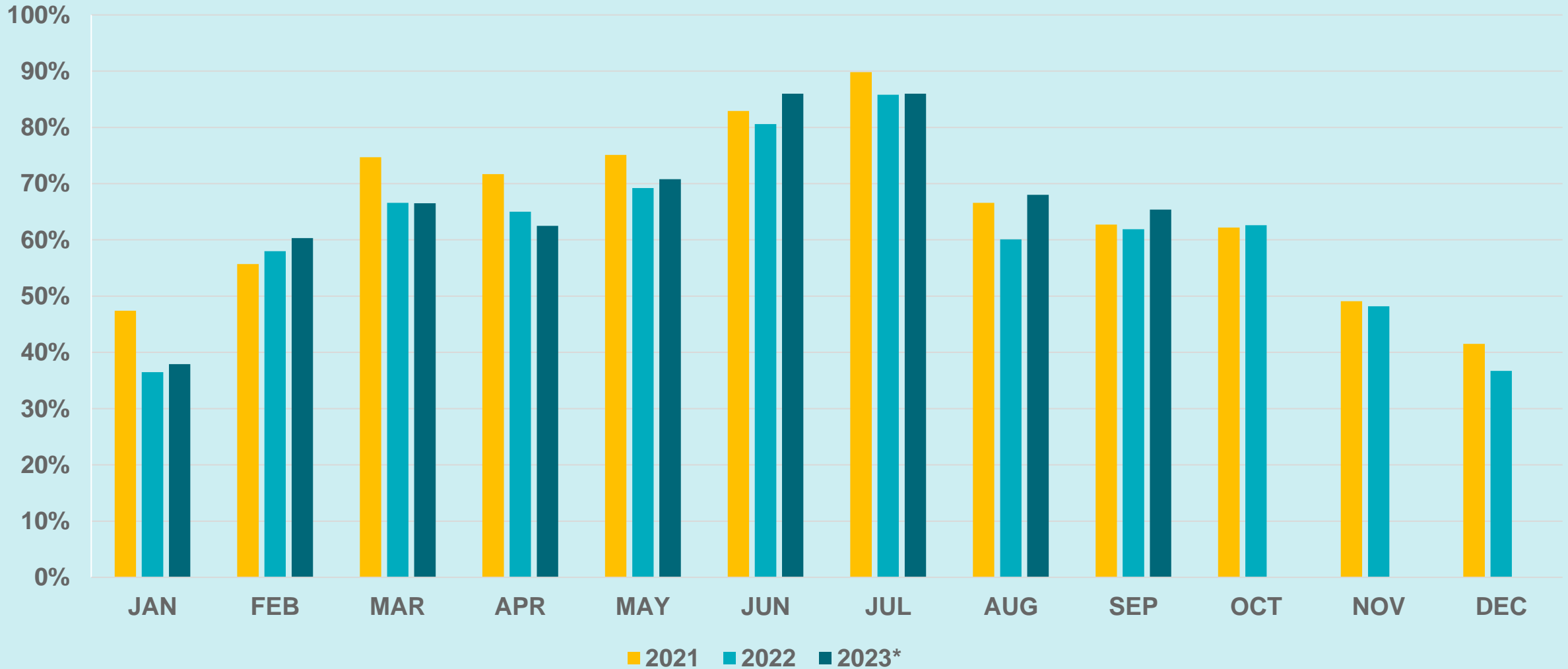
	NO. OF VISITORS	VISITOR SPENDING	RELATED JOBS	SALARIES & WAGES
2022	6.4M	\$6.6B	55K	\$2.3B
2021	6.2M	\$6.2B	52K	\$2.2B
2019*	5.3M	\$4.4B	45K	\$1.5B

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)



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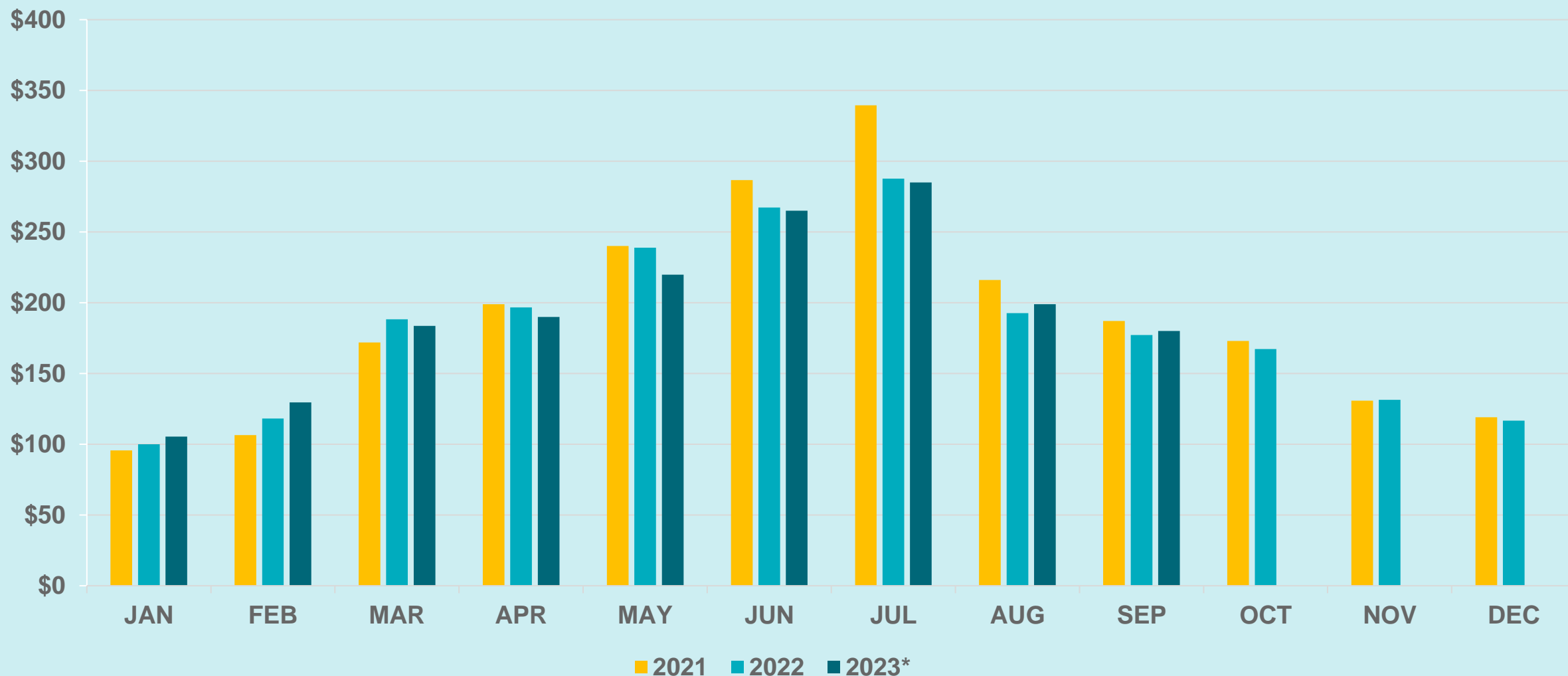
Hotel Occupancy 2021-2023

Source: Smith Travel Research, Inc.

