## TOURISM'S IMPACT

# RE/MAX Pasadise

10.30.25 Roundtable





## 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

64
THOUSAND

RELATED JOBS \$2.7
BILLION

SALARIES & WAGES

# Baldwin County

NO. OF VISITORS

VISITOR SPENDING

RELATED JOBS

SALARIES & WAGES

2024

8.39M

\$7.84B

64.6K

\$2.77B

2023

8.38M

\$7.91B

65K

\$2.78B

2022

8.31M

\$7.86B

65K

\$2.70B

2021

8.03M

\$7.32B

63K

\$2.42B

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

55.7K

\$2.4B

2023

6.46M

\$6.68B

55K

\$2.4B

2022

6.39M

\$6.62B

55K

\$2.38B

2021

6.21M

\$6.28B

52K

\$2.25B

### TAXABLE LODGING





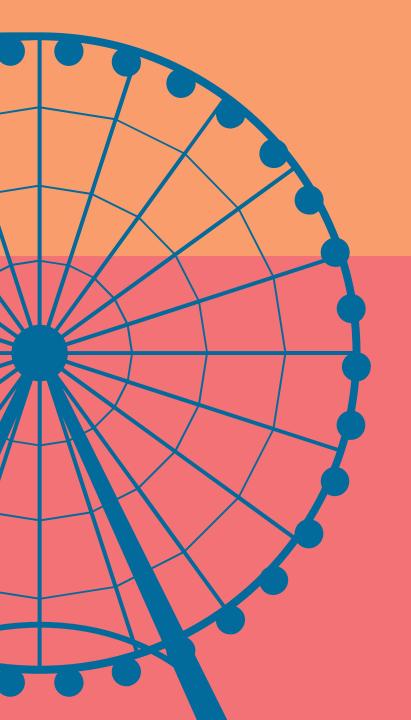
SOURCE: ALABAMA DEPARTMENT OF REVENUE

### TAXABLE RETAIL





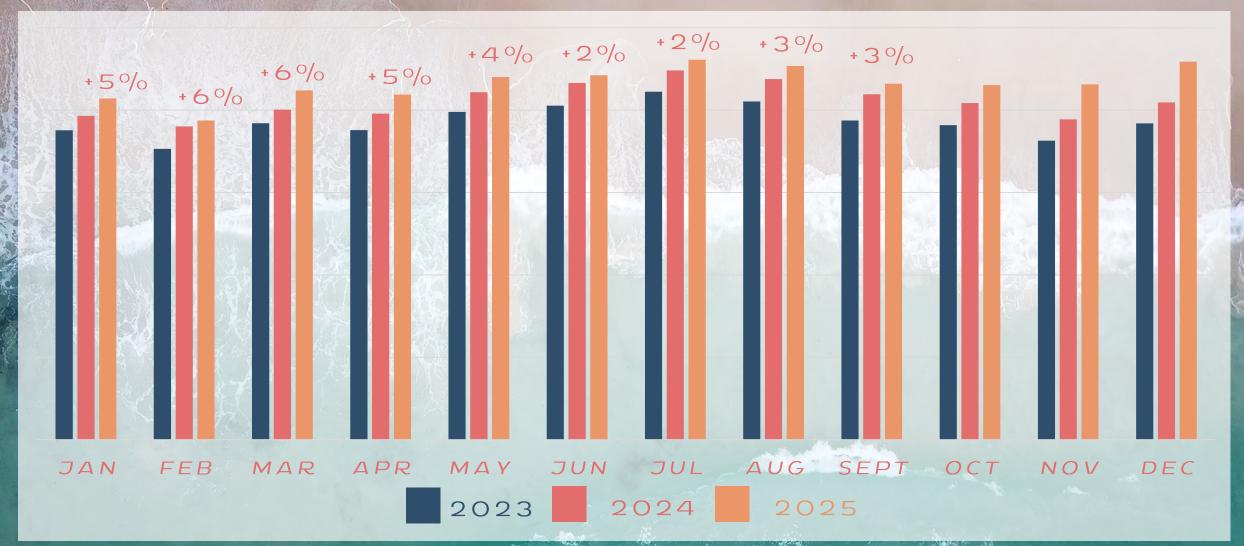
SOURCE: GULF SHORES AND ORANGE BEACH REVENUE DEPARTMENTS



