

Marketing Planning & Initiatives

Todd Walton, VP of Marketing



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

Roundtable Exercise



GULF SHORES &
ORANGE BEACH
TOURISM

Alabama's White-Sand Beaches

2023 Marketing Efforts



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Alabama's White-Sand Beaches

2023 Spring Leisure Campaign

Engulfed in...

Campaign Results:

Users: 335,073

Sessions: 399,640

Partner referrals: 38,627

Surrounded by water.
Engulfed in the moment.


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




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ORANGE BEACH
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GET YOUR FREE VACATION GUIDE 

Escape to Alabama's 32-mile island and experience a vacation like no other. Relax on sugar-white sand beaches, indulge in our coastal cuisine and reconnect with the one you love, all in one unforgettable place.

GulfShores.com . OrangeBeach.com . 877-341-2400



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Alabama's White-Sand Beaches

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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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

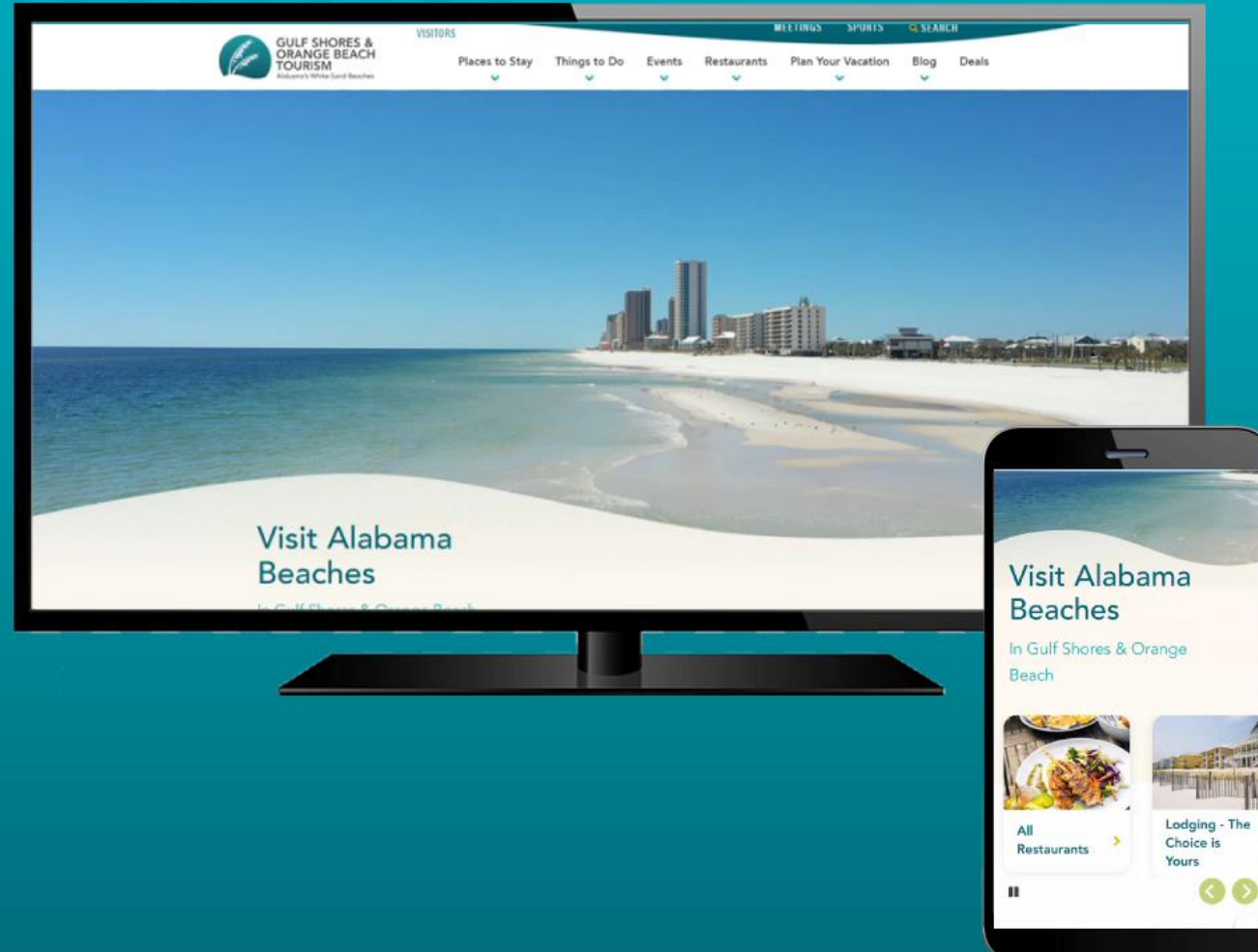
**Localhood* stories account started in January 2023.



