

# ALABAMA'S BEACHES



FY26 *marketing plan*





## TABLE OF CONTENTS

- 05 INTRODUCTION
- 06 ABOUT US
- 08 ORGANIZATIONAL OBJECTIVES & GOALS
- 09 CREATIVE STRATEGY
- 10 NEW CAMPAIGN SAMPLES
- 14 MARKETING STRATEGIES
- 21 SOCIAL MEDIA STRATEGY
- 22 WEBSITE, SEO, AND EMAIL STRATEGY
- 24 PUBLIC RELATIONS STRATEGY
- 26 VISITOR & PARTNER SERVICES STRATEGY
- 28 SPORTS & EVENTS MARKETING STRATEGY
- 30 MEETINGS MARKETING STRATEGY
- 33 CONCLUSION



## 1.0

## INTRODUCTION

We're excited to share Alabama's Beaches 2026 Marketing Plan, built to keep that signature Alabama's Beaches energy alive while evolving how we welcome travelers. This year, our approach not only strengthens the brand, it reinforces a shared way of experiencing this place through our Coastal Code: an invitation to slow down, tread lightly, and enjoy the coast the way locals do. Every strategy here is designed to inspire visitors who are ready to "get it when they get here."

Tourism continues to fuel our community in meaningful ways. It fills our restaurants and shops, supporting local jobs, and helping build and maintain the state-of-the-art schools, athletic and performing arts centers, fire departments, beach renourishment efforts, and so much more, that benefit residents and visitors alike.

We've taken a deep look at trends, challenges, and emerging opportunities to shape a plan that keeps us ahead of the curve. From strengthened digital efforts to refreshed content and story-forward Coastal Code messaging, every component works together to expand our reach and drive impact.

On the pages ahead, you'll find clear objectives, bold strategies, and the metrics that will guide our success. A heartfelt thanks to our community and our team. Here's to another year of meaningful work, shared stewardship, and plenty of moments that recharge like Bushwackers for breakfast.



## ABOUT US

Legally, this organization operates as the Alabama Gulf Coast Convention & Visitors Bureau. In 2010, the CVB completed a corporate identification process and rebranded as Gulf Shores & Orange Beach Tourism. As of September 2024, Gulf Shores & Orange Beach Tourism embarked on a rebranding process to better represent Gulf Shores, Orange Beach, and Fort Morgan as one destination. Alabama's Beaches and Alabama's Beaches Sports & Events brands were created to help guests quickly identify services and information to support our destination and industry partners better.

## OUR HISTORY

The Alabama Gulf Coast Convention & Visitors Bureau was founded in 1993, and our primary responsibility is to market the Alabama Gulf Coast as a premier year-round destination. It's our job to let the world know all that Alabama's Beaches has to offer, make it easy for them to plan a visit, and help them find things to do while they're here – from finding great seafood to entertaining the kids, catching a round of golf, or taking to our waters with a fishing pole.

## OUR MISSION

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.

## OUR VISION

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.

## DESTINATION VISION

Communities, families, and invited guests living, working, and recreating consciously and harmoniously among the grace and beauty of our natural environment.

## OUR BRAND: ALABAMA'S BEACHES

Everyone has a "beach mode." It's that shift you feel the moment your toes hit the sand or the world finally gets quiet enough for you to hear yourself think. Here, on Alabama's Beaches, that feeling isn't accidental. It's the essence of who we are.

Our 32 miles of beach offer a different pace. You'll find sugar-white sand, Gulf breezes, and a way of life that's been perfected by generations who return because they know exactly what they'll find—and what they won't.

Our brand lives in that difference. It's captured in "You'll Get It When You Get Here," where every visit delivers that unmistakable "ahh, yes" moment in its own way. And it's spoken through the Coastal Code, our playful invitation to enjoy the freedom of the beach. Our simple "rules" feel less like guidelines and more like a welcome.

Here, the beach is the heartbeat, but it's far from the whole story. From fresh Gulf seafood to history at Fort Morgan, from mornings on the water to evenings listening to live music, this place refuels you in ways you didn't realize you needed.

People don't just relax here. They reset. They reconnect. They recharge. And then they return.



