## Welcome to FIRST FRIDAY FORUM





### OUR MISSION

The mission of Gulf Shores & Orange Beach Tourism is to market Alabama's Beaches as a year-round destination, while stewarding a thoughtful, sustainable level of growth, thus enhancing the economy and quality of life for all residents.

# TOURISM ISN'T JUST AN INDUSTRY.

It's the Spirit of our Communities.



Baldwin County

8.4 MILLION

NO. OF VISITORS

\$7.8
BILLION

VISITOR SPENDING

65
THOUSAND

RELATED JOBS \$2.7
BILLION

SALARIES & WAGES

### Baldwin County

	NO. OF VISITORS	VISITOR SPENDING	RELATED JOBS	SALARIES & WAGES
2024	8.4M	\$7.8B	65K	\$2.7B
2023	8.4M	\$7.9B	65K	\$2.8B
2022	8.3M	\$7.9B	65K	\$2.7B
2021	8M	\$7.3B	64K	\$2.4B

Alabama's Beaches

6.5 MILLION

NO. OF VISITORS

\$6.7
BILLION

VISITOR SPENDING

55 THOUSAND

RELATED JOBS

\$2.4
BILLION

SALARIES & WAGES

### Alabama's Beaches

NO. OF VISITORS

VISITOR SPENDING

RELATED JOBS

SALARIES & WAGES

2024

6.49M

\$6.69B

55.8K

\$2.4B

2023

6.5M

\$6.7B

55K

\$2.4B

2022

6.4M

\$6.6B

55K

\$2.3B

2021

6.2M

\$6.2B

52K

\$2.28B

#### TAXABLE LODGING





SOURCE: ALABAMA DEPARTMENT OF TOURISM ECONOMIC REPORT 2024

#### TAXABLE RETAIL





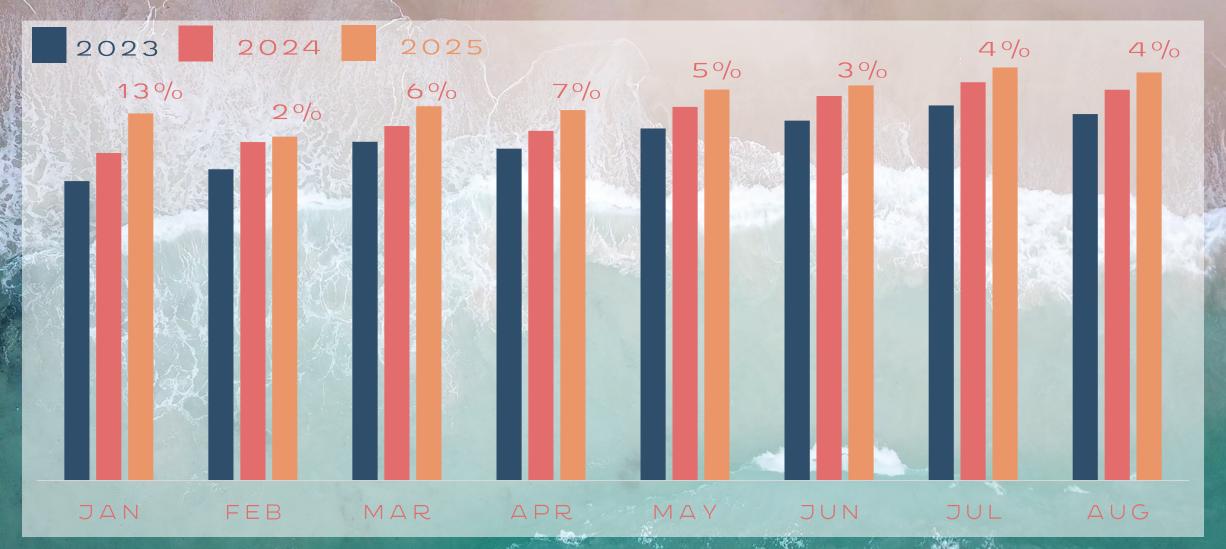
SOURCE: ALABAMA DEPARTMENT OF TOURISM ECONOMIC REPORT 2024



