



Tourism's Impact

Beth Gendler, President & CEO



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches



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.



**GULF SHORES &
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Alabama's White-Sand Beaches

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



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Building Brand Loyalty

Known for Our

- Welcoming Hosts
- Diverse Opportunities
- Exceptional Service



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Preserving Local Character

Essential Traits of

- Family Appeal
- Small-town Atmosphere
- Local Involvement



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Committed Local Involvement

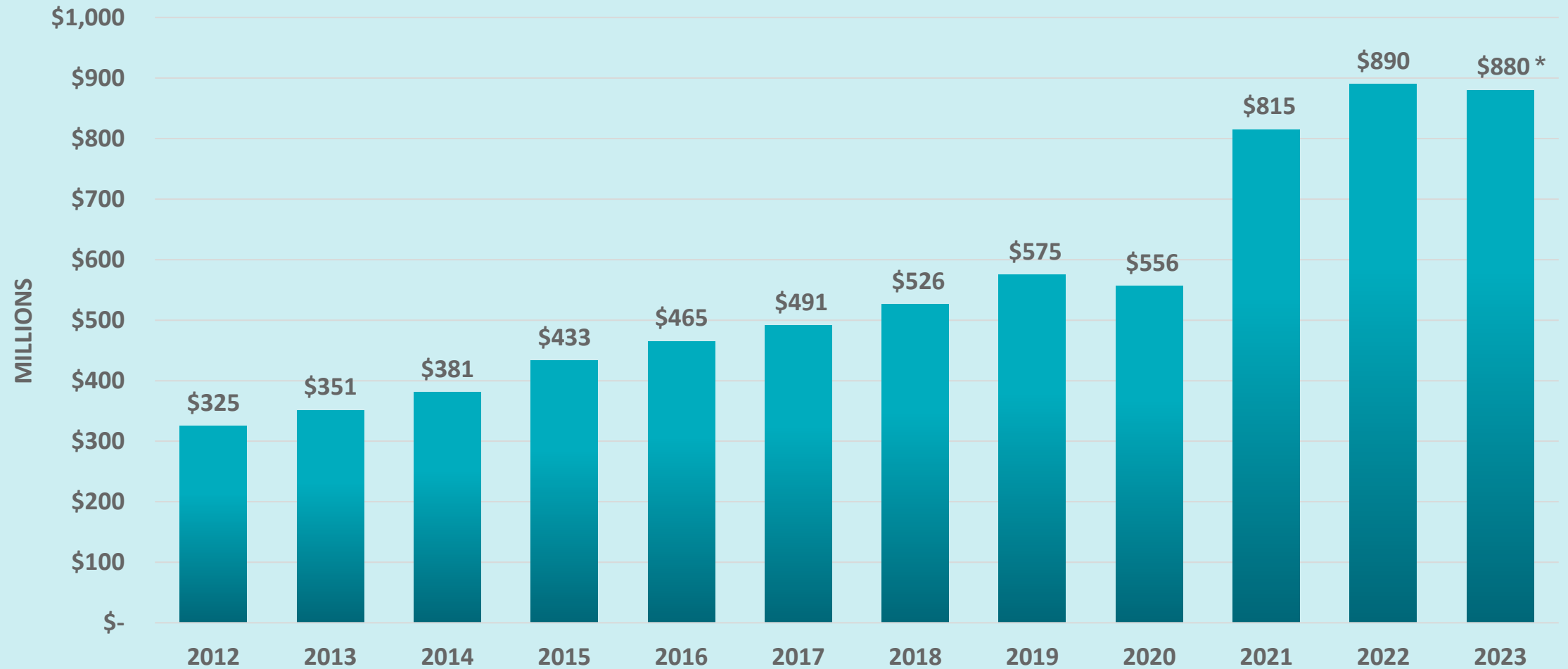
- Board of Directors
- Local Leadership
- Partner Organizations
- Industry Partners