## 2.0

ORGANIZATIONAL  
OBJECTIVES &  
GOALS

## CREATIVE STRATEGY

Welcome to a new chapter for Alabama's Beaches, where the waves don't just shape the shoreline, they shape how we share our story. Our cornerstone campaign, "You'll Get It When You Get Here," remains the guiding idea: an invitation to let the coast work its effortless magic. Rooted in research and built for growth, this platform evolves with our audience, reaching new markets and travelers who want something real, refreshing, and unmistakably ours.

This year, the Coastal Code Campaign adds a distinct, ownable voice to the mix. It's playful, welcoming, and rooted in everyday freedoms that feel uniquely Alabama's Beaches. It introduces a shared language for visitors, partners, and locals alike, turning our whimsical tone into part of the brand experience and reinforcing what sets this destination apart. By transforming simple coastal habits into invitations, the Code expands our storytelling while staying true to the spirit of our community.

Together, these creative approaches keep Alabama's Beaches vibrant, relevant, and aligned with every kind of traveler, whether they come to explore, reconnect with family, or settle into pure coastal ease. This strategy strengthens the brand, inspires real travel to our 32 miles of shoreline, and supports the long-term success of our local businesses.

OUR CAMPAIGN:  
COASTAL CODE.

"You'll Get It When You Get Here" is the foundation of our brand. It's an invitation to step into a different rhythm shaped by sunshine, shoreline, and a sense of ease. To bring that feeling to life, we introduced the Coastal Code: a playful set of "rules" locals know by heart. These rules aren't directives; they're winks that capture the joy, spontaneity, and slower pace that naturally take over here. Ice cream becomes dinner, flip-flops pass as formal wear, and sunsets turn into celebrations.

The Code gives our campaign its personality. It transforms everyday moments into shareable expressions of Gulf living and helps visitors instantly feel like they belong. In 2026, we're expanding this story through richer content, stronger creative, and more immersive digital experiences. Together, the campaign and the Code create a cohesive, community-rooted message that showcases Alabama's Beaches as a place where recharging feels effortless.

On the pages ahead, you'll find the strategies guiding that work: clear objectives, bold ideas, and the metrics behind them. We're grateful for the partners and community members who make this destination shine. Here's to another year of meaningful progress and plenty of moments that refuel the soul (preferably with a Bushwacker in hand).



# COASTAL CODE CAMPAIGN EXAMPLES





# COASTAL CODE CAMPAIGN EXAMPLES

ALABAMA'S BEACHES RULE #55:  
**EVERY FAMILY PHOTO LOOKS BETTER**  
*when barefoot.*



BOOK NOW AT ALABAMASBEACHES.COM

There's something about our sugar-white sand and soft Gulf breezes that brings generations together and keeps them coming back year after year.

**ALABAMA'S  
BEACHES**

ALABAMA'S BEACHES RULE #56:  
**COZY SWEATERS**  
*are highly overrated*



BOOK NOW AT ALABAMASBEACHES.COM

While most of the South bundles up, we're rolling out beach towels. Shake off the chill, chase the sunshine, and discover a coast where "white" means warmth, not winter.

**ALABAMA'S  
BEACHES**

ALABAMA'S BEACHES RULE #68:  
*Play hard, CHEER LOUD.*



**ALABAMA'S BEACHES  
SPORTS & EVENTS**

**LEARN MORE**

ALABAMA'S BEACHES RULE #5:  
*Tee time and happy hour*  
**ARE THE ONLY TIMES THAT MATTER.**



**ALABAMA'S  
BEACHES**

**HIT THE COURSE**



# 3.0 MARKETING STRATEGIES

## PAID, OWNED, + EARNED MEDIA STRATEGY

Our media plans, rooted in understanding consumer interactions with tourism and travel media, consider buying behaviors and decision-influencing factors across the entire Alabama’s Beaches communication ecosystem. Our overall goal is to increase visitation to Alabama’s Beaches appealing to the following audiences:

AUDIENCE PILLARS			
Core Audience (Beach Traveler, Family Traveler, Eco Traveler, Beach Safety)			Nonstop Flights
Golfing	Fishing	Meetings & Conventions	Sports

Our leisure media strategies are rooted in achieving our 2026 key business objectives:

- Increase brand awareness
- Drive high-quality traffic to key pages and increase conversions on the website
- Increase booking windows to support a higher average daily rate, longer length of stay, and fewer cancellations
- Increase direct bookings on AlabamasBeaches.com

Every media channel drives back to achieving the above objectives, while also providing flexibility pending performance. While impression drivers are important, ultimately we aim to drive in-destination impact.