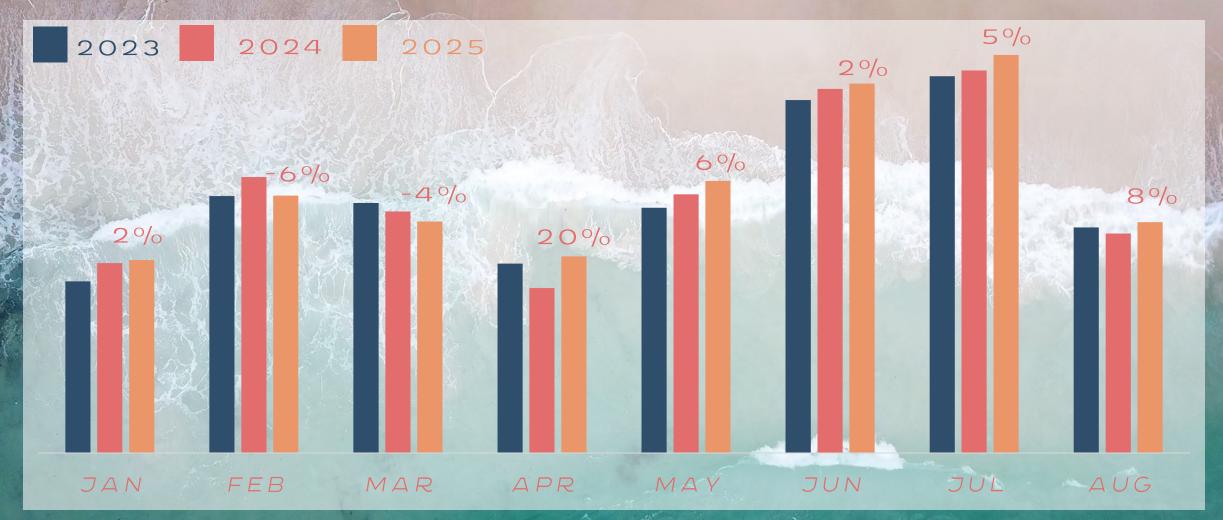
TOURISM KEEPS ALABAMA'S BEACHES THRIVING.



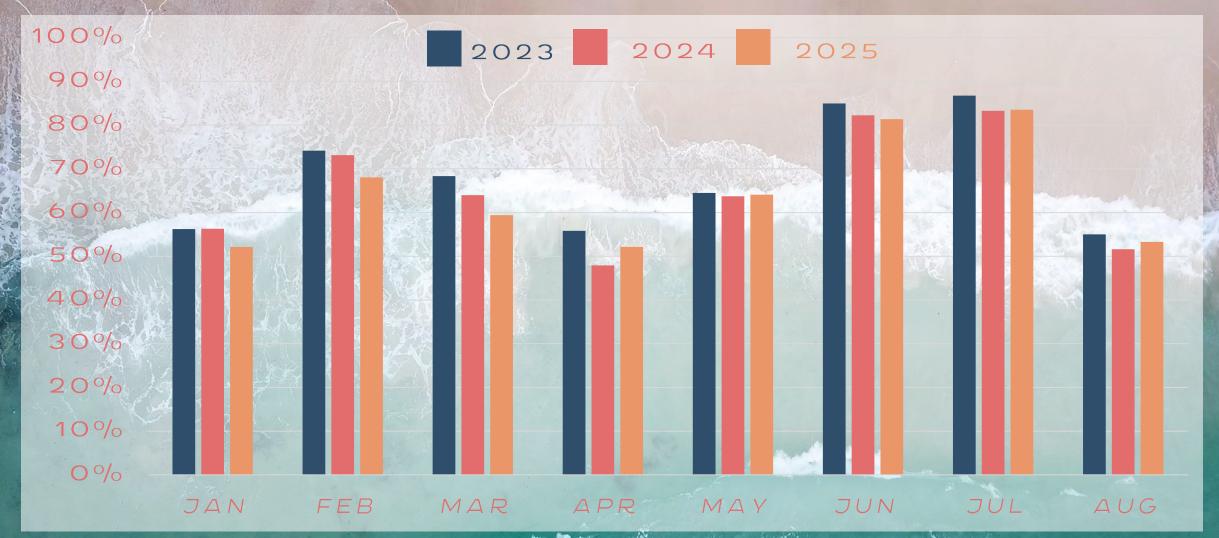
### VACATION RENTAL NIGHTS AVAILABLE 2023-2025



