EXECUTIVE SUMMARY

Robust spending by tourists at Alabama beaches, state parks and other outdoor destinations in 2020 allowed the state to rank in the top five in the nation for the smallest percentage drop in travel expenditures during the peak travel restrictions of the international pandemic. Tourism dollars spent in Alabama in 2020 dropped 20 percent compared to the previous year, versus a nationwide average drop of 42 percent, according to Tourism Economics.

Overall, in 2020, visitors to Alabama spent $13.3 billion for food, accommodations, travel, shopping and incidentals.

Based on the primary and secondary data, it is estimated that more than 22.5 million people visited the State of Alabama during 2020. The state’s travel and hospitality industry employed more than 165,000 workers in 2020.
During 2021, the summer travel season has been particularly strong and has set us on a pace to return state tourism to 2019 levels.

The newly constructed Lanett Welcome Center opens this year replacing the original building on I-85 built in 1977.

The Alabama Tourism Department started work on an attraction ticket bundle to encourage tourists to visit more attractions and stay longer in our state.

Next spring the Africatown Heritage House Museum will open to tell the story of The Clotilda and the Africatown community.

And in the summer of 2022 the state will welcome 3,600 athletes and thousands of fans from around the globe to see The World Games in Birmingham.
As a first point of contact for many visitors, the mission of Alabama Welcome Centers is to achieve a positive impression of Alabama by assisting and informing the traveling public in a knowledgeable and courteous manner in order to enhance and extend their visit and increase the economic benefit to Alabama. The Welcome Centers tourist information areas are staffed seven days a week by the Alabama Tourism Department (ATD). The building, restrooms, grounds, facilities and security are the responsibility of the Alabama Department of Transportation (ALDOT).

**Welcome Centers open during pandemic**

Seven of the eight Welcome Center buildings remained open during the pandemic with ATD staffing our tourism information areas for all but short time periods. An eighth Welcome Center, Lanett, was demolished in late 2019 due to planned reconstruction and was replaced with a temporary tourist information center in Opelika until Lanett Welcome Center is complete.

**New Lanett Welcome Center set to open**

The new Lanett Welcome Center building should reopen by early September 2021 and will have men’s, women’s and family restrooms that are ADA compliant. ATD will immediately place staff at a desk in the grand hall area of the Welcome Center to greet visitors. Additional ATD staff will be placed in a new tourist information room that is still under development.

**The new tourist information room**

The completely updated separate tourist information room at the Lanett Welcome Center will be a quieter and purposefully built area for ADT staff to help visitors plan their Alabama trip. The room will have space to display hundreds of different rack cards, two eye-catching video walls displaying Alabama scenes, an electronic sign-in log for visitors, an automatic visitor counter, a discussion area and kiosks that operate in a number of languages.

**Ardmore Next**

ALDOT has announced the next Welcome Center to be reconstructed will be Ardmore off I-65 at the north end of Alabama.

**Welcome Center Visitor Numbers 2016-June 30, 2021**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
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<tbody>
<tr>
<td>2016</td>
<td>1,163,515</td>
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<tr>
<td>2017</td>
<td>1,350,452</td>
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<tr>
<td>2018</td>
<td>1,241,006</td>
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<tr>
<td>2019</td>
<td>934,184</td>
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<tr>
<td>2020</td>
<td>356,288</td>
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<tr>
<td>2021</td>
<td>283,950</td>
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(first six months only)

**Oregon’s Welcome Center Study**

A 2019 study by Travel Oregon showed that an average visitor that interacted with a Welcome Center staff member spent 68% more on their entire trip in Oregon than other types of visitors.
Lanett Welcome Center reopens - tourist information room under development

A seating area and plants are part of the human design of the room to create a relaxing atmosphere. Touch screens and video displays promote the state while standard printed material is available. The center of the room is designed with several flat surfaces where visitors can discuss plans with staff or among themselves before leaving.

The open floor plan for our visitor information room is designed to draw visitors into the room. Two vertical pillars add dramatic flair to attract the visitor while the two large video walls and welcome desks along the back wall are aligned with the two entrances so that the public naturally arrives at a location to interface with our staff.

Artist concept of the tourist information room within the Lanett Welcome Center.
Alabama Tourism Department’s website continues to inform the public

1,708,674

the number of sessions to our website in 2020
The Alabama Tourism Department’s website continues to be widely used by those seeking tourist information. The graph shows a late-year peak that was largely a result of the multi-million-dollar media campaign paid for with Cares Act funding that was conducted in late 2020.

www.alabama.travel by the numbers
Calendar 2019 and 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>Sessions</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<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>
**Travels with Darley (Media)**

*September 7 — 11*

“Travels with Darley” is a PBS and Amazon Prime travel television series hosted by Darley Newman. The show can also be viewed on demand on Amazon Prime and has appeared on international broadcast networks as well as on over 2,000 partner sites such as MSN and HuffPost. She and her team will visit Montgomery, Selma and Birmingham on an Alabama Civil Rights journey for her program.

