Your health safety is important to us. That's why we take all the necessary precautions so everyone can stay safe and take it all in responsibly. We invite you to help us by taking the pledge.

**TAKE IT ALL IN RESPONSIBLY PLEDGE**

Alabama.Travel/Responsibly

**OUR PLEDGE TO YOU**

- Follow CDC guidelines & health safety policies
- Maintain a social distance indoors & outdoors
- Wear face coverings when required
- Refrain from physical contact with staff & guests
- Stay home if sick
- Train staff in proper cleaning & sanitization
- Post signage on health policies
- Wear face coverings
- Enforce social distancing & capacity guidelines
- Conduct wellness screenings of employees
- Provide contactless communication
- Use contactless communication
- Sanitize public & frequently touched areas
- Wash and sanitize hands frequently
- Plan ahead. Be flexible.
- Be patient.
- Limit the size of travel parties or gatherings
To say 2020 was a difficult year in the hospitality business would be an understatement. Around the world, COVID resulted in precipitous restricted and reduced travel.

The Alabama Tourism Department acted immediately when COVID hit with increased communications with the tourism industry in Alabama, realignment of our budget, a reduction in general advertising and a new effort to promote safe travel to Alabama, when visitors felt safe to come.

To a large part, our efforts paid off. The research firm Tourism Economics reported weekly during COVID the amount of money spent in travel in each state and Alabama consistently ranked in the top 10 states in the nation as “Best Market.” While the amount spent on travel was down from the previous year, Alabama’s decrease, in percentage, was much less than almost all other states in the U.S.

Alabama’s lodging tax collection for calendar year 2020 was $65,708,503, a decrease of 20.04%.

On May 18, 2020 the Alabama Legislature approved Governor Kay Ivey’s plan on spending $1.8 billion in CARES Act funding.

On Sept. 15, 2020, Governor Ivey announced a grant to the Alabama Tourism Department of up to $10 million of CARES Act funds. Under federal requirements, the funds had to be spent on a COVID safe-travel message and by the end of the year.

Using the funds, the Alabama Tourism Department launched a message of safe travel to Alabama to potential travelers living outside the state. The messages included attractions in all 67 Alabama counties. There were 656-million impressions of our message and website engagement from states targeted by paid media increased by over 180% during the campaign. One hundred seventy-four locations in Alabama took our safety pledge. Our department distributed 45,000 cloth masks, 10,000 personal hand sanitizers and 10,000 packages of wipes across the state. In addition, a supply of posters, window messages and printed information was published and distributed to and for the public.

Of the up to $10 million awarded, ATD used approximately $7.3 million and returned the balance to the state for other COVID uses. Approximately $6.7 million was spent on media advertising time and space. None of the funds were used to pay for administrative cost of running the Alabama Tourism Department.

The Alabama Tourism Department is grateful for the CARES Act funds and the benefit it gave to the Alabama tourism industry, an industry that employed a record number of 200,000 in 2019.

Tourism Economics estimates COVID has cost the state’s economy more than $3 billion in lost spending as a result of reduced travel to and throughout Alabama. The result of this decrease in travel spending is an estimated reduction of state tax collections in the amount of more than $85 million. The Alabama Tourism Department is working hard to put tourism on the right track to get back to pre-COVID visitor numbers and the economic benefit to the state those travelers provide.

Lee Sentell
Director

Grey Brennan
Deputy Director
Your health safety is important to us.
That’s why we take all the necessary precautions so everyone
can stay safe and take it all in responsibly.
We invite you to help us by taking the pledge.

**TAKE IT ALL IN RESPONSIBLY PLEDGE**

**OUR PLEDGE TO YOU**

- Train staff in proper cleaning & sanitization
- Post signage on health policies
- Wear face coverings
- Enforce social distancing & capacity guidelines
- Sanitize public & frequently touched areas
- Conduct wellness screenings of employees

**YOUR PLEDGE TO US**

- Plan ahead, be flexible. Be patient.
- Wear face coverings when required
- Wear face coverings indoors & outdoors
- Enforce social distancing & capacity guidelines
- Follow CDC guidelines & health safety policies
- Wash and sanitize hands frequently
- Limit the size of travel parties or gatherings
- Use contactless communication
- Stay home if sick

Alabama.Travel/Responsibly
First case of novel coronavirus reported in the U.S.

ADPH asks general public to wear masks and social distance.

ADPH starts testing for COVID-19 at state lab.

First case of COVID-19 reported in Alabama.

ADPH prohibits mass gatherings of 50 or more. Retail and restaurants at 50% capacity. Suggests out-of-state travel should be cancelled.

ADPH prohibits mass gatherings of 25 or more. Onsite food and drink at restaurants, brewery, bars prohibited.

State tourism industry is in emergency mode. Lodging taxes fall. ATD starts what becomes weekly telephone updates and planning with state tourism industry.

First Alabama COVID-19 death reported.

Alabama issues safer-at-home order. Closure of “non-essential” businesses includes many tourism entities.

New safer-at-home order eases some restrictions. All retail businesses may open at 50% capacity. Beaches are open but require social distancing.

Alabama Legislature approved Governor Kay Ivey’s plan on spending $1.8 billion in CARES ACT funding.

After more than 3 months of weekly updates and planning, ATD continues telephone conference with industry, now bi-weekly.

Gov. Kay Ivey issues statewide mask order.

Auburn & Alabama announced max 20% attendance at games and no tailgating allowed on campus.

Alabama Legislature approved Governor Kay Ivey’s plan on spending $1.8 billion in CARES ACT funding.

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Alabama Legislature approved Governor Kay Ivey’s plan on spending $1.8 billion in CARES ACT funding.
Gov. Ivey awards up to $10 million in CARES Act Funds to support tourism industry recovery program. Reimbursable funds can only be used for COVID-safe travel messages marketed to out-of-state travelers to Alabama and must conclude prior to end of year.

Centrally staffed staff level: The number of employees has varied from 24 to 27 over the past 18 years. The current number is 25.

The department staffs eight stateline Welcome Centers owned by ALDOT. The staff level is constant at 45.

Growth in travel expenditures in Alabama drops in 2020 as a result of COVID travel restrictions and reductions.

All elements of CARES Relief Fund campaign on Alabama.Travel now active.

County-specific social media and digital ad messages begin in targeted states.

Tourism-experience themed videos and top 7 tourism counties video ads begin on YouTube, Hulu, ESPN, Discovery, HGTV, and FoodNetwork websites.

Conclusion of successful tourism campaign using $7.3 million CARES Act funds.
## State Lodging Tax Collections

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autauga</td>
<td>$184,203.12</td>
<td>$143,295.19</td>
<td>-22.21%</td>
</tr>
<tr>
<td>Baldwin</td>
<td>26,327,797.48</td>
<td>24,693,173.09</td>
<td>-6.21%</td>
</tr>
<tr>
<td>Barbour</td>
<td>326,679.95</td>
<td>257,147.13</td>
<td>-21.28%</td>
</tr>
<tr>
<td>Bibb</td>
<td>12,370.71</td>
<td>13,586.72</td>
<td>9.83%</td>
</tr>
<tr>
<td>Blount</td>
<td>37,782.42</td>
<td>38,126.44</td>
<td>0.91%</td>
</tr>
<tr>
<td>Bullock</td>
<td>6,253.94</td>
<td>5,726.41</td>
<td>-8.44%</td>
</tr>
<tr>
<td>Butler</td>
<td>269,400.63</td>
<td>209,930.06</td>
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<tr>
<td>Calhoun</td>
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<td>127,363.40</td>
<td>142,317.43</td>
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<td>Chilton</td>
<td>208,045.28</td>
<td>165,784.24</td>
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<tr>
<td>Choctaw</td>
<td>36,575.36</td>
<td>42,124.04</td>
<td>15.17%</td>
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<td>Clarke</td>
<td>236,324.78</td>
<td>231,877.46</td>
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<tr>
<td>Clay</td>
<td>4,900.34</td>
<td>6,043.99</td>
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<tr>
<td>Cleburne</td>
<td>63,896.34</td>
<td>65,377.59</td>
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<tr>
<td>Coffee</td>
<td>423,619.73</td>
<td>326,749.47</td>
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<tr>
<td>Colbert</td>
<td>341,198.53</td>
<td>353,899.44</td>
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<tr>
<td>Conecuh</td>
<td>100,749.33</td>
<td>82,863.38</td>
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<td>Coosa</td>
<td>16,898.91</td>
<td>16,552.34</td>
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<tr>
<td>Covington</td>
<td>255,903.39</td>
<td>195,406.59</td>
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<td>Crenshaw</td>
<td>28,461.65</td>
<td>35,200.86</td>
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<td>Cullman</td>
<td>735,355.18</td>
<td>621,026.10</td>
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<td>Dale</td>
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<td>Dallas</td>
<td>265,058.24</td>
<td>240,616.43</td>
<td>-9.22%</td>
</tr>
<tr>
<td>DeKalb</td>
<td>510,179.49</td>
<td>494,286.53</td>
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<td>Elmore</td>
<td>1,153,444.31</td>
<td>881,365.04</td>
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<tr>
<td>Escambia</td>
<td>289,494.95</td>
<td>235,135.04</td>
<td>-18.78%</td>
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<td>Etowah</td>
<td>807,332.13</td>
<td>680,519.94</td>
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<tr>
<td>Fayette</td>
<td>13,041.91</td>
<td>10,961.02</td>
<td>-15.96%</td>
</tr>
<tr>
<td>Franklin</td>
<td>107,899.24</td>
<td>124,026.57</td>
<td>14.95%</td>
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<tr>
<td>Geneva</td>
<td>22,517.06</td>
<td>22,125.25</td>
<td>-1.74%</td>
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<tr>
<td>Greene</td>
<td>42,347.96</td>
<td>31,777.38</td>
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<td>Hale</td>
<td>5,428.23</td>
<td>5,295.83</td>
<td>-2.44%</td>
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<tr>
<td>Henry</td>
<td>29,260.28</td>
<td>21,993.06</td>
<td>-24.84%</td>
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<tr>
<td>Houston</td>
<td>1,693,345.62</td>
<td>1,191,017.29</td>
<td>-29.66%</td>
</tr>
<tr>
<td>Jackson</td>
<td>433,005.65</td>
<td>349,738.38</td>
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<tr>
<td>Jefferson</td>
<td>11,400,152.33</td>
<td>6,870,427.90</td>
<td>-39.73%</td>
</tr>
<tr>
<td>County</td>
<td>2019</td>
<td>2020</td>
<td>% Change</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>Lamar</td>
<td>4,741.95</td>
<td>4,480.21</td>
<td>-5.52%</td>
</tr>
<tr>
<td>Lauderdale</td>
<td>1,192,823.89</td>
<td>918,645.39</td>
<td>-22.99%</td>
</tr>
<tr>
<td>Lawrence</td>
<td>63,493.35</td>
<td>84,102.49</td>
<td>32.46%</td>
</tr>
<tr>
<td>Lee</td>
<td>2,527,569.75</td>
<td>1,608,056.80</td>
<td>-36.38%</td>
</tr>
<tr>
<td>Limestone</td>
<td>722,738.25</td>
<td>600,800.25</td>
<td>-16.87%</td>
</tr>
<tr>
<td>Lowndes</td>
<td>-</td>
<td>840.58</td>
<td>-</td>
</tr>
<tr>
<td>Macon</td>
<td>26,835.06</td>
<td>27,970.95</td>
<td>4.23%</td>
</tr>
<tr>
<td>Madison</td>
<td>7,812,389.94</td>
<td>5,889,274.31</td>
<td>-24.62%</td>
</tr>
<tr>
<td>Marengo</td>
<td>192,221.26</td>
<td>183,290.02</td>
<td>-4.65%</td>
</tr>
<tr>
<td>Marion</td>
<td>221,668.73</td>
<td>179,938.41</td>
<td>-18.83%</td>
</tr>
<tr>
<td>Marshall</td>
<td>823,402.76</td>
<td>809,101.02</td>
<td>-1.74%</td>
</tr>
<tr>
<td>Mobile</td>
<td>6,191,180.66</td>
<td>5,375,742.70</td>
<td>-13.17%</td>
</tr>
<tr>
<td>Monroe</td>
<td>116,822.58</td>
<td>124,093.96</td>
<td>6.22%</td>
</tr>
<tr>
<td>Montgomery</td>
<td>4,653,311.28</td>
<td>2,904,679.93</td>
<td>-37.58%</td>
</tr>
<tr>
<td>Morgan</td>
<td>1,397,426.63</td>
<td>1,199,976.79</td>
<td>-14.13%</td>
</tr>
<tr>
<td>Perry</td>
<td>27,626.76</td>
<td>23,235.90</td>
<td>-15.89%</td>
</tr>
<tr>
<td>Pickens</td>
<td>16,359.40</td>
<td>12,227.73</td>
<td>-25.26%</td>
</tr>
<tr>
<td>Pike</td>
<td>424,337.25</td>
<td>287,746.57</td>
<td>-32.19%</td>
</tr>
<tr>
<td>Randolph</td>
<td>32,989.83</td>
<td>38,983.00</td>
<td>18.17%</td>
</tr>
<tr>
<td>Russell</td>
<td>498,802.61</td>
<td>350,745.52</td>
<td>-29.68%</td>
</tr>
<tr>
<td>Shelby</td>
<td>1,947,361.86</td>
<td>1,323,779.16</td>
<td>-32.02%</td>
</tr>
<tr>
<td>St. Clair</td>
<td>437,684.83</td>
<td>348,084.28</td>
<td>-20.47%</td>
</tr>
<tr>
<td>Sumter</td>
<td>63,230.65</td>
<td>49,169.89</td>
<td>-22.24%</td>
</tr>
<tr>
<td>Talladega</td>
<td>500,052.16</td>
<td>416,001.92</td>
<td>-16.81%</td>
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<tr>
<td>Tallapoosa</td>
<td>328,277.16</td>
<td>383,219.80</td>
<td>16.74%</td>
</tr>
<tr>
<td>Tuscaloosa</td>
<td>3,314,063.29</td>
<td>2,139,002.53</td>
<td>-35.46%</td>
</tr>
<tr>
<td>Walker</td>
<td>362,472.21</td>
<td>302,688.36</td>
<td>-16.49%</td>
</tr>
<tr>
<td>Washington</td>
<td>4,883.71</td>
<td>4,055.42</td>
<td>-16.96%</td>
</tr>
<tr>
<td>Wilcox</td>
<td>32,372.63</td>
<td>35,628.37</td>
<td>10.06%</td>
</tr>
<tr>
<td>Winston</td>
<td>82,934.04</td>
<td>114,549.98</td>
<td>38.12%</td>
</tr>
<tr>
<td>Total</td>
<td>82,179,615.81</td>
<td>65,708,503.84</td>
<td>-20.04%</td>
</tr>
</tbody>
</table>

75% of Alabama counties had a decrease in lodging taxes in 2020
The Take It All In Responsibly campaign included participation from all of Alabama’s 67 counties with tourism representatives coordinating with the Alabama Tourism Department on which of the counties COVID-friendly attractions to feature in messages and shipping locations for campaign supplies.