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Website Performance

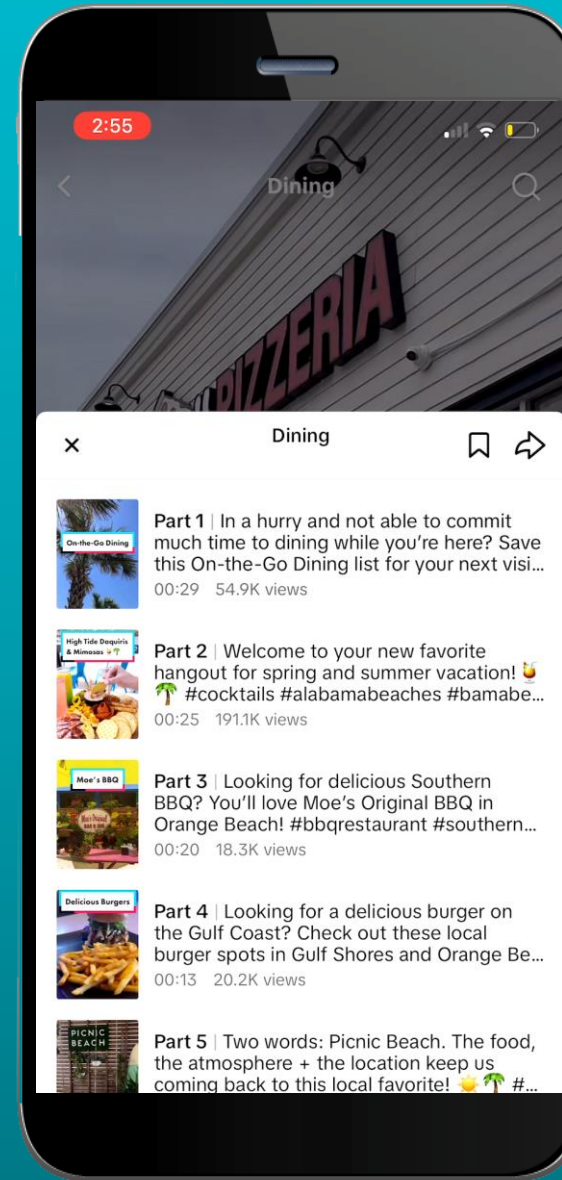


Display advertising contributed to the largest increase in users.



TikTok

Inspiring Vacations



*TikTok account started in August 2022



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Social Media

Facebook:

Impressions: 135,850,739 (**up 4%** from 130,622,392 in 2022)

Engagements: 4,175,010 (**up 7%** from 3,897,744 in 2022)

FB Live views: 10,293,356 (**up 2%** from 10,146,268 in 2022)

Instagram:

Impressions: 11,193,353 (**up 37%** from 8,137,325 in 2022)

Engagements: 108,288 (**up 5%** from 103,596 in 2022)

Reels views: 1,123,104 (**up 35%** from 829,186 in 2022)

TikTok:

Engagements: 202,795 (**up 965%** from 19,029 in 2022)

Video views: 10,729,301 (**up 3,494%** from 298,470 in 2022)



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Noteworthy 2023 PR

- 248 Articles Generated
- Total Circulation = 2.4 BILLION
- 435 Press Trips Hosted
- 80+ Journalist Visits



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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”



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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”