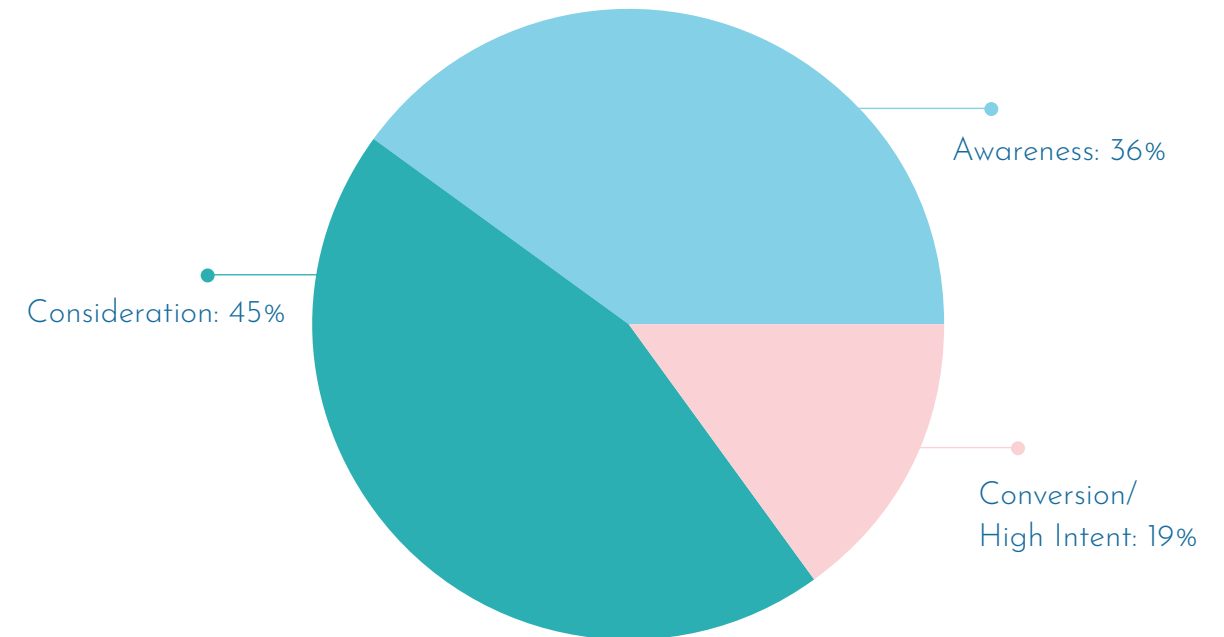




## KEY STRATEGIES

Focus on reaching Alabama's Beaches Core Beach Traveler & Family Traveler audiences through a full funnel mix of media channels

- **Awareness:** Connected TV, Print, Digital Audio, Radio, Social Media, AI-Enhanced Search Ecosystem Strategy (AI-Summaries, SEO, Paid Search), Earned and Owned Media
- **Consideration:** Sponsored Content, Email, Display, AI-Enhanced Search Ecosystem Strategy (AI-Summaries, SEO, Paid Search-Google + Bing, Performance Max, YouTube, Gmail), Earned and Owned Media
- **High Intent:** Paid Search, Social Media, Performance Max, SEO, Email, Owned Media



Our media plan takes a proactive & intentional approach by adjusting our strategy in the following ways.

### Optimized Investment:

Redistribute media spend and owned and earned media efforts to sustain year-round awareness and visitation, not just fill gaps.

### Stronger Storytelling:

Build consistent visibility and demand across all channels.

### Extend the Season:

Align with traveler planning cycles to drive visitation beyond the summer peak.