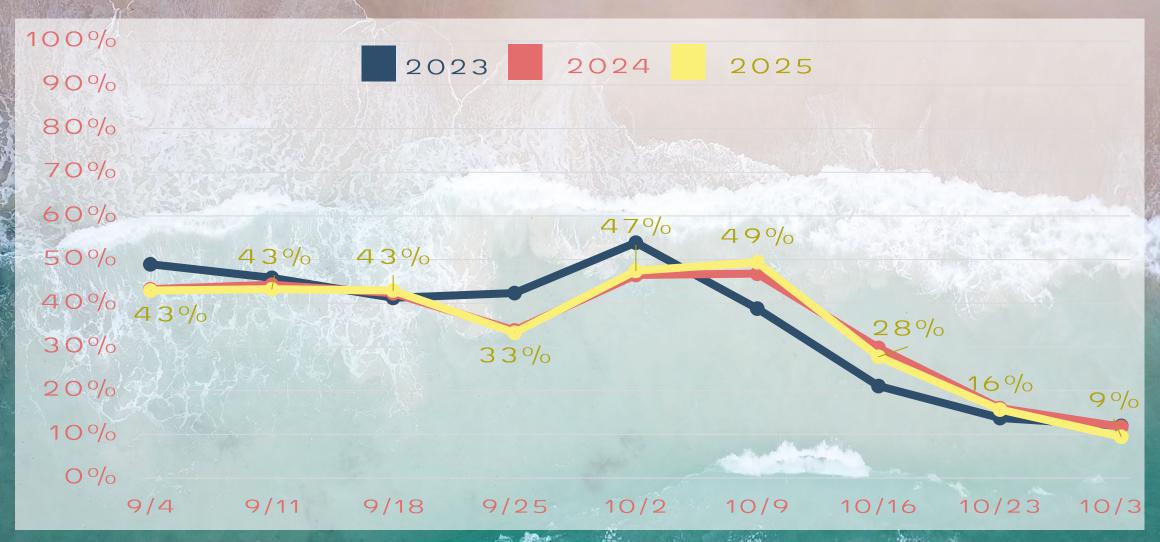
### VACATION RENTAL GUEST NIGHTS 2023-2025



