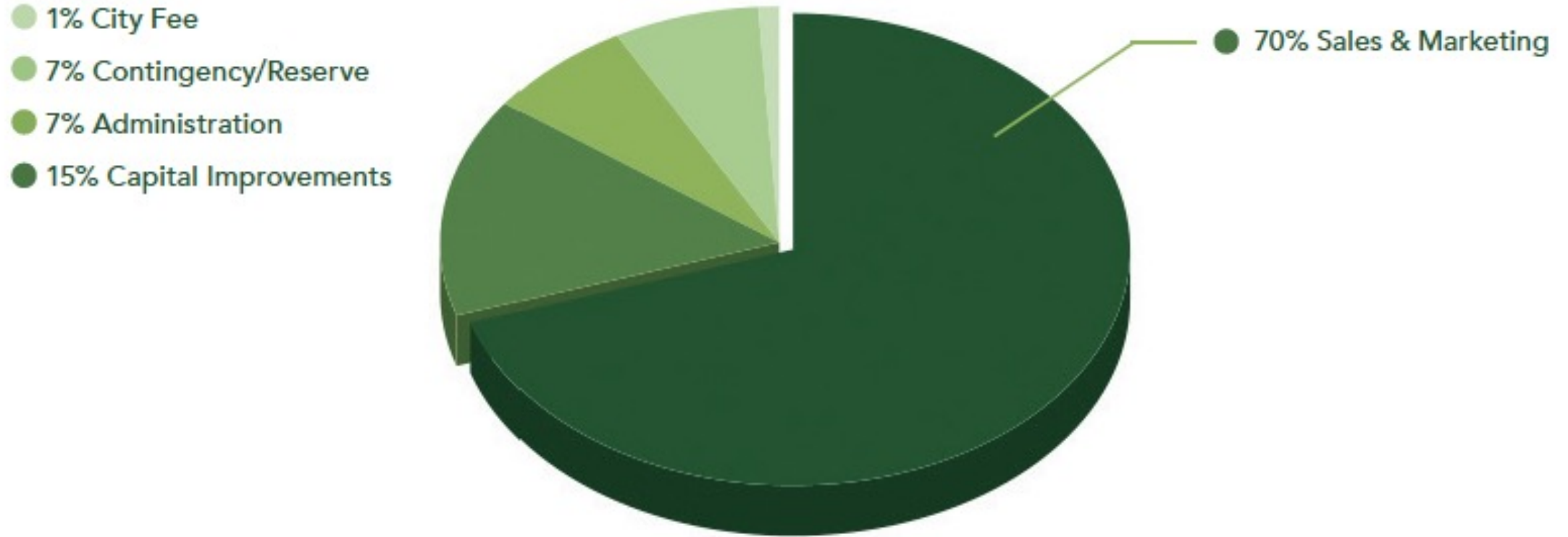




MOBILE AREA
LODGING
CORPORATION

Mobile Area Lodging Corporation FY 2024 Annual Results

Distribution of Funds



Capital Improvements & Special Projects

Tillman's Corner Beautification

Digital Visitor Kiosks

Southwest Mobile County Chamber Gateway Project

Security Patrols

Wayfinding Signage Commitment

Reputation Management Program

Gateway & Beautification Project

Recent commitment of \$56,055 for Tillman's Corner Beautification Project - to be installed late 2024. Project includes palm trees around Exit 15B and Crepe Myrtles on the median down Tillman's Corner Parkway. Additionally, \$50,000 has been committed to the Southwest Mobile County Chamber of Commerce to assist in the installation of welcome signage.



Current Marketing Initiatives

Destination Research

Print Advertising / Advertorial

Search Engine Marketing (SEM)