## KEY STRATEGIES CONT'D

### Markets & Seasonality

Our research continues to show that longer, sustained exposure is key to driving travel decisions - especially among Midwest audiences. Based on both Key Data booking windows and our path-to-conversion insights, travelers in these markets typically require multiple touch points over several months before making a booking decision. Midwest households, in particular, plan vacations much earlier and are influenced by repeated messaging across channels during that decision window. By maintaining a longer presence, we can nurture awareness through the full funnel.

So while the number of markets remains consistent next year, you will see that we are changing markets a little less often, making sure we are exposing audiences for 5 - 6 months at a time instead of switching every season.

While we'll focus on specific seasonal messaging as noted above, we'll also run evergreen destination messaging and remarketing campaigns year-round in our primary target markets.

We will also run Allegiant Airlines specific media in all nonstop markets throughout the year. Advertising will begin two months in advance of each market's seasonal flight dates.

MONTHS	MESSAGING	MARKETS
January February March	Spring Planning Spring Break	Birmingham, Baton Rouge, Huntsville, Louisville, St. Louis, Nashville, Lafayette, Shreveport, LA, Jackson, MS, Knoxville, TN, Little Rock, AR, Memphis, New Orleans, Dallas, Houston, Atlanta
April, May, June, July	Summer Season	Birmingham, Baton Rouge, Huntsville, Louisville, St. Louis, Nashville, Lafayette, Shreveport, LA, Jackson, MS, Knoxville, TN, Little Rock, AR, Memphis, New Orleans, Dallas, Houston, Atlanta
August September	Fall Season	Birmingham, Baton Rouge, Huntsville, Louisville, St. Louis, Nashville, Lafayette, Shreveport, LA, Jackson, MS, Knoxville, TN, Little Rock, AR, Memphis, Grand Rapids, Indianapolis, Minneapolis-St. Paul, Madison WI
August, September, October, November, December	Winter Season	Grand Rapids, Indianapolis, Minneapolis-St. Paul, Madison WI, Traverse City, MI, Birmingham, Baton Rouge, Huntsville, St. Louis, New Orleans
October, November, December	Spring Planning	Birmingham, Baton Rouge, Huntsville, Louisville, St. Louis, Nashville, Lafayette, Shreveport, Jackson, MS, Knoxville, Little Rock, Grand Rapids, Indianapolis, Minneapolis-St. Paul, Madison WI

### NONSTOP FLIGHT TARGETING

MONTHS	MARKETS
February	Knoxville, Cincinnati, Fayetteville, Kansas City, St. Louis/Belleville, Nashville, Bentonville
March, April, May, June	Knoxville, Cincinnati, Fayetteville, Kansas City, St. Louis/Belleville, Nashville, Bentonville, Huntsville, Oklahoma City, Omaha, Louisville, Springfield
July August	Des Moines, Appleton, Cincinnati, Kansas City, St. Louis/Belleville, Nashville, Bentonville, Huntsville, Oklahoma City, Omaha, Louisville, Springfield
September	Des Moines, Appleton, Cincinnati, Kansas City, St. Louis/Belleville, Nashville, Bentonville
October, November	Des Moines, Appleton, Nashville, Bentonville
December	Des Moines, Appleton

