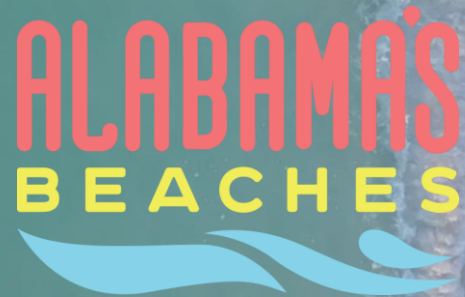


# ALABAMA'S BEACHES TOURISM SUMMIT



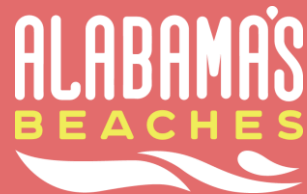


# OUR MISSION

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.

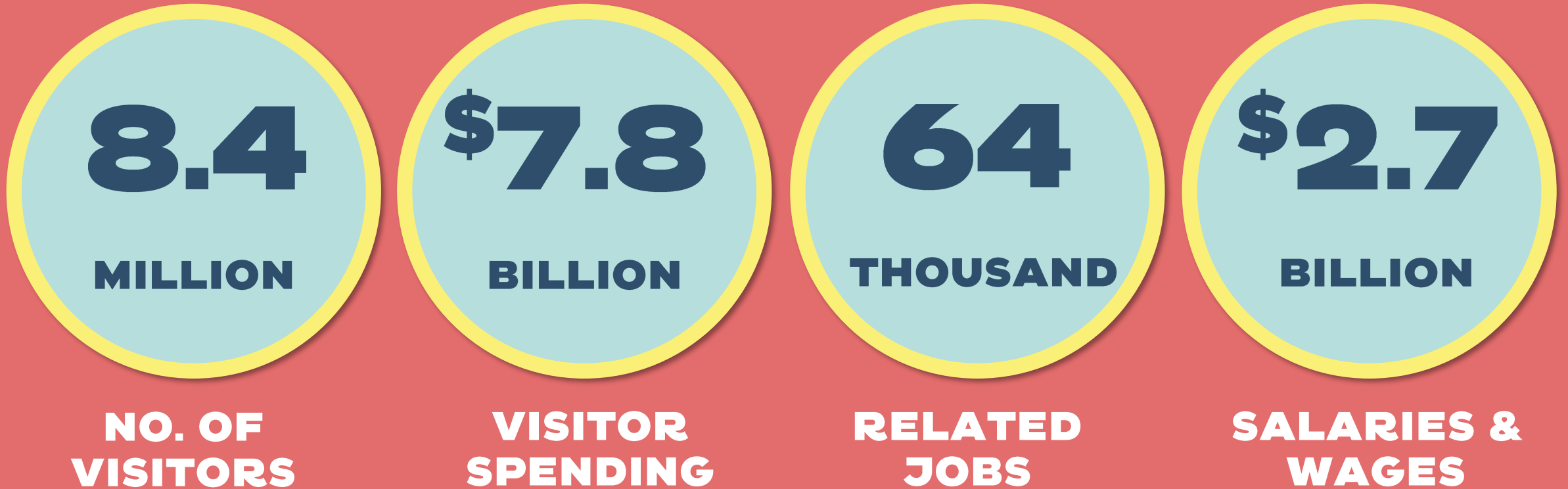
TOURISM ISN'T  
JUST AN  
INDUSTRY.

*It's the Spirit of our Communities.*



# 2024 TOURISM'S ECONOMIC IMPACT

## *Baldwin County*



# 2024 TOURISM'S ECONOMIC IMPACT

## *Baldwin County*

|             | <b>NO. OF VISITORS</b> | <b>VISITOR SPENDING</b> | <b>RELATED JOBS</b> | <b>SALARIES &amp; WAGES</b> |
|-------------|------------------------|-------------------------|---------------------|-----------------------------|
| <b>2024</b> | <b>8.39M</b>           | <b>\$7.84B</b>          | <b>64.6K</b>        | <b>\$2.77B</b>              |
| 2023        | 8.38M                  | \$7.91B                 | 65K                 | \$2.78B                     |
| 2022        | 8.31M                  | \$7.86B                 | 65K                 | \$2.70B                     |
| 2021        | 8.03M                  | \$7.32B                 | 63K                 | \$2.42B                     |

SOURCE: ALABAMA DEPARTMENT OF TOURISM, ECONOMIC IMPACT REPORT 2024

# 2024 TOURISM'S ECONOMIC IMPACT

## *Alabama's Beaches*

**6.5**

**MILLION**

**NO. OF  
VISITORS**

**\$6.7**

**BILLION**

**VISITOR  
SPENDING**

**55**

**THOUSAND**

**RELATED  
JOBS**

**\$2.4**

**BILLION**

**SALARIES &  
WAGES**

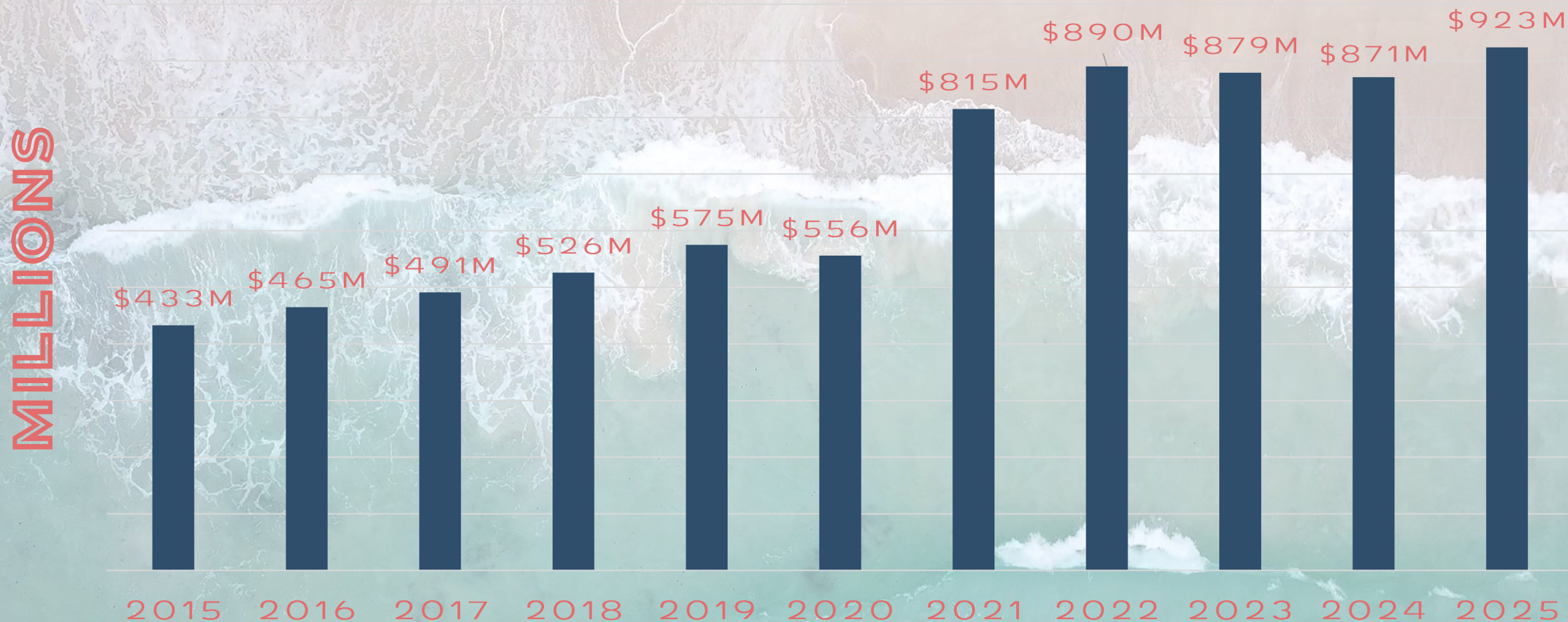
# 2024 TOURISM'S ECONOMIC IMPACT

## *Alabama's Beaches*

|             | <b>NO. OF VISITORS</b> | <b>VISITOR SPENDING</b> | <b>RELATED JOBS</b> | <b>SALARIES &amp; WAGES</b> |
|-------------|------------------------|-------------------------|---------------------|-----------------------------|
| <b>2024</b> | <b>6.49M</b>           | <b>\$6.69B</b>          | <b>55.7K</b>        | <b>\$2.4B</b>               |
| 2023        | 6.46M                  | \$6.68B                 | 55K                 | \$2.4B                      |
| 2022        | 6.39M                  | \$6.62B                 | 55K                 | \$2.38B                     |
| 2021        | 6.21M                  | \$6.28B                 | 52K                 | \$2.25B                     |

