

2025 ANNUAL REPORT

Marketing



DIGITAL

9.8M
Website Sessions

7M
Website Users

14.5K
New Email Subscribers

129K
Total Email Subscribers

SOCIAL MEDIA

634K
fans

72.5K
followers

114.6K
followers

6.2K
followers

10.5M
Video Views

VISITOR PARTNER SERVICES

24.8K
Welcome Center Visitors

15.8K
Mobile welcome center interactions

70
Portal trainings conducted

108.8K
Vacation Guides Distributed

39K
Partner referrals

159
New partners listed

Completed **78%** of annual partner outreach and assisted IPs with **9K** total interactions

ADVERTISING

PRINT CIRCULATION
35.9M

DIGITAL
499M Impressions
9M Page Views

1K Direct Bookings
\$2.3M Booking Value
5K Nights Booked

PUBLIC RELATIONS

364 Articles published with a reach of **33.1B**

13 Press releases issued

54 Press trips with **66** journalists hosted

6.8K Travel Blogger Social Media Posts

67M Travel Blogger Social Media Post Views

2024 ECONOMIC IMPACT

2025 numbers will be available in April

6.49M Visitors

\$6.69B Spending

55,795 Jobs

\$2.4B Wages/Salaries

2025 ANNUAL REPORT

Sports & Events



ALABAMA'S BEACHES
SPORTS & EVENTS



Events
167



Events Room
Nights
117K



Economic
Impact
\$77.3M



New
Events
10



Site Visits

3



Tradeshows
Attended

3



Welcome Bags
Distributed

25K



Website Sessions

212K



Website Users

149K



Newsletter Subscribers
13.5K



New Newsletter Subscribers
67

SOCIAL MEDIA

15.6K fans

2.7K followers

1K followers

82 Sports Stories

79.9K
Sports Story Reach

6 Press Releases

SALES/MEETINGS

258
Meetings & Conventions

14
Meetings Stories

2.8K
followers

7K fans

66K
Room Nights

259K
Meetings Story Reach

856 followers

74K
Website Sessions

19
Meeting Planner Site Visits

67 New Newsletter
Subscribers

65K
Website Users

30K
Welcome Bags Distributed

682 Total Newsletter
Subscribers