The Take It All In Responsibly campaign included paid media advertising in states within several hours driving distance without existing travel restrictions.

- Advertising on preparing Alabama for travelers
- Advertising on health safe travel centered on Alabama tourism experience themes
- Advertising on health safe travel for each of Alabama’s 67 counties

The Take It All In Responsibly campaign included links to a webpage featuring the campaign’s pledge - based on CDC guidelines, Alabama Department of Public Health orders and industry best practices – to best ensure a safe travel experience for both host and guest.

- Tourism industry pledge partners featured on the Alabama.Travel Responsibly campaign webpage.
- Each pledge partner listing included a link to their detail page plus a location tag on an interactive map, all of which empower potential travelers to better plan a trip to Alabama with added confidence in their health safety.

The Take It All In Responsibly campaign included a supply of marketing material and supplies for health safe travel.

- Cloth masks to give travelers
- Personal hand sanitizers and wipes
- Posters promoting health safe COVID travel
- Window clings promoting health safe COVID travel

Information on the overall campaign efforts and results along with individual county information is contained within this report.
Alabama Experience Themed Messages

A series of six themed video messages were produced. One was the broad message of Alabama preparing for COVID-safe travel and the other five centered on tourism experiences.

Alabama Tourism Themes

- Preparing Alabama
- Alabama Coast
- History
- Food
- Outdoors
- State Parks

These messages were advertised on YouTube, the world’s largest video platform, on CTV (Internet Connected TV/Smart TV), and on the websites of ESPN and Hulu streaming service.

Total Results for Themed Messages

- YouTube: 16.2 million impressions, 14.6 million completed video views
- SmartTV: 17.3 million impressions, 17.1 million completed CTV/Smart TV video views
- ESPN: 327,000 impressions, 319,000 completed video views
- Hulu: 3.2 million impressions, 3.2 million completed video views
As part of the CARES Act campaign, the Alabama Tourism Department produced 15, 30 and 60 second videos showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines. The videos were placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :60 version of the Preparing Alabama video. The :30 and :15 were shorter versions of this same message. In the message series the visuals brought some humor to the subject by showing a vacuum cleaner on an outdoor trail and a giant bottle of hand sanitizer for the larger-than-life Vulcan statue to use.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td><img src="image1.jpg" alt="Visual" /></td>
<td>When you come to Sweet Home Alabama, you will see we have been preparing for your visit, from deep cleaning, sanitizing every nook and cranny, posting friendly reminders to mask, sanitize or wash hands.</td>
</tr>
<tr>
<td>:02</td>
<td><img src="image2.jpg" alt="Visual" /></td>
<td>and maintain a safe social distance.</td>
</tr>
<tr>
<td>:03</td>
<td><img src="image3.jpg" alt="Visual" /></td>
<td>Together we will follow CDC guidelines, and state health department orders.</td>
</tr>
<tr>
<td>:04</td>
<td><img src="image4.jpg" alt="Visual" /></td>
<td>And when you are here, know that you will feel safe.</td>
</tr>
<tr>
<td>:05</td>
<td><img src="image5.jpg" alt="Visual" /></td>
<td>We are ready for you to take it all in...</td>
</tr>
<tr>
<td>:06</td>
<td><img src="image6.jpg" alt="Visual" /></td>
<td>...responsibly.</td>
</tr>
</tbody>
</table>
State Parks
YouTube Video

As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting State Parks. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the State Park video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td><img src="image1.jpg" alt="Visual" /></td>
<td>When you travel to any of Alabama’s 21 State Parks,</td>
</tr>
<tr>
<td>:02</td>
<td><img src="image2.jpg" alt="Visual" /></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td><img src="image3.jpg" alt="Visual" /></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td><img src="image4.jpg" alt="Visual" /></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td><img src="image5.jpg" alt="Visual" /></td>
<td>we’re ready for you to take it all in,</td>
</tr>
<tr>
<td>:06</td>
<td><img src="image6.jpg" alt="Visual" /></td>
<td>responsibly.</td>
</tr>
<tr>
<td>:07</td>
<td><img src="image7.jpg" alt="Visual" /></td>
<td></td>
</tr>
<tr>
<td>:08</td>
<td><img src="image8.jpg" alt="Visual" /></td>
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</tr>
<tr>
<td>:09</td>
<td><img src="image9.jpg" alt="Visual" /></td>
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<td><img src="image11.jpg" alt="Visual" /></td>
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<td><img src="image13.jpg" alt="Visual" /></td>
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<td>:14</td>
<td><img src="image14.jpg" alt="Visual" /></td>
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</tr>
<tr>
<td>:15</td>
<td><img src="image15.jpg" alt="Visual" /></td>
<td></td>
</tr>
</tbody>
</table>
As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting historical attractions. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the History video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td></td>
<td>When you come to Sweet Home Alabama,</td>
</tr>
<tr>
<td>:02</td>
<td></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td></td>
<td>we're ready for you to take it all in,</td>
</tr>
<tr>
<td>:06</td>
<td></td>
<td>responsibly.</td>
</tr>
</tbody>
</table>
As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting restaurants. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Food Experience video.
All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
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<td>:14</td>
<td></td>
<td></td>
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<tr>
<td>:15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

When you come to Sweet Home Alabama,

you will see we have been preparing for your visit

by following CDC and state guidelines.

With social distancing, wearing masks and sanitizing

we’re ready for you to take it all in,

responsibly.
As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting restaurants. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Coast Experience video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td><img src="image1.png" alt="Image" /></td>
<td>When you come to Sweet Home Alabama,</td>
</tr>
<tr>
<td>:02</td>
<td><img src="image2.png" alt="Image" /></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td><img src="image3.png" alt="Image" /></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td><img src="image4.png" alt="Image" /></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td><img src="image5.png" alt="Image" /></td>
<td>we're ready for you to take it all in,</td>
</tr>
<tr>
<td>:06</td>
<td><img src="image6.png" alt="Image" /></td>
<td>responsibly.</td>
</tr>
</tbody>
</table>
Outdoor Experience  
YouTube Video

As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting outdoor locations. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Outdoor Experience video. All the messages ended with the Take Tt All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td>![Image]</td>
<td>When you come to Sweet Home Alabama,</td>
</tr>
<tr>
<td>:02</td>
<td>![Image]</td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td>![Image]</td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td>![Image]</td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td>![Image]</td>
<td>we're ready for you to take it all in,</td>
</tr>
<tr>
<td>:06</td>
<td>![Image]</td>
<td>responsibly.</td>
</tr>
</tbody>
</table>
Seven of Alabama’s 67 counties represent 74% of all travel related employment. Each of those counties received their own 15-second video message of health safe travel. In addition, Display and (OOH) Out-of-Home messages such as billboards were produced for these counties.

These messages were advertised on YouTube, the world’s largest video platform.

### Top 7 County Results - YouTube

<table>
<thead>
<tr>
<th>County</th>
<th>Impressions / Completed Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baldwin</td>
<td>36.2 million / 32.3 million</td>
</tr>
<tr>
<td>Jefferson</td>
<td>23.8 million / 21.4 million</td>
</tr>
<tr>
<td>Madison</td>
<td>14.2 million / 12.8 million</td>
</tr>
<tr>
<td>Mobile</td>
<td>14.4 million / 12.9 million</td>
</tr>
<tr>
<td>Montgomery</td>
<td>11.0 million / 9.9 million</td>
</tr>
<tr>
<td>Tuscaloosa</td>
<td>5.4 million / 4.9 million</td>
</tr>
<tr>
<td>Lee</td>
<td>4.4 million / 4.0 million</td>
</tr>
</tbody>
</table>

### Top 7 County Results - Display Ads

<table>
<thead>
<tr>
<th>County</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baldwin</td>
<td>45.6 million</td>
</tr>
<tr>
<td>Jefferson</td>
<td>30.5 million</td>
</tr>
<tr>
<td>Madison</td>
<td>18.0 million</td>
</tr>
<tr>
<td>Mobile</td>
<td>18.3 million</td>
</tr>
<tr>
<td>Montgomery</td>
<td>14.0 million</td>
</tr>
<tr>
<td>Tuscaloosa</td>
<td>7.0 million</td>
</tr>
<tr>
<td>Lee</td>
<td>4.6 million</td>
</tr>
</tbody>
</table>

### Top 7 County Results - OOH Ads

<table>
<thead>
<tr>
<th>County</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baldwin</td>
<td>32.8 million</td>
</tr>
<tr>
<td>Jefferson</td>
<td>21.9 million</td>
</tr>
<tr>
<td>Madison</td>
<td>13.0 million</td>
</tr>
<tr>
<td>Mobile</td>
<td>13.0 million</td>
</tr>
<tr>
<td>Montgomery</td>
<td>10.0 million</td>
</tr>
<tr>
<td>Tuscaloosa</td>
<td>5.0 million</td>
</tr>
<tr>
<td>Lee</td>
<td>4.0 million</td>
</tr>
</tbody>
</table>
Baldwin County (a) YouTube Video

As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Baldwin County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Baldwin County (a) video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
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</thead>
<tbody>
<tr>
<td>:01</td>
<td>![Image]</td>
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<tr>
<td>:02</td>
<td>![Image]</td>
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<tr>
<td>:03</td>
<td>![Image]</td>
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<td>:04</td>
<td>![Image]</td>
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<td>:05</td>
<td>![Image]</td>
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<td>:06</td>
<td>![Image]</td>
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<td>:07</td>
<td>![Image]</td>
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<td>:08</td>
<td>![Image]</td>
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<td>:09</td>
<td>![Image]</td>
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<td>:10</td>
<td>![Image]</td>
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<td>:11</td>
<td>![Image]</td>
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<td>:12</td>
<td>![Image]</td>
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<tr>
<td>:13</td>
<td>![Image]</td>
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<tr>
<td>:14</td>
<td>![Image]</td>
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<tr>
<td>:15</td>
<td>![Image]</td>
</tr>
</tbody>
</table>

Copy

When you travel to the Alabama Gulf Coast, you will see we have been preparing for your visit by following CDC and state guidelines.

With social distancing, wearing masks and sanitizing, we're ready for you to take it all in, responsibly.
Baldwin County (b)  
YouTube Video

As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Baldwin County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Baldwin County (b) video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td>![Visual Image]</td>
<td>When you travel along the Alabama Gulf Coast,</td>
</tr>
<tr>
<td>:02</td>
<td>![Visual Image]</td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td>![Visual Image]</td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td>![Visual Image]</td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td>![Visual Image]</td>
<td>we’re ready for you to take it all in,</td>
</tr>
</tbody>
</table>
As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Jefferson County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Jefferson County video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:03</td>
<td></td>
<td>When you travel to the Greater Birmingham area,</td>
</tr>
<tr>
<td>:04</td>
<td></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:05</td>
<td></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:07</td>
<td></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:09</td>
<td></td>
<td>we’re ready for you to take it all in,</td>
</tr>
<tr>
<td>:10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:11</td>
<td></td>
<td>responsibly.</td>
</tr>
</tbody>
</table>
As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Madison County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Madison County video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td><img src="image1.png" alt="Image" /></td>
<td>When you travel to Huntsville and Madison County,</td>
</tr>
<tr>
<td>:02</td>
<td><img src="image2.png" alt="Image" /></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td><img src="image3.png" alt="Image" /></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td><img src="image4.png" alt="Image" /></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td><img src="image5.png" alt="Image" /></td>
<td>we're ready for you to take it all in,</td>
</tr>
<tr>
<td>:06</td>
<td><img src="image6.png" alt="Image" /></td>
<td>responsibly.</td>
</tr>
</tbody>
</table>
As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Mobile locations. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Mobile video.
All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td></td>
<td>When you travel to Mobile,</td>
</tr>
<tr>
<td>:02</td>
<td></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td></td>
<td>we're ready for you to take it all in,</td>
</tr>
<tr>
<td>:06</td>
<td></td>
<td>responsibly.</td>
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<td>:15</td>
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</tbody>
</table>
Montgomery County
YouTube Video

As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Montgomery locations. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Montgomery video. All the messages ended with the Take it All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td><img src="image1.jpg" alt="Image" /></td>
<td>When you travel to Montgomery,</td>
</tr>
<tr>
<td>:02</td>
<td><img src="image2.jpg" alt="Image" /></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:03</td>
<td><img src="image3.jpg" alt="Image" /></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:04</td>
<td><img src="image4.jpg" alt="Image" /></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:05</td>
<td><img src="image5.jpg" alt="Image" /></td>
<td>we're ready for you to take it all in,</td>
</tr>
<tr>
<td>:06</td>
<td><img src="image6.jpg" alt="Image" /></td>
<td>responsibly.</td>
</tr>
<tr>
<td>:07</td>
<td><img src="image7.jpg" alt="Image" /></td>
<td></td>
</tr>
<tr>
<td>:08</td>
<td><img src="image8.jpg" alt="Image" /></td>
<td></td>
</tr>
<tr>
<td>:09</td>
<td><img src="image9.jpg" alt="Image" /></td>
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<td>:10</td>
<td><img src="image10.jpg" alt="Image" /></td>
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<td><img src="image11.jpg" alt="Image" /></td>
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<td>:12</td>
<td><img src="image12.jpg" alt="Image" /></td>
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<td><img src="image13.jpg" alt="Image" /></td>
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</tr>
<tr>
<td>:14</td>
<td><img src="image14.jpg" alt="Image" /></td>
<td></td>
</tr>
<tr>
<td>:15</td>
<td><img src="image15.jpg" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>
As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Tuscaloosa locations. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Tuscaloosa video.
All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:03</td>
<td></td>
<td></td>
</tr>
<tr>
<td>:04</td>
<td></td>
<td>When you travel to Tuscaloosa, you will see we have been preparing for your visit by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:05</td>
<td></td>
<td>With social distancing, wearing masks and sanitizing we're ready for you to take it all in, responsibly.</td>
</tr>
<tr>
<td>:06</td>
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<td></td>
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<td>:07</td>
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<td>:15</td>
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</tbody>
</table>
Lee County
YouTube Video

As part of the CARES Act campaign, the Alabama Tourism Department produced a 15-second video showing how Alabama is preparing for visitors during COVID and asking visitors to be responsible and follow health safety guidelines while visiting Lee County. The video was placed on YouTube and other social media platforms or outlets.

