



TOURISM ROADMAP

2024





On behalf of the Visit Mobile Board of Directors, we would like to thank our hospitality, travel and tourism community for their dedication to the industry. Lodging, restaurants, attractions, museums and related events are a huge economic engine and generated \$1.7 billion dollars into Mobile's economy last year! Visitor spend has increased \$400 million dollars since 2019 thanks to the 17,000 people who work in the industry. We thank you for your leadership, support, innovation and all that you do to make Mobile's tourism industry vibrant!

Stan Chassin
Chairman of the Board, Visit Mobile

Thank you for your tourism leadership and all you and your teams do to assure a bright future. You continue to excel with your tremendous spirit to serve our visitors. The 2024 Tourism Roadmap reflects some of the past year's highlights and gives a snapshot of what is next. New tourism milestones were reached this past year, with visitor metrics, new developments and strategies.

There is still much to accomplish to meet our five million visitor annual goal and 70% city-wide hotel occupancy by 2027. Hotel occupancy needs improvement and had varied results year-over-year, depending on the quadrant of the city. Across Mobile, revenue per available room is at an all-time high due to the average daily rate. The regional lodging market experienced slowing growth trends compared to the last two years.

This past fiscal year, we celebrated the return of cruising to the port of Mobile with the Carnival Spirit, the best ship and itineraries Mobile has offered to date. Visit Mobile pitched more stories than ever before, generating significant national exposure for the city. This was in part through additional resources provided by the city, county and the Mobile Area Lodging Corporation (Tourism Improvement District). The Tourism Improvement District (TID) is the most beneficial public-private tourism partnership in the city's history and there is considerable interest for another five-year TID renewal this fall.

Air service is expanding, and we are grateful to the Mobile Airport Authority. The recent announcement of a new world-class, state-of-the-art arena and entertainment complex is a significant catalyst for tourism and sustainability. Visit Mobile re-designed and launched a new partnership program with great response. Additionally, we developed an accountable three-year Destination Strategic Plan with your collaboration.

The net economic impact of these resources clearly demonstrates positive returns on investment. Branded leisure and social media messaging campaigns targeted highly qualified markets and audiences that created enormous impressions and engagement for Mobile. Visit Mobile generated diverse content distributed through our "Mobile is for" campaign, representing our six pillars: history, arts, culture, culinary, eco-tourism and Mardi Gras. Convention room night production was another record, producing 112,399 nights for the coming years.

We thank our city and county leadership, as well as the Mobile Area Lodging Corporation and Visit Mobile partners, who provide the resources to tell Mobile's story better than ever before. There is much more to do - please read further for tourism highlights and a glimpse of what is to come.

Sincerely,

David Clark
President & CEO, Visit Mobile

TABLE OF CONTENTS

The Future of TourismPage 5

Mission Statement.....Page 6

Key Wins.....Page 7

DestinationNEXT Page 12

Convention and Leisure Sales..... Page 16

Cruise Industry..... Page 19

Marketing & Communications.....Page 20

Partnership..... Page 26

Addendum..... Page 28



MOBILE INTERNATIONAL AIRPORT



ADMIRAL HOTEL



KESSLER RIVER WALK PLAZA



THE FUTURE OF TOURISM

WHAT DOES SUCCESS LOOK LIKE?

- Renew the Tourism Improvement District (TID) for another five year term by January 2025.
- Continued destination development and collaboration:
 - Mobile Airport Authority partnerships & air service promotions
 - Cultural Heritage Tourism collaboration and promotion
 - Africatown Tourism Development
 - Dora Franklin Finley African-American Heritage Trail
 - Civil Rights - 22 District Sites
 - Various tours & exhibitions
 - Cruising from Mobile: Carnival Spirit - continued marketing and cruise development
 - Collaborate to improve the downtown entertainment district development to increase visitors and enhance experience
 - Eco-tourism - Waterfront collaboration and activation of Cooper Riverside and Bayfront Parks
 - Amtrak passenger train collaboration and promotions
 - Convention Center and Civic Center continued collaborations and promotions
- Proactively market and maximize the leisure, business transient, convention, government, sports and group tour markets. Improve hotel occupancy and visitorship
- Creatively market/promote Mobile's 6 pillars - History, Arts, Culture, Culinary, Outdoor/ Eco-tourism & Mardi Gras
- Five million annual visitors by the end of 2027
- 70% city-wide hotel occupancy by the end of 2027
- Increase annual convention and group tour room night bookings to 140,000 by 2026
- Significantly improve 4th quarter metrics through events and leisure promotions



MISSION STATEMENT

Attract visitors to experience Mobile to increase economic impact and sustainability

VISION STATEMENT

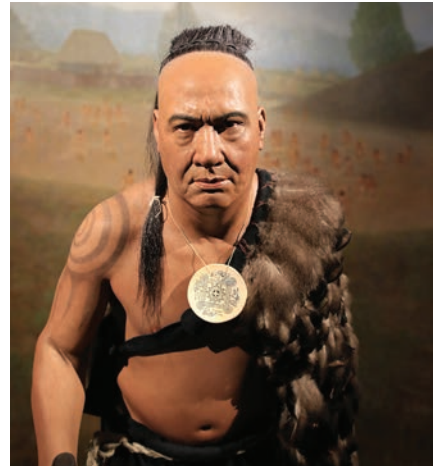
Elevate Mobile as a leading tourism destination - the city born to celebrate