Social Media Advertising

Digital Display Banner Ads

Virtual Tour Photography

Online Travel Agency (OTA) Ads

Video Creation

Global Distribution Systems (GDS) Ads

Carnival Cruising from Mobile Campaigns

Advanced TV (CTV/OTT) Ads

Breeze Airline Travel Promotions

Destination Research

Average Nights in Destination

2.4

↑ 1.5% vs Previous Year

Share of Overnights

84.6%

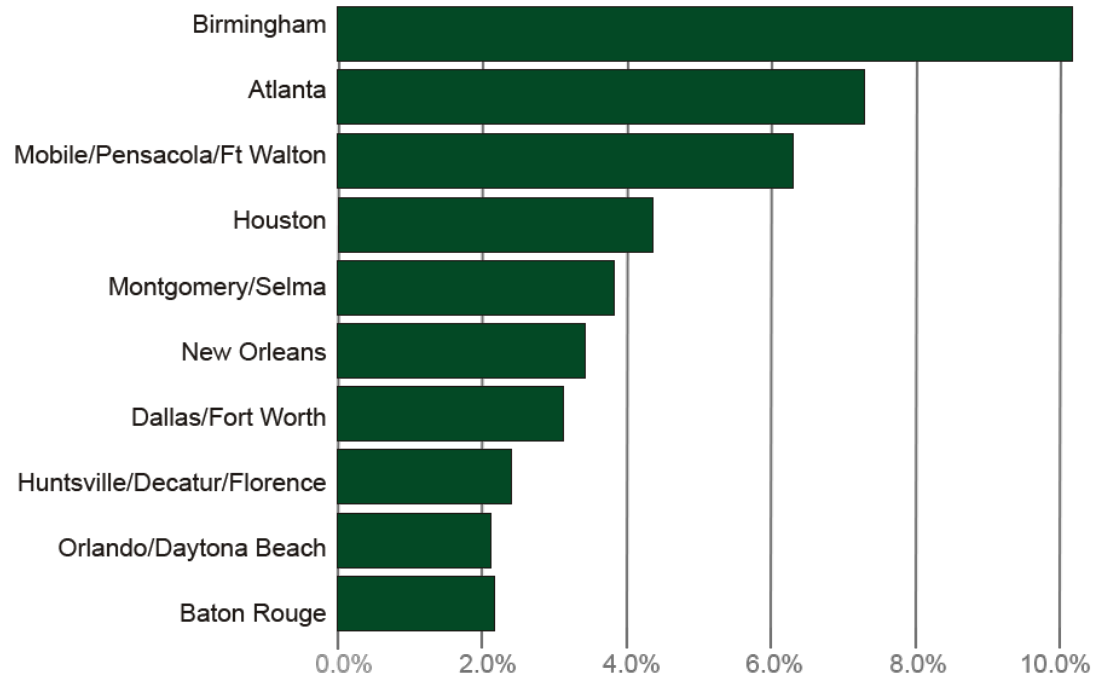
↑ 0.4% vs Previous Year

Share of Day-Trips

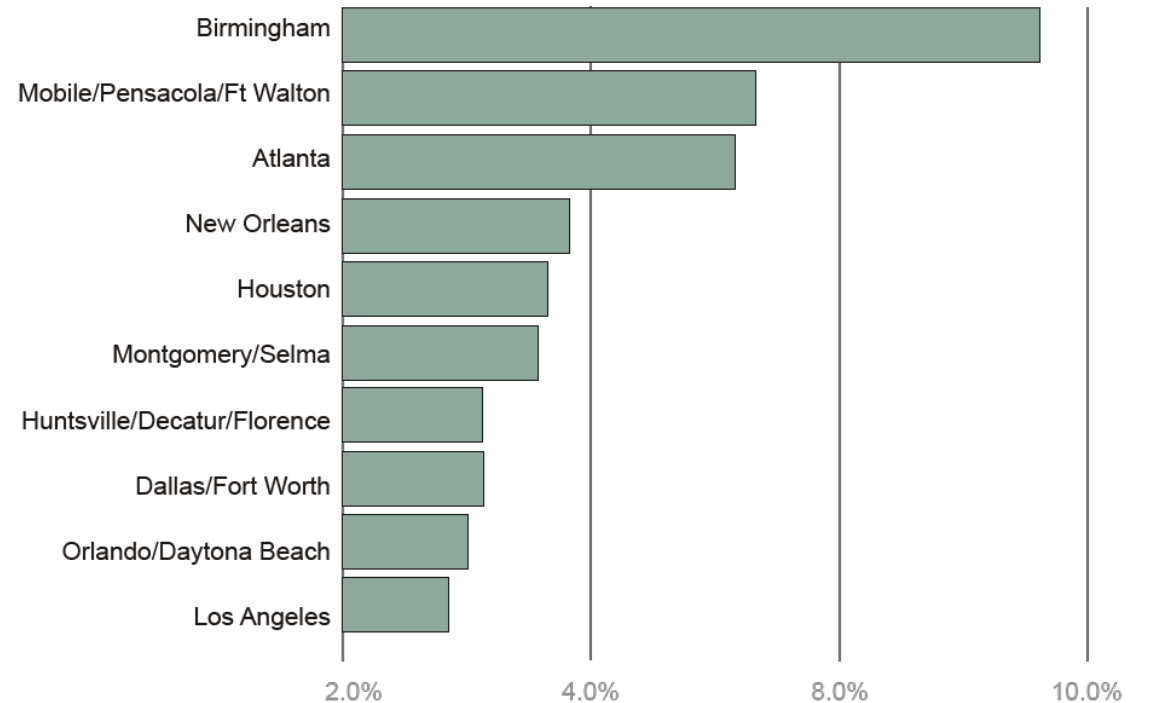
15.4%

↓ 0.4% vs Previous Year

Trip Share by Origin DMA



Revenue by Origin DMA



Paid Search Campaign

Clicks

8,811

Impressions

83,227

CTR

10.59%

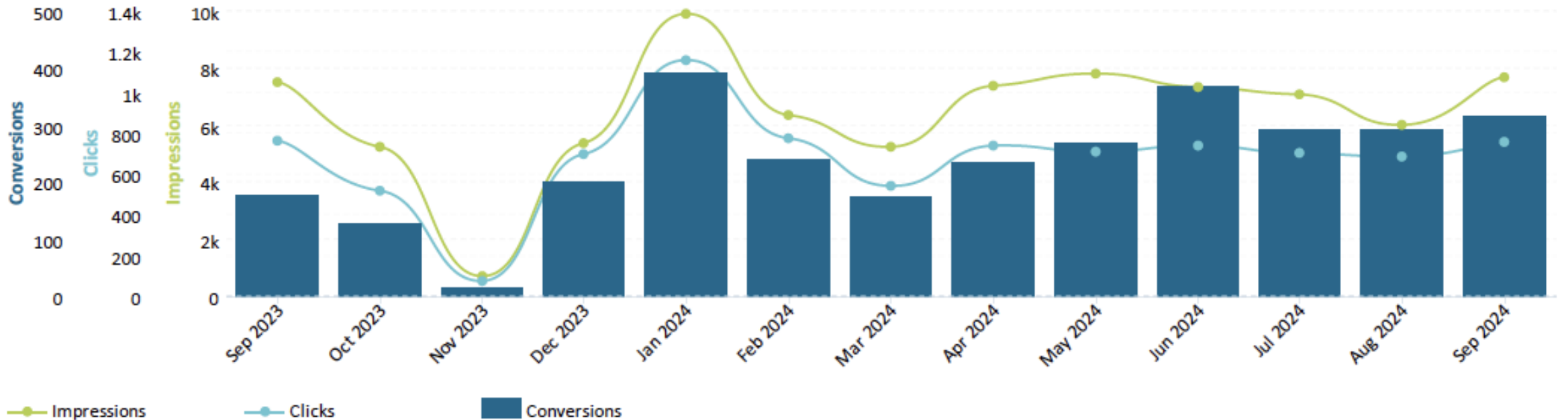
Conversions

3,090

Conversion Rate
vs. Industry Avg.

