

# Grey Brennan

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Deputy Director

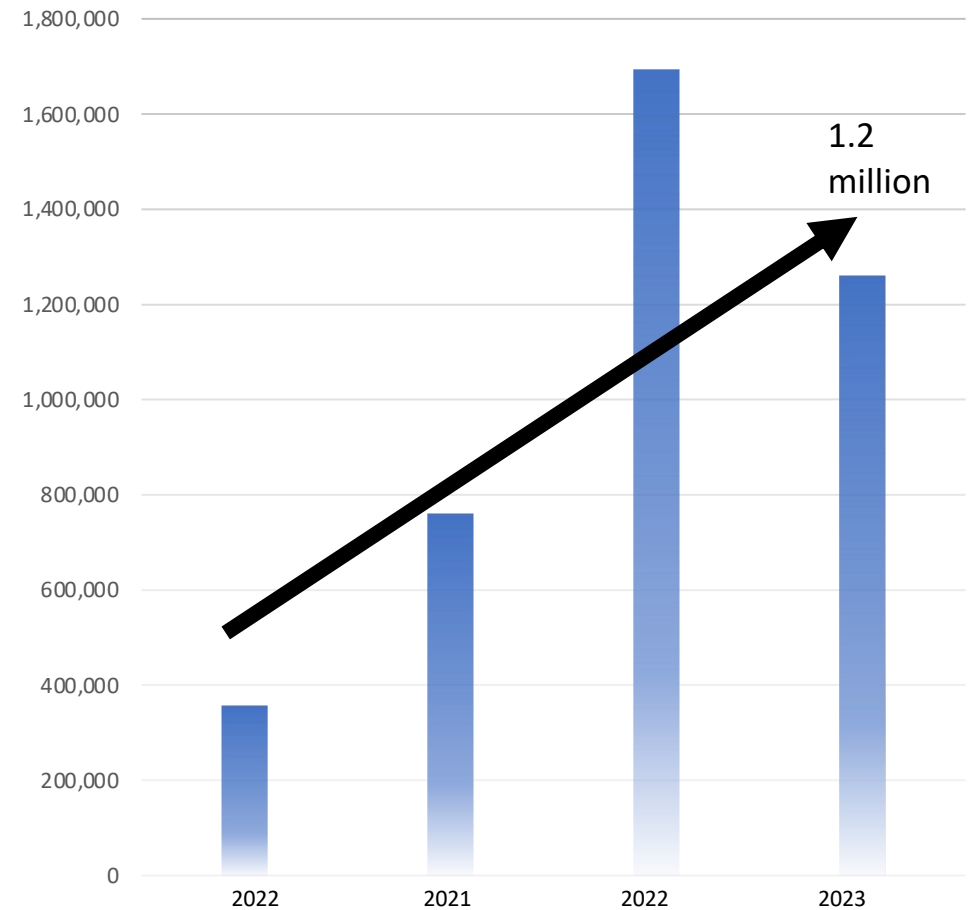
Alabama Tourism Department



Welcome Center  
1.2 million+ visitors  
last year

2020 –	356,288
2021 –	756,396
2022 -	1,692,220
2023 -	1,259,979

WELCOME CENTER VISITATION



# Welcome Center refresh schedule

- **Last fiscal year – 1 center**
  - Lanett
- **This fiscal year – 2 centers**
  - Ardmore & Grand Bay
- **2025 fiscal year - 4 centers**
  - Houston, Sumter
  - DeKalb, Baldwin
- **2026 fiscal year – final center**
  - Cleburne





Lanett – finished



Ardmore under construction now, artist rendering



Grand Bay refresh to begin soon, artist rendering



Houston refresh to begin next fiscal, artist rendering



Sumter refresh to begin next fiscal, artist rendering





DeKalb refresh to begin next fiscal, artist rendering



Baldwin refresh to begin next fiscal, artist rendering



Cleburne refresh to begin 2026 fiscal, artist rendering



## Welcome Center Updates

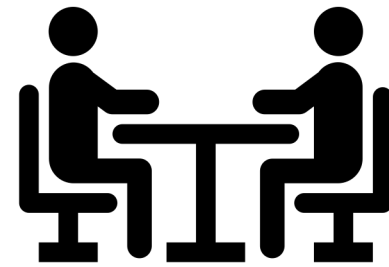
Trisia Collier  
ATD Welcome Center Manager

Doug Ralston  
TrueOmni CEO & President



# ATD Tourism Free Workshops

Spring 2025





## U.S. Civil Rights Trail Connectivity Pilgrimage

- Montgomery, Alabama
- Oct 2024
- Local tours for our neighboring tourism officials

