



# ALDWIN

BY THE NUMBERS

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# TOURISM REPORT

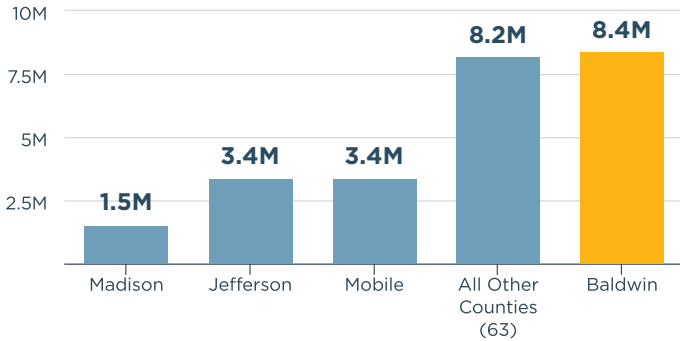
2024 | VOLUME 2



# TOURISM SNAPSHOT

## ALABAMA'S TOP COUNTIES FOR VISITORS

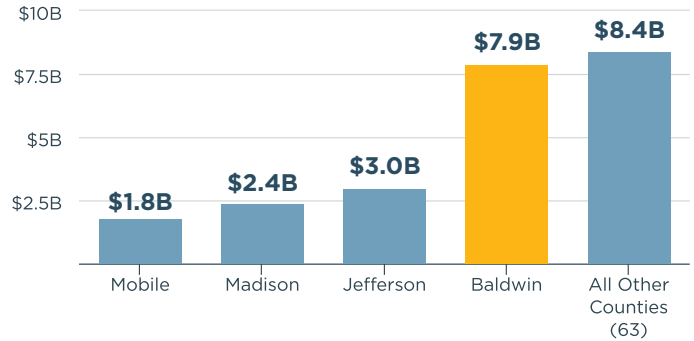
(2023)



source: Alabama Department of Tourism

## ALABAMA'S TOP COUNTIES FOR TRAVEL EXPENDITURES

(2023)



source: Alabama Department of Tourism

**Baldwin County is Alabama's #1 tourism destination, leading the state for most visitors, travel expenditures, and more.** People are drawn to Baldwin County for the quality of life, affordability, and recreation opportunities - from the charming downtowns and premier shopping to the beautiful beaches and other outdoor adventures. 6.5 million people alone visited the Gulf Shores, Orange Beach, and Fort Morgan areas of Baldwin County in 2023. Baldwin County is getting more attention every year, especially since the pandemic in 2020, as travelers are often choosing more affordable vacations.

