The unspoiled natural beauty of Alabama’s coast combined with fun family activities, soft sand beaches, and incredible sunsets makes this region Alabama’s number one outdoor destination. Gulf Shores, Orange Beach, and Dauphin Island offer sugar-white sand beaches warmed by sunshine and the beautiful Gulf of Mexico waters.

EXECUTIVE SUMMARY

Alabama recovered strongly in 2021 when 26% more tourists vacationed here than the previous year. Those 28.2 million visitors spent a record amount of almost $20 billion. This was $3 billion higher than the prior record two years earlier, according to state economist Dr. Keivan Deravi.

With tourists returning in record numbers in 2021, industry employment surged from an estimated 165,238 workers during the COVID year in 2020 to 227,334 employees last year.

The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 69.6% of the total number of visitors to the state.

Alabama tourism is on an upward path

In 2021, the Alabama Tourism Department undertook the nation’s first statewide attraction ticket program, giving all ticketed attractions the opportunity to join. The first tickets were made available to the public in January 2022, and by the summer, 14 attraction tickets representing more than 60 attractions were being sold to the public.

Throughout 2021, hotel stays were strong, and it appears that 2022 will continue the trend. There are more than 1,000 hotels in the state of Alabama with more than 80,000 rooms available each night, for a total of 29 million room nights. In 2021, the average occupancy rate was 61% with an average room rate of $98. Both are large increases from the previous year. So far this year, the occupancy rate is holding from 2021 and the average room rate is increasing.

In addition to the 1,000 plus hotels, Alabama has a wide range of condos, vacation homes, and Airbnb units for rent.
Alabama Welcome Centers as popular as ever

Even in this digital age, the Alabama Tourism Department’s eight welcome centers, strategically placed along major interstates and highways as travelers enter the state, are as important as ever. Our knowledgeable staff welcomes visitors and informs them about our attractions, tours, hotels, outdoor recreation, golf, RV sites, bed & breakfasts, campsites, and restaurants.

The Alabama Welcome Center staff distributes tourism brochures from Alabama’s destinations at no cost to both the destination and the tourist.

<table>
<thead>
<tr>
<th>Welcome Center Visitor Numbers</th>
<th>2016-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1,163,515</td>
</tr>
<tr>
<td>2017</td>
<td>1,350,452</td>
</tr>
<tr>
<td>2018</td>
<td>1,241,006</td>
</tr>
<tr>
<td>2019</td>
<td>934,880</td>
</tr>
<tr>
<td>2020</td>
<td>356,288</td>
</tr>
<tr>
<td>2021</td>
<td>756,396</td>
</tr>
<tr>
<td>2022</td>
<td>693,757 (Jan-June only)</td>
</tr>
</tbody>
</table>

First 6 months of this year almost equals all of 2021

<table>
<thead>
<tr>
<th>Welcome Center Rankings</th>
<th>2021 Totals</th>
<th>2022 Jan-June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Bay</td>
<td>191,341</td>
<td>Ardmore 151,369</td>
</tr>
<tr>
<td>Sumter</td>
<td>162,968</td>
<td>Lanett 140,822</td>
</tr>
<tr>
<td>Ardmore</td>
<td>154,712</td>
<td>Grand Bay 122,602</td>
</tr>
<tr>
<td>Baldwin</td>
<td>106,704</td>
<td>Sumter 121,053</td>
</tr>
<tr>
<td>Cleburne</td>
<td>51,391</td>
<td>Baldwin 56,808</td>
</tr>
<tr>
<td>DeKalb</td>
<td>45,664</td>
<td>Houston 50,023</td>
</tr>
<tr>
<td>Houston</td>
<td>42,060</td>
<td>Cleburne 28,383</td>
</tr>
<tr>
<td>Lanett</td>
<td>1,542</td>
<td>DeKalb 22,697</td>
</tr>
<tr>
<td>Total</td>
<td>756,382</td>
<td>Total 693,757</td>
</tr>
</tbody>
</table>

Ardmore moves from 3rd to 1st place and Lanett jumps from last place to second.
 Proposed design for Lanett Tourist Information Room

These are the second set of designs for the tourist information room inside the Lanett Welcome Center.

ALDOT requested a design that mounts the large video wall on a specially built structure.

In addition, ALDOT requested the brochures and rackcards be placed away from the rooms' interior walls.

1-800 and Live Chat

Charlene Anderson's voice announcing “It’s a beautiful day in Alabama” are the first words that callers to our central office hear. Many of those are visitors seeking information. She answers those calls and is the live chat operator during office hours for visitors using the feature on our website, www.alabama.travel.