**Group Tour Leader (Domestic Trade)**

*September 13 — 17*


**Travel South International (International Trade)**

*Dec. 3 – Dec. 6*

Travel South’s Alabama Post Fam #7 “72 hours with Sweet Home Alabama, Coast Alabama”

*Dec. 3 – Dec. 6*

Travel South’s Alabama Post Fam #8 “72 hours with Sweet Home Alabama, Central Alabama”

**Alabama German Partnership CANUSA**

*TBD / CANUSA North*

Birmingham and North Alabama, three nights, two people

*TBD / CANUSA South*

Mobile and Gulf Shores/Orange Beach, three nights, two people

**Deep South Germany Meridia Reisen**

*Nov/Dec with exact dates TBD / 5 states in 20 day tour*

Meridia Reisen CEO Elfriede Wank-Wrba and her husband travel across Deep South with four nights in Alabama. One night each in Huntsville, Birmingham, Gulf Shores/Orange Beach and Mobile.

**Post 2022 IPW fams to cities with direct flights from Orlando**

*June 5 -TBD*

Each Alabama destination with direct flights from Orlando is encouraged to work with the Alabama Tourism Department staff and overseas reps to offer media and tour operator fams to their area post IPW.

**World Games media offerings**

*Pre, post and during World Games July 7-17*

Each Alabama destination is encouraged to work with Alabama media staff to offer fams to and stories about their destination. Plans should be made in advance of the games.
Consumer messages

**Vacaay Australia promotion**

- **Dinner Table of the South**
  - Birmingham, known as the “Dinner Table of the South.” From the country’s best barbecue to southern-inspired global dishes: from James Beard award-winning chef (Birmingham)’s dining scene is one to relish.
  - Ground zero for the American Civil Rights Movement.
  - World’s largest motorcycle museum.
  - World class golf along the Robert Trent Jones Golf Trail.

- **Southern History**
  - Montgomery is one of the most historic cities in America. From the beginnings of the American Civil War to the Civil Rights Movement, Montgomery has plenty to offer visitors. A walkable downtown makes visiting this unique city easy.
  - Tour Dr. Martin Luther King Jr.’s church, Dexter Avenue King Memorial Baptist Church.
  - Tour the Rosa Parks Museum.
  - Check out the Equal Justice Initiative’s Legacy Museum and National Memorial for Peace & Justice.
  - Enjoy nightlife in the downtown entertainment district, The Alley.

- **Outdoor Wonders**
  - Alabama State Parks encompass more than 1 million acres of native forests, wildlife management areas, wilderness, etc. More than 120,000 miles of trails and streams flow through Alabama.
  - 21 state parks located throughout the state.
  - Hiking and biking trails.
  - Kayaking and canoeing.
  - Zip-lining and cable skiing.

**Expedia Canada promotion**

- **The Rocket City**
  - Known as the “Rocket City,” Huntsville is one of the fastest growing cities in the U.S. Huntsville’s art, music, and entertainment scene is growing as well. A new state of the art amphitheater, debuting in 2022, will see concerts and festivals all year round.
  - World’s largest space museum, Space Center. Home of the Alabama Space & Rocket Center.
  - Largest privately owned art facility in the Southeast, Lowe Mill ARTS & Entertainment.

- **Hit Recording Capital**
  - Known as “The Hit Recording Capital of the World,” the Bakersfield collection of four small towns in the northeastern corner of Alabama known for recording some of the greatest hits of the 1950s and ’70s.
  - Tour the famous recording studios: Fame Recording Studios and Muscle Shoals Sound Studios.
  - Check out by Green, Helen Keller’s Home & Museum.
  - Tour the W.C. Handy Home & Museum.

- **Cultural Melting Pot**
  - Mobile has a certain magic that keeps you on your toes. Where a melting pot of people, cultures and traditions become one, the city is a perfect place to celebrate. Come learn the history of where March Blues originated and enjoy fresh Gulf seafood.
  - Visit the Mardi Gras Park.
  - Tour the USS Alabama.
  - Take your biking gals at Flight Works.
  - Visit the Fairgrounds conveniently from the last dime shop to America.