CORE VALUES

- ACCOUNTABILITY
- COMMUNICATIONS
- TEAMWORK
- SERVICE
- INTEGRITY
- COMMUNITY

TOURISM PILLARS

- HISTORY
- ARTS
- CULTURE
- OUTDOOR / ECO-TOURISM
- CULINARY
- MARDI GRAS





KEY WINS FROM FISCAL YEAR 2022-2023

MARKETING & COMMUNICATIONS

VISIT MOBILE MARKETING: (FY 2023 VS FY 2022)

Website sessions were up 10.34% and organic traffic was up 45.17%

- Social traffic to the website was up 49.12% from 93,904 to 140,030
- Social impressions were up 37% to over 24,810,531 and engagement was up 89.24%
- Paid social click through rate increased from .94% to 1.20%
- Partner listing views were up 1.47% and partner listing click throughs were up 6.45%
- Digital display ads had over 17M impressions and 25K clicks
- Net economic impact from the “Mobile is for...” digital display ad campaign:
 - 41,000 people who saw ads then came to Mobile
 - 183,000 transactions in market
 - \$10,400,000 in total visitor spend
 - 69:1 Return on ad spend
- Visit Mobile’s campaign for Avelo Airlines was seen over 1.8 million times and drove 35,622 clicks to the Visit Mobile website (1.96% CTR [click through rate]). Ads were served in Alabama, Mississippi and Florida.
 - Search - 8,626 clicks, 32,685 impressions, 26.39% CTR
 - Social - 26,996 link clicks, 1,783,134 impressions, 1.51% CTR
- Mobile featured in Travel + Leisure, Smithsonian, Southern Living, Good Grit, Condé Nast Traveler, USA Today, Garden & Gun, HGTV, Southern Travel & Lifestyles and more
- Videos Created
 - Mobile is for... Family
- We ran a Connected TV and Over the Top campaign for streaming devices from March to August that had a 97% complete rate and over 2,500,000 views.
- Visit Mobile also won 2 gold Addy awards and one judge’s choice award with the American Advertising Federation for the Mobile is for Best Friends video as well as Our Living History pillar video.

CONVENTIONS, SPORTS & LEISURE SALES

In FY 2023, Visit Mobile Sales team booked 112,339 room nights for future years. This was a record year again. \$115 million in business from our six sales managers in collaboration with hotel partners. The record year was 111% increase since 2017 historials. The breakdown of the sales: Fraternal & Religious 33%, Sports 32%, Association 20% and Corporate 15%.

- The sales managers had 390 leads. This was 12% increase over the previous year.
- Visit Mobile hosted 52 meeting planner site visits throughout the year.

CRUISE

Visit Mobile was excited to welcome the Carnival Spirit cruise ship in October 2023. Along with the Carnival PR team, Visit Mobile coordinated a well-attended press conference with media, travel advisors, local political leaders and Carnival executive staff. This launched the beginning of the Carnival Spirit's six to eight-day excursions to Mexico, Belize, Jamaica and the Bahamas. This ship and its itinerary is the best that has been offered from Mobile. The demand was high and bookings were secured well in advance.

Since this first cruise, the Carnival Spirit has averaged 107% capacity due to the many marketing efforts of Carnival and Visit Mobile through strategic campaigns. We are grateful for the City of Mobile and the Mobile Area Lodging Corporation for also contributing resources to market the cruise ship. Also, a precedent was set with a five year contract that has been signed with the City of Mobile and Carnival to continue cruising from Mobile.





DORA FRANKLIN FINLEY AFRICAN-AMERICAN HERITAGE TRAIL



Visitor Information

Africatown

4 TOURS

IT TAKES A VILLAGE
Dora Franklin Finley
African-American
Heritage Trail
TOURS
www.dffaabl.org

You can't know where you're going
until you know where you've been.

251.725.2236



DORA FRANKLIN FINLEY AFRICAN-AMERICAN HERITAGE TRAIL TOURS



TOURISM IMPROVEMENT DISTRICT MARKETING: (MOBILE AREA LODGING CORPORATION)

- Arrivalist data (tracking GPS systems) shows 1.4M total visits to the City of Mobile with 55% overnight staying
- Extensive digital ad campaigns through Expedia that provided a total of \$1.6 million in lodging revenue & 9,100 room nights to Mobile hotels. Fifty three hotels receive bookings from these campaigns, 26 of which generated more than \$20,000.
- TID Book Direct searches were up 22%
- There were nearly 81,000 lodging focused SEM (search engine marketing) campaign impressions with nearly 8,000 clicks
- TID digital ads were shown online just over 30.7 million times in target markets
- Following Breeze FAM in FY2022, funded by TID, Breeze Airways has announced flights from the new Mobile International Airport. The FAM brought travel writers to highlight the new downtown airport development – publications included US Airways Magazine, Forbes, Washington Post and USA Today
- Over \$70,000 in capital improvements such as landscaping for the Africatown Heritage House and indoor tennis courts in the Convention Center
- Cruise and air service promotions
- Online Travel Agency ads (Expedia Media Group, Hotels.com)
 - 9.9M impressions
 - 9.7K clicks
 - \$1.6M gross booking spend
 - 9.1K room nights booked
- Net Economic Impact from digital display ad campaign:
 - 31K people saw ads then came to Mobile
 - 132K transactions
 - \$7.2M in total visitor spend
 - 29:1 Return on ad spend
- Pet campaign video produced
 - Mobile is for Best Friends

COMMUNICATIONS

- 26 blogs created
- 74 stories placed (up 155% YOY)
- Examples:

• Condé Nast Traveler	• USA Today 10 Best
• Travel + Leisure	• Garden & Gun
• Food & Wine	• Smithsonian Magazine
• Southern Living	



