



# 2026 TOURISM roadmap

On behalf of the Visit Mobile Board of Directors, I express our sincere appreciation to the Mobile hospitality, travel and tourism community for your dedication and service. You are instrumental in shaping Mobile as a premier destination.

The number of visitors to Mobile grew to nearly 3.5 million last year, and they spent \$1.9 billion in our destination! Visitor spending has increased by \$505 million since 2019, driven by more than 23,000 tourism industry employees.

We celebrate you and your teams for your contributions to Mobile's prosperity.

Stan Chassin  
Chairman of the Board, Visit Mobile

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As the city Born to Celebrate, Visit Mobile's partners, Board of Directors and supporters give our team the drive and determination to achieve our vision – to elevate Mobile as a leading tourism destination. Thank you for your service and spirit.

The Tourism Roadmap features some of the past year's achievements and provides a snapshot of what is next.

Visit Mobile remains committed to supporting the significant development underway in the city and county, as well as the progress that is on the horizon.

Here are the highlights of the Tourism Roadmap:

- In 2024, the State of Alabama saw a 120,600-visitor increase. Just over 62 percent of these visitors chose Mobile as their destination. (Smith Travel Research)
- Carnival Cruise Lines announced a return to year-round cruising in 2027, and American Cruise Line is adding Mobile as a port of call in March 2026. Carnival Spirit again reported record passenger numbers.
- Amtrak returned with the Mardi Gras Service, and the Southern Rail Commission continues to report incredibly positive ridership – double the projected numbers.
- Mobile International Airport, Mobile Arena and the Jimmy Buffett Experience are highly anticipated projects that will have an incredible impact on tourism.
- Further enhancements include an aquatics center, the Civil Rights and Cultural Heritage District, Cypress Creek Golf Course and newly remodeled parks.

The Visit Mobile marketing, public relations, convention sales and partnership teams were busy promoting and selling Mobile, domestically and internationally. The promotions and sales efforts generated significant engagement during the past fiscal year. You can reference the results in this roadmap.

Enhanced promotions of Mobile's stories were made possible through additional resources provided by the city, county and the Mobile Area Lodging Corporation, through the Tourism Improvement District (TID). Mobile's initial TID partnership was the first in the state, and thanks to our hotel partners, it was the first to be renewed for another five-year campaign!

We want to recognize former Mayor Sandy Stimpson for his unwavering faith and support and welcome newly elected Mayor Spiro Cheriogotis, who has been enthusiastic about Visit Mobile's vision. We celebrate the City Council and County Commission for their leadership and resources. We also thank the Mobile Area Lodging Corporation, Mobile Area Lodging Association and Visit Mobile partners, who provide significant resources and platforms to tell Mobile's story better than ever before.

There is much on the horizon, and the Visit Mobile team remains purposeful and dedicated to our community, those we serve and our core values.

David Clark  
President & CEO, Visit Mobile

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# THE FUTURE OF TOURISM

## WHAT DOES SUCCESS LOOK LIKE?

The future of tourism in Mobile is about celebrating our unique cultural, historical, and natural assets to attract more visitors, extend stays, and create memorable experiences that benefit the community and local economy.

### DESTINATION PROMOTION & MARKETING

- Maximize value of Visit Mobile and Tourism Improvement District Public-Private Resources
- Creatively promote Mobile's 6 pillars: History, Arts, Culture, Culinary, Outdoor/Eco-tourism, and Mardi Gras
- Proactively market to key segments: leisure, business transient, convention, government, sports, and group tour markets
- Increase hotel occupancy and visitation

### VISITOR ENGAGEMENT & EXPERIENCES

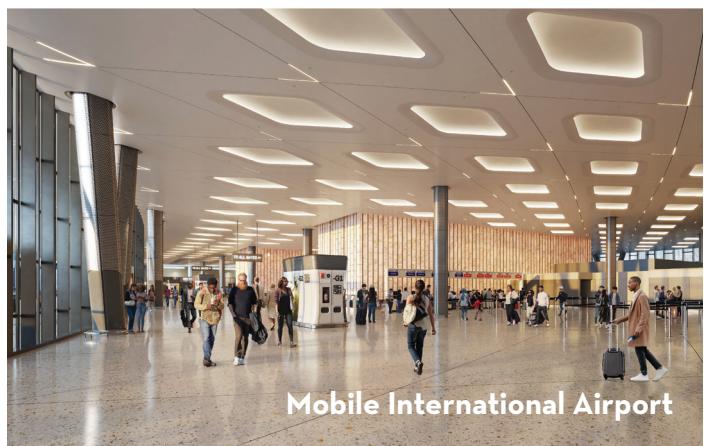
- Support and promote community events and cultural attractions
- Expand busking program and leverage kiosks to increase visitor engagement
- Advance eco-tourism through waterfront collaboration and activation of Cooper Riverside and Bayfront Park
- Market new attractions as they come online, such as *National Maritime Museum of the Gulf's new Son of a Son of a Sailor: The Jimmy Buffet Experience*, MoMA's new exhibit *Gateway: From Graffiti to Gallery*, and *Explorium Science Center's new exhibit Galileo The Science of Antiquity*