* Key Data, LLC as Source starting June 2023



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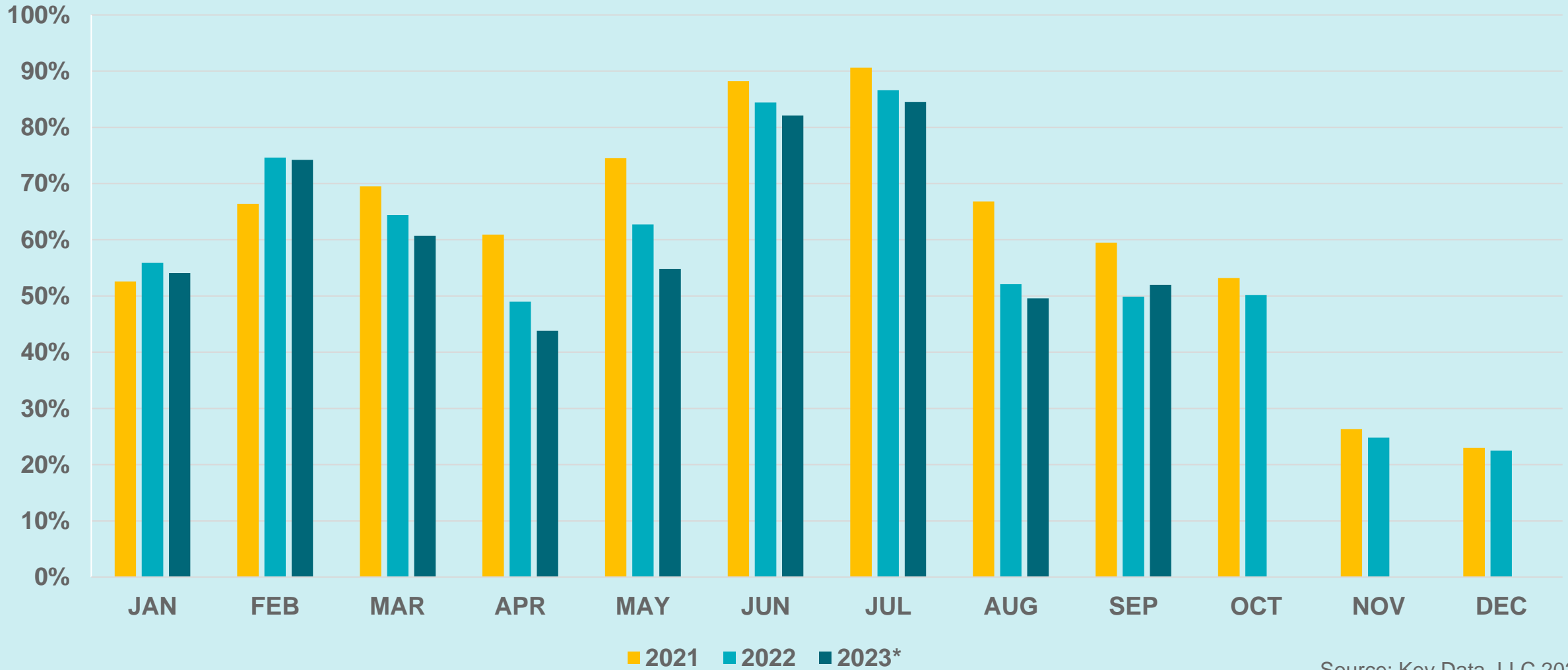
Hotel Average Daily Rate 2021-2023

Source: Smith Travel Research, Inc.

* Key Data, LLC as Source starting June 2023



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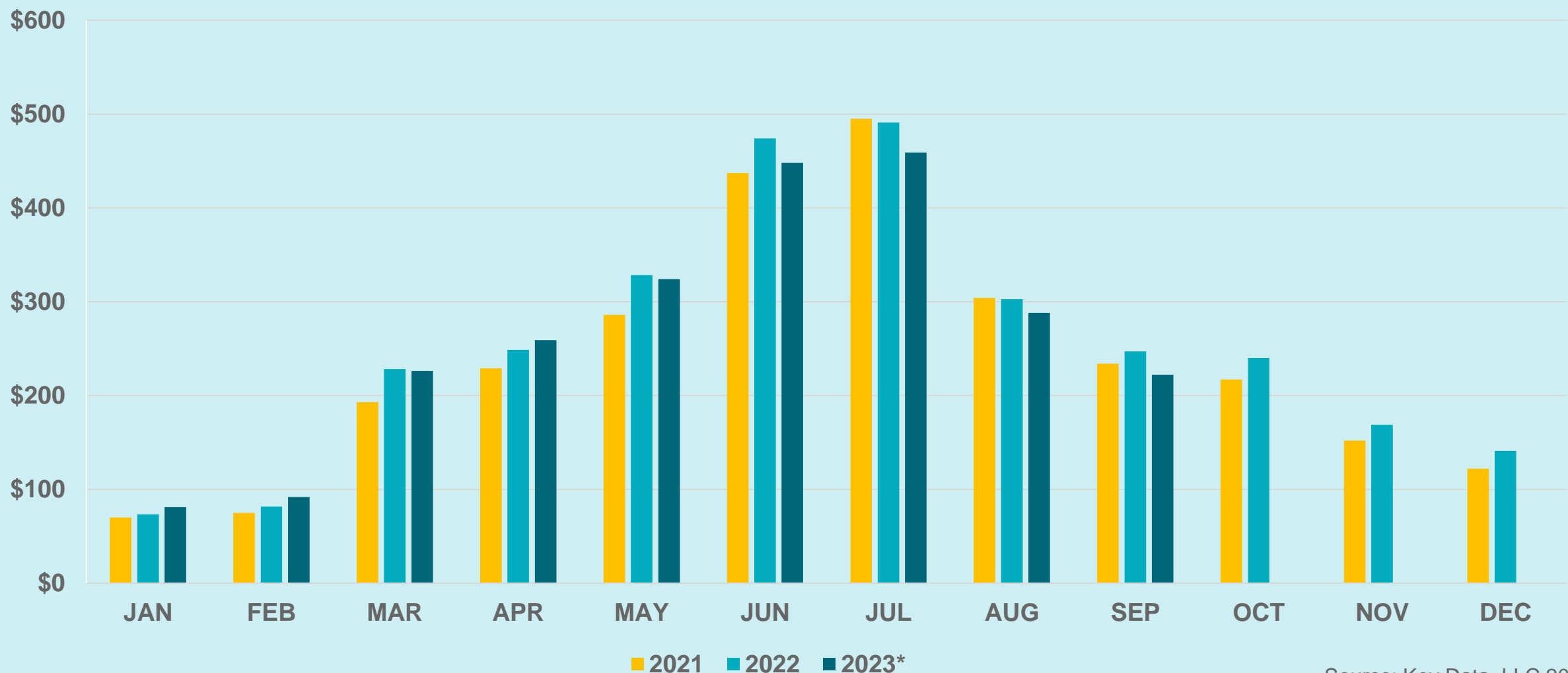
Source: Key Data, LLC 2023