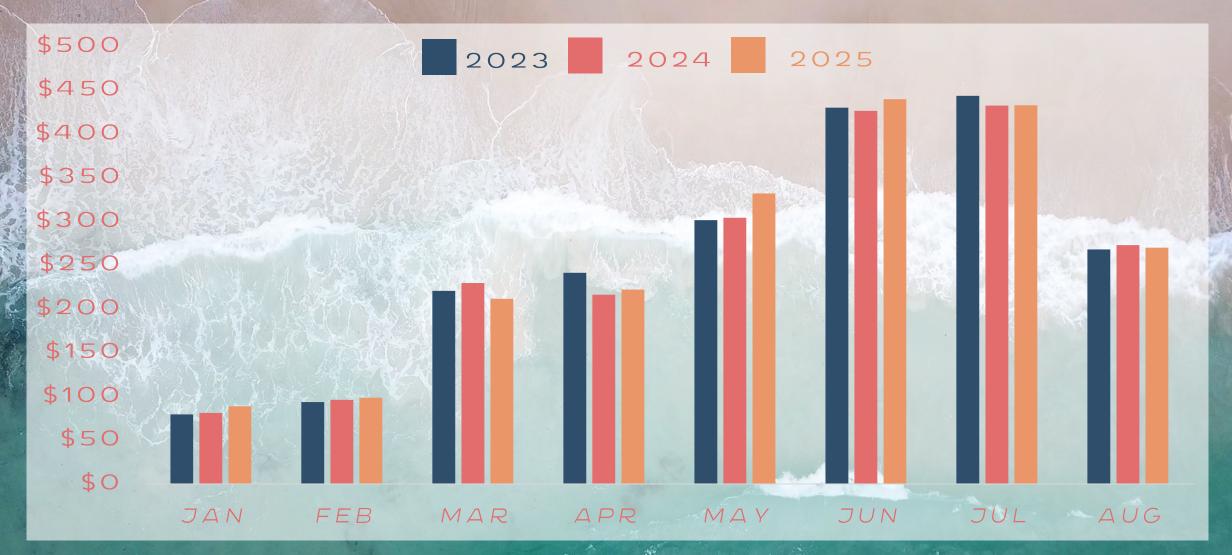
### VACATION RENTAL OCCUPANCY 2023-2025



### VACATION RENTAL OCCUPANCY FORECAST



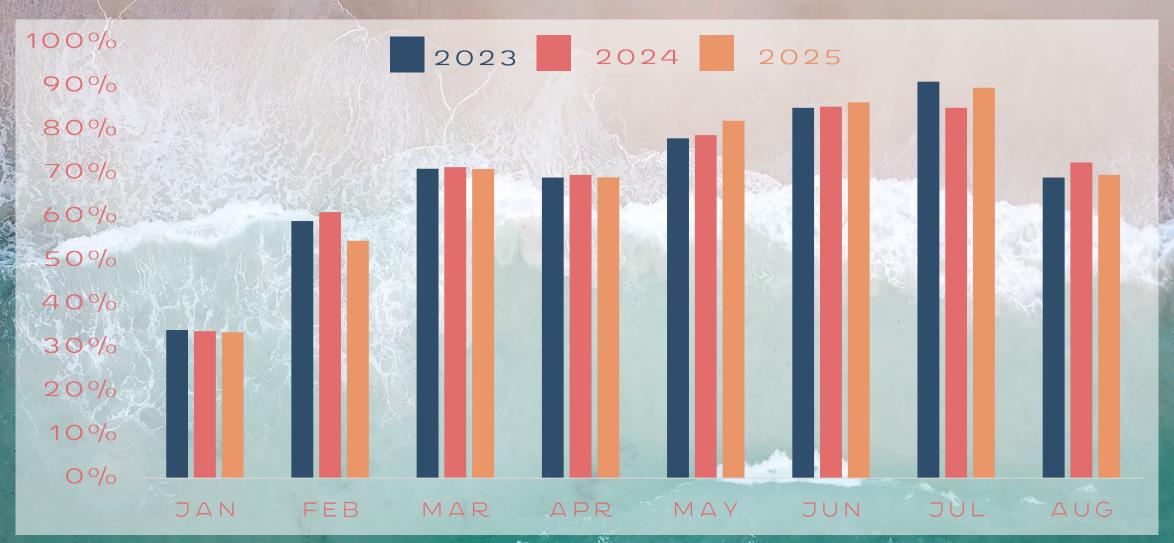
### VACATION RENTAL ADR 2023-2025



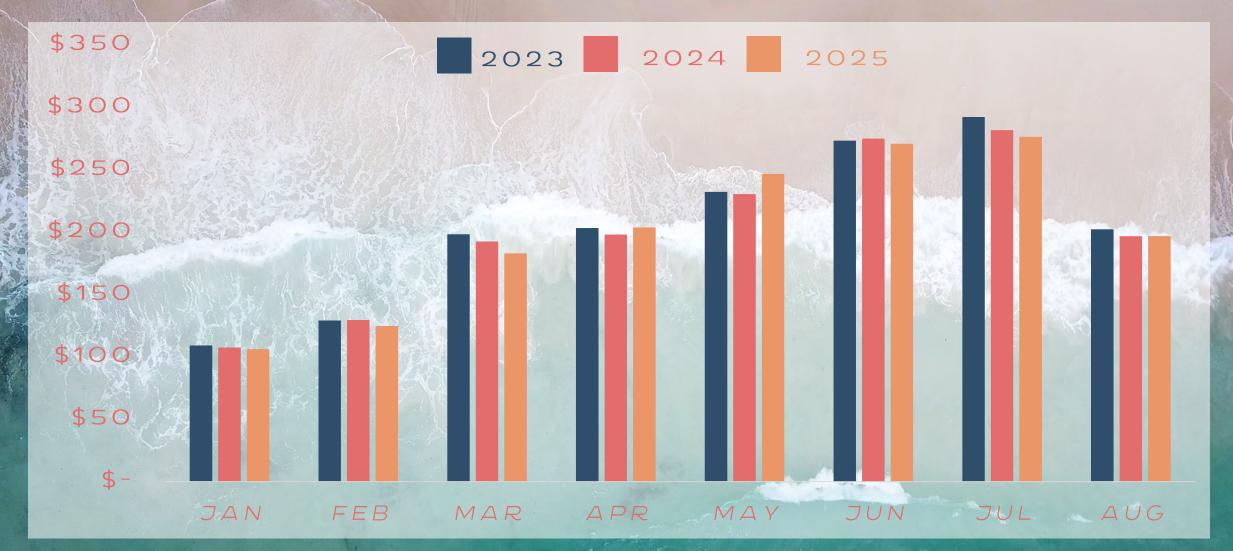
### HOTEL NIGHTS AVAILABLE 2023-2025

2023 2.35 MILLION 2024 2.51 MILLION 2025 2.62 MILLION

### HOTEL OCCUPANCY 2023-2025



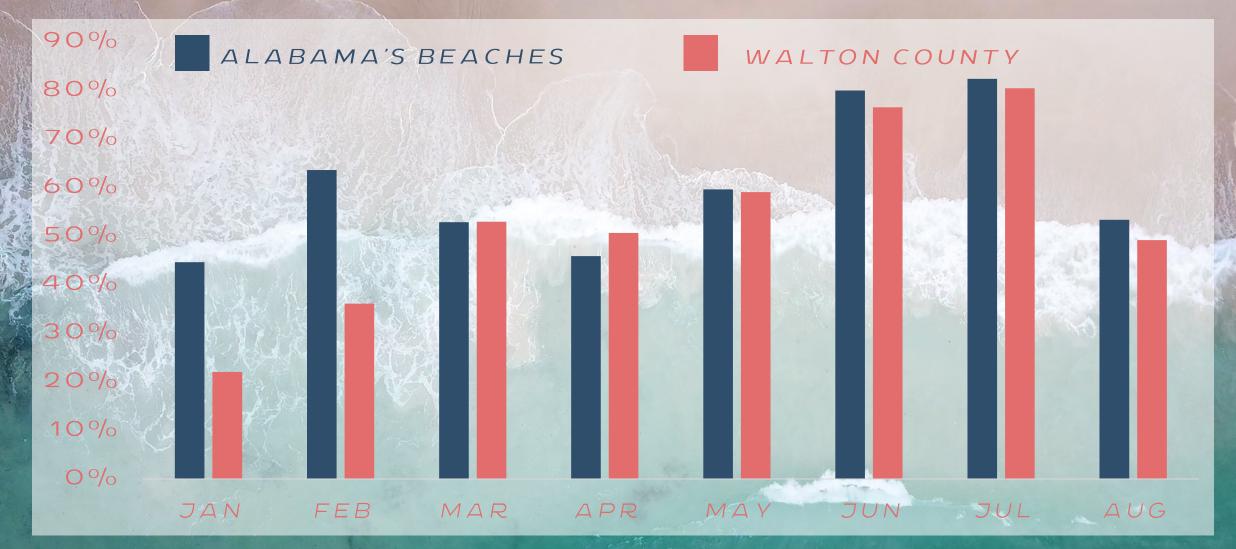
### HOTEL ADR 2023-2025



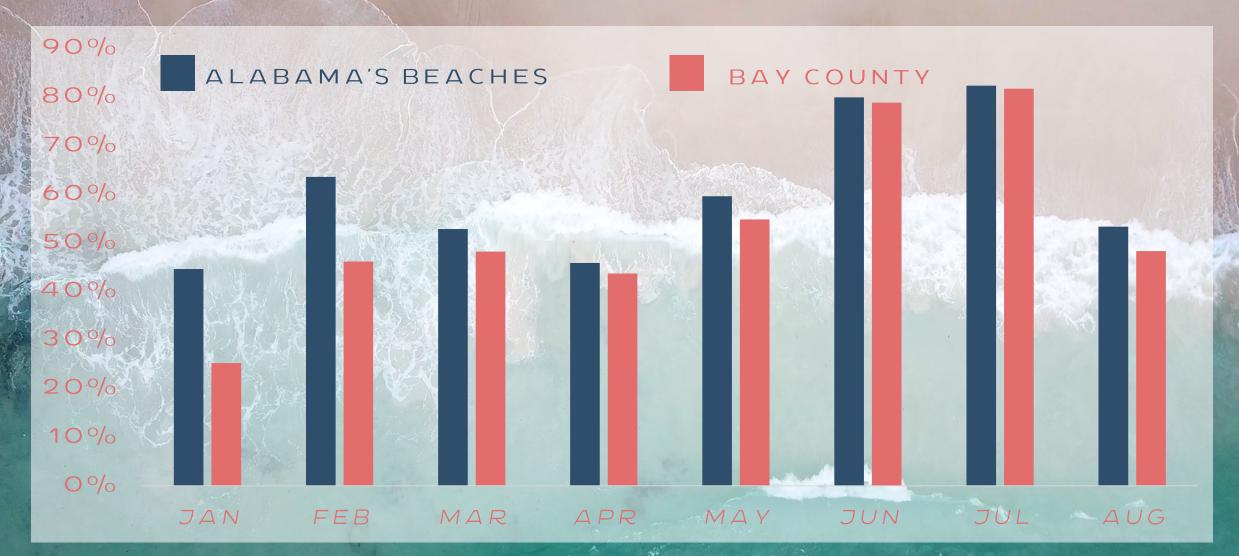
### HOW DO WE COMPARE TO SIMILAR BEACH DESTINATIONS?