### INFRASTRUCTURE & PARTNERSHIPS

- Collaborate with Mobile Airport Authority on promotions and branding for current airport and new Downtown International Airport (2026)
- Partner with Oakview Group, Live Nation, City of Mobile, Convention Markets and Sports Authority, Mobile Area Lodging Corporation and community to maximize the Arena's capabilities and capacity

### TRANSPORTATION & ACCESSIBILITY

- Build on cruise growth by promoting the Carnival Spirit and the new Carnival Valor to attract cruisers
- Boost Amtrak travel by promoting new Mardi Gras Service to New Orleans through the Gulf Coast.



# 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



LOOKING  
*back*



# KEY WINS FROM FISCAL YEAR 2024-2025

## BUILDING A STRONGER DESTINATION: ENHANCING VISITOR EXPERIENCE

Beyond traditional marketing, Visit Mobile collaborates with a range of destination development efforts to enhance the visitor experience and strengthen Mobile's long-term tourism potential.

- **Cruise Industry Development:** Led discussions to support expanded and year-round cruise service to Mobile and continue to collaborate with Carnival and other cruise line executives to further develop our cruise terminal.
- **Amtrak Passenger Rail:** Dedicated eight years of collaboration with Amtrak, Southern Rail Commission and regional stakeholders, to make the new passenger rail service between Mobile and New Orleans a reality. We hosted the reception at the final stop of the inaugural trip, welcoming more than 350 guests, media, and representatives from 3 states to celebrate the return of passenger rail to the Gulf Coast. Visit Mobile, also provided shelter for passengers waiting on train service by funding a tented area at the Amtrak site.
- **Air Service & Airport Development:** Supporting efforts to expand air access to the city and assisting the Mobile Airport Authority to enhance air service promotions.
- **Downtown Busking Program:** Partnered with the Mobile Downtown Alliance to place live musicians on downtown street corners, bringing public spaces to life and enhancing the guest and residential experience, while supporting local artists, restaurants and businesses.

## TOURISM IMPROVEMENT DISTRICT MARKETING: (MOBILE AREA LODGING CORPORATION)

A portion of Visit Mobile's marketing efforts is supported by the Tourism Improvement District (TID). Managed by the Mobile Area Lodging Corporation in partnership with Visit Mobile, the TID provides essential resources to promote overnight stays in the City of Mobile. This support enables Visit Mobile to generate market insights, measure marketing effectiveness, and remain competitive with peer destinations, along with providing additional opportunities to market our destination. Mobile was the first city in Alabama to establish a TID in 2020 and, in 2025, became the first to renew it. The renewal received increased hotelier support and expanded resources for the district in the years ahead. The metrics below represent marketing campaigns funded in part by the TID and highlight its contribution to increased tourism.

The TID supported the new Amtrak Mardi Gras Service through an omni channel marketing campaign. Using Azira's digital out-of-home display network, we pushed targeted messaging along the Gulf Coast, encouraging travelers to ride the Amtrak rail. The campaign featured dynamic advertising, so depending on where someone saw the message, they were prompted either to travel to Mobile by rail or to make Mobile their first stop. This initiative was made possible through the TID assessment.

- Expedia
  - Lodging revenue: \$2.6M
  - Room nights: 15,322
  - 54 hotels benefited in revenue, 39 of which generated more than \$20,000 each in gross bookings
- Google Search and Performance Max Results: 2,945,197 lodging focused impressions with 213,032 clicks
- TID Digital Display ads shown online 27.7M times in target markets
- Cruising from Mobile promotions

## CONVENTIONS, SPORTS & LEISURE SALES

In FY 2025, the Sales Team booked 109,000 future room nights for Mobile—76,000 of which were new business—marking the second-highest year on record, with 69% of room nights attributed to new business. These bookings came from 146 groups and are projected to generate \$80 million in economic impact for the city. Of the total bookings, 41% came from association/corporate groups, 37% from sports, and 22% from SMERF segments.