35.07%

3.87%



Over the Top / Connected TV (OTT/CTV)

602.4k
Video Starts

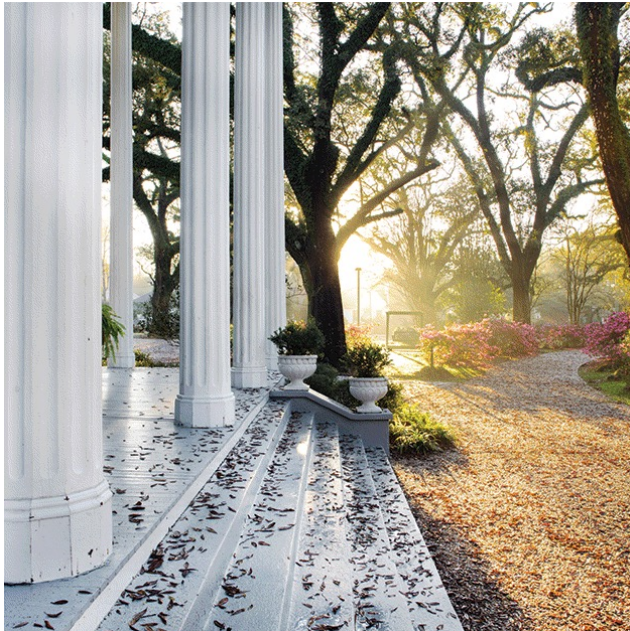
593.8k
Completes

98.6%
Completion
Rate



Sept. 2023 – Oct. 2024

Digital Display Banner Ads



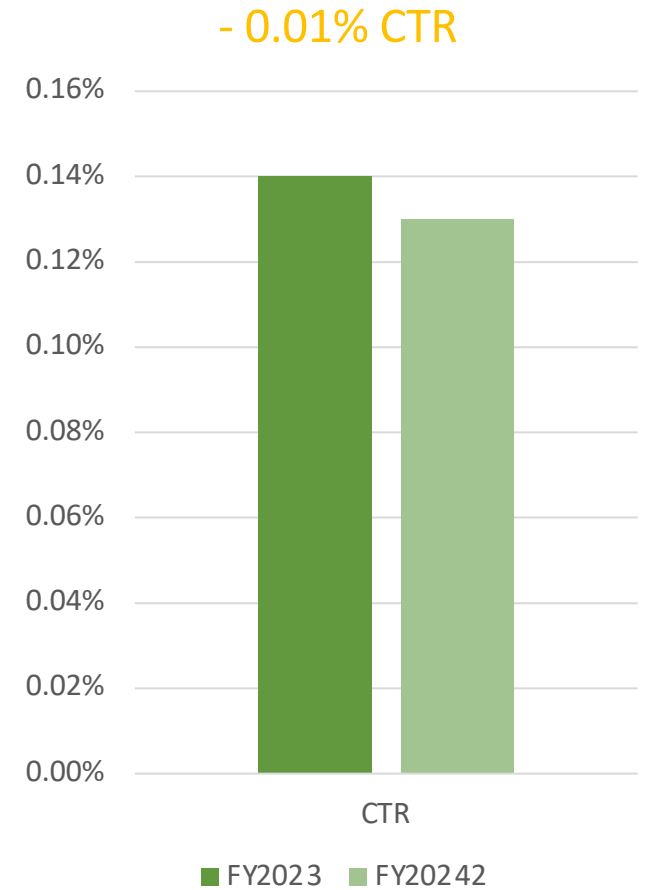
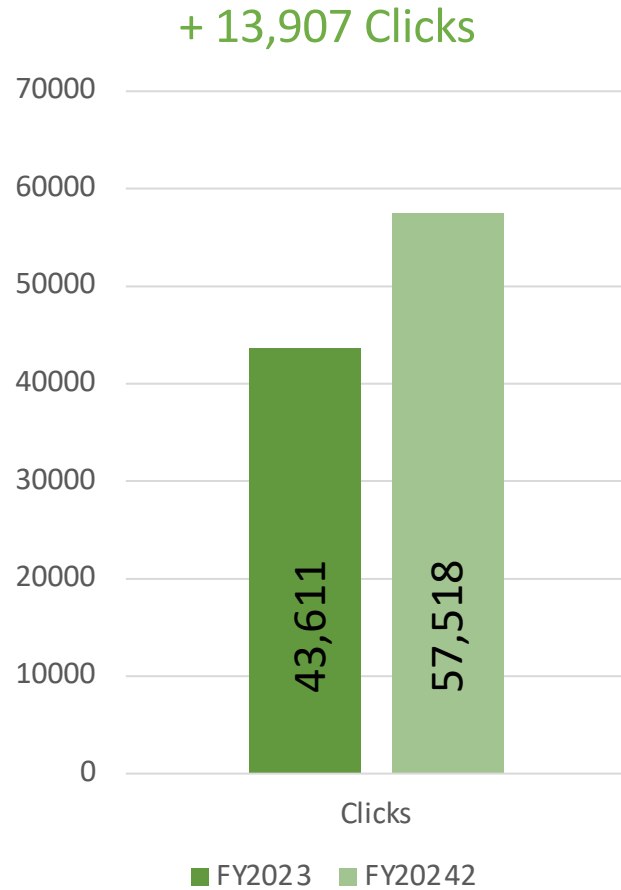
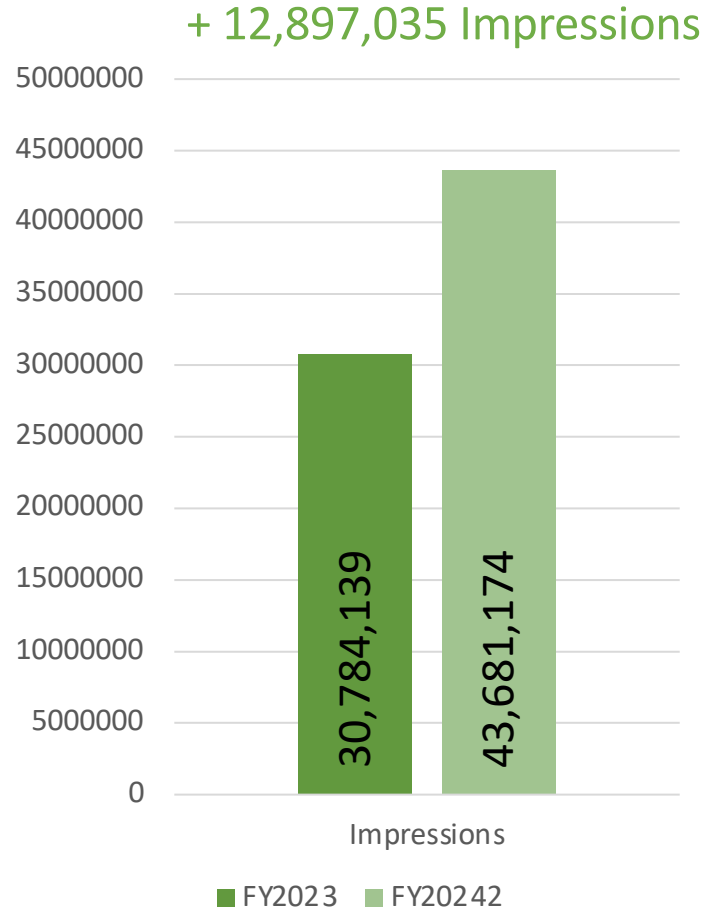
42.9M
Impressions

