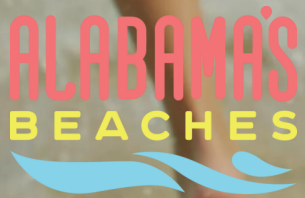


Welcome to
FIRST FRIDAY FORUM



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.



BEHIND EVERY
NUMBER

is a Local story



2025 TOURISM'S ECONOMIC IMPACT

Baldwin County

8.9

MILLION

**NO. OF
VISITORS**

\$8.3

BILLION

**VISITOR
SPENDING**

66

THOUSAND

**RELATED
JOBS**

\$2.9

BILLION

**SALARIES &
WAGES**

2025 TOURISM'S ECONOMIC IMPACT

Baldwin County

**NO. OF
VISITORS**

**VISITOR
SPENDING**

**RELATED
JOBS**

**SALARIES &
WAGES**

2025

8.85M

\$8.3B

66K

\$2.9B

2024

8.39M

\$7.84B

65K

\$2.77B

2023

8.38M

\$7.91B

65K

\$2.78B

2022

8.31M

\$7.86B

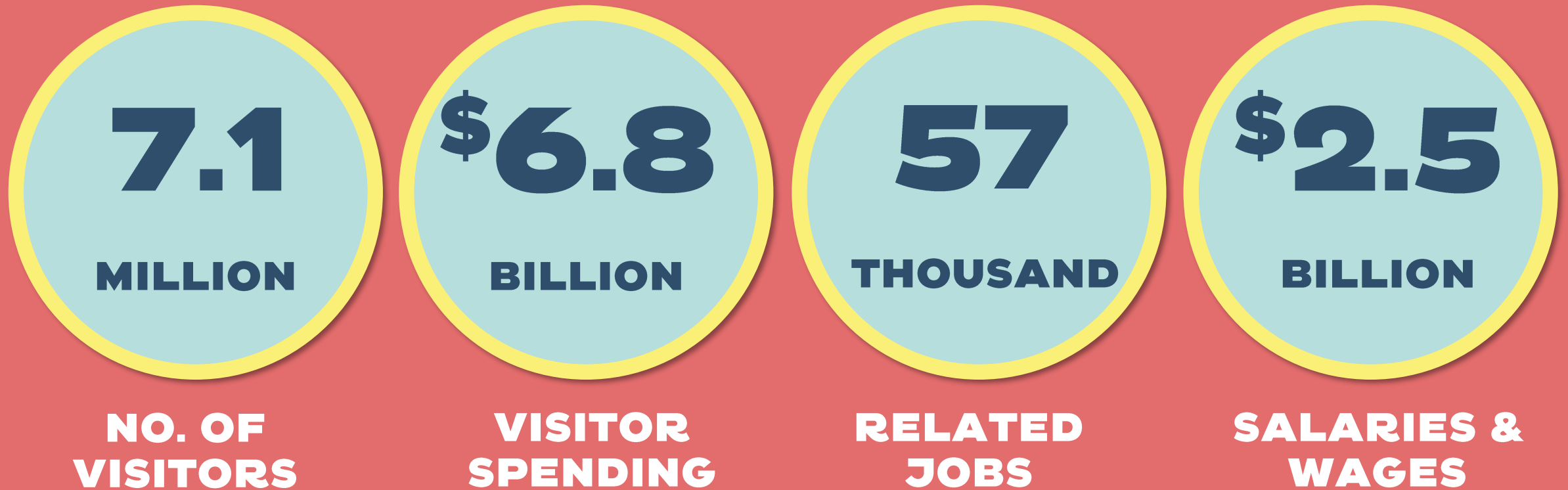
65K

\$2.70B

SOURCE: ALABAMA DEPARTMENT OF TOURISM, ECONOMIC IMPACT REPORT 2025

2025 TOURISM'S ECONOMIC IMPACT

Alabama's Beaches



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

2025 TOURISM'S ECONOMIC IMPACT

Alabama's Beaches

	NO. OF VISITORS	VISITOR SPENDING	RELATED JOBS	SALARIES & WAGES
2025	7.14M	\$6.8B	57K	\$2.5B
2024	6.49M	\$6.69B	55K	\$2.4B
2023	6.46M	\$6.68B	55K	\$2.4B
2022	6.39M	\$6.62B	55K	\$2.38B

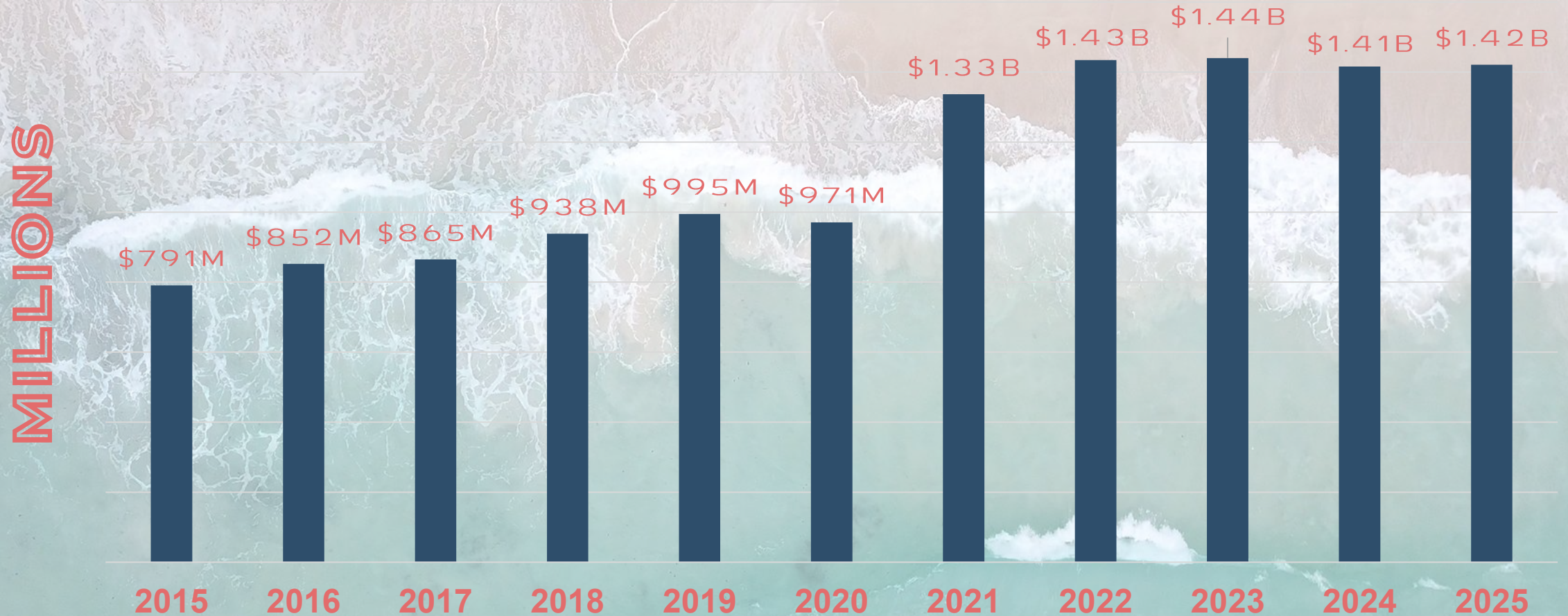
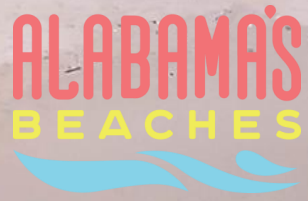
SOURCE: DERAVID, K. (2025). *THE ECONOMIC IMPACT OF GULF SHORES, ORANGE BEACH , & FORT MORGAN TOURISM INDUSTRY*

