



MOBILE AREA
LODGING
CORPORATION

MALC Board of Directors

Kent Blackinton, Chairman of the Board ~ MALA President

Margo Gilbert, Vice Chairman of the Board ~ Downtown

Rachel Davis ~ West Mobile

Pinal Patel, Treasurer ~ Tillman's Corner

Raj Desai ~ Tillman's Corner

Ken Patel ~ Downtown

Aaron Watz ~ West Mobile

Judi Gulledge ~ Attractions Industry

Hunter Omainsky ~ Restaurant Industry

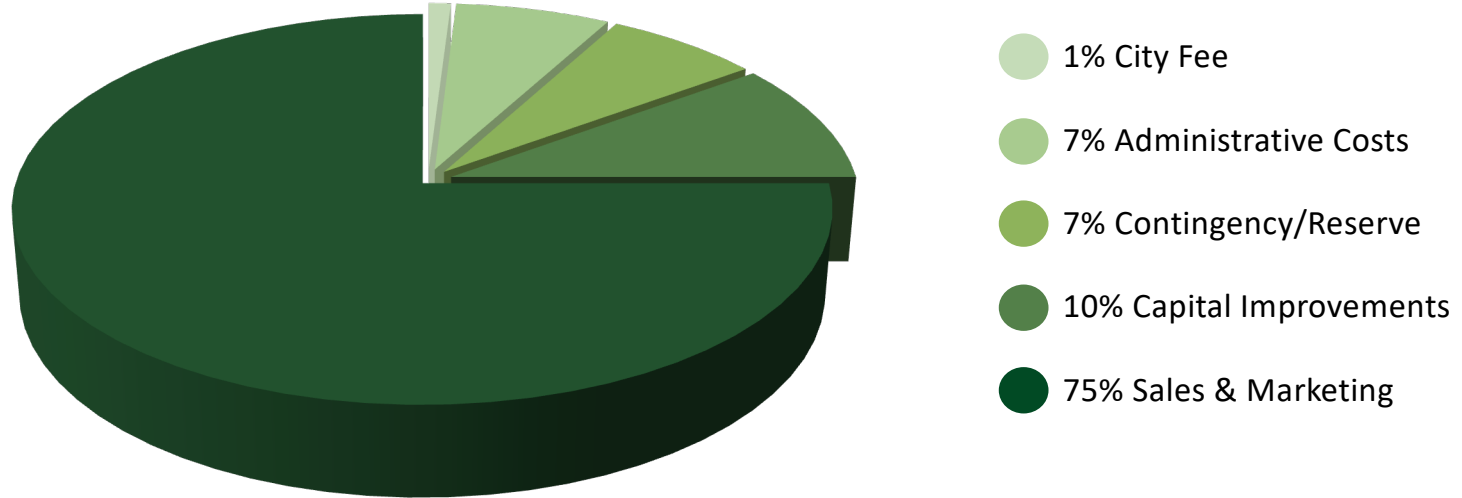
NON-VOTING MEMBERS:

Cory Penn ~ City of Mobile

David Clark ~ Visit Mobile



Distribution of Funds



Capital Improvements

FY 2025-2026 Projects



Tillmans
Corner
Landscaping



*concept sketch

Gateway &
Wayfinding
Signage



Visitor
Kiosks



Live-
streaming
Camera
Equipment



Jimmy
Buffett
Exhibit



*concept sketch

Light
Show
Install

What to Expect in 2027

Potential Capital Improvement Projects

Transportation Initiatives

Wayfinding Signage

West Mobile-Focused Initiatives

State of Lodging in Mobile

Smith Travel Research Data

- **Occupancy** is 63% vs 60.1% last year to date, up in all areas
- **RevPAR** is up citywide by 4.1%, all areas
- Total lodging **revenue is up 5.6%**
- Wednesdays and Thursdays show largest occupancy increases

Short Term Rentals

- City of Mobile has worked with Visit Mobile to hire Granicus
 - Higher collections & transparency
- Mobile Short Term Rental Association has formed
 - Visit Mobile is collaborating

Current Marketing Initiatives

Influencer Marketing Partnerships

Social Media Advertising

Online Travel Agency (OTA) Ads

Virtual Tour Photography

Search Engine Marketing (SEM)