A PUBLIC RELATIONS SUCCESS STORY

- *Clotilda the Exhibition* at the Africatown Heritage House
 - Media impression: 2 billion
 - Positive articles: 600
 - National media contacts: 245
 - Media guests onsite: 35
 - National media guests in Mobile: 8
 - Months of work: 7
 - Press releases: 5

Forbes

NATIONAL GEOGRAPHIC



The Atlanta Journal-Constitution

EBONY

Smithsonian

PARTNERSHIP

- Successful launch, implementation and expansion of revised Partnership Model - 226 new partners to date.
- Hiring of a Partnership Coordinator to support the growth and development of the Partnership Department.
- Delivered the first of many Hospitality Training Courses to our partners.
- Continued efforts to bring the partnership database up-to-date with current information for all Visit Mobile partners.
- Tourism Ambassador Program relaunched and completed two classes this last year.



DESTINATIONNEXT STRATEGIC PLAN

Visit Mobile began the strategic plan project in September 2022, and was completed in June 2023. The project included several formats for information gathering, feedback review, planning sessions and a final strategic plan. We reported our findings to our stakeholders in August this past year.

We contracted the expertise of MMGY Global NextFactor and Destinations International for their diagnostic tool called DestinationNEXT (DNEXT) joining over 300 other destinations worldwide that have undertaken this assessment. NextFactor has completed more than 70 strategic plans for destination marketing organizations worldwide and more than 20 comprehensive Destination Management Plans across North America.

The goal of this project was to use the responses of stakeholders in our community to develop a strategic plan that is in line with the goals and interests of our destination.

STAKEHOLDER SURVEY

We had great participation across different industries and age groups which provides a holistic picture of how residents of Mobile feel about the city. We heard from members within the hospitality industry, local community and tourism market, and there were 169 completed surveys.



PROJECT FINDINGS

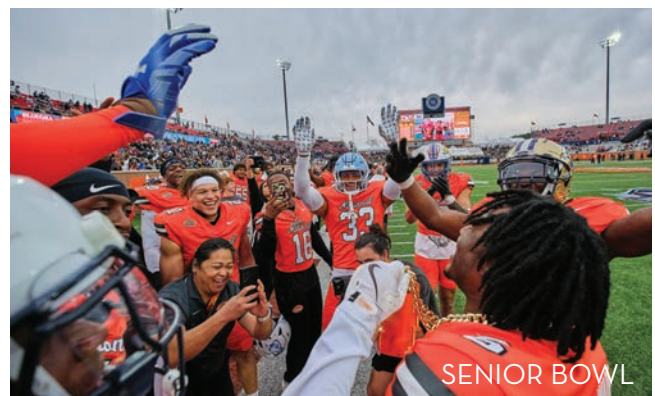
DNEXT provided us with the overview of trends and strategies for destination organizations worldwide. These trends and strategies show the rise and fall rankings based on studies in the years of 2014, 2017, 2019 and 2021. These findings were sources from 830 participates in 62 countries. Below are a few worth mentioning.

INDUSTRY WIDE TOP TRENDS

- Artificial intelligence will become increasingly prevalent at an accelerated pace
- Customers are increasingly seeking a unique, authentic travel experience
- Greater industry, community and government alignment is driving destination competitiveness and brand
- Resident sentiment is becoming a key measurement
- Destination marketing organizations and convention and visitors bureaus are increasing advocacy to communicate value of visitor economy to government
- Travelers are seeking more personal enrichment and wellbeing
- Short-form video becomes the new currency of destination marketing and storytelling
- There is greater focus on equity, diversity and inclusion in the workplace and across the supply chain

INDUSTRY WIDE TOP STRATEGIES

- Protect revenue sources to maintain current funding levels
- Focus on developing authentic experiences for the customer
- Better integrate tourism and economic development
- Build the destination brand around the community's goals, values and creative energy
- Have a greater role in destination and product development
- Develop a destination master/management plan to define long-term strategy
- Develop and support new events in the destination
- Improve local resident sentiment to increase support for the visitor economy



MOBILE'S DESTINATION STRENGTH: HIGHEST & LOWEST VARIABLE SCORES

Highest-scored Variables

1. Arts, Culture & Heritage **4.02**
2. Accommodation **3.93**
3. Attractions & Experiences **3.74**
4. Conventions & Meetings **3.74**
5. Events & Festivals **3.72**

Lowest-scored Variables

6. Destination Access **2.70**
7. Local Mobility & Access **2.81**
8. Health & Safety **3.12**
9. Sporting Events **3.20**
10. Outdoor Recreation **3.23**

MOBILE'S DESTINATION ALIGNMENT: HIGHEST & LOWEST VARIABLE SCORES

Highest-scored Variables

1. Economic Development **4.14**
2. Equity Diversity & Inclusion **3.93**
3. Government Support **3.98**
4. Organization Governance **3.96**
5. Emergency Preparedness **3.93**

Lowest-scored Variables

6. Workforce Development **3.16**
7. Funding Support & Certainty **3.37**
8. Community Group & Resident Support **3.64**
9. Regional Cooperation **3.86**
10. Sustainability & Resilience **3.86**



MOBILE'S DESTINATION SUMMARY

Mobile is in the Voyager quadrant with above average scores for destination alignment and below average scores for destination strength.

There is good alignment between all stakeholder groups.

There are several key takeaways to consider:

- Develop a plan to fully activate the waterfront engaging both the public and private sector with investments, and new product to make it an iconic draw.
- Create a shared vision of the importance of “placemaking.” Use advocacy to help Mobile achieve many items stakeholders want improved, including:
 - Gateways
 - Appearance, litter abatement and beautification
 - Wayfinding (directional and informative)
 - Accessibility improvements
 - Crime prevention
 - Capital improvements
- Increase communication with local stakeholders offering opportunities to engage with Visit Mobile.
- Initiate discussions about future funding opportunities.