- **The World Games**
  - One of the world’s largest sporting events is coming to Birmingham, July 27-30, 2022, the World Games comes to America for a once in a lifetime experience. Watch as 32 different sports from around the world come together.
  - 39 different events/ports.
  - More than 1,000 participating countries.
  - More than 7,000 athletes.
  - 620 metals awards to be awarded. 200 Gold.
Birmingham will be a global city next summer as people from all over the world arrive for The World Games. With thousands of international visitors expected, Birmingham is dressing up and showcasing the entire city. Here is the list of area venues.

**Avondale Park**
- Archery

**Barber Motorsports Park**
- Air Sports
- Boules

**Bessie Estelle**
- Fistball
- Karate
- Ju-Jitsu
- Orienteering - Sprint Wushu

**BJCC**
- Bowling
- Billiards
- DanceSport
- Gymnastics
- Korfball
- Floorball
- Powerlifting

**Birmingham Crossplex**
- Canoe Polo
- Finswimming
- Lifesaving
- Rollersports
- Wheelchair Rugby

**Boutwell Auditorium**
- Kickboxing
- Muaythai
- Sumo

**Hoover Met Stadium**
- Softball

**John Carroll High School**
- Flying Disc

**Legion Field**
- Flag Football

**Oak Mountain State Park**
- Canoe Marathon

**Protective Stadium**
- Opening & Closing Ceremonies
- Sport Climbing
- DanceSport - Breaking
- Gymnastics - Parkour
- Beach Handball

**Sloss Furnaces**
- Duathlon
- Orienteering-Relay

**Railroad Park**
- Lacrosse
- Racquetball
- Squash
- Tug of War

**UAB**
CityWalk BHAM is just one of the many improvements that will be a lasting legacy of The World Games.
The Alabama Tourism Department has undertaken an initiative to be a single source for retail and wholesale sales of bundled Alabama attractions tickets. Our All-in-One attraction tickets will be sold directly to the public, to tour operators and to other distribution channels on both the consumer and tourism operator level.

This is the next step in promoting Alabama as a tourist destination which encourages the visitor to come and even stay an extra overnight.

Our technology partner in this attraction ticket program is Bandwango, a Salt Lake City-based company. Their office provides ticket processing and payment as well the platform that allows the ticket to be used from the convenience of a mobile phone.

Here are some of the ticketed attractions in central Alabama area that have agreed to be part of the program:

- Barber Vintage Motorsports Museum
- Alabama Sports Hall of Fame
- 16th Street Baptist Church
- Vulcan Park and Museum
- Birmingham Zoo
- McWane Science Center
- Southern Museum of Flight
- Montgomery Zoo
- The Hank Williams Museum
- Scott & Zelda Fitzgerald Museum
- W.A. Gayle Planetarium
- Brown Chapel AME Church
- Birmingham Civil Rights Institute
Attraction Ticket Program

Ticket Timeline

Central area sign up complete and North Alabama sign up starts.

North Alabama area sign up complete. Mobile and Baldwin County sign up starts.

Mobile and Baldwin County ends and rest of the state sign up begins.

Rest of the state sign up ends.

First tickets for sale

Rest of tickets for sale

Promotion to public ->

July 2021 August September October November December Jan. 2022 February March April May June 2022

Message to consumers

SPEND LESS AND DO MORE with your All-in-One ticket. It’s your pass for admission to some of the best attractions and tours in Alabama, all for one low price. Best of all, you are not locked into any specific attraction in advance. An All-in-One ticket allows you an admission to all of the attractions listed on that ticket.

Each All-in-One ticket is a special grouping of attractions within areas of Alabama, most with three options: one-day, two-day, or five-day time range to experience. So, view all our All-in-One ticket choices and make the right selection for you.
**Programs that highlight even the smallest towns**

**Saturday Walking Tours**

Alabama is the only state in the nation to hold statewide, simultaneous walking tours. More than 36,000 people have participated in the walking tours since the beginning of the program 16 years ago and the tours keep increasing in popularity every year.

Cities that participated in previous years include: Athens, Attalla, Bayou La Batre, Birmingham, Courtland, Cullman, Decatur, Elba, Elkmont, Enterprise, Eutaw, Eufaula, Fairhope, Florence, Foley, Huntsville, Livingston, Madison, Mobile, Monroeville, Montgomery, Mooresville, Moulton, Pell City, Prattville, Selma, Sheffield, Shelby, Springville and Tuscumbia.

**Free Workshops**

The Alabama Tourism Department hosts semi-annual Tourism Workshops in the spring and fall. The workshops are 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 ATD staff. There is no registration fee.