To support these efforts, the team hosted 12 experiential client events during conferences and city blitzes, featuring presentations on Mobile. These events took place in Montgomery and Birmingham, AL, Atlanta, GA, Columbus, OH, Washington, D.C., Miami, FL, Houston, TX, Las Vegas, NV, and Philadelphia, PA.

Throughout the year, the Sales Team along with several partners, conducted 46 site inspections, helping to secure future meetings and events for the city. The team also hosted the Alabama Welcome Center Managers for an October FAM tour—an important opportunity to showcase Mobile to statewide Welcome Center leadership. In addition, the Sales Team attended more than 52 tradeshows and engaged with over 1,080 meetings. These one-on-one appointments included event companies, sports organizations, tour companies, and meeting planners.

	2019	2020	2021	2022	2023	2024	2025*
<b>Occupancy</b>	60.2%	53.1%	63.0%	57.8%	58.2%	59.4%	59%
<b>ADR</b>	\$835.52	\$77.73	\$89.81	\$105.42	\$106.11	\$106.94	\$107.68
<b>REVPAR</b>	\$51.47	\$41.29	\$56.56	\$60.94	\$61.72	\$64.69	\$63.60

## CONVENTION & LEISURE SALES PRODUCTION

FISCAL YEAR (OCT-SEPT)	LEADS	ROOM NIGHTS
2016-2017	274	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
2023-2024	406	85,572
2024-2025	418	109,000

## CONVENTION / MEETING BOOKING ECONOMIC IMPACT\*

FISCAL YEAR	DOLLAR
2024-2025	\$80,000,000**

\*Reflects data through November 30, 2025. \*\*Data compiled by Destination International and Smith Travel Research.

## VISIT MOBILE MARKETING: (FY 2025)

### Audience Growth & Engagement

Visit Mobile saw a 200% increase in total users from paid media across all platforms, reaching 990,833 users. Engaged sessions rose by 310%, totaling 731,457 sessions.

Time on site increased by 47%, averaging 23 seconds, while engagement rate climbed 30%.

Key on-site events surged by 293%, reflecting stronger user interaction.

### Conversions

Our most valuable on-site conversion—partner referrals—grew by 339%, from 8,816 to 38,701 total referrals.

Built 10 Upgrade Your Expectation commercial spots.

### Google Advertising Performance

Google campaigns delivered 518,249 clicks and 5.9 million impressions, with an impressive average cost-per-click of \$0.41, maximizing budget efficiency

### Facebook Advertising Performance

Facebook achieved 377,728 link clicks and 31.2 million impressions, with a cost-per-landing-page-view of just \$0.26. Additional engagement included:

- 2,018 post saves
- 6,458 online shares
- 2,812 new Facebook page likes
- 141 new Instagram follows

### Lead Generation

Our efforts also generated 2,829 new E-newsletter leads, expanding Visit Mobile's owned audience base.

### Programmatic

Display and CTV campaigns resulted in 41 million impressions and 116,164 link clicks. Spring and Mardi Gras campaigns had the highest CTRs.



## PUBLIC RELATIONS & COMMUNICATIONS:

154 blogs created  
36 stories placed

### Examples:

Garden & Gun  
USA Today  
USA Today 10 Best  
MSN Inspirations and

Celebrations  
BBC  
The Times UK  
Traveling Golfer TV Show

Good Grit  
AAA Magazine  
Wanderlust (UK's oldest and most popular travel magazine)

Garden & Gun | Garden & Gun's 2025 Bucket List: Make Memories in Mobile  
Garden & Gun | Restaurant Week 2025: Red or White, Hummingbird Way, Dauphin's, Bistro St. Emanuel  
BBC | The Triumphant Return of the US Gulf Coast Train  
The Times UK | My trip on the Deep South rail route that's back after 20 years  
MSN | 27 Enchanting Autumn Events & Festivals Happening in October Around The USA

### 2025 USA Today 10 Best Readers' Choice Awards

Africatown Heritage House: Best History Museum runner-up  
Battle House Hotel & Spa: Best Historic Hotel/Resort runner-up  
Bienville Bites Food Tour: Best Food Tour  
Grand Hotel Golf Resort & Spa: Best Historic Hotel/Resort  
Guncles Gluten Free: Best Gluten-Free Bakery  
Red or White: Best Wine Shop  
USS ALABAMA: Best Museum Ship