Careful Planning & Strategic Marketing

- Research
- Outreach
- Local Investment
- Capacity





GSOB TAXABLE LODGING RENTALS

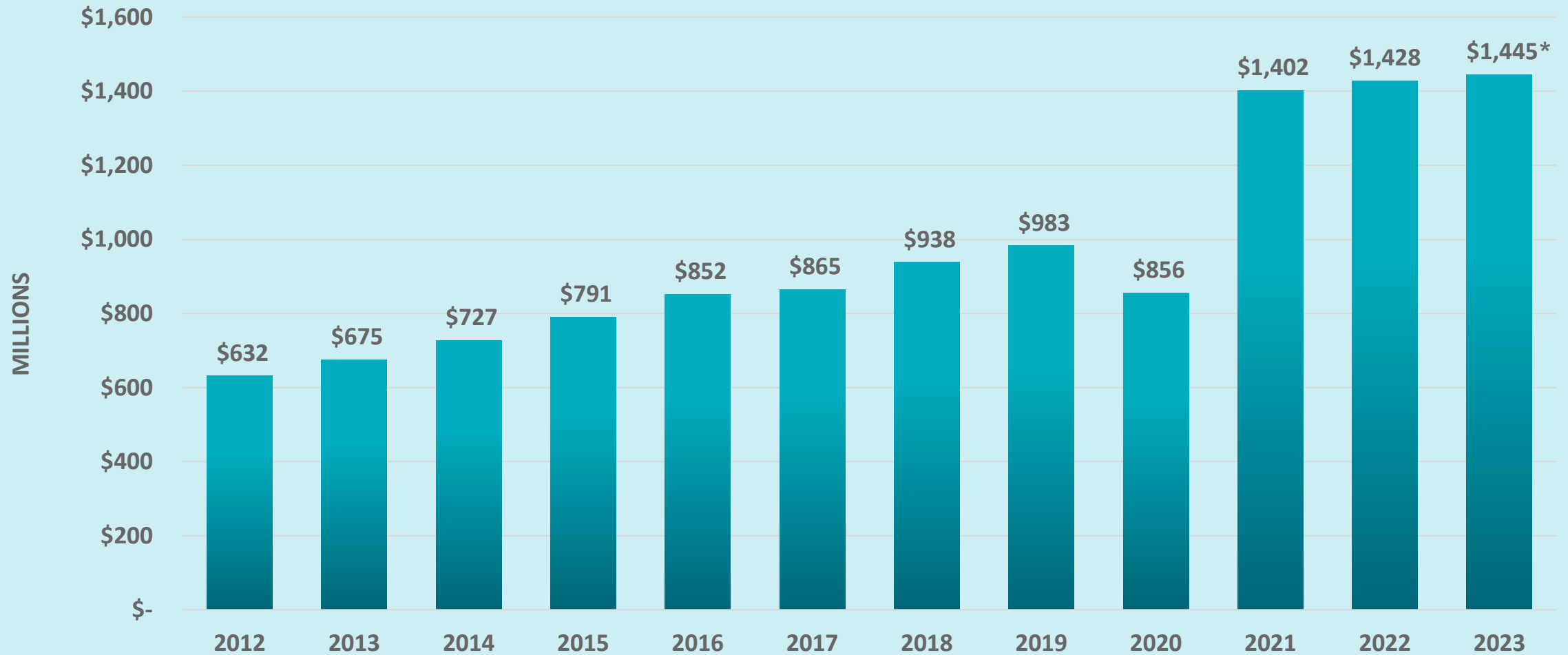
Source: Alabama Department of Revenue

*January – December 2023



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GSOB TAXABLE RETAIL SALES

Source: Municipal Revenue Departments

*January – December 2023

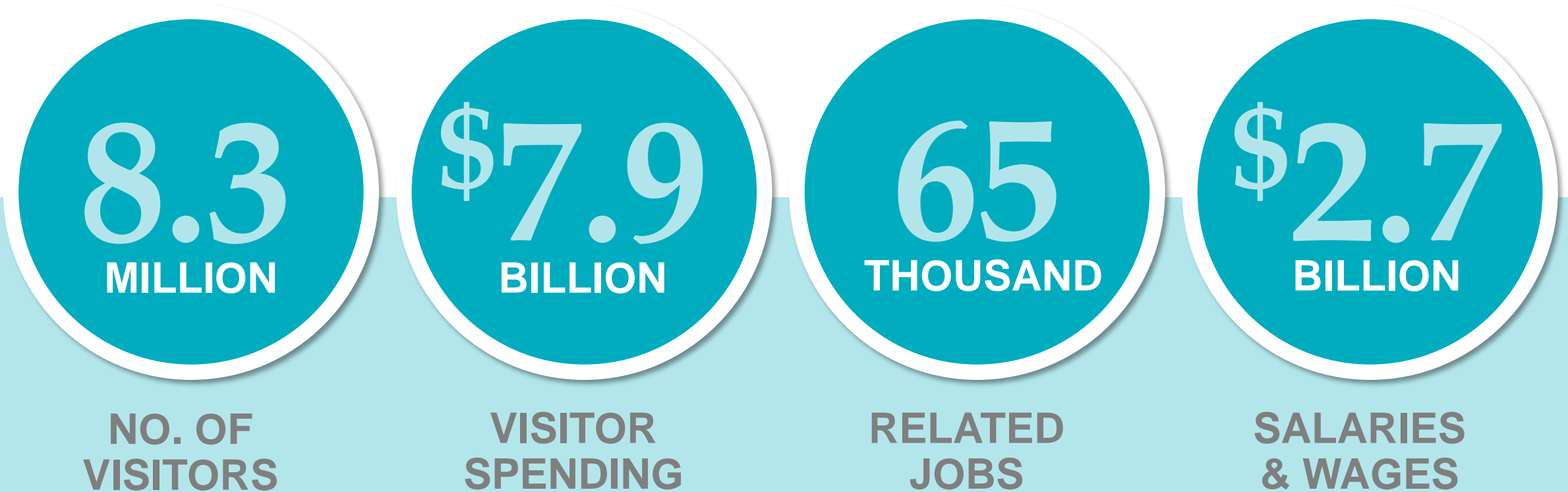


**GULF SHORES &
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Alabama's White-Sand Beaches