ATD staff member, Rosemary Judkins coordinates these workshops.
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. Now, it has more than 250 restaurants and their special dishes. The 100 Dishes program is especially designed to highlight the state’s smaller cities and their contribution to Alabama’s culinary culture while also promoting already popular food destinations in the 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 the state’s large cities and small towns. The tourism department has pledged to produce 100 road trip features. Once completed, it will 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.

Photography

During times when staff photographer Jamie Martin is not on assignment for our department, she schedules one-day photo shoots in Alabama’s smallest communities to aid local DMOs who do not have photo budgets.

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 representatives from destinations, attractions, accommodations and experiences to meet with the staff and inform them of their tourism products.

In addition, ATD allows qualified tourism attractions, destinations and experience providers to send our central office promotional literature to be placed in the Welcome Centers free of charge.
Alabama Tourism Department promotes to the group tour market. This market has seen a change away from general senior groups going on large motorcoach tours to just ‘get away’ on a trip. Now there is a growing trend of themed tours developed for specific groups of people.

In many ways, this has been a blessing for our state

For both international and domestic groups, Alabama is starting to become a must-see destination for American civil rights. This is especially true for educational tours aimed towards adults.

“Our correspondence with tour companies looking to add Alabama to civil rights or social justice tours actually increased dramatically during the year,” said Rosemary Judkins, Group Sales Manager for Alabama Tourism. Companies from Road Scholar to Smithsonian Journey have new civil rights tours now in place that focus on Alabama destinations.

Smithsonian Journey’s Alabama Civil Rights Tour

Road Scholar’s Civil Rights Movement Tour Series
Welcome to Travelling Time - A World of Music!

The overseas Travelling Time music tour company has six tours that include Alabama, including two which are new.

Alabama continues to highlight to international group tours our state's music history. We have seen interest grow for our Muscle Shoals area. Now some of Alabama's other destinations are also being included.

1. Southern Style - 4 nights in Muscle Shoals
2. Meet the Music Makers - 4 Nights in Muscle Shoals NEW
3. GALA - 4 Nights Orange Beach, 1 Night Mobile
4. Soundtrack of the South - 3 Nights Muscle Shoals
6. Authentic America - 4 Nights Orange Beach, 1 Night Mobile, 1 Night Tuscaloosa

Smithsonian Journey also features Space Academy at U.S. Space & Rocket Center.
Destination Optimization program

Destination Optimization is a foundational initiative for DMOs aimed at improving the quality of your market’s organic representation across the major travel search and planning products, including Google, Yelp, Wikipedia, TripAdvisor and Alabama.Travel.

The Alabama Tourism Department believes that destinations should help local businesses inspire consumer confidence to push interest into action. As a result, ATD is holding seven educational seminars across the state that will be particularly relevant as a proactive approach in your community to enable businesses to have their best foot forward, digitally, as travel resumes.

These seven day-long seminars will be held in two parts. In the morning, the seminar is specifically for local DMOs, Chambers and CVBs and packed with useful information including how and why to become a Local Google Guide. That afternoon, businesses that you have invited from your area will join you for a session designed to help them claim and update their own listings on various websites, including Google and Alabama.Travel.

Comprehensive destination evaluation of 1,000 Alabama points of interest

During the sessions, you will see demonstrations of how visitors are searching for your destination and uncover what they find when they do. In addition, we have paid to have 1,000 local business listing across the state evaluated for completeness and quality on various tourism websites such as Google, Yelp and TripAdvisor.

Six Month Activation Program

Following the priority action items demonstrated in the Destination Evaluation Audit, tATD and our marketing firm Intermark Group has hired Miles Partnership to provide the support needed to optimize the destination’s presence. This includes improving the completeness of local business listings, adding missing POIs, and creating branded, trackable distribution of DMO’s high-quality photos. For six months, you will be able to schedule telephone time with Miles Partnership for follow up help after attending the seminar.

Industry Education & Support

Your local businesses’ Google Business profile is your single largest source of organic visibility online. Google My Business is foundational for businesses to reach their customers and inspire confidence and conversion. This program will provide digital upskilling for businesses through Google My Business training workshops and one-on-one support from the Miles team. The Intermark Group and Alabama Tourism will provide help on the most important ways to use the Alabama.Travel partner portal.
<table>
<thead>
<tr>
<th>County Phase County Seat</th>
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</thead>
<tbody>
<tr>
<td>Autauga County, AL 10 Pratville</td>
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<tr>
<td>Baldwin County, AL 3 Bay Minette</td>
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<td>Barbour County, AL 7 Clayton</td>
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<td>Washington County, AL 4.1 Chatom</td>
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<td>Wilcox County, AL 4.1 Camden</td>
</tr>
<tr>
<td>Winston County, AL 2 Double Springs</td>
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</tbody>
</table>

