

TOURISM IMPACT 2024

Alabama's Beaches
Gulf Shores
Orange Beach
Fort Morgan

Visiting Guests

Baldwin County¹ Alabama's Beaches²

8.4M **6.5M**

2023 8.4M 2023 6.5M
2022 8.3M 2022 6.4M



Visitor Spending

Baldwin County¹ Alabama's Beaches²

\$7.8B **\$6.7B**

2023 \$7.9B 2023 \$6.7B
2022 \$7.9B 2022 \$6.6B

Related Jobs

Baldwin County¹ Alabama's Beaches²

64,686 **55,729**

2023 65,454 2023 55,660
2022 65,523 2022 55,191



Wages & Salaries

Baldwin County¹ Alabama's Beaches²

\$2.8B **\$2.4B**

2023 \$2.8B 2023 \$2.4B
2022 \$2.7B 2022 \$2.3B

\$1.42B

Retail Sales

Alabama's Beaches³

2023 \$1.44B
2022 \$1.43B



\$1.35B

Retail Sales

Foley⁴

2023 \$1.32B
2022 \$1.26B

\$871M

Lodging Sales

Alabama's Beaches³

2023 \$879M
2022 \$890M



\$30.6M

Lodging Sales

Foley⁴

2023 \$30.4M
2022 \$30.1M

¹ Source: Alabama Tourism Department - 2024 Economic Impact Report

² Source: Deravi, K. (2025) The Economic Impact of Gulf Shores, Orange Beach, and Fort Morgan Tourism Industry

³ Source: City of Gulf Shores and City of Orange Beach Revenue Departments

⁴ Source: City of Foley Revenue Department