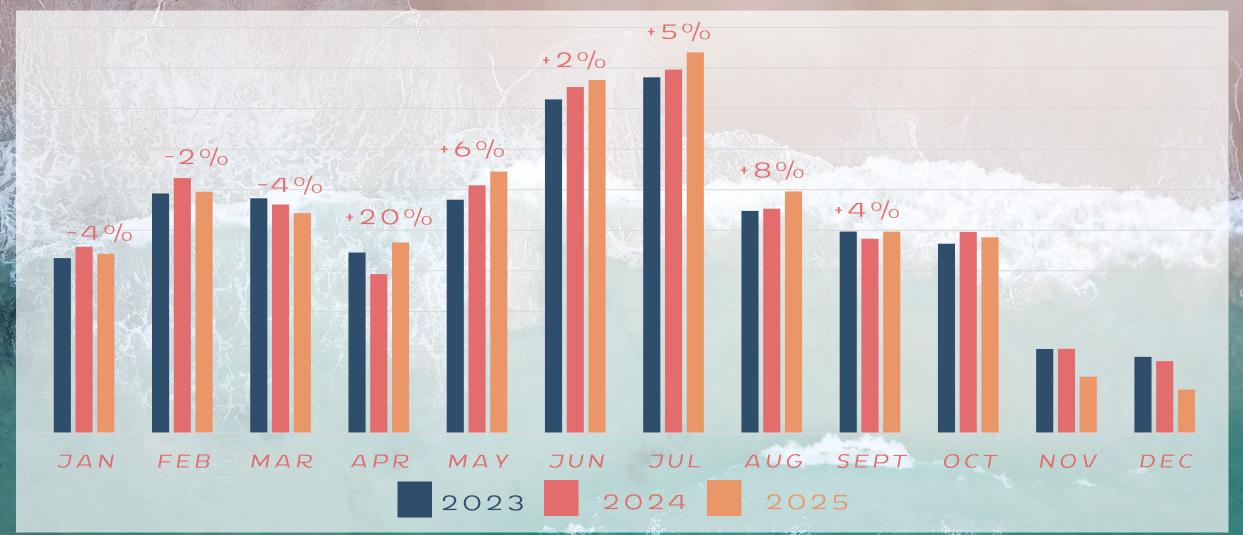
TOURISM KEEPS ALABAMA'S BEACHES THRIVING.



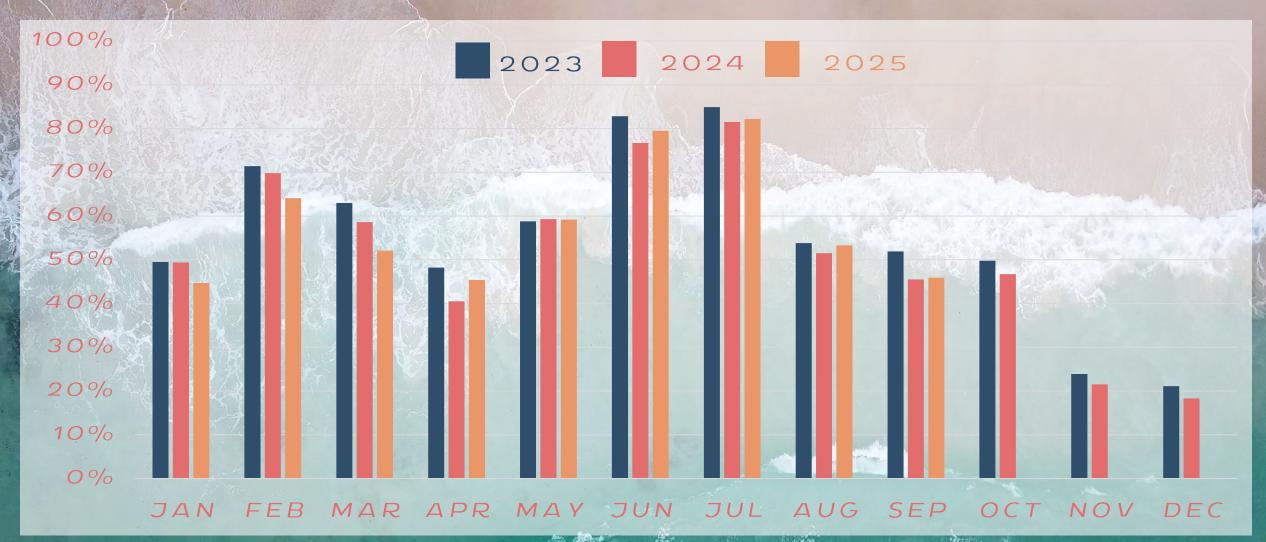
## VACATION RENTAL NIGHTS AVAILABLE 2023-2025