## MEDIA TACTICS & PARTNERS

CHANNEL	PARTNERS	HIGHLIGHTS
Print Media	Alabama Living, Alabama Magazine, Alabama Vacation Guide, Southeast Family Travel Planner, State Hunting & Fishing Guide, Golf Alabama and more.	For Alabama's Beaches, integrating targeted print placements is a deliberate tactic to enhance credibility, penetrate key markets, and create lasting physical reminders of the brand message. Local print excels at capturing readers in a high-engagement, lean-in mindset. We'll place full-page ads in various publications and local guides.
OTT/CTV Ads	Genius Monkey, MNTN	With over 85% of U.S. households now reachable via Connected TV, this channel represents a fundamental shift in video advertising. CTV is a premium, high-impact channel to build brand awareness, target high-value audiences, and drive measurable action in a fragmented media landscape. We'll run :15s and :30s video ads across premium channels like Prime, Disney and Netflix.
Streaming Audio	Spotify, iHeart, and more.	Radio—both streaming and local broadcast—represents a uniquely powerful audio channel that combines intimacy, immediacy, and influence. Radio is a strategic tool to embed our brand message in the daily rhythms of our target audience, building both emotional connection and practical consideration.
Travel Focused	Bham Now, Advance Travel, Alabama Tourism, Hopper, Expedia, Style Blueprint, Texas Monthly and more.	Travel-specific outlets are the strategic spearhead of the digital media plan. They allow us to intercept potential visitors at the most valuable moments in their journey, surrounded by the contextual signals of travel intent. Travel Endemic placements like Expedia deliver targeted influence, measurable impact, and a direct pipeline to conversion.
Local Digital	Advance Travel, Texas Monthly, Atlanta Journal, Style Blueprint, The Weather Channel and more.	Local digital placements deliver hyper-local credibility, contextual relevance, and community integration through sponsored articles, newsletters and more.
Display	Azira, Genius Monkey, The Weather Channel	Display is a powerful channel that delivers unprecedented scale, precision, and efficiency in reaching potential visitors across the open web. For Alabama's Beaches, we'll strengthen brand awareness with a mix of High Impact Units, Native Ads and Standard placements.
Epsilon	Epsilon Ads + NEI Report	Epsilon Digital Media offers a data-drive approach leveraging deep consumer insights to deliver highly targeted campaigns that drive measurable results. Media buy includes an in-depth Net Economic Impact report tracking spending across all categories
Cross Network	Google Performance Max	Performance Max leverages Google's intent data and machine learning to find and convert travelers across the entire online journey. This is a growth platform that utilizes Google's entire ecosystem, such as Search, Display, YouTube, Gmail, Discover, Maps and more.
Digital Video	Google Demand Gen, Google YouTube, Genius Monkey, Azira and more.	Digital Video is the most potent tool for closing the empathy gap between a potential visitor at home and the lived reality of a coastal vacation. It is the primary vehicle for storytelling, brand elevation, and creating visceral desire that keep Alabama's Beaches top of mind when planning a vacation.
SEM	Google Search, Microsoft Search	While other channels build desire, SEM captures demand. It ensures that when a potential visitor decides to move from dreaming to researching, Alabama's Beaches is prominently and persuasively present, ready to guide them toward a booking.



## SOCIAL MEDIA STRATEGY

The 2026 Social Media Marketing Plan positions Alabama's Beaches for measurable growth and long-term brand success. Through targeted storytelling, influencer partnerships, data-driven insights, and strategic paid support, the brand will deepen traveler connections and inspire visits year-round.

Our strategic approach is focused on growing digital engagement, strengthening brand authority, and inspiring travel through authentic storytelling and measurable performance. Our focus for 2026 is to expand our audience reach, drive more qualified traffic to the website, enhance influencer partnerships, and align content with the broader tourism funnel: awareness → interest → consideration → booking.

### Key Strategies

- Maintain consistent brand standards, tone, and visuals across all platforms.
- Create emotionally engaging, informative, and visually-driven content.
- Develop a robust content calendar with seasonal campaigns and storytelling themes.
- Integrate influencer collaborations, UGC, and paid social for cross-platform synergy.
- Encourage community participation through interactive content, polls, and engagement questions.
- Use insights from Sprout Social and Google Analytics to optimize strategy and pivot content when needed.
- Targeted Campaigns: Ads will be strategically tailored to key audience segments, showcasing all that Alabama's Beaches have to offer for families and beach getaways.
- Engagement & Retargeting: Retargeting efforts will continue to be a key focus to encourage newsletter signups, visitor guide requests and bookings on the Alabama's Beaches website or through lodging partner websites.