SOURCE: DERAVID, K. (2025). *THE ECONOMIC IMPACT OF GULF SHORES, ORANGE BEACH, & FORT MORGAN TOURISM INDUSTRY*

# TAXABLE LODGING

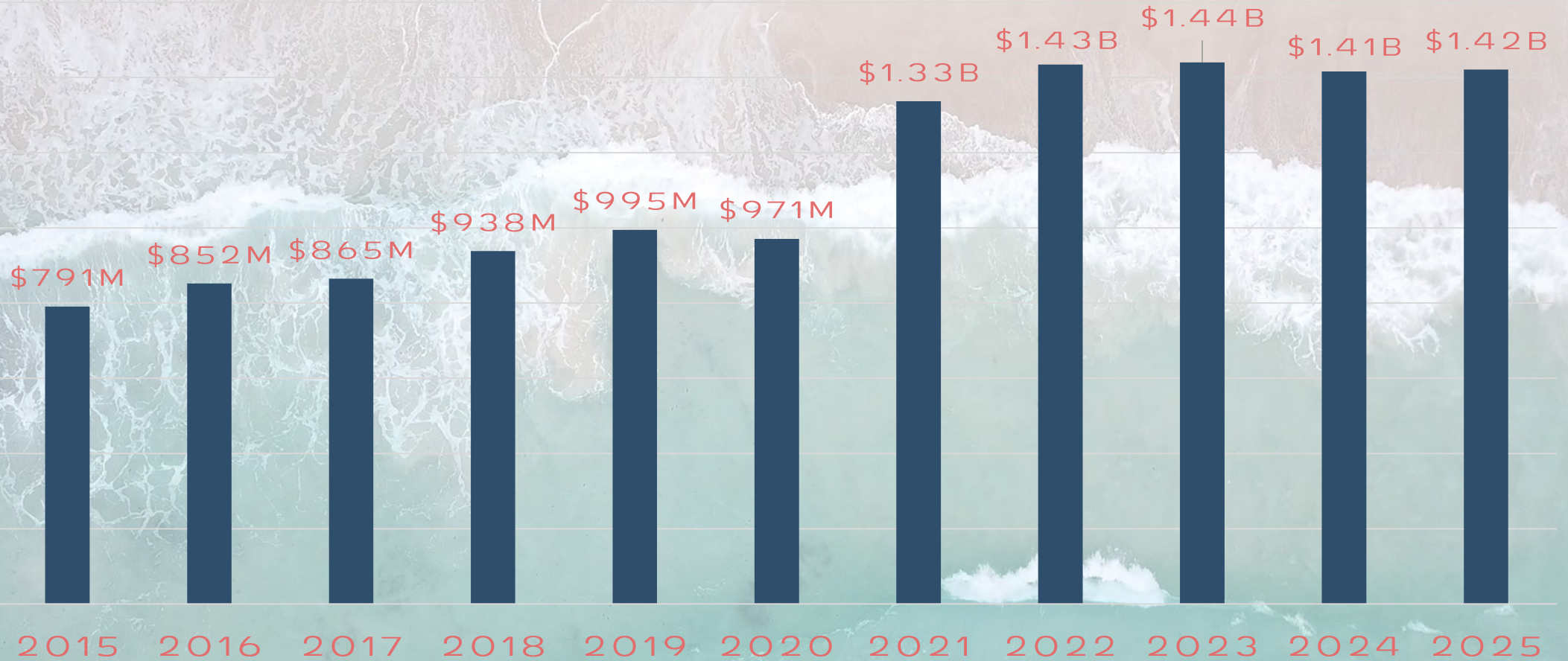


SOURCE: ALABAMA DEPARTMENT OF REVENUE

# TAXABLE RETAIL



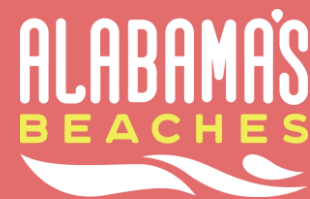
MILLIONS



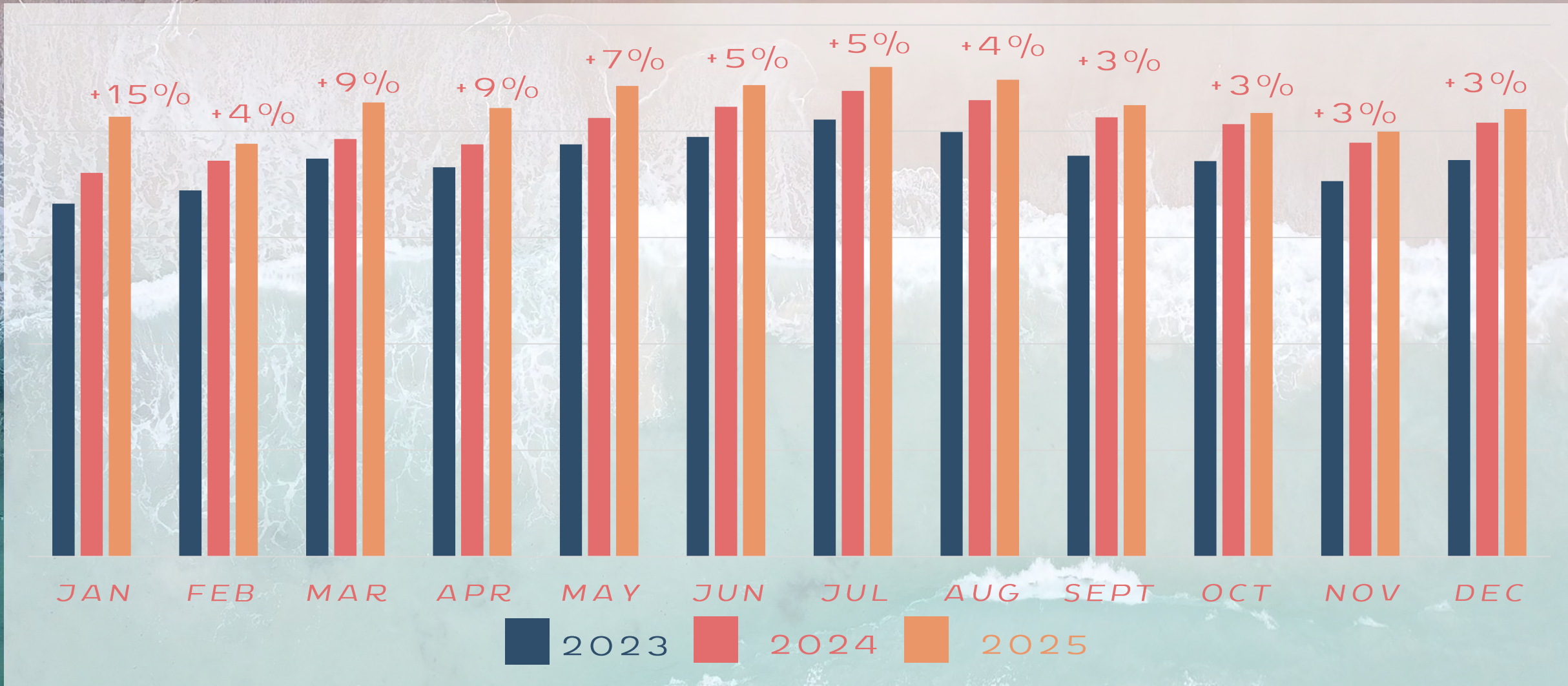
SOURCE: GULF SHORES AND ORANGE BEACH REVENUE DEPARTMENTS



TOURISM  
KEEPS  
ALABAMA'S  
BEACHES  
THRIVING.