4TH OF JULY CELEBRATION IN COOPER RIVERSIDE PARK

CONVENTIONS, SPORTS & LEISURE SALES

GOALS & INITIATIVES

In FY 2023, the Convention, Sports and Leisure Group Sales team broke another record with 112,339 rooms booked for future years. This is the highest number in the history of Visit Mobile. These room nights contribute an economic impact of \$115 million to Mobile. In 2023, we added a National Sales Manager to focus on the sports, religious, government, association and corporate markets. We also added a Sales and Services Coordinator to support the team and service the conferences. For 2024, we developed a robust marketing plan to support the team for conventions and group tour.

- Secure 116,000 future definite room nights
- Host 48 site inspections
- Initiate and execute 18 sales initiatives
- Create quarterly newsletters
- Complete 10,800 touchpoints to help secure business
- Improve 4th quarter room metrics
- Promote Cultural Heritage and Civil Rights tourism for group tour
- Promote student and performance group tour
- Initiate convention sales and group tour sales marketing plan
- Collaborate and promote HBCU sporting events, 68 Ventures Bowl, Senior Bowl and University of South Alabama games



	2019	2020	2021	2022	2023
Occupancy	61.2%	53.1%	63.0%	57.8%	58.2%
ADR	\$83.36	\$77.73	\$89.81	\$105.42	\$106.11
REVPAR	\$51.04	\$41.29	\$56.56	\$60.94	\$61.72

CONVENTION & LEISURE SALES PRODUCTION

FISCAL YEAR (OCT-SEPT)	LEADS	ROOM NIGHTS
2016-2017	273	53,183
2017-2018	318	81,103
2018-2019	419	76,225
2019-2020	319	97,305
2020-2021	305	88,129
2021-2022	370	110,555
2022-2023	390	112,339

ECONOMIC IMPACT*

FISCAL YEAR	DOLLAR
2022-2023	\$115,000,000*

*Data compiled by Destination International



MOBILE MUSEUM OF ART



MAGNOLIA GROVE - RTJ GOLF TRAIL



CRUISE INDUSTRY GOALS & INITIATIVES

As cruising from Mobile continues to be yet another great asset for our destination this also allows for more sustainable opportunities within our hospitality community. We recognize this and will continue to promote cruising through many initiatives and relationship opportunities to keep those business alive and thriving.

- Although the Carnival Spirit will be seasonal and cruising from October through March, Visit Mobile will continue to promote cruising year round.
- Work even closer and meet with the Carnival team to promote cruising from Mobile.
- Meet regularly with the City of Mobile team for continued cruise initiatives and collaborations.
- Continue to implement digital cruise and social media campaigns from Visit Mobile, City of Mobile and TID resources.
- Update the Cruising from Visit Mobile’s website section with Park & Cruise hotels offerings, restaurant discounts, things to do itinerary and cruise dates.
- Attend several cruise trade shows to promote cruising from Mobile and to network with all cruise lines for other opportunities.
- Partner with Carnival Business Development Directors to host FAMs with regional travel agents during ship inspections while the Spirit is in port.

TRADESHOWS, CONFERENCES, SALES CALLS TO ATTEND BUT NOT LIMITED TO

Cruiseworld	Florida Caribbean Cruise Association
Cruise360	Regional Sales Blitzes
Seatrade Cruise Global	Host Regional Travel Agent FAMs



MARKETING & COMMUNICATIONS

GOALS & INITIATIVES

With the organizational goal of hitting five million visitors in 2027, the Marketing and Communication team has built out strategies designed to reach new visitors and repeat visitors to build interest in leisure travel to Mobile. With the continued resources from Visit Mobile, Mobile Area Lodging Corporation (MALC) and the American Rescue Plan (ARP), we have been able to market Mobile in spaces and places that were previously unattainable. The bottom line goal is to increase room nights and visitation to increase Mobile’s tourism economic impact.

To reach our goal, we have executed a campaign focused on the multiple attractions and events that our city has to offer. The “Mobile is for..” campaign is designed to showcase what we consider to be Mobile’s pillars. History, Culture, Arts, Ecotourism, Culinary and Mardi Gras are what we have identified as the most important things that Mobile has to offer visitors. Through the use of digital advertising, print and sponsored media and specific initiatives, we will continue to demonstrate, to potential visitors, why Mobile needs to be on their list of places to visit.



MAMGA MAMMOTH PARADE

	FY 2020	FY 2021	FY 2022	FY 2023	FY22 VS FY23
WEBSITE					
Number of Sessions	495,318	533,440	887,940	979,756	10%
% New Visitors	86.90%	86.60%	79.05%	95.15%	33%
Organic Traffic	260,086	263,620	348,270	505,585	45%
Social Traffic	12,442	15,518	93,904	140,030	49%
DIGITAL CAMPAIGNS					
Search Impressions	219,674	548,571	466,722	297,831	-36%*
Search Clicks	18,554	58,720	62,933	40,922	-35%*
Display Impressions	11,189,556	13,501,033	12,833,615	17,647,315	38%
Display Clicks	16,472	15,763	16,987	25,336	49%
PARTNER LISTINGS					
Partner Listing Views	148,634	186,582	240,502	244,054	2%
Partner Listing Clicks Thrus	68,436	85,107	110,843	117,987	7%
BOOK DIRECT					
Searches	13,017	19,742	35,109	42,680	22%
Referrals	4,065	8,810	11,399	11,242	-1%
NEWSLETTERS					
Newsletters	16	27	51	49	-3.9%
SOCIAL MEDIA					
Impressions	8,296,690	6,225,902	18,061,175	24,810,531	36%
Audience	161,543	147,561	156,490	167,781	7.2%

*Last year we saw a decline in our impressions and clicks within our search engine marketing campaign. However the average CTR was 3% higher than the national average and conversions were up as well. We attribute this decline to average cost increases in the market.