Destination Optimization Seminars planned across the state

Tentative locations of seminars fall 2021
1. Huntsville
2. Birmingham
3. Tuscaloosa
4. Mobile Bay
5. Montgomery
6. Auburn
7. Enterprise

DMOs learn about Google Local Guides
How to submit to Wikipedia
How best to use ATD’s Partner Portal
Alabama’s Global Results

2019 Alabama’s overnight visits international: 399,900
2019 Alabama’s overnight visits overseas: 320,000

2020 Alabama’s overnight visits international: 74,600
2019 Alabama’s overnight visits overseas: 54,600

Number of overnight visits, 2019 and 2020, Tourism Economics.

World with Regions - Outline by FreeVectorMaps.com

Alabama’s Top 15 International Markets

Canada: 70,200/16,200
UK/Ireland: 45,700/7,200
France & Belgium: 18,900/3,000
Netherlands: 6,500/800
Nordic Countries: 12,900/1,200
Italy: 11,400/1,200
German Market: 28,500/500
Spain: 8,200/1,200
China: 27,200/2,700
S. Korea: 15,400/3,300
Australia: 6,600/1,100
Japan: 34,700/6,800
Brazil: 12,100/2,700
India: 11,400/2,300
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Japan: 34,700/6,800
Brazil: 12,100/2,700
India: 11,400/2,300
Italy: 11,400/2,300
Almost back to 2019 levels by 2024
Visits from overseas to Alabama

Almost back to near pre-Covid overseas visitor numbers predicted by 2024

Visits from overseas to Alabama

Source: Tourism Economics

Alabama's Top International Market by 2019 visits

#1 Canada
#2 UK/Ireland
#3 Japan
#4 Germany/Austria/Switzerland
#5 China
#6 France & Belgium
#7 South Korea
#8 Denmark/Finland/Sweden/Norway
#9 Italy
#10 Brazil
#11 India
#12 Mexico
#13 Spain
#14 Australia
#15 Netherlands

Alabama Ranked #6
Travel South member states number of overseas visitors 2019

#1 Georgia 969,100
#2 Virginia 601,100
#3 Tennessee 495,600
#4 Louisiana 476,900
#5 North Carolina 455,200
#6 Alabama 320,000
#7 Missouri 277,900
#8 South Carolina 277,300
#9 Kentucky 158,000
#10 Mississippi 110,800
#11 Arkansas 66,700
#12 W. Virginia 27,000
Australians have been on extended Covid lock-downs and have cabin fever for international travel. Bookings to the USA are complex and fragmented. Wholesale channels account for components of approximately 75% of USA vacations. Australia remains one of the rare markets in the world where a consumer will research online and offline and then walk into a physical store to make their booking with an agent.

Through the Travel South GPP program, the Alabama Tourism Department has a year-round investment in travel trade strategies along with earned, owned and paid media to amplify our efforts. ATD also works with Brand USA on promotions in the market.
While Alabama has 4 times the spending from Australia than Mississippi, we lag far behind both Tennessee and Louisiana.

Tourism Economics expects visits will surpass 2019 numbers from Australia in 2025.

6,600

Tourism Economics reports Australia’s 6,600 visitors to our state spent $12 million in Alabama in 2019.

$12M

Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are part of this GPP.

#3
The Kingdom of the Netherlands consists of 12 provinces, but many people use “Holland,” which is the most populated region of the Netherlands when talking about the Netherlands. People from the Netherlands are Dutch. So if Dutch visitors are from Amsterdam they may say they are from Holland or from The Netherlands. Both would be correct and the same place.

Twenty-one tour operators in the Netherlands have product that includes Alabama. This represents 41% of the known operators. Most important, the number of nights featured in suggested tours for our state almost doubled from 39 nights to 65 nights.

Four of every 100 citizens visit the USA. Employed staff receive “vacation money” from their employers, some 8% of their annual gross income between May 1 and June 30 to subsidize summer holidays. Everyone receives 25 vacation days and nine bank holidays. The average length of an overseas vacation is 18 days.
Tourism Economics expects it may take several years for Alabama to regain the 2019 visitation numbers from The Netherlands.

Tourism Economics reports The Netherlands 6,500 visitors to our state spent more than $8 million in Alabama in 2019.

Alabama ranked 3rd of the 5 Deep South USA member states in visitor spending from The Netherlands, forecast in 2022. We have more than Kentucky and Mississippi combined.