### ALABAMA'S BEACHES + WALTON COUNTY



#### ALABAMA'S BEACHES + BAY COUNTY



### HOW DO WE MAKEAN IMPACT?



### KEY BUSINESS OBJECTIVES Alabamás Beaches

- Increase direct bookings on AlabamasBeaches.com
- 2 Drive higher quality traffic to AlabamasBeaches.com
- 3 Increase booking windows to support higher average daily rate and longer length of stay



### ALABAMASBEACHES.COM

Results

347
MILLION

AD IMPRESSIONS 4.9
MILLION

**ACTIVE USERS** 

**6.7**MILLION

**WEBSITE SESSIONS** 

4.2
MILLION

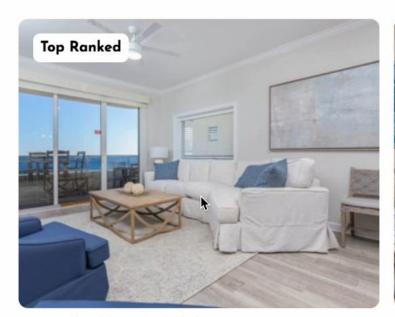
ENGAGED SESSIONS



### DIRECT BOOKING



#### **Top Ranked Properties**





Enclave 607

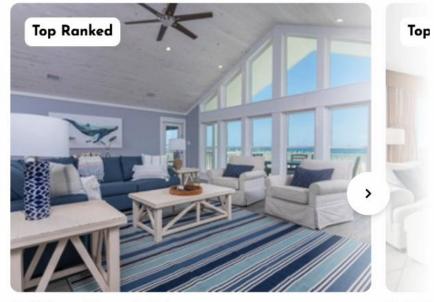
\$342/Stay



Orange Beach Condo - 2 Bedroom

Phoenix VI 61204

\$300/Stay



Gulf Shores House - 3 Bedroom

Blue Hideaway 2888

\$562/Stay

Gulf S

BALC

### ALABAMASBEACHES.COM

Direct Bookings









NIGHTS BOOKED

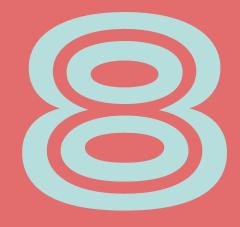


AVE. LENGTH
OF STAY



### 





NONSTOP FLIGHT MARKETS







### BEACH

ENGAGEMENT

### VEHICLE



DESTINATION APPEARANCES



### IN-HOUSE SOCIAL MEDIA Joanna Almond



### THE

COASTAL

CODE





RULE # 29: When the restaurant host asks, "Inside or outside seating?" Always answer "outside."