TAXABLE LODGING



SOURCE: ALABAMA DEPARTMENT OF REVENUE

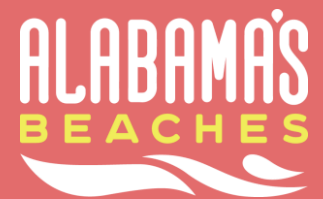
TAXABLE RETAIL



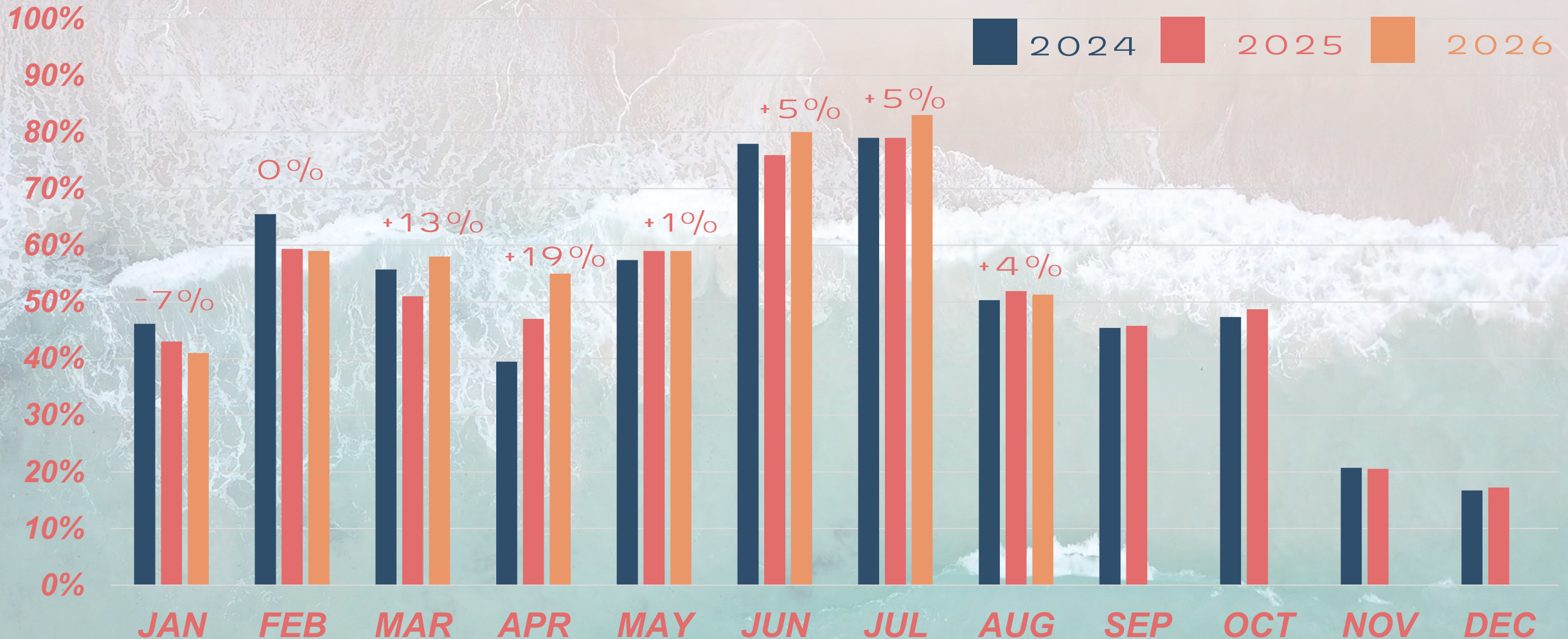
SOURCE: GULF SHORES AND ORANGE BEACH REVENUE DEPARTMENTS



TOURISM
KEEPS
ALABAMA'S
BEACHES
THRIVING.