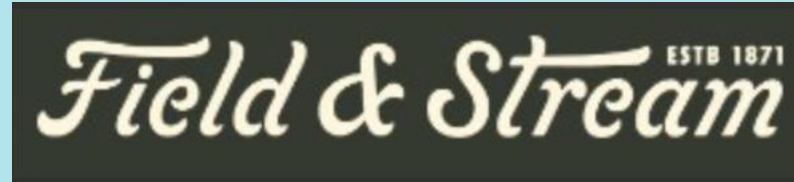
“How Collegiate Sports Tourism Drives Economic Impact in Alabama”



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ALABAMA GULF COAST IN THE NEWS



Jack Crevalle: Fishing for the Poor Man's GT

A look at how to spot, hook, land, and eat crevalle jack through the eyes of a first-timer traveling to the Alabama Coast



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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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Alabama's White-Sand Beaches

Marketing Efforts for Alabama Beaches 2024



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HOW?

Inspiration

Aspiration

Emotional Connection

...and a bit of fun!



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2024 Strategic Roadmap

Vision

The mission of the Convention and Visitors Bureau 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.

Mission

The Convention and Visitors Bureau will provide a leadership role in supporting and promoting the Alabama Gulf Coast as a year-round destination through a collective vision designed to provide economic prosperity and a better quality of life for residents and visitors.

Integrity

KEY INITIATIVES

- Transparency in strategy and reporting
- Supporting documents that show accomplishment of our vision and mission
- Community education of the CVB effort's impact on quality of life
- Support Leave Only Footprints and Beach Safety

KEY TARGETS

- Transparent marketing performance dashboards and reports completed by 2/1/24
- Annual highlight reel, and partner webinars
- NTTW advocacy initiative
- Increase share of website users viewing Leave Only Footprints and Beach Safety content by 2.5%

365

KEY INITIATIVES

- Prioritize economic sustainability via year round demand generation
- Enhancing marketing exposure beyond beaches to other key destination pillars
- Identify niche audience opportunities
- Elevate promotion of special events

KEY TARGETS

- Decrease occupancy gap, as a percentage, to peak months by 2.5%
- Increase share of website users who engage in specified "beyond beaches" content by 5%
- Increase share of website users viewing event pages by 3.5%

Brand

KEY INITIATIVES

- Elevate the brand profile
- Establish core brand position and values
- Accomplish aspirational, inspirational and emotional connection though leveled up creative/messaging
- Include reference to each municipality in brand efforts

KEY TARGETS

- Improve brand awareness by 5% YoY across all target markets
- Core brand position exercise completed in Q1
- New core creative campaign messaging completed and launched in Q2
- Ensure municipalities are represented in key marketing assets/SEO

Growth

KEY INITIATIVES

- Loyalty and retention of current visitors
- Develop opportunity markets
- Increase in overall length of stay

KEY TARGETS

- Maintain YoY percentage of people who visit again within 2 years
- Increase share of website users from growth markets by 10%
- Increase actual visitation from growth markets by 3.5%
- Increase length of stay by 7.5% (offset by similar destination annual trends)

Alabama Beaches (AlabamaBeaches.com)



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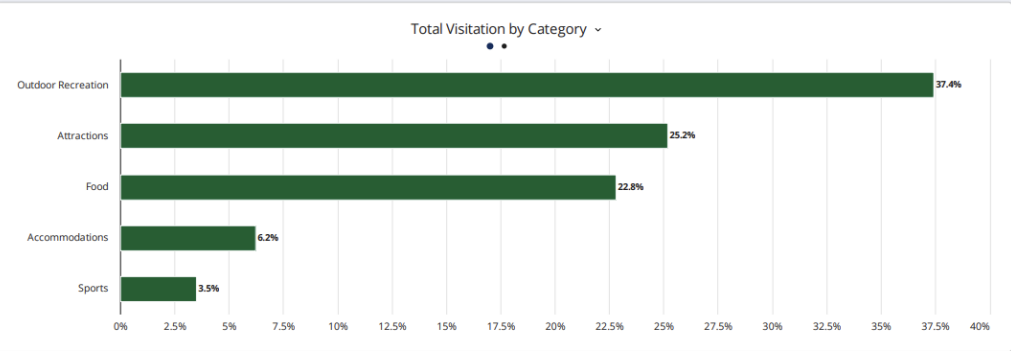
Search Engine Marketing Plan



