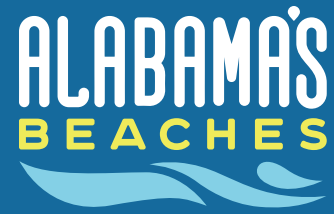


2025 TOURISM *Economic Impact*



VISITING GUESTS

BALDWIN COUNTY ¹		ALABAMA'S BEACHES ²
8.9M		7.1M
2024 8.4M		2024 6.5M
2023 8.4M		2023 6.5M

VISITOR SPENDING

BALDWIN COUNTY ¹		ALABAMA'S BEACHES ²
\$8.3B		\$6.9B
2024 \$7.8B		2024 \$6.7B
2023 \$7.9B		2023 \$6.7B

RELATED JOBS

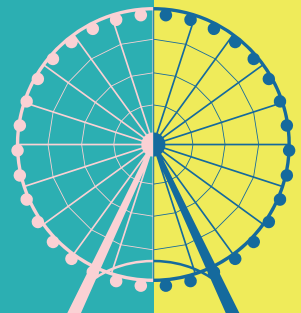
BALDWIN COUNTY ¹		ALABAMA'S BEACHES ²
66,454		57,335
2024 64,686		2024 55,775
2023 65,454		2023 55,660

WAGES & SALARIES

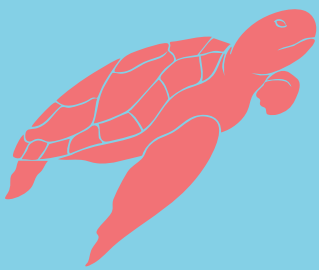
BALDWIN COUNTY ¹		ALABAMA'S BEACHES ²
\$2.9B		\$2.5B
2024 \$2.8B		2024 \$2.4B
2023 \$2.8B		2023 \$2.4B

RETAIL SALES

FOLEY ³	ALABAMA'S BEACHES ⁴
\$1.33B	\$1.41B
2024 \$1.35B	2024 \$1.42B
2023 \$1.32B	2023 \$1.44B



LODGING SALES



FOLEY ³	ALABAMA'S BEACHES ⁵
\$34M	\$924M
2024 \$30.6M	2024 \$871M
2023 \$30.4M	2023 \$879M

Sources

- 1: Alabama Department of Tourism - 2025 Economic Impact Report
- 2: Deravi K., "The Economic Impact of Gulf Shores, Orange Beach, & Fort Morgan Tourism Industry" (published in 2026)
- 3: City of Foley Revenue Department
- 4: City of Gulf Shores & City of Orange Beach Revenue Departments
- 5: State of Alabama Department of Revenue





MISSION STATEMENT

The mission of the Convention and Visitors Bureau is to market the Alabama Gulf Coast as a year-round destination, while stewarding a thoughtful, sustainable level of growth, thus enhancing the economy and quality of life for all residents.