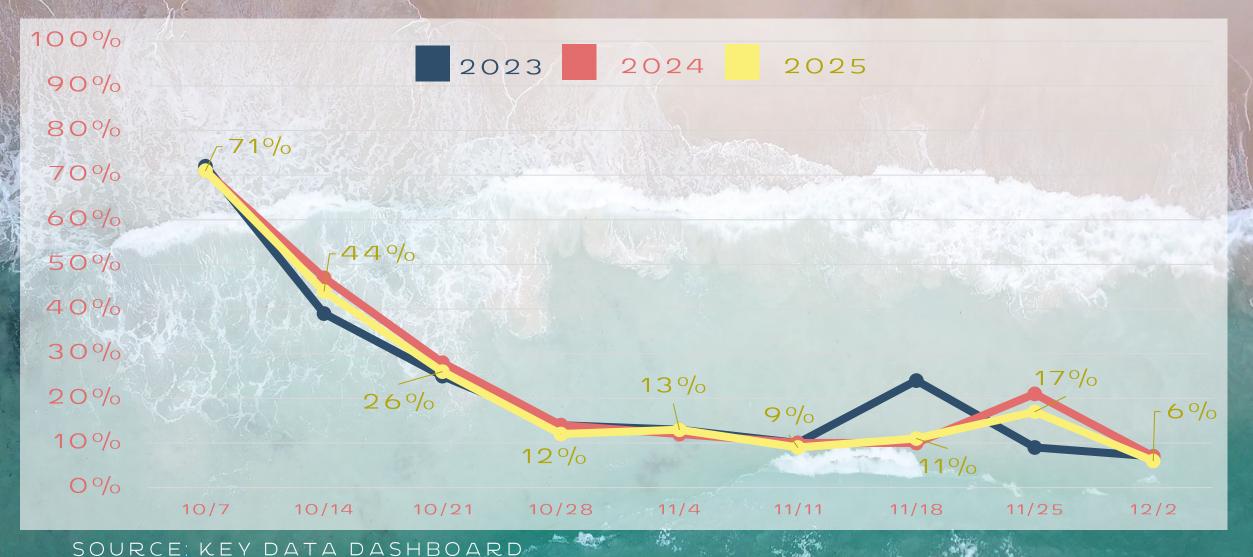
## VACATION RENTAL GUEST NIGHTS 2023-2025