Alabama, Arkansas, Kentucky, Louisiana, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are part of this program.
Brazilian Market Overview

In 2019, Brazil was the eighth largest international source of tourists to the United States. According to the National Travel and Tourism Office, Brazil is the top arrivals market to the United States from South America, accounting for more than 30% of all arrivals from South America. Brazilians spent $11.3 billion in the United States in 2019, the seventh largest globally.

Arrivals from Brazil decreased 90% during the pandemic. The industry expects a slow rebound by winter barring an extension of travel restrictions.

In-Market Representation

Travel South USA GPP Shared Rep program

River Global
Alameda Lorena, 800- cj1803-Jadins
Sao Paula - SP -01424-001
Brazil

Jose Madera
Managing Director
jmadeira@riverglobal.net

Allen Colin
Account Manager
acolen@riverglobal.net

Alabama, Louisiana, Mississippi, North Carolina and Tennessee are part of this GPP.
Tourism Economics expects it may take several years for Alabama to regain the 2019 visitation numbers from Brazil.

Tourism Economics reports Brazil’s 12,100 visitors to our state spent more than $32.5 million in Alabama in 2019.

Alabama ranks number one of the 5 Deep South States in projected spending by Brazilians in 2022.
Chinese Market Overview

In-Market Representation

Travel South USA GPP Shared Rep program

East West Marketing Corporation
Beijing: Room 1513, Xinhua Science and Technology Mansion
No. 8 Tuofangying South Rd
Chayang District, Beijing 100016

Alina Xiang
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China’s market boomed in 2017-2018. 47% of Chinese outbound travelers were born post 1980s/90s, and their travel behaviors and habits have changed dramatically in recent years. Specifically, language barriers are becoming less frequent as many Chinese are now English speaking. In addition, the Chinese traveler’s motivation has shifted from being primarily shopping focused to truly interested in experiencing destinations, which has created demand for customized products and itineraries.

In addition to these changes, China remains a strong “summer camp” market in which families send their children to educational and fun camps where they mix with English-speaking children.

Relations between China and the USA cooled during 2020 as Covid spread from a Chinese city to the USA and the world. Travel is not expected to return to large levels until the relationship between the two countries is repaired.

This program has been scaled back to only include social postings for all Travel South member states.

20,700 Tourism Economics expects the number of Alabama visitors from China to surpass 2019 numbers in the year 2025.

$44M Tourism Economics reports China’s 20,700 visitors to our state spent more than 44 million in Alabama in 2019 which projections predict we will match in the year 2024.

#1 Alabama is projected to rank #1 of the 5 Deep South states in spending by visitors from China in the year 2022.
France, with a population of 67.2 million, is the second most populated country in the EU. French employees enjoy six-to-nine weeks of paid holiday 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.

45% of Belgium is French speaking, and thus our French representative firm will now look after activities in both countries for Travel South/Alabama.
Tourism Economics expects it may take several years for Alabama to regain the 2019 visitation numbers from the French-speaking market.

18,900

Tourism Economics reports the French-speaking markets’ visitors to our state spent almost $20 million in Alabama in 2019.

$19.7M

Projected spending by the French-speaking market to the 5 Deep South States shows Alabama as 2/3rds of Tennessee and more than Mississippi and Kentucky.

#3

Alabama, Arkansas, Georgia, Kentucky, Louisiana, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are part of this program.

18,900

In-Market Representation
Travel South USA GPP Shared Rep program

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+33 (0) 1 55 60 94 46

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PR Manager
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Overnight visits from French Speaking Region - France & Belgium (000s)

International spending from French Speak Region - France & Belgium (Millions)

2022 Est. Spending 5 Deep South States - French Speaking Region (Millions)
Germany hosts one of the world’s largest travel shows, ITB, which is expected to resume with in-person attendance in 2022.

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

Alabama Tourism German Partnership
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.

28,500
Tourism Economics expects visitors from the German market to steadily grow from 2020 lows to regain the 28,500 from 2019.

$46.2M
Tourism Economics reports the 28,500 visitors from Germany, Switzerland and Austria in 2019 spent $46.2 million.

#3
Projections are that the German market will spend $20 million in 2022 - an amount that is more than Kentucky and Mississippi combined and 1/2 that of spent in Louisiana.
Canadian Market Overview

Canada is Alabama’s number one international market and with good reason. Toronto, the capital of the province of Ontario represents 40% of Canada’s population with its 15 million residents. Toronto is a 14-hour drive to north Alabama and 18 hours to our coast. Air Canada has a direct flight from Toronto to Atlanta. Alabama has a large Canadian snowbird visitation. Golf and outdoors are draws for Canadians to our state.
In-Market Representation

Travel South USA GPP Shared Rep program, PR only. This will be the first year Canada has been in the GPP program.