- **COMBINED** = Captures both organic and paid traffic to our website for the **BEST** results

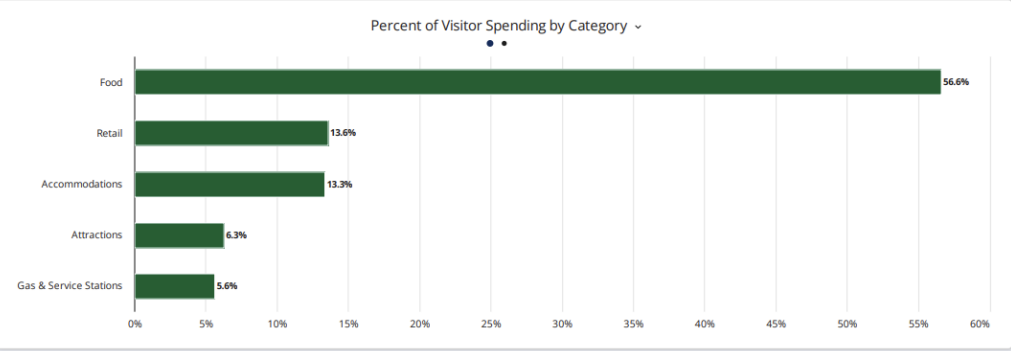


Data-Driven Advertising & Marketing Plans



How are visitors contributing to your destination's economy?

Source: Zartico Spend Data. Note: The insight on the left is the average visitor spend per cardholder, while the insight on the right shows % of total spending in each category (click to drill into each category). The bottom insights provide the percentage of total spend at restaurants and retail that is contributed by visitors (vs. residents).



Average Visitor Spend

\$279

-6% change \$296 prev. year

% of Spend at Restaurants Contributed by Visitors

87%

-1% Versus 88% LY - Restaurant Share of Visitor Spending

% of Spend at Retail Contributed by Visitors

67.8%

1% Versus 67.2% LY - Retail Share of Visitor Spending

Sample Size Reference

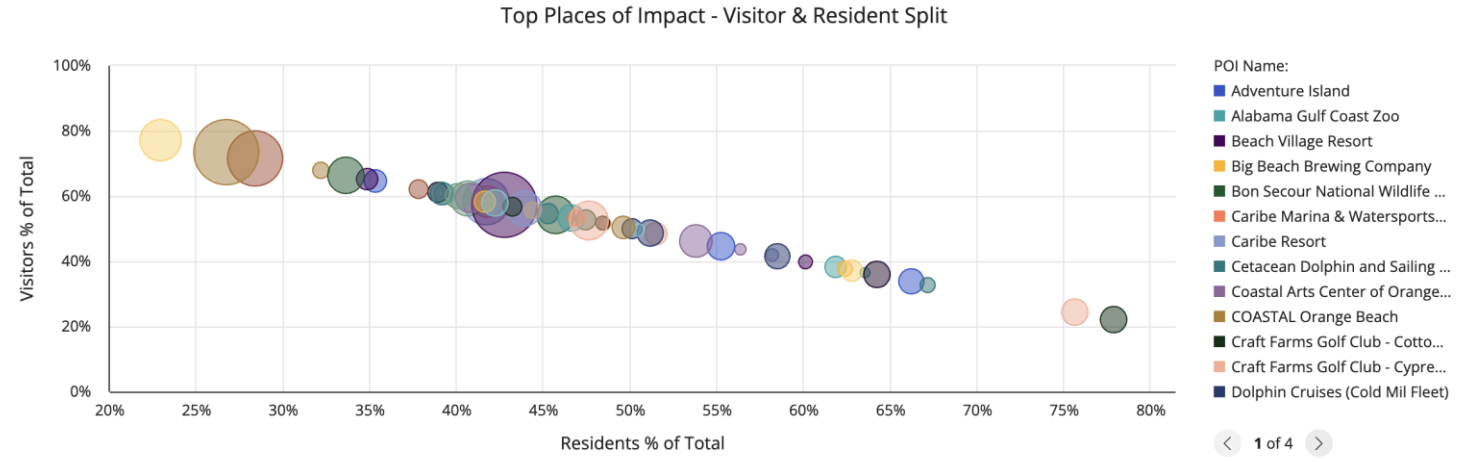
These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directional, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data.