Economic Impact 2022

Baldwin County



Source: Alabama Department of Tourism, Economic Impact Report 2022



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Alabama's White-Sand Beaches

Economic Impact 2022

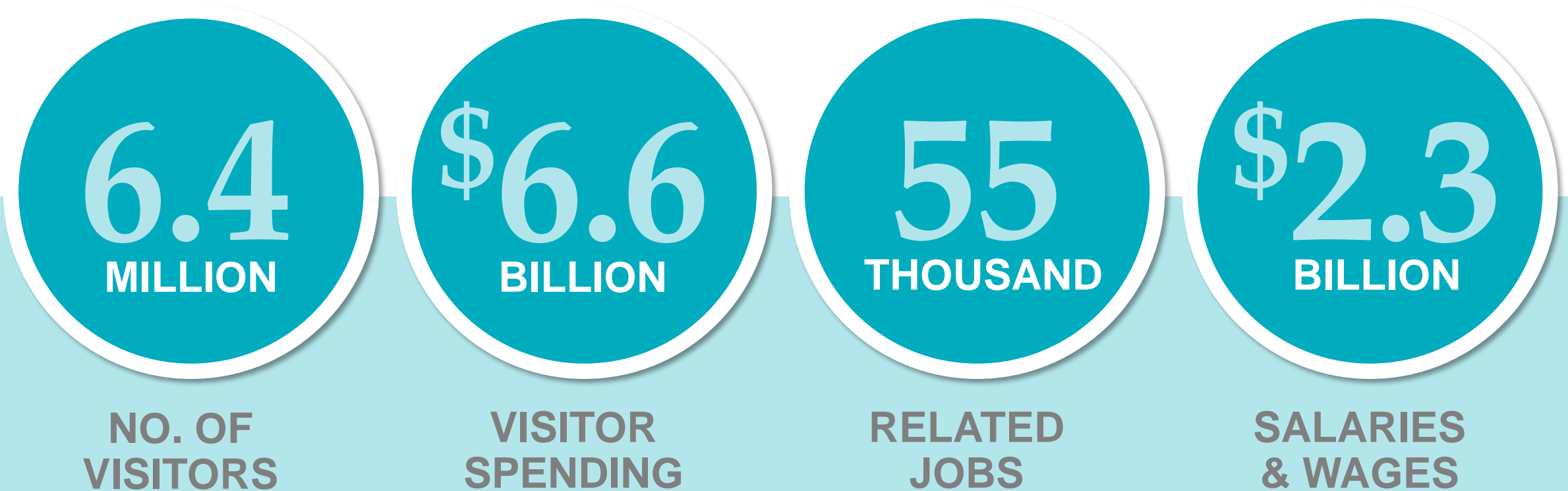
Baldwin County

	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

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*



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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