**33.7% of all Alabama visitors are traveling to Baldwin County.**

source: Alabama Department of Tourism

## BALDWIN COUNTY TOURISM OVERVIEW 2023



**8.4M**  
Visitors

**65,000**  
Related Jobs

**375,629**  
Equivalent Population



**\$7.9B**  
Visitor Spending

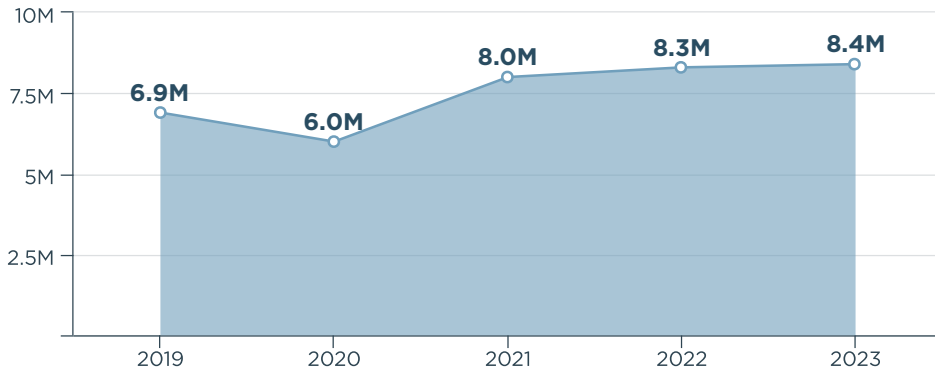
**\$2.8B**  
Annual Wages

**\$40M**  
Lodging Tax Revenue

sources: Alabama Department of Tourism, JobsEQ, U.S. Census Bureau

# TOURISM GROWTH

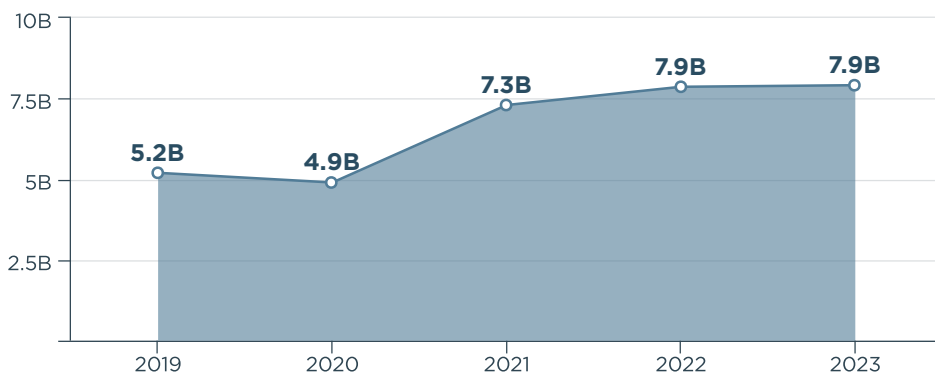
**BALDWIN COUNTY VISITOR GROWTH**  
(2019-2023)



The number of visitors traveling to Baldwin County has **grown 21.9%** in the last 5 years.

source: Alabama Department of Tourism

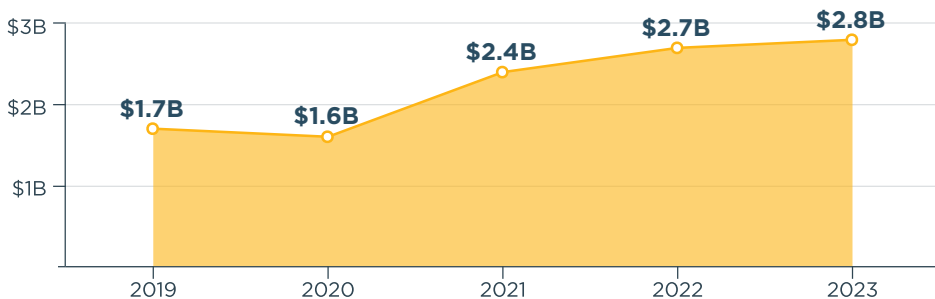
**BALDWIN COUNTY VISITOR SPENDING GROWTH**  
(2019-2023)



Travel-related expenditures in Baldwin County have **grown 52.0%** in the last 5 years.

source: Alabama Department of Tourism

**BALDWIN COUNTY TOTAL ANNUAL WAGE GROWTH FOR DIRECT AND INDIRECT TRAVEL-RELATED JOBS**  
(2019-2023)

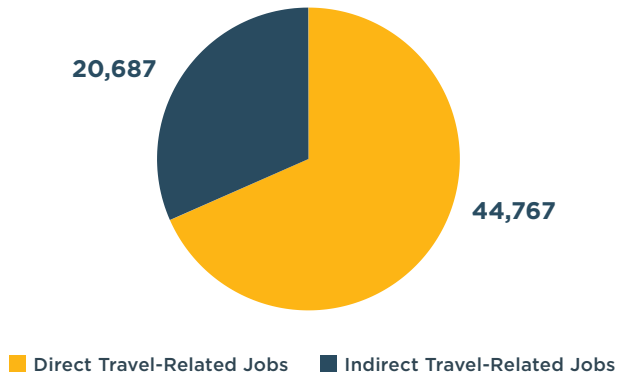


Travel-related earnings in Baldwin County have **grown 64.9%** in the last 5 years.