### Press Trips

Hosted 13 press trips with 23 travel writers | Domestic and international, including the UK, Ireland and Scotland

### Examples:

Amtrak Mardi Gras Service  
Eco-tourism and sustainability  
The gardens of America's South  
A family of five goes full steam in Mobile



## PARTNERSHIP

- Strengthened partner relationships to retain and grow partnership enrollment by actively engaging current partners and educating prospective partners on the value of partnering with Visit Mobile. The program now includes 305 partners.
- Hosted 2 successful Tourism Ambassador Program classes graduating a combined 54 people.
- National Travel & Tourism Week was celebrated by a partner social event, highlighting the event space and capabilities of our newest Food Hall, Parc le Tralour.
- Strengthened partner relationships to retain and grow partnership enrollment by actively engaging current partners and educating prospective partners on the value of partnering with Visit Mobile. The program now includes 305 partners.
- Partner and Ambassador newsletters that go out on the 15th of each month.
- Continue to host a monthly Partner Roundtable call to foster ongoing collaboration
- Since the launch of Amtrak Mardi Gras Service on August 15th, Partnership Department staff, volunteers and Ambassadors have greeted each and every 11am arrival. They are greeted with smiling faces, Destination Guides and personal recommendations on how to explore and enjoy our city.

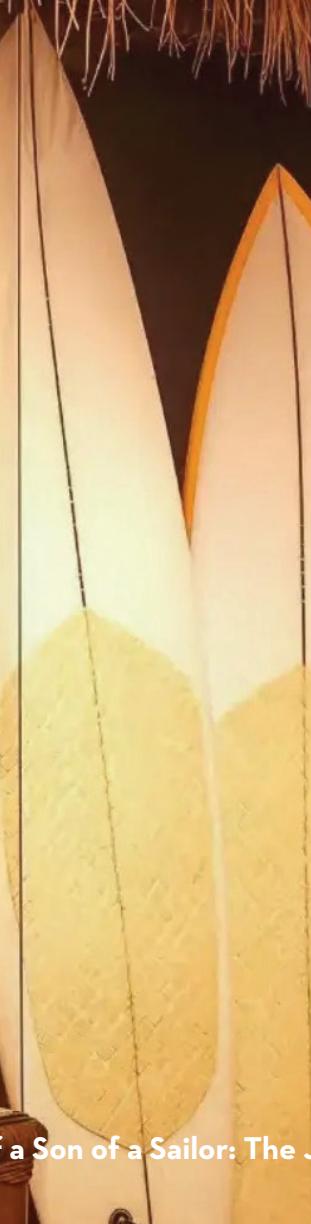
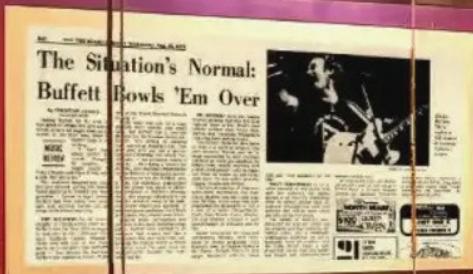
## CRUISE

During the 6 months that the Carnival Spirit was in Mobile it continued to have high demand and generating 12,000 room nights due to the tireless marketing efforts of Visit Mobile and Carnival. The year-round marketing strategies and funding support from the City of Mobile and MALC enhanced the success. The announcement of the Carnival Valor in October was partly due to these tremendous efforts.

**Tradeshows:** Visit Mobile attended Cruiseworld, Cruise 360, Seatrade, Florida Caribbean Cruise Line Association and met with Travel Advisors and Cruise Executives.

**Other initiatives:** Executed Travel Advisor Destination Training online, Updated Park and Cruise package brochures, Sent Travel Advisor Newsletters and collaborated extensively with Carnival and industry cruise executives.





Son of a Son of a Sailor: The Jimmy Buffet Experience



**Chickasabogue Park**



**Escatawpa Hollow Park and Campground**

LOOKING  
*ahead*



# CRUISE INDUSTRY

## 2026 INITIATIVES

### 2025-2026 CRUISING FROM MOBILE OUTLOOK

We are looking forward to Mobile's cruise offerings as they continue to grow. Mobile will continue to be the homeport of Carnival Spirit from October 2025-April 2026 and again from October 2026-March 2027, sailing to Mexico and the Caribbean. In May 2027, the Carnival Valor will begin year-round service with trips to the Bahamas, Ocho Rios, Jamaica, Panama, Costa Rica, Cozumel, Aruba Curacao, San Juan, Nassau and other islands in Eastern and Western Caribbean, bringing cruisers expanded travel itineraries. This ship can accommodate 5,000 guests and crew bringing even more visitors into Mobile. Beginning in March 2026, American Cruise Lines' Symphony will include Mobile as a weekly port of call, spending 12 hours in port to offer curated VIP excursions that showcase the city's attractions and rich culture.