Chat operators conversed with consumers in 658 live chats during a six-month period from November 2018 to April 2019, in addition to many person-to-person voice calls on the 1-800-alabama phone line.
The Alabama Tourism Department’s website continues to be widely used by those seeking information. Not only did the department’s website see close to 1.5 million visitors, more than 400,000 clicks to partner links were achieved.

1,488,432
the number of visitors to our website in 2021

www.alabama.travel by the numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Sessions</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>1,487,416</td>
<td>1,488,432</td>
</tr>
<tr>
<td>2020</td>
<td>1,708,674</td>
<td>1,597,275</td>
</tr>
<tr>
<td>2019</td>
<td>1,739,377</td>
<td>1,607,782</td>
</tr>
</tbody>
</table>

Alabama Vacation Guide requests through website: 26,498
Total outbound links to partners from Alabama.travel: 431,178
132 million impressions from Facebook in 2021

Social media outreach is an important part of Alabama Tourism Department’s marketing effort.

Social Media Numbers

<table>
<thead>
<tr>
<th>2021</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaged Users</td>
<td>868,338</td>
<td>3,090</td>
<td>94,521</td>
</tr>
<tr>
<td>Followers</td>
<td>189,250</td>
<td>24,590</td>
<td>25,234</td>
</tr>
<tr>
<td>Impression</td>
<td>132,914,387</td>
<td>532,800</td>
<td>1,604,440</td>
</tr>
</tbody>
</table>
Travel South’s Global Summit Week has become a master class for destinations to address the current status of global market travel to the South. It is at this event that industry experts share insights on the ever-evolving international markets, specific to the South, outlining the plans and activations that will allow the Southern region to gain more market share.

Travel South has announced that Global Week 2023 will also include a Media Marketplace. The Southern USA is fertile ground for influencers, journalists, and content creators. This event is an opportunity for Alabama destinations to promote their areas directly to journalists, bloggers, and social media influencers that have international followers.

Any Alabama destination may join those from other Travel South member states by registering with Travel South. In addition, all the journalists, bloggers, and influencers will be invited on state-organized fams. Registration opens in January for the event, held during Global Summit Week, April 24-27, 2023. Registration is $2,495 for the first person; second delegate shared appointments are $1,295.

For the first time ever, Alabama and the Travel South member states joined together at the 2022 IPW in Orlando to hold a pre-IPW “All Y’all are Welcome Concert.” Travel South has decided to hold this event again for the 2023 IPW show in San Antonio, Texas on May 20, 2023.
Alabama joined many other Travel South member states in a HotelBeds promotion. This seven-month promotion on one of the world’s largest B-to-B hotel booking sites was a success for Alabama and our hotels, with 19,691 Alabama hotel room nights booked on HotelBeds, a 60% increase over 2019 numbers.

The Alabama Tourism Department will join this promotion again and encourages other destinations to do likewise.

### HotelBeds Promotion

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>Germany</th>
<th>UK</th>
<th>USA</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>270</td>
<td>19</td>
<td>62</td>
<td>1,999</td>
<td>2,350</td>
</tr>
<tr>
<td>November</td>
<td>313</td>
<td>9</td>
<td>63</td>
<td>2,329</td>
<td>2,714</td>
</tr>
<tr>
<td>December</td>
<td>324</td>
<td>4</td>
<td>67</td>
<td>2,279</td>
<td>2,459</td>
</tr>
<tr>
<td>January</td>
<td>21</td>
<td>21</td>
<td>63</td>
<td>2,354</td>
<td>2,459</td>
</tr>
<tr>
<td>February</td>
<td>216</td>
<td>12</td>
<td>53</td>
<td>2,416</td>
<td>2,697</td>
</tr>
<tr>
<td>March</td>
<td>353</td>
<td>11</td>
<td>121</td>
<td>2,988</td>
<td>3,473</td>
</tr>
<tr>
<td>April</td>
<td>520</td>
<td>13</td>
<td>529</td>
<td>2,711</td>
<td>3,3241</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,017</td>
<td>89</td>
<td>509</td>
<td>17,076</td>
<td>19,691</td>
</tr>
<tr>
<td>% increase</td>
<td>664%</td>
<td>-1%</td>
<td>32%</td>
<td>47%</td>
<td>60%</td>
</tr>
</tbody>
</table>

### Future Travel South USA Events

- **Oct 3-5, 2022** - France Sales Mission, Paris & Brussels
- **Nov 27-30, 2022** - Travel South International Showcase, Louisville, KY
- **January 18-22, 2023** - Fitur Trade Show, Madrid, Spain
- **February 6-10, 2023** - Brazil Sales Mission, Rio de Janeiro & Sao Paulo
- **March 21-26, 2023** - Nordic Sales Days, Copenhagen, Denmark
- **April 24-27, 2023** - Travel South USA Global Summit Week
- **April 25-27, 2023** - Media Marketplace & fams during Summit Week
- **May 20, 2023** - All Y’all are Welcome Concert at IPW, San Antonio, TX
- **June 19-23, 2023** - Australia/New Zealand Sales Mission, Auckland, Sydney
Brand USA