source: Alabama Department of Tourism

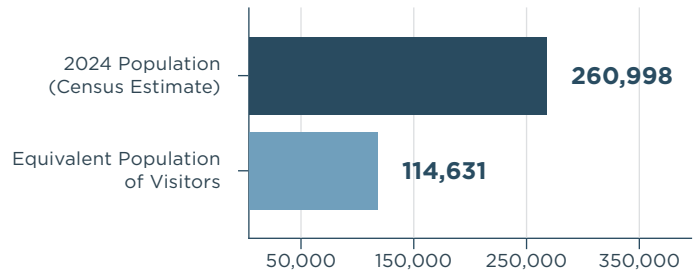
# TOURISM IMPACT

## BALDWIN COUNTY TRAVEL-RELATED JOBS (2023)



source: JobsEQ

## BALDWIN COUNTY'S POPULATION ECONOMIC ACTIVITY



**375,629 EQUIVALENT  
POPULATION TOTAL**

sources: U.S. Census Bureau, JobsEQ, Alabama Department of Tourism

Baldwin County tourism has a profound impact on the county and state economy, as **Baldwin County has the majority economic impact of Alabama's total of \$7.8 billion.** The estimated tourist population also brings the equivalent population in Baldwin County up 44%, heightening the county's economic activity. The more people flock to the beaches and other places in Baldwin County, the more impact businesses in the surrounding areas encounter. This brings more jobs and increases tax revenue for public infrastructure projects such as roads and schools.

## NEW COASTAL BALDWIN CONDO UNITS

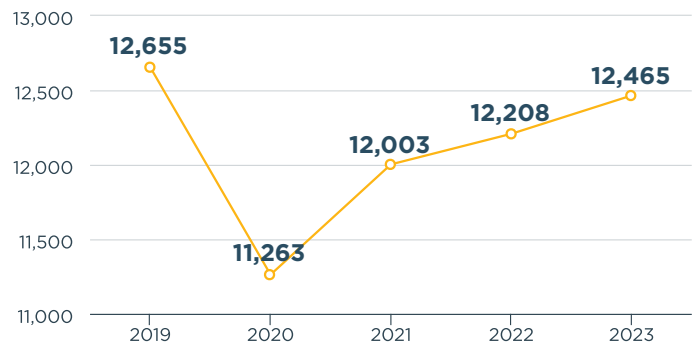
Community	Existing	In Progress	Planned
Gulf Shores	7,493	553	176
Orange Beach	11,134	441	580
Fort Morgan	1,659	0	0
<b>Total</b>	<b>20,286</b>	<b>994</b>	<b>756</b>

source: Gulf Shores & Orange Beach Tourism

**1,750 new beach condo units coming to Coastal Baldwin and over 1,200 new restaurants have opened in Baldwin County since 2020.**

sources: Gulf Shores & Orange Beach Tourism, JobsEQ

## BALDWIN COUNTY RESTAURANTS (2019-2023)

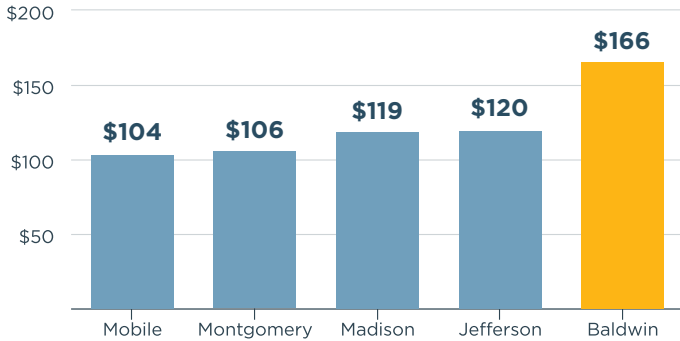


source: Alabama Department of Tourism

# TOURISM IMPACT ON REAL ESTATE

## ALABAMA'S TOP COUNTIES FOR HOTEL RATE AVERAGES

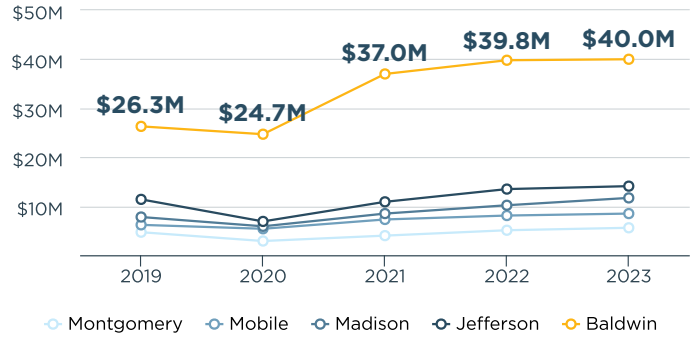
(2023)



source: Alabama Department of Tourism

## ALABAMA'S TOP COUNTIES FOR LODGING TAX REVENUE

(2019-2023)



source: Alabama Department of Tourism



**2,475** condos and homes were sold in Coastal Baldwin in 2023.

source: The Baldwin REALTORS®



Average prices increased **5.2%** 2022-2023 in Coastal Baldwin.

