

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



CHAMPION

Baumhower's Restaurant, Beach Express, Brick & Spoon, Coca-Cola, Country Hearth Inn Gulf Shores, DeSoto's Seafood Kitchen, Fisher's at Orange Beach Marina, Gilbey's Seafood & Steak, Gulf Shores Beach Retreat, Gulf Shores Plantation by Mandoki Hospitality, Hampton Inn & Suites Orange Beach, Hilton Garden Inn on the Beach, Holiday Inn Express & Suites Gulf Shores, Holiday Inn Express Orange Beach, Hurricane Grill & Wings, Microtel Inn & Suites of Gulf Shores, Moe's Original Bar B Que, Publix, Reel Surprise Charters, Rotolo's Pizzeria, Sea-N-Suds, Shrimp Basket, South Baldwin Regional Medical Center, Sugar Sands Realty, Toby Keith's I Love This Bar & Grill at The Wharf



GULF SHORES & ORANGE BEACH Sports Commission

THANK YOU TO ALL OF OUR 2015 SPONSORS



GULF SHORES & ORANGE BEACH Sports Commission

ANNUAL REVIEW 2015





The sports event market continues to expand and grow, providing economic benefits and exposure for Gulf Shores and Orange Beach. The Gulf Shores & Orange Beach Sports Commission staff works to enhance existing sporting events and tournaments, provide more sponsorship opportunities and exposure, attract new events and promote the area as the premier sports destination in the Southeast.

The Gulf Shores & Orange Beach Sports Commission represented the area at four key trade shows: NASC Annual Education Symposium (April), SPORTS Institute (September), NASC Fall Meeting (October), and the USSSA Annual Convention (November).

This year the Sports Commission staff brought to the area 27 new events, distributed 12,785 welcome bags to athletes and guests, and hosted 10 sports event planners touring our destination and facilities.

	2008	2009	2010	2011	2012	2013	2014	2015
Events	28	51	68	69	88	93	102	113
Room Nights	10,081	23,193	38,142	48,655	64,076	71,931	76,042	88,338
Dir. Visitor Spending \$3M	\$7.6M	\$12.8M	\$16.3M	\$22.4M	\$27.9M	\$30.8M	\$54.1M	
Economic Impact	\$4.1M	\$10.4M	\$17.5M	\$22.2M	\$30.6M	\$38.1M	\$42.M	\$72.3M

WEBSITE

Our website, GulfShoresOrangeBeachSports.com, recorded 144,736 visits for the year, 48.3% of which were new visitors to the site.

SOCIAL MEDIA

Social media played an important role in furthering our brand and those of our sponsors, and our presence grew significantly in 2015. Expanding our social media presence, we launched a new community on Google+ and have seen a high level of interaction with our targeted event planners and athletes.

	2012	2013	2014	2015	% Increase
Facebook Fans	619	1,485	2,581	4,412	70.9%
Facebook Reach	18,977	335,894	513,875	706,875	37.6%
Twitter Followers	671	1,069	1,366	1,821	33.3%
Twitter Mentions	173	193	275	312	13.5%
Instagram Followers	64	203	300	637	112.3%
Google+ Followers	n/a	232	297	412	38.7%

MEDIA COVERAGE

During 2014, two events were televised nationally and 13 press releases were issued. Additional media coverage included:

	Total	Reach
Magazine	2	34,530
Newspaper	39	658,132
TV	23	711,816
Online	56	2,307,492

ADVERTISING

Targeting event planners, several full color print ads were placed in 2015, including half page ads in Sports Events Magazine's January, May, July and August issues; and full page ads in USSSA Today's April, June, September and November issues.

In addition, our *Sports Shorts* e-newsletter was sent to nearly 12,000 sports events planners in the Southeast.