Reach Global

Charmaine Singh
CEO

Katie Dubin
Account Manager
katie@reachglobal.ca

Kiesha Telesford
Public Relations Intern

Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are in this program.

70,200  Tourism Economics expects Canadian visitation to near 2019 numbers in 2022 and exceed those numbers in 2023.

$38.4M  Tourism Economics reports the 70,200 Canadian visitors to Alabama in 2019 spent $38.4 million with spending projected to reach that level in 2025.

#3  Spending by Canadians projected in 2022 shows Alabama ranked 3rd with an amount equal to Kentucky and Mississippi combined, but far less than Louisiana, which benefits from a cultural link with French-speaking Canada.
The Nordic countries are generally considered to refer to Denmark, Finland, Iceland, Norway and Sweden. Scandinavia refers to only the three countries of Denmark, Norway and Sweden, which have a strong historical, cultural and linguistic bond.

Nordic Market Overview

The USA remains the top long-haul destination for Scandinavians, retaining its seventh ranking as most popular overall. Thailand, the other key long-haul destination, has slipped to 12th from 10th.

Scandinavians love the sun, and 25% of them cite this as their main reason for an overseas vacation. Culture, music, sport or an event trip is cited by 19% of overseas travelers and 7% for “active trips” (hike, golf, bike, etc.).

Nordic travelers have a large amount of vacation time (six weeks paid, eleven national holidays) and like to take longer (than average European) vacations. They have significant disposable income with an average income reaching almost $60,000 per year.
Tourism Economics expects visitors from the Nordic market to grow to 2019 numbers of 12,900 by 2025.

Tourism Economics reports The Netherlands’ 6,600 visitors to our state spent almost $20 million in 2019.

Projected spending by the Nordic market in Alabama in 2022 is $10.5 million, 2/3rd of Louisiana and more than Kentucky and Mississippi combined.
Prior to Covid and corresponding travel restrictions, airlines had increased direct seats by 27% and launched direct flights from the United Kingdom to the United States. British Airways had direct flights to Nashville, New Orleans and Atlanta with no additional charge for visitors flying into one city and out another. Alabama is located in the center of those three destinations.
Tourism Economics expects visits from UK & Ireland to grow quickly to reach the 2019 levels 45,700 around 2026.

Tourism Economics reports the 45,700 visitors from UK and Ireland to our state spent $74.1 million in Alabama in 2019 with a resumption of 1/2 that level by next year.

Projections for 2022 show spending in Alabama from UK & Ireland visitors to double that of either Kentucky and Mississippi and 1/2 of Louisiana.
Respect

The movie “Respect,” in which Jennifer Hudson plays Aretha Franklin will be released this year across the globe. A major section of the movie focuses on her recordings at FAME studio of “I Never Loved A Man (the way I love you)” which launched her career. The famous studio musicians of Muscle Shoals were flown to New York when Aretha recorded “Respect” and other hits.

The Alabama Tourism Department, with the help of our international reps, will hold special events in several countries during the release of the movie to promote Muscle Shoals as a historic recording center of the American South.

ATD will make “Respect” and the Muscle Shoals story part of our luncheon event at Travel South International in December of this year.

Canada

The Alabama Tourism Department will be using the resources of Brand USA, Travel South USA and our own staff to increase our exposure to the Canadian market.

Alabama is already a Canadian snowbird and golf destination. We will continue to include Canada in our consumer show program but for the first time this year Alabama has joined Travel South USA in its new Canada GPP shared representative program that is directly aimed at public relations efforts to consumers. In addition, we will be joining Brand USA in their PR and social influencer marketplace using their Global Marketplace. We will also join in a Brand USA multichannel consumer marketing effort.
Our partnerships with Brand USA and Travel South USA allow us to send the Alabama tourism message around the world.

Brand USA works with its expanding network of international representatives along with the U.S. Embassies, Visit USA committees, and tour and receptive operators to support numerous trade activities, including trade shows, sales missions, training initiatives, and MegaFams.

Travel South USA

Alabama participates in all of Travel South USA's programs including signing up for all of their GPP shared representatives, their international social media messages through Sparkloft, e-newsletters in each targeted county, Travel South International showcase, tour operator and media fams, sales missions and research.
## Consumer and trade shows set for next 12 months

### SEPT, 2021
- **Sep 18-22**: IPW, Las Vegas
- **Sep 18-22**: Connect Tour co-located with IPW, Las Vegas
- **Sept 20**: IPW Media Marketplace, Last Vegas
- **Sept 30**: Travel Media Meetup, Spartanburg, S.C.