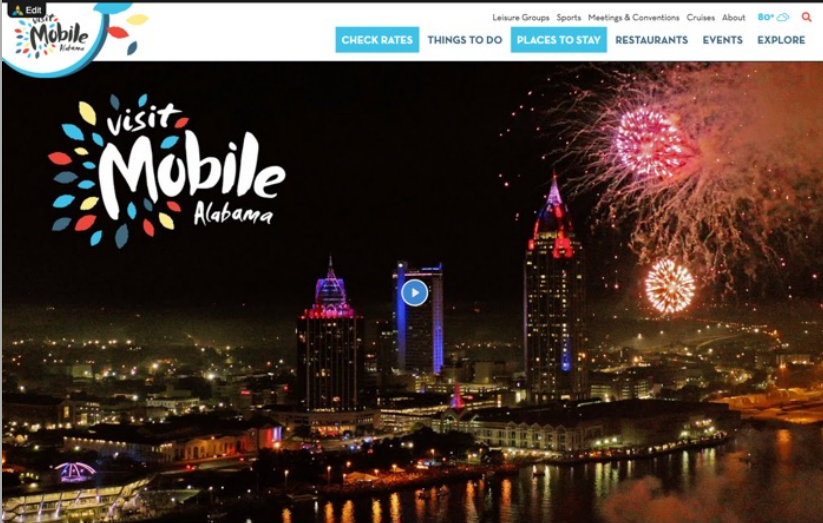
57.5k
Clicks

0.13%
CTR

Sept. 2023 – Oct. 2024

Digital Display Year-Over-Year





Digital Ads Landing Page

<https://www.mobile.org/places-to-stay/city-of-mobile-hotels/>

City of Mobile Hotels Oct 2023-Sept 2024

Sessions: 152,333 (+112.48%)

Active Users: 141,566 (+122.24%)

Engagement Rate: 21.09%

Home Share

MOBILE IS FOR...

Hospitality Worth Celebrating

In the City Born to Celebrate, every day feels remarkably like a holiday. Whether you visit during a Southern-style holiday, one of our Second Weekend art walks or just an average weeknight, be prepared for a legendary welcome.

From historic-landmark hotels to contemporary retreats, you'll find a vibrant urban scene with accommodations for every taste and budget—and hospitality that keeps you coming back.

[Find Your Place To Celebrate](#)

Discover Mobile

Mobile's never-ending activities and various attractions will keep you busy from the moment you wake until you rest your head at night.

- > Suggested Itineraries
- > Visit Mobile Blog
- > Events

Browse Accommodations

VIEW BY: Grid, List, Map | SORT BY: Recommended | Price | Price 15 | 1-12 of 55

SEARCH

DATES

Check-In: 11/01/2024 | Check-Out: 11/08/2024

NOVEMBER 2024

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

FEATURED

Springhill Suites by Marriott
2455 Springhill Memorial Dr. N.
CHECK AVAILABILITY

FEATURED

Hilton Garden Inn - Mobile West
808 Wood 145 Service Rd. S.
Average Room Price: \$169.00
CHECK AVAILABILITY

FEATURED

The Admiral
801 Government St.
Average Room Price: \$209.00
CHECK AVAILABILITY

FEATURED

Econo Lodge
145 W 145 Service Rd S
Average Room Price: \$71.99
CHECK AVAILABILITY

Expedia Media Group Ads

YOUR TRIP.
OUR DESTINATION.



YOUR TRIP.
OUR DESTINATION.



visit
Mobile
Alabama

YOUR TRIP.
OUR DESTINATION.

YOUR TRIP.
OUR DESTINATION.