Visitor Device Count Sample Size

456,734

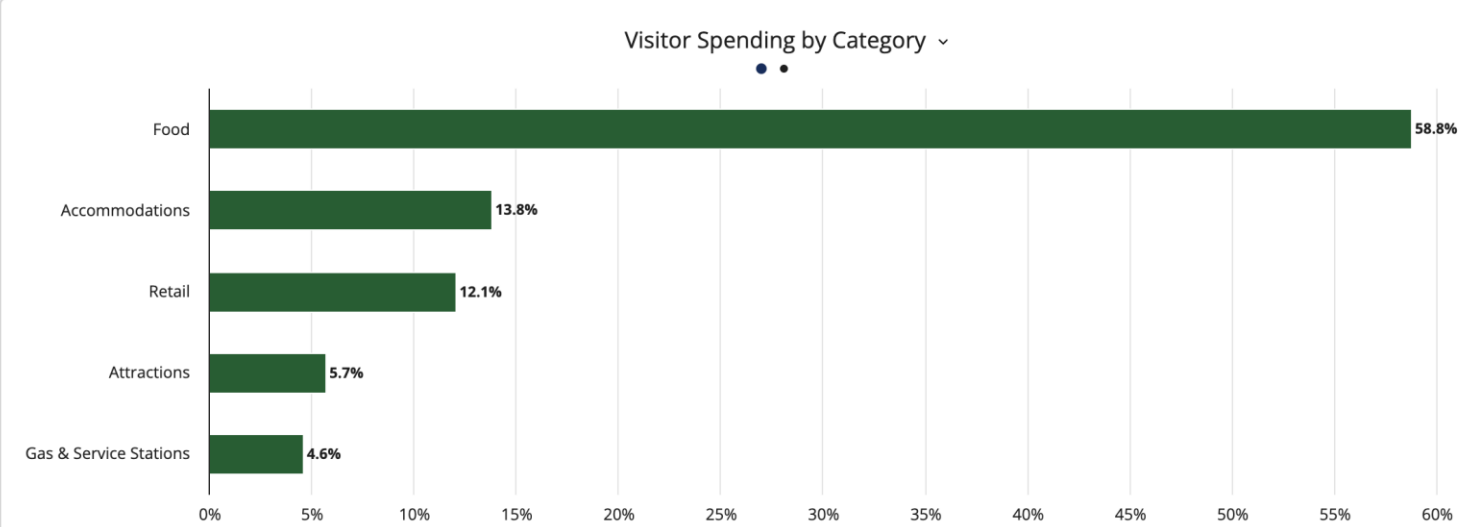
Visitor Cardholder Count Sample Size

121,066



What are your visitors spending money on in your destination?

Source: Zartico Spend Data. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies & tour operations. Avg. Visitor Spending will not appear for a Category where there are 10 or less cardholders based on the filters selected. Tip: Click into a Category to see what merchant categories visitors are spending on within that Category.