Video Creation

Digital Display Banner Ads

Carnival Cruising from Mobile Campaigns

Advanced TV (CTV/OTT) Ads

Airline Travel Promotions

Print Advertising / Advertorial

Event Based Marketing

Influencer Marketing

"Buku Local" - Noah & Xavi

- New Orleans based family; 266k followers
- Weekend visit on Amtrak, family friendly

"Ultimate Vacation" - Logan & Audri

- Florida based / Full-time travel couple; 961k followers
- Foodie, museums, hotel stay

"Flavourful Finds" - Deepa

- New Orleans based; 76k followers
- Amtrak, date night, foodie

Sarah's Outdoor Adventures

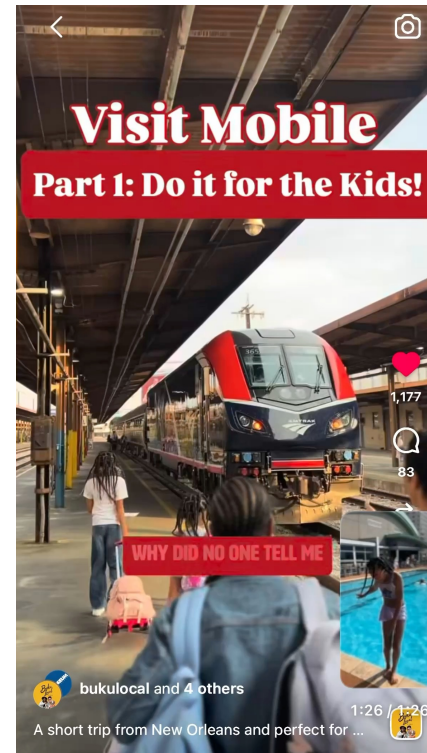
- Florida based travel creator; 98k followers
- Hotel stay, history, ecotourism

"This World of Adventure" - Courtney & Matt

- Travel couple; 205k on Instagram
- Day trip, SOSOS, dinner cruise

"Zack In The South"

- Local/Mobile based, 19k followers on Tik Tok
- Foodie content, Tiki Week, Tourism Ambassador



UPGRADE YOUR expectations



visit Mobile Alabama

BOOK NOW

visit Mobile Alabama



BORN TO celebrate

UNIQUE BECAUSE WE STARTED IT - FAMILY-FRIENDLY REVELRY SINCE 1703.

JOIN THE FUN

UPGRADE YOUR expectations

BOOK NOW



UPGRADE YOUR expectations

BOOK NOW



visit Mobile Alabama

UPGRADE YOUR expectations



**THREE CENTURIES OF STORIES.
ONE UNFORGETTABLE CITY.**

visit Mobile Alabama

UPGRADE YOUR expectations



THREE CENTURIES OF STORIES. ONE UNFORGETTABLE CITY.

BOOK NOW

Expedia Ads
FY 2025-2026

Expedia Media Group Ads

52

Hotels Generated
Revenue

45

Hotels Generated
Gross Bkg > \$20,000

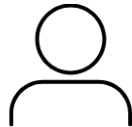
3.7

\$ Million
Total Gross Bkg



Ad Spend

\$185 K



Impressions

5,853,473



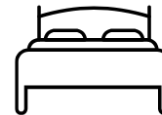
Clicks

8,026



CTR

0.14%



Room Nights

24,856



Revenue

\$3.7 M



ROAS

19.9

Reporting period: October 2025 - August 2026

Booking.com Ads

Ad

Visit Mobile
Where coastal charm and colorful culture come alive





Upgrade your expectations
Connect in a place that's exceptionally eclectic and born to celebrate.

Immersive experiences for all
Experience the intersection of coastal culture and 325 years of history.

Every moment is a celebration
Enjoy memorable events, experiences and traditions for the whole family

Ad

Savor the unexpected
History, flavor & fun all year long.



[Book Your Trip](#)