STS  
Connections

Auburn/Opelika  
Sept 9-12, 2024



# CONNECTIONS



SOUTHEAST TOURISM SOCIETY



NTA comes to Huntsville Nov 17-20, 2024





June 17-19, 2025, North America Golf Tourism Convention in Birmingham

July 27-  
Aug 6, 2025





# Brooklyn's request

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What's New

Year of Trails

Important Anniversaries



Brooklyn Lundy ATD PR Manager

# Alabama Living Legends

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Brand USA



Mural painter for the  
Alabama Mural Trail  
**Missy Miles, Hamilton**



Story-telling quilter portraying  
civil rights battle  
**Yvonne Wells, Tuscaloosa**



Retired black baseball player  
for the New York Mets  
**Cleon Jones, Mobile's Africatown**



Bao that benefits children in poverty  
**Whitley Dykes, owner of The  
Irritable Bao, Auburn**

# Alabama Living Legends

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Brand USA



BBQ champion and pit master  
at iconic Big Bob Gibson Bar-B-Q  
**Chris Lilly, Decatur**



Dishing up food history: fried  
green tomatoes and Mardi Gras  
**Chris Andrews, Mobile**

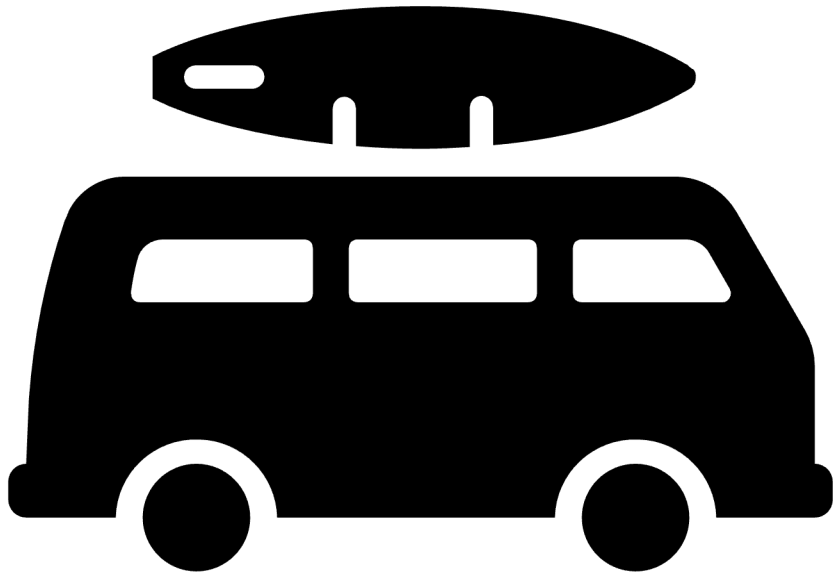


Civil Rights activist who joined  
Dr. Martin Luther King's march  
**Joanne Bland, Selma**



Backing player for Cher, Aretha  
Franklin and Paul Simon  
**David Hood, Muscle Shoals**

# Iconic Road Trip Hub



100<sup>th</sup> Anniversary Nov 2026

UNITED STATES



The Brand USA logo consists of a blue square containing a white dotted outline of the United States. Below the square, the text 'VisitTheUSA.com' is written in white. Below that, a dark blue rectangle contains the text 'Brand USA' in white.