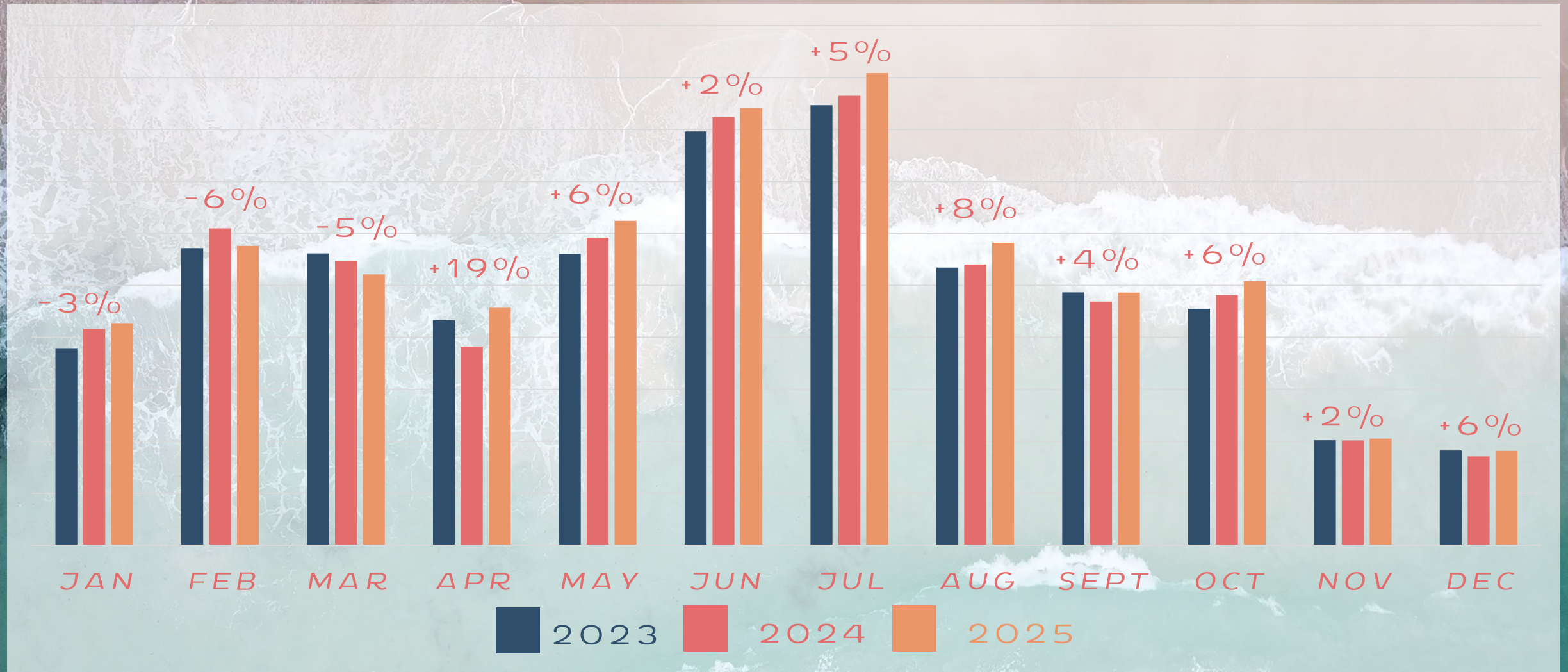


# VACATION RENTAL NIGHTS AVAILABLE 2023-2025



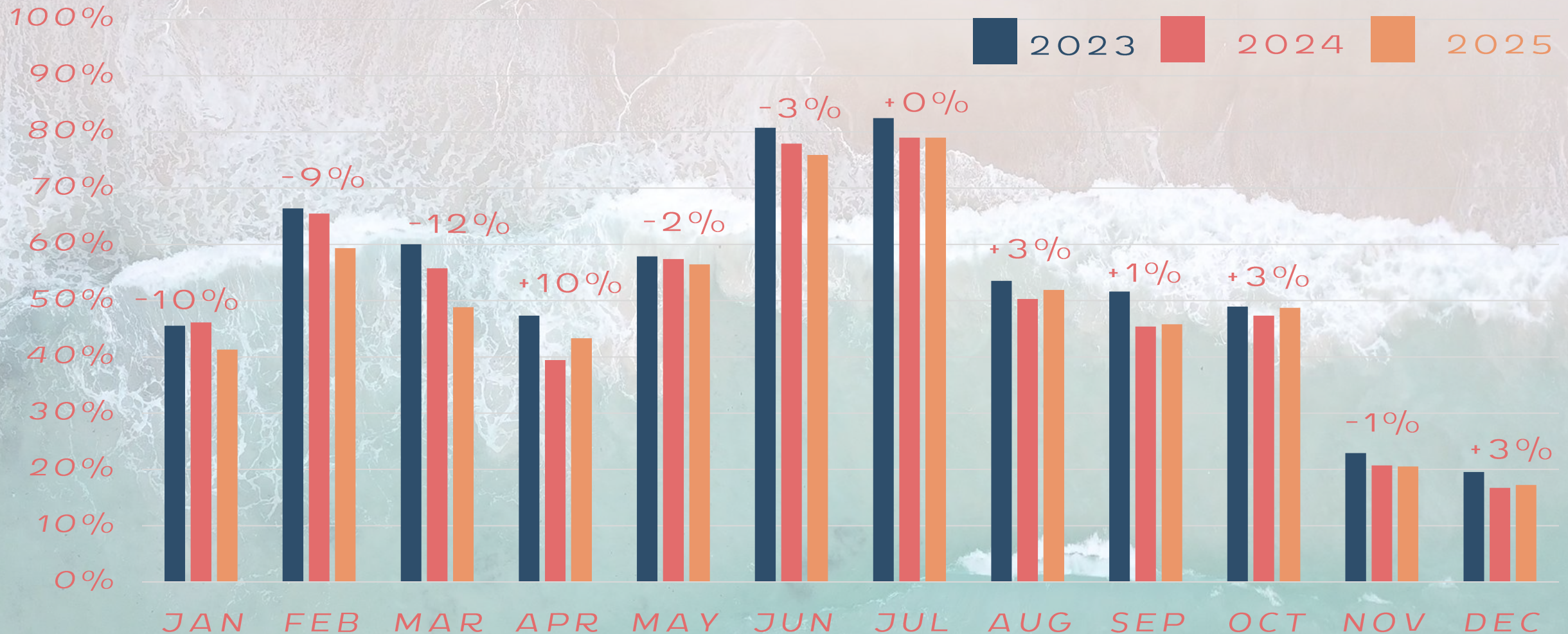
SOURCE: KEY DATA DASHBOARD

# VACATION RENTAL GUEST NIGHTS 2023-2025



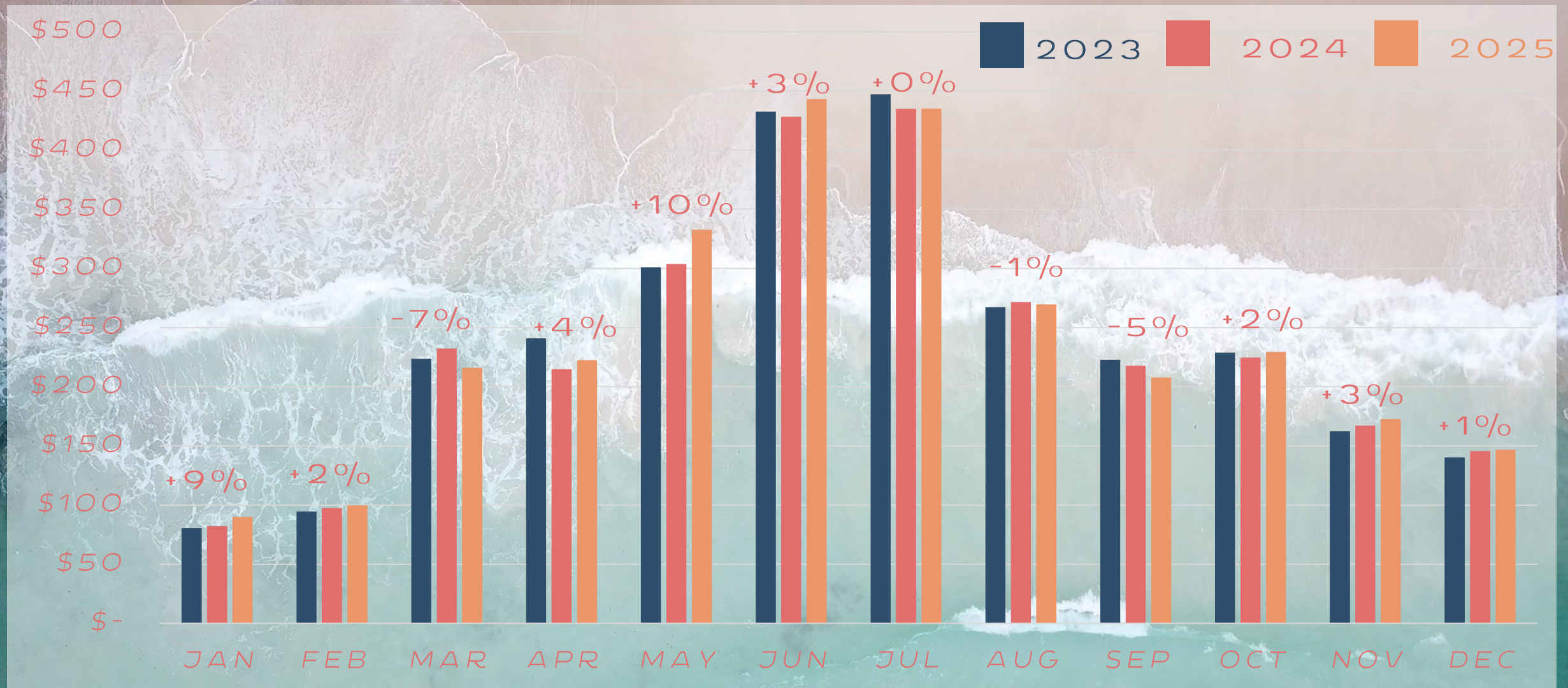
SOURCE: KEY DATA DASHBOARD