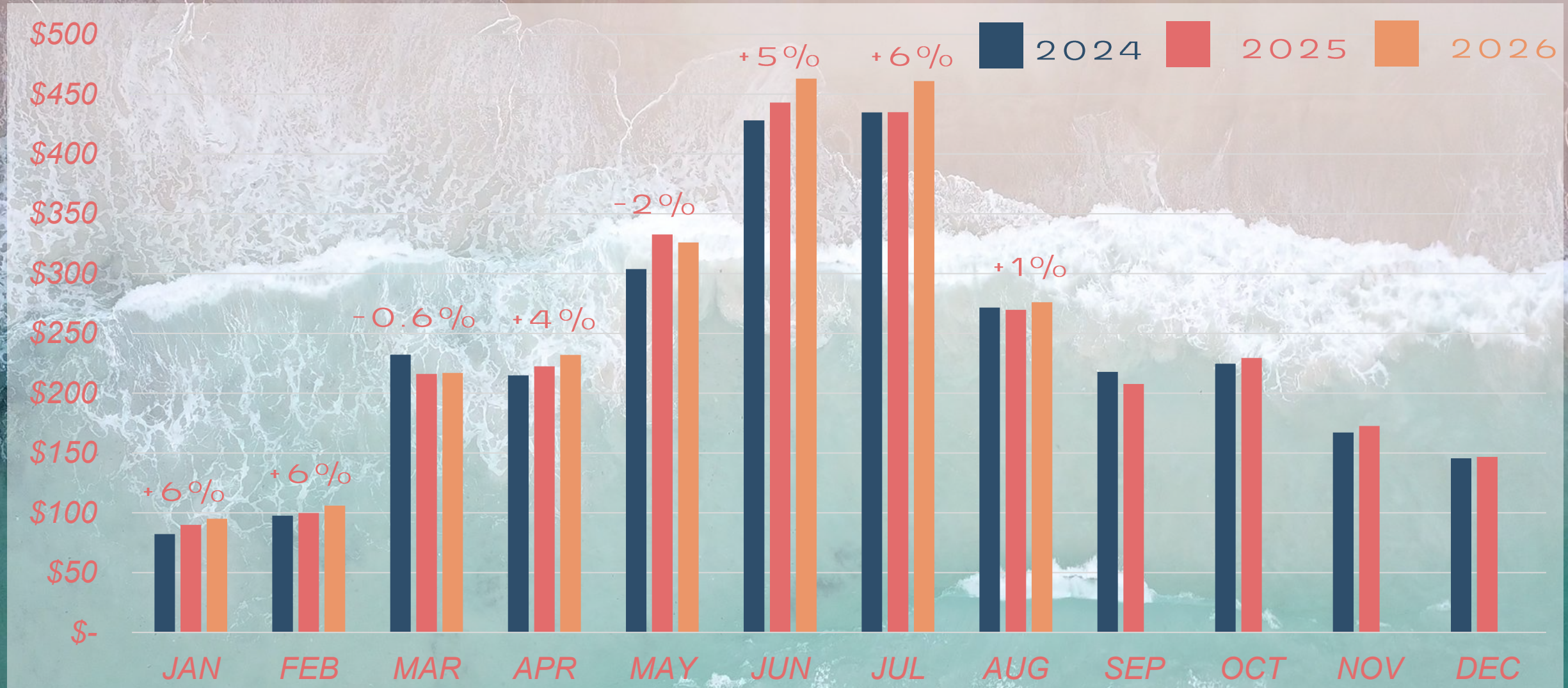
VACATION RENTAL OCCUPANCY 2024-2026 YTD



SOURCE: KEY DATA DASHBOARD

VACATION RENTAL ADR

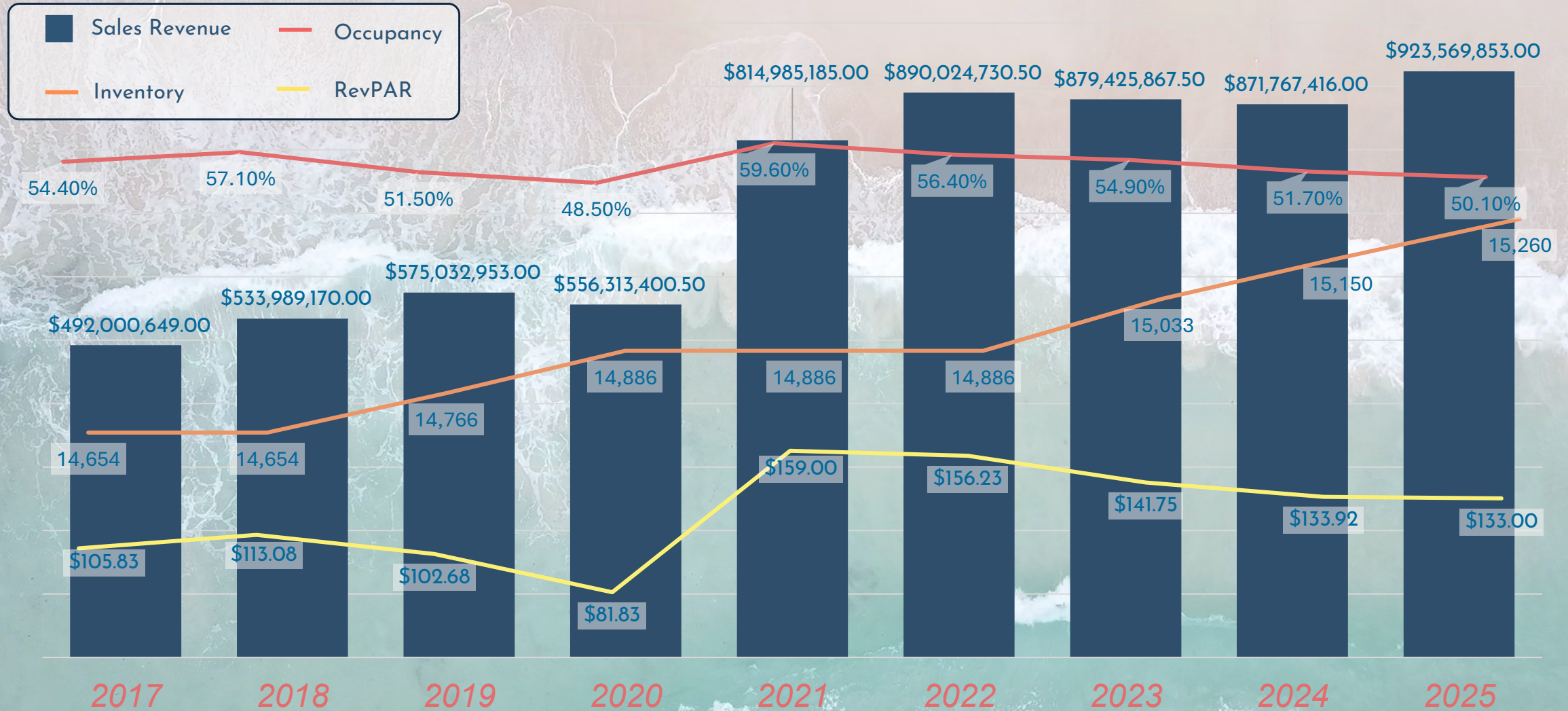
2024-2026 YTD



SOURCE: KEY DATA DASHBOARD

TREND CHART

VACATION RENTALS



SOURCE: KEY DATA DASHBOARD

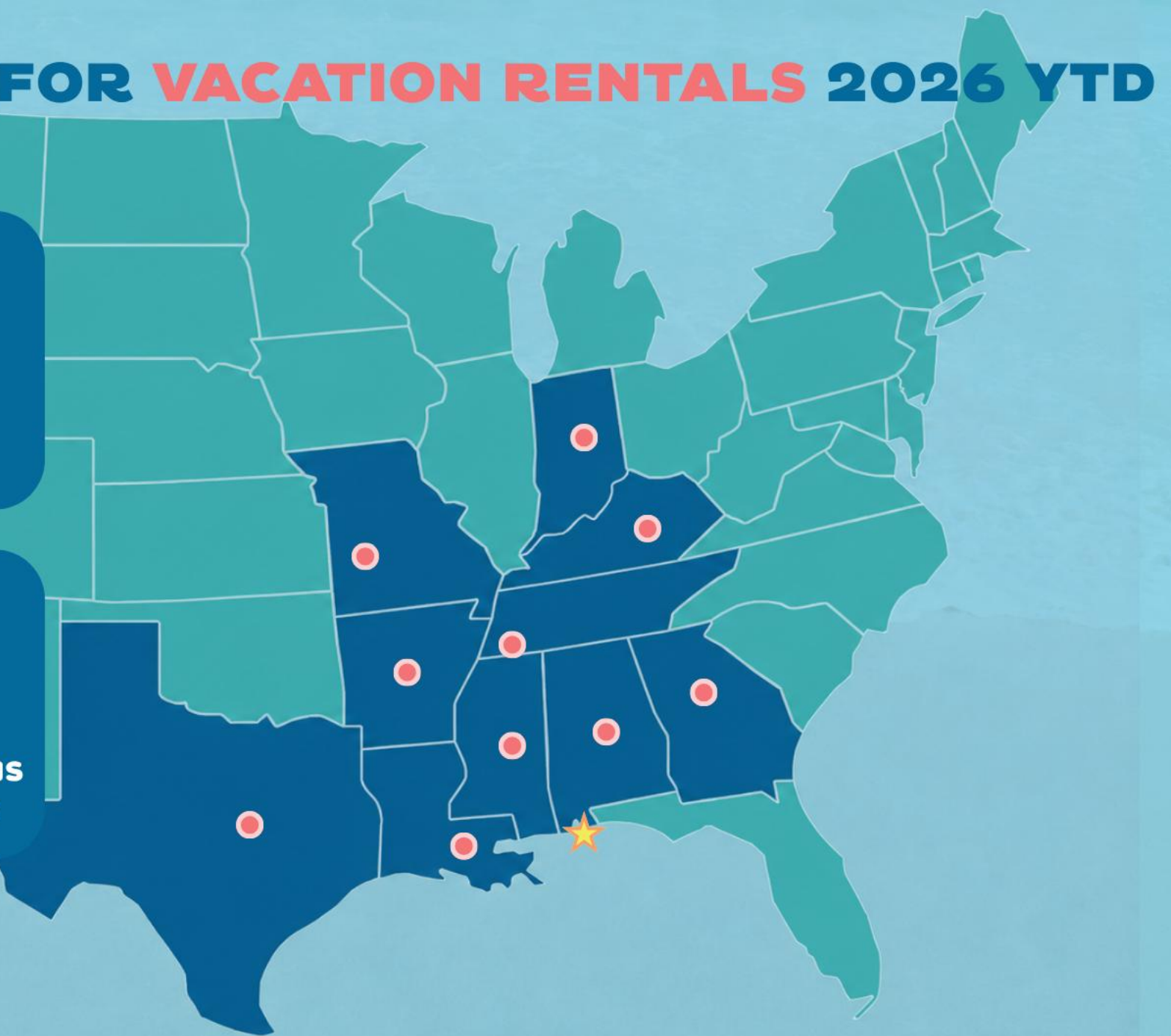
TOP STATES + CITIES FOR **VACATION RENTALS** 2026 YTD

STATES:

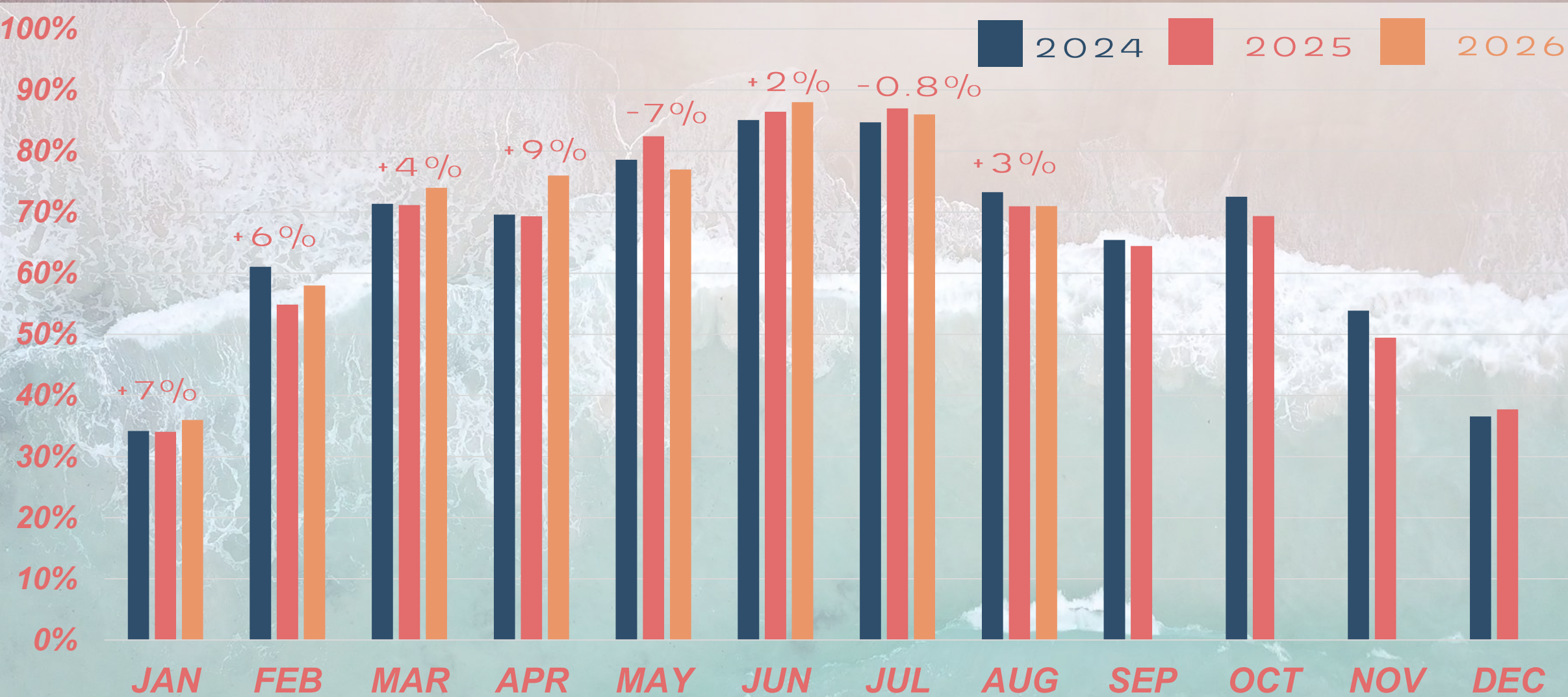
- | | |
|----------------|-------------|
| 1. ALABAMA | 6. GEORGIA |
| 2. LOUISIANA | 7. MISSOURI |
| 3. TENNESSEE | 8. KENTUCKY |
| 4. MISSISSIPPI | 9. ARKANSAS |
| 5. TEXAS | 10. INDIANA |

CITIES:

- | | |
|---------------------|-----------------|
| 1. BIRMINGHAM | 6. MOBILE |
| 2. BATON ROUGE | 7. MEMPHIS |
| 3. LOUISVILLE | 8. LAFAYETTE |
| 4. SAINT LOUIS (MO) | 9. NEW ORLEANS |
| 5. HUNTSVILLE | 10. MADISON, MS |