### Our Platform-Specific Tactics:

- Meta (Facebook/Instagram): These platforms have proven to be highly effective in helping us reach our goals and will continue to be our primary focus for social advertising. Facebook content will focus on event promotion, travel tips, local business features. Instagram content will focus on storytelling.
- TikTok: Reaching younger travelers and young families through engaging short-form videos is our primary focus for this platform.
- Pinterest: We will expand our efforts on Pinterest, focusing on engaging users planning weddings and long-term vacation planning for our destination. New ad formats will be utilized, including carousel ads, idea pins, and quizzes to engage users searching for inspiration for beach weddings, family vacations, and foodie content.
- YouTube: We will continue using long-form, and short-form videos, and ads that showcase our destination's unique experiences.
- LinkedIn: Ads and content will focus on meetings, group travel, and professional events
- Reddit: Content will focus on local Q&As and destination tips



## 5.0

WEBSITE, SEO,  
AND EMAIL  
STRATEGYWEBSITE, SEO, AND  
EMAIL STRATEGY

By the end of 2026, AlabamasBeaches.com will operate as a fully integrated, AI-optimized, and commerce-connected platform. The site will seamlessly merge destination inspiration, trip booking, and retail experiences into one ecosystem.

Through focused SEO, e-commerce, and email strategies, the goal is to deliver measurable growth in direct bookings, retail revenue, and brand visibility—while establishing Alabama's Beaches as a leader in innovative, data-driven destination marketing.

**Key Strategies**

- Increase Direct Bookings through improved user experience, personalization, and localized marketing.
- Launch & Grow the Online Retail Shop to generate new revenue while increasing direct website traffic, and brand affinity.
- Strengthen SEO & Content Visibility by expanding organic reach, building authority, and preparing the website for AI-driven search.
- Boost Email Marketing & Automation by leveraging automation and personalization to inspire travel, drive bookings, increase website traffic, conversions, and to boost retail purchases.
- Improve Site Engagement & Experience by increasing time on site, repeat visits, and user interaction through engaging content and tools utilizing NLP for personalized content and recommendations.



## 6.0 PUBLIC RELATIONS STRATEGY

### PUBLIC RELATIONS STRATEGY

Position Alabama's Beaches as a welcoming, authentic coastal destination where visitors slow down, reconnect, and experience Southern hospitality—driving year-round visitation, destination awareness, and community pride. PR efforts will align with **Coastal Codes**, **The Great American Beach Trip**, and emerging travel trends through integrated paid, earned, shared, and owned media.

#### Key Strategies

- Develop Signature Brand Storytelling
  - Coastal Codes
  - Great American Beach Trip (Americana + nostalgia)
- Support Emerging Travel Trends
  - Slow travel
  - Solo travel
- Nurture High-Impact Partnerships
  - Heartland RV
  - Prime Tours
  - Fishing & golf brands
- Support Destination News & Growth
  - Gulf State Park RV Park
  - Margaritaville Orange Beach progress
  - New air service
- Highlight Destination Events
- Support Community Advocacy & Crisis Communications

### PUBLIC RELATIONS TACTICS

PR strategies will be supported across various paid, earned, shared, and owned media tactics.

#### Paid

- Niche publisher partnerships focused on slow & solo travel
- Co-branded content with RV, tour, fishing & golf partners
- Boosted blogger & influencer content to extend earned media

#### Earned

- Market-specific pitching tied to air service & new developments
- Press trips centered on family, culinary, outdoors, sustainability
- Media networking via TBEX, SATW, PRSA, ICAST, OWAA
- Real-time pitching using Qwoted

#### Shared

- Launch Alabama's Beaches Creator Ambassador Program
- Paid + hosted creator collaborations
- Partner-driven creator campaigns
- Social amplification of earned media

#### Community Advocacy & Crisis Communications

- Maintain proactive crisis plan and clear partner communication
- Coordinate with EMA, Beach Safe, city PIOs, and tourism partners
- Provide annual media & crisis readiness training
- Support destination stewardship storytelling around tourism's economic impact



7.0

## VISITOR & PARTNER SERVICES STRATEGY

## VISITOR & GUEST SERVICES STRATEGY

- Maintain year-round visitor access by operating the Alabama's Beaches Welcome Center nearly every day and expanding touchpoints across the destination.
- Extend guest engagement beyond the center through the Beach Engagement Vehicle (launched 2025) at community events, festivals, and high-traffic locations.
- Strengthen airport presence by welcoming guests at Gulf Shores International Airport and supporting the growing Allegiant air service.
- Provide responsive, multi-channel support—phone, email, text, and guide requests—to ensure seamless trip planning and on-island assistance.
- Enhance visitor experiences by delivering curated recommendations that connect guests with local businesses and activities
- Advance key initiatives such as Leave Only Footprints and Beach Safety through proactive education and on-site interactions.
- Drive economic impact by acting as the personal bridge between travelers and the tourism community.