# VACATION RENTAL OCCUPANCY 2023-2025



SOURCE: KEY DATA DASHBOARD

# VACATION RENTAL ADR 2023-2025



SOURCE: KEY DATA DASHBOARD

# TOP STATES IN 2025 FOR VACATION RENTALS

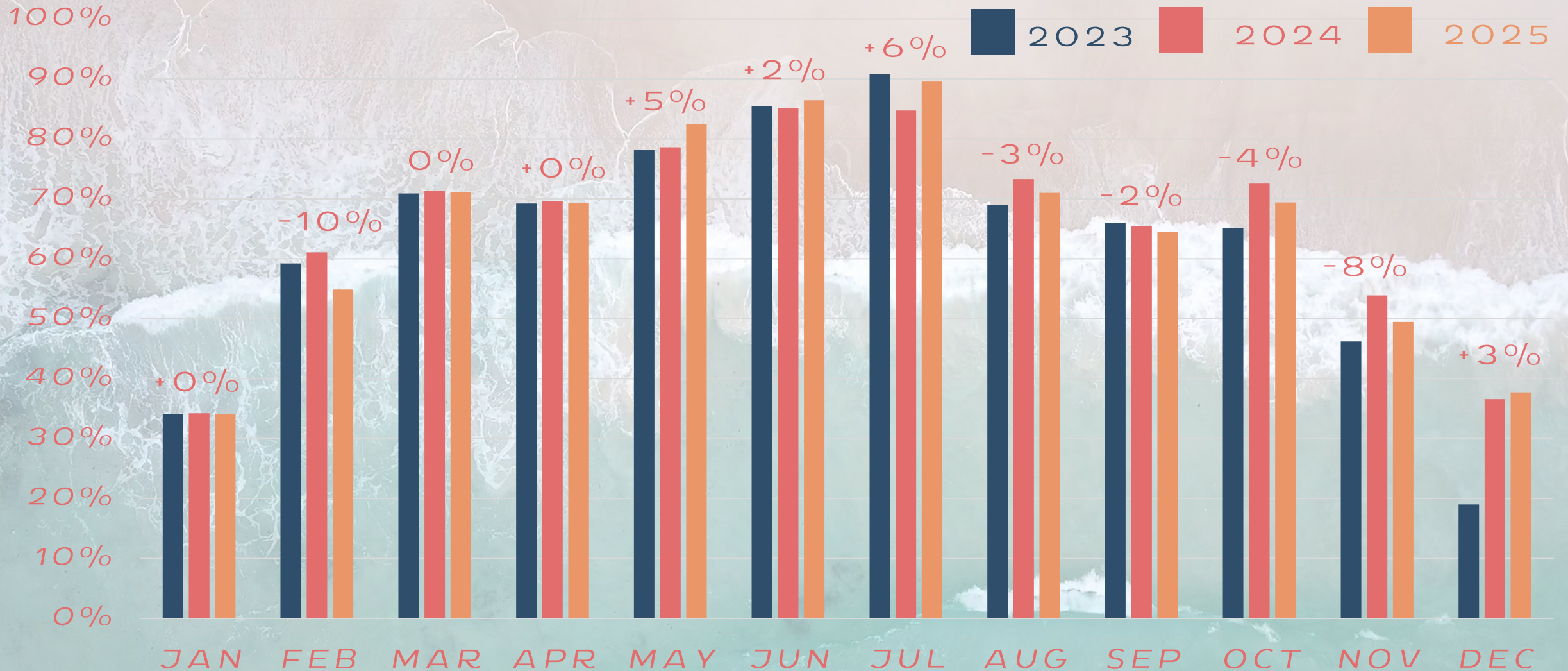
1. ALABAMA
2. LOUISIANA
3. TENNESSEE
4. MISSISSIPPI
5. GEORGIA
6. TEXAS
7. KENTUCKY
8. MISSOURI
9. ARKANSAS
10. INDIANA