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

Cruiseworld	Seatrade Cruise Global
Cruise360	Florida Caribbean Cruise Line Association
Will host 3 Day Travel Advisor FAM in 2026	

# CONVENTIONS, SPORTS & LEISURE SALES

## 2026 INITIATIVES

Looking ahead to 2026, the Sales Team will maintain and strengthen its successful efforts, continuing to attract and engage clients, media, and partners to elevate Mobile as a premier destination. Key examples of these continued efforts include:

- Host Travel South Global Media Summit in April—this event brings journalists and media from around the world.
- Host local FAMS
- Host various client events nationwide quarterly.
- Layer city blitzes while attending conferences out of market.
- Produce market-specific newsletters throughout the year.
- Curate custom site visits for enhanced destination experience.
- Partnering with state tourism department on campaign initiatives.



# SALES TEAM TRAVEL

2026 TRADESHOWS & EVENTS	
AL Governors Conference on Tourism	Meeting Professional International
Alabama Council of Association Executives	Meetings Made Easy
Alabama Tourism Department Golf Show	Mississippi Society of Association Executives
American Society of Association Executives	National Coalition of Black Meeting Professionals
Brand USA Travel Week	NorthStar Meetings
Chicago Society of Association Executives Holiday Showcase	Professional Convention Management Association
Conference Direct Meetings & Client Events	Religious Conference Management Association
Congressional Black Caucus	Rendezvous South
Connect (DC, Faith, MEGA, South, TX)	Smart Meetings
Council of Engineering and Scientific Society Executives	Society of Government Meeting Professionals
Destinations International	Sports Alabama
HelmsBriscoe Meetings & Client Events	SPORTS Relationship Conference
International Meeting Expo	TEAMS
Lamont Co Meetings & Client Events	Tennessee Society of Association Executives
Local FAMs	Travel South International Showcase
Local Site Inspections	Various Client Events and Sales Calls Nationwide
Louisiana Society of Association Executives	



# MARKETING & COMMUNICATIONS

## 2026 INITIATIVES

### MARKETING

#### UPGRADE YOUR EXPECTATIONS CAMPAIGN

Last year, we launched our new campaign: Upgrade your Expectations. Designed to spotlight our six pillars—History, Arts, Culture, Culinary, Outdoor & Eco-Tourism, and Mardi Gras—the campaign works to reframe how people see Mobile. Mardi Gras may bring in the biggest crowds, but Mobile's deeper story is told through its food, arts, rich history, and the beautiful bay ecosystem that shaped it all. While some still think of Mobile as a drive through city, we know the truth. Mobile is a must-see destination that consistently exceeds expectations. Our goal with this campaign is to showcase the charm and beauty of this place we call home, and we will continue building new assets as we move into 2026. To that effort, we produced 10 branded video spots now running in paid digital placements and broadband commercials on networks like ESPN and NFL Network. Our newly redesigned website, built for a stronger user experience and more immersive storytelling, reached 1,919,547 users and generated 136,847 partner referrals. That marks a 35% increase in users and an 14.6% increase in partner referrals. We expect that reach to continue growing through this year.

#### NEW DEVELOPMENTS

Visit Mobile is excited about all the new developments coming online over the next two years, beginning with Amtrak's Mardi Gras Service. This past August, we welcomed the new passenger train ride from New Orleans to Mobile, and it has quickly generated significant buzz. The Mardi Gras Service has exceeded expectations, earned recognition as a top Amtrak route, and is gaining international interest. Several international travel journalists rode the train on its inaugural run, and Mobile has hosted many more since. Visit Mobile has also



Mobile County Aquatics



Downtown Mobile



**Bellingrath Gardens Chinese Lantern Festival**



**Tiki Week**



**Bienville Bites**

launched a paid media campaign promoting the route throughout the Gulf Coast. The campaign features dynamic content that tailors the message depending on where you are receiving it. Looking ahead, Mobile is set to begin air service from the new airport by the end of 2026, a crucial development for increasing tourism. Visit Mobile will continue to collaborate with the Mobile Airport Authority to support the successful launch of this asset through increased marketing and promotions. Together with the Mobile Civic Arena set to open in 2027, Mobile's future is brighter than ever.