Expedia Media Group Ads

52

Hotels Generated
Revenue

34

Hotels Generated
Gross Bkg > \$20,000

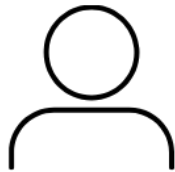
2.4

\$2.4 Million
Total Gross Bkg



Ad Spend

\$199,411



Impressions

8,378,230



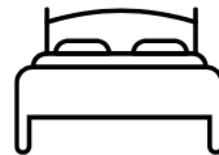
Clicks

8,991



CTR

0.11%



Room Nights

11,207



Revenue

\$2.4M

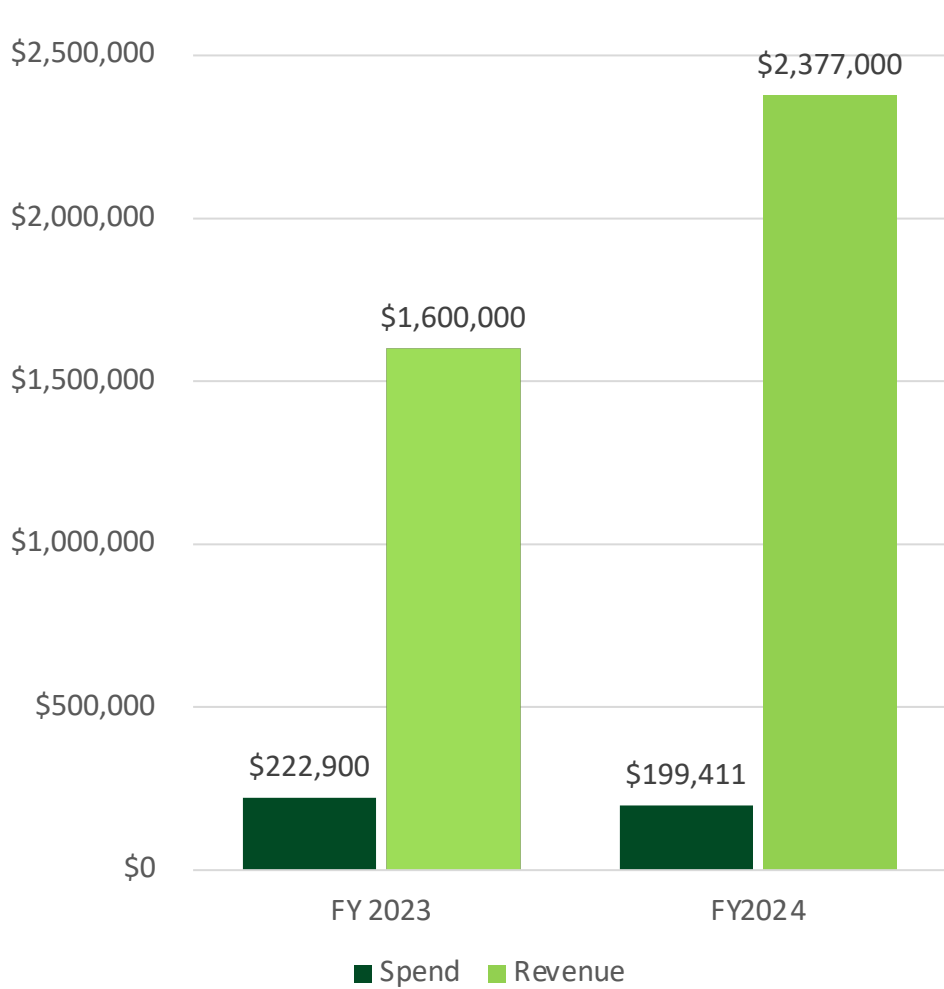


ROAS

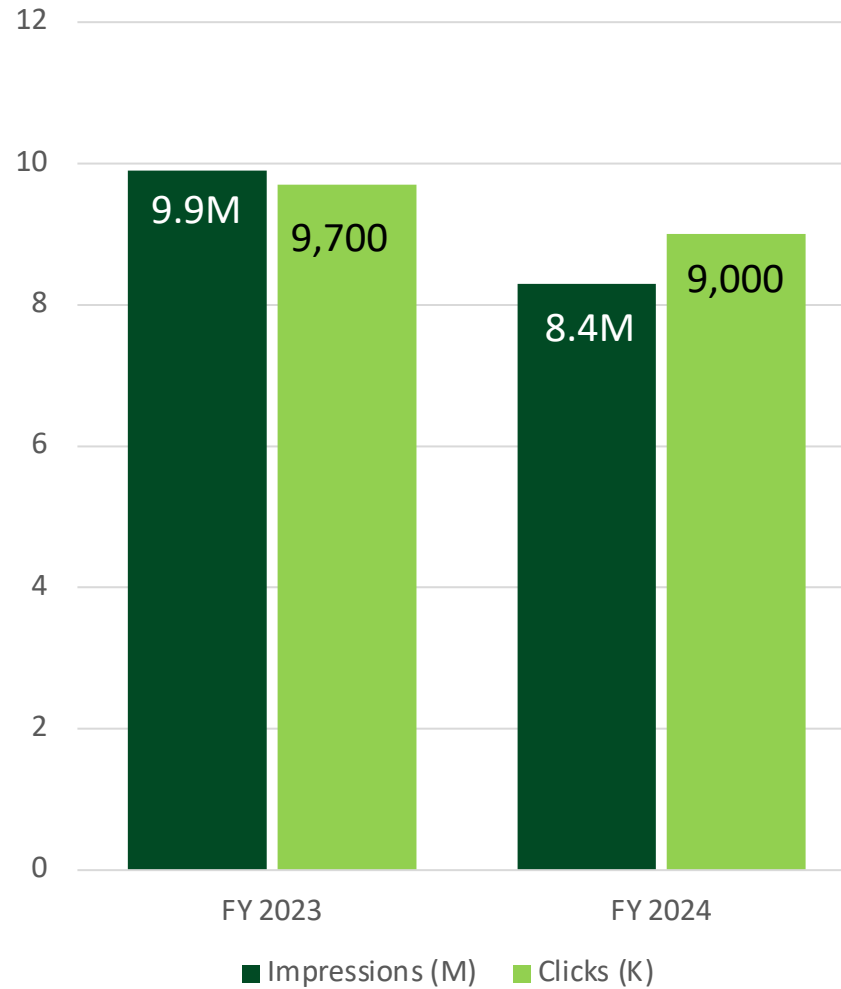
11.9

Expedia Year-Over-Year

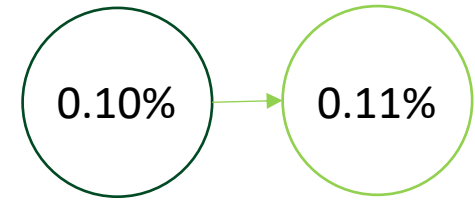
Spend vs Revenue



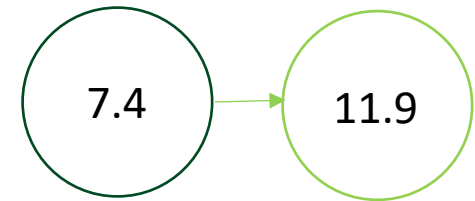
Impressions vs Clicks



Click Through Rate



Return on Ad Spend



***NEW* - Global Distribution Systems (GDS) Ads**

February 2024 - September 2024

1,646 Total Bookings

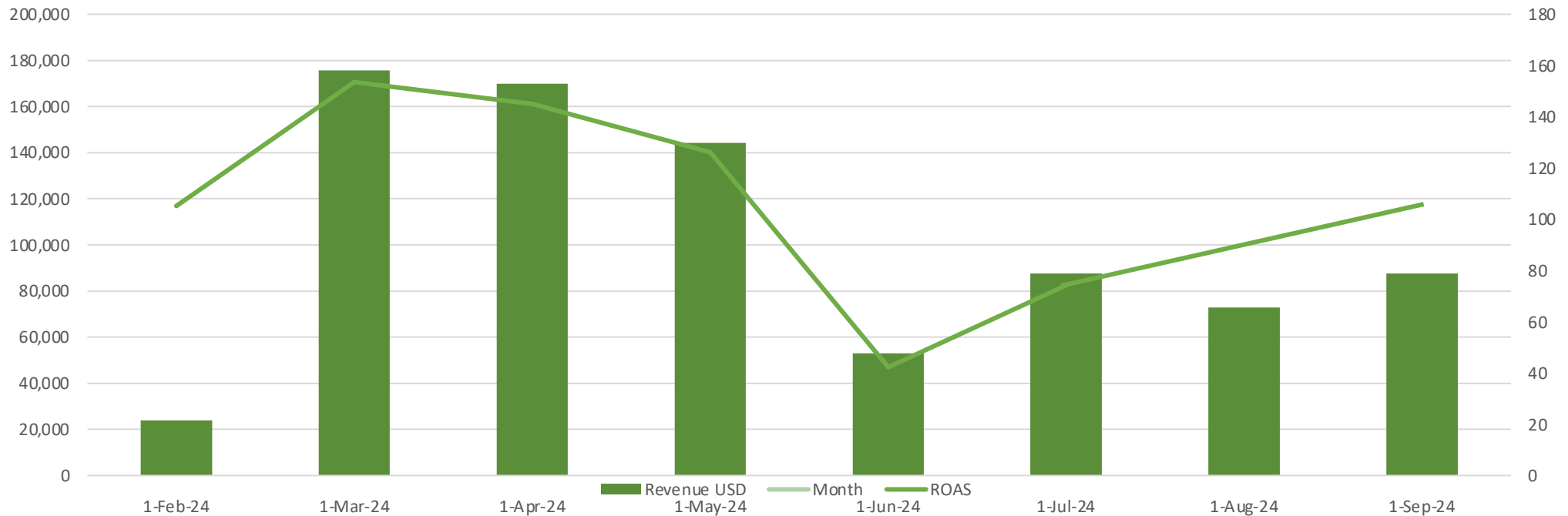
\$814,404 Booking Revenue

5,898 Total Room Nights

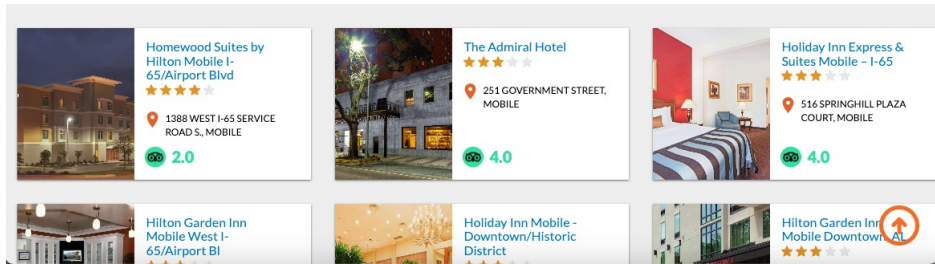
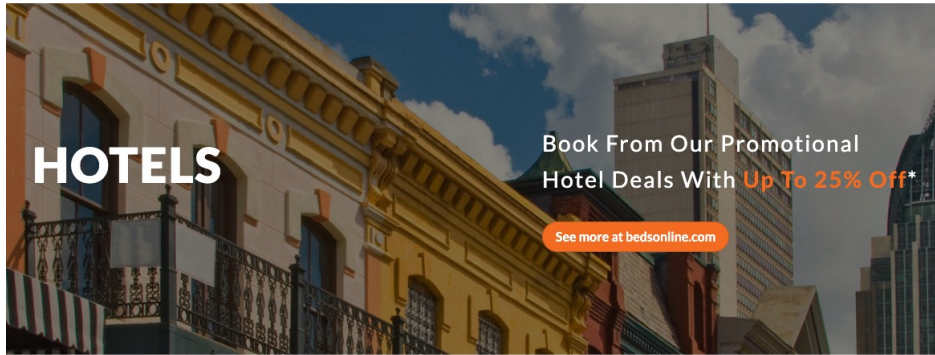
\$7,000 Ad Spend

108,220 Total Impressions

