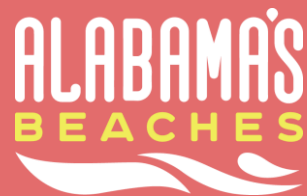
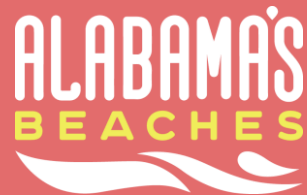


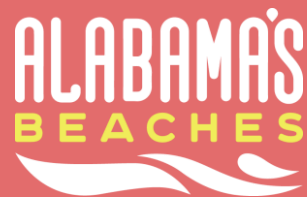
*Crystal Hinds*  
VP OF MARKETING



# THE COASTAL CODES



*LET ME SET THE SCENE...  
IMAGINE,  
IT IS 1990S*





***WEIGHING  
IN OVER  
200 LBS.***





A night scene of a park with a fountain and a building in the background. The fountain is lit up, and a bench is in the foreground. The building has many lit windows. The title 'FRIENDS' is overlaid in the center in a white, stylized font with colored dots. Below it, 'SERIES INTRO' is written in a plain white font.

# FRIENDS

SERIES INTRO

VCR+

Hi-Fi

VIDEO

AUDIO

POWER

VCR/TV

CHANNEL 4

PHILIPS MAGNAVOX

PLAY

REVERSE

PAUSE

STOP

REWIND

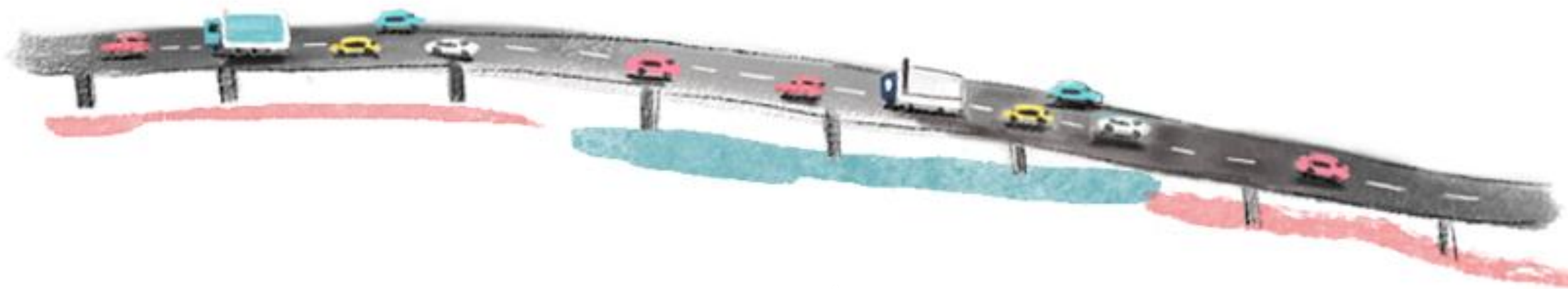
F.F.WD

RED LIGHT

STOP

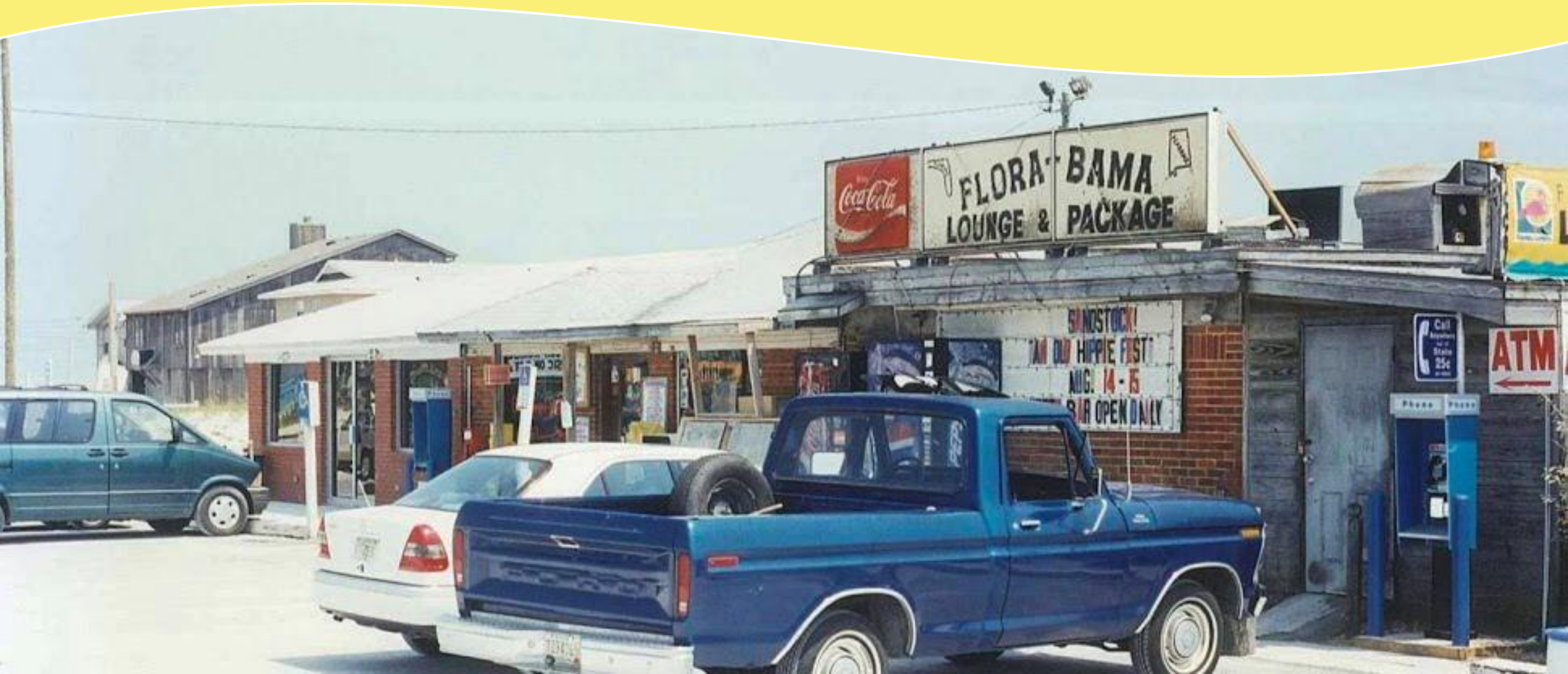
PHILIPS

VHS HQ



BEACHES

# Pleasure Island



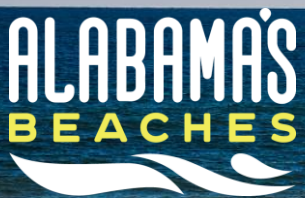


*THE OLD CIRCLE K  
WAS THE HOT SPOT*



# MARKETING STRATEGIES

Our marketing plans are rooted in understanding traveler and buying behavior, as well as 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

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

# ALABAMA'S BEACHES

FY26 *marketing plan*