Vacation Rental Occupancy

2021-2023



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Source: Key Data, LLC 2023

Vacation Rental Average Daily Rate

2021-2023



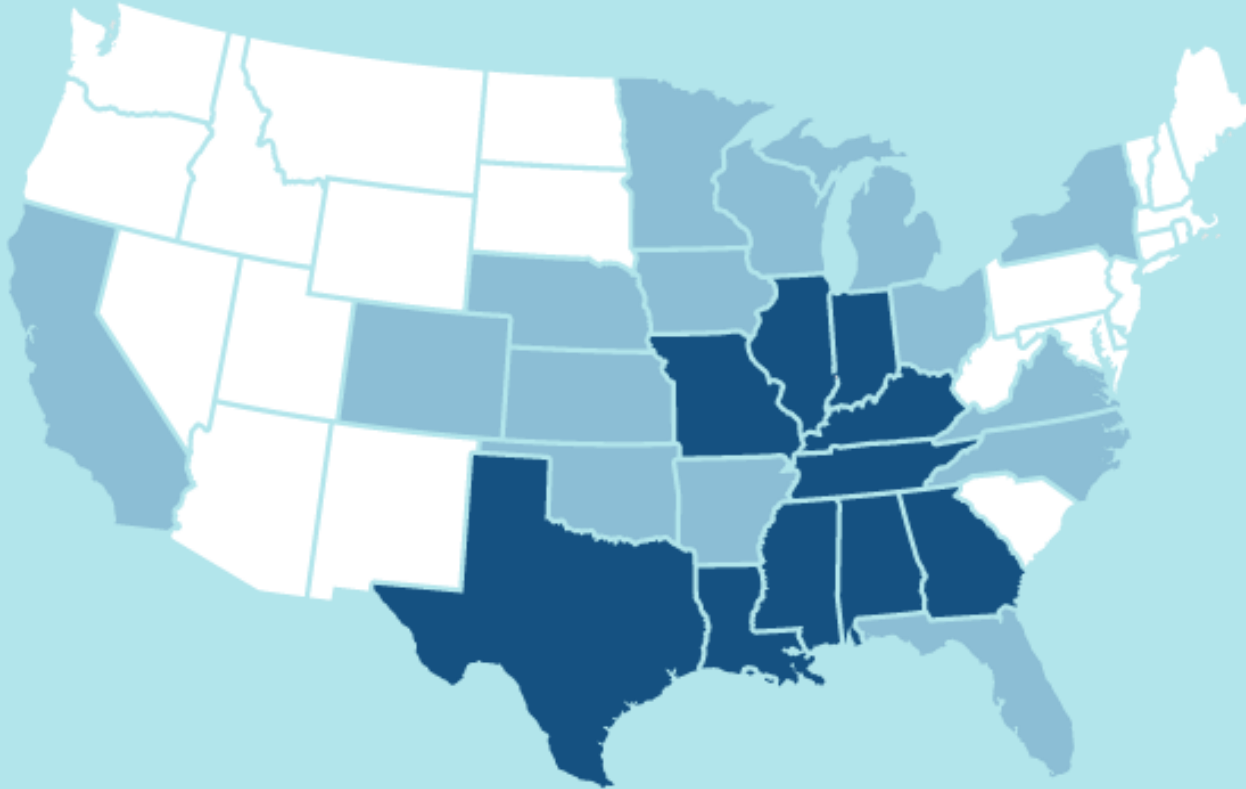
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Visitor Metrics for Alabama Beaches Destination Dashboard



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Top 25 States of Origin 2022



TOP 10 STATES

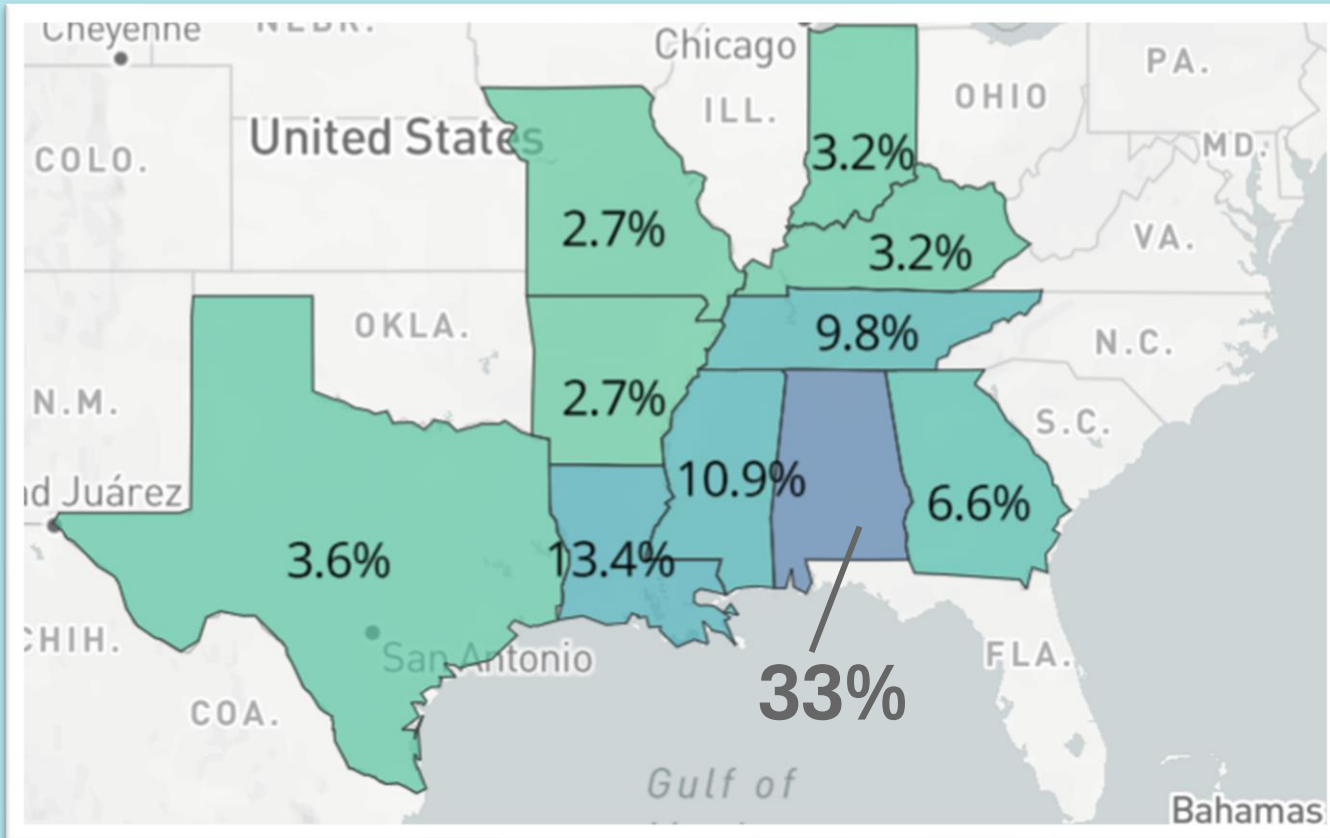
- Alabama
- Louisiana
- Tennessee
- Texas
- Mississippi
- Georgia
- Missouri
- Kentucky
- Indiana
- Illinois