\$645k Revenue



6,123 Room Nights



3.9M Impressions



\$60k Total Spend

Global Distribution Systems (GDS) Ads

October 2025 - March 2026

6,412 Total Room Nights

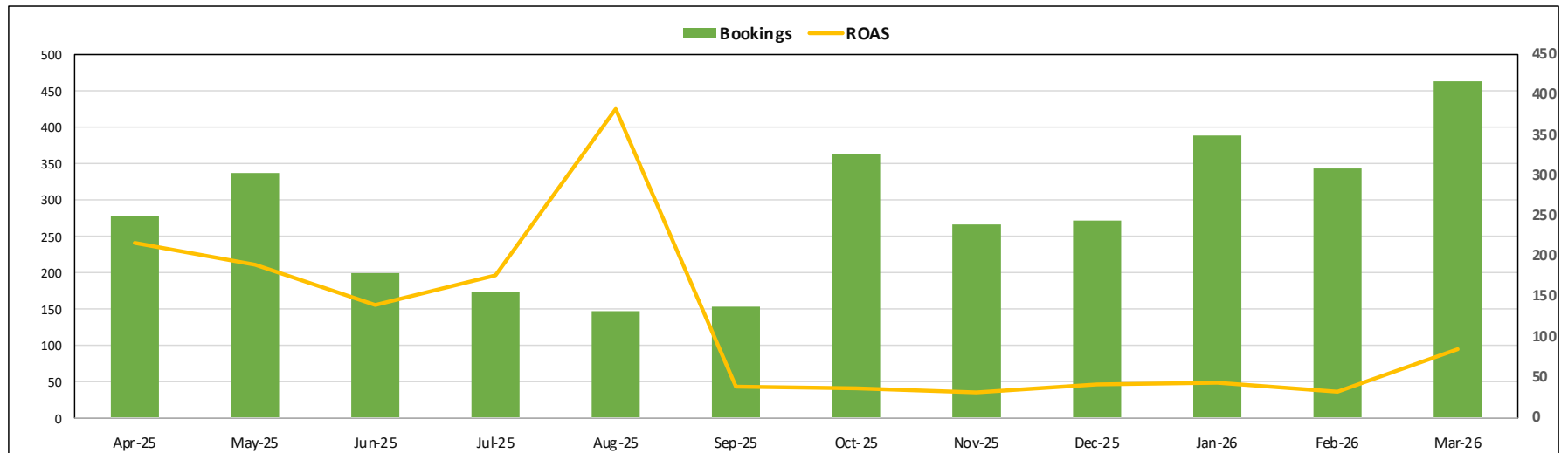
\$932,477 Booking Revenue

1,563 Total Bookings

\$25,468 Ad Spend

360,101 Total Impressions

~~197~~ **37** ROAS



Hotelbeds - International Booking Campaign



bedsonline+

HOTELS

DISCOVER

DESTINATION VIDEO

DOWNLOADABLE RESOURCES



WELCOME TO MOBILE

The City That Was Born To Celebrate

Mobile has long been the cultural center of the Gulf Coast where you'll find an authentic experience unlike anywhere else in the southern United States.

Filled with quaint, locally-owned art galleries, shops, restaurants, and bars, our vibrant downtown has attracted visitors for centuries. Nestled on the Gulf of Mexico, Mobile is home to some of the best seafood in the country. Gulf-to-table isn't a movement, but rather a lifestyle; with French, Spanish, and Creole roots.

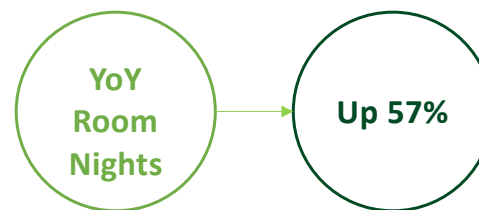
A melting pot of cultures, cuisines, and camaraderie, Mobile welcomes all with a smile and a "sit down and stay awhile." We like to say that we were Born to Celebrate, but we don't limit that to just Mardi Gras! When the city is this charming, vibrant, and welcoming, every day is a celebration.



BORN TO CELEBRATE

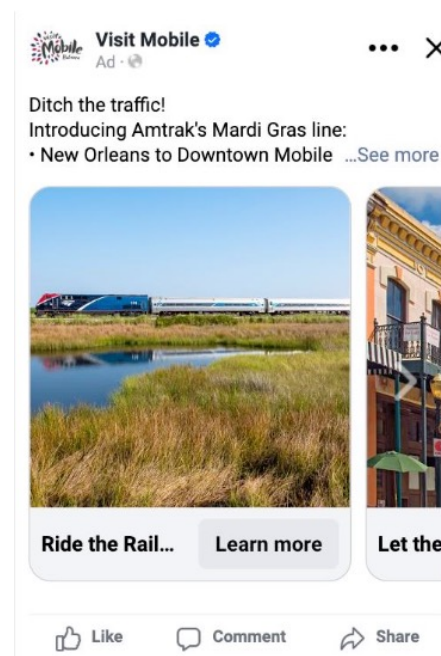
