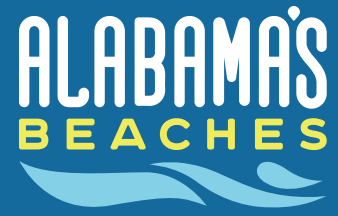


2025 TOURISM *Economic Impact*



GULF SHORES, ORANGE BEACH AND FORT MORGAN



Number of
Visitors
7.14M



Visitor
Spending
6.87B



Travel Related
Jobs
57.3K



Wages &
Salaries
2.5B

BALDWIN COUNTY



Number of
Visitors
8.85M



Visitor
Spending
\$8.33B



Travel Related
Jobs
66.4K



Wages &
Salaries
\$2.94B

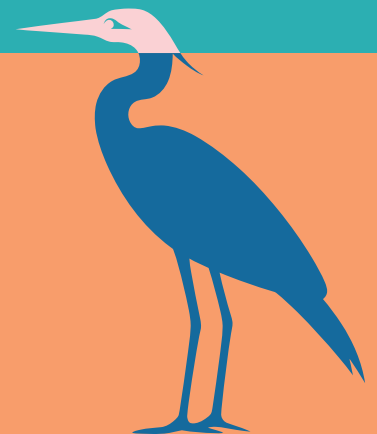
Source: 2025 Alabama Tourism Economic Report

Who we are



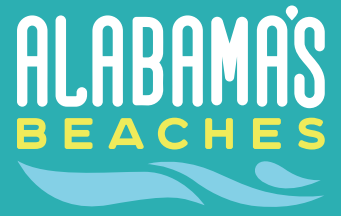
Gulf Shores & Orange Beach Tourism is the official destination marketing organization for Gulf Shores, Orange Beach, and Fort Morgan. Publicly, we operate as Alabama's Beaches and Alabama's Beaches Sports & Events. Our goal is not only to attract visitors to our beautiful area, but to do so in a thoughtful and impactful way that sustains and supports the local community throughout the year. Together, the people, businesses, and natural resources of Alabama's Beaches are what make the destination so special, and without them, the area would not be what it is. We are proud of our community and are committed to continuing our efforts to uplift the locals who also call this remarkable place home.

**TO LEARN MORE ABOUT THE
POSITIVE IMPACT OF TOURISM
ON THE LOCAL ECONOMY
AND RESIDENTS, VISIT
[FOROURLOCALS.COM](https://forourlocals.com)**



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

PAID ADVERTISING

DIGITAL

506M Ad Impressions

3.5M Website Users (47% YoY Increase)

9M Page Views

1:52 Average Session Duration

274K Partner Referrals (90.5% YoY Increase)

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)

PRINT CIRCULATION

35.9M

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

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

2025 ANNUAL REPORT

Sports & Events



ALABAMA'S BEACHES
SPORTS & EVENTS



Events
167



Events Room
Nights
117K



Economic
Impact
\$77.3M



New
Events
10



3 Site Visits



3 Tradeshows Attended



25K Welcome Bags
Distributed



212K Website Sessions



149K Website Users

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



7K fans



67 New
Newsletter
Subscribers



66K
Room Nights



259K
Meetings Story Reach



2.8K
followers



682 Total
Newsletter
Subscribers



74K
Website Sessions



19
Meeting Planner Site Visits



856
followers



65K
Website Users



30K
Welcome Bags Distributed