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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:

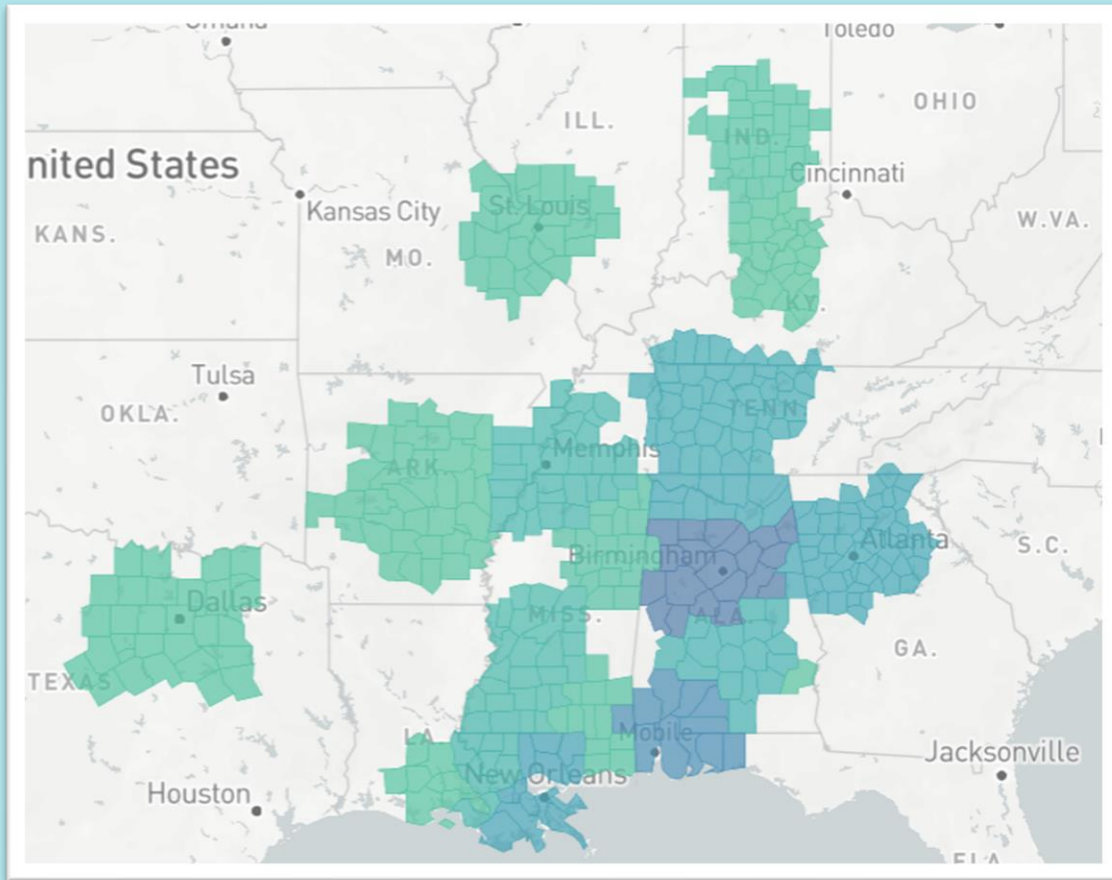
- | | |
|-------------------|-------------|
| 1. Alabama | 6. Texas |
| 2. Louisiana | 7. Kentucky |
| 3. Mississippi | 8. Indiana |
| 4. Tennessee | 9. Missouri |
| 5. Georgia | 10. Florida |



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Source: Arrivalist, 2023

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.

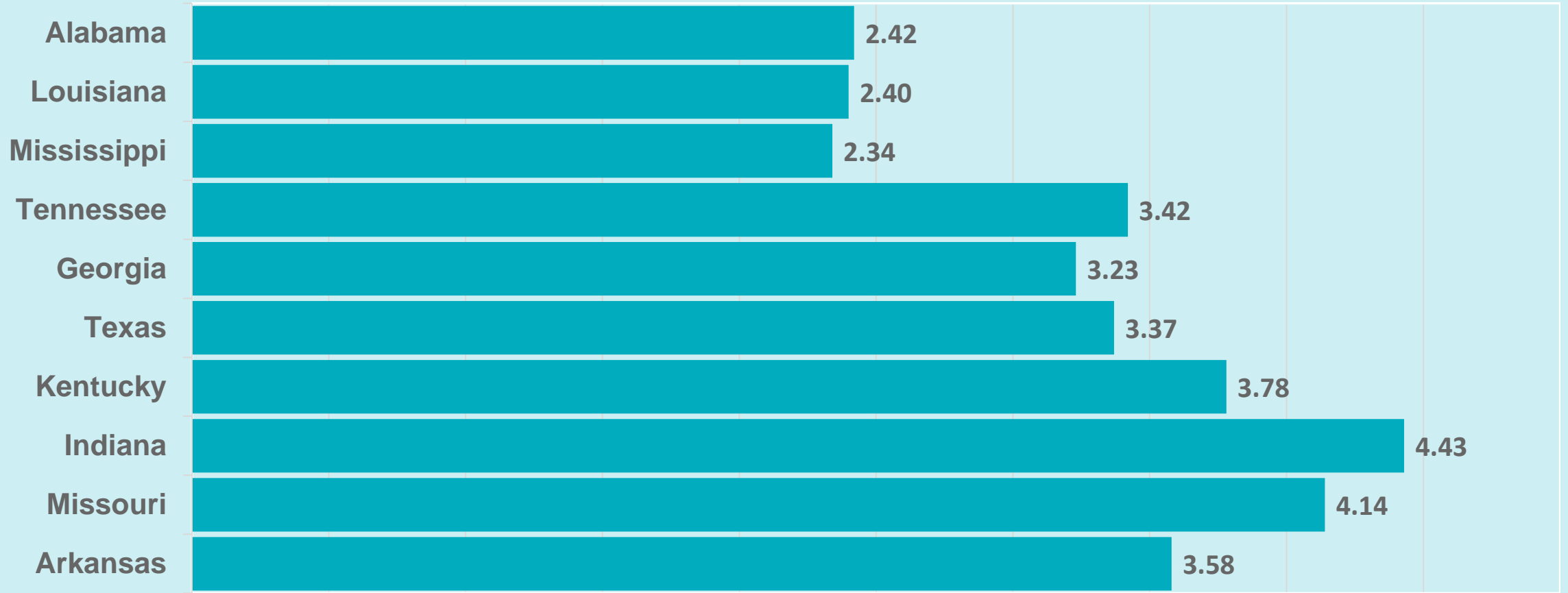
The **top ten** origin DMAS for the period by volume are:

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

Source: Arrivalist, 2023



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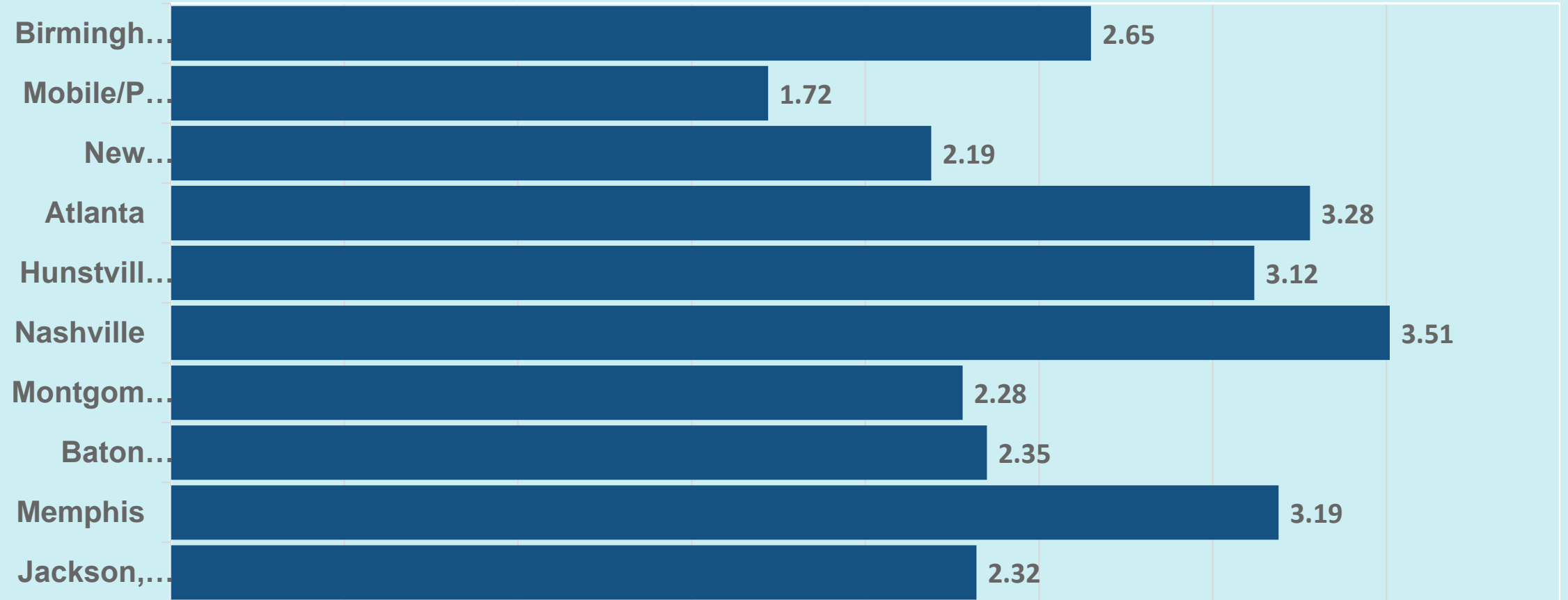


Source: Arrivalist, 2023

Average Nights in the Destination by State



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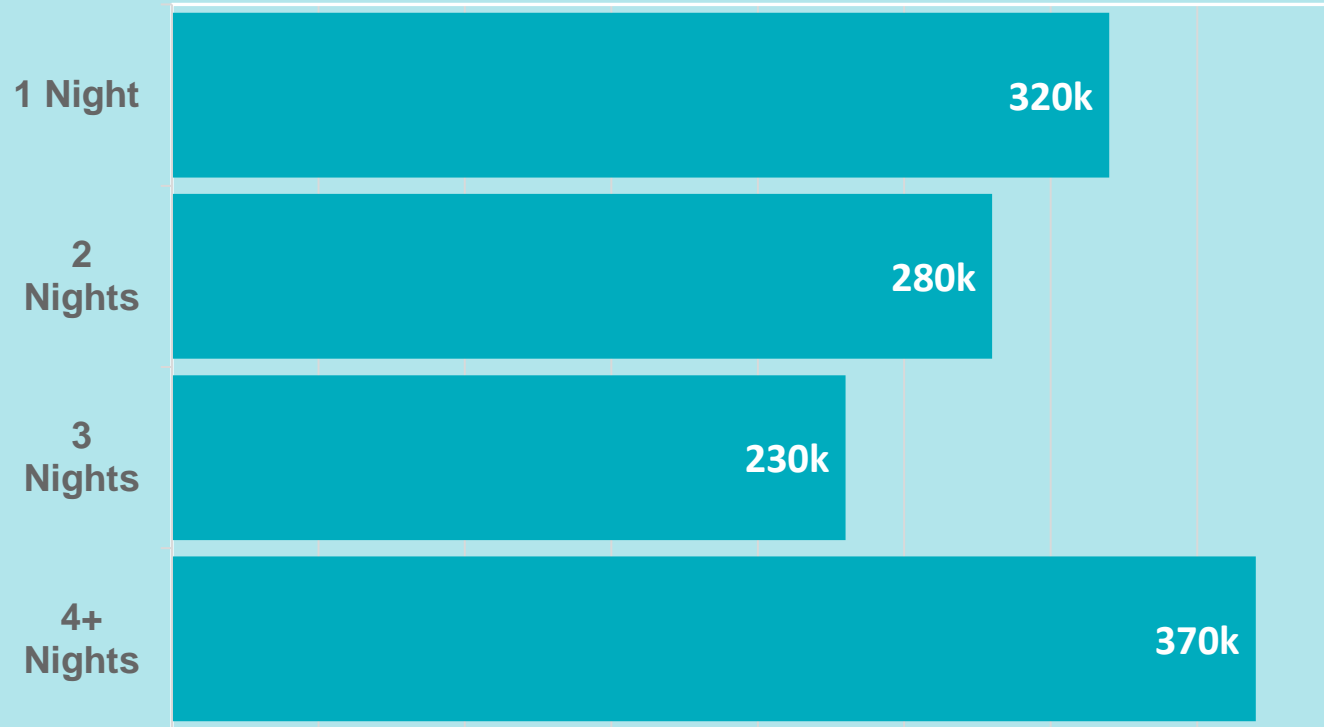
Source: Arrivalist, 2023

Average Nights in the Destination by Top Origin DMA



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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**



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Source: Arrivalist, 2023

Marketing Efforts for Alabama Beaches



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Surrounded by water.
Engulfed in Southern hospitality.



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2023 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
indulge in our coastal cuisine and discover
adventures, all in one unforgettable place.

GulfShores.com . OrangeBeach.com . 800-74

Surrounded by water.
Engulfed in flavor.



GULF SHORES & ORANGE BEACH
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GulfShores.com . OrangeBeach.com . 800-

Surrounded by water.
Engulfed in discovery.