Below is the copy and still images from the :15 version of the Lee County video. All the messages ended with the Take It All In Responsibly logo and website address.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>:01</td>
<td></td>
<td></td>
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<tr>
<td>:02</td>
<td></td>
<td>When you travel to Auburn-Opelika,</td>
</tr>
<tr>
<td>:03</td>
<td></td>
<td>you will see we have been preparing for your visit</td>
</tr>
<tr>
<td>:04</td>
<td></td>
<td>by following CDC and state guidelines.</td>
</tr>
<tr>
<td>:05</td>
<td></td>
<td>With social distancing, wearing masks and sanitizing</td>
</tr>
<tr>
<td>:06</td>
<td></td>
<td>we're ready for you to take it all in,</td>
</tr>
<tr>
<td>:07</td>
<td></td>
<td>responsibly.</td>
</tr>
</tbody>
</table>
Facebook Ads for all 67 counties

Messages for each of Alabama’s 67 counties were produced and placed on Facebook. These “carousel”-type ads allowed viewers to read an introduction message with the Take It All In Responsibly logo and then “swipe” left to see a photograph of the COVID friendly attraction submitted by that county.

Below each photograph was a “Learn More” button that took the Facebook user to the Alabama Tourism website for more information.

On the following pages are each county’s Facebook Carousel message which included COVID friendly attractions suggested by the county’s campaign representative.

Example of a Facebook Carousel Ad

AD Copy

When touring (location of city or county), you will see we’ve been preparing for your visit. From deep cleaning and sanitizing, posting friendly reminders to wear masks, wash hands and maintain social distance, and creating safe spaces both indoors and out. We’re ready for you to enjoy our sweet home. Together, we will follow the CDC guidelines, the Alabama Department of Public Health orders, and do all that is necessary to ensure that you can take it all in, responsibly.
Facebook and related media message opening copy line

When you travel to Prattville, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,316,972 impressions

Tourism representative for COVID friendly attraction selection:
Prattville Area Chamber of Commerce, Anne Sanford

Attractions selected to feature in message:

- Robert Trent Jones Golf at Capitol Hill
- Continental Gin Company
- Daniel Pratt Historical District

Autauga County 2019 numbers

- Travel-related jobs (direct & indirect)
  452
- Travel-related earnings (direct & indirect)
  $13,796,816
- Travel-related money spent in county
  $38,049,277
- State lodging tax collected
  $184,203

In addition to the CARES Act promotion, Autauga County is featured in many Alabama Tourism Department campaigns.

100 Dishes brochure
- Uncle Mick's Cajun Market & Cafe - Chicken and Sausage Gumbo
- Fat Boy's Bar-B-Que Ranch, Smoked Chicken Plate

Robert Trent Jones Capitol Hill course featured in Alabama Tourism Department's Road Trip #18 “Go for a drive on the RTJ Golf Trail.”
Facebook and related media message opening copy line

(a) When you travel to the Alabama Gulf Coast
(b) When you travel along the Alabama Coast you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 33,401,229 impressions
Tourism representative for COVID friendly attraction selection:
Gulf Shores & Orange Beach Tourism, Herb Malone
Team Members:
- Gulf Shores & Orange Beach Tourism, Laura Beebe & Joanie Flynn
- Eastern Shore Chamber of Commerce, Casey Williams
- Mayor of Fairhope, Sherry Sullivan

Attractions selected to feature in message:
- Coastal Arts Center Orange Beach
- Gulf Place - Gulf Shores Public Beach
- Historic Blakeley State Park
- Fairhope Municipal Pier
- Cotton Bayou, State Park Beach
- Alabama Gulf Coast Zoo
- OWA
- Gulf State Park

Baldwin County 2019 numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
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</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$1,690,943,563</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
<td>$5,203,742,264</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$26,327,797</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, Baldwin County is featured in many of Alabama Tourism Department's campaigns.

The beaches of Gulf Shores/Orange Beach are the focus of ATD's TV commercials. Beaches are also one of 10 Experience sections of ATD’s website.

Daphne is highlighted in the guide’s Small Towns section.

More than 35 restaurants in Baldwin County are included in ATD’s 100 Dishes brochure.

The historic massacre at Fort Mims is the feature of ATD’s Road Trip #26: A Bicentennial Road Trip: Fort Mims to Horseshoe Bend.
Barbour County

Barbour County 2019 numbers

Travel-related jobs (direct & indirect)

1,000

Travel-related earnings (direct & indirect)

$24,729,102

Travel-related money spent in county

$67,479,508

State lodging tax collected

$326,680

In addition to the CARES promotion, Barbour County is featured in Alabama Tourism Department's Road Trips campaign.

"If you’re looking for the warmest hospitality and a unique collection of Italianate architecture, head to Eufaula. The southeastern Alabama town on the west bank of the Chattahoochee River is one of the most picturesque and historic in the South. It’s no wonder that Eufaula boasts the state’s oldest and largest tour of homes, the Eufaula Pilgrimage, each spring."

Facebook and related media message opening copy line

When you travel to Eufaula, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,227,661 impressions

Tourism representative for COVID friendly attraction selection:

Eufaula Barbour County Chamber, Ann Sparks

Attractions selected to feature in message:

Lakepoint State Park Resort

Fendall Hall

Yoholo Micco Rail Trail

James S. Clark Interpretive Center
When touring Bibb County in central Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media message opening copy line

<table>
<thead>
<tr>
<th>Bibb County 2019 numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
</tr>
<tr>
<td>State lodging tax collected</td>
</tr>
</tbody>
</table>

Facebook and related media results

**Total 2,269,428 impressions**

Tourism representative for COVID friendly attraction selection:

**Bibb County Chamber, Valeria Cook**

Team Member:
- **UA Center for Economic Development, Candace Johnson-Beers**
- Attractions selected to feature in message:
  - Brierfield Ironworks Historical State Park
  - Cahaba River National Wildlife Refuge
  - Coke Ovens Park

In addition to the CARES promotion, Bibb County is featured in many of Alabama Tourism Department’s campaigns.

Included in waterway trails, ATD promotes the Cahaba Blueway.

“The Cahaba Blueway is a paddling trail on one of North America’s most biologically important streams, which is being sustainably developed as an outstanding outdoor recreation and nature-based tourism destination.”
Facebook and related media results

**Total 2,252,985 impressions**

Tourism representative for COVID friendly attraction selection:

**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:

When you travel to Alabama’s Covered Bridge Capital, Blount County, you’ll see we’ve been preparing for your visit...

**Blount County 2019 numbers**

- Travel-related jobs (direct & indirect)
  
  108

- Travel-related earnings (direct & indirect)
  
  $2,628,328

- Travel-related money spent in county
  
  $7,170,685

- State lodging tax collected
  
  $37,782

In addition to the CARES promotion, Blount County is featured in many of Alabama Tourism Department’s Road Trips.

“Walking into the cool shade of a covered bridge, you can almost hear the clip-clop of horses’ hooves and the whispers of stolen kisses. The sheltered bridge hid the rushing water from the horse and the courting couple from the eyes of the world. Notice how the entrance resembles a barn – all the more to encourage a perhaps unwilling steed into the shelter of the bridge.”

Palisades Park

Rickwood Caverns State Park
Facebook and related media message opening copy line

When you travel to Union Springs in south Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,227,661 impressions

Tourism representative for COVID friendly attraction selection:

Bullock County Tourism, Midge Putnam

Team Members:
• Tourism Council of Bullock County Board Members

Attractions selected to feature in message:

Eddie Kendricks Mural

Hank Williams Mural

Field Trails Mural

Bird Dog Monument

Bullock County 2019 numbers

Travel-related jobs (direct & indirect)

11

Travel-related earnings (direct & indirect)

$244,805

Travel-related money spent in county

$1,243,978

State lodging tax collected

$6,254

In addition to the CARES promotion, Bullock County restaurant Hilltop Grill is featured in Alabama Tourism Department’s 100 Dishes brochure along with their signature dish, BBQ & Stew.

Alabama.Travel website states, “Union Springs, Alabama has long been known for its many historic buildings and sites. In fact, North Prairie Street, the main street of downtown, has been designated as a historic district because of the many buildings on the historic registry. The district is home to the Red Door Theatre and now includes Murals on Main.”
Facebook and related media results

**Total 2,190,853 impressions**

Tourism representative for COVID friendly attraction selection:

**Alabama Black Belt Adventures, Pam Swanner**

Team Member:
- Greenville Area Chamber of Commerce, Tracy Salter

Attractions selected to feature in message:

- Robert Trent Jones Golf Trail at Cambrian Ridge
- Sherling Lake Park & Campground
- Hank Williams Sr. Boyhood Home & Museum

**Butler County 2019 numbers**

- Travel-related jobs (direct & indirect) 817
- Travel-related earnings (direct & indirect) $22,529,611
- Travel-related money spent in county $56,678,319
- State lodging tax collected $269,401

In addition to the CARES promotion, Butler County is featured in many of Alabama Tourism Department's campaigns.

- The Hank Williams Trail includes Hank's Boyhood Home & Museum, and the Robert Trent Jones Golf Trail includes the RTJ Cambrian Ridge course.

In the 100 Dishes brochure from ATD, Bates House of Turkey is listed with their signature dish, Hickory-smoked Turkey Sandwich.
Facebook and related media results

**Total 2,998,306 impressions**

Tourism representative for COVID friendly attraction selection:
**Calhoun County Area Chamber, Audrey Maxwell**

**Team Members:**
- Calhoun County Area Chamber, Judy Myers & Linda Hearn

**Attractions selected to feature in message:**
- Anniston Museum of Natural History
- Choccolocco Park
- McClellan Mountain Bike Trails
- Berman Museum

**Calhoun County 2019 numbers**

- Travel-related jobs (direct & indirect)
  - 1,056
- Travel-related earnings (direct & indirect)
  - $26,991,482
- Travel-related money spent in county
  - $89,273,378
- State lodging tax collected
  - $1,175,964

In addition to the CARES promotion, Calhoun County is promoted by the Alabama Tourism Department's 100 Dishes brochure.

Three restaurants and their signature dishes in Anniston are included:
- Classic on Noble's Shrimp & Grits
- Garfrerick's Cafe's Pecan Encrusted Grouper
- Hotel Finial's Grits bar and breakfast catfish.

ATD's Road Trip campaign includes Calhoun County in Road Trip 77; Mountain Bike East Alabama and Road Trip 78; A Centennial Road Trip along the Bankhead Highway.

When you tour the Anniston, Alabama area, you'll see we've been preparing for your visit...
When touring Chambers County, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

**Total 2,318,316 impressions**

Tourism representative for COVID friendly attraction selection:
**Greater Valley Area Chambers, Carrie Royster**

Attractions selected to feature in message:

- **Amity Campground**
- **Joe Lewis Statue**
- **Chattahoochee Valley Railroad Trail**

In addition to the CARES promotion, Chambers County is featured in Alabama Tourism Department’s Road Trips.

**Trip #57; Old Mill Towns of Alabama: Valley, Lanett and Beyond.**

“Get ready to travel to the sites of several old mill towns, visit a Civil War fort that straddles the Alabama/Georgia line, explore birding sites and lakes and visit a town that honors sports hero Joe Louis, World Boxing Heavyweight Champion from 1937 to 1949.”
Cherokee County 2019 numbers

<table>
<thead>
<tr>
<th>Travel-related jobs (direct &amp; indirect)</th>
<th>206</th>
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</thead>
<tbody>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$7,295,429</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
<td>$26,201,254</td>
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<tr>
<td>State lodging tax collected</td>
<td>$127,363</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, Cherokee County is promoted by the Alabama Tourism Department’s Vacation Guide.

Congo Nature Preserve is featured in the What’s New section of the guide.

“Explore the Congo in Alabama. True Adventure Sports has created Congo Falls Park and Congo Nature Preserve, both near the Little River Canyon... True Adventure Sports, with help from volunteers and donations, intends to clean up and care for the area so that outdoor enthusiast will discover the wilds of Alabama.”
### Alabama Tourism Department CARES Act Campaign Summary for Chilton County

#### Facebook and related media results

**Total 2,274,670 impressions**

Tourism representative for COVID friendly attraction selection:
**Chilton County Chamber, Rachel Martin**

**Team Members:**
- Chilton County Chamber of Commerce, Billy Singleton & Sylvia Singleton
- Industrial Development Authority of Chilton County, Whitney Barlow

Attractions selected to feature in message:
- Minooka OHV Park
- Confederate Memorial Park
- Higgins Ferry Park
- Maplesville City Park

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<table>
<thead>
<tr>
<th>Chilton County 2019 numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
</tr>
<tr>
<td>State lodging tax collected</td>
</tr>
</tbody>
</table>

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In addition to the CARES Act promotion, other locations in Chilton County promoted by the Alabama Tourism Department are:
- Heaton Pecan Farm
- Peach Park
- Durbin Farms Market and The Hickory Chip restaurant

The Chilton County Peach Festival is included in ATD's Calendar of Events.
Facebook and related media results

**Total 2,274,670 impressions**

Tourism representative for COVID friendly attraction selection:
Choctaw County Chamber, Nick Harrell
Team Member:
- Alabama Cooperative Extension for Choctaw County, Jacqui James

Attractions selected to feature in message:

*Choctaw County Historical Museum*

*Choctaw National Wildlife Refuge*

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**Choctaw County 2019 numbers**

- Travel-related jobs (direct & indirect) 97
- Travel-related earnings (direct & indirect) $2,623,242
- Travel-related money spent in county $7,275,245
- State lodging tax collected $36,575

In addition to the CARES promotion, Choctaw County attractions are featured in Alabama Tourism Department’s Official Vacation Guide.

The Choctaw County Courthouse and Zack Rogers Park in Butler and the Choctaw County Historical Museum in Gilbertown are listed attractions.

Bladon Springs State Park, which is a locally managed public recreation area on the site of four mineral springs that were once part of the historic spa at Bladon Springs, Choctaw County, is included in the guide’s State Park listings.
Clarke County 2019 numbers

Travel-related jobs (direct & indirect) 671

Travel-related earnings (direct & indirect) $17,688,900

Travel-related money spent in county $48,815,606

State lodging tax collected $236,325

When you travel around Clarke County County in southwest Alabama, you’ll see we’ve been preparing for your visit.

Facebook and related media results

Total 2,218,041 impressions

Tourism representative for COVID friendly attraction selection: Thomasville Chamber, Amy Prescott

Team Members:
- Alabama Black Belt Adventures, Pam Swanner
- Jackson Chamber, Katie Soderquist
- Grove Hill Chamber, Kerry Dunaway

Attractions selected to feature in message:

Kathryn Tucker Windham Museum

Clarke County Historical Museum

Old Lock One Historic Recreation Park

In addition to the CARES promotion, two cities in Clarke County are featured on the Alabama Tourism Department's website.

Grove Hill - Located in an area originally inhabited by Creek and Choctaw Indians, Grove Hill is the county seat of Clarke County. This town was officially incorporated in 1929 and is home to the Clarke County Historical Museum.

Thomasville - The childhood home of the beloved Alabama author Kathryn Tucker Windham.
Facebook and related media results

**Total 2,226,936 impressions**

Tourism representative for COVID friendly attraction selection:
**Clay County Chamber, Tiffany Young**

Attractions selected to feature in message:

![Alabama Gold Camp](image1)

When touring around Clay County, the Heart of East Central Alabama, you’ll see we’ve been preparing for your visit...

![Pinhoti Trail](image2)

In addition to the CARES promotion, Clay County attractions are featured in Alabama Tourism Department’s Official Vacation Guide and website.