Iconic Road Trip



VisitTheUSA.com

**Brand USA**

Iconic Road Trip





VisitTheUSA.com

**Brand USA**

- Work to begin Oct 2024
- Launch May 2025

**BRAND USA WILL BE CONTACTING CITIES ALONG THE ROUTE SOON**



VisitTheUSA.com

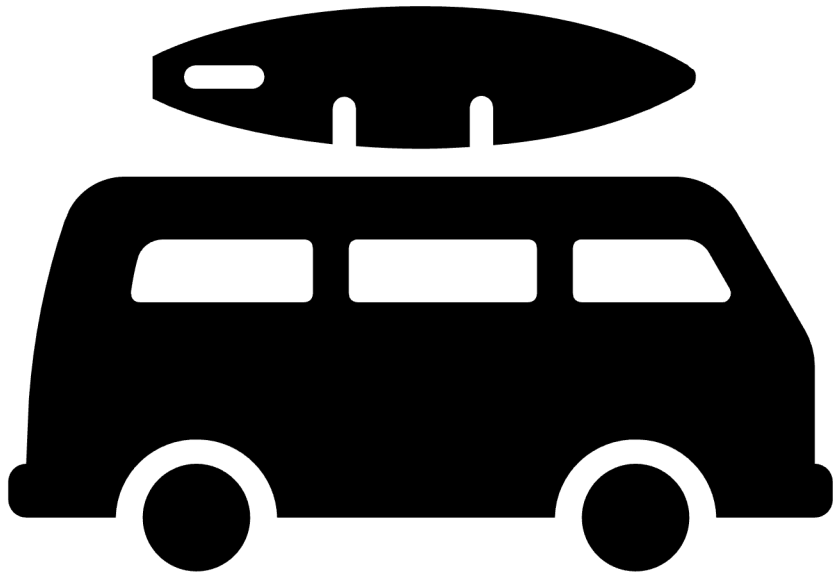
Brand USA



Iconic Road Trip - Southern Music

# Proposed Iconic Road Trips

1-65 Great Lakes to Gulf / Southern Music



# Amtrak – Mobile to New Orleans

Mobile Council voting soon

This route, if started, would be Alabama's second Amtrak.

Amtrak Crescent already connects Anniston, Birmingham and Tuscaloosa to cities like New Orleans, Atlanta, Washington D.C., and New York



# Filming Destinations Highlights

- Huntsville
- Birmingham
- Montgomery
- Mobile



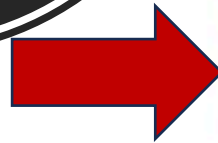


# Forecast Highlights, April 2024

Chart 4: Spending growth outlook: States

Rank	State	Percentage change	Change (in billions)
1	Hawaii	68.4%	\$5.2
2	Nevada	61.8%	\$3.2
3	Wyoming	54.2%	\$0.1
4	Oklahoma	49.8%	\$0.1
5	California	47.7%	\$10.7
6	Missouri	47.0%	\$0.1
7	West Virginia	46.7%	\$0.1
8	Connecticut	46.6%	\$0.2
9	Texas	46.2%	\$2.6
10	Montana	45.9%	\$0.1
11	Alabama	45.9%	\$0.1
12	Ohio	45.9%	\$0.3
13	Massachusetts	45.6%	\$1.5
14	Washington	44.9%	\$0.8
15	Arizona	44.9%	\$1.2
16	United States	44.7%	\$53.5

Tourism  
Economics  
2-year growth  
outlook



## Alabama Gospel entertainment at Travel South Media Marketplace during Summit Week

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- Alabama fam prior to show
- 50 top international journalist at Alabama Lunch presentation
- Held in Charleston, S.C.







UK/Ireland

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Visitor spending from UK market in Alabama estimated to have spent \$20 million in 2023.

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**Note: Potential for even more growth as 2019 spend level was \$74 million**



UK Rep Andy Facer



Germany,  
Switzerland,  
Austria

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German market visitors  
estimated to have spent in  
Alabama \$25.3 million in 2023

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**Note: This market as rebound well as  
2019 level was \$36 million**



Germany Partnership Rep Janin Nechtweh



All-In-One  
Multi-Attraction Pass  
\$280,277 in ticket sales  
8,475 admissions

*Muscle Shoals Attraction Ticket*

#1

Muscle Shoals Sound Studio  
Sheffield, Al

ALL IN  
ONE **TICKET**

\$56,395 Ticket Sales / 6,295 admissions

*Mobile Attraction Ticket*

#2

USS Alabama  
Mobile, AL

ALL IN  
ONE  
TICKET

\$48,000 Ticket Sales / 3,331 admissions

*North Alabama Attraction Ticket*



#3

Huntsville Botanical Garden  
Huntsville, Al

ALL IN  
ONE **TICKET**

\$46,009 Ticket Sales / 2,126 Admissions



*Birmingham Attraction Ticket*

#4

ALL IN  
ONE  
TICKET

*Barber Vintage Motorsports Museum  
Birmingham, Al*

\$37,180 Ticket Sales / 1,642 Admissions



# TOP 15

Payments to  
All-In-One Attractions

- 1 USS Alabama Battleship
- 2 Muscle Shoals Sound Studio
- 3 Alabama Gulf Coast Zoo
- 4 FAME Recording Studio
- 5 U.S. Space & Rocket Center



# TOP 15

Payments to  
All-In-One Attractions

- 6 Alabama Music Hall of Fame
- 7 Helen Keller Birthplace
- 8 History Museum Mobile/Ft Conde
- 9 Bellingrath Gardens
- 10 W. C. Handy Home