source: The Baldwin REALTORS®

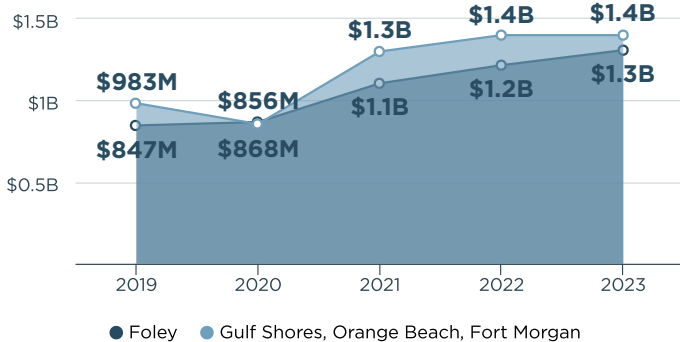


The average home price in Coastal Baldwin is **\$632,697**.

source: The Baldwin REALTORS®

## SOUTH & COASTAL BALDWIN RETAIL SALES

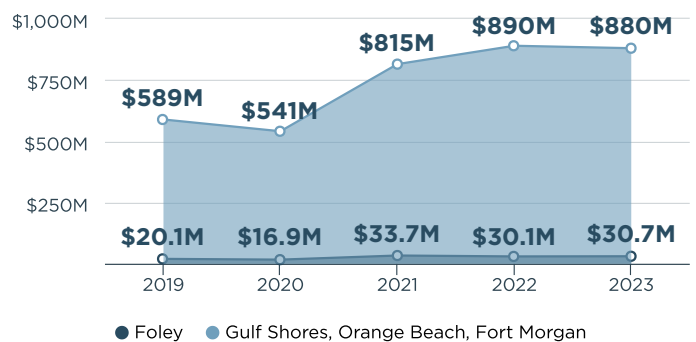
(2019-2023)