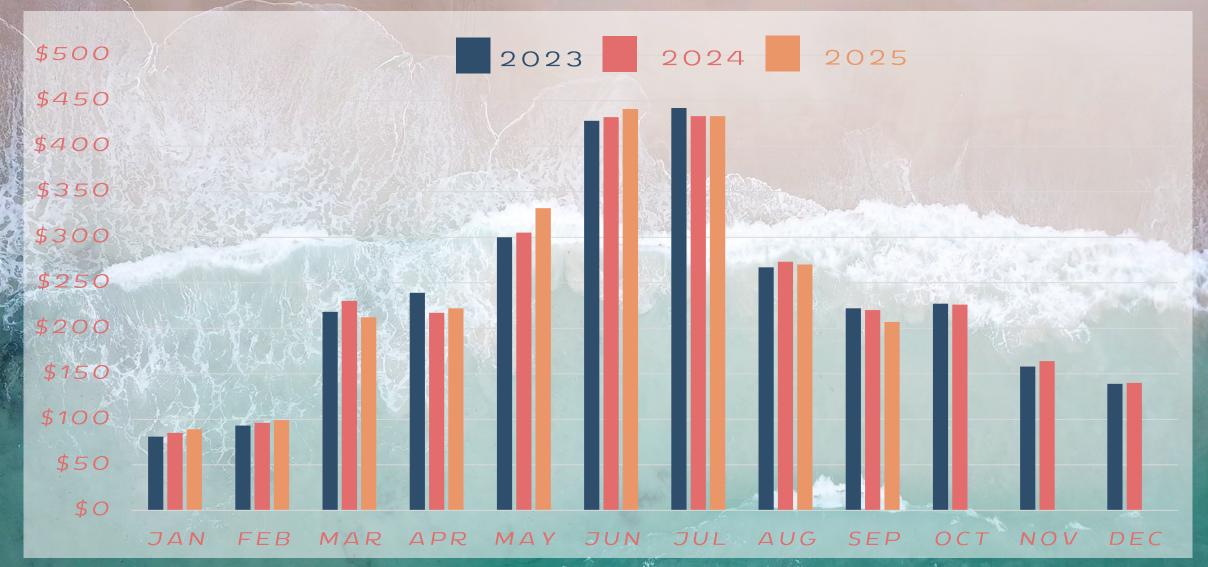
## VACATION RENTAL OCCUPANCY 2023-2025



## VACATION RENTAL OCCUPANCY FORECAST



## VACATION RENTAL ADR 2023-2025



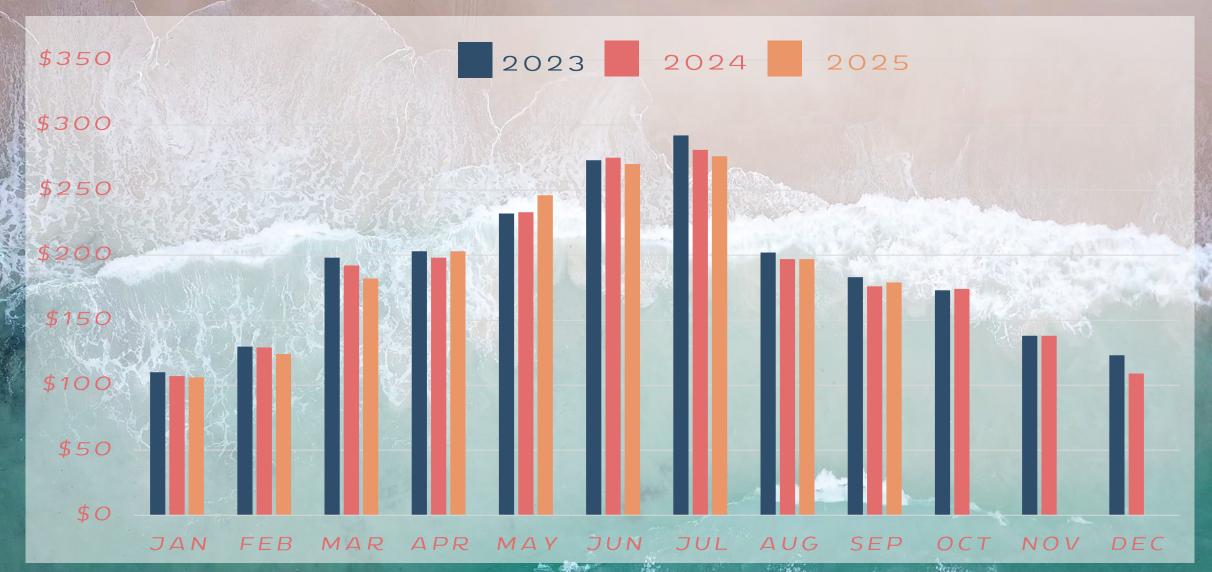
# HOTEL NIGHTS AVAILABLE 2023-2025

2023 2024 2025 2.35 MHLLION 2.51 MILLION 2.62 MILLION

## HOTEL OCCUPANCY 2023-2025



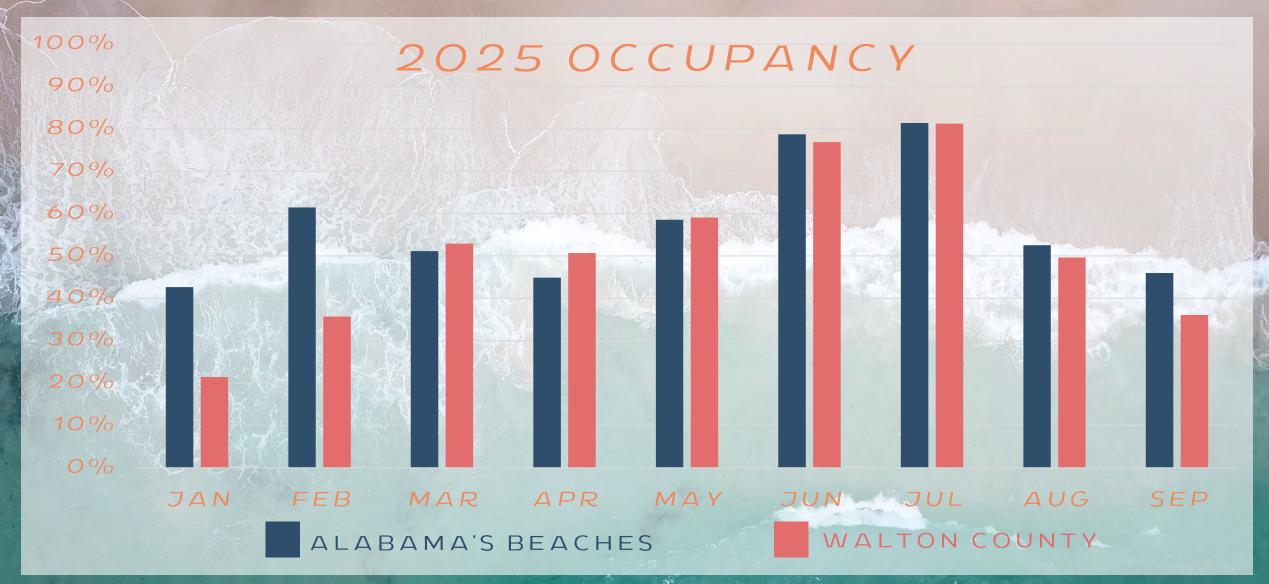