## DIGITAL MARKETING -SUCCESS AND LOOKING FORWARD

Last year, we collaborated with Granicus / Simpleview to execute our digital marketing placements and support overall strategy. Each goal set for the year was exceeded. We introduced new tools to strengthen accountability by identifying trip attribution directly from our ads. Additionally, we expanded our ad placements into new areas for Mobile, including Spotify, Bing, and Google Performance Max. Looking ahead, our goals are even more ambitious. With so many exciting developments coming soon, it's more important than ever to share Mobile's story.

## INTERNATIONAL TRAVELERS

Visit Mobile is partnering with Brand USA to market Mobile in their Lake Shores to Gulf Shores Campaign. This campaign highlights destinations in seven states along I-65, guiding visitors on a journey that begins in Chicago and ends in New Orleans. In partnership with Sweet Home Alabama, Brand USA developed a multi-



destination opportunity that transforms the I-65 corridor into a premier international tourism route. Building on Sweet Home Alabama's foundational "Get Your Vibe on I-65" initiative, the enhanced "Lake Shores to Gulf Shores" strategy creates a compelling narrative that connects America's heartland from the Great Lakes to the Gulf Shores of Alabama.

## **BANDWANGO**

We also launched a partnership with Bandwango this year and have been thrilled with the results. Last year, we featured trails such as the Mobile Tiki Week Experience and the Mobile Mardi Gras Experience. This year, we are focused on creating added value for visitors who want to experience Mobile's attractions, by offering discounted attraction passes. Visit Mobile pays for this service as a benefit to our attraction partners. Our goal is to increase visibility for our partners and generate additional economic impact for our destination.

## **CONTENT CREATOR**

This year, we are launching new partnerships with influencers and content creators. While we have long known the potential of this medium, we have found it challenging to show a return on the investment. To address this, we have partnered with Brandwatch, a platform that helps vet content creators by providing insights into a creator's audience demographics and the health of their content, including engagement and feedback. By building a clear messaging strategy and leveraging Brandwatch, we can select the right creators to maximize message lift. We have also built a plan for creator types to identify how much Visit Mobile will invest in each campaign. We are very excited about this program and eager to showcase Mobile through creator's engaging storytelling.

## **DISTINCTLY MOBILE**

Cultural Heritage has become a major reason for visitors to travel, and with almost 325 years under its belt, Mobile has much to offer. With the Africatown Heritage House and Welcome Center, the County's



Civil Rights district, and the Dora Franklin Finley African American Heritage Trail, Mobile has even more ways to experience its culture. Even the newly completed Hall of Fame walk is a nod to Mobile's culture of excellence.

## PUBLIC RELATIONS & COMMUNICATIONS

**Upgrade Your Expectations:** The public relations and communications team will continue its robust support of the Upgrade Your Expectations campaign, with increased direction to engage journalists, content creators and influencers to authentically showcase Mobile as a premier destination. These strategies include Visit Mobile's six established pillars, as well as city- and county-level developments such as Amtrak, the international airport, renovated park facilities and, golf courses and more.

**Advertisement Placement and Strategy:** The team will continue with a purposefully driven advertising placement strategy that pairs the voice and brand of Visit Mobile with the mission and style of the advertisers with whom we partner. The inclusion of prominent, popular international publications has proven successful and will remain part of the strategy.

**Convention & Sales Advertising and Support:** Advertising and marketing efforts to increase visibility and awareness of Visit Mobile's Convention & Sales team's markets remain strong and aligned with the organization's goals. This includes pitching Mobile's increasing development, convention and meeting services.



## PARTNERSHIP

### 2026 INITIATIVES

The Partnership Department will continue to focus on delivering valuable partner benefits while cultivating a strong, connected tourism community across the Visit Mobile partner base. The initiatives that support this work are listed below:

- Efforts will focus on expanding and strengthening the Partnership Program through increased education and engagement within the broader tourism and local community.
- Communication with partners will be prioritized through relationship-based outreach, including networking opportunities, personal visits, as well as monthly convention calendar emails, e-newsletters and partner calls.
- Ongoing enhancements to the partnership portal will support partner access to key resources, including calendars, reports, and educational and training opportunities.
- Training and educational initiatives will remain a priority to support volunteers, Visitor Information Specialists, and Tourism Ambassadors.
- The Tourism Ambassador Program will continue to grow and evolve, with a focus on education, community involvement, and ongoing engagement opportunities.
- Partner-focused networking and hospitality initiatives will highlight Mobile's diverse venues while providing partner-networking opportunities.
- Continued engagement in key community events and local activations will support tourism, visibility, and partner connection throughout the year.



