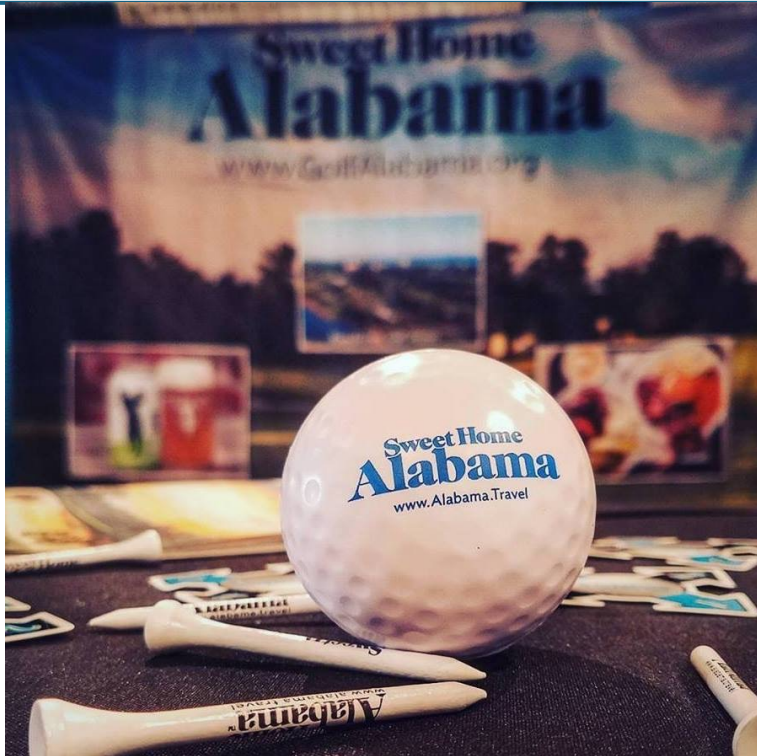


Sweet Home Alabama

Alabama Tourism Department's Golf Marketing Efforts

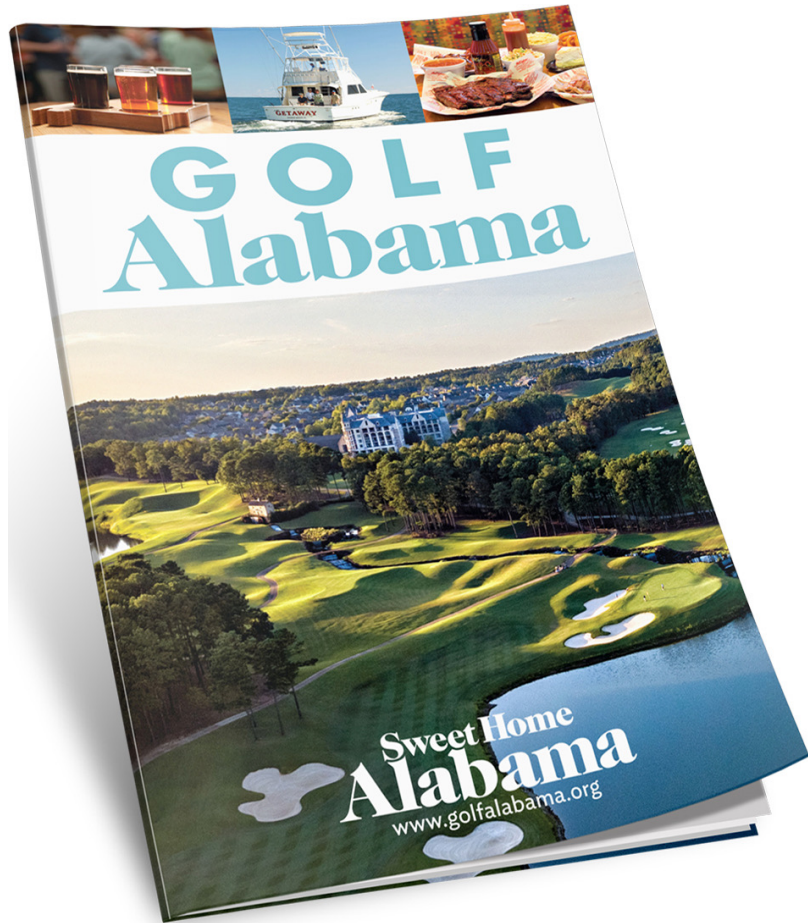
Facilitated by Kerry Teague of ATD and Pam Shaheen of Crossroads Marketing, Inc.



- Golf Alabama Guide
- Consumer Golf Shows
- Print/Online Advertising
- Social Media/Website
- Golf Media Tours
- Golf Group Cooperative Program

Sweet Home Alabama

Golf Alabama Guide



- 30th Annual Issue in 2025
- 30,000 Printed and 100,000+ Digital
- Distributed at golf shows, welcome centers, fulfillment for golf advertising and other consumer and trade shows

Sweet Home Alabama

Consumer Golf Shows

- 10 expos in first quarter each year
- Participation by RTJ Golf Trail, Coastal Alabama Golf and DMO's



THIS IS Alabama

Award-winning dining, a booming craft beer scene, luxurious resorts, and exceptional year-round golf on courses along the Robert Trent Jones Golf Trail await you in Alabama. Plus, with Jerry Pate's Kiva Dunes and Arnold Palmer's Craft Farms in Gulf Shores, from the Mountain Lakes to the Gulf Coast, you can take it all in.

With all INTERSTATE travel and DIRECT FLIGHTS into many airports, getting here is easy.

Sweet Home
Alabama
www.GolfAlabama.org



Robert Trent Jones Golf Trail at Grand National, Auburn-Opelika

Sweet Home Alabama

Print/Online Advertising

- Golf publications in regional markets (i.e. TX, OK and GA) and consumer golf show markets (i.e IL, MI and OH)
- Partnering with USGA Golf Associations in direct flight markets - eblasts and ads



Sweet Home Alabama

Social Media and Website



@golfalabama (Facebook) and @golfalabamaofficial (Instagram) pages collectively have over 55,000 followers.

www.GolfAlabama.org is the NEW complementary site for the Golf Alabama Guide, highlighting itineraries, destinations and golf courses.



Sweet Home Alabama

Golf Media Tours

Alabama Tourism hosts an average of 8 golf travel writers each year in a coordinated and hosted Golf Media Tour, moving the trip around the state from year to year, partnering with DMOs.



Sweet Home Alabama

Golf Group Co-op Program



IAGA Annual Conference

- ATD as sponsor since 2019
- Hosted at The Grand Hotel in 2022

African American Golf Exp0

- 2024 is first year for ATD participation



IAGTO North American Golf Tourism Convention (NAC)

- Birmingham CVB participation since 2017
- ATD & other DMO's since 2019



www.AlabamaGolfTours.com



IAGTO North American Golf Tourism Convention (NAC 2025)
Birmingham, June 17-20, 2025