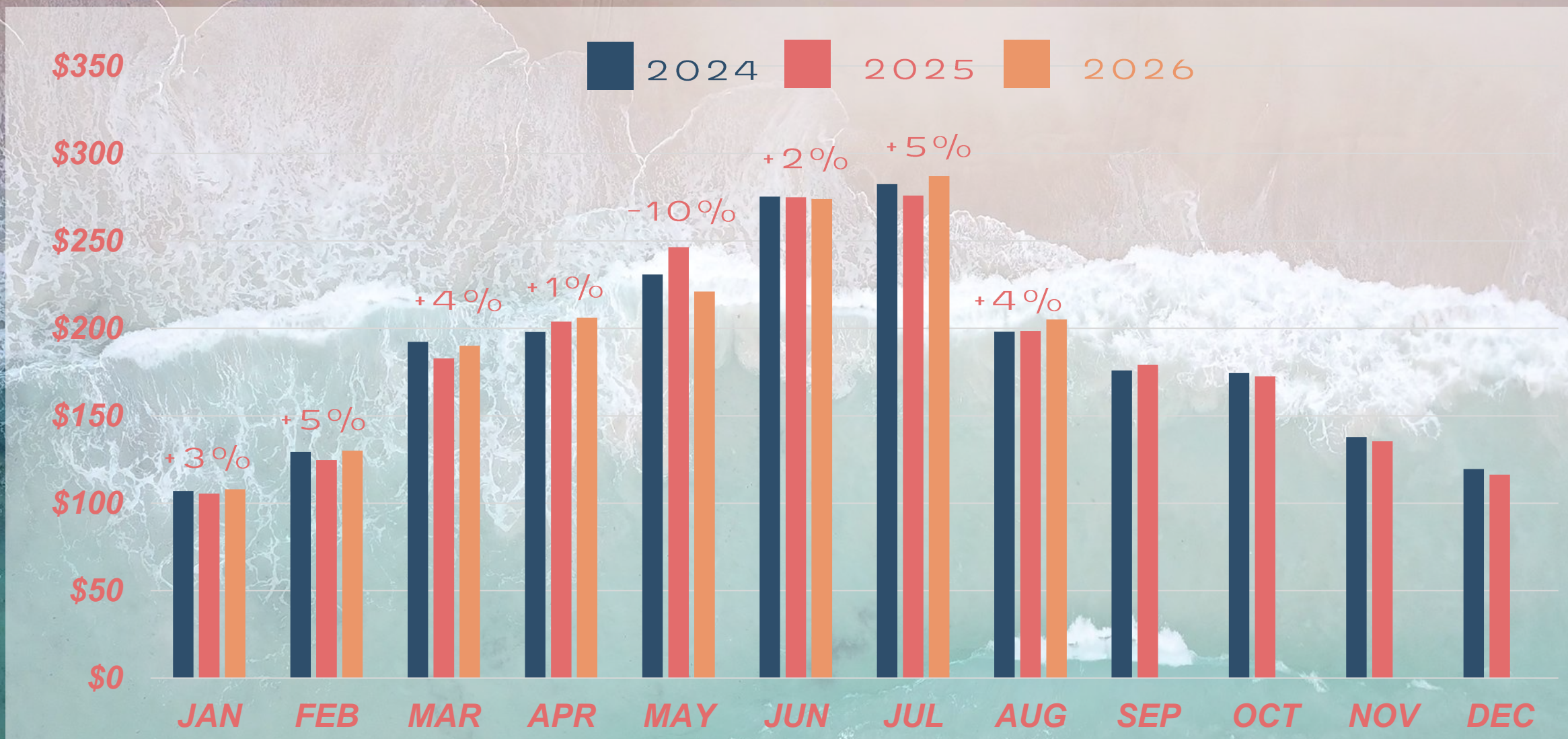


HOTEL OCCUPANCY 2024-2026 YTD



SOURCE: KEY DATA DASHBOARD

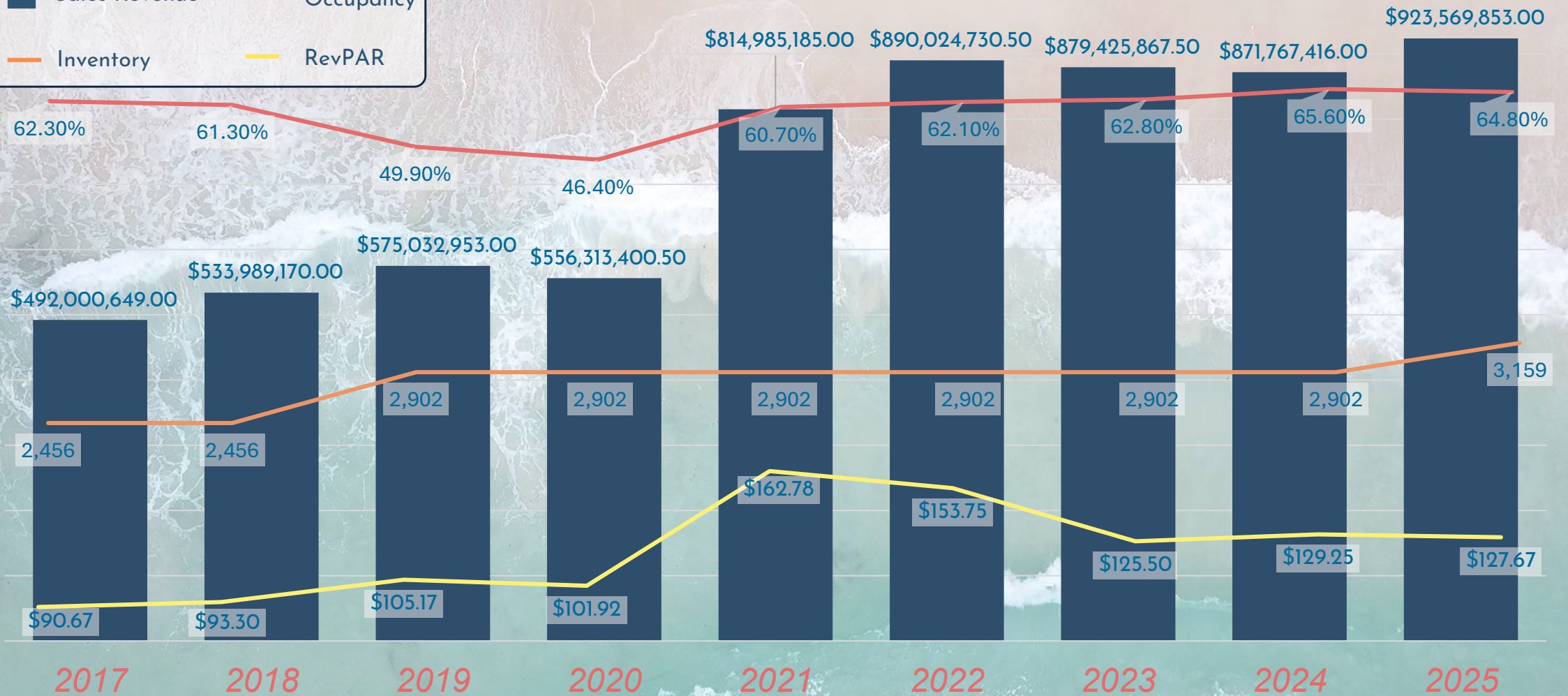
HOTEL ADR 2024-2026 YTD



SOURCE: KEY DATA DASHBOARD

TREND CHART

HOTELS



TOP STATES + CITIES FOR HOTELS 2026 YTD

STATES:

- | | |
|----------------|---------------|
| 1. ALABAMA | 6. TEXAS |
| 2. LOUISIANA | 7. TENNESSEE |
| 3. MISSISSIPPI | 8. ARKANSAS |
| 4. FLORIDA | 9. INDIANA |
| 5. GEORGIA | 10. WISCONSIN |

CITIES:

- | | |
|----------------|-----------------------|
| 1. BIRMINGHAM | 6. HUNTSVILLE |
| 2. NEW ORLEANS | 7. BATON ROUGE |
| 3. ATLANTA | 8. JACKSON, MS |
| 4. MONTGOMERY | 9. NASHVILLE |
| 5. MOBILE | 10. DALLAS-FORT WORTH |



30-DAY OCCUPANCY TRENDS

30-DAY STR REPORT >

NIGHTS AVAILABLE	NIGHTS RESERVED	OCCUPANCY	LENGTH OF STAY
225,778	160,245	72.8%	4.9
2026	2026	2026	2026
↓ 6%	↓ 7%	↓ 1%	↑ 2%
241,073	173,111	73.5%	4.8
2025	2025	2025	2025

Reported Nights Reserved: Total 160,245, down 7% year-over-year. Comparisons are influenced by a reduction in reported inventory within the dataset.

Length of stay: Average stay increased 2% year-over-year at 4.9 nights.

Booking window: Average booking window increased 5% to 90 days.

30-DAY HOTEL REPORT >

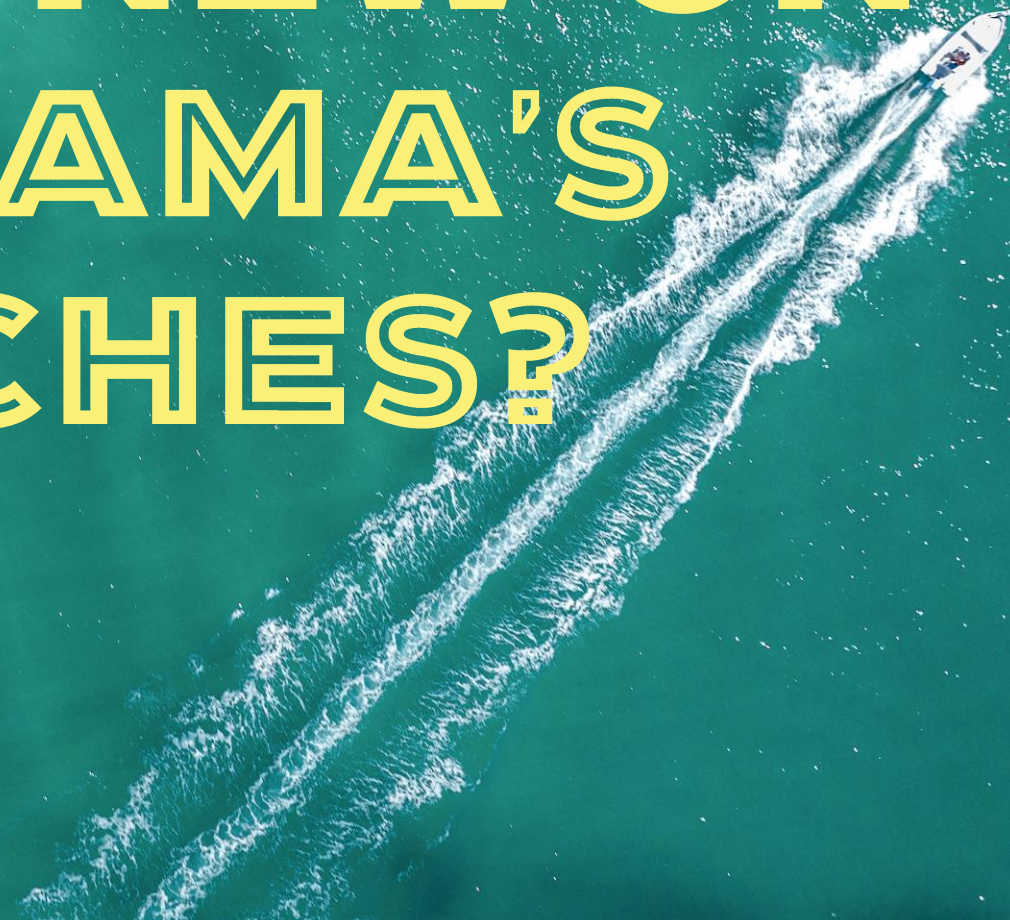
BOOKING	NIGHTS	OCCUPANCY	LENGTH
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TOURISM ISN'T JUST FUELING OUR ECONOMY;

It's helping support our quality of life



WHAT'S NEW ON ALABAMA'S BEACHES?