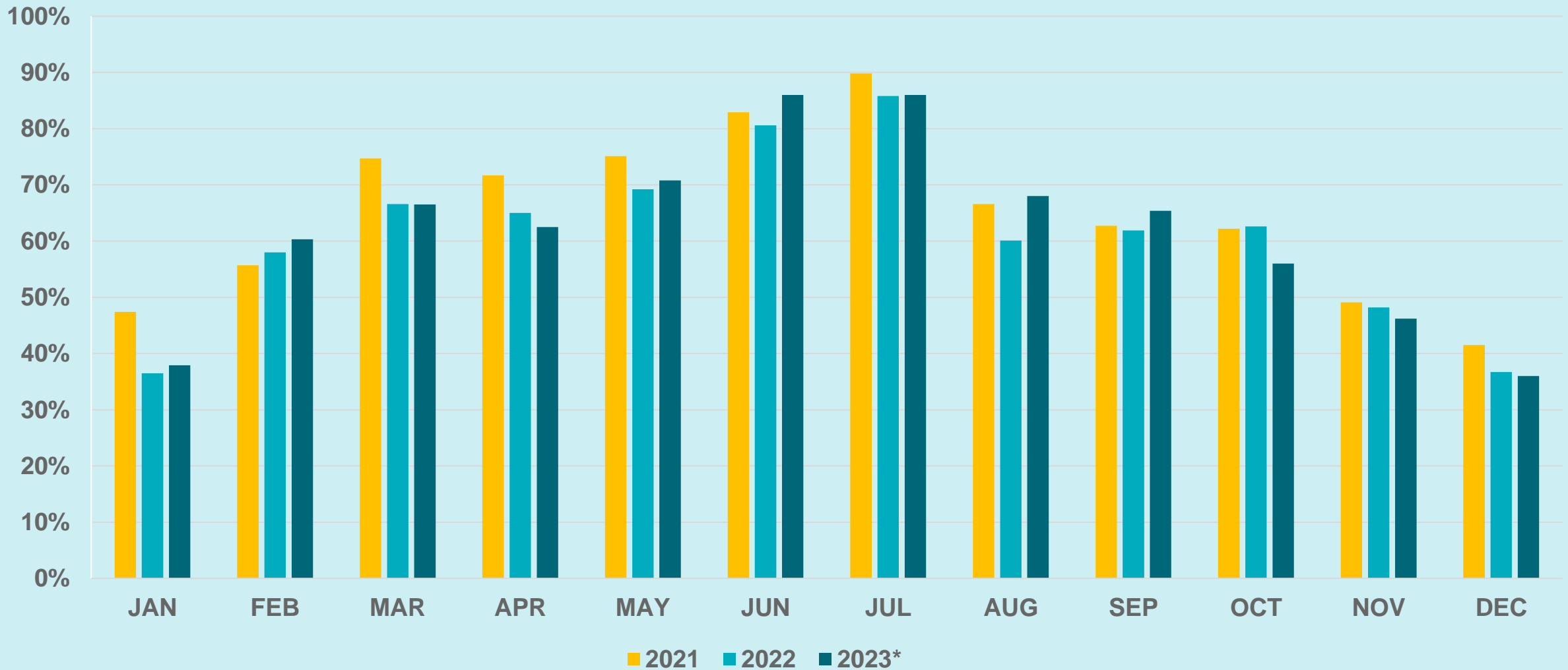
Source: Dervi, K. (2023) *The Economic Impact of Gulf Shores, Orange Beach and Fort Morgan Tourism Industry*

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



GULF SHORES &
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Alabama's White-Sand Beaches