VisittheUSA.com - 2021 Alabama pages

44,951 pageviews
40,798 unique pageviews

Top 5 countries of Origin Pageviews
USA 18,786
Japan 5,282
Brazil 4,596
Germany 2,177
France 2,000

Top sites on Alabama pages on VisittheUSA.com
State Page 24,161
Experience Page - Gulf Shores & Orange Beach: 9,261
City Page - Montgomery/Selma: 4,118
Experience Page - Historic Sights and Southern Charm: 2,017
Experience Page - Alabama Best in Southern Entertainment: 407
Experience Page - Alabama Great Outdoors: 366
The Alabama Tourism Department worked with Brand USA on two “Ask a Local” features. These videos are documentary-styled approaches to sharing amazing travel experiences through the voices and faces of U.S. residents and can be viewed on Brand USA websites and channels.
January 1, 2022 - December 31, 2022

The 12-month Earned Media strategy informs and inspires international travelers from multiple markets, bringing Alabama as a destination to life. The plan, leveraging both the World Games and using the Civil Rights Trail as a hook, is a year-round promotional PR activity that includes all of Alabama. The target market for this earned media campaign is Europe.

The campaign has three strategic areas of concentration.

Two VIP Group Press Trips
- Date: April 24-30, 2022
- Theme: Outdoors and Culinary
- Dates: October 16-22, 2022
- Theme: Music and outdoors

Brand USA Global Markeplace Travel Agent Training
- Date: April 6, 2022
- Training in the UK and German markets

Series of News Releases
- Brand USA and their European Rep Firm Hill Balfour will write and release a series of Alabama focused news releases during calendar year 2022.

News Releases so far include:
- Musical Highs in Alabama
- Top Five Cultural Experiences in Alabama, Culinary
The states of Alabama, Mississippi, and Tennessee are joining together in a Partnership Program with Brand USA and Euronews. This multi-state effort will include TV and digital series in the target markets of Germany, the UK, and France. Using the media platforms of Euronews, a collection of inspiring travel stories will be produced that will look at the Civil Rights Trail from a European perspective.

This program will aim to inspire European travelers through authentic stories of discovery, showing the places and moments that are still influencing the world today. Told by European writers/influencers, the promotion will look for people and places that capture the interest of the Euronews audience and showcase the essence of Alabama and the other participating states.

Influencer-led interview videos will be shot on location in Alabama and to create two 5-minute videos for the campaign. The promotion will include a dedicated hub to host all content produced, promotional social media posts with videos to appear on Euronews travel social channels, placement of videos on GoUSA TV Streaming channel, a PR initiative to support the Civil Rights Trail for earned media, and up to a total of 106 additional TV spots to extend the reach of the campaign on Euronews channels.

This Euronews promotion is a 4-month long TV, digital, and social campaign.
On January 13, 2022, the Alabama Tourism Department announced a new product, the All-In-One Ticket for Alabama attractions.

The mobile ticket program allows travelers the opportunity to visit and see more attractions and stay longer in an Alabama destination. Each ticket allows admission to all the attractions listed within the package. Each ticket is a special grouping of attractions within regional areas of the state, most offering one, two, or five-day options. The All-In-One pass grants one-time admission to all attractions listed on that ticket for the time period purchased.

All ticketed attractions in Alabama were welcome to participate. Attractions began signing up in July of 2021. This open call for enrollment ran for approximately one year. By January 2022, 39 attractions were listed on a series of six tickets. The program now has 66 attractions and 14 tickets.

The electronic tickets can be purchased on the Alabama Tourism Department website. Once purchased, the user has six months to start visiting attractions. Once the first attraction on a ticket is visited, the clock starts as to how long that particular ticket package is usable.
Tickets and usage options available

1. Montgomery - 3 day
2. Montgomery/Selma/Tuskegee - 1, 2, and 5 day
3. Birmingham - 1, 2, and 5 day
4. Birmingham Area Family Fun - 3 day
5. Florence/Muscle Shoals - 1, 2, and 5 day
6. Huntsville Area - 1, 2, and 5 day
7. Gulf Shores, Orange Beach, Foley, Spanish Fort - 1, 2, and 5 day
8. Gulf Shores and Orange Beach Family Fun - 3 day
9. Mobile, Dauphin Island, Spanish Fort, Theodore - 1, 2, and 5 day
10. Mobile - 3 day
11. Anniston & East Central Alabama - 1, 2, and 5 day
12. East Central Family Fun - 3 day
13. Auburn/Opelika & Alexander City - 1, 2, and 5 day
14. Dothan-Eufaula - 3 day
Saturday Walking Tours

Alabama is the only state in the nation to hold statewide, simultaneous walking tours. Tens of thousands of people have participated in the walking tours ever since the beginning of the program almost two decades ago.