Cheaha State Park, located in northern Clay and southwestern Cleburne counties, is featured in ATD’s motorcycle trail and State Park listings.

ATD’s Road Trip #42 features Lineville & Ashland: From Alabama’s Highest Point to Its Hills of Gold and includes four scenic driving routes in Clay County. Together they are called the Tsalagi Trails.
Alabama Tourism Department CARES Act Campaign Summary for

Cleburne County

Facebook and related media message opening copy line

When you tour Cleburne County in east Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,251,465 impressions

Tourism representative for COVID friendly attraction selection:
City of Heflin Department of Economic Development, Tanya Maloney
Team Member:
- Cleburne County Chamber of Commerce, Chad Robertson

Attractions selected to feature in message:

The Pinhoti Trail

Cheaha State Park

Cahulga Creek Park

Cleburne County 2019 numbers

Travel-related jobs (direct & indirect) 205

Travel-related earnings (direct & indirect) $5,206,545

Travel-related money spent in county $12,709,691

State lodging tax collected $63,896

In addition to the CARES promotion, Cleburne County attractions are featured in Alabama Tourism Department’s Official Vacation Guide and website.

Cheaha State Park, located in northern Clay and south-western Cleburne counties is featured in ATD’s motorcycle trail and State Park listings.

Other attractions in the county listed include the Cleburne County Mountain Center, Cleburne County Courthouse, Shoal Creek Church Historic Site and the Talladega National Forest (Shoal Creek District).
Facebook and related media results

**Total 3,171,393 impressions**

Tourism representative for COVID friendly attraction selection: 
Elba Chamber, Sandy Bynum

Team Members:
- City of Enterprise, Tammy Doerer
- Town of New Brockton, Amanda Askins

Attractions selected to feature in message:

- Coffee County Courthouse
- Coffee County Jail
- Folsom Birthplace

Facebook and related media message opening copy line

When you travel to Coffee County in south Alabama, you’ll see we’ve been preparing for your visit...

**Coffee County 2019 numbers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
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<td>Travel-related jobs (direct &amp; indirect)</td>
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<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$30,583,639</td>
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<td>Travel-related money spent in county</td>
<td>$85,072,883</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$423,620</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, Coffee County attractions are featured in Alabama Tourism Department’s 100 Dishes brochure.

Enterprise restaurant Cutt’s with their chili dog and The Rawls restaurant with sauteed grouper are listed in the brochure.

In ATD BBQ listings is the family-owned and operated Big Daddy’s Barbecue in Enterprise.

Pea River Outdoors Canoe and Kayak Rentals full day of fun is promoted on the water.
When you travel around Colbert County in northwest Alabama, you'll see we've been preparing for your visit...

Facebook and related media results

**Total 2,256,002 impressions**

Tourism representative for COVID friendly attraction selection:

**Colbert County Tourism and Convention, Susann Hamlin**

Team Members:
- Colbert County Tourism Bureau, Dennis Sherer & Mollie Holland

Attractions selected to feature in message:

- Helen Keller Home
- Alabama Music Hall of Fame
- Muscle Shoals Sound Studio (3614 Jackson Highway location)

**Colbert County 2019 numbers**

| Travel-related jobs (direct & indirect) | 991 |
| Travel-related earnings (direct & indirect) | $24,578,803 |
| Travel-related money spent in county | $69,261,129 |
| State lodging tax collected | $341,199 |

In addition to the CARES promotion, Colbert County attractions are featured in Alabama Tourism Department’s 100 Dishes brochure.

Claunch Cafe, Rattlesnake Saloon and The Palace are all listed from the city of Tuscumbia while George's Steak Pit is Sheffield's listing.

In a two-page spread in ATD’s Vacation Guide on The Shoals, Hawk Pride Mountain Off-Road park in Tuscumbia, Rattlesnake Saloon, FAME, Ivy Green, Muscle Shoals Sound Studio and Alabama Music Hall of Fame are all highlighted.
Facebook and related media results

**Total 2,305,355 impressions**

Tourism representative for COVID friendly attraction selection:

**UA Center for Economic Development, Candace Johnson-Beers**

**Team Member:**
- Evergreen/Conecuh County Chamber, Susan Coleman

Attractions selected to feature in message:

- Bull Slough Bridge Birding Trail Site
- Conecuh Sausage Retail Store
- Harvest Pantry

In addition to the CARES promotion, Conecuh County attractions are featured in Alabama Tourism Department's 100 Dishes brochure.

Booker's Mill and the Historic Evergreen Train Depot are two attractions listed in ATD's guide.

“Boggs and Boulders is an RV park in Conecuh County with over 1,000 acres and 160 miles of ATV trails. This park includes pavilion, pool, and Mud Pie Cafe. It's the place to go to if you have a dirt bike, 4-wheeler, side x side, Jeep, mud buggy, rock crawler, 100-ton army tank, or 4x4 truck.”
Coosa County 2019 numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
<td>58</td>
</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$1,321,739</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$3,361,381</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$16,899</td>
</tr>
</tbody>
</table>

Facebook and related media results

**Total 2,366,830 impressions**

Tourism representative for COVID friendly attraction selection:
Coosa County Chamber, Spencer Hardy

Attractions selected to feature in message:

- **Pinhoti Trail**
- **Old Rock Jail and Museum**
- **Flagg Mountian**

In addition to the CARES promotion, the Alabama Tourism Department’s website lists the Coosa Wildlife Management Area which offers opportunities for outdoor activities.

“The shooting range is a public shooting range (state license required) with distances up to 100 yards. The range is wheelchair accessible with one designated concrete parking space.”

Also listed in Kellyton is Eagles Roost Herb Farm with more than 40 culinary herbs available for purchase.
Tourism representative for COVID friendly attraction selection: Andalusa Area Chamber of Commerce, Chrissie Duffy

Team Members:
- City of Andalusia, Michele Gerlach
- Opp and Covington County Chamber, Kelly Brandin
- Covington County Commission Chair, Greg White
- Mayor of Florala, Terry Holley

Attractions selected to feature in message:

- Frank Jackson State Park
- Florala City Wetlands Park
- Conecuh National Forest

Facebook and related media results

**Total 2,821,902 impressions**

When you are touring the Andalusia, Alabama area, you’ll see we’ve been preparing for your visit...

**Covington County 2019 numbers**

- Travel-related jobs (direct & indirect)
  - 762

- Travel-related earnings (direct & indirect)
  - $18,854,600

- Travel-related money spent in county
  - $59,088,500

- State lodging tax collected
  - $255,903

In addition to the CARES promotion, Andalusia’s downtown square is listed on the Alabama Tourism Department’s website.

“Downtown Andalusia offers a beautifully restored atmosphere complete with magnificent lampposts and brick paved sidewalks. The Covington County Courthouse is a fixture on Court Square. Throughout the square and surrounding areas you will find an incredible mural collection telling the story of Andalusia, as well as an art gallery and museum just off the square. The center of the square hosts several events throughout the year including the Domino Drop on New Year’s Eve and Christmas in Candyland.”
Facebook and related media message opening copy line

When you are touring Crenshaw County, south of Montgomery, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

**Total 2,226,936 impressions**

Tourism representative for COVID friendly attraction selection:
Crenshaw County Lake, Lee Simmons

Attractions selected to feature in message:

- Crenshaw County Lake
- South Ridge Winery
- Grammy’s Attic
- The Rutledge Inn
- Crenshaw County Lake
- South Ridge Winery
- Camellia House Bed & Breakfast

“Camellia House B&B is located one block south of historic downtown Luverne. A home-cooked breakfast is provided each morning.”

**Crenshaw County 2019 numbers**

- Travel-related jobs (direct & indirect) 29
- Travel-related earnings (direct & indirect) $682,830
- Travel-related money spent in county $1,908,020
- State lodging tax collected $28,462

In addition to the CARES promotion, Crenshaw County contains listings in Alabama Tourism Department’s Official Vacation Guide and website.
**Cullman County 2019 numbers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
<td>$147,344,069</td>
</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$45,146,648</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
<td>$170,490,717</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$735,355</td>
</tr>
</tbody>
</table>

Tourism representative for COVID friendly attraction selection:

**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:

- **Ave Maria Grotto**
- **Hurricane Creek Park**

In addition to the CARES promotion, Cullman County contains listings in Alabama Tourism Department’s 100 Dishes brochure.

All Steak restaurant with their signature Orange Rolls and Johnny’s BBQ with their BBQ Pork Plate are listed for Cullman.

In ATD’s Vacation Guide, Cullman is a “Small Town” feature. “See 125 astonishing miniatures at St. Bernard Abbey’s Ave Maria Grotto. View the Clarkson Covered Bridge and then play putt-putt or ride paddleboats at Sportsman Lake Park. Cap the day with one of the state’s best beers at Goat Island Brewing.”

**Facebook and related media results**

**Total 3,041,464 impressions**

**When traveling around Cullman, Alabama,** you’ll see we’ve been preparing for your visit...

---

**FULL COPY:**

When traveling around Cullman, Alabama, you’ll see we’ve been preparing for your visit. From deep cleaning and sanitizing, posting friendly reminders to wear masks, wash hands and maintain safe social distance, and creating safe spaces both indoors and out. We’re ready for you to enjoy our sweet home. Together, we will follow the CDC guidelines, the Alabama Department of Public Health orders, and do all that is necessary to ensure that you can take it all in, responsibly.
When traveling around Dale County in southeast Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results
Total 2,264,797 impressions

Tourism representative for COVID friendly attraction selection:
Ozark Area Chamber, Rosemarie Williamson

Attractions selected to feature in message:

U.S. Army Aviation Museum
Dowling Museum/Ann Rudd Art Center
Ed Lisenby Public Lake with walking and birding trails
Claybank Church and Cemetery

Dale County 2019 numbers
Travel-related jobs (direct & indirect)
900
Travel-related earnings (direct & indirect)
$23,587,963
Travel-related money spent in county
$67,805,431
State lodging tax collected
$328,258

In addition to the CARES promotion, Dale County is promoted by the Alabama Tourism Department’s 100 Dishes brochure and website.

Our Place Diner with their Big Bopper Burger and Difilippo’s Pizza and Pasta with the Old World Italian Lasagna recipe and Supreme Pizza are listed for Ozark.

One of the more interesting features for Dale County is in ATD’s Road Trip #79; Exploring Alabama’s Historic Ballparks.

Eagle Stadium in Ozark remains today much as it did in the late 1940s, with bench seats and a covered grandstand.
Facebook and related media message opening copy line

When you are traveling around Selma, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,264,797 impressions

Tourism representative for COVID friendly attraction selection:
Dallas County Chamber of Commerce, Sheryl Smedley

Attractions selected to feature in message:

Edmund Pettus Bridge

Sturdivant Hall Museum

Old Cahawba Archaeological Park

Dallas County 2019 numbers

Travel-related jobs (direct & indirect)
1,192

Travel-related earnings (direct & indirect)
$30,458,397

Travel-related money spent in county
$87,004,937

State lodging tax collected
$265,058

In addition to the CARES promotion, Dallas County is promoted in the U.S. Civil Rights Trail, a collection of important civil rights sites organized by the Alabama Tourism Department.

ATD Road Trip #4 is Selma to Montgomery: Crossing a Bridge into History.

ATD Road Trip #11 is Selma: Explore Small Town's Major Role in Civil War History.

Four restaurants in Selma are part of the ATD’s 100 Dishes brochure; Downtowner, Hancock’s, Lannies BBQ #2, Tally-Ho.
DeKalb County 2019 numbers

Travel-related jobs (direct & indirect)  
1,231

Travel-related earnings (direct & indirect)  
$32,177,947

Travel-related money spent in county  
$99,832,289

State lodging tax collected  
$510,179

In addition to the CARES promotion, DeKalb County is featured in the 2021 edition of the Alabama Vacation Guide.

Under the Take A Tour section is Little River Canyon Adventures from True Adventure Sports.

In the Small Town section is Fort Payne with “Spectacular forests, rivers and waterfalls in Little River Canyon National Preserve and DeSoto State Park. In town, Alabama Fan Club & Museum ... and Beason’s Barber Shop draws folks to see the chair in which Hank Williams Sr. received his last haircut.”
Elmore County 2019 numbers

- Travel-related jobs (direct & indirect): $229,432,872
- Travel-related earnings (direct & indirect): $79,054,83
- Travel-related money spent in county: $1,153,444

Facebook and related media results

Total 3,182,307 impressions

Tourism representative for COVID friendly attraction selection:
Elmore County Economic Development Agency, Cary Cox
Team Members:
- Elmore County Economic Development Agency, Ansley Emfinger
- City of Wetumpka, Lynn Weldon

Attractions selected to feature in message:

- Alabama Wildlife Federation
- Coosa River Adventures
- Lake Martin Machine Gun

When you travel around Wetumpka and Elmore County, Alabama, you’ll see we’ve been preparing for your visit...

In addition to the CARES promotion, Elmore County is promoted in Alabama Tourism Department's Road Trip #59.

“Nestled in the heart of Elmore County and wrapped in the flowing waters of the Coosa and Tallapoosa rivers, Wetumpka holds many treasures often overlooked by visitors and passersby. But the city's small-town charm has caught the eye of movie-makers more than once. ‘The Grass Harp’, ‘The Rosa Parks Story’ and ‘Big Fish’ were all filmed here.”
Facebook and related media results

Total 3,182,307 impressions

Tourism representative for COVID friendly attraction selection:
UA Center for Economic Development, Candace Johnson-Beers

Team Members:
• Greater Brewton Area Chamber, Judy Crane
• Atmore Chamber, Emily Spurlock Wilson

Attractions selected to feature in message:

- Magnolia Branch Wildlife Preserve
- Little River Forest
- Wind Creek Casino

In addition to the CARES promotion, the Alabama Tourism Department included information on the Poarch Band of Creek Indians, who have lived in Alabama for nearly 200 years, in ATD Road Trip #26: A Bicentennial Road Trip: Fort Mims to Horseshoe Bend.

The Poarch Band of Creek Indians “represents the only federally recognized tribe in the state of Alabama, operating as a sovereign nation with its own system of government. The tribe owns the nearby Wind Creek Casino & Hotel.”
Etowah County

Facebook and related media results

**Total 2,973,318 impressions**

Tourism representative for COVID friendly attraction selection:
**Greater Gadsden Area Tourism, Hugh Stump**

Attractions selected to feature in message:

- Noccalula Falls
- Imagination Place
- Mary G. Hardin Center for Cultural Arts
- Gadsden Museum of Art

*When touring the Greater Gadsden, Alabama area, you’ll see we’ve been preparing for your visit...*

**Etowah County 2019 numbers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
<td>1,920</td>
</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$48,475,224</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
<td>$161,300,501</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$807,332</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes three restaurants in Gadsden as part of the 100 Dishes promotion; Mater’s Pizza, Pruett’s Bar-B-Q, and Top O’ the River.