Hotel Occupancy 2021-2023

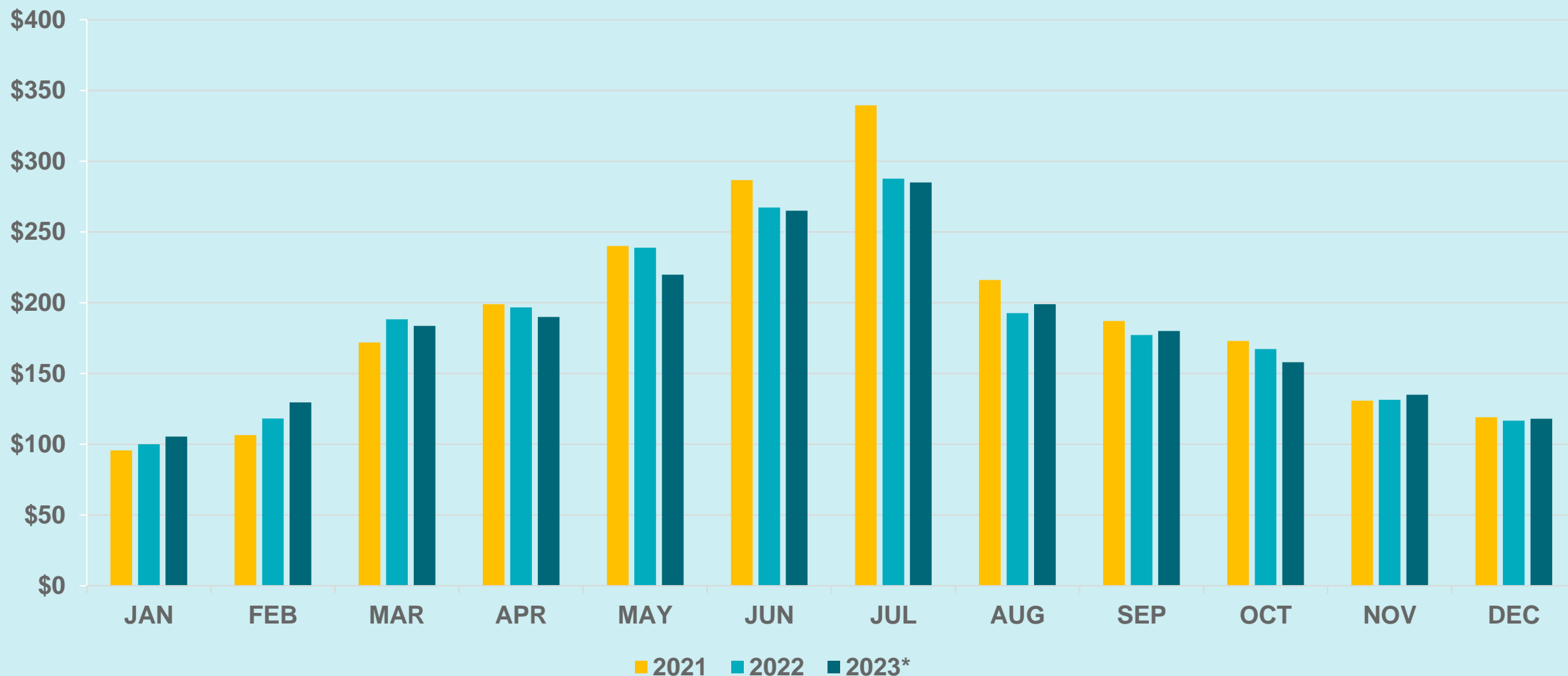
Source: Smith Travel Research, Inc.

* Key Data, LLC as Source starting June 2023



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Hotel Average Daily Rate 2021-2023