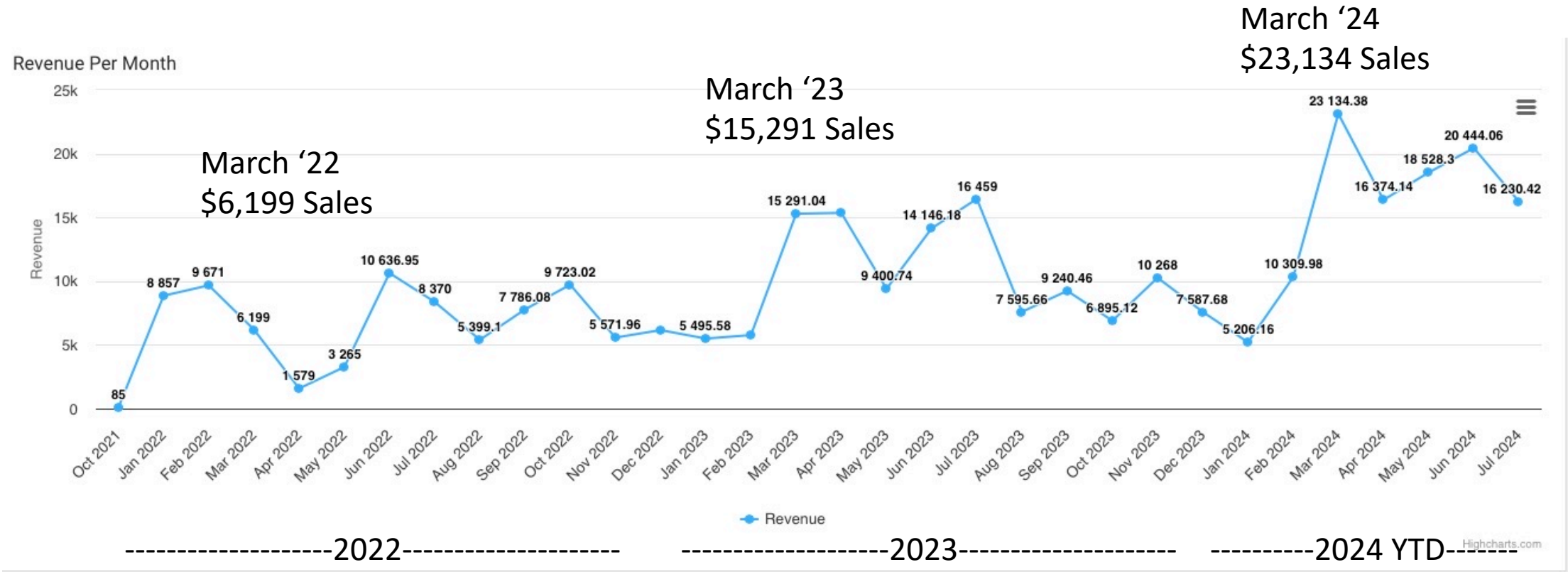


# TOP 15

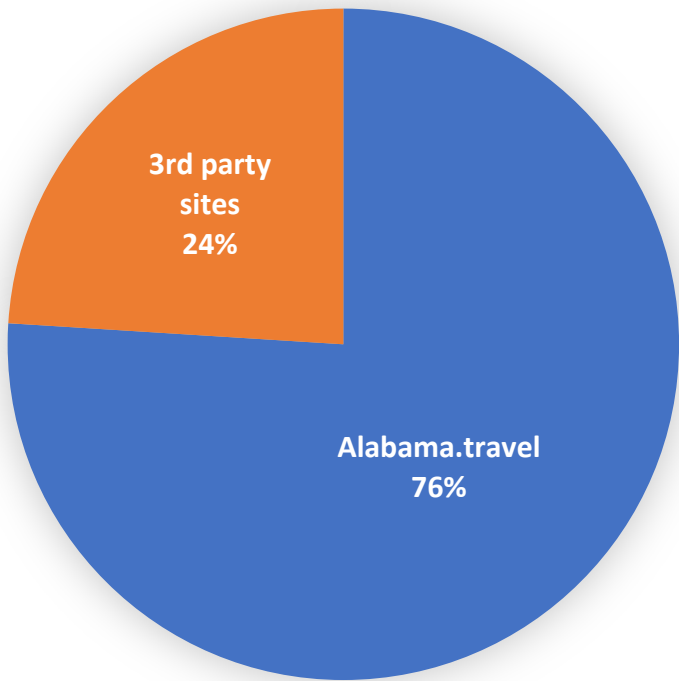
Payments to  
All-In-One Attractions

- 11 Birmingham Zoo
- 12 Alabama Aquarium Dauphin Island
- 13 Cooks Museum
- 14 Huntsville Botanical Garden
- 15 Cathedral Caverns State Park