sources: Gulf Shores & Orange Beach Tourism, Foley Revenue Office

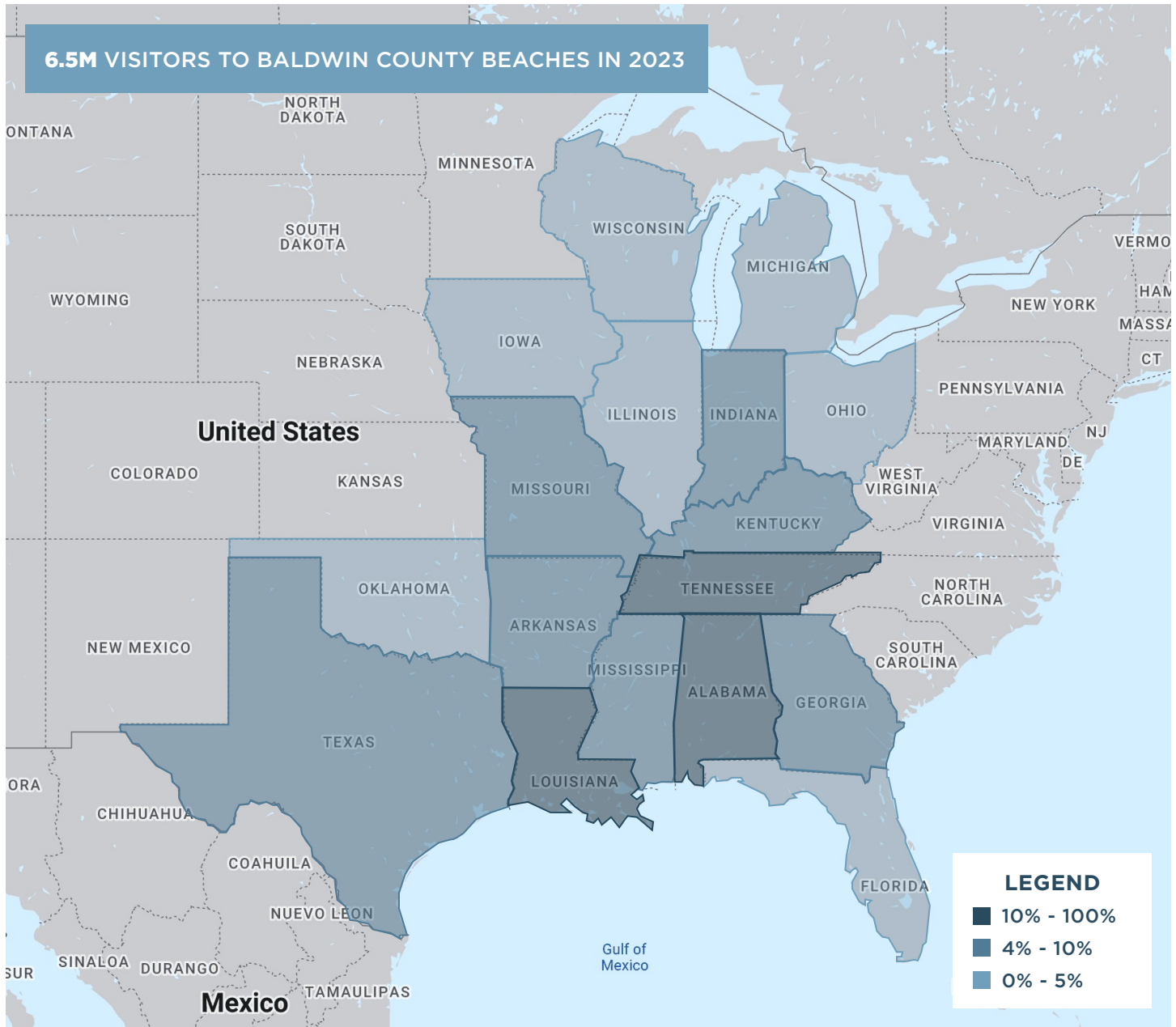
## SOUTH & COASTAL BALDWIN LODGING SALES

(2019-2023)