# MOBILE CELEBRATES TOURISM

## By the Numbers

### NUMBER OF VISITORS\*\*

**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**  
**2024 - 3,500,000**  
**2025 - TBD**

Alabama Tourism Department,  
Economic Impact of Travel

### AVERAGE DAILY HOTEL RATE

**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**  
**2024 - \$106.94**  
**2025 - \$107.86\***

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

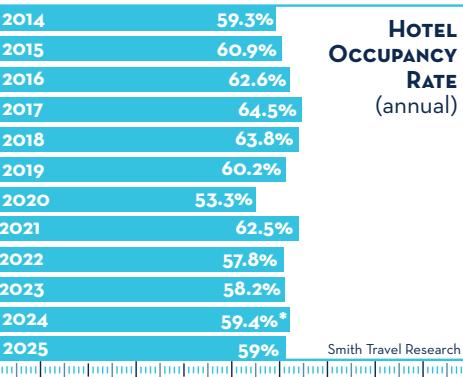
City	County
<b>2014 - \$7,174,830</b>	\$2,320,052
<b>2015 - \$7,529,252</b>	\$2,421,391
<b>2016 - \$7,876,145</b>	\$2,554,441
<b>2017 - \$8,269,682</b>	\$2,721,602
<b>2018 - \$8,888,287</b>	\$2,851,613
<b>2019 - \$8,874,232</b>	\$3,042,325
<b>2020 - \$7,290,241</b>	\$2,502,250
<b>2021 - \$9,436,590</b>	\$3,484,335
<b>2022 - \$10,907,305</b>	\$3,891,673
<b>2023 - \$11,231,889</b>	\$4,071,175
<b>2024 - \$11,619,358</b>	\$4,193,282
<b>2025 - \$12,717,747</b>	TBD

Data from Mobile's City and County Monthly Financial Reports

### TOTAL VISITOR SPEND

**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**  
**2024 - \$1,900,000**  
**2025 - TBD**

Alabama Tourism Department, Economic Impact of Travel



\*Reflects data through November 30, 2025. Smith Travel Research. \*\*Visitor numbers do not reflect short term renters' visitorship.