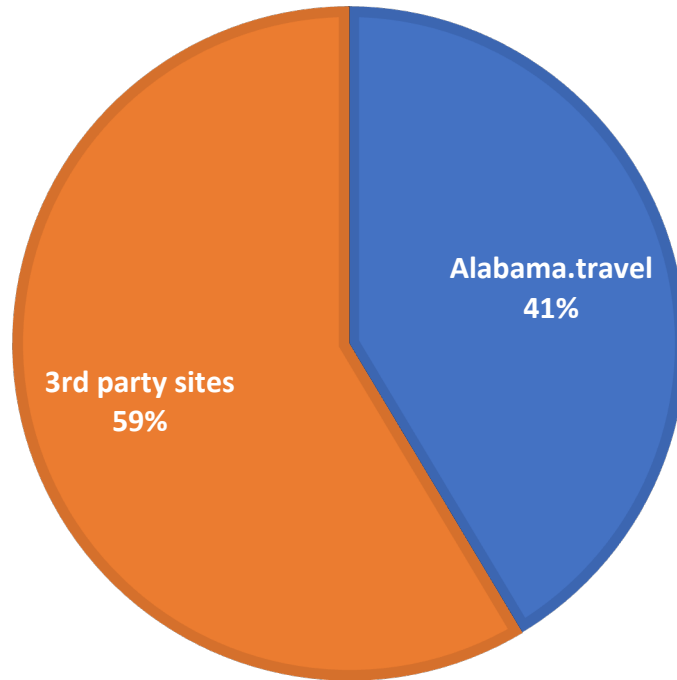
# All-In-One Ticket Sales Continue to Grow



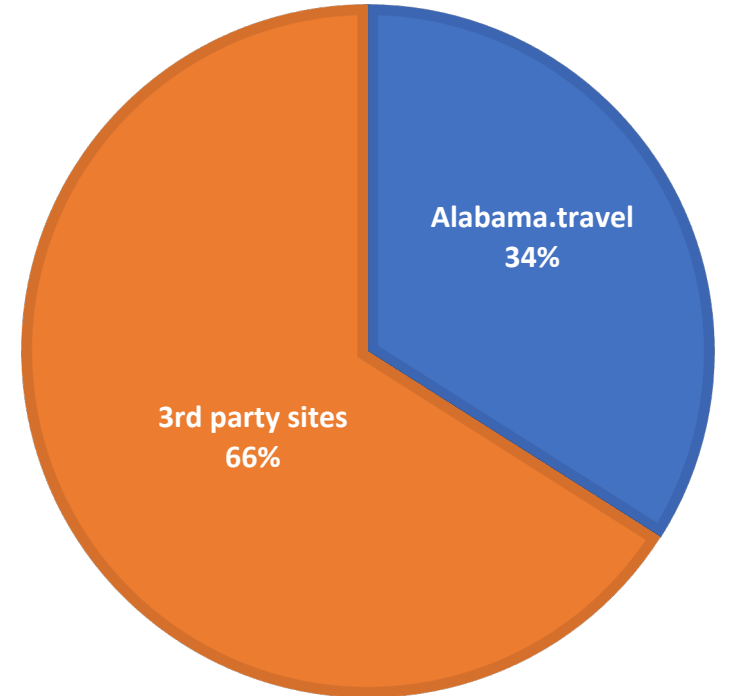
# 3<sup>rd</sup> party sales grew from 24% to 66%



2022



2023



2024 YTD



Brand USA

# TALKS TRAVEL



⤴ Pull up for precise seek

A small rectangular thumbnail showing a preview of the video content. It includes the 'USA TALKS TRAVEL' logo and a smaller version of the globe with network lines.

USA TALKS  
TRAVEL

33:08

Main Stage,  
Breakout Sessions  
&  
Trade Floor



Nate Huff and Jayne Stones



# Breakout Sessions coming up

- Tourism Exchange – DMO
- Tourism Exchange – Attractions, Accommodations, Tours
- Partner Portal
- Sports Marketing

- Tourism Exchange – DMO
- Tourism Exchange – Attractions, Accommodations, Tours
- Partner Portal
- Sports Marketing



Liz Bittner  
President & CEO  
Travel South USA