## INDUSTRY PARTNER SERVICES STRATEGY

- Improve partner onboarding and education through streamlined sign-ups, portal training, and daily support to nearly 1,000 local businesses.
- Maintain accurate, high-quality partner data by keeping listings, events, offers, and seasonal updates current on AlabamasBeaches.com.
- Expand support channels including timely responses to Reddit questions and enhanced communication with partner businesses.
- Increase partner visibility via featured listings, email co-ops, and strategic promotion tied to seasonal campaigns.
- Produce the annual Vacation Guide to showcase local experiences and drive planning and conversion.
- Grow winter engagement through the popular Showcase Series, spotlighting local businesses and strengthening community connections.
- Strengthen the partner database with consistent outreach, improved data hygiene, and year-round relationship management.



8.0

# SPORTS & EVENTS MARKETING STRATEGY



Our Sports & Events team knows how to play to win, and we're here to support their game plan. To boost organic traffic to the sports site, we're crafting engaging, tailored content that captures the excitement of every event and tournament. This content will drive visitors through social media ads, posts, videos, and email campaigns.

Our paid media strategy is all about amplifying the connection between sports enthusiasts, planners, and Alabama's Beaches. By fine-tuning initiatives launched in 2025, such as digital advertising on LinkedIn, Google, Sports Trade Publications, and Regargeting Campaigns, we're maximizing event visibility, driving bookings, and showcasing Alabama's Beaches as a premier destination for sports and recreation. From action-packed tournaments to coastal getaways, we're proving that every great play starts here.

## SPORTS AND EVENTS GOALS

- Grow awareness of Alabama's Beaches as a planner-friendly sports destination
- Work with event planners to enhance and grow existing events
- Generate new leads using advertising and lead generation tools and in-person conferences/shows
- Drive the visitor economy through increased leads, new events, and booked room nights
- Increase engagement among participants and attendees to encourage bookings on our website with our sponsor properties
- Strengthen sponsor ROI and drive sponsor visibility and conversions
- Enhance event experience through digital tools and activations
- Streamline planning process



## 9.0

MEETINGS  
MARKETING  
STRATEGY

When it comes to meetings, we're setting the stage for success. We're boosting organic traffic to the meetings site with fresh, engaging content that shows why Alabama's Beaches is the ultimate destination for work and play. This content will be front and center across social media ads, posts, videos, and email campaigns, driving even more planners to discover what makes us stand out.

We're building on our 2025 paid media and search engine marketing success, refining strategies to maximize the performance of the meetings website and drive more bookings. We will continue deploying geo-targeted digital and remarketing campaigns through LinkedIn and Google, optimizing the website with planner-focused content and AI-powered RFP tools, activating content marketing through blogs, video testimonials and virtual tours, and continuing to engage the industry directly at trade shows and site visits. With every detail, we're helping the Meetings team turn plans into unforgettable experiences.

## MEETINGS GOALS

- Grow meetings business from Alabama, Louisiana, and Mississippi (all segments), with a focus on new business.
- Generate new leads using advertising and lead generation tools and in-person conferences/shows
- Research and engage with new markets to generate new leads and bookings
- Increase number of in-person site visits to the destination
- Support existing and new clients
- Drive engaging traffic to our website





## CONCLUSION

This 2026 Marketing Plan isn't just a roadmap. This is our playbook for keeping Alabama's Beaches top-of-mind and top-of-list. With a smart mix of proven strategy and fresh creative energy, we're setting bold goals and building momentum that benefits our community, our partners, and every visitor who's ready to "get it" when they get here.

Our campaign—and the Coastal Code that brings its spirit to life—will help us show the world what makes this place special: a destination where the rules relax, the days stretch out, and the simple joys hit a little differently.

We're excited for what's ahead and confident that, together, we'll keep making waves in all the best ways. Thanks for being part of the journey and believing in this vision. Now let's get out there and break a few (Coastal Code-approved) rules.





ALABAMA'S  
BEACHES