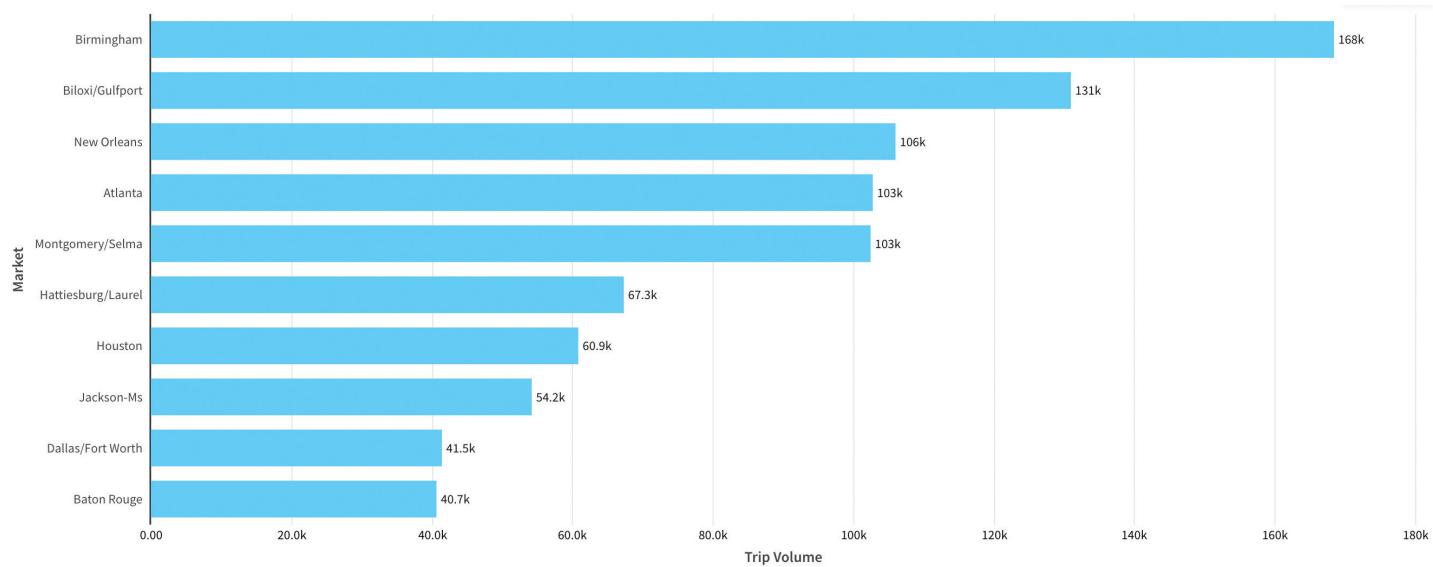
# KEY METRICS

## EXPEDIA 2024-2025 CAMPAIGN RESULTS



AD SPEND	IMPRESSIONS	CLICKS	CTR	ROOM NIGHTS	REVENUE	ROAS
\$200K	5,862,000	12,064	0.21%	15,322	\$2.63 M	13.2

## 2024-2025 TRIP VOLUME BY TOP ORIGIN MARKET



## LOCAL, STATE AND NATIONAL COLLABORATIONS

Africatown Collaborative/Community  
Alabama Association of Destination Marketing Organizations  
Alabama Coastal Foundation  
Alabama Congressional Tourism Caucus  
Alabama Restaurant and Hospitality Association  
Alabama Tourism Department  
Alabama Travel Council  
Alabama Travel Partnership  
American Advertising Federation/Mobile Chapter  
American Bus Association  
American Society of Association Executives and Chapters  
Brand USA  
City of Mobile  
Coastal Alabama Partnership  
Conference Direct  
Congressional Black Caucus  
Connect  
Continental Kitchen  
Cruise Lines International Association  
Destinations International  
Educational Travel Consortium  
Florida Caribbean Cruise Association  
HelmsBriscoe  
Maritz Travel  
Meeting Professionals International and Chapters  
Mobile Airport Authority  
Mobile Area Black Chamber of Commerce  
Mobile Area Chamber of Commerce  
Mobile Area Lodging Association  
Mobile Area Lodging Corporation  
Mobile Arts Council  
Mobile County  
Mobile Sports Authority  
Mobile Tennis Center  
Moon Pie Over Mobile  
National Coalition of Black Meeting Planners  
National Tourism Association  
Oak View Group  
Professional Convention Management Association and Chapters  
Public Relation Society of America/AL Chapter  
Society of Government Meeting Planners  
Southeast Tourism Society  
Southern Rail Commission  
Sports Alabama  
Student Youth Travel Association  
Travel South International  
University of South Alabama - Hospitality and Tourism Management Program  
Young Professionals of Mobile

## **VISIT MOBILE BOARD OF DIRECTORS EXECUTIVE COMMITTEE**

STAN CHASSIN (Chair) – Chairman of the Board  
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  
MIKE LEE (Past Chair – Cruise Industry  
KELLY FINLEY – Publishing/Broadcasting – Media Industry  
BOB BAUMHOWER – Sports Industry  
JUAN PEASANT – County Commission District 1

## **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  
TINA POIROUX – City Council District 4  
OPEN – City Council District 6  
RICHARD H. WEAVIL – City Council District 7  
TRAVIS JOHNSON – County Commission District 3  
JON CARFAGNO – Arts Community  
LYNNE CHRONISTER – Education Industry  
OPEN – Member-At-Large  
KAREN POTHE – Membership  
BOB OMAINSKY – Restaurant Industry  
OPEN – Travel Industry  
PRESTON BOLT – Legal Counsel

## **CITY ADMINISTRATION**

MAYOR, SPIRO CHERIOTIS

## **CITY COUNCIL MEMBERS**

CORY PENN – District 1  
DR. SAMANTHA INGRAM – District 2  
C.J. SMALL – President – District 3  
BEN REYNOLDS – District 4  
ROBERT “BEAU” FLEMING III – District 5  
JOSH WOODS – District 6  
GINA GREGORY – District 7

## **COUNTY COMMISSION**

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

## **MOBILE AREA LODGING CORPORATION BOARD OF DIRECTORS**

KENT “SPIKE” BLACKINTON – Chair, MALA President  
MARGO GILBERT – Vice Chair  
RACHEL DAVIS  
PINAL PATEL – Treasurer  
RAJ DESAI  
VIRENDRA “KEN” PATEL  
AARON WATZ  
JUDI GULLEDGE  
HUNTER OMAINSKY  
CORY PENN – Ex Officio  
DAVID CLARK – Ex Officio