# 2026 MARKETING PLAN



A photograph of two women kayaking on a blue lake. The woman in the foreground is a Black woman with dark hair, wearing a light blue t-shirt, a life jacket with a pink and orange pattern, and sunglasses. She is smiling broadly and holding a blue paddle. The woman in the background is a white woman with short white hair, wearing a pink top, a life jacket, and sunglasses. She is also smiling and holding a paddle. The kayakers are in yellow kayaks. The background shows a clear blue sky and a distant shoreline with green trees.

WHAT'S

NEW

INCENTIVE  
PROGRAM

MERCH

ALABAMA'S  
BEACHES

The logo for Alabama's Beaches, featuring the text "ALABAMA'S BEACHES" in a white, sans-serif font. Below the text is a stylized white wave graphic.

# DRIVE AWARENESS.

## *Inspire travel.*



### Join the Creator Incentive Program and turn influence into impact.

Partner with highly vetted, professional content creators who Gulf Shores & Orange Beach Tourism strategically matches to your property and target audience.

- Benefit from trusted third-party recommendations.
- Leverage a creator's engaged audience while they are actively seeking inspiration for their next getaway.
- Utilize a performance-driven structure designed to produce measurable results and direct bookings via tracking.

**LEARN  
MORE!**



# 2025 VISITATION RESULTS

## VIA THE CREATOR INCENTIVE PROGRAM

In 2025, 22 content creators worked with two local lodging partners and generated a combined 1,974 room nights, totaling \$861,421 in revenue, via unique tracking codes in their Creator Incentive Programs.