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



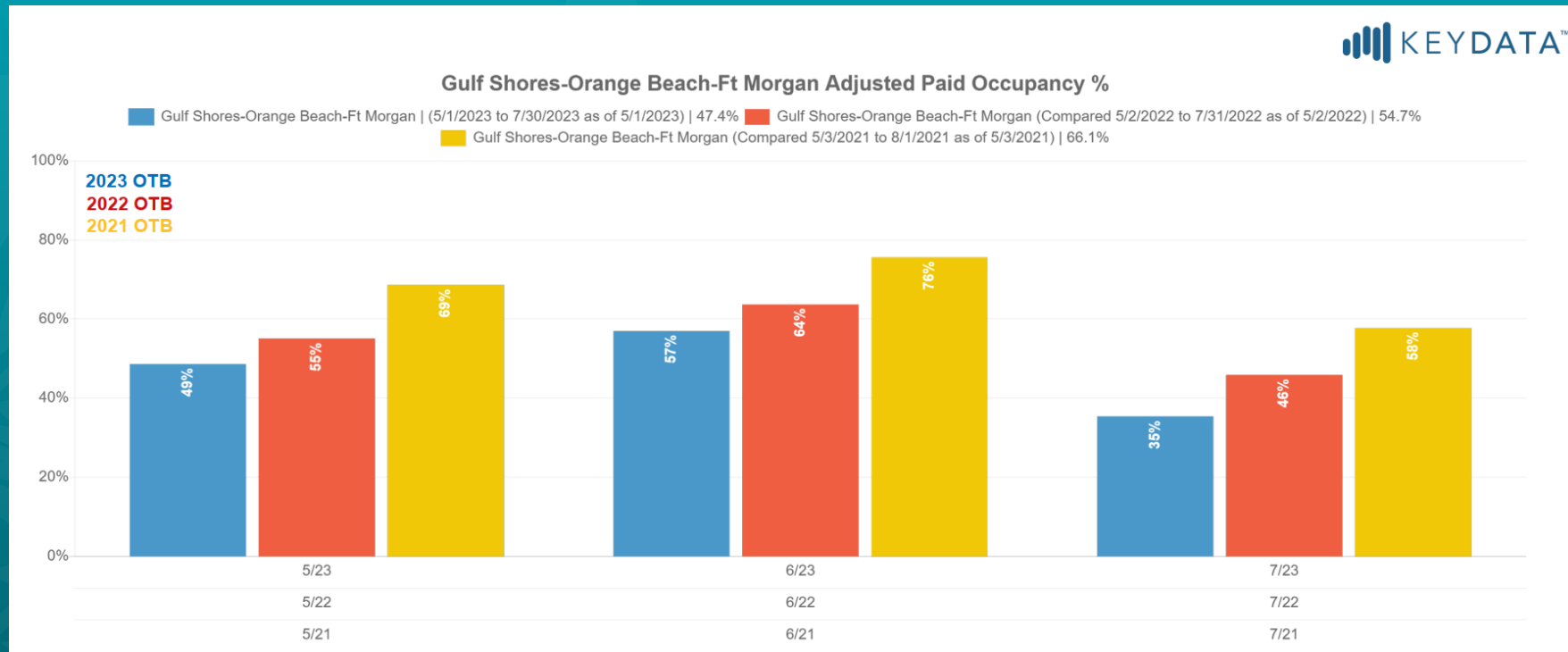
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2023 Summer Campaign

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%).



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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



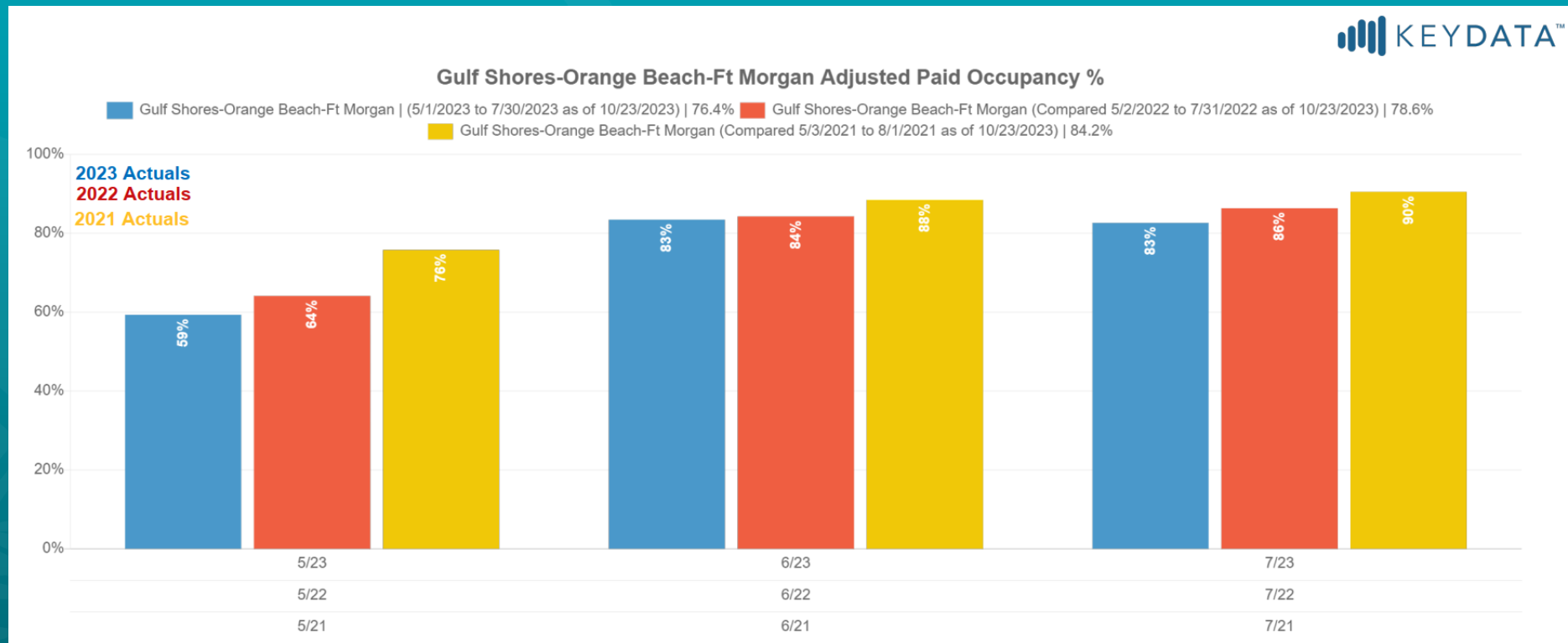
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2023 Summer Campaign

Book Today, Beach Tomorrow.

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

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



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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.