Two of ATD’s Road Trips feature Etowah county; Trip #38, Wonder Falls & More and Trip #74, Seeing Gadsden from the Inside, which states: “The Coosa River flows down from beautiful Lookout Mountain, offering fishing, camping and birdwatching along the shoreline of Neely Henry Lake. Stunning waterfalls capture your imagination at Noccalula Falls Park. A relaxing 36-hole Robert Trent Jones Golf Course beckons you to grab your clubs.”

FULL COPY:
When touring the Greater Gadsden, Alabama area, you’ll see we’ve been preparing for your visit. From deep cleaning and sanitizing, posting friendly reminders to wear masks, wash hands and maintain safe social distance, and creating safe spaces both indoors and out. We’re ready for you to enjoy our sweet home. Together, we will follow the CDC guidelines, the Alabama Department of Public Health orders, and do all that is necessary to ensure that you can take it all in, responsibly.
Facebook and related media message opening copy line

When you travel around Fayette, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,212,088 impressions

Tourism representative for COVID friendly attraction selection:
UA Center for Economic Development, Candace Johnson-Beers

Team Members:
- Fayette Area Chamber, Daniel White
- Fannie's Restaurant, Cathy Robertson

Attractions selected to feature in message:

Fannie's Restaurant

Welcome to Fayette Mural

Fayette County 2019 numbers

Travel-related jobs (direct & indirect)

41

Travel-related earnings (direct & indirect)

$987,974

Travel-related money spent in county

$2,660,088

State lodging tax collected

$13,042

In addition to the CARES promotion, the Alabama Tourism Department promotes the Tin Top Inn & Campground, the Rose House Inn and the Dragon Inn & Suites.

Fayette's Golden Eagle Syrup, “The Pride of Alabama,” is part of ATD’s plant tours which are available by appointment.

Sam’s Smokehouse in Fayette is part of the Alabama Tourism Department's BBQ Trail.
Facebook and related media results

**Total 2,264,806 impressions**

Tourism representative for COVID friendly attraction selection:
*Alabama Mountain Lakes Tourist Association, Tami Reist*

Attractions selected to feature in message:

- Dismals Canyon
- Hodges Equestrian Park

**Franklin County 2019 numbers**

<table>
<thead>
<tr>
<th>Type of Spending</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related money spent in county</td>
<td>$17,334,980</td>
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<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$6,122,207</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$107,899</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes the Red Bay Water Park.

In the ATD 100 Dishes brochure there are several from Franklin County:

- Daily Bread Barbecue
- Pilgrim’s Place
- Taylor’s Restaurant
- Wayne’s Catfish Haven

Dismals Canyon was included in ATD’s Natural Wonders campaign. “On nights in May and June in this Franklin County Canyon, you can see dismalites.”
Geneva County 2019 numbers

- Travel-related jobs (direct & indirect): $4,478,893
- Travel-related earnings (direct & indirect): $1,527,975
- Travel-related money spent in county: $4,478,893
- State lodging tax collected: $22,517

Facebook and related media results

**Total 2,353,052 impressions**

Tourism representative for COVID friendly attraction selection:
**Geneva Chamber, Lori Shortt**

Attractions selected to feature in message:

- Robert Fowler Memorial Park
- Geneva County Public Fishing Lake
- River Oaks Golf Course
- Geneva State Forest

**When you travel around Geneva, Alabama,**
you’ll see we’ve been preparing for your visit...

In addition to the CARES promotion, the Alabama Tourism Department promotes the Geneva Festival on the Rivers on ATD’s online Calendar of Events.

Places to stay in the county include Briarwood Inn of Geneva.

Alabama’s largest state forest is Geneva State Forest, open year round.

The Geneva County Public Fishing Lake is actually twin lakes on opposite sides of Geneva County Road 63.
Facebook and related media message opening copy line

When you travel around Greene County in west central Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

**Total 2,380,858 impressions**

Tourism representative for COVID friendly attraction selection:
UA Center for Economic Development, Candace Johnson-Beers
Team Member:
• Greene County Industrial Development Authority, Phillis Belcher

Attractions selected to feature in message:

![Birds Farm Hay Art](image)

Birds Farm Hay Art

![Everhope Plantation](image)

Everhope Plantation

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Greene County 2019 numbers

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
<td>144</td>
</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$3,541,922</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$6,548,815</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$42,348</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes the county in Road Trip #14; Tuscaloosa to Eutaw: Antiques and Antebellum Mansions.

“Once you get to Eutaw, you will find Eutaw Antiques located in a former grocery store, and Courthouse Antiques. In addition, Eutaw boasts more than 40 residences and seven public buildings from the antebellum period and many others from the Victorian era.”

The Black Belt Folk Roots Festival and the Historical Society homes tour are annual events.
When you travel around Hale County in central Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results
Total 2,380,858 impressions

Tourism representative for COVID friendly attraction selection:
UA Center for Economic Development, Candace Johnson-Beers
Team Members:
• Hale County Chamber, Llevelyn Rhone
• Birds and Nature Tours, Christopher Joe

Attractions selected to feature in message:

Moundville Archaeological Park

Facebook and related media message opening copy line

Hale County 2019 numbers

Travel-related jobs (direct & indirect)
9

Travel-related earnings (direct & indirect)
$214,527

Travel-related money spent in county
$1,090,117

State lodging tax collected
$5,428

In addition to the CARES promotion, the Alabama Tourism Department promotes the county in Road Trip #62; Exploring Alabama’s Rural Studio.

“Any visit to Rural Studio should start at theMorrisette House in Newbern. This two-story farmhouse dating from the 1890s was donated to the studio to serve as its headquarters.... Nine miles north of Newbern is Greensboro, the seat of Hale County and the self-described Catfish Capital of Alabama. The town is home to roughly 2,500 residents, sprawling antebellum mansions and a quaint downtown filled with historic storefronts.”
Facebook and related media results

**Total 2,443,835 impressions**

Tourism representative for COVID friendly attraction selection:

**Headland Chamber, Adrienne Wilkins**

Attractions selected to feature in message:

- Todd Farms Café
- Keel & Co. Distilling
- Huggin' Molly’s
- Ravenwood Sporting Clays

**Henry County 2019 numbers**

- Travel-related jobs (direct & indirect): 47
- Travel-related earnings (direct & indirect): $1,212,043
- Travel-related money spent in county: $5,820,194
- State lodging tax collected: $29,260

In addition to the CARES promotion, the Alabama Tourism Department promotes the county in Road Trip #15; Abbeville: Yatta Abba Yella Fella Tour.

“*Abbeville, a small town tucked away in the southeastern corner of Alabama since 1823, was shrinking into obscurity. Thanks in part to the commitment and passion of a man you have seen on television many times, it is being revitalized. Jimmy Rane, the big guy wearing the bright yellow hat and cowboy boots in TV commercials, known as the Yella Fella, headed up a posse of business leaders dedicated to saving their hometown.*"
Houston County 2019 numbers

- Travel-related money spent in county: $349,780,050
- State lodging tax collected: $1,693,346
- Travel-related earnings (direct & indirect): $125,685,621
- Travel-related jobs (direct & indirect): 4,715

Facebook and related media results

- Total 8,386,535 impressions

Tourism representative for COVID friendly attraction selection:
Visit Dothan, Aaron McCreight

Attractions selected to feature in message:

- Dothan Area Botanical Gardens
- Landmark Park
- George Washington Carver Interpretive Museum
- Wiregrass Museum of Art

When you visit Dothan, Alabama, you’ll see we’ve been preparing for your visit...

In addition to the CARES promotion, the Alabama Tourism Department promotes the county in our golf section.

“Robert Trent Jones Golf Trail at Highland Oaks Dothan; this 36-hole RTJ Golf Trail complex features some of the longest and most classically designed holes on the Trail. Gently rolling terrain with numerous creeks, wetlands, tall pines and beautiful oaks define the layouts.”

“Dothan National Golf Resort, enjoy this complete golf resort with championship course, lighted driving range and practice green, heated mineral pool, restaurant, lounge, hotel and Junior Olympic swimming pool.”
When you travel around Scottsboro, Alabama, you’ll see we’ve been preparing for your visit.

Facebook and related media results

**Total 2,213,903 impressions**

Tourism representative for COVID friendly attraction selection:
**Mountain Lakes Chamber, Sarah Stahl**

Attractons selected to feature in message:

- **Russell Cave National Monument**
- **Unclaimed Baggage**
- **Scottsboro Boy’s Museum**
- **Buck’s Pocket State Park**

In addition to the CARES promotion, the Alabama Tourism Department promotes Road Trip #48 Scottsboro: Claim the Treasures, which begins at Unclaimed Baggage but includes Lake Guntersville and other area destinations.

Several national fishing publications have hosted Bass Masters Tournaments on Lake Guntersville where visitors can do everything from lounging on their pontoon boats, slicing through the water on their personal watercraft, or showing off slalom ski skills as they enjoy mountain views.
Facebook and related media results

**Total 21,703,323 impressions**

Tourism representative for COVID friendly attraction selection:
**Greater Birmingham CVB, Dilcy Hilley**

**Team Members:**
- Greater Birmingham CVB, Kim Graham & Sara Hamlin

Attractions selected to feature in message:

- Barber Vintage Motorsports Museum
- Birmingham Civil Rights District
- Robert Trent Jones Golf Trail at Oxmoor Valley
- Robert Trent Jones Golf Trail at Ross Bridge Resort

**Jefferson County 2019 numbers**

<table>
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<tr>
<th>Travel-related jobs (direct &amp; indirect)</th>
<th>32,628</th>
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<tbody>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$870,631,935</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$2,411,186,623</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$11,400,152</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department started the U.S. Civil Rights Trail that includes four sites in Birmingham; 16th Street Baptist Church, Bethal Baptist Church, Birmingham Civil Rights District and Kelly Ingram Park.

ATD is also working to get important sites on the U.S. Civil Rights Trail designated as UNESCO World Heritage Sites.

Nineteen restaurants in Birmingham are part of the ATD 100 Dishes brochure.

The ATD Vacation Guide lists a suggested 48 hour visit to Birmingham that highlights attractions, restaurants, breweries and trails.

When you travel to the Greater Birmingham, Alabama, area you'll see we've been preparing for your visit...
Facebook and related media results

**Total 2,272,263 impressions**

Tourism representative for COVID friendly attraction selection:
UA Center for Economic Development, Candace Johnson-Beers
Team Member:
- Lamar County Chamber, Ben Gerhart

Attractions selected to feature in message:

**Lamar County Fishing Lake – Alabama Birding Trails**

**The Alabama Mural Trail – Lamar County**

**Falkner Antique Mall**

When you tour Lamar County in northwest Alabama, you'll see we've been preparing for your visit...

**Lamar County 2019 numbers**

- Travel-related jobs (direct & indirect): 13
- Travel-related earnings (direct & indirect): $360,039
- Travel-related money spent in county: $943,226
- State lodging tax collected: $4,742

In addition to the CARES promotion, the Lamar County Fishing Lake is listed on ATD’s website.

“Lamar County Fishing Lake - A 68-acre lake surrounded by mixed woods of pine and hardwoods. A gravel road parallels the lake for ¼ mile to the north and offers hiking access to the bordering woods.”

Also listed is the Quail Valley Hunting Preserve, where you can pick between an exciting half or full day quail hunt, and the Mary Wallace Cobb Memorial Library & Museum and Falkner Antique Mall.
Facebook and related media results

**Total 3,065,494 impressions**

Tourism representative for COVID friendly attraction selection:
**Florence Tourism – Rob Carnegie**

**Team Members:**
- Florence Tourism, Alison Stanfield, Randa Hovater, Tyler Dolan, Mary Fuller, Linda Jones, Pam Lewis
- FAME Studios, Rodney Hall
- The Rosenbaum House, Libby Jordan

Attractions selected to feature in message:

- Frank Lloyd Wright Rosenbaum House
- FAME Recording Studios

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**Lauderdale County 2019 numbers**

- **Travel-related jobs (direct & indirect)**
  - 2,926

- **Travel-related earnings (direct & indirect)**
  - $72,412,751

- **Travel-related money spent in county**
  - $248,036,511

- **State lodging tax collected**
  - $1,192,824

In addition to the CARES promotion, Lauderdale County is included in “The Shoals” section of the ATD Vacation Guide.

“In downtown Florence, savor brunch at Odette, a restaurant with a cool vibe ... walk up the street to internationally renowned fashion designer Billy Reid’s shop. Alabama Chanin’s Factory showcases world-recognized heirloom-quality, hand-sewn pieces for home or body.”

The W. C. Handy Music Festival, held in July, is an annual event promoted by the Alabama Tourism Department.

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When you visit Florence, Alabama, you’ll see we’ve been preparing for your visit...
Facebook and related media results

**Total 2,285,951 impressions**

Tourism representative for COVID friendly attraction selection:
**Alabama Mountain Lakes Tourist Association, Tami Reist**

Attractions selected to feature in message:

![Jesse Owens Memorial Park & Museum](image1)

When you tour Lawrence County in northwest Alabama, you’ll see we’ve been preparing for your visit...

**Lawrence County 2019 numbers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
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</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$3,728,239</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$11,855,194</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$63,493</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes the Jesse Owens Memorial Park & Museum in Road Trip #32: Rosa Parks, Paul “Bear” Bryant and Jesse Owens: A Centennial Road Trip.

“What do Rosa Parks, Paul ‘Bear’ Bryant and Jesse Owens have in common? Besides the fact that each of them has a museum named in their honor, all three of these famous Alabamians were born in 1913, and each played a role in integration.”

The Warrior Mountains Trading Company and Deer Run Golf Course, both in Moulton, each have listings in ATD’s vacation guide and website.
Lee County 2019 numbers

Travel-related money spent in county

7,076

Travel-related earnings (direct & indirect)

$195,544,072

Travel-related jobs (direct & indirect)

$522,098,657

State lodging tax collected

$2,527,570

Facebook and related media results

Total 4,621,235 impressions

Tourism representative for COVID friendly attraction selection:
Auburn-Opelika CVB, Robyn Bridges

Team Member:
- Auburn-Opelika Tourism, Cat Bobo

Attractions selected to feature in message:

When you travel around Auburn-Opelika Alabama, you’ll see we’ve been preparing for your visit...

In addition to the CARES promotion, the Alabama Tourism Department promotes Lee County through Road Trip #1; Tuscaloosa to Auburn: Football Championship Tour and on Road Trip #65; Auburn-Opelika: A Center of Arts and Culture.

ATD’s 100 Dishes brochure lists eight restaurants in Auburn and four restaurants in Opelika.

Promotion of RTJ Grand National is included in golf promotions and Chewacla State Park in our outdoor state park information.

Jule Collins Smith Museum of Fine Art

Chewacla State Park

Robert Trent Jones Golf Trail at Grand National Golf
When you visit the Athens, Alabama area, you'll see we've been preparing for your visit...