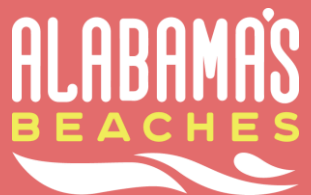
WELCOME CENTER UPDATE





13

NONSTOP
FLIGHT
MARKETS



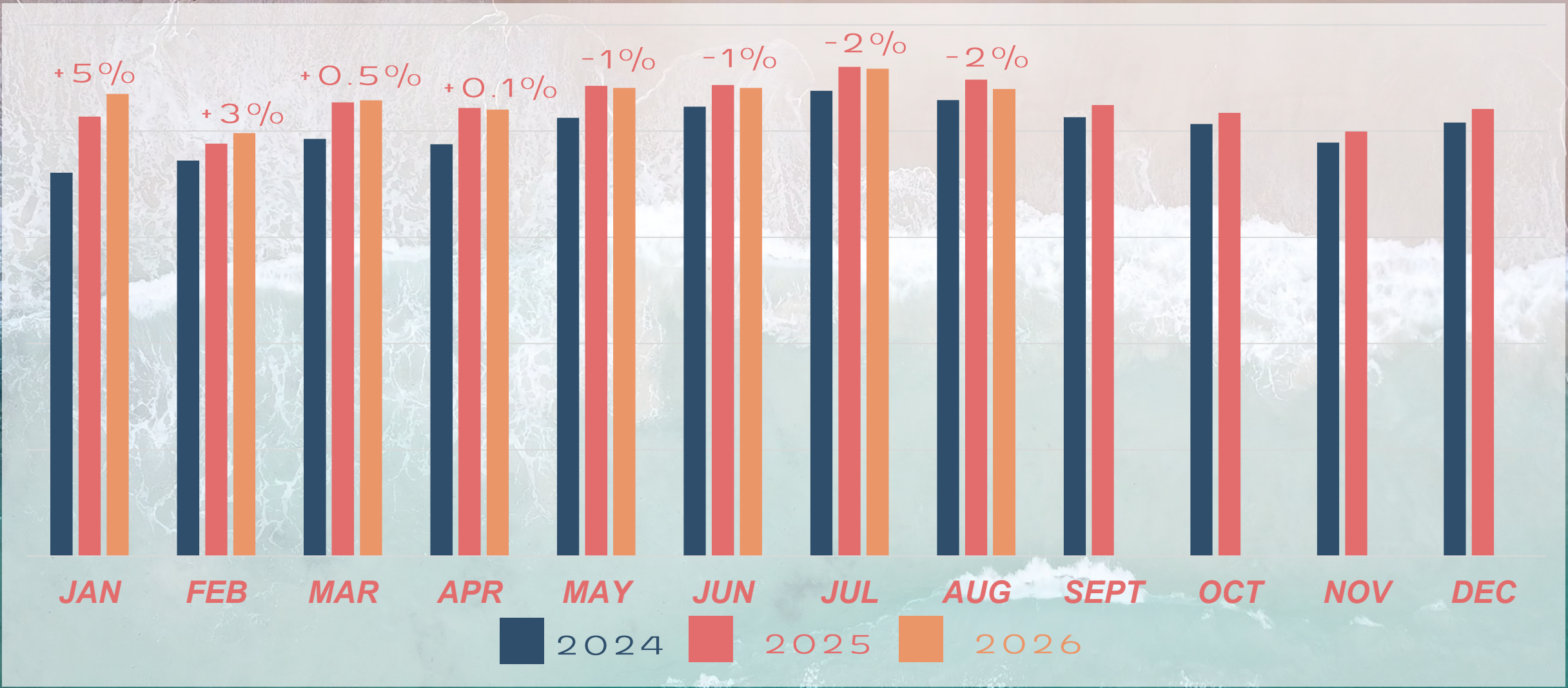
GUF TERMINAL EXPANSION





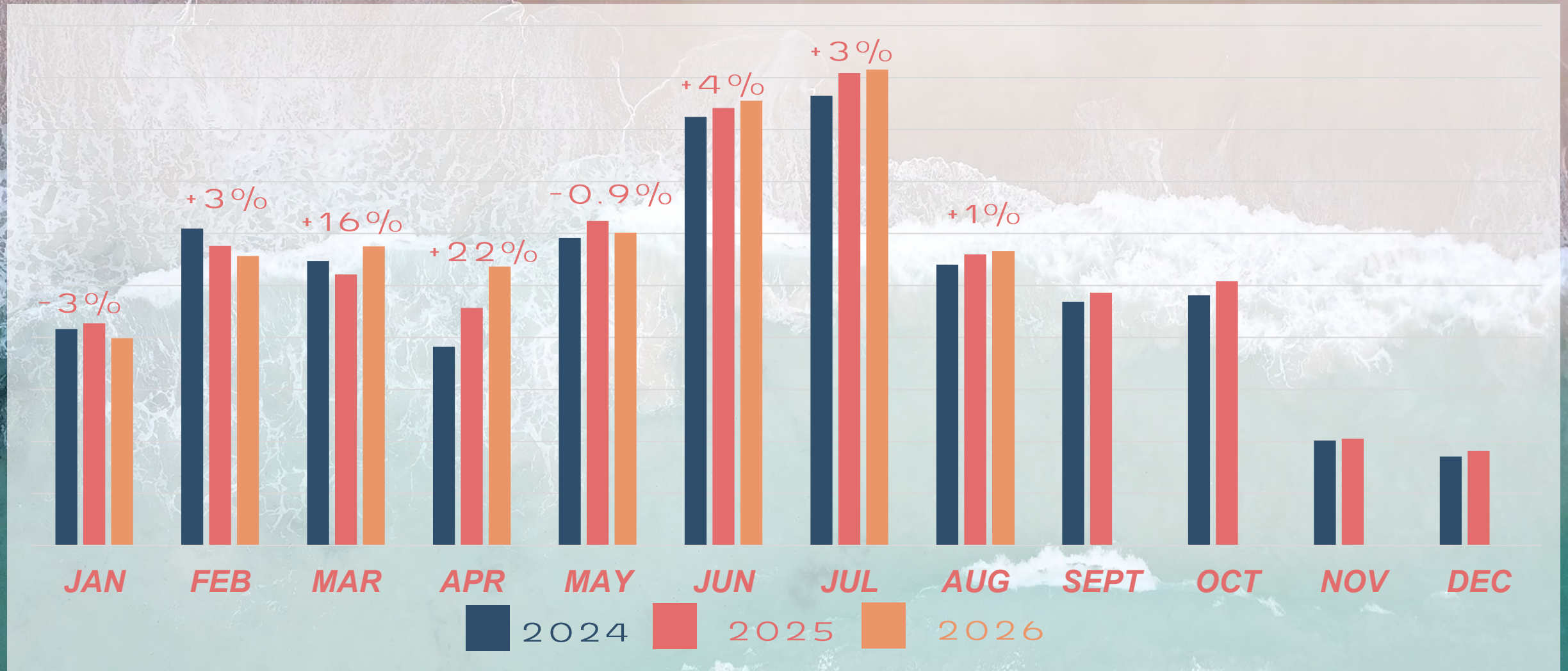
VACATION RENTAL

NIGHTS AVAILABLE 2024-2026 YTD



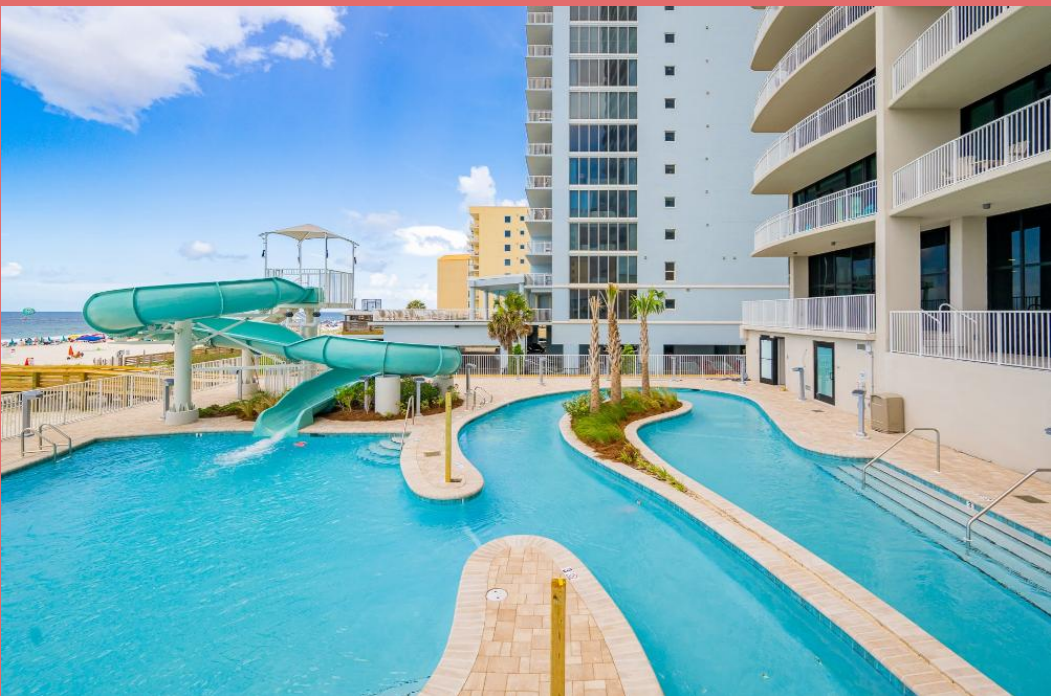
SOURCE: KEY DATA DASHBOARD

VACATION RENTAL GUEST NIGHTS 2024-2026 YTD



SOURCE: KEY DATA DASHBOARD

NEW CONDO



ALABAMA'S
BEACHES



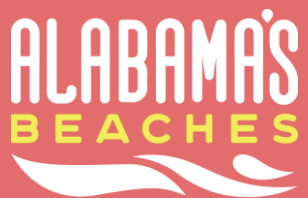


NEW RESORT HOTELS

ALABAMA'S
BEACHES



On The Horizon
MARGARITAVILLE
RESORT