## SPORTS TOURISM

THE GAME PLAN TO KEEP ALABAMA'S BEACHES THRIVING.



### SPORTSPLEX

RIGHT IN, RIGHT OUT



GULF SHORES HIGH SCHOOL

COASTAL GATEWAY BLVD.

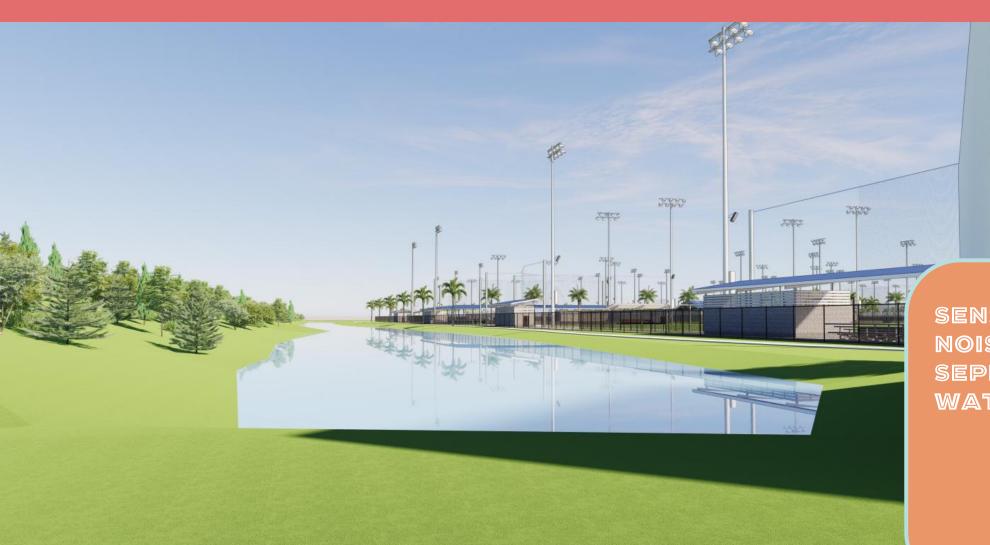
### SUBSTANTIAL BERM BUFFER



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



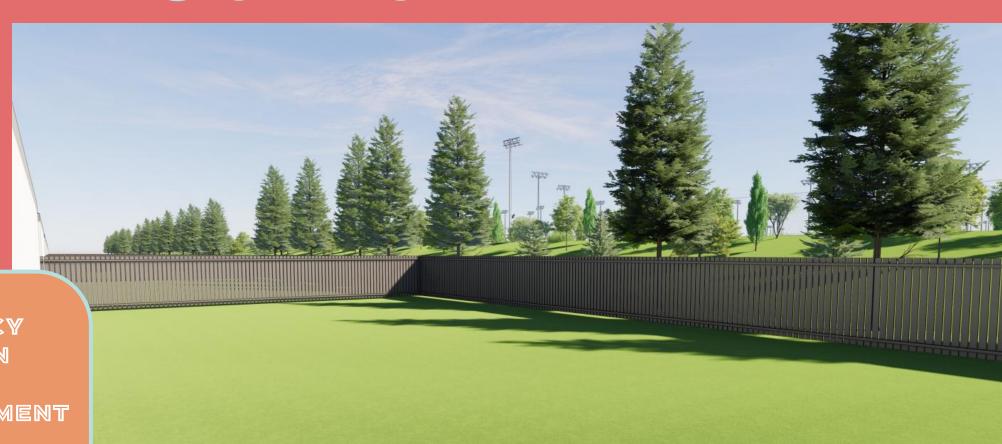
### SUBSTANTIAL BERM BUFFER



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



### BACKYARD VIEW



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



BEFORE LIGHT CONTROL

### MINIMIZED LIGHTING IMPACT







## TOURISM'S IMPACT

INVESTING IN THE FUTURE



### THANK YOU!