**Facebook and related media results**

**Total 3,239,322 impressions**

Tourism representative for COVID friendly attraction selection:

**Athens-Limestone County Tourist Association, Teresa Todd**

Team Members:

- Athens-Limestone County Tourism, Cayce Lee
- Belle Chevre’, Tasia Malakasis, Dennis Scott, Carlos Galarza, Amber Harris
- AL Veterans Museum and Archives, Sandra Thompson
- Town of Mooresville Mayor, Nikki Sprader
- Town of Mooresville Former Mayor, Margaret Anne Crumlish

Attractions selected to feature in message:

- 1818 Farms
- Belle Chevre Cheese Shop & Tasting Room
- Alabama Veterans Museum and Archives

In addition to the CARES promotion, the Alabama Tourism Department promotes the Elkmont area on road trip #60; Elkmont: Goat Cheese Heaven.

“Elkmont is best known as the home of an internationally acclaimed goat cheese maker. It is also a place to explore Civil War history, pick, grin and dance the night away at an old railroad depot, or listen to country music by Nashville entertainers inside a little red caboose.”

ATD also promotes the Richard Martin Trail, a Rails-to-Trails project that provides walking and riding trails in Limestone County. Athens restaurant LawLers Barbecue is in the 100 Dishes brochure.
Facebook and related media results

Total 2,276,785 impressions

Tourism representative for COVID friendly attraction selection:
Lowndes County Commission, Jackie Thomas
Team Member:
• Lowndes County Chamber, Ozelle Hubert

Attractions selected to feature in message:

Priester’s Pecans Retail Store
Holy Ground Battlefield Park
Alabama Birding Trails
Robert F. Henry Lock & Dam
Alabama Birding Trails

When you travel around Lowndes County in central Alabama, you’ll see we’ve been preparing for your visit...

Lowndes County 2019 numbers
No data available.

The Alabama Department of Revenue does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

In addition to the CARES promotion, the Alabama Tourism Department promotes the Lowndes County Interpretive Center and placed the center on the U.S. Civil Rights Trail.

“This National Park Service site is dedicated to those who peacefully marched from Selma to Montgomery to gain the right to vote. The center serves as a repository of information for the unfortunate and significant events that occurred in Lowndes County during the march. The museum houses exhibits on the death of seminarian Jonathan Daniels, the slaying of Viola Liuzzo, a white woman who assisted marchers by transporting them to Selma, and the establishment of “Tent City,” which housed families dislodged by white landowners in Lowndes County.”
Facebook and related media results

**Total 2,281,122 impressions**

Tourism representative for COVID friendly attraction selection:
*Tuskegee History Center, Deborah Gray*

Team Member:
- Tuskegee Area Chamber of Commerce, Karin Hopkins

Attractions selected to feature in message:

*Whippoorwill Vineyards*

*Tuskegee National Forest*

*Lifetime Natural Organic Farm*

Facebook and related media message opening copy line

**When you travel around Tuskegee, Alabama,**
you’ll see we’ve been preparing for your visit...

**Macon County 2019 numbers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
<td>$5,337,791</td>
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<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$4,577,106</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$5,337,791</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$26,835</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department website promotes the Ridge Macon County Archaeology Project Interpretive Center in rural southeastern Macon County. The center, open by appointment only, is along the path of the historic Federal Road.

ATD also promotes the National Park Service sites in Macon County; Tuskegee Airmen historical site, Tuskegee Institute with Booker T. Washington Home and George Washington Carver Museum.

Three cultures, two centuries, one land is the focus of the Tuskegee History Center listed online and in ATD’s Vacation Guide.
Facebook and related media results

**Total 14,541,964 impressions**

Tourism representative for COVID friendly attraction selection:
**Huntsville/Madison County CVB, Charles Winters**

Team Members:
- Huntsville/Madison County CVB, Kristen Pepper & Jennifer Moore

Attractions selected to feature in message:
- Huntsville Museum of Art
- Burritt on the Mountain
- Huntsville Botanical Garden
- U.S. Space & Rocket Center
- Huntsville Botanical Garden

**Madison County 2019 numbers**

| Travel-related jobs (direct & indirect) | 18,970 |
| Travel-related earnings (direct & indirect) | $514,298,640 |
| Travel-related money spent in county | $1,618,731,468 |
| State lodging tax collected | $7,812,390 |

In addition to the CARES promotion, the Alabama Tourism Department promotes Huntsville’s U.S. Space & Rocket Center and Space Camp to both domestic and international tourists. Good Morning America named the Saturn V, which is suspended from the ceiling at the center, as one of the Seven Wonders of America.

Huntsville has a dozen restaurants represented in the Alabama Tourism Department’s 100 Dishes brochure.

ATD’s 48 hours in Huntsville section of the Vacation Guide includes Monte Sano Mountain, Campus No. 805, along with other dining suggestions.
Marengo County

Facebook and related media results

**Total 2,270,177 impressions**

Tourism representative for COVID friendly attraction selection:
Demopolis Chamber of Commerce, David Lyons
Team Member:
- Marengo Historical Society, Kirk Booker

Attractions selected to feature in message:

![Lyon Hall](image1)

![Rural Heritage Center in Thomaston](image2)

![Bluff Hall in Demopolis](image3)

![Gaineswood National Historic Landmark in Demopolis](image4)

**Marengo County 2019 numbers**

Travel-related jobs (direct & indirect)

620

Travel-related earnings (direct & indirect)

$14,580,242

Travel-related money spent in county

$38,234,942

State lodging tax collected

$192,221

In addition to the CARES promotion, the Alabama Tourism Department promotes Marengo County in Road Trip #14.

“See antebellum mansions and experience Christmas on the River in Demopolis. Travel to Demopolis where you will find historic Bluff Hall built by slaves in 1832. Also in Demopolis is Gaineswood National Historic Landmark... If you are wondering where the locals go to eat, check out Kora's Place, featured on Food Network for soul food and visited by Al Roker for Roker on the Road. Or try other local favorites – The Red Barn and Smokin' Jack's Bar-B-Que.”
When you travel around Marion County in northwest Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

**Total 2,229,184 impressions**

Tourism representative for COVID friendly attraction selection:

Alabama Mountain Lakes Tourist Association, Tami Reist

Attractions selected to feature in message:

- Brown Pottery & Sons
- Buttahatchee River

Marion County 2019 numbers

- Travel-related jobs (direct & indirect): $43,718,516
- Travel-related earnings (direct & indirect): $11,859,637
- Travel-related money spent in county: $43,718,516
- State lodging tax collected: $221,669

In addition to the CARES promotion, the Alabama Tourism Department promotes through the online Calendar of Events the Jerry Brown Arts Festival, held each year in Hamilton; and the Guin Mayfest held the second weekend in May.

Also listed on the ATD website is The Pastime Theatre in Winfield. “The theatre is a wonderful venue which provides quality entertainment to Winfield and the surrounding area.”

The Guin Hayden Riley Park, with walking trails and waterpark with slides, baby pool, and main pool, is another of the county’s attractions listed by the Alabama Tourism Department.
When you travel around Lake Guntersville in Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

**Total 3,129,752 impressions**

Tourism representative for COVID friendly attraction selection: Marshall County CVB, Katy Norton

Attractions selected to feature in message:

- Lake Guntersville
- Lake Guntersville State Park
- Jules J. Berta Vineyards
- Cathedral Caverns

**Marshall County 2019 numbers**

- Travel-related jobs (direct & indirect): 2,977
- Travel-related earnings (direct & indirect): $73,533,659
- Travel-related money spent in county: $251,297,066
- State lodging tax collected: $823,403

In addition to the CARES promotion, the Alabama Tourism Department lists four restaurants in Marshall County in the 100 Dishes brochure; Grumpy’s Pizza and Pasta Shoppe in Arab and Guntersville restaurants Cafe 336, Crawmama’s and the Rock House Eatery.

One of the most notable annual events in the county is the Annual Eagle Awareness Event at Lake Guntersville State Park, promoted by ATD’s Calendar of Events.

ATD included Cathedral Caverns as one of Alabama’s Natural Wonders. “Travel 1.3 miles thru one of the largest show caves in the U.S.”
When you travel to Mobile, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

**Total 15,379,718 impressions**

Tourism representative for COVID friendly attraction selection:
Visit Mobile, David Clark & Emily Gonzalez

Attractions selected to feature in message:

- Bellingrath Gardens & Home
- USS Alabama Battleship Memorial Park
- Mobile Museum of Art
- Mardi Gras Park

Alabama Tourism Department CARES Act Campaign Summary for Mobile County

<table>
<thead>
<tr>
<th>Mobile County 2019 numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
</tr>
<tr>
<td>18,658</td>
</tr>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
</tr>
<tr>
<td>$486,939,288</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
</tr>
<tr>
<td>$1,302,542,294</td>
</tr>
<tr>
<td>State lodging tax collected</td>
</tr>
<tr>
<td>$6,191,181</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes Mobile’s Mardi Gras as Alabama’s most attended event and the nation’s first Mardi Gras celebration.

Mobile historic hotels the Battle House Renaissance Mobile Hotel & Spa and The Admiral Hotel are two of the more than 50 hotels in Mobile listed in the ATD Vacation Guide.

Mobile is featured in two ATD road trips; Trip #3 - Mobile: A Romantic Getaway and Trip #45 - Historic House Museums of Mobile.

There are 14 restaurants in Mobile included in the 100 Dishes brochure from ATD.
Alabama Tourism Department CARES Act Campaign Summary for

Monroe County

Facebook and related media message opening copy line

When you travel around Monroeville, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,318,767 impressions

Tourism representative for COVID friendly attraction selection:
Monroeville/Monroe County Chamber of Commerce, Penelope Hines

Attractions selected to feature in message:

Monroe's Old Courthouse Museum

Monroe’s Old Courthouse Museum

The Literary Sculpture Trail

Monroe's Old Courthouse Museum

Monroe County 2019 numbers

Travel-related jobs (direct & indirect)
388

Travel-related earnings (direct & indirect)
$8,834,858

Travel-related money spent in county
$23,237,307

State lodging tax collected
$116,823

In addition to the CARES promotion, the Alabama Tourism Department promotes Monroeville in Road Trip #10; Monroeville: The “To Kill a Mockingbird” Experience.

“While experiencing the history and heritage of Monroeville, be sure and take notice of the clock tower on the historic Monroe County Courthouse on the town square. Inextricably woven into the fiction of Lee and Capote, the clock not only symbolizes the passing of time, but is a symbol of the town’s proud literary heritage.”
Facebook and related media results

**Total 10,801,774 impressions**

Tourism representative for COVID friendly attraction selection:
**Montgomery Chamber CVB, Dawn Hathcock**

Attractions selected to feature in message:

Montgomery Museum of Fine Arts Sculpture Garden

Rosa Parks Museum

Montgomery Zoo

**Montgomery Co 2019 numbers**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
<td>$1,025,957,307</td>
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<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$394,512,617</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$14,438</td>
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<tr>
<td>State lodging tax collected</td>
<td>$4,653,311</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department placed more Montgomery sites on the U.S. Civil Rights Trail than any other city in the nation; Dexter Ave. King Memorial Church, Dexter Parsonage Museum, First Baptist Church on Ripley Street, Freedom Rides Museum, Holt Street Baptist Church, Frank M. Johnson Jr. Federal Building and United States Courthouse, Rosa Parks Museum, The Legacy Museum and The National Memorial to Peace and Justice.

In addition, ATD is working to get Montgomery locations nominated as UNESCO World Heritage sites.
Facebook and related media results

**Total 3,004,140 impressions**

Tourism representative for COVID friendly attraction selection:

**Decatur CVB, Danielle Gibson**

Attractions selected to feature in message:

- **Cook Museum of Natural Science**
- **Morgan County Archives**
- **Carnegie Visual Arts Center**
- **Alabama Tourism Department CARES Act Campaign Summary for Morgan County**

**When you travel around Decatur, Alabama,** you’ll see we’ve been preparing for your visit...

In addition to the CARES promotion, the Alabama Tourism Department promotes Decatur’s Big Bob Gibson Bar-B-Q in both the BBQ Trail and 100 Dishes brochure.

Other Decatur restaurants in the 100 Dishes are; Curry’s on Johnston Street, Let's Do Lunch, Morgan Price Candy and Simp McGhee’s. The Las Vias restaurant in Hartselle is also part of the 100 Dishes brochure.

Among Morgan County attractions is Point Mallard Park, a 750-acre park with camping, hiking trails, biking trails, golf course and an aquatic center with a wave pool.
When you travel around Marion in Central Alabama, you’ll see we’ve been preparing for your visit.

Facebook and related media results

Total 2,285,819 impressions

Tourism representative for COVID friendly attraction selection:
Main Street Marion, Karen Nyman
Team Members:
- Folsom Farms, Cooper Holmes
- Main Street Marion AL, Donald Bennett

Attractions selected to feature in message:

Marion Female Seminary

Moore-Webb-Holmes Plantation

In addition to the CARES promotion, the Alabama Tourism Department promotes the Perry Lakes Park & Barton's Beach Cahaba River Preserve in Marion. This is a 700-acre outdoor recreation and environmental park with three oxbow swamp lakes, a hardwood forest with trails and picnic area with pavilion.

ATD Road Trip #30 is Marion and Greensboro: Interesting People, Places and Food.

Marion is the site of the former Judson Female Institute (now Judson College) and to the once all-male Marion Military Institute. The town is also the birthplace of civil rights pioneer Coretta Scott King.
Facebook and related media results

**Total 2,245,174 impressions**

Tourism representative for COVID friendly attraction selection:
**Pickens County Tourism Commission, Jed Smart**

Attractions selected to feature in message:

- **Pickens County Courthouse/Face in the Window**
- **Aliceville Museum**
- **Alabama Mural Trail**

### Pickens County 2019 numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
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<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$5,097,739</td>
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<tr>
<td>State lodging tax collected</td>
<td>$16,359</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes Pickens County in Road Trip #35 Moundville/Aliceville: Shark Teeth, POWs & the Lost Realm of the Black Warrior.

“The area around Aliceville was a barrier island and over time thousands of ancient shark teeth were deposited on shore.... While in Aliceville check out the Aliceville Museum, where you can learn about Camp Aliceville, a World War II camp that held as many as 6,000 German prisoners of war.”
Facebook and related media results

**Total 3,104,955 impressions**

Tourism representative for COVID friendly attraction selection:
City of Troy, Shelia Jackson & Willie Williams Jr.

Attractions selected to feature in message:

- Pioneer Museum of Alabama
- Butter and Egg Adventures
- Johnson Center for the Arts

---

**Pike County 2019 numbers**

<table>
<thead>
<tr>
<th>Travel-related jobs (direct &amp; indirect)</th>
<th>1,218</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$30,706,826</td>
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<tr>
<td>Travel-related money spent in county</td>
<td>$84,405,388</td>
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<tr>
<td>State lodging tax collected</td>
<td>$424,337</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes Troy in the Small Towns section of the Alabama Vacation Guide.

“Take a time warp at Troy’s Pioneer Museum of Alabama with its 18,000-plus artifacts plus intact dogtrot cabin. Nearby, Troy University’s sites include a 75-acre arboretum, a giant dove installation representing everlasting peace, 200 replica Terracotta Warrior statues and the Trojan Oaks golf course.”