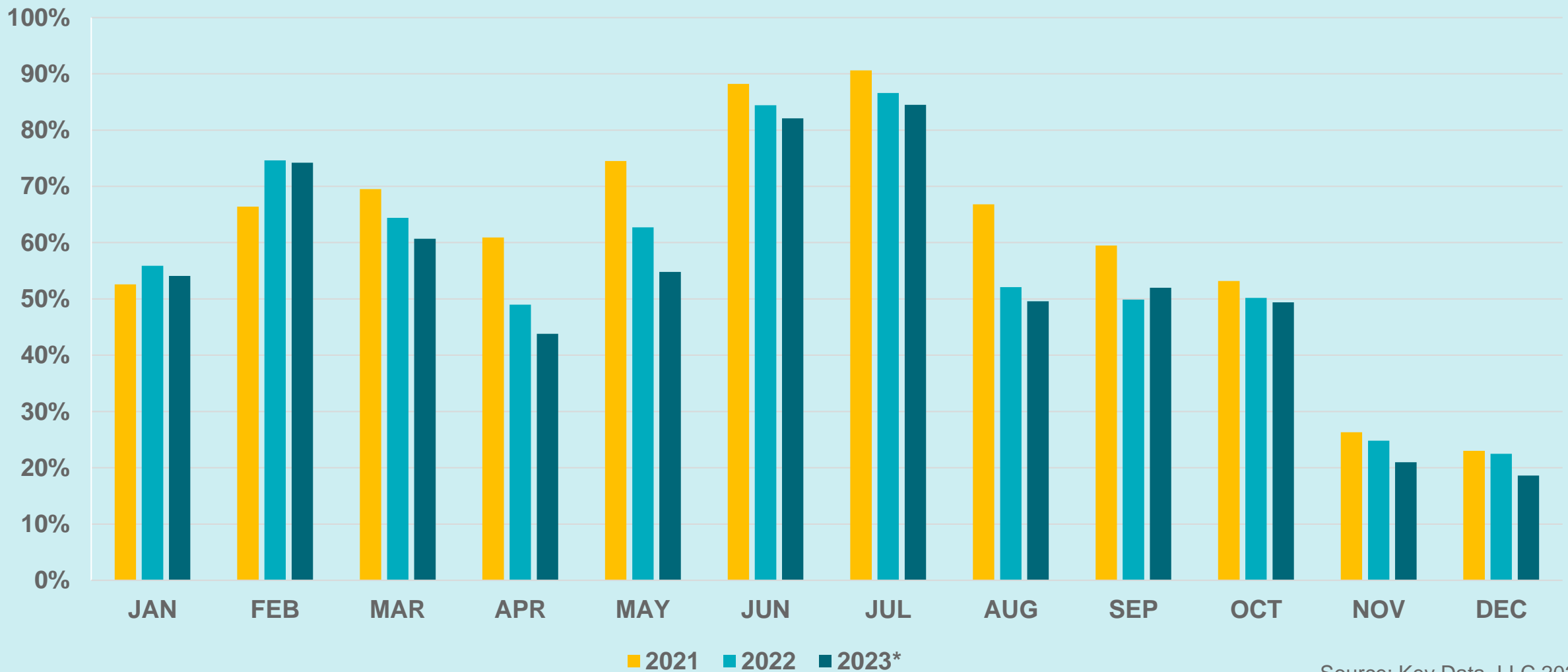
Source: Smith Travel Research, Inc.

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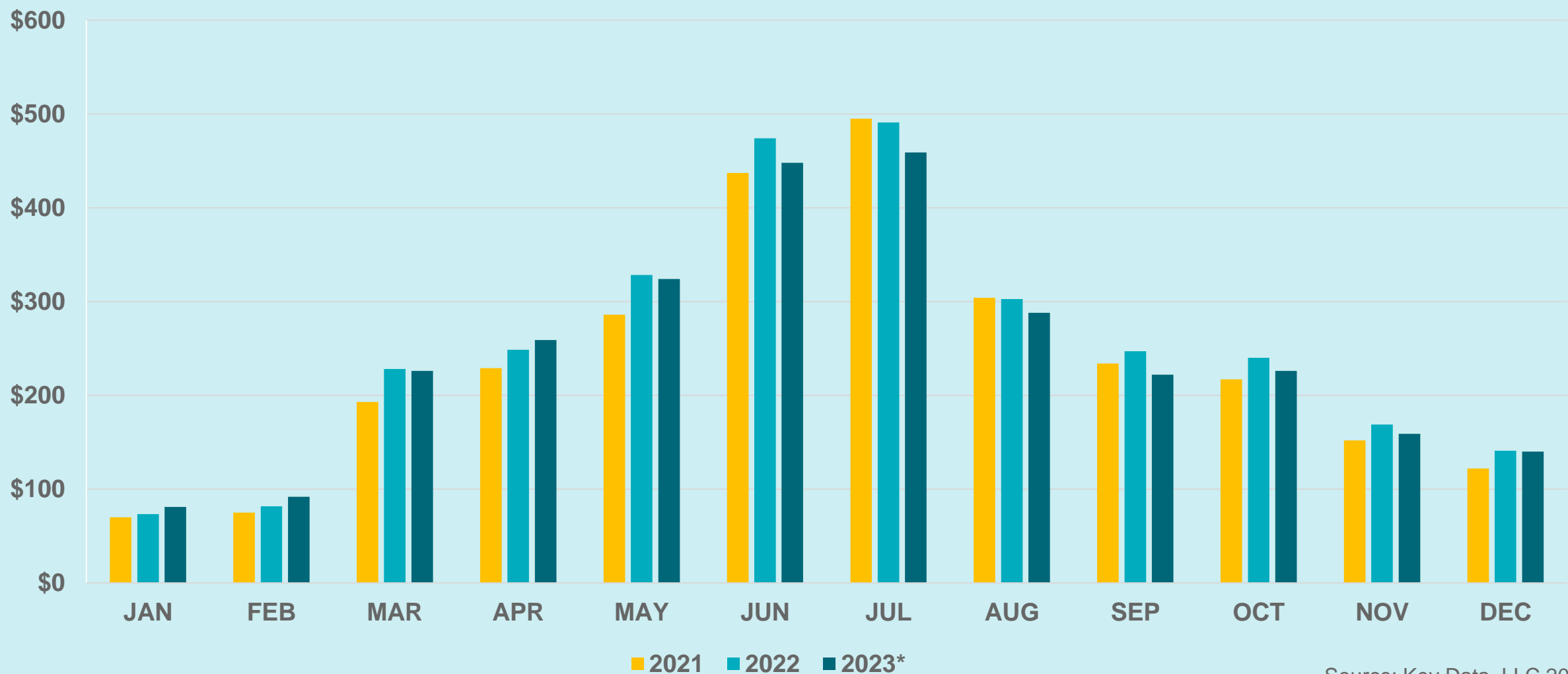
Source: Key Data, LLC 2023