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Website Performance

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

2022 Users: 3.2M

2023 Users: 3.3M

3% Increase

2022 Sessions: 4.3M

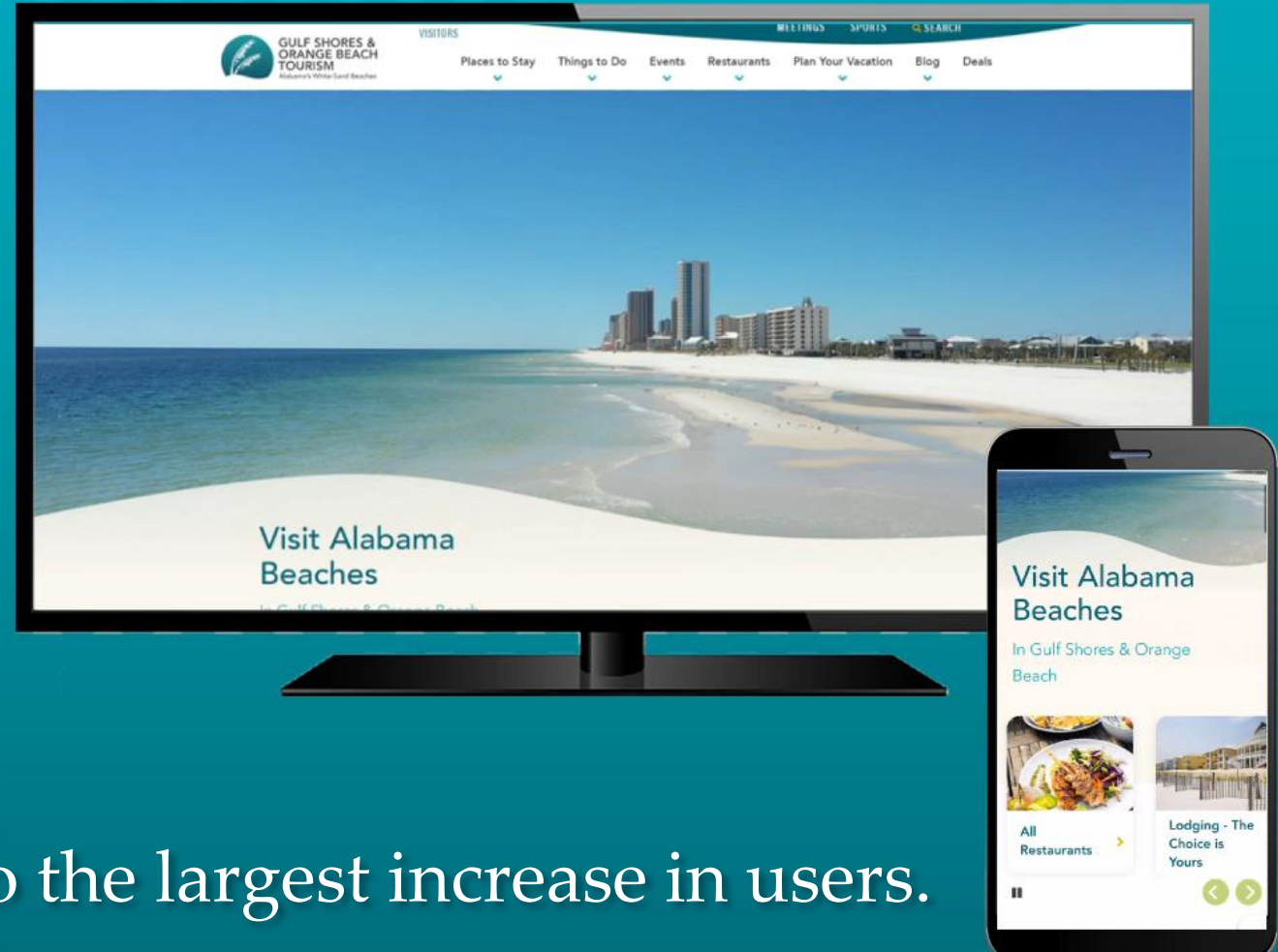
2023 Sessions: 4.9M

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

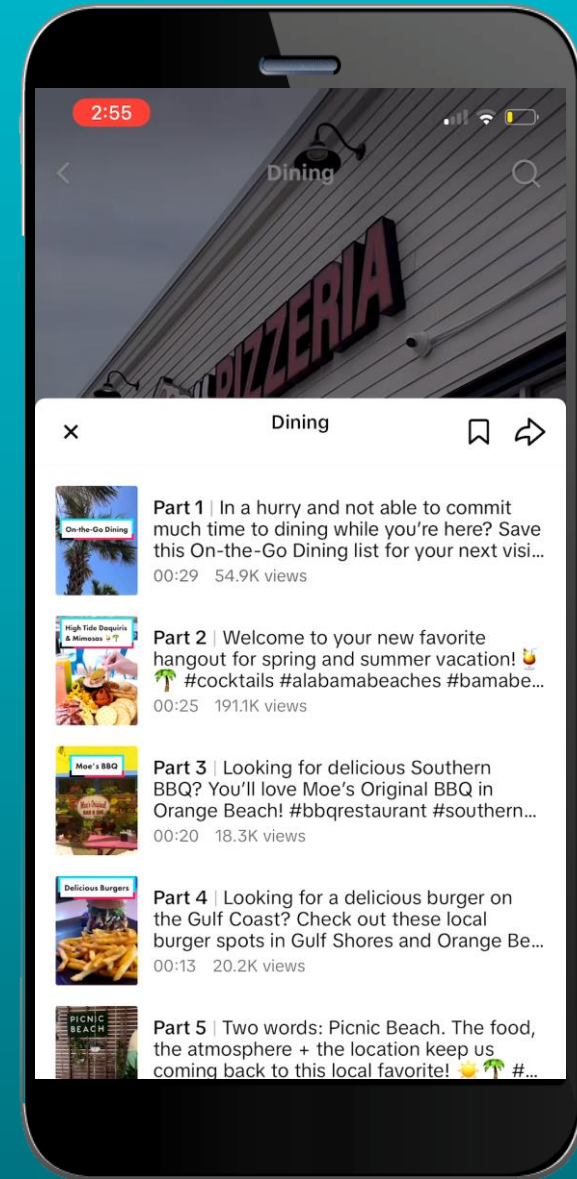
55.7K followers

345% increase

194K likes

1,054% increase

*TikTok account started in August 2022



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New & Noteworthy in Public Relations



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ALABAMA GULF COAST IN THE NEWS

**TRAVEL+
LEISURE**

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



“7 Wheelchair Accessible Beaches”

FOOD&WINE

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



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



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



**GULF SHORES &
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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”