There are three restaurants in Pike County on the 100 Dishes brochure: Crowe’s, Mossy Grove Schoolhouse, and Sisters.
Alabama Tourism Department CARES Act Campaign Summary for

Randolph County

Facebook and related media message opening copy line

When you tour around Randolph County in east Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,508,543 impressions

Tourism representative for COVID friendly attraction selection:
Randolph County Chamber of Commerce, Dorothy Tidwell
Team Members:
- Randolph Economic Development Authority, Bryant Whaley
- Randolph County Commissioner District 3, Pam Johnson
- Community Development Specialist Alabama Power, Jacki Thacker
- Lake Wedowee Property Association, Crystal Key

Attractions selected to feature in message:

Lake Wedowee

The Preserves on Lake Wedowee

Main Street Theatre

Randolph County 2019 numbers

Travel-related jobs (direct & indirect)

96

Travel-related earnings (direct & indirect)

$2,317,521

Trave-related money spent in county

$6,562,043

State lodging tax collected

$32,990

In addition to the CARES promotion, the Alabama Tourism Department promotes the Randolph County Equine & Ag Center, Main Street Theatre, Highway 22 Yard Sale, Summer on Main Street Festival and the Randolph County Historical Museum as events or attractions in Roanoke. In Wedowee, ATD promotes Flat Rock Park, The Preserves on Lake Wedowee and Lake Wedowee.

The county is a part of ATD’s Road Trip #42. “Wedowee is home of Alabama’s first Republican governor, William Hugh Smith. He served during the height of reconstruction. Lake Wedowee events include the Cardboard Boat Regatta races in early May and a Summer Jam in late May. The Fourth of July Boat Parade is also held annually on the lake.”
Russell County 2019 numbers

Travel-related jobs (direct & indirect)  
1,412

Travel related earnings (direct & indirect)  
$37,734,362

Travel-related money spent in county  
$103,033,427

State lodging tax collected  
$498,803

In addition to the CARES promotion, the Alabama Tourism Department promotes the Whitewater Express/Blue Heron Adventure Zip Line & Aerial Course that spans the Alabama/Georgia line at Phenix City.

The 13th Street Barbecue in Phenix City is one of the restaurants listed in the ATD 100 Dishes brochure.

Two murals in the Phenix City area are included as sites on the Alabama Tourism Department's website; A mural that features a 28 ft. x 140-ft midway of the city park as it was in the 1940s and the Phenix Wings Mural at the Amphitheater on the Chattahoochee River.

Facebook and related media results

Total 2,545,287 impressions

Tourism representative for COVID friendly attraction selection:  
Russell County Government, Victor Cross

Attractions selected to feature in message:

Fort Mitchell Historic Site

Tuckabatchee Masonic Lodge

Old Russell County Courthouse

Facebook and related media message opening copy line

When you travel around Phenix City, Alabama, you’ll see we’ve been preparing for your visit...
Facebook and related media results

**Total 11,117,622 impressions**

Tourism representative for COVID friendly attraction selection:
Department of Development Serv. Shelby County, Christie Hester
Team Members:
- Department of Development Serv. Shelby County, Chris Hershey
- Shelby County Chamber, Kirk Mancer

Attractions selected to feature in message:

- Oak Mountain State Park
- Shelby County Arts Center
- Beeswax Creek Park/Lay Lake

**Shelby County 2019 numbers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related money spent in county</td>
<td>$405,974,569</td>
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<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$167,240,896</td>
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<tr>
<td>Travel-related jobs (direct &amp; indirect)</td>
<td>6,847</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$1,947,362</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes American Village and the many events at this tourist and education center.

“Highlights of American Village include Washington Hall, inspired by George Washington’s beloved Mount Vernon; the Colonial Courthouse; the Colonial Chapel, inspired by one of America’s oldest churches, Bruton Parish Church of Williamsburg, Virginia; and a full-sized replica of the Oval Office, including an exact replica of the Resolute desk used by most presidents since Rutherford Hayes. The newest addition to campus is the National Veterans Shrine and Register of Honor, dedicated to the men and women of the United States Armed Forces.”
St. Clair County 2019 numbers

Travel-related jobs (direct & indirect)
1,341

Travel-related earnings (direct & indirect)
$31,823,951

Travel-related money spent in county
$87,060,369

State lodging tax collected
$437,685

In addition to the CARES promotion, the Alabama Tourism Department promotes St. Clair County in Road Trip #24 Rocking and Rolling on the Mountains: A Driving Tour Through Steele, Ashville and Springville.

ATD’s website also includes the Mustang Museum of America in Odenville.

“This museum is dedicated to the celebration, preservation, education and display of the Ford Mustang. Mustang vehicles of nearly every year and generation produced, are on display with Mustang memorabilia relevant to its history.”

Facebook and related media results
Total 3,139,997 impressions

Tourism representative for COVID friendly attraction selection:
St. Clair County Economic Development, Blair Goodgame

Attractions selected to feature in message:

- Ridge Outdoor Adventure Resort
- Pell City Lakeside Park
- Horse Pens 40
Facebook and related media results

**Total 2,278,633 impressions**

Tourism representative for COVID friendly attraction selection:
**Sumter County Chamber, Sidney Freeman**
Team Member:
- University of West Alabama, Dr. Tina Jones

Attractions selected to feature in message:

- Lake LU
- Coleman Center for the Arts
- Sumter County Nature Trails

**Sumter County 2019 numbers**

<table>
<thead>
<tr>
<th>Travel-related jobs (direct &amp; indirect)</th>
<th>200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$4,394,905</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
<td>$12,698,213</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$63,231</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes Sumter County on Road Trip #14.

“Open daily to the public for picnicking, boating and fishing is Lake LU (pronounced Lake “El-Yoo”) and the Sumter County Nature Trails. The lake and trails are popular destinations for observing the local plants and wildlife. (Nearby) you’ll find the Duck Pond and the Alamuchee-Bellamy Covered Bridge, one of the oldest remaining covered bridges in Alabama. Many claim a ghost haunts the bridge. If you see the lights blink on and off, you’ll know he is there. While in Livingston, be sure to eat at the Touch of Home Mennonite Bakery.”
Facebook and related media results

**Total 3,116,896 impressions**

Tourism representative for COVID friendly attraction selection:
**Sylacauga Chamber of Commerce, Laura Strickland**

Team Members:
- Greater Talladega Lincoln Area Chamber, Jason Daves
- The Place on Broadway owner, Kimm Wright

Attractions selected to feature in message:

- Amistad Murals at Talladega College
- Lake Howard Sylward Trails
- Desoto Caverns Family Fun Park
- CMP Talladega Marksmanship Park

**Talladega County 2019 numbers**

<table>
<thead>
<tr>
<th>Travel-related jobs (direct &amp; indirect)</th>
<th>$1,599</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel-related earnings (direct &amp; indirect)</td>
<td>$38,611,951</td>
</tr>
<tr>
<td>Travel-related money spent in county</td>
<td>$104,247,939</td>
</tr>
<tr>
<td>State lodging tax collected</td>
<td>$500,052</td>
</tr>
</tbody>
</table>

In addition to the CARES promotion, the Alabama Tourism Department promotes the Talladega Superspeedway, the world’s greatest, biggest (2.66-miles), steepest (33 degrees) and fastest NASCAR track.

Another Talladega County destination is Oak Grove where you will find Gravity Hill Road, where, oddly enough, cars appear to coast uphill.

Purcell Farms is an outdoor golf and sports resort near the community of Talladega Springs.

Sylacauga is known for its marble and marble festival which ATD promotes on our Calendar of Events.
Facebook and related media results

**Total 2,228,921 impressions**

Tourism representative for COVID friendly attraction selection:

Tallapoosa County Tourism, Sandra Fuller

Team Member:

- Lake Martin Tourism Association, Brandy Hastings

Attractions selected to feature in message:

- Harold Banks Canoe Trail
- Smith Mountain Fire Tower and Trails
- Wind Creek State Park
- The Adventure Center at Russell Crossroads

**Tallapoosa County 2019 numbers**

- Travel-related jobs (direct & indirect): $65,297,970
- Travel-related earnings (direct & indirect): $22,164,010
- Travel-related money spent in county: $328,277
- State lodging tax collected: $987

In addition to the CARES promotion, the Alabama Tourism Department promotes Horse-shoe Bend National Military Park in the county.

“A 3-mile drive through Horse-shoe Bend National Military Park will take you along five historical points where the fierce battle was fought and 1,800 died. Today, the sites are peaceful with meadows, woods and the quiet waters of the Tallapoosa River.”

Horse Trails at Wind Creek is part of the “Giddy Up at State Parks” section of the Alabama Vacation Guide.

Restaurants Kowaliga and SpringHouse are included in the 100 Dishes brochure from ATD.
Facebook and related media message opening copy line

When you travel to Tuscaloosa, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 5,455,880 impressions

Tourism representative for COVID friendly attraction selection:
Tuscaloosa Tourism and Sports Commission, Don Staley

Team Members:
- Tuscaloosa Tourism and Sports Commission, Loretta Jones, Barrett Elder, Jasmine Rainey, Stan Adams, Bill Buchanan, Jamie Hoven & Naytalia Douglas
- Chamber of Commerce of West Alabama, Jim Page
- City of Tuscaloosa, Richard Rush

Attractions selected to feature in message:

- Social carousel ad
- Social carousel ad
- Tallapoosa County

When you tour Alexander City and Tallapoosa County, Alabama, you'll see we've been preparing for your visit. From deep cleaning and sanitizing, posting friendly reminders to wear masks, wash hands and maintain safe social distance, and creating safe spaces both indoors and out. We're ready for you to enjoy our sweet home. Together, we will follow the CDC guidelines, the Alabama Department of Public Health orders, and do all that is necessary to ensure that you can take it all in, responsibly.

In addition to the CARES promotion, the Alabama Tourism Department promotes Tuscaloosa restaurants in the 100 Dishes brochure. 301 Bistro, Bar & Beer Garden, Baumhower’s, Cypress Inn, Dreamland, and Evangeline’s are all included.

Of that list, Dreamland is noted as one of Alabama's longest-running restaurants. It opened in 1958.

The Dinah Washington Cultural Arts Center and the Jemison-Van de Graaff Mansion are some of the downtown Tuscaloosa attractions listed.

Northport locations and events promoted include Archibald’s and City Cafe restaurants and Kentuck Art Festival.
Facebook and related media results

**Total 2,278,926 impressions**

Tourism representative for COVID friendly attraction selection:
**Chamber of Commerce Walker County, Linda Lewis**

Attractions selected to feature in message:

- Walker County Lake & Recreation Area
- 50-Mule Team Project

In addition to the CARES promotion, the Alabama Tourism Department promotes Jasper’s Black Rock Bistro restaurant in the 100 Dishes brochure. Catfish Pontchartrain is their signature dish listed in the brochure.

The Bankhead House & Heritage Center, Carl Elliott House Museum, Smith Dam and Walker County Lake are included as Jasper points of interest in the Alabama Vacation Guide.

Also included in the guide are Jasper hotels; Budget Inn, Comfort Inn & Suites, Econo Lodge, Hampton Inn, Holiday Inn Express, Quality Inn, Sleep Inn & Suites and Super 8 by Wyndham.
When touring Washington County in southwest Alabama, you'll see we've been preparing for your visit.

Facebook and related media results

Total 2,320,176 impressions

Tourism representative for COVID friendly attraction selection:
UA Center for Economic Development, Candace Johnson-Beers
Team Member:
• Washington County Public Library, Jessica Ross

Attractions selected to feature in message:

St. Stephens Historical Park

The Alabama Mural Trail – Scenes of Chatom Mural

In addition to the CARES promotion, the Alabama Tourism Department promotes St. Stephens Historical Park in the “Have Horse, Will Travel” section, of the Alabama Vacation Guide.

“The beauty of St. Stephens Historical Park lies in your ability to literally ride through the past since the state park preserves the history and remains of the Territorial capital of Alabama - Old St. Stephens - which had its hayday from 1810-1830. Spend the night in one of 40 RV sites with hook-ups. There are also 20-plus horse stalls and a round pen.”
Facebook and related media results

**Total 2,376,065 impressions**

Tourism representative for COVID friendly attraction selection:
Wilcox Area Chamber of Commerce, Laura Agee
Team Member:
- UA Center for Economic Development, Candace Johnson-Beers

Attractions selected to feature in message:

![Liberty Hall](image1)

- Liberty Hall
- Roland Cooper State Park
- Black Belt Treasures

**Wilcox County 2019 numbers**

- Travel-related jobs (direct & indirect) 98
- Travel-related earnings (direct & indirect) $2,317,897
- Travel-related money spent in county $6,563,108
- State lodging tax collected $32,373

In addition to the CARES promotion, the Alabama Tourism Department promotes Gaines Ridge Dinner Club with their signature dish of Black Bottom Pie and Jackson's Fried Chicken restaurant and their COB Sandwich with special sauce in the 100 Dishes brochure.

The Gee's Bend Quilters and the Gee's Bend Ferry are two highlights of the county ATD promotes.

“The ferry makes daily runs between Camden and Gee's Bend, home of the famous Quilters of Gee's Bend. The quilters usually gather at the Boykin Nutrition Center by 8:30 a.m. and quilt until 1:30 in the afternoon Monday through Thursday.”
Winston County

Facebook and related media message opening copy line

When you travel around Double Springs, Alabama, you’ll see we’ve been preparing for your visit...

Facebook and related media results

Total 2,379,339 impressions

Tourism representative for COVID friendly attraction selection:

Alabama Mountain Lakes Tourist, Tami Reist

Attractions selected to feature in message:

Bankhead National Forest

Sipsey Wilderness

Winston County 2019 numbers

Travel-related jobs (direct & indirect)

98

Travel-related earnings (direct & indirect)

$4,885,144

Travel-related money spent in county

$13,324,097

State lodging tax collected

$82,934

In addition to the CARES promotion, the Alabama Tourism Department promotes the Sipsey Wilderness as one of Alabama’s Natural Wonders.

“The Sipsey Wilderness, 24,922 acres in the heart of the Bankhead National Forest, is a hiker’s paradise. The largest and most popular wilderness area in Alabama, the Sipsey Wilderness features 45 miles of trails that pass so many water cascades that the area is often called the ‘Land of 1000 Waterfalls’.”

Guthrie’s restaurant in Haleyville in Winston County and their chicken fingers & sauce is included in ATD’s 100 Dishes brochure.
Each of the 67 Alabama counties and the Alabama Tourism Department’s eight Welcome Centers all received a shipment of masks, sanitizers and printed material to use and give out to the public.