117.3 ROAS



Hotelbeds - International Booking Campaign



2022/23 (Oct-Apr)					
	Canada	Germany	UK	USA	TOTAL
Room Nights	191	10	50	1,253	1,504
Revenue	\$16,235	\$993	\$6033	\$144,095	\$167,357

2023/24 (Oct-Apr)					
	Canada	Germany	UK	USA	TOTAL
Room Nights	473	31	84	1,933	2,521
Revenue	\$46,669	\$3,3834	\$9,100	\$237,115	\$296,718

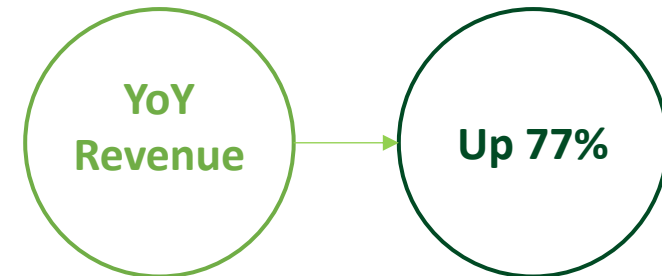
A Taste of Mobile

Welcome to your clients' new home away from home ... we know they are going to love their time in our city! After checking into their favorite hotel they can prepare to experience the tastes of Mobile!

Savor Local Flavors: A food tour with Bienville Bites is the perfect way to get your clients' taste buds ready for the exceptional culinary scene that they will experience over the next couple of days! They will not only be treated to sit-down service at some of Mobile's most-loved restaurants, they will learn more about our history along the way!