CULTURAL HERITAGE TOURISM

This year we saw the opening of “The Clotilda Exhibition at the Africatown Heritage House” which stands as a testament to Mobile’s cultural history. This exhibition signifies a historical step towards bringing Mobile’s stories to visitors. Through our partnership with local innovators and storytellers, we are able to share their story to the world. Visit Mobile is dedicated to promoting cultural heritage tourism.

WEBSITE

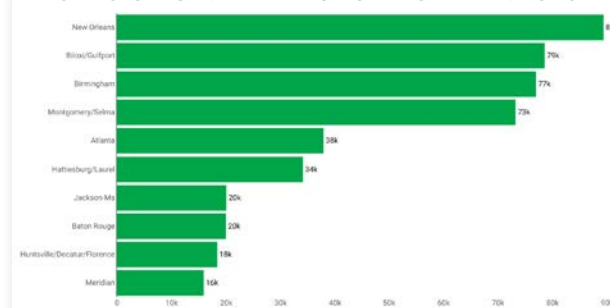
This year we are redesigning the mobile.org website. We have partnered with the top development company in the travel industry to deliver the most informative and innovative approach to developing a successful relaunch. Through a nine month, 12-step process, we will identify areas that we can optimize and innovate our website and modernize our site to accommodate for changes in technology. A main priority of this redesign will be to focus on a positive user experience. Since the change from Universal Analytics to Google Analytics 4 reporting, it is more important than ever to make sure that we curate our content to create more engaging content on our site.

As a result, we anticipate more engaged sessions. We will also look for other ways to improve our site to benefit our partners. We will add more to our toolbox on the site such as a custom map feature designed to match Mobile’s unique style and streamline partners’ access to the portal so that they can easily manage their listings.

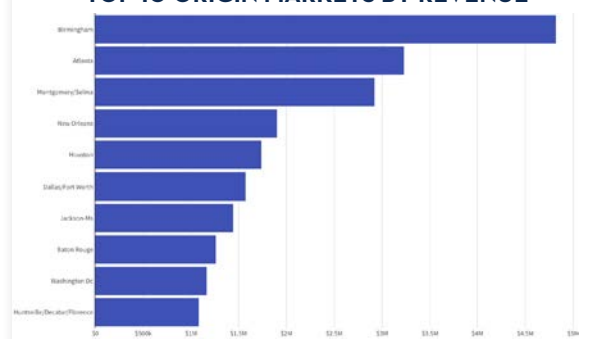
Visit Mobile is also hosting our website development team to take an immersion trip to Mobile so that they can rebuild our site from a position of experience and understanding. We are excited to show off our destination and know that this will yield the best results. We hope to unveil the new site by the end of the year.

As we make changes to our website, we will also take a deep look into our current campaigns. We will use our findings from DNEXT trends as a guideline to formulate a new branded messaging strategy. This campaign will differ from our current campaign “Mobile is for..” by marketing the things that set Mobile apart from other destinations. The goal is to develop a unique authentic travel experience and build overall interest in Mobile.

TOP 10 ORIGIN MARKETS FOR MOBILE IN 2023



TOP 10 ORIGIN MARKETS BY REVENUE



ARRIVALIST DATA

By continuing our partnership with Arrivalist, we are able to identify travelers who come into the Mobile market. We analyze that data to determine top origin destination marketing areas (DMAs) and how much they spend. We use this to formulate and justify where we focus our marketing efforts. Since Arrivalist’s merger with Airdna, we are also able to now see the market share between overnight stays with hotels and vacation rentals.

CRUISE

We welcomed the Carnival Spirit in October and while we will be saying goodbye in March (returning October), Visit Mobile’s Marketing will not stop. Visit Mobile is expanding its cruise campaign to take place year round. This campaign includes search engine marketing, programmatic digital displays, and paid social media. These campaigns are weighted to ensure that we get the most visibility in the wave season but will continue throughout the year.

AIR SERVICE

Visit Mobile has partnered with the Mobile Airport Authority (MAA) to promote air service to Mobile. As the MAA moves the airport downtown, it is essential for our airlines to open new routes that will bring in new visitors. Visit Mobile is using the digital marketing systems in place to market travel through our airlines to ensure maximum passenger boarding. We ran a successful campaign with the airline, Avelo, and will continue with its successor Breeze Airways.

SEARCH ENGINE OPTIMIZATION

Another banner year of website engagement with a 33% increase in new visitors year over year. Organic traffic provides more engaged users which adds extra benefit to our partners on the site. Organic web analytics provide insights into potential markets and help drive content creation. We have increased the scope of our SEO campaign this year in the hopes to draw more engagement from users on the site.

DIGITAL DISPLAYS

Last year we received a Net Economic Impact (NEI) report from our programmatic digital display campaign. This report provides direct economic impact numbers from visitors who were served our ads. This reporting helps justify our spend and direction in digital branding. This year we shifted our strategy to increase impression for the same spend while adding in “native ads.” So far, these embedded ads are helping provide more clicks and show an increased click through rate. Following the success of a six month campaign with streaming OTT and CTV ads, we made the decision to run them throughout the year. In addition, we are able to optimize our ads by zip code.