# TOP CITIES IN 2025 FOR VACATION RENTALS

1. BIRMINGHAM
2. BATON ROUGE
3. MOBILE
4. HUNTSVILLE
5. LOUISVILLE

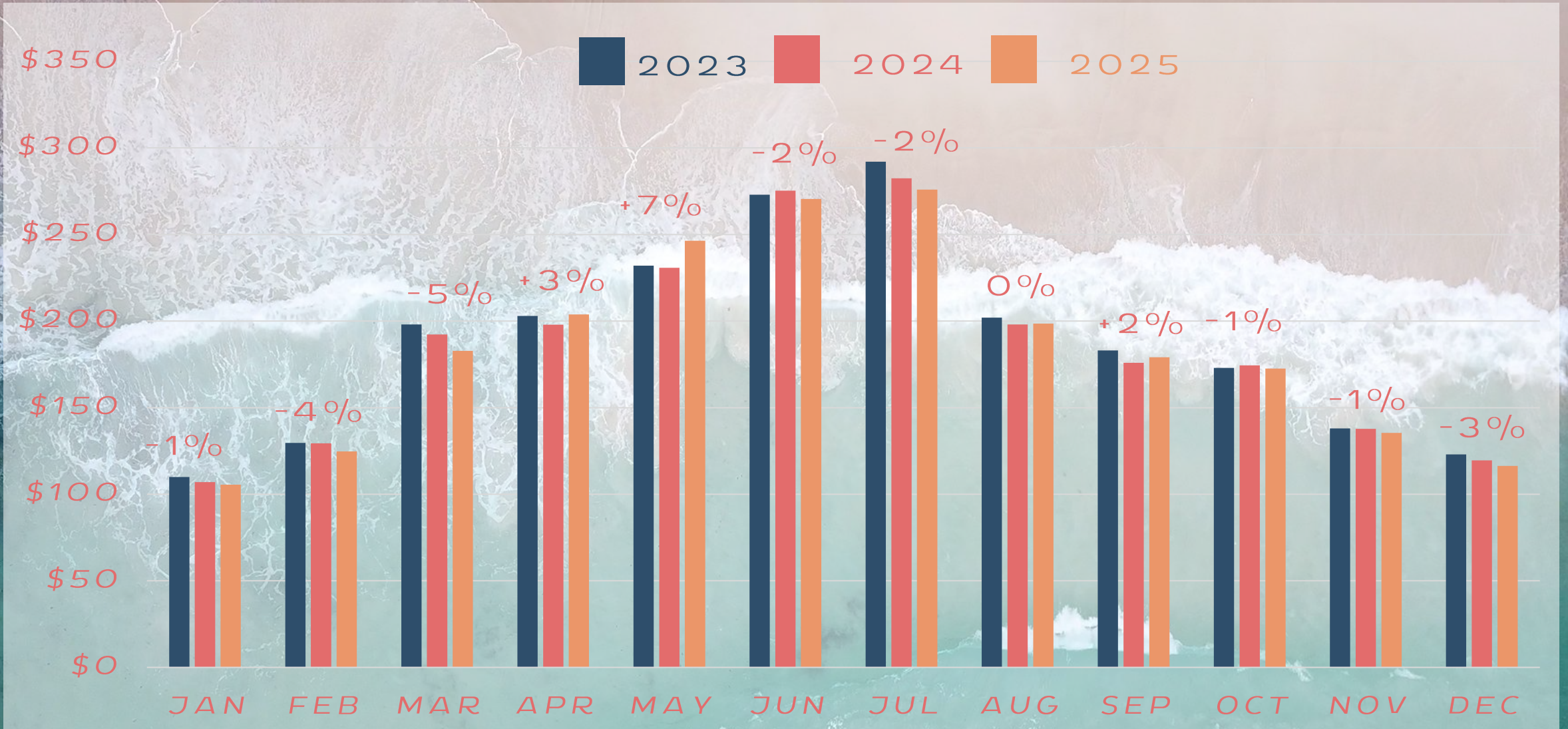
6. LAFAYETTE
7. NEW ORLEANS
8. MEMPHIS
9. METAIRIE
10. MADISON, MS

# HOTEL OCCUPANCY 2023-2025



SOURCE: KEY DATA DASHBOARD

# HOTEL ADR 2023-2025



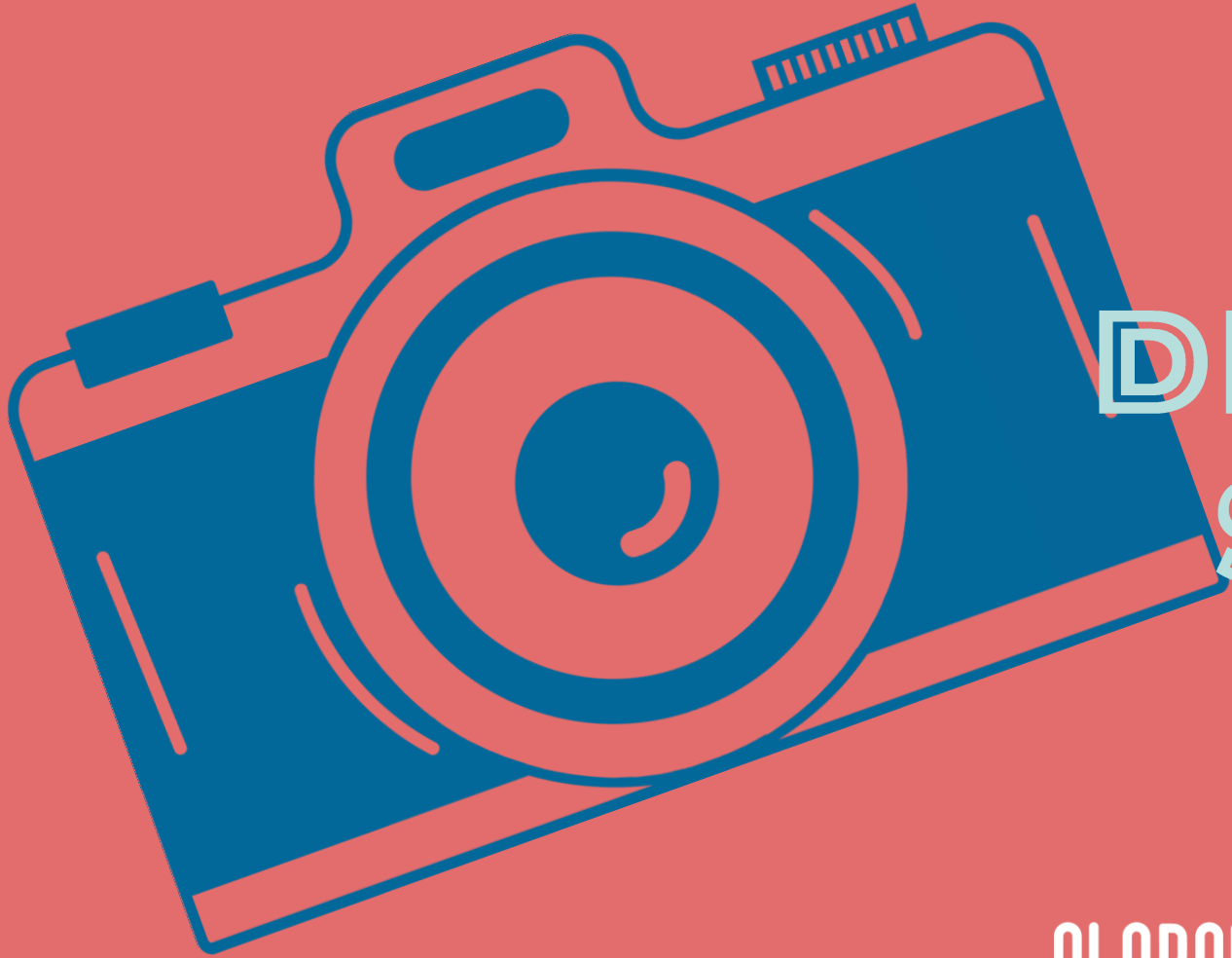
SOURCE: KEY DATA DASHBOARD

# TOP STATES IN 2025 FOR HOTELS

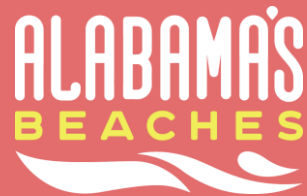
1. ALABAMA
2. LOUISIANA
3. MISSISSIPPI
4. FLORIDA
5. TENNESSEE
6. GEORGIA
7. TEXAS
8. MISSOURI
9. ARKANSAS
10. ILLINOIS