Alabama Restaurant Week

Alabama Restaurant Week showcases the appreciation our locals and visitors share for Alabama restaurants and their staff. This culinary event unites Alabama’s diverse range of cuisines over a two-week celebration held each year in August. The Alabama Tourism Department encourages visitors to frequent the state’s restaurants during Alabama Restaurant Week and to try one of Alabama’s 100 Dishes. Destinations can use this statewide promotion to highlight their restaurants by promoting their own events in their cities.
even the smallest towns

100 Dishes

Since its initial printing in 2005 as part of the “Year of Alabama Food” tourism campaign, “The 100 Dishes” brochure has been a hit. The program has involved more than 250 restaurants and their special dishes, including the brochure, website, and app. The 100 Dishes program is especially designed to highlight Alabama’s smaller cities and their contribution to Alabama’s culinary scene while also allowing promotion of already popular food destinations in our larger cities.

Road Trips

The Alabama Tourism Department’s Road Trip campaign continues to provide travelers with trip ideas that take them across the state with detailed information on how to have a great experience in Alabama’s large cities and small towns. The department has pledged to produce 100 such road trip features. Once completed, it is believed to be the largest collection of road trips from a state office of tourism in the United States. There are currently 81 road trips listed on the alabama.travel website and app.

Welcome Center Retreat & Welcome Center Brochure Program

The Alabama Tourism Department hosts an annual Welcome Center Retreat. This educational and training opportunity for our welcome center staff includes the opportunity for destinations, attractions, accommodations, and experience providers to meet with the staff and inform them of your tourism products.

In addition, the Alabama Tourism Department allows qualified tourism attractions, destinations, and experience providers to send our central office rack cards and promotional literature to be placed in the Welcome Centers free of charge.
Domestic Group Tour Market

STS Domestic Showcase
April 17 - 20, 2023
in Huntsville, Alabama

The Alabama Tourism Department is pleased to work with the Huntsville/Madison County Convention and Visitors Bureau to bring the STS Domestic Showcase to Alabama. This is a regional appointment-style marketplace focused on increasing travel to and within the Southeastern states. Domestic Showcase offers the most targeted opportunity for group tour operators, tour wholesalers, and group tour leaders to meet face-to-face with suppliers in the Southeast region.

ABA’s 2022 Tour Operators Reception in Grapevine a Success

Thank you to the city destination marketing organizations that joined with the Alabama Tourism Department to attend the American Bus Association’s Marketplace each year. Together, we are pleased to say this Alabama team sponsors a tour operator reception at the marketplace each year.
“Sweet Home Alabama” is more than just a song. That’s what nine tour operators and travel planners discovered during a five-day familiarization tour of the state hosted by the Alabama Tourism Department. This tour introduced them to people and places that changed the world, from civil rights heroes in Birmingham to recording artists in Muscle Shoals and rocket scientists in Huntsville. Along the way, they discovered the state’s natural beauty, art, and notable historic places.

The Alabama Tourism Department is arranging a familiarization tour of historically significant destinations in the central and southern parts of the state along with the Group Travel Leader publication. The invitation went to travel planners and readers of Group Travel Leader. This second annual fam will take place October 25-29 and will include Montgomery, Mobile, Selma, and Marion.

Upcoming Fams (2022 - 2023)

- Oct 16-22, 2022 Brand USA Alabama Group Press Trip - Theme: Music and Outdoors
- Oct 25-29, 2022 Group Travel Leader Travel Planner Fam (South Alabama)
- March/April, 2023 UK/German Tour Operator Fam (South Alabama). Exact date TBD
- March/May, 2023 International media Fam. Exact date TBD
- April 20-22, 2023 Huntsville - STS Domestic Showcase Group Tour Post Fam (North Alabama)
- April 20-22, 2023 Huntsville - STS Domestic Showcase Media Post Fam (North Alabama)
- April 20-24, 2023 Travel South Media Mini-Fams
- August, 2023 Birmingham - National Association of Black Journalists. Exact date TBD
- Sept. 9-11, 2023 Gulf Shores - Outdoors Writers Association of America Conference. Accepting proposals for Media Pre and Post media fams throughout the state.
- Sept/Oct, 2023 International media Fam. Exact date TBD
- Dec 4-7, 2023 Travel South International Showcase - Pre and Post fams
Alabama’s 2021 Global Results

