Economic Benefit of Tourism in Shelby County and Thoughts on ways to increase tourism in the county
Travelers estimated to have spent more than $14.3 billion in Alabama

Up 7.1% from 2016
Taxes paid by tourists saved the average Alabama family $467 last year.
$52.9 million of Alabama’s 4% state lodging tax goes to the state’s General Fund
Shelby County is doing a great job
### Economic Impact 2017

**Shelby County**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Rate of Growth 2016-2017 Shelby County</th>
<th>Rate of Growth 2016-2017 Alabama Ave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelby County</td>
<td>1.5</td>
<td>1.6</td>
<td><strong>1.7</strong></td>
<td>9.4%</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

**Annual State Lodging Tax UP 9.4%**
(millions)
Travel-Related Expenditures UP 9.4%
(millions)

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<tr>
<td>Shelby County</td>
<td>326</td>
<td>337</td>
<td><strong>368</strong></td>
<td><strong>9.4%</strong></td>
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### Direct Travel-Related Employment UP 5.5%

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<tr>
<td>Shelby County</td>
<td>4,038</td>
<td>4,064</td>
<td>4,287</td>
<td>5.5%</td>
<td>4.0%</td>
</tr>
</tbody>
</table>
### Economic Impact 2017

**Shelby County**

Total (Direct and Indirect) Travel-Related Employment UP 5.5%

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<td>Shelby County</td>
<td>5,997</td>
<td>6,036</td>
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<td>5.5%</td>
<td>4.1%</td>
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*Sweet Home Alabama*
Shelby County

Golfing Event

73rd U.S. Women’s Open Golf Championship at Shoal Creek just this past May

Public Golf Courses

Magnolia, Ballantrea, Timberline, Oak Mountain, Montevallo Golf Club, Timberline
Oak Mountain State Park

Location of many events including Xterra Oak Mountain Trail Run, a series race to qualify for world races and point earner for Alabama races.
Shelby County

Sweet Home Alabama

Karl C. Harrison
Museum of
George
Washington-
Columbiana
Shelby County

Sweet Home
Alabama

Morgan Creek,
Ozan,
Corrin Farms,
Lewis Lakes,
Cat-n-Bird Winery
Shelby County

Old Town
Helena and
Buck Creek
Park
Ice skating rinks at Pelham Civic Center, Sports Blast Shelby County and other sporting facilities
Shelby County

Heart of Dixie
Railroad Museum-
Calera
Cahaba River Park

Shelby County this year plans to build 10 miles of trails for hiking, trail running and mountain biking on 1,339 acres that make up the north sector of the new Cahaba River Park off Shelby County 13 in west Shelby County.
Shelby County

American Village

History plus events like Festival of Tulips
Shelby County

Montevallo University and downtown Montevallo
Ways to continue the increase in tourism in Shelby County
Watch for trends in tourism

People not only like to take photos, now with cell phones, everyone always has a camera.

Tap into that opportunity by pointing out how and when to take photos.

Great social media marketing tool and helps to build up user-generated content.

97% of Americans use smartphones to enhance their trip.
85 percent of travelers worldwide are smartphone users of which 32 percent use the device to book the travel.

Millennials are now the largest generation in history. They want to have their options available to them, to be able to research and book online.
Locals connecting to travelers

Experiential travel is a form of tourism in which people focus on experiencing a country, city or particular place by connecting to its history, people and culture.

Travel wish list: authenticity, meeting locals, access to Instagram
72% of American women took a solo adventure. They don’t just want gender stereotype vacations, many want real adventure.
SUGGEST –

Find local people that want to give tours for money.

They are your new tourism product that connects with your existing product – both benefit.
SUGGEST –

Help Make Current Events Bigger

Exterra Race at Oak Mountain State Park

2.4 visitors for each race participant

Xterra wants to make a race/festival event in future
Shelby County

SUGGEST –

Tours from Birmingham to Shelby County

Market on places like Viator.com, also part of TripAdvisor.com, so tours and attractions can be bought online.
Shelby County

April Walking Tours

Get more towns to participate
“Old School” Brochures still have their place

Shelby Visitors Guide
American Village
Heart of Dixie Railroad Museum
Morgan Creek Vineyard
Montevallo Public Art Trail
State Parks
Shelby County

Sweet Home Alabama

Alabama Restaurant Week

AUG 10-19, 2018
Shelby County

SYTA (Student Youth Travel Association)

Aug 24-28, 2018

Birmingham
Shelby County

2021 World Games In Birmingham
Governor’s Conference on Tourism

August 4-7, 2018

Montgomery

Register online
Alabama Tourism Workshop

Sweet Home Alabama

Free

10a-2pm with lunch provided

In Montgomery

Twice per year

Tuesday Oct 30, 2018
Tourism Tuesday

Free

Every Tuesday

Easy to receive and read

Call or email our office