# TOP CITIES IN 2025 FOR HOTELS

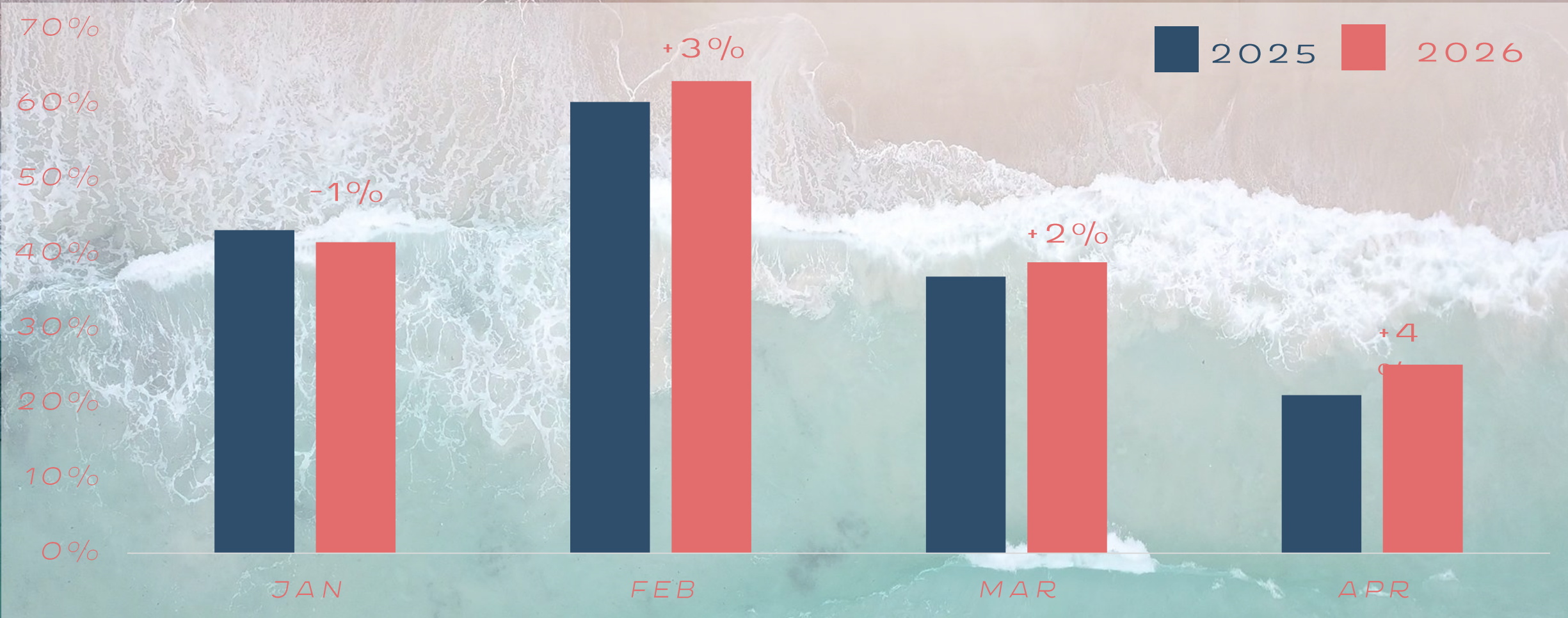
1. BIRMINGHAM
2. BATON ROUGE
3. MOBILE
4. HUNTSVILLE
5. LOUISVILLE
6. LAFAYETTE
7. NEW ORLEANS
8. MEMPHIS
9. METAIRIE
10. MADISON, MS