TOURISM IMPROVEMENT DISTRICT SUPPORT

- Additional marketing funding to promote overnight stays and benefit our hospitality partners
- Introduction of Travel Click campaign
- Carefully manage return on ad spend with open campaigns for maximum results
- Work to improve fourth quarter occupancy by strategic marketing
- Shift ad delivery by using display advertisements net economic impact report summary to reach travelers with the likelihood of visiting Mobile



- Change in digital strategy using Arrivalist data
 - Breakdown of zip codes with the most visits in market
 - Breakdown of zip codes with the most spend in market
 - Shifting spend throughout the campaign to position messaging to those most likely to travel
 - Changing vendor to get more return on ad spend

E-NEWSLETTERS

- Increase our output of overall e-newsletters in 2024
- Introduce an events newsletter in addition to our consumer-facing newsletters
- Decrease our opt-out numbers and increase our open rates
- Survey the success of our content through backend analytics from each newsletter

SOCIAL MEDIA

Continue the course. Make sure we broadly appeal to unique users by telling the story of Mobile's six pillars.

- Engaging TikTok, Threads and YouTube shorts and develop a more robust strategy
- Increase video-oriented content
- Continue to connect social users to websites and videos. Using short-form content to drive traffic to long-form content

KIOSK

This year we will see the installation of our kiosks in several parts of the city. The kiosks will allow us to get real-time information from visitors, who they are and what interests them.



SEANGER THEATRE ON JOACHIM STREET

PUBLIC RELATIONS

Communications: Public relations efforts include proactive and strategic communication campaigns aimed at developing and adding value to visitor, partner and stakeholder experiences and relationships. This includes providing internal and external support to Visit Mobile's development efforts for the future of tourism through the Tourism Improvement District (TID), increasing annual visitors, supporting destination development collaboration and increasing annual convention outcomes. The team will focus on developing and maintaining expert-level knowledge of destination marketing practices.

PR Agency Relationship: Continue calculated collaboration with our public relations agency, Mindy Bianca Public Relations, to broadly communicate Mobile's rich, eclectic and diverse experiences for visitors. This includes a focus on earned media in credible, national publications through pitching stories, working to communicate with media and hosting travel writers.

Media Shows: Enhance and strengthen Visit Mobile's presence at national and international travel media shows and meetups throughout the year.

Local Media: The team will work to strengthening Visit Mobile's relationship with local media to help continue to tell the story of the organization's mission, development and outcomes to the community we serve.

Content Creation: To promote Mobile as a visitor destination ideal for various audiences using digital platforms, such as blogs, newsletters and social media. The team will deliver strategic messaging aimed at increasing visitor volume, length of stay and visitor spending.



PARTNERSHIP GOALS & INITIATIVES

The Partnership Department works to support the community by providing needed resources to area businesses with opportunities and interest in providing services to Mobile’s many visitors. After several years without an active Partnership Department (COVID), Visit Mobile relaunched a new and improved Partnership Program in August 2023. The new program has an increased emphasis on industry training for employees, education on industry best practices and the latest trends along with increased networking and community engagement opportunities. We will continue to find new and exciting ways to promote local businesses and the entire Mobile hospitality community.

Moving forward with a vision: the Partnership Department is dedicated to providing and executing valuable benefits, while also creating a strong tourism community within the Visit Mobile partner base. We will revive gathering in person to build relationships, enhance business and create a great experience for our visitors.

- Reach a minimum of 250 paid community partners by July 31st. As of March 1, we are at 221 partners.
- Continue promotion of new Partnership Program - including new vision, new benefits and new pricing model.
- Communicate monthly with partners - through networking and social events, phone calls, personal drop in visits, monthly convention calendar emails, monthly e-newsletters and a monthly Partner Round table ZOOM Call.
- Update the partnership portal to provide resources such as calendar, reports, educational and training opportunities.
- Retain past partners and recruit new businesses through educational, social and networking opportunities.
- Provide excellent customer service to all Visit Mobile partners.
- Provide quarterly training for all volunteers and Visitor Information Specialists.
- Host and deliver two Tourism Ambassador Program classes per year (50 people total).
- Engage Tourism Ambassador Program graduates with volunteer opportunities.
- Host quarterly Partner Networking events throughout the year. Utilizing current partner venues to highlight the diverse event venues found in Mobile.
- Recruit, coordinate and offer professionally delivered Hospitality Training Courses to our Partners throughout the year.
- Create an in-house frontline hospitality training program based upon our Ambassador Classes. This training will be provided to local hospitality partners on site and delivered by our Partnership Department.
- Maintain the partnership database through steady interactions and communication with existing partners.
- Funnel in the positive stories of our area’s businesses, so that they may be shared near and far by the Marketing and Communications team.
- Engage in more community events such as: Art Walk, Game Days at Hancock Whitney and Ladd-Peebles Stadiums and other festivals around town.