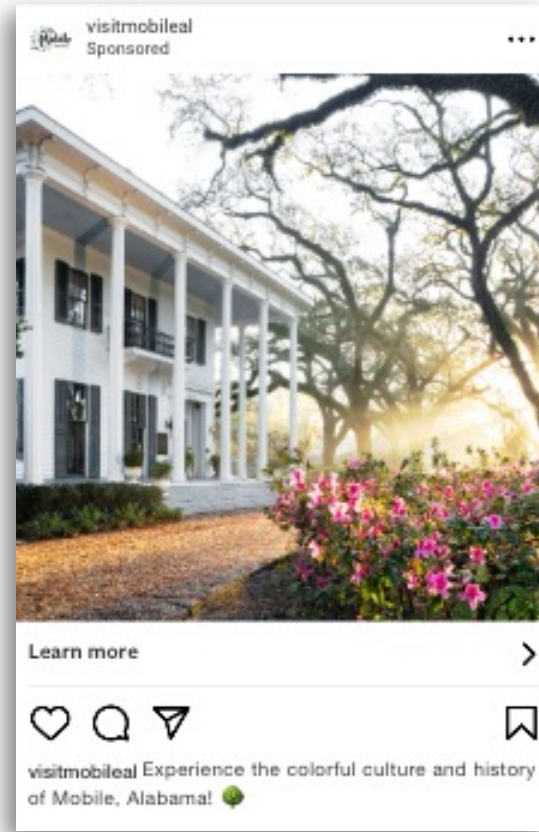
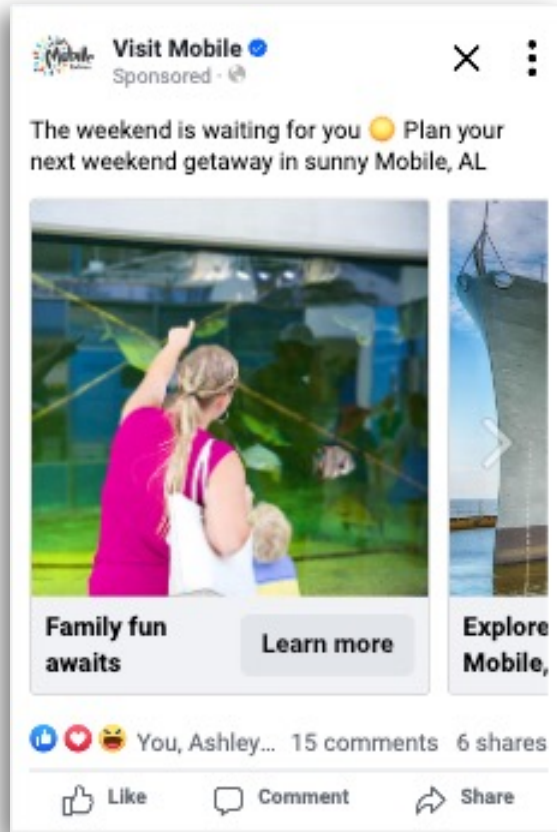
Last Call: Visitors can end their day sipping on their favorite handcrafted martini, cocktail, wine or beer. Mixologists will delight them with their exceptional skill in crafting fresh, original libations that they'll remember forever at the Las Floriditas, The Haberdasher, POST or one of our many other nightlife options.

See the Sights: With over 300 years of history, there is much to see and do while in the Port City. Our amazing art, history and culture is waiting to be discovered through one of our many city tours or museums. Your clients can walk the streets of our beautiful downtown, stroll through a museum or float along the river as they see the sights and hear the stories that our historic city



Social Media Advertising

Facebook & Instagram



META Campaigns

FY 2023-2024

Total Spend: \$16,162

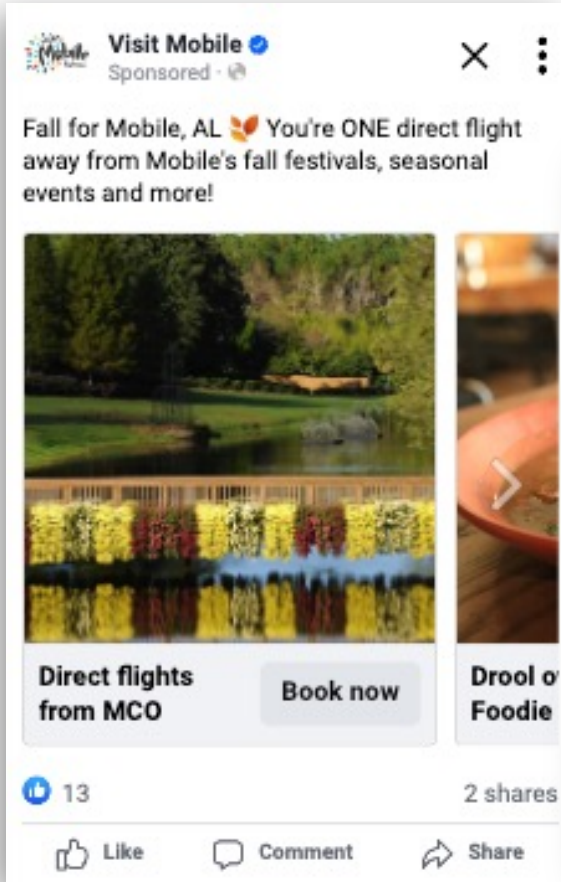
Impressions: 4,202,857

Clicks: 97,983

CTR: 2.80%

Breeze Marketing Campaign

Paid Social, Digital Display, Paid Search



A screenshot of a sponsored Facebook post from 'Visit Mobile'. The post text reads: 'Fall for Mobile, AL 🍂 You're ONE direct flight away from Mobile's fall festivals, seasonal events and more!'. Below the text are two images: a scenic view of a lake with colorful flowers and a close-up of a food item. At the bottom, there are two buttons: 'Direct flights from MCO' and 'Book now'. To the right of the 'Book now' button is a 'Drool o' Foodie' icon. Engagement metrics show 13 likes and 2 shares. Interaction buttons for 'Like', 'Comment', and 'Share' are visible at the bottom.



A photograph of an exhibition titled 'CLOTILDA: THE EXHIBITION'. The scene shows a man in a patterned shirt looking at a display case containing historical artifacts, including a crown and a bust. A 'visit Mobile Alabama' logo is visible in the background. Below the photo is a dark blue banner with white text: 'CLOTILDA: THE EXHIBITION' and 'NEW DIRECT FLIGHTS ORLANDO TO MOBILE'.

Total FY 2024 Spend: \$30,000

Paid Social Impressions: 2.03M
Link Clicks: 44,872
CTR: 2.3%

Paid Search Impressions: 32,532
Clicks: 6,312
CTR: 19.40%

Digital Display Impressions: 2.3M
Clicks: 3,113
CTR: 0.13%



A promotional banner for Breeze flights. On the left, a blue circle contains the text 'STARTING AT \$99'. To the right, the text 'TO ORLANDO FROM MOBILE' is written in large, bold, blue letters. In the background, a blue Breeze airplane is flying over a city skyline. The Breeze logo is at the bottom right.