### Hand Sanitizers

(for consumer* distribution at WC, DMO Visitor Ctrs)

2 oz. gel hand sanitizer; 10,000 qty., delivery expected Friday, 11/13; 150/ctn

Expecting 100 boxes of 100 count (2 packs of 50 per box) = 10,000

#### Welcome Center list:

<table>
<thead>
<tr>
<th>County</th>
<th>Boxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ardmore</td>
<td>3</td>
</tr>
<tr>
<td>Baldwin</td>
<td>3</td>
</tr>
<tr>
<td>Cleburne</td>
<td>3</td>
</tr>
<tr>
<td>DeKalb</td>
<td>2</td>
</tr>
<tr>
<td>Grand Bay</td>
<td>5</td>
</tr>
<tr>
<td>Houston</td>
<td>2</td>
</tr>
<tr>
<td>Lanett</td>
<td>1</td>
</tr>
<tr>
<td>Sumter</td>
<td>5</td>
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#### County list:

<table>
<thead>
<tr>
<th>County</th>
<th>Pack(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autauga</td>
<td>1 pack (50)</td>
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<tr>
<td>Baldwin</td>
<td>8 boxes (800)</td>
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<tr>
<td>Barbour</td>
<td>1 pack (50)</td>
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<tr>
<td>Bibb</td>
<td>1 pack (50)</td>
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<tr>
<td>Blount</td>
<td>1 pack (50)</td>
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<tr>
<td>Bullock</td>
<td>1 pack (50)</td>
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<tr>
<td>Butler</td>
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<tr>
<td>Calhoun</td>
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<td>Chambers</td>
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<td>Chilton</td>
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<tr>
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<td>Coosa</td>
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<td>Covington</td>
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Approximately 10% held in reserve at ATD headquarters for shipment on request.
Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, wipes, sanitizers and printed material to use and give out to the public.

**Wipes**

(for consumer* distribution at WC, DMO Visitor Ctrs)

10,000 qty., 100/pkg

Welcome Center list:

| Ardmore  | 3 packages | Grand Bay  | 3 packages |
| Baldwin  | 3 packages | Houston    | 1 package  |
| Cleburne | 3 packages | Lanett     | 1 package  |
| DeKalb   | 1 package  | Sumter     | 3 packages |

County list:

| Autauga  | 1 package | Dallas    | 1 package | Marion  | 1 package |
| Baldwin  | 6 packages| DeKalb    | 1 package | Marshall | 1 package |
| Barbour  | 1 package | Elmore    | 1 package | Mobile   | 2 packages|
| Bibb     | 1 package | Escambia  | 1 package | Monroe   | 1 package |
| Blount   | 1 package | Etowah    | 1 package | Montgomery| 2 packages|
| Bullock  | 1 package | Fayette   | 1 package | Morgan   | 1 package |
| Butler   | 1 package | Franklin  | 1 package | Perry    | 1 package |
| Calhoun  | 1 package | Geneva    | 1 package | Pickens  | 1 package |
| Chambers | 1 package | Greene    | 1 package | Pike     | 1 package |
| Cherokee | 1 package | Hale      | 1 package | Randolph | 1 package |
| Chilton  | 1 package | Henry     | 1 package | Russell  | 1 package |
| Choctaw  | 1 package | Houston   | 1 package | Shelby   | 1 package |
| Clarke   | 1 package | Jackson   | 1 package | St. Clair| 1 package |
| Clay     | 1 package | Jefferson | 3 packages| Sumter   | 1 package |
| Cleburne | 1 package | Lamar     | 1 package | Talladega| 1 package |
| Coffee   | 1 package | Lauderdale| 1 package| Tallapoosa| 1 package|
| Colbert  | 1 package | Lawrence  | 1 package | Tuscaloosa| 2 packages|
| Conecuh  | 1 package | Lee       | 1 package | Walker   | 1 package |
| Coosa    | 1 package | Limestone | 1 package | Washington| 1 package|
| Covington| 1 package | Lowndes   | 1 package | Wilcox   | 1 package |
| Crenshaw | 1 package | Macon     | 1 package | Winston  | 1 package |
| Cullman  | 1 package | Madison   | 3 packages|         |           |
| Dale     | 1 package | Marengo   | 1 package |         |           |

Approximately 10% held in reserve at ATD headquarters for shipment on request
Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, wipes, sanitizers and printed material to use and give out to the public.

### Cloth Face Masks

*(for consumer* distribution at WC, DMO Visitor Ctrs)*

**Welcome Center list:**

- **Ardmore**: 2,300
- **Baldwin**: 1,250
- **Cleburne**: 1,250
- **DeKalb**: 1,125
- **Grand Bay**: 3,700
- **Houston**: 700
- **Lanett**: 110
- **Sumter**: 3,700

**Counties list:**

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<tr>
<th>County</th>
<th>Qty</th>
<th>County</th>
<th>Qty</th>
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Approximately 10% held in reserve at ATD headquarters for shipment on request.
Each of the 67 Alabama counties and the Alabama Tourism Department’s eight Welcome Centers all received a shipment of masks, sanizers and printed material to use and give out to the public.

### Posters
(for consumer* distribution at WC, DMO Visitor Ctrs)

11 x 17, four color, one sided, 500 total

#### Welcome Center list:

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#### County list:

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*Approximately 26% held in reserve at ATD headquarters for shipment on request*
Each of the 67 Alabama counties and the Alabama Tourism Department's eight Welcome Centers all received a shipment of masks, sanitizers and printed material to use and give out to the public.

**Rack Cards**

(for consumer* distribution at WC, DMO Visitor Ctrs)

4 x 9, four color, copy front and back, 10,000 total in 200 packs of 50 each

Welcome Center list:

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County list:

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<tr>
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<tr>
<td>Marengo</td>
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<tr>
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<tr>
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<tr>
<td>Mobile</td>
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<tr>
<td>Montgomery</td>
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</tr>
<tr>
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<td>1 pack</td>
</tr>
<tr>
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</tr>
<tr>
<td>Shelby</td>
<td>1 pack</td>
</tr>
<tr>
<td>St. Clair</td>
<td>1 pack</td>
</tr>
<tr>
<td>Sumter</td>
<td>1 pack</td>
</tr>
<tr>
<td>Talladega</td>
<td>1 pack</td>
</tr>
<tr>
<td>Tallapoosa</td>
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</tr>
<tr>
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<td>3 packs</td>
</tr>
<tr>
<td>Walker</td>
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</tr>
<tr>
<td>Washington</td>
<td>1 pack</td>
</tr>
<tr>
<td>Wilcox</td>
<td>1 pack</td>
</tr>
<tr>
<td>Winston</td>
<td>1 pack</td>
</tr>
</tbody>
</table>

Approximately 10% held in reserve at ATD headquarters for shipment on request.
Each of the 67 Alabama counties and the Alabama Tourism Department’s eight Welcome Centers all received a shipment of masks, sanitizers and printed material to use and give out to the public.

Window Clings
(for consumer* distribution at WC, DMO Visitor Ctrs)

four color, copy front and back, 1,000 total in 20 packs of 50 each

Welcome Center list:

Ardmore 4 clings          Grand Bay 4 clings
Baldwin 4 clings           Houston 4 clings
Cleburne 4 clings          Lanett 2 clings
DeKalb 4 clings            Sumter 4 clings

County list:

Autauga 5 clings          Dallas 5 clings          Madison 50 clings
Baldwin 90 clings         DeKalb 5 clings         Marshall 5 clings
Barbour 5 clings          Elmore 30 clings        Mobile 50 clings
Bibb 5 clings             Escambia 5 clings        Monroe 5 clings
Blount 5 clings           Etowah 30 clings         Montgomery 50 clings
Bullock 5 clings          Fayette 5 clings         Morgan 30 clings
Butler 5 clings           Franklin 5 clings        Perry 5 clings
Calhoun 5 clings          Geneva 5 clings          Pickens 5 clings
Chambers 5 clings         Greene 5 clings          Pike 5 clings
Cherokee 5 clings          Hale 5 clings           Randolph 5 clings
Chilton 5 clings          Henry 5 clings           Russell 30 clings
Choctaw 5 clings          Houston 30 clings        Shelby 30 clings
Clarke 5 clings           Jackson 5 clings         St. Clair 5 clings
Clay 5 clings             Jefferson 50 clings       Sumter 5 clings
Cleburne 5 clings         Lamar 5 clings           Talladega 25 clings
Coffee 5 clings            Lauderdale 5 clings       Tallapoosa 5 clings
Colbert 5 clings          Lawrence 5 clings         Tuscaloosa 30 clings
Conecuh 5 clings          Lee 30 clings           Walker 5 clings
Coosa 5 clings            Limestone 30 clings       Washington 5 clings
Covington 5 clings        Lowndes 5 clings         Wilcox 5 clings
Crenshaw 5 clings          Macon 5 clings         Winston 5 clings
Cullman 30 clings         Marengo 5 clings
Dale 5 clings             Marion 5 clings

Approximately 10% held in reserve at ATD headquarters for shipment on request
ACROSS ALABAMA
Alabama Music Hall of Fame
FAME Recording Studios
Helen Keller's Birthplace and Home
Muscle Shoals Sound Studio
Robert Trent Jones Golf Trail at The Shoals
CONCEHU COUNTY
Concho Mills
Coffeyville State Park
Donoho Lake
COVINGTON COUNTY
Floralis Magna
Floralis Grandeur
Floralis of Marion
CREEK COUNTY
Creekside Lodge
Crenshaw County Lake
CULLMAN COUNTY
Ave Maria Grotto
DALLAS COUNTY
Edmund Pettus Bridge
Old Cahawba Archaeological Park
Sturdivant Hall Museum
DEKALB COUNTY
DeKalb Tourist Information Center
DeSoto State Park and Lodge/DeSoto Falls
Priest's Pecan Retail Store
DeKalb Tourism
ELMORE COUNTY
Cosum Creek Adventures
Fort Toulouse-Fort Jackson Park
Lake Martin Machine Gun
Robert Trent Jones Golf Trail at Capitol Hill
ESCambia COUNTY
Magnolia Branch Wildlife Reserve
ETOWAH COUNTY
Downtown Gadsden, Inc.
Gadsden Museum of Art
Greater Gadsden Area Tourism
Mary G. Hardin Center for Cultural Arts
Noccalula Falls Park
FAYETTE COUNTY
Fannie's Welcome to Fayette Museum
Hale COUNTY
Alabama Audubon - Black Belt Office
Connecting with Birds and Nature Tours
HOUSTON COUNTY
Dothan Area Botanical Gardens
Landmark Park
Robert Trent Jones Golf Trail Highland Oaks
Wiregrass Museum of Art & Conference Center
JACKSON COUNTY
Buck's Pocket State Park
Russell Cave National Monument
JEFFERSON COUNTY
Barber Vintage Motorsports Museum
Birmingham District Brewing Company
Fairfield Inn & Suites I-65
Greater Birmingham CVB
Homewood Suites Bham Downtown UAB
Morrow Science Center
Negro Southern League Museum
Railroad Park
Robert Trent Jones Golf Trail at Ross Bridge
The Westin Birmingham
Hampton Inn & Suites - Galleria
Lee County Heritage Center
Lawrence County Museum
Lauderdale County Museum
Joe Wheeler State Park
LAWRENCE COUNTY
Jesse Owens Memorial Park and Museum
Pond Spring, General Joe Wheeler Home
LEE COUNTY
Another Broken Egg Cafe, Auburn
Artecia Cucina Italiana
Chewacla State Park
Fairfield Inn & Suites Auburn Opelika
Hampton Inn & Suites
Hotel at Auburn University & Dixon Center
Julie Collins Smith Museum of Fine Art
Microtel Inn & Suites by Wyndham Opelika
The Collegiate Hotel
Auburn Oil Co. Booksellers
LIMESTONE COUNTY
Alabama Veterans Museum and Archives
1818 Farms
Auburn University Museum of Natural History
Boland Springs State Park
Clingman's Dome
Crawford State Park
Crenshaw County Lake
DANIEL COUNTY
DeSoto State Park and Lodge/DeSoto Falls
Priest's Pecan Retail Store
DeKalb Tourism
Bluff Hall
Lyon Hall
Gaineswood National Historic Landmark
MARSHALL COUNTY
Cathedral Caverns State Park
Lake Guntersville State Park
Lake Guntersville State Park Lodge
Jules J. Berta Vineyards and Winery
MOBILE COUNTY
Bellingrath Gardens and Home
Bay City Convention & Tours, Inc.
Boardwalk Realty, Inc.
Bragg-Mitchell Mansion
Conde-Charlotte Museum House
Estuarium at the Dauphin Island Sea Lab
Gulf Coast Exploreum Science Center
Hilton Garden Inn - Mobile West I-65
Home2 Suites by Hilton I-65 Government
Mardi Gras Park
Mobile Museum of Art
Renaissance Mobile Riverview Plaza Hotel
South Mobile County Tourism Authority
Springhill Suites
The Admiral Hotel by Hilton
The Battle House Renaissance Hotel & Spa
Toomey's Mardi Gras
USS Alabama Battleship Memorial Park
Visit Mobile Welcome Center
MONROE COUNTY
Monroeville Museum
MONROE COUNTY
USS Alabama Battleship Memorial Park
Toomey's Mardi Gras
Bragg-Mitchell Mansion
Frederick William Hotel
Homewood Suites by Hilton Montgomery
Tours of Montgomery
W.A. Gayle Planetarium
MORGAN COUNTY
Carver Museum of Natural Science
PERRY COUNTY
Moore-Webb-Holmes Plantation c. 1819
PICKENS COUNTY
Aliceville Museum, Inc.
Butter and Egg Adventures
PIKE COUNTY
Pioneer Museum of Alabama
RANDOLPH COUNTY
Alabama Gold Camp
RUSSELL COUNTY
Historic Fort Mitchell
Old Russell County Courthouse
Tuckabatchee Masonic Lodge
SHELBY COUNTY
Fairfield Inn & Suites - Pelham
Hampton Inn & Suites Pelham
Oak Mountain State Park
SUMTER COUNTY
Colesman Center for the Arts
Lake L
TALLAPOOSA COUNTY
Creekside Lodge
Harold Banks Canoe Trail
Smith Mountain Fire Tower and Trails
The Adventure Center at Russell Crossroads
Wind Creek State Park
TUSCALOOSA COUNTY
Lake Lurleen State Park
WALKER COUNTY
30 Mule Team Public Art Project
WASHINGTON COUNTY
St. Stephens Historic Park
WILCOX COUNTY
Roland Cooper State Park
New Users 611,211 +96%

Pageviews to Take It All In Responsibility campaign pages 464,804

- Total impressions from campaign’s paid media was 656,379,657 (656 million+)
- Average video completion rate was 90%
- Facebook social media campaign alone had 230,000 clicks to website landing page

December 7, 2020
News release on Take It All In Responsibly Campaign

“Through the Take It All in Responsibly campaign, we are hoping that travelers can come here with peace of mind knowing that their health safety is our primary concern,” said Lee Sentell, director of the Alabama Tourism Department. “We know that travel looks very different right now, and we want to ensure that Alabama’s tourism and travel industry is making the proper accommodations for that.”

Alabama Tourism Department Director Lee Sentell