ACCOMODATION BOOKING

Online booking functionality
added to AlabamaBeaches.com

Condo Rentals

Gulf Shores & Orange Beach

[Book Now](#)



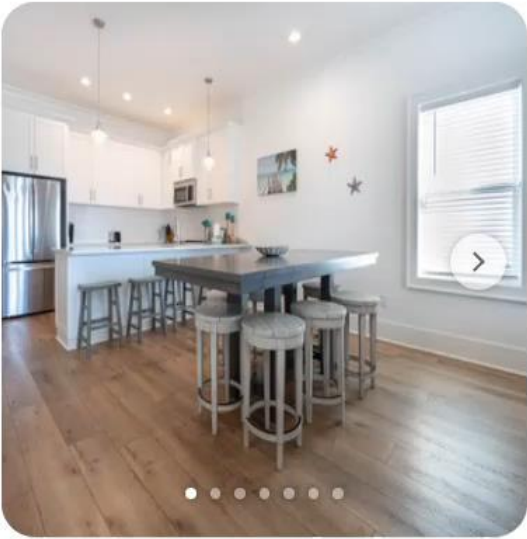
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TOURISM**

Alabama's White-Sand Beaches

©2024 Gulf Shores & Orange Beach Tourism

ACCOMMODATION BOOKING

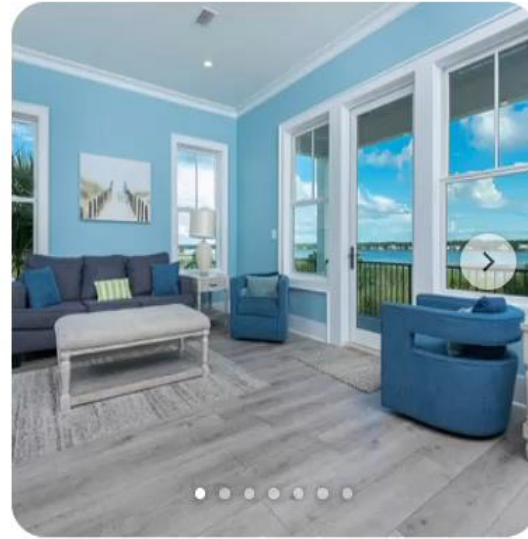
Online booking functionality
added to AlabamaBeaches.com



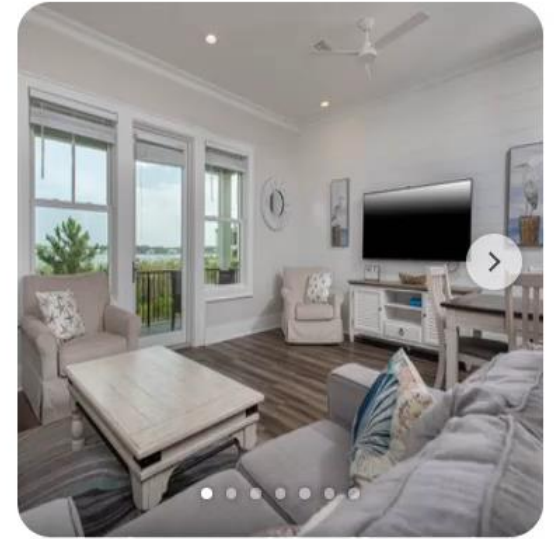
Lost Dunes C
Gulf Shores, AL
4 Beds • Sleeps 10
\$212/night



Pelican Roost 9407
Gulf Shores, AL
4 Beds • Sleeps 15
\$407/night



West Side Cottages U
Gulf Shores, AL
3 Beds • Sleeps 10
\$230/night



West Side Cottages N
Gulf Shores, AL
3 Beds • Sleeps 10
\$381/night



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**FOR MORE INFORMATION CONTACT:
RESERVATIONS@ALABAMABEACHES.COM**



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

Road trip!

WARMER WEATHER MEANS A TRIP TO THE ALABAMA BEACHES

With 32 miles of white-sand beaches, you'll love Alabama's Gulf Coast. Make your visit now and receive a warm welcome. Our cabins and campgrounds, beach houses, and resorts await your visit to such places as the Back Bay Blueway or Gulf State Park and its Backcountry Trail.



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TOURISM

Alabama's White-Sand Beaches

YOUR GETAWAY BEGINS AT ALABAMABEACHES.COM

Go Fish!

Enjoy the thrill of a big catch when you cast into the Gulf of Mexico. Check out the amazing charter fishing options along Alabama's Gulf Coast.