Alabama’s overnight visits international 83,400
Alabama’s overnight visits overseas 69,000

International spending in Alabama $129 million
Overseas spending in Alabama $123 million

Number of overnight visits & spending in 2021, Tourism Economics World with Regions - Outline by FreeVectorMaps.com
International inbound in 2021 lowest in decades but should rebound quickly

The U.S. travel industry suffered unparalleled losses amid the COVID-19 pandemic. While domestic leisure business saved the Alabama tourism industry, the international inbound visit numbers released by Tourism Economics were the lowest in decades.

Across the USA, inbound international visitations plummeted by 76% in 2020 and remained at just 28% of 2019 levels in 2021.

The inbound international for Alabama reflected similar results. 2020 was down 78% and our international visits for 2021 decreased again to end the year at only 17% of 2019 numbers.

2022 Will Be Better

Tourism Economics predicts that international inbound travel to Alabama in 2022 will grow by 300%, thus reaching 50% of our 2019 numbers by the end of 2022. We should reach or exceed the 2019 international inbound visitor numbers by 2025. This rapid improvement is echoed by the U.S. Travel Association’s research.

“International inbound travel is making a big comeback, aided by the recent drop of pre-departure testing. It is projected to grow rapidly through the rest of 2022, and then grow at a slower pace in 2023-2026. A full recovery to pre-pandemic levels (volume and spending) is not expected until 2025.”

- U.S Travel Association Research
Europe continues to be Alabama’s largest market for international visitors

Spending by inbound travelers

Ten years ago, Europeans were the top spenders in Alabama. Travelers from Asia have started to close the gap.
Alabama Ranked #6
Travel South member states number of overseas visitors 2021

Alabama ranked in the top half of Travel South member states in 2021 overseas visits

#1 Georgia 271,500
#2 Virginia 158,800
#3 North Carolina 143,800
#4 Tennessee 98,200
#5 Louisiana 74,300
#6 Alabama 69,000
#7 Missouri 67,000
#8 South Carolina 56,500
#9 Kentucky 47,200
#10 Mississippi 22,000
#11 Arkansas 17,500
#12 W. Virginia 5,300

Top Dozen
International visits to Alabama 2021

1. Canada 9,400
2. UK/Ireland 6,900
3. Japan 6,300
4. Germany/Austria/Switzerland 5,000
5. Mexico 4,900
6. India 4,300
7. Brazil 2,600
8. S. Korea 2,400
9. France 2,200
10. Italy 2,100
11. Nordic 1,800
12. Benelux 1,600
For several years, Australians have increasingly sought out experiences in their travels that provide them with insights into how locals live. They want to immerse themselves in the culture and lifestyle. This trend has increased in 2022, with the pandemic leaving people feeling like they are experience-starved.

Our shared rep firm Gate 7 says they can see this trend influencing the travel distribution channels, with the increasing prevalence of operators like Luxury Escapes, who bundle curated experiences together, as well as the increased prevalence of activity distribution platforms (like Travello and Livn), making it easier for travel agents and consumers to find and book experiences. Additionally, all the group tour companies are building more experiences into their itineraries. One third of Aussies say it’s important to “pack as many activities into a trip as possible,” according to TripAdvisor.
Tourism Economics reports Australian visitors spent $12 million in Alabama in 2019 and are projected to hit that level in 2023 and grow to $15 million in 2024.

Alabama ranked 9th among the 12 Travel South states in the number of Australian visitors for 2021. With Georgia and Tennessee having significant visitors, there is an opportunity for Alabama to grow its share.

Among our Deep South member states, Alabama’s 2021 share of Australian visitors puts us in 4th place.
The Benelux is an economic union in Western Europe that includes three neighboring monarchies—Belgium, the Netherlands, and Luxembourg. The official languages are Dutch and French.

Pre-COVID, 83% of the population took at least one vacation per year. The current appetite for travel has not changed; 8 out of 10 people from this market are planning to go on at least one vacation this year. Most travelers in 2022 choose a domestic or inter-European trip, but long-haul travel, particularly to the USA, is expected to rebound with bookings starting this April and May 2022.

The average number of days spent per U.S. vacation is 18 days. People from this region prefer to travel within the USA by car or RV, with a typical USA vacation consisting of a two-week road trip bookended with a week at the beginning or end for relaxation.

About 4% of people from this region visit the USA annually. With a significant number of repeat visitors, there is a lot of potential for Alabama.
Tourism Economics reports that visitors from the Benelux market spent $10 million in Alabama in 2019 and should jump sevenfold in 2022 from the lows of 2021.