### OCT, 2021
- **Oct 3-7**: Society of American Travel Writers (SATW), Milwaukee, WI
- **Oct 24-26**: Alabama Tourism Department’s Welcome Center Retreat, Selma, AL
- **Oct 31**: FDM Travel USA Event

### NOV
- **Nov 1**: USA Travel Show, Copenhagen, Denmark
- **Nov 8-11**: ETC Annual Conference, New Orleans, LA
- **Nov 11-14**: IATDG (International Association of Tour Directors Tour Guides) TourConnect, Atlanta
- **Nov 11-17**: NTA, Cleveland, OH
- **Nov 30**: Travel South International, New Orleans

### DEC
- **Dec 1-3**: Travel South USA International Showcase, continues
- **Dec 2**: Alabama Tourism Luncheon at Travel South USA International Show
- **Dec 3-6**: Travel South fam #7, 72 hours with Sweet Home Alabama, coast
- **Dec 3-6**: Travel South fam #8, 72 hours with Sweet Home Alabama, central

### JAN, 2022
- **Jan 8-11**: ABA Marketplace, Grapevine, TX
  (Alabama Tourism and DMOs sponsoring a tour operator reception at this show.)
- **Jan 14-23**: Cincinnati Travel Sport & Boat Show, Cincinnati, OH
- **Jan 21-23**: AAA Pittsburgh Travel Showcase, Pittsburgh, PA
- **Jan 26-27**: IMM NYC TravMedia, New York, NY
- **Jan 26-30**: Louisville Boat, RV & Sport Show, Louisville, KY
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Feb 5-6</td>
<td>Travel &amp; Adventure Show, Chicago</td>
</tr>
<tr>
<td>Feb 7-10</td>
<td>Canadian Media Mission 2022, Toronto &amp; Montreal, Canada</td>
</tr>
<tr>
<td>Feb 13-15</td>
<td>STS Domestic Showcase, Virginia Beach</td>
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<tr>
<td>Feb 23-27</td>
<td>Society of American Travel Writers (SATW), Shreveport, LA</td>
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<tr>
<td>Feb 25-27</td>
<td>Outdoor Adventure and Travel Show, Toronto (Mississauga), ON, Canada</td>
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**MARCH**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>March 4-6</td>
<td>Memphis Southern Women’s Show, Memphis, TN</td>
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<tr>
<td>March 7</td>
<td>Travel South Netherlands Sales Day 2022, Amsterdam, Netherlands</td>
</tr>
<tr>
<td>March 9-13</td>
<td>ITB, Berlin, Germany</td>
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<tr>
<td>March 14-16</td>
<td>Travel South French Sales Mission</td>
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**APRIL**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>April 11-14</td>
<td>Travel South Brazil Sales Mission, Sao Paulo &amp; Rio de Janeiro, Brazil</td>
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<tr>
<td>April 23-24</td>
<td>Atlanta Travel Adventure Show, Atlanta, GA</td>
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**MAY**

**JUNE**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>June 4-8</td>
<td>IPW, Orlando</td>
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<tr>
<td>June 6</td>
<td>IPW Media Marketplace, Orlando</td>
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<tr>
<td>June 17-24</td>
<td>Travel South Sales Mission Australia</td>
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**JULY**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>July 7-17</td>
<td>The World Games Media Room, Birmingham</td>
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**AUG**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Aug 18-22</td>
<td>National Association of Motorcoach Operators (NAMO), Birmingham</td>
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<tr>
<td>Aug 26-30</td>
<td>SYTA, Washington, D.C.</td>
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**SEPT**

**TBA**

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<tr>
<th>Event Description</th>
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<tbody>
<tr>
<td>Snowbirds Extravaganza Show, Lakeland, FL</td>
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<td>Nashville Southern Women’s Show, Nashville, TN</td>
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<tr>
<td>Alabama Lifestyle Expo, Orange Beach, AL</td>
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<tr>
<td>Ft. Benning Annual Military Travel Expo, Ft. Benning, GA</td>
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<tr>
<td>Ft. Rucker Annual Military Travel Expo, Ft. Rucker, AL</td>
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<tr>
<td>Travel South Roadshow Receptive 2022, Orlando, FL</td>
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<tr>
<td>Travel South Roadshow Receptive 2022, Boston/New York</td>
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<tr>
<td>RTO Summit East 2022, New York</td>
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<tr>
<td>Swanson’s Long Haul Day, Oslo, Sweden</td>
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<tr>
<td>Alabama’s list of 10 to 12 golf consumer shows at various locations across North America</td>
</tr>
</tbody>
</table>
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 lodgings tax collected by all hotels, motels, campgrounds and other accommodations.