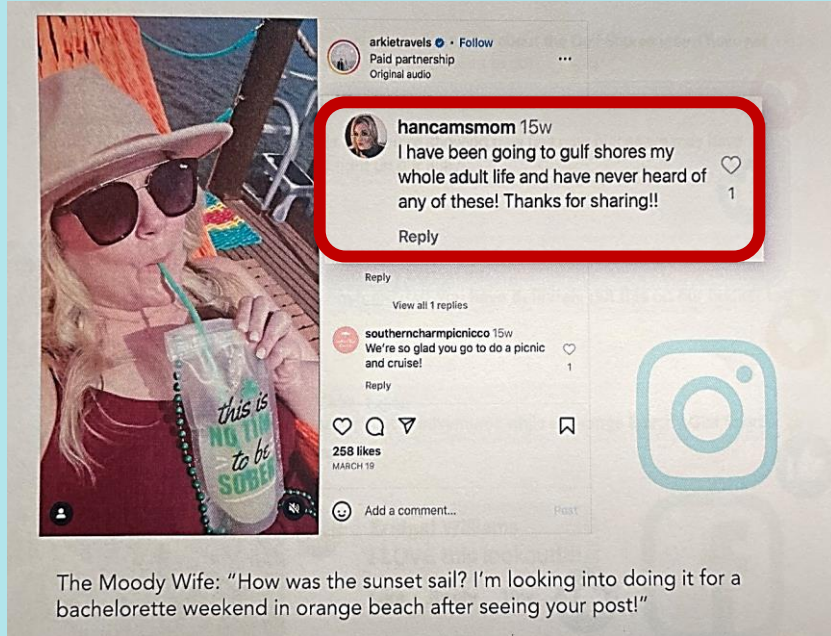


“How Collegiate Sports Tourism Drives Economic Impact in Alabama”



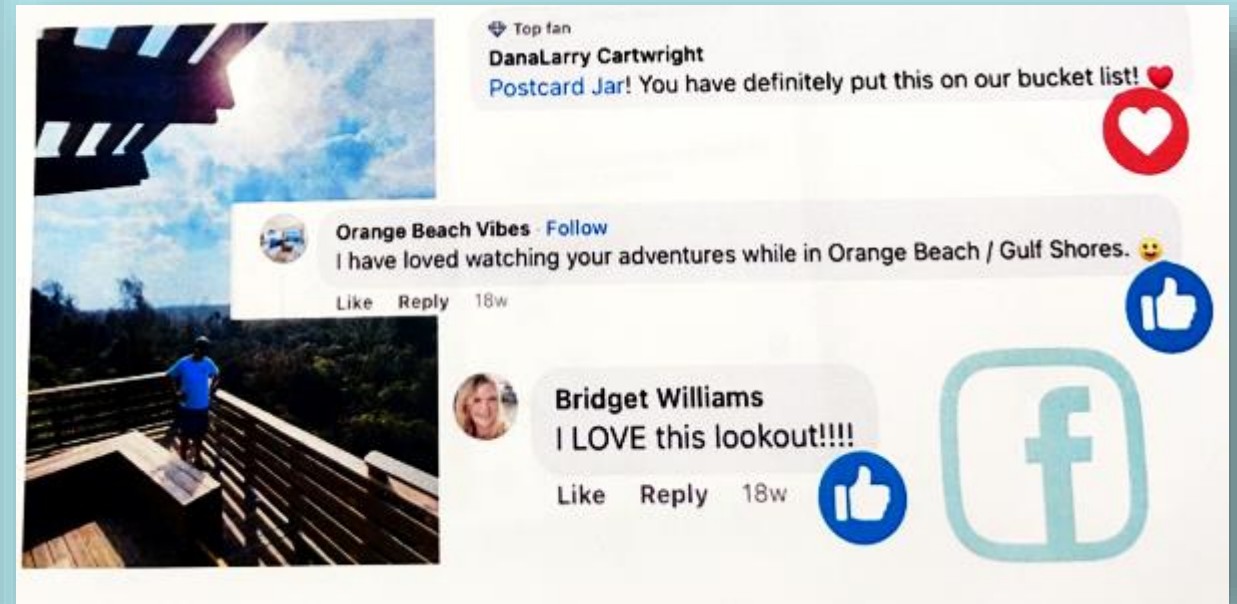
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TRAVEL BLOGGERS MAKING AN IMPACT



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TRAVEL BLOGGERS MAKING AN IMPACT



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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)



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2023 OUTDOOR WRITERS ASSOCIATION OF AMERICA ANNUAL CONFERENCE

230 outdoor journalists from across the U.S.



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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.



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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.



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Sports & Events

Room Night Overview

Season OVER Season: (June - August)

2022 Room Nights 88,552

2023 Room Nights 77,642

14% decrease

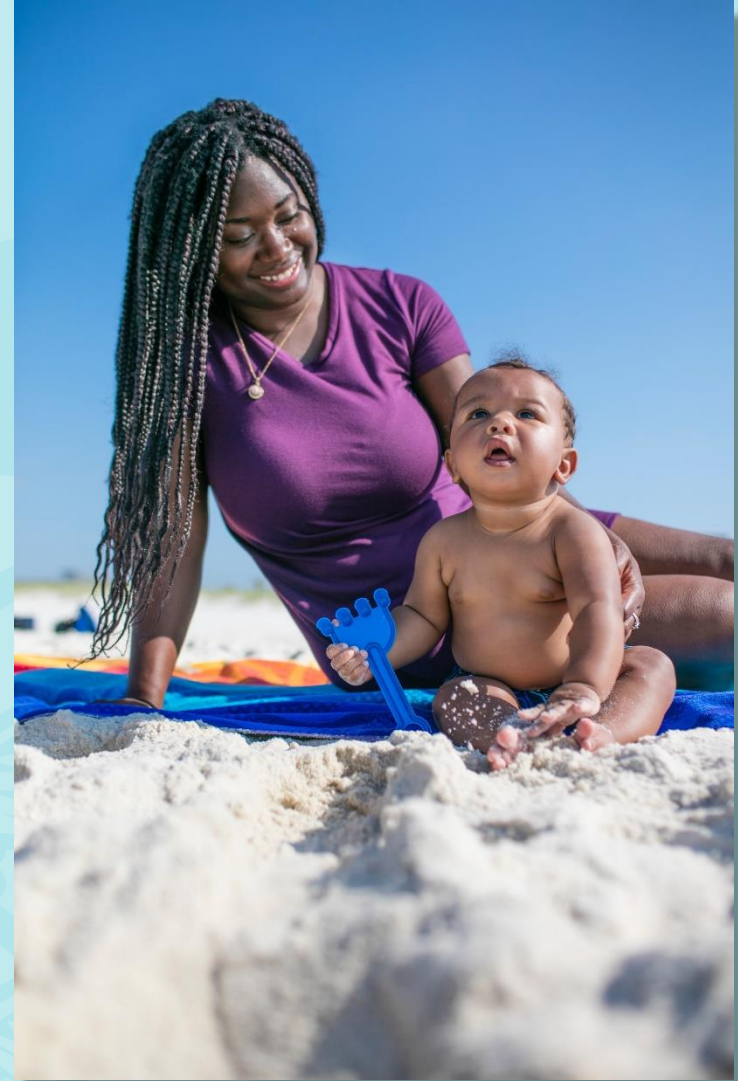
Summer sports bookings continue to show the **largest decrease** in room nights based on seasons, similar to the **17.4%** decrease in 2022 compared to 2021 for the same season (June - August).



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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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**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



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Economic Growth



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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



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What's Next



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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



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Celebrating 30 Years

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