### Alabama ranks in the top half of the 12 Travel South states in the number of Benelux visitors for 2021 and tied with Louisana.

**#5**

### Alabama tied with Louisana for second place, had more travelers from the Benelux market in 2021, and almost had more than Mississippi and Kentucky combined.

**#2**

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Target Travel Marketing
Bispoor 3002-A701
3605 LT Maarssen
The Netherlands
t: +31 30 67 707 57

Hanny Fluit
General Manager/CMO
hanny.fluit@tragettravel.nl

Vera Van der Veer
Account & Marketing Executive
vera.van.der.veer@targettravel.nl

Rianne van der Linden
Account & Marketing Executive
rianne.van.der.linden@targettravel.nl

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In-Market Representation
Travel South USA GPP Shared Rep program

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In-Market Representation
Travel South USA GPP Shared Rep program

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In-Market Representation
Travel South USA GPP Shared Rep program

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Brazil

The share of Brazilians traveling to Alabama among the Travel South member states is strong.

As the world is opening up to Brazilian travelers, travel options have been based on the destination’s level of confidentiality and pricing opportunities. Omicron does not scare fully-vaccinated Brazilians.
A Tourism Economics report says that Brazilian visitors to our state spent $7 million in Alabama in 2021 and will more than double that amount in 2022. Pre-COVID, Brazilians’ spending in Alabama has been improving since 2016.

In 2021, Alabama ranked #3 among the Travel South states in the number of Brazilian visitors, one of the best share performances in any international market.

In 2021, Alabama ranked #1 of the Deep South member states in the number of visitors from Brazil. A remarkable accomplishment.
Travel by Canadians in 2022 will be about quality, not quantity. Travelers are embracing the simple pleasures and seeking out the meaningful experiences that make a destination and its people truly unique.

Alabama is one of Canada’s snowbird destinations. To be competitive in the non-Snowbird travel category, Alabama will need to dig deeper and offer more compelling and personalized experiences that build strong human connections and create truly unforgettable memories.
According to Tourism Economics, Canadian visitors to our state spent $5 million in 2021. That is expected to increase sixfold to $31 million in 2022.

Even with strong snowbird visits from Canada, in 2021 Alabama ranked #10 of the Travel South states in the number of Canadian visitors. Many Travel South member states have direct flights and all but a handful are shorter road trips from Canada.

Among our Deep South member states, Alabama’s share of Canadian visitors put us in 4th place in 2021.
China

Chinese tourists are still barred from traveling abroad. Companies in the Chinese travel industry have switched from marketing to those on the mainland of China to focusing on Chinese families that live in the USA, Canada, and other countries. As a result, our efforts in China have been cut back to a minimum. Previously, this was a great market for Space Camp as Chinese families historically sent their children to summer camps to learn English and how to interact with English-speaking children.
Tourism Economics reports some spending by Chinese travelers to Alabama in 2021. Projections are dependent on the Chinese government allowing leisure travel to the USA to resume.

In 2021, Alabama was tied with South Carolina for #6 of the Travel South states in the number of visitors from China.

According to Tourism Economics, Alabama’s 2021 visitation numbers from China are as much as the total from Louisiana and either Kentucky or Mississippi.
France

France’s population of 67.2 million is the second largest in the EU. French employees enjoy 6 to 9 weeks of paid vacation per annum and an additional 11 public bank holidays per year. France has a long-lasting friendship with the United States, and French travelers are repeaters who will explore several regions of the country during their lifetime. They are especially attracted to the South for its connection to French history, music, and Southern hospitality.

The shared GPP rep for France is also active in the French-speaking areas of Belgium.
According to the Tourism Economics report, visitors from France spent $2 million in Alabama in 2021 but are expected to spend seven times that amount in 2022.

In 2021, Alabama ranked #7 of the Travel South states in the number of visitors from France.

Of the Deep South member states, in 2021, Alabama ranked #3 in the number of visitors from France, with 80% of the visitors that go to Louisiana and more than Kentucky and Mississippi.
Germany/Austria/Switzerland

U.S. Travel Association research shows that, overall, Germany ranked as the 8th country in the world and the 6th overseas country in terms of visitors in 2019. For Alabama, the German market is the 4th international and 3rd overseas.

Germany will be the host country of Brand USA’s Travel Week Europe show in September 2021.

The majority of German visitors to the United States book their travel through German tour operators and/or travel agencies, thus availing themselves of the protection of German consumer travel protection laws, thus safeguarding their holiday investment. German visitors plan ahead and book early.
In-Market Representation

Travel South USA GPP Shared Rep program

Janin Nachtweh
Account Manager
janin.nachtweh@textransfer.de

Note: The German partnership is a pay-to-play marketing cooperative between participating Alabama CVBs and the Alabama Tourism Department.