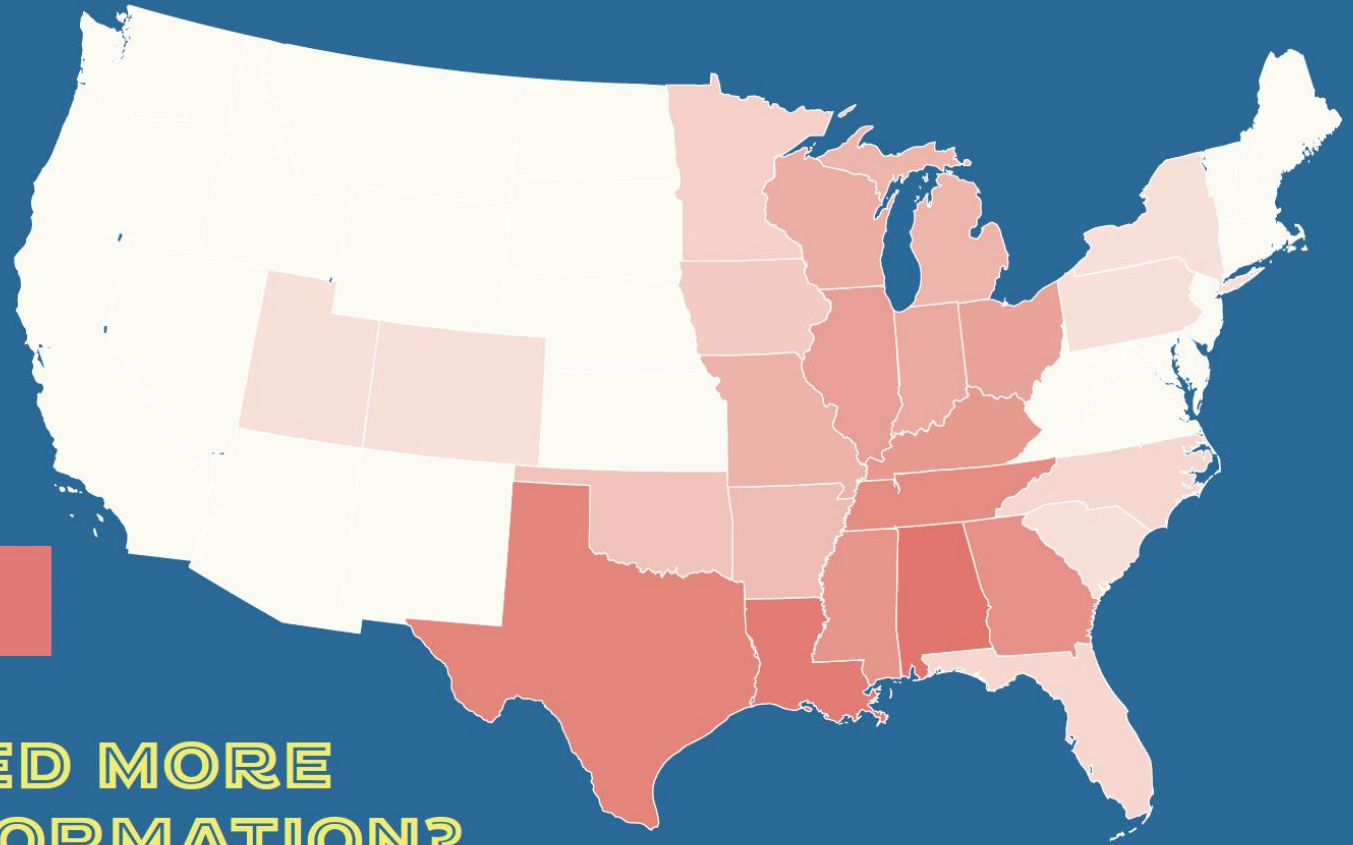
**\$861,421**

**1,974 room nights**



**NEED MORE  
INFORMATION?**

Contact [KMaghan@AlabamasBeaches.com](mailto:KMaghan@AlabamasBeaches.com)  
or [EColvin@AlabamasBeaches.com](mailto:EColvin@AlabamasBeaches.com)





*Shoreline Supply by  
Alabama's Beaches*

**LAUNCHED!**





# Shoreline Supply

MERCH COLLECTION



*Thank You!*

# CRYSTAL HINDS

CHINDS @ ALABAMASBEACHES.COM

