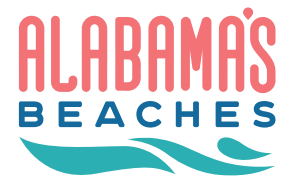


2025 ANNUAL REPORT

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

108.8K

Vacation Guides
Distributed

15.8K

Mobile welcome
center interactions

39K

Partner
referrals

70

Portal trainings
conducted

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

SOCIAL MEDIA



15.6K fans



2.7K followers



1K followers



82 Sports Stories



79.9K
Sports Story Reach



6 Press Releases



Newsletter Subscribers
13.5K



New Newsletter Subscribers
67

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