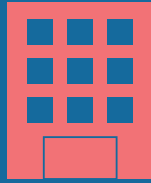


2025 ANNUAL REPORT

Sports & Events



Events
167



Events
Room
Nights
117K



Economic
Impact
\$77.3M



New Events
10

SOCIAL MEDIA

 **15.6K** fans

 **2.7K** followers

 **1K** followers

 **82** Sports Stories

 **79.9K**
Sports Story Reach

 **3** Site Visits

 **3** Tradeshows
Attended

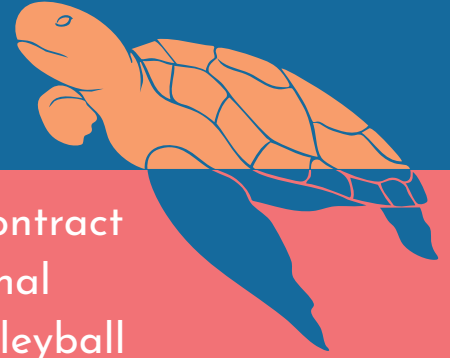
 **25K**
Welcome Bags
Distributed



ALABAMA'S BEACHES
SPORTS & EVENTS

2025

Highlights



229

Referred leads to our accommodation sponsors



Secured long-term contract for NCAA National Collegiate Beach Volleyball Championship

2026-2031



Hosted a very successful NAIA Men's Soccer National Championship, producing

1,816 total room nights

in December with an economic impact of **\$1.2M**

\$500K+
Provided in grants and support for sporting events

Hosted American Volleyball Coaches Association Beach Volleyball Championship in **APRIL 2025**

(will continue to host through at least 2027)

Record registration of **789** participants at the Coastal Half Marathon - our largest participation in this event since we began in 2008



GUIDING PRINCIPLES



Make it effortless to host winning events along Alabama's Beaches.

Help participants and attendees score memorable moments.

Create gamechanging business and measurable outcomes for our sponsors.