According to Tourism Economics, German visitors spent $6 million in Alabama in 2021, with that figure expected to rise to $29 million by 2022.

In 2021, Alabama ranked #7 of the Travel South states in the number of visitors from the German market.

#7

- Georgia
- N. Carolina
- Louisiana
- Tennessee
- Virginia
- S. Carolina
- Alabama
- Missouri
- Kentucky
- Mississippi
- Arkansas
- W. Virginia

In 2021, Alabama ranks #3 of the Deep South member states in the number of visitors from the German market, with 64% of Tennessee's numbers and more than Kentucky and Mississippi added together.

#3

- Louisiana
- Tennessee
- Alabama
- Kentucky
- Mississippi
Italy

The Italian market has long-term potential and high spend per visitor, and the U.S. remains the No. 1 long-haul travel destination for Italians. The Italian travel industry landscape is mainly dominated by small-to-medium companies. A significant number of them are family-owned. In a country traditionally used to booking at the last minute, the uncertainty of the sanitary and political situations increased this attitude, to avoid travel problems.

Italy is a dynamic, extremely fragmented market where the key is the capability to adapt the trade model and to be connected to loyal agents/clients.
Tourism Economics reports the Italian market's visitors to our state spent $2 million in 2021. That is projected to increase to $12 million in 2023.

In 2021, Alabama ranked #5 of the Travel South states in the number of visitors from Italy.

In 2021, Alabama ranked #2 of the Deep South member states in the number of visitors from Italy, more than Louisiana or both Mississippi and Kentucky.
The Nordic countries are generally considered to refer to Denmark, Finland, Iceland, Norway, and Sweden.

The Nordic countries represent a combined market of just under 27 million people. Nordic citizens have a historically high level of disposable income and extensive vacation days.
Tourism Economics reports that visitors coming from the Nordic countries spent $2 million in Alabama in 2021, which is projected to reach $20 million in 2024.

In 2021, Alabama ranked #5 of the Travel South states in the number of visitors from the Nordic countries.

In 2021, Alabama ranked #2 of the Deep South states in the number of visitors from the Nordic countries. This is one market where Alabama, Tennessee, and Louisiana are close in visitation.
Spain

The Spanish market is new to the Travel South GPP shared rep program. The primary activity will be attendance at a major tourism trade show in Spain, where many of the tour companies in attendance at the show also have offices in South America.
Tourism Economics reports that visitors from the Spanish market spent $1 million in Alabama in 2021, with a projection of $7 million in 2022.

In 2021, Alabama tied with North Carolina for fourth place among the Travel South states in the number of visitors from Spain.

In 2021, Alabama ranked #1 of the Deep South member states in the number of visitors from Spain.
British Airways has direct flights to Nashville, New Orleans, and Atlanta with no additional charge for visitors flying into one city and out of another. This makes a road trip popular with those travelers. Alabama is located in the center of those three destinations. The UK/Ireland market is Alabama’s top inbound overseas market.
Tourism Economics reports the UK market’s visitors to our state spent $8 million in 2021 but should jump to $59 million in 2022.

In 2021, Alabama ranked #6 of the Travel South states in the number of visitors from the UK/Irish market.

In 2021, Alabama ranked #2 of the Deep South member states in the number of visitors from the UK/Irish market, just below Tennessee and above Louisiana.
# Consumer and trade shows for fiscal 2023

## Key

- **Group Domestic Trade Shows**
- **International Shows/ Sales Missions**
- **US Consumer Shows**
- **Journalist Trade Shows**
- **Receptive Tour Operator Shows**
- **AL Industry Events**

### OCT, 2022

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Oct 3-5</td>
<td>Travel South France Sales Mission, Paris, France &amp; Brussels</td>
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<tr>
<td>Oct 12</td>
<td>Alabama Tourism Workshop, Montgomery</td>
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<tr>
<td>Oct 23-25</td>
<td>Alabama Tourism Welcome Center Retreat, Daphne/Fairhope Eastern Shore</td>
</tr>
<tr>
<td>Oct 28-30</td>
<td>International Travel Show, New York, NY (media)</td>
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<tr>
<td>Oct 29-30</td>
<td>International Travel Show, New York, NY (consumer)</td>
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### NOV

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Nov 13-16</td>
<td>NTA Travel Exchange, Reno, Nevada</td>
</tr>
<tr>
<td>Nov 27-30</td>
<td>Travel South USA International Showcase, Louisville, KY</td>
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### JAN, 2023