MARGARITAVILLE®
Resort

ORANGE BEACH, AL
THE WHARF

NEED NOT BE BUILT



On the Horizon
NEW CONDOS



On The Horizon NEW HOTELS



TOTAL INCOMING INVENTORY

CONDOS



705

New Units

257,325

Annual Room Nights

HOTELS



245

New Units

89,425

Annual Room Nights

TOTAL

950

New Units

346,750

Annual Room Nights



ALABAMA'S BEACHES
SPORTS & EVENTS

SPORTSPLEX UPDATE

BALDWIN BEACH EXPRESS

MAIN
ENTRANCE

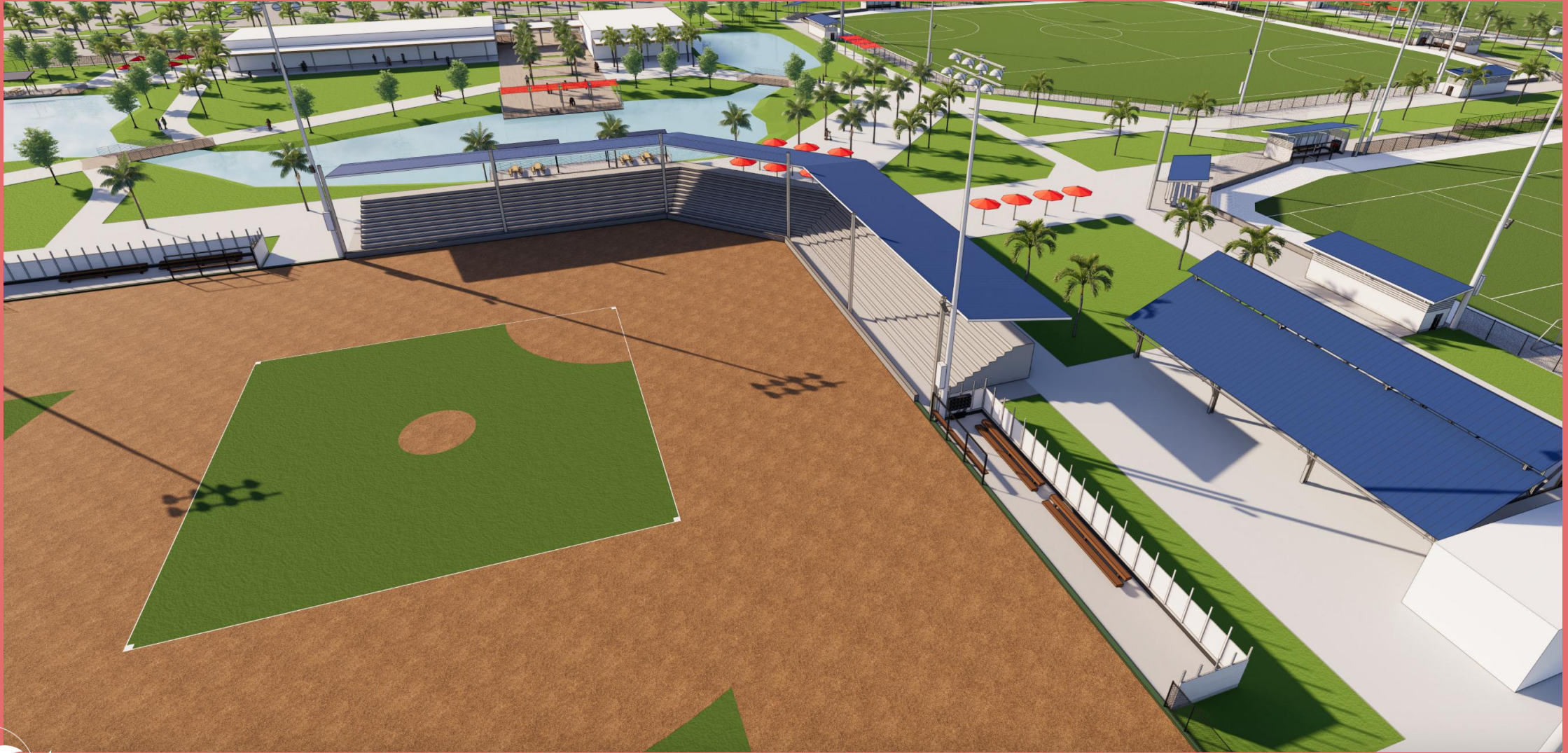
TRAFFIC
LIGHT

GULF SHORES
HIGH SCHOOL

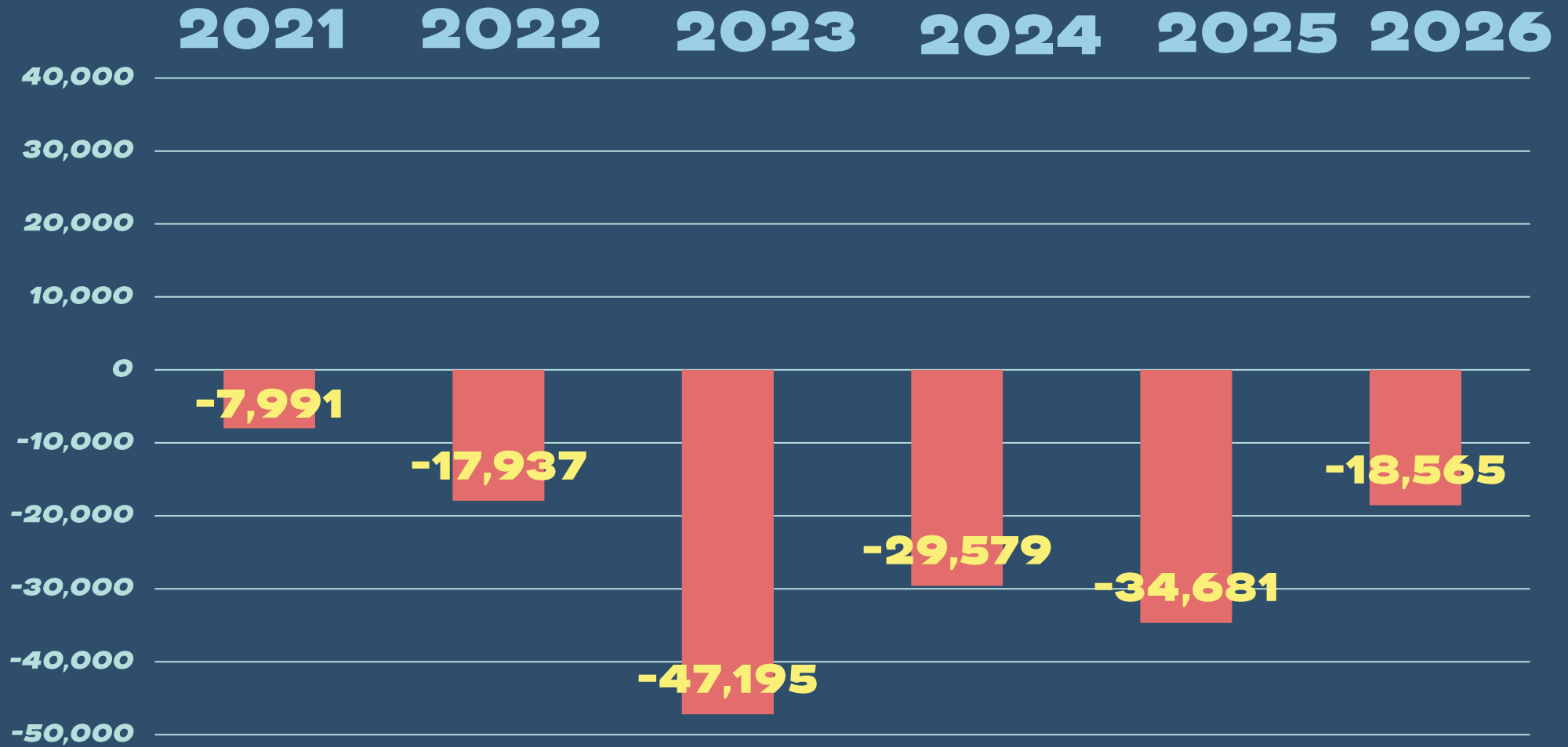
COASTAL GATEWAY BLVD.

AERIAL VIEW LOOKING NORTH



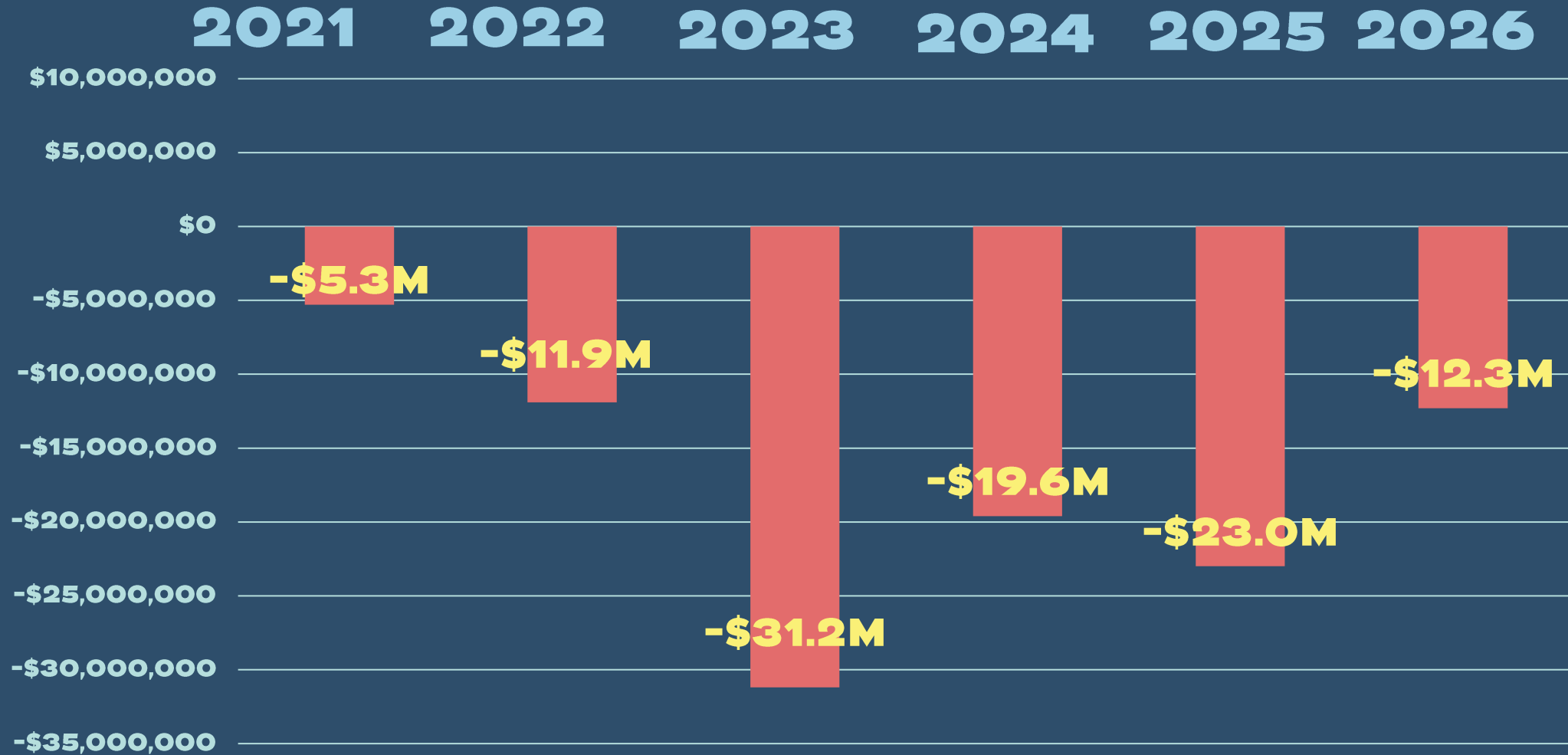


LOST ROOM NIGHTS



LOST REVENUE

DIRECT VISITOR SPENDING



Lodging Spend based on \$264.83/night
Additional Spend based on \$397.26/night



ALABAMA'S BEACHES
SPORTS & EVENTS



By Locals for Locals

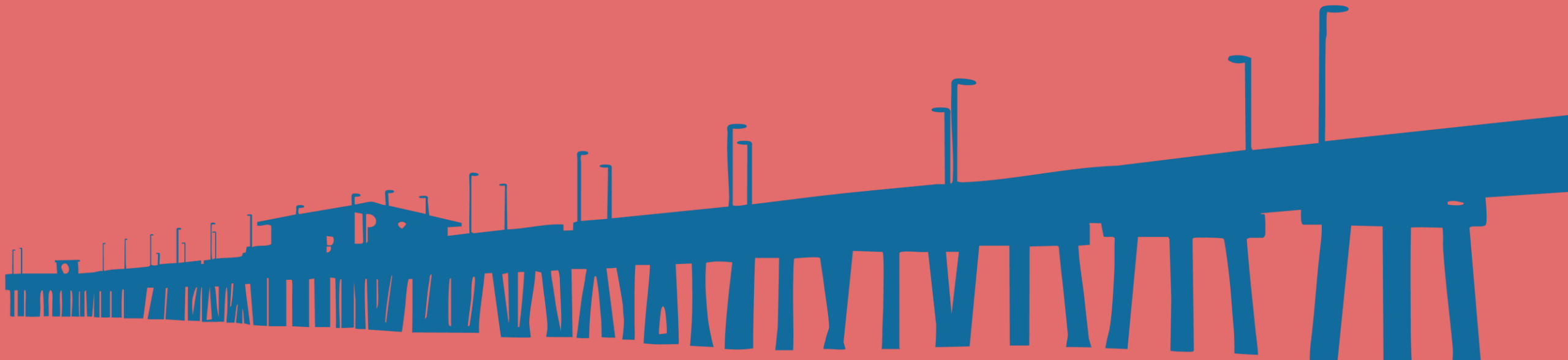


For Those Who Call Alabama's Beaches Home

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 COASTAL CODES



ALABAMA'S BEACHES RULE #55:

EVERY FAMILY PHOTO LOOKS BETTER
when barefoot.



There's something about our sugar-white sand and soft Gulf breezes that brings generations together and keeps them coming back year after year.

ALABAMA'S
BEACHES

ALABAMA'S BEACHES RULE #56:

COZY SWEATERS
are highly overrated



While most of the South bundles up, we're rolling out beach towels. Shake off the chill, chase the sunshine, and discover a coast where "white" means warmth, not winter.

ALABAMA'S
BEACHES



BUILDING A
BRIGHTER FUTURE
together

Thank You!

BETH GENDLER

BGENDLER@ALABAMASBEACHES.COM