2026  
DESTINATION  
SNAPSHOT

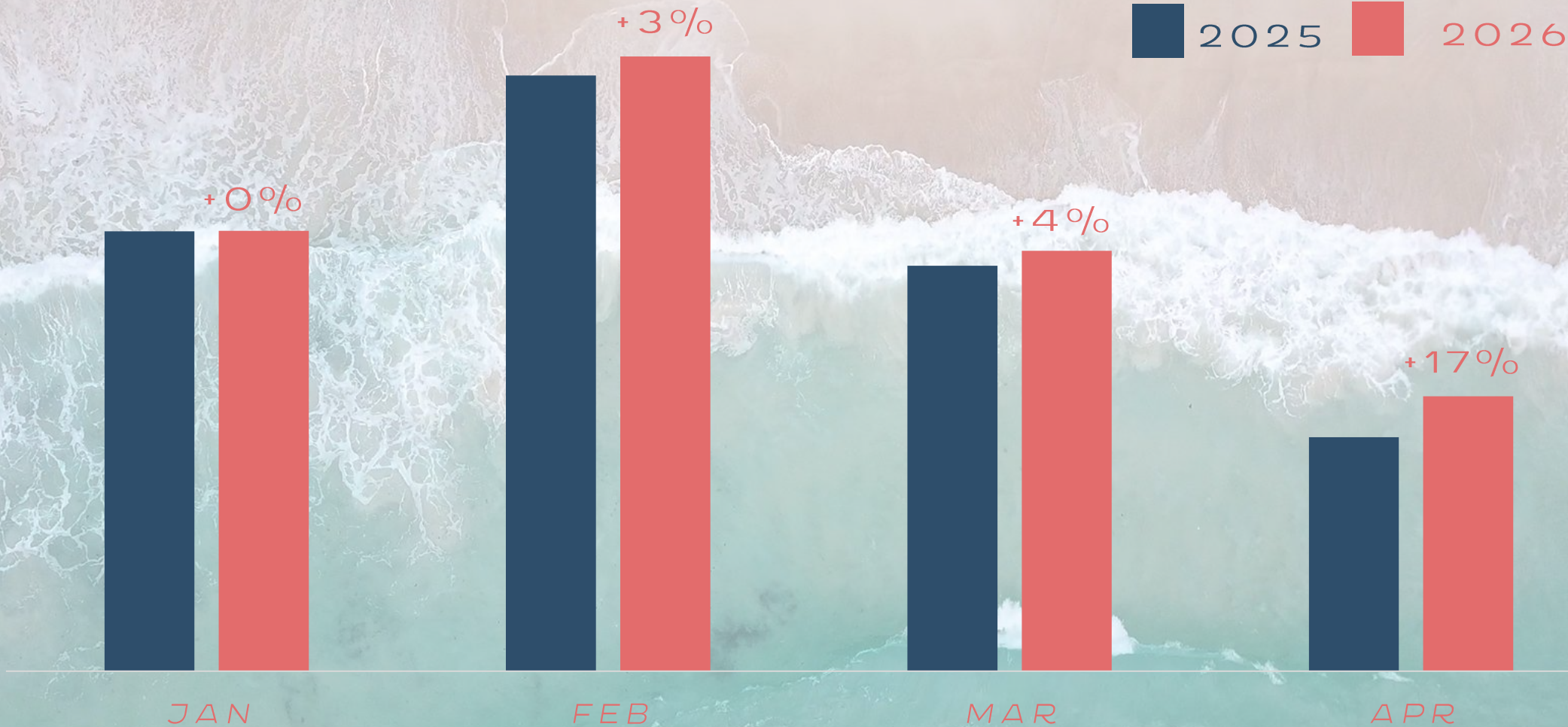


# 2026 VACATION RENTAL OCCUPANCY FORECAST



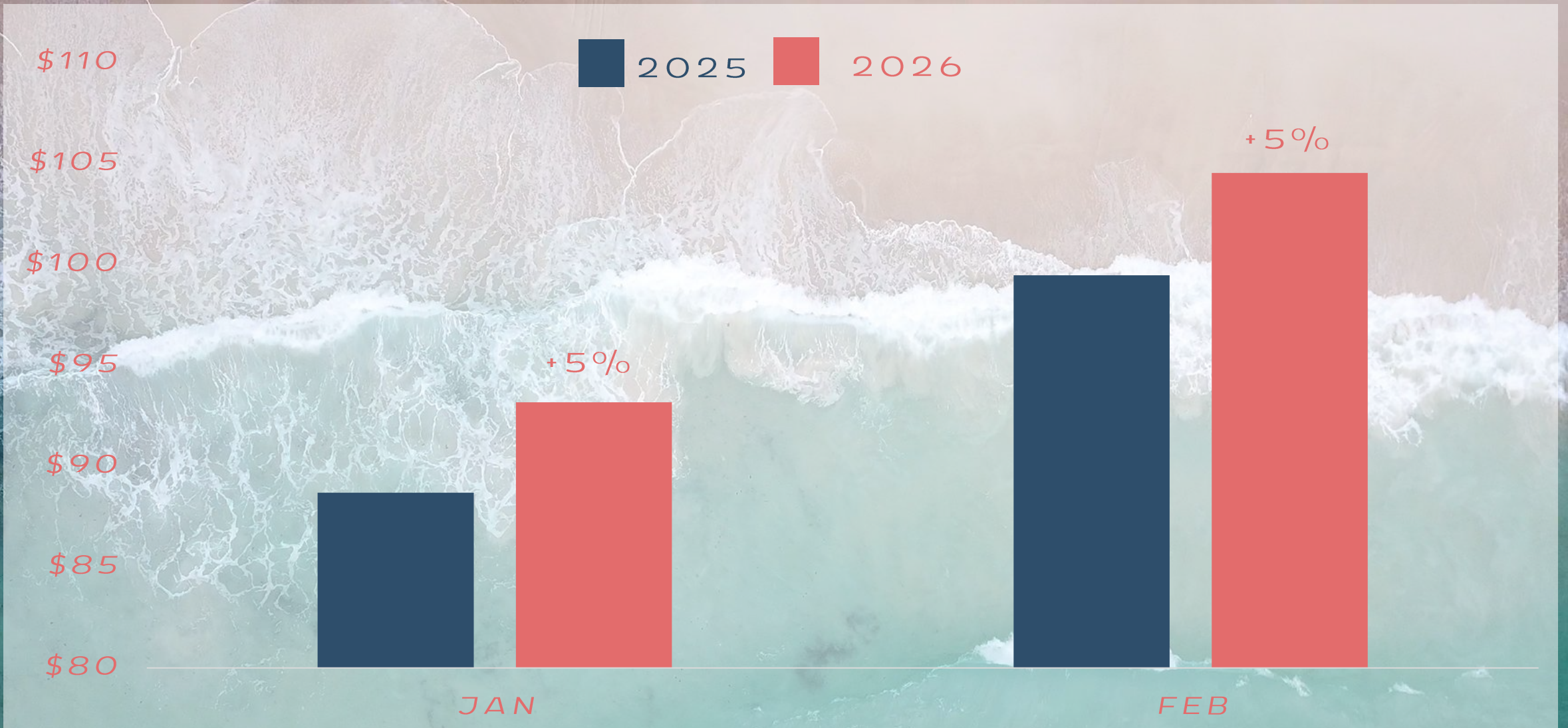
SOURCE: KEY DATA DASHBOARD

# 2026 VACATION RENTAL GUEST NIGHT FORECAST



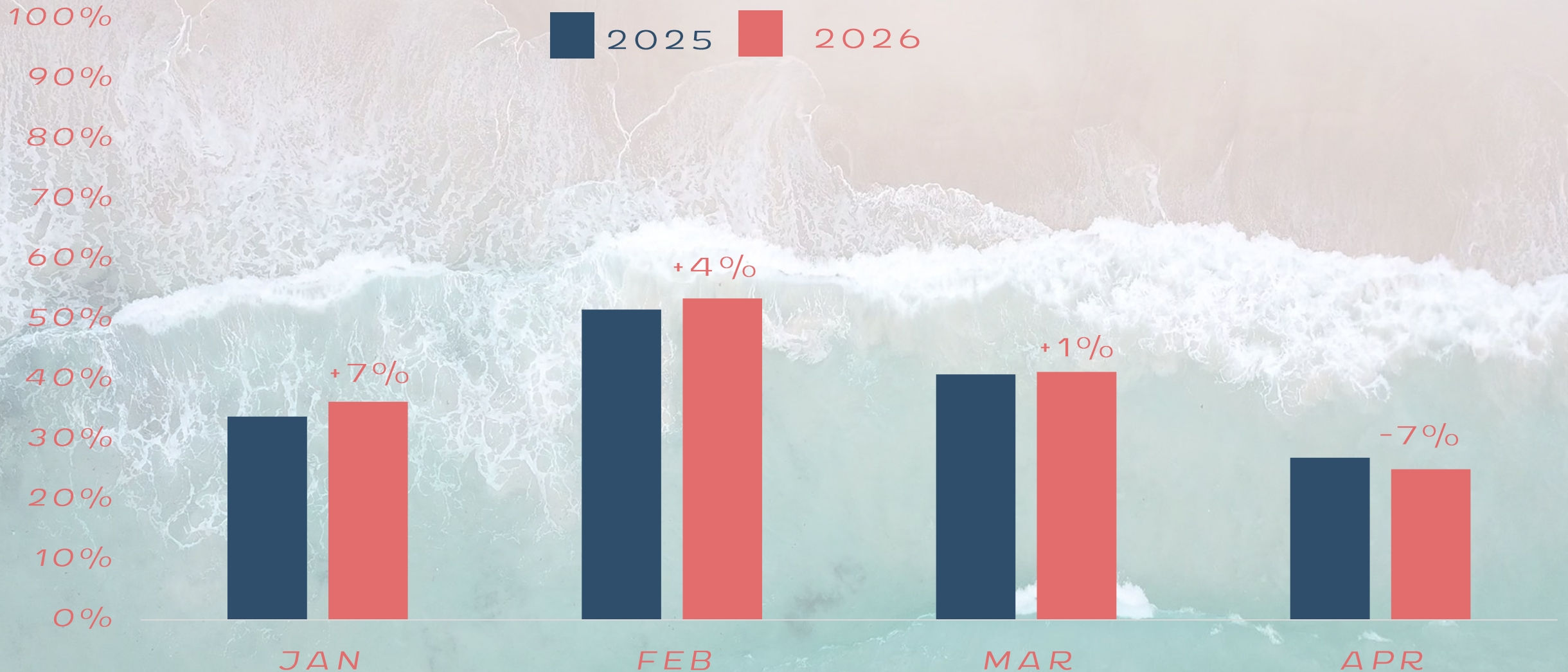
SOURCE: KEY DATA DASHBOARD

# VACATION RENTAL ADR 2024-2026



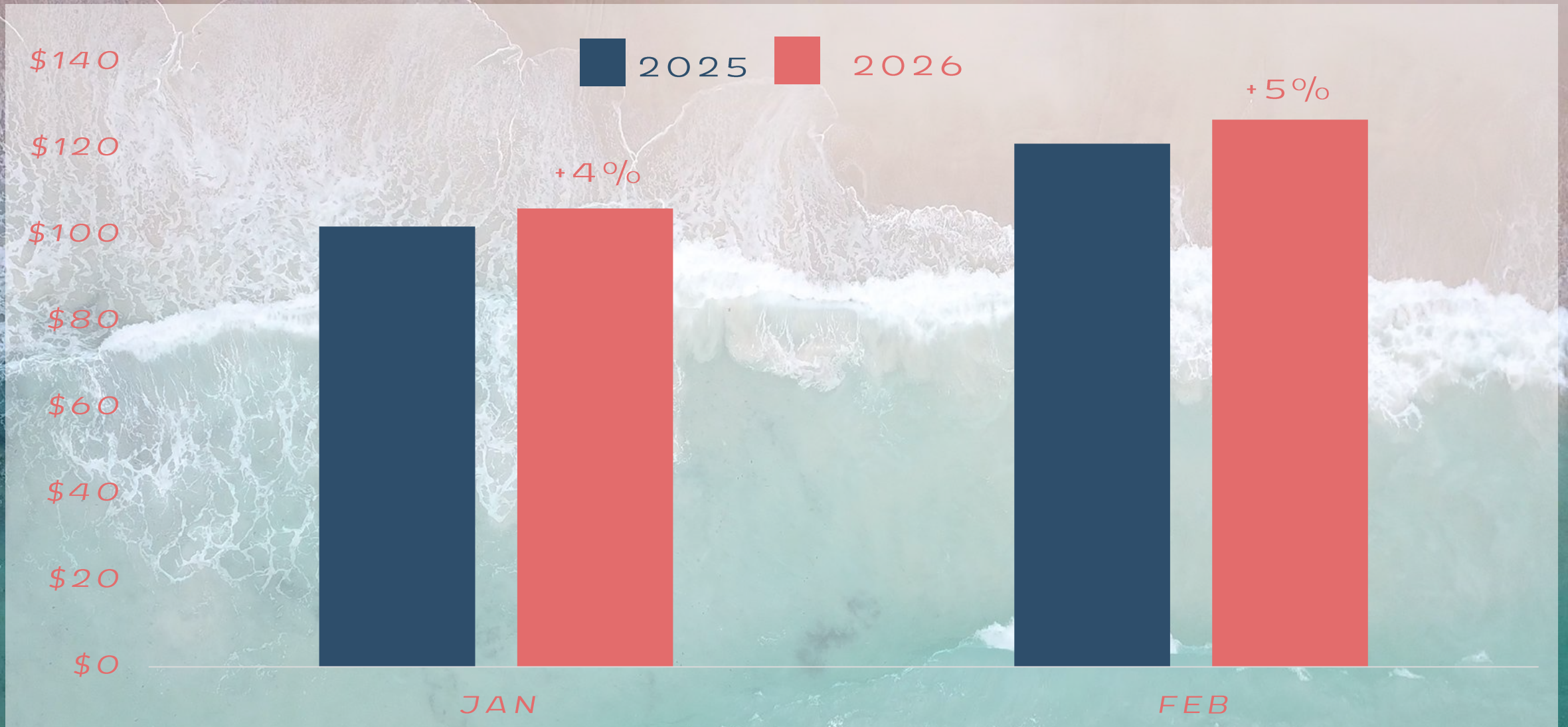
SOURCE: KEY DATA DASHBOARD

# HOTEL OCCUPANCY 2025-2026



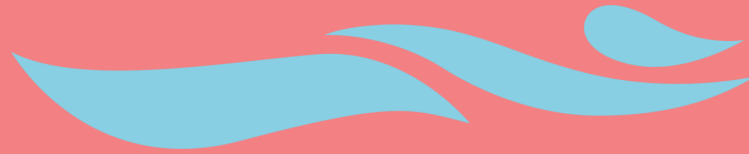
SOURCE: KEY DATA DASHBOARD

# HOTEL ADR 2025-2026



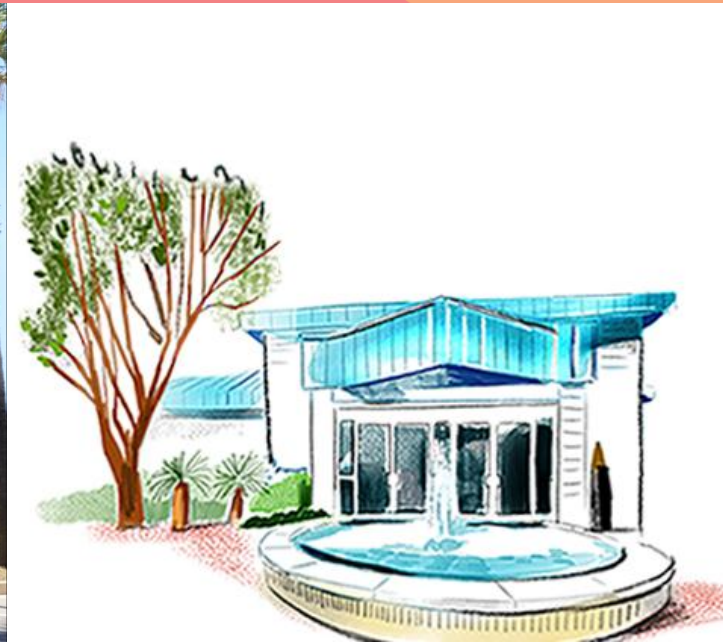
SOURCE: KEY DATA DASHBOARD

# WELCOME CENTER UPDATE



Angie Haering  · 1d

We flew the CVG route 5 times this year with our family of 4!



**HELLO  
BEV**



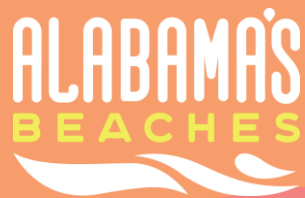
# BEACH ENGAGEMENT VEHICLE

**141**

**DESTINATION  
APPEARANCES**

# LEGISLATIVE & POLICY WATCH

*Issues Impacting Our Beaches  
and Tourism Industry*

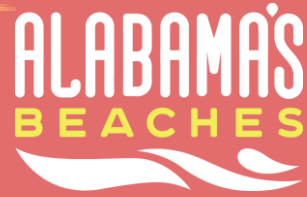


# LEGISLATIVE & POLICY WATCH

AL HB 181 (MUD DUMPING BILL) = *Supported by GUMBO and Gulf Shores & Orange Beach Tourism; currently on the Governor's desk for signature.*

AL HB 260 AND SB 121 = *Actively opposed by GUMBO. Neither HB 260 or SB 121 has moved currently. Both bills have been referred to committee but have not yet been placed on a committee agenda.*