YOUR FISHING ADVENTURE BEGINS AT
ALABAMABEACHES.COM



GULF SHORES &
ORANGE BEACH
TOURISM

Alabama's White-Sand Beaches

Book a swingin' vacation

If you're looking for the perfect golfing experience, look no further than Alabama's Beaches. Enjoy gentle Gulf breezes and Southern hospitality while you stay at one of our beach houses, hotels, or even on-site golf condos. Fresh seafood, awesome attractions, and fun-filled nights will make this golf vacation one to remember.

YOUR GOLF GETAWAY BEGINS AT ALABAMABEACHES.COM



GULF SHORES &
ORANGE BEACH
TOURISM

Alabama's White-Sand Beaches

Head to the Best Beaches in the South

We've got 32 miles of white-sand beaches, so finding your perfect spot will be a breeze. Whether it's fun with the family, relaxing with your toes in the sand, or toasting by the tiki bar, we've got your vibe. Enjoy the perfect road trip with plenty of outdoor recreation, a world of entertainment, great shopping, and fresh-from-the-Gulf seafood.

We're close by! Make your vacation plans today.

YOUR GETAWAY BEGINS AT ALABAMABEACHES.COM



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

Music to your ears

Experience music in a big way at Alabama Beaches. Numerous restaurants and bars have nightly music, especially during the summer. Visit the iconic Flora-Bama Lounge & Oyster Bar. Hangout—this year May 17-19—has become one of the country's most anticipated annual music events. Be sure to check the schedule at the "big red barn" known as the Alabama Gulf Coast Music Hall.

START PLANNING TODAY AT ALABAMABEACHES.COM



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

Time for a beach break!

We've got 32 miles of white-sand beaches, so finding your perfect spot will be a breeze. Whether it's fun with the family, relaxing with your toes in the sand, or toasting by the tiki bar, we've got your vibe. Enjoy the perfect road trip with gorgeous views and fresh-from-the-Gulf seafood.

So get to it, we're close by! Make your vacation plans today.

YOUR GETAWAY BEGINS AT ALABAMABEACHES.COM



**GULF SHORES &
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TOURISM**

Alabama's White-Sand Beaches

Yes, you can have it all



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Alabama's White-Sand Beaches

Of course, you'll find the best fresh seafood here. You can even catch your fish and have it cooked for you at several area restaurants. But our culinary and beverage choices are as diverse as our recreation and entertainment options. Locally owned options range from fine dining to beachside burgers, delightful wines to ice-cold brews. Enjoy them all during sun-soaked days and fun-filled nights at Alabama's Beaches.

YOUR CULINARY ADVENTURE BEGINS AT ALABAMABEACHES.COM

Mmmmmmm...



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Simply Delicious



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2024 PR PLANNING + INTEGRATION

- Southeast Travelers Explore Conference
- Midwest Travel Bloggers Network
- Golf-focused Press Trips
- “Year of Alabama Food” and the “Year of Alabama Birding”



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SUBSCRIBE TO ROVA



What's going on?

Bits and pieces from the world of road-tripping and travel



Plan For a Warm Welcome

With 32 miles of white sand, you'll love Alabama's beaches. So ditch the winter chills and receive a warm welcome. Cabins, campgrounds, condos, beach houses and resorts await your visit to such places as the Back Bay Blueway or Gulf State Park and its Backcountry Trail. [Read more...](#)

Roam if You Want To

Roam America has launched its modern RV and campground experience, which it says will bring campgrounds into the modern era. How? With spaces for remote work (yes, there's good Wi-Fi!), off-leash pet facilities, clean and modern bathrooms, social events, and more. [Read more...](#)



Loft Living...

"Yeah, the master bedroom's upstairs," said no van lifer ever—until now. In Colorado manufacturer Redtail's Skyloft van, climb through the interior hatch into penthouse sleeping quarters, and enjoy extra space (and luxury amenities) below. The price? \$530k 😊. [Read more...](#)

Drive-Away Dolls

We love it when a new road-trip movie hits



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Inspiration
Aspiration
Emotional Connection

And, yes, FUN



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Thank You!

Todd Walton

Vice President of Marketing
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AlabamaBeaches.com



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Alabama's White-Sand Beaches