

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 **974** annual partner outreach updates
and assisted IPs with **9K** total interactions

PAID SOCIAL MEDIA

1.97M Clicks

27.9M Video Views

191M Impressions

14.9M Engagements

DIRECT BOOKINGS



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

PAID ADVERTISING

PRINT CIRCULATION

35.9M

PAID MEDIA TRAFFIC DROVE

1:52 Average Session Duration

47% YoY Increase in New
Site Users

274K Partner Referrals
(90.5% YoY Increase)

DIGITAL

506M Impressions

9M Page Views

3.5M Users

NONSTOP FLIGHTS

292K Page Views to
FlyAlabamasBeaches.com

15K Clicks to the Allegiant
Site from Paid Media

492 Nonstop Flight
Bookings (3-month
partnership with Allegiant)

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

f **15.6K** fans

ig **2.7K** followers

td **1K** followers

fb **82** Sports Stories

fb **79.9K**
Sports Story Reach

pr **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