Vacation Rental Occupancy

2021-2023



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Source: Key Data, LLC 2023

Vacation Rental Average Daily Rate

2021-2023



Visitor Metrics for Alabama Beaches Destination Dashboard

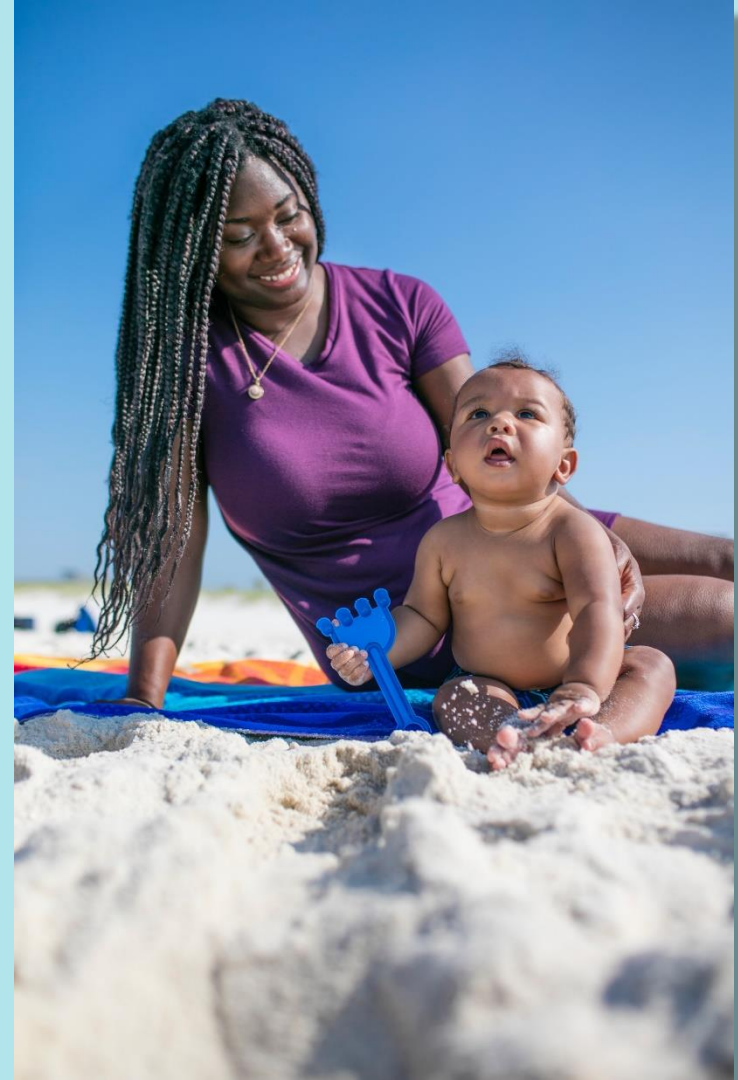


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WHILE THEY ARE HERE OUR ROLE IS KEEPING GUESTS:

- SAFE
- INFORMED
- RESPONSIBLE



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Alabama's White-Sand Beaches

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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AlabamaBeaches.com



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Through 30 Years and Beyond

Our Mission's Big Picture

- 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



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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



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Thank You!



Beth Gendler, CMP, CDME

President & CEO

Gulf Shores & Orange Beach Tourism

Gulf Shores | Orange Beach Sports & Events

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GulfShores.com | OrangeBeach.com



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