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Jan 14-15</td>
<td>Chicago Travel Adventure Show</td>
</tr>
<tr>
<td>Jan 18-22</td>
<td>FITUR International Tourism Fair (Travel South Booth), Madrid, Spain</td>
</tr>
<tr>
<td>Jan 20-22</td>
<td>Cincinnati Travel Sports &amp; Boat Show, Cincinnati, OH</td>
</tr>
<tr>
<td>Jan 25-26</td>
<td>TravMedia IMM Show, New York, NY</td>
</tr>
<tr>
<td>Jan 28-29</td>
<td>Louisville Boat, RV &amp; Sports Show, Louisville, KY</td>
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<tr>
<td>Jan 28-29</td>
<td>Travel Adventure Show, New York, NY</td>
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### FEB

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Feb 4-7</td>
<td>American Bus Association Conference, Detroit, MI</td>
</tr>
<tr>
<td>Feb 6-10</td>
<td>Travel South Sales Mission Latin America, Sao Paulo, Brazil</td>
</tr>
<tr>
<td>Feb 12-15</td>
<td>IITA (International Inbound Travel Association) Summit, San Diego, CA</td>
</tr>
<tr>
<td>Feb 17-19  &amp; 22-26</td>
<td>Indianapolis Boat, Sport &amp; Travel Show, Indianapolis, IN</td>
</tr>
<tr>
<td>Feb 21-22</td>
<td>RTO Summit East, New York, NY</td>
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<tr>
<td>Feb 25-26</td>
<td>Outdoor Adventure Show, Toronto, Canada</td>
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### MARCH

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>March 1</td>
<td>Memphis Southern Women’s Show, Memphis, TN</td>
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<tr>
<td>March 14</td>
<td>Alabama Tourism Workshop, Montgomery</td>
</tr>
<tr>
<td>March 21-26</td>
<td>Nordic Sales Days, Copenhagen, Denmark</td>
</tr>
<tr>
<td>March 25-26</td>
<td>Atlanta Travel Adventure Show, Atlanta, GA</td>
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<tr>
<td>March 27-29</td>
<td>Select Travel, Branson, MO</td>
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### APRIL

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>April 17-20</td>
<td>Southeastern Tourism Society (STS) Showcase, Huntsville, AL</td>
</tr>
<tr>
<td>April 24-27</td>
<td>Travel South USA Global Summit Week, New Orleans, LA</td>
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<tr>
<td>April 20-26</td>
<td>Travel South Media Marketplace &amp; Mini-FAMS, TBA</td>
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</table>
**MAY**
- May 22 - All Y’all are Welcome Concert, San Antonio, TX
- May 20-24 - IPW, San Antonio, TX

**JUNE**
- June 19-23 - Travel South Sales Mission Australia. Auckland, New Zealand & Sydney, Australia
- June 20-23 - PRSSA Tourism & Travel, Madison, WI

**AUG**
- Aug 2-6 - National Association of Black Journalists Convention, Birmingham, AL
- Aug 14-18 - SYTA – Student Youth Travel Association Annual Convention, Winnipeg, Canada

**SEPT**
- Sept 9-11 - Outdoor Writer’s Association of America Annual Conference, Gulf Shores, AL

**TBA**
- Date TBA - Alabama’s list of golf consumer shows at various locations across North America
- Date TBA - Alabama Governor’s Conference on Tourism 2023
- Date TBA - Society of American Travel Writers National Conference
- Date TBA - SATW Central States Chapter Meeting
- Date TBA - ETC Annual Conference (expected in Feb 2023)

**OCT, 2023**
- Note: This show has been moved to Oct 16-19, 2023 - Brand USA Week, London, England

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**Free Tourism Workshops**

The Alabama Tourism Department will host a semi-annual tourism workshop. Tentative dates are October 12, 2022, and March 14, 2023. The workshop will be held in Montgomery at the Alabama Center for Commerce Building, 401 Adams Ave., from 10 a.m. – 3 p.m.

The workshops are designed for new tourism industry members, event organizers, and anyone else interested in enhancing tourism in their area. During the workshops, attendees have an opportunity for one-on-one time with members of the Alabama Tourism Department staff. There is no registration fee.

Rosemary Judkins with the Alabama Tourism Department coordinates this event.
The Alabama Tourism Department, as mandated by the Legislature, is entitled with “exclusive power and authority to plan and conduct all state programs of information and publicity designed to attract tourists to the state of Alabama.” Its purpose is to promote travel to and through Alabama. It does this both nationally and internationally. ATD is funded by one-fourth of the 4% state lodging tax collected by all hotels, motels, campgrounds, and other accommodations.