## HOTEL ADR 2023-2025



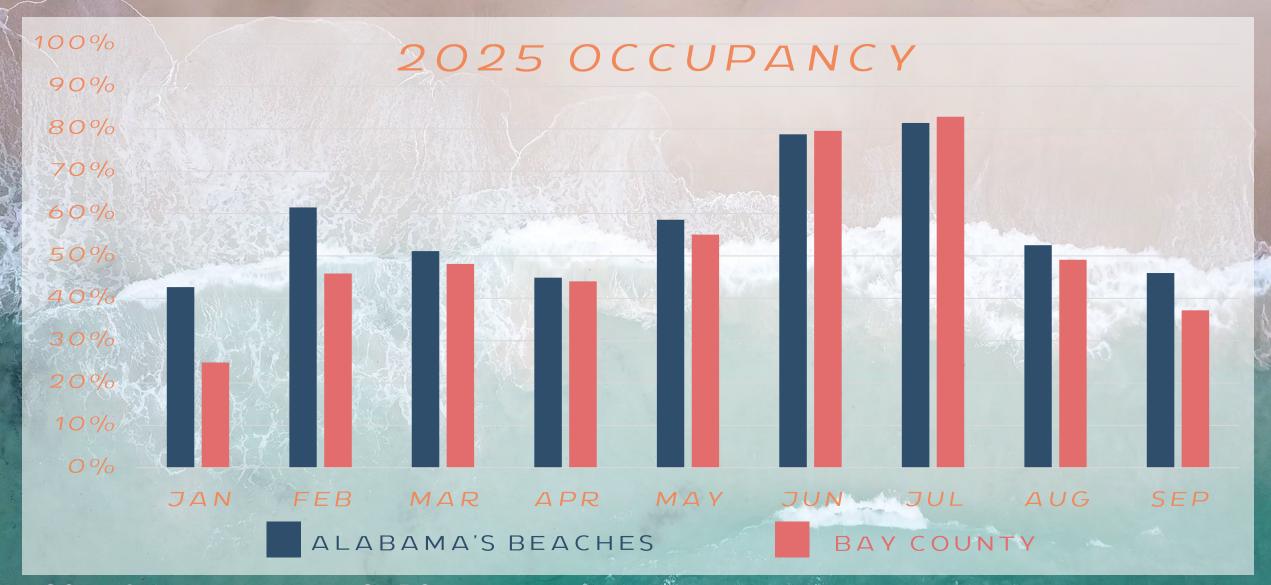
## HOW DO WE COMPARE TO SIMILAR BEACH DESTINATIONS?



### 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



VISITORS

MEETINGS SPORTS Q SEARCH

Stay Things to Do On the Water Plan Events Eat & Drink Blog Free Guide Deals Beach Safety

### BOOK YOUR STAY.

Property Type

Condos & Beach Houses

Dates

Choose

Guests

1

Q Sparch



## ALABAMASBEACHES.COM

Direct Bookings









NIGHTS BOOKED



AVE. LENGTH
OF STAY



# 





NONSTOP FLIGHT MARKETS







# BEACH

ENGAGEMENT

# VEHICLE



DESTINATION APPEARANCES



# IN-HOUSE SOCIAL MEDIA Joanna Almond **ALABAMAS**



# THE

COASTAL

CODE





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

# TOURISM'S IMPACT

INVESTING IN THE FUTURE



# Michelle Russ WP OF SALES Meetings, Sports & Events

## MEET AT THE BEACH

2024 STATS ALABAMAS

288 MEETINGS 74,281 ROOM NIGHTS 38,628 WELCOME BAGS

COMPLIMENTARY SERVICES

- MATCH GROUPS WITH VENUES
- SOURCE PROPOSALS
- RECOMMEND LOCAL SUPPLIERS
- PROVIDE FREE MARKETING TOOLS + WELCOME BAGS



## PLAY THE BEACH

**2024 STATS** 

123 EVENTS

124,000 ROOM NIGHTS
\$80.4M ECONOMIC IMPACT

#### COMPLIMENTARY SERVICES

- AWARD GRANTS FOR QUALIFYING EVENTS
- RACE COURSE MAPS + PERMITS
- **SEEK BEST ACCOMMODATIONS + RATES**
- COORDINATE ON-SITE ACTIVITIES BASED ON EVENT SIZE
- RECOMMEND LOCAL SUPPLIERS
- PROVIDE FREE MARKETING TOOLS + WELCOME BAGS



## SPORTS + COMMUNITY GROWTH

2005-2007
SPORTS ENTITY CREATED TO FILL NEED

SPORTS GROWTH

2009

51 EVENTS, 23,193 RN

2023

134 EVENTS, 134,829 RN

POPULATION GROWTH

**2010 GS POPULATION 9,741** 

**2020 GS POPULATION 15,014** 

**2010 OB POPULATION 5,441** 

**2020 OB POPULATION 8,095** 

2022

GSOB TOURISM PURCHASED 111.26 ACRES
FOR FUTURE SPORTS TOURISM
DEVELOPMENT



# SPORTS TOURISM

THE GAME PLAN TO KEEP ALABAMA'S BEACHES THRIVING.



## SPORTSPLEX

RIGHT IN, RIGHT OUT



GULF SHORES
HIGH SCHOOL

COASTAL GATEWAY BLVD.

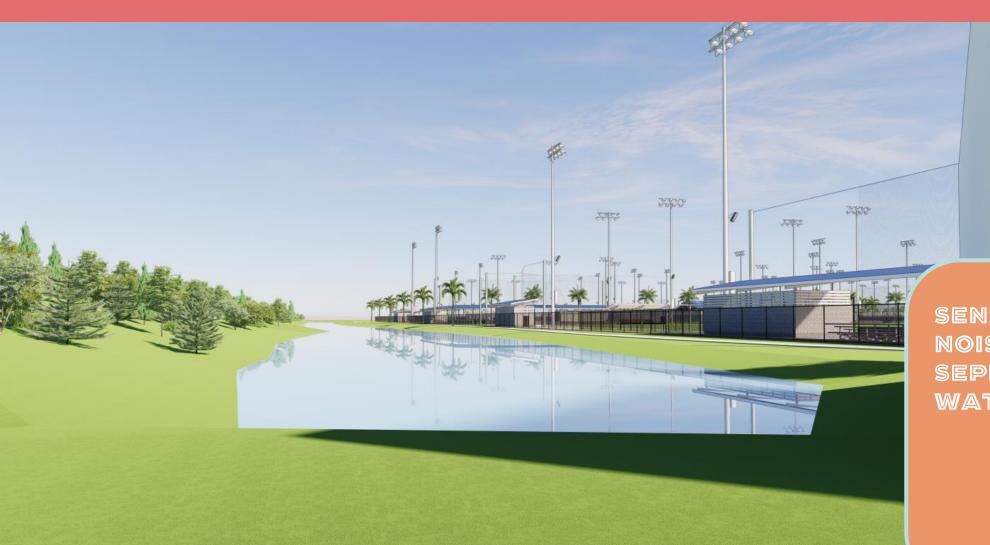
## SUBSTANTIAL BERM BUFFER



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







## SALES DEPARTMENT

#### SALES TEAM

#### **MICHELLE RUSS, STS, TMP**

VICE PRESIDENT OF SALES

#### **SARAH COOPER, STS**

OPERATIONS MANAGER

#### **ALLY DORROUGH, APR, TMP**

COMMUNICATIONS & MARKETING MANAGER

#### **AMY PERALTA, CGMP**

SALES MANAGER

#### **ASHLEY WILSON, STS**

SALES MANAGER

#### **BRITTANY ROH, STS**

SALES MANAGER

#### SANDRA LOPEZ

EVENT COORDINATOR

#### **LAUREN JONES**

EVENT COORDINATOR

## THANK YOU!