AL HB 226 = *Actively opposed by GUMBO. GUMBO facilitated discussions between the bill sponsor, Capitol Resources, and local short-term rental management companies, resulting in agreed-upon amendment language that exempts rental companies with a physical presence in Alabama. The committee advanced the bill as amended, addressing all concerns raised to date. The bill could receive a House floor vote soon, though it is not currently listed on the Special Order Calendar.*



# DESTINATION STEWARDSHIP

*32 Miles of Home*





# By Locals for Locals



## For Those Who Call Alabama's Beaches Home

From locals' favorites and peak occupancy times to insights on how tourism supports our local economy, this page is your go-to resource for staying informed. Get to know Gulf Shores & Orange Beach Tourism and learn how our efforts support local businesses, protect our beaches, and serve the communities we call home.

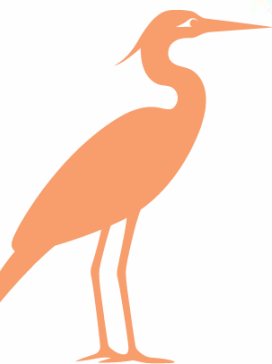


# The Local Lowdown



## Local Tips for Life on Alabama's Beaches

Whether you're new to the area or a born-and-raised Baldwin County resident, we want to provide locals with helpful. From navigating traffic and anticipating guest arrivals to upcoming events and safety resources, we are here to share beneficial insights and resources with the community.



*Thank You!*

# BETH GENDLER

BGENDLER @ ALABAMASBEACHES.COM