Print Advertising

ALABAMA Magazine

6 Issues 3 Half Page
 3 Full Page

Food and Travel Magazine

4 Issues 4 Full Page Ads
 4 Advertorials
 1 Inside Cover Spread

Good Grit Magazine

Harvest Issue 2 Page Advertorial

The Local Palate

Summer 2024 Full Page
Fall 2024 Full Page

FY 2025 USA Today Travel

October 2024 Full Page

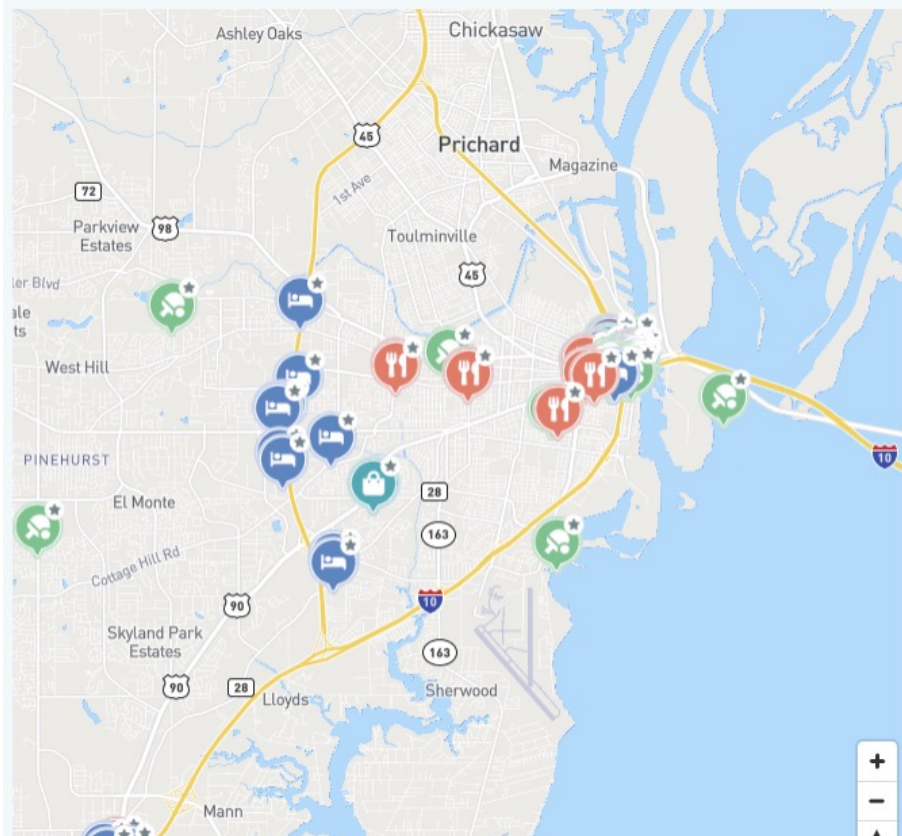


Virtual Tour Photography

{ask how you can sign up today}

Locations

Export Locations Add Pin



Search Locations...

Content Added Categories Sort Location Name (AZ)

Locations Pins

Africatown Heritage House 2465 Wimbush Street Mobile, Alabama, US Things to Do 0

Arlington Park 1500 15th St Mobile, Alabama, United States Things to Do 0

Aztec's Tillman's Courner 5452 US-90 Mobile, Alabama, United States Food & Dining 0

Renaissance Battle House Hotel & Spa 26 N. Royal Street Mobile, AL, United States Lodging 2

Bellingrath Gardens and Home 12401 Bellingrath Gardens Rd Theodore, Alabama, United States Things to Do Help

Google Views:
4,712,318

Unique Users:
62,526

Earned Media Value:
\$143,000

Locations Captured:
78

Proposed Budget for FY 2025

October 2024 - May 2025 (Pre-Renewal)

REVENUES **\$716,886**

FIXED EXPENSES

City **\$7,169**

Contingency **\$50,182**

Capital Reserved **\$107,533**

ADMINISTRATIVE **\$50,182**

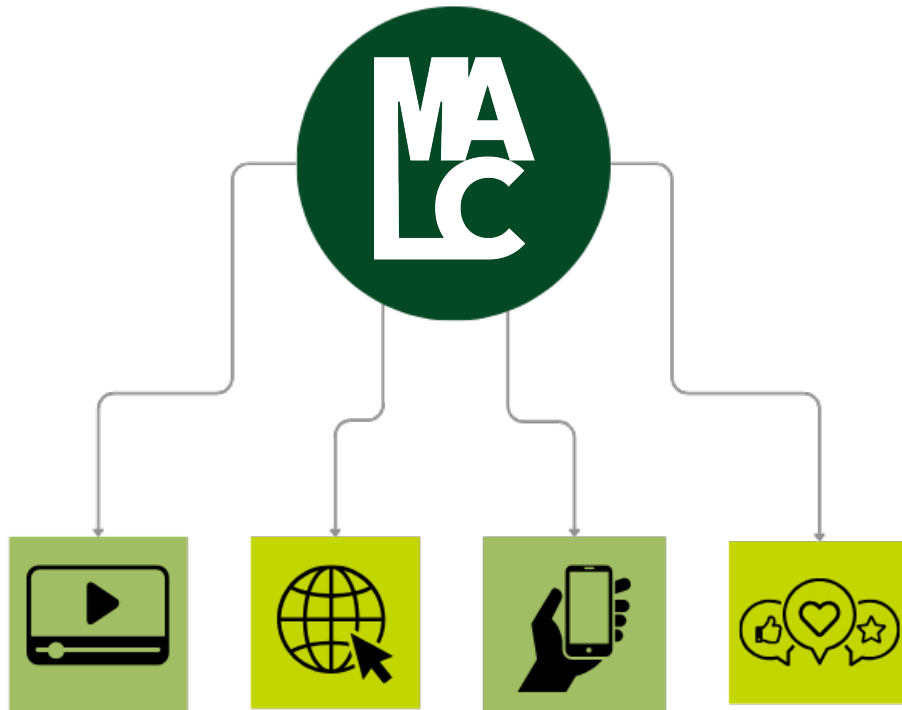
MARKETING **\$501,820**

PROFIT/LOSS **\$0**

What to Expect in 2025

Omnichannel Marketing

Multi-Channel Marketing



vs.

Omnichannel Marketing



Digital Visitor Kiosks



What to Expect in 2025

Continued/New Marketing Initiatives

Continued/New Promotion of City Projects - Amtrak, Airport, Cruise

Continued/New Capital Improvement Initiatives

Mobile Tourism Improvement District Renewal Process