USS ALABAMA BATTLESHIP MEMORIAL PARK



SALES TEAM TRAVEL

TRADESHOWS & EVENTS THE SALES TEAM WILL ATTEND BUT NOT LIMITED TO

TRADESHOWS & EVENTS	
Connect Texas- Diversity/Association	Connect DC- Government/Association/ Diversity
Connect Spring- All tracks	Connect MEGA- All Tracks
CSAE Holiday Showcase	CESSE CEO Conference
ASAE	Conference Direct Annual Meeting- Corporate
Society of Government Meeting Planners	Helms Briscoe Conference- Corporate/ Government
Smart Meetings-Corporate	ACAE Meetings
MPI WEC- Corporate	Fraternity Executive Association
GSAE Annual Conference	ACCESSE Summer Meeting
PCMA- Corporate	Destinations Southeast Northstar- Corporate
Christian Meetings and Conventions Association	TNSAE Annual- Corporate
Congressional Black Caucus	National Coalition of Black Meeting Planners
African-American Travel Conference	PCMA Emerge
American Bus Association	Boomers in Groups
NTA Travel Exchange	Brand USA Travel Week-London
Group Tour Travel	Travelsouth International
Motorcoach Association Regional Meeting	Student Youth Travel Association Summit
IPW- International Leisure Tourism	International Inbound Travel Association
Student Youth Travel Annual Convention	Consumer Golf Shows- Alabama Tourism
Sports ETA	Sports Alabama Meeting
Sports Relationship Conference	Esports Travel Summit



ESCATAWPA HOLLOW PARK & CAMPGROUND



VISIT MOBILE

LODGING TAX COLLECTED AND FUNDING PROVIDED TO CVB FROM CITY DURING THE PREVIOUS FIFTEEN FISCAL YEARS

FISCAL YEAR ENDED	TOTAL CITY COLLECTIONS -ALL FUNDS	CVB FUNDING	CVB FUNDING AS % OF TOTAL LODGING TAX COLLECTED
9/30/09	6,363,947	3,132,888	49.2%
9/30/10	7,734,351	2,800,000	36.2%
9/30/11	7,010,084	2,400,000	34.2%
9/30/12	6,670,668	2,400,000	36.0%
9/30/13	6,927,187	2,400,000	34.6%
9/30/14	7,174,830	2,400,000	33.5%
9/30/15	7,529,252	2,375,000	31.5%
9/30/16	7,876,145	2,865,000	36.4%
9/30/17	8,264,627	2,650,000	32.1%
9/30/18	8,883,232	2,650,000	29.8%
9/30/19	8,874,232	2,650,000	29.9%
9/30/20	7,290,241	2,650,000	36.3%
9/30/21	9,436,590	2,650,000	28.1%
9/30/22	10,907,305	3,153,544	28.9%
9/30/23	TBD	3,632,292	TBD

SOURCE REFERENCE

CITY - The city lodgings tax data above is gathered directly from reports provided by the city of Mobile Finance Department for fiscal years ending September 30, 2014, to present. It is gathered from monthly financial reports published on www.cityofmobile.org for fiscal years ending September 30, 2007, through September 30, 2013. Prior to September 30, 2013, the data is collected from the Business Indicators option of Bus/Tourism Data thru June 2012, published on the Gulf Coast Center for Impact Studies website, www.semoonchang.com.

MOBILE CELEBRATES TOURISM

By the Numbers

NUMBER OF VISITORS

2012 - 2,829,714
 2013 - 2,874,808
 2014 - 2,958,008
 2015 - 3,050,633
 2016 - 3,227,689
 2017 - 3,406,459
 2018 - 3,296,924
 2019 - 3,336,851
 2020 - 2,813,442
 2021 - 3,288,205
 2022 - 3,294,083
 2023 - 3,391,712

Alabama Tourism Department,
 Economic Impact of Travel

AVERAGE DAILY HOTEL RATE

2012 - \$71.89
 2013 - \$73.11
 2014 - \$74.76
 2015 - \$76.28
 2016 - \$76.50
 2017 - \$78.13
 2018 - \$82.86
 2019 - \$83.74
 2020 - \$77.73
 2021 - \$90.87
 2022 - \$104.11
 2023 - \$106.11

Smith Travel Research

CITY & COUNTY LODGING TAX REVENUE (operating fund, fiscal year)

	City	County
2012	\$6,670,668	\$2,175,120
2013	\$6,927,187	\$2,254,541
2014	\$7,174,830	\$2,320,052
2015	\$7,529,252	\$2,421,391
2016	\$7,876,145	\$2,554,441
2017	\$8,269,682	\$2,721,602
2018	\$8,888,287	\$2,851,613
2019	\$8,874,232	\$3,042,325
2020	\$7,290,241	\$2,502,250
2021	\$9,436,590	\$3,484,335
2022	\$10,907,305	\$3,891,673
2023	TBD	\$4,071,175

Data from Mobile's City and County Monthly Financial Reports

TOTAL VISITOR SPEND

2017 - \$1,167,139,662
 2018 - \$1,255,161,957
 2019 - \$1,302,542,294
 2020 - \$1,130,984,936
 2021 - \$1,530,662,264
 2022 - \$1,708,327,530
 2023 - \$1,781,786,876

Alabama Tourism Department, Economic Impact of Travel

HOTEL OCCUPANCY RATE (annual)

2012	56.8%
2013	57.9%
2014	59.3%
2015	60.9%
2016	62.6%
2017	64.5%
2018	63.8%
2019	61.1%
2020	53.3%
2021	62.5%
2022	57.8%
2023	58.2%

Smith Travel Research

KEY METRICS

ONLINE TRAVEL AGENCIES - (LAST FY)



LODGING SUMMARY



\$467K
Visitor Spend,
Lodging Category

What's Included in Data?

Hotels, Motels, Inns (about 60% of spend is measured)

What's Not Included in Data?

Vacation Rentals, STRs (VRBO, AirBnb, etc.), paid in advance, points redemptions, OTA bookings

Room Nights Driven

Using the \$104 ADR from 2022, the campaign drove about 4,487 room nights

Average Lodging Transaction

\$248—approximately 2.4 nights on average

Revenue by Brand

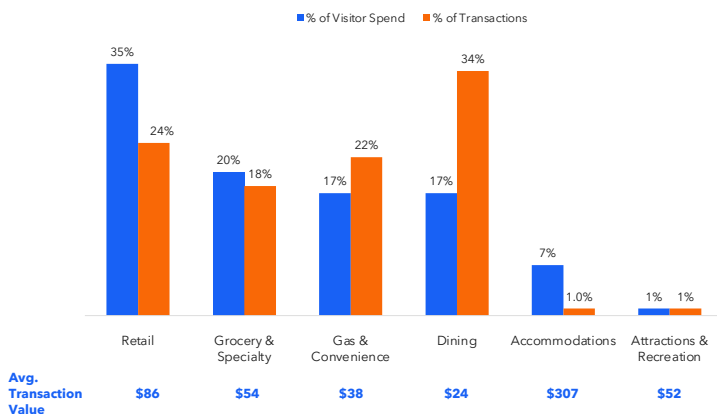
Spend rolls up to the brand level—the hotel brands that saw the most aggregate visitor spend were: Renaissance Hotels, Hampton Inns, Quality Inns, Towneplace Suites, Springhill Suites

Top Feeder Markets, Lodging Spend

Pensacola, Birmingham, Dallas, Huntsville, Atlanta, Houston, Montgomery, Chicago, Tallahassee, Nashville



Visitor spend & transactions by category



- 7% of measured visitor spend and 1% of transactions occurred within the Accommodations category

Total Accommodations Spend: \$726K

Average Hotel Transaction: \$307

ROAS, Accommodations Category: \$4.8:1

FYTD ADR: \$110

Approximate Room Nights: 6,600

- 35% of measured visitor spend and 24% of transactions came from the Retail category



4TH OF JULY CELEBRATION IN COOPER RIVERSIDE PARK



LOCAL, STATE AND NATIONAL COLLABORATIONS

Mobile Area Lodging Corporation
 Mobile Area Lodging Association
 Africatown Collaborative / Community
 Mobile Airport Authority
 City of Mobile
 Mobile County
 Destination Mobile
 Mobile Area Chamber of Commerce
 Mobile Area Black Chamber of Commerce
 Mobile Downtown Alliance
 University of South Alabama - Hospitality and Tourism Management Program
 Mobile United - Leadership Mobile & Connect Mobile
 Coastal Alabama Partnership
 Mobile Sports Authority
 Mobile Tennis Center
 Alabama Travel Council
 Alabama Congressional Tourism Caucus
 Alabama Association of Designation Marketing Organization

Alabama Tourism Department
 Alabama Travel Partnership
 Alabama Restaurant and Hospitality Association
 ASM Global
 Destinations International
 Cruise Lines International Association
 Florida Caribbean Cruise Association
 Southeast Tourism Society
 Southern Rail Commission
 Meeting Planner International
 CONNECT, Helms Briscoe, Conference Direct
 Cruise Lines International Association
 Professional Convention Management Association
 Alabama Council of Association Executives
 Mississippi Society of Association Executives
 Public Relations Society of America
 Public Relations Council of Alabama - Mobile Chapter
 American Advertising Federation - Mobile Bay



VISIT MOBILE BOARD OF DIRECTORS EXECUTIVE COMMITTEE

STAN CHASSIN (Chair) - City Council District 6
MARGO GILBERT (Vice Chair) - Hotel Industry
TERRY ANKERSON (Secretary/Treasurer) - City Council District 5
DR. WILLIAM BARRICK (Immediate Past Chair) - Attractions Industry
KAREN O. ATCHISON (Past Chair) - County Commission District 2
KELLY FINLEY - Publishing/Broadcasting - Media Industry
MIKE LEE (Past Chair) - Cruise Industry
BOB BAUMHOWER - Sports Industry
CHRIS CURRY - Travel Industry

VISIT MOBILE BOARD OF DIRECTORS

DAVID COOPER, SR. - Mayor Stimpson
ROSS PETERSON - City Council District 1
CLINTON JOHNSON, JR. - City Council District 2
DOROTHY CRAVEY - City Council District 3
CARLOS SERRANO - City Council District 4
RICHARD H. WEAVIL - City Council District 7
JUAN PEASANT - County Commission District 1
TRAVIS JOHNSON - County Commission District 3
LYNNE CHRONISTER - Education Industry
ELIZABETH STEVENS - Member-At-Large
BOB OMAINSKY - Restaurant Industry
PRESTON BOLT - Legal Council

CITY ADMINISTRATION

MAYOR, SANDY STIMPSON

CITY COUNCIL MEMBERS

CORY PENN - District 1
WILLIAM CARROLL - District 2
C.J. SMALL - President - District 3
BEN REYNOLDS - District 4
JOEL DAVES - District 5
JOSH WOODS - District 6
GINA GREGORY - District 7

COUNTY COMMISSION

MERCERIA LUDGOOD - District 1
CONNIE HUDSON - District 2
RANDALL DUEITT - President - District 3

MOBILE AREA LODGING CORPORATION BOARD OF DIRECTORS

KENT "SPIKE" BLACKINTON - Chair
MARGO GILBERT - Vice Chair
DUNCAN MILLAR - Secretary
AARON WATZ
HUNTER OMAINSKY
JUDI GULLEDGE
KEN PATEL
RAJ DESAI
CORY PENN - Ex Officio
DAVID CLARK - Ex Officio





THE CLOTILDA EXHIBITION AT THE AFRICATOWN HERITAGE HOUSE



TOURISM ROADMAP 2024