sources: Gulf Shores & Orange Beach Tourism, Foley Revenue Office

# VISITOR ORIGINS

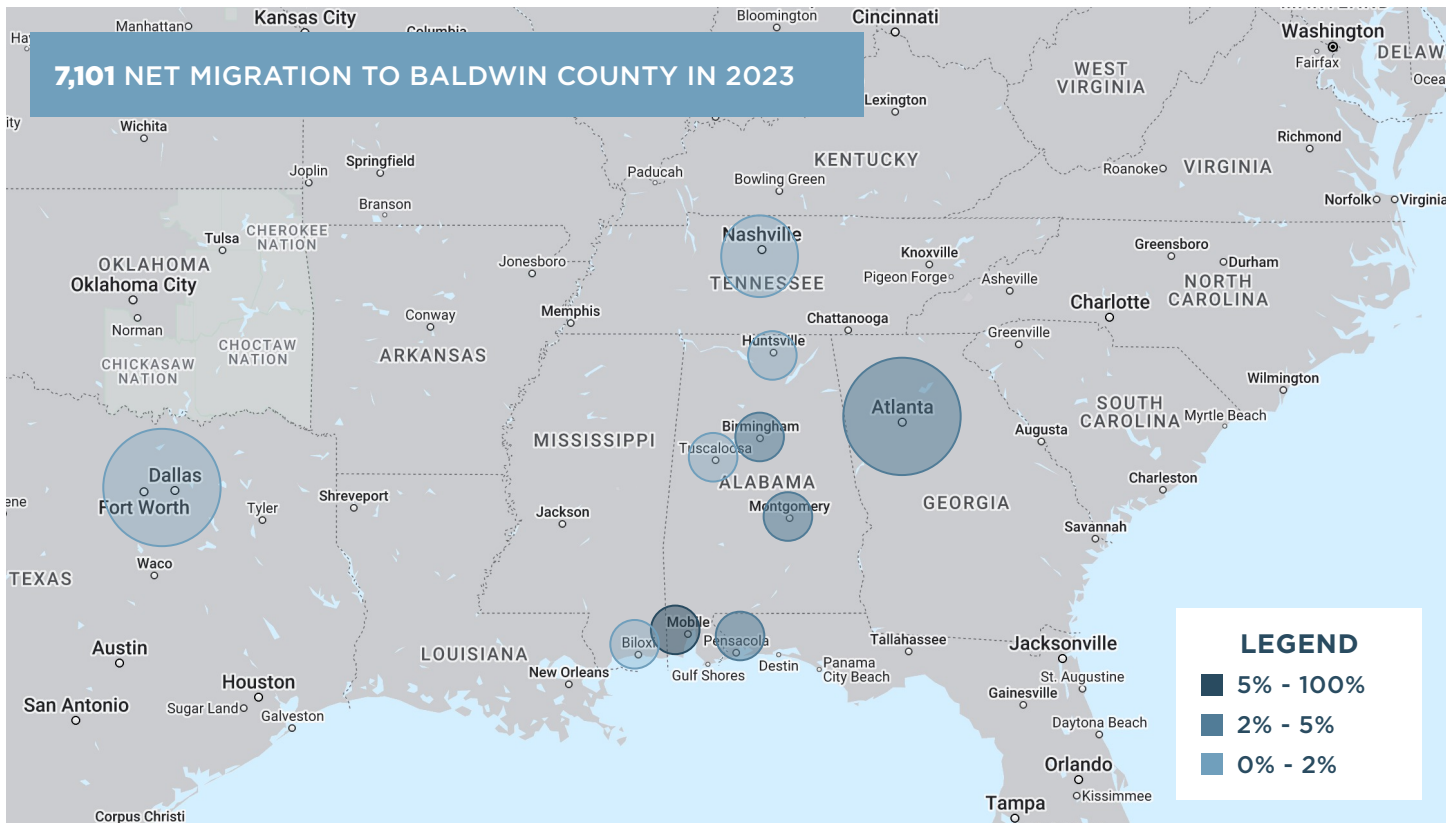


source: 2023 Key Data, Gulf Shores & Orange Beach Tourism

## LOCATION OF ORIGIN BALDWIN COUNTY BEACH VISITORS

State	AL	LA	TN	MS	TX	GA	KY	MO	AR	IN	IL	MI	WI	OH	OK	IA	FL
% of Total Visitors	21.5	12.2	10.2	8.8	5.9	5.9	4.6	4.1	4.1	4.0	3.5	2.5	1.7	1.4	1.0	1.0	1.0

# MIGRATION ORIGINS



sources: 2020 US Postal Service Data, U.S. Census Bureau

## LOCATION OF ORIGIN BALDWIN COUNTY MIGRATION

Metro Statistical Area	% of Total New Residents
Mobile, AL MSA	7.00%
Pensacola-Ferry Pass-Brent, FL	3.40%
Birmingham-Hoover, AL	2.60%
Atlanta-Sandy Springs-Alpharetta, GA	1.40%
Montgomery, AL	1.10%
Gulfport-Biloxi, MS	0.70%
Nashville-Davidson-Murfreesboro-Franklin, TN	0.70%
Tuscaloosa, AL	0.60%
Dallas-Fort Worth-Arlington, TX	0.60%
Huntsville, AL	0.60%

Baldwin County continues to be a premier destination for both tourists and new residents, creating a dynamic impact on the local economy. Annually, the county attracts 8.4 million visitors, including 6.5 million to its beautiful beaches, and 7,101 individuals decide to make Baldwin County their permanent home each year. The top states from which visitors and new residents come from overlap significantly, including Georgia, Texas, Tennessee, and Mississippi. This trend highlights a correlation that **many visitors could decide to relocate permanently after experiencing what Baldwin County has to offer.** The allure of Baldwin County's high quality of life and economic opportunity continues to draw people and businesses in, impacting the local economy and making Baldwin County one of the fastest-growing areas in the U.S.

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**CELEBRATING 30 YEARS  
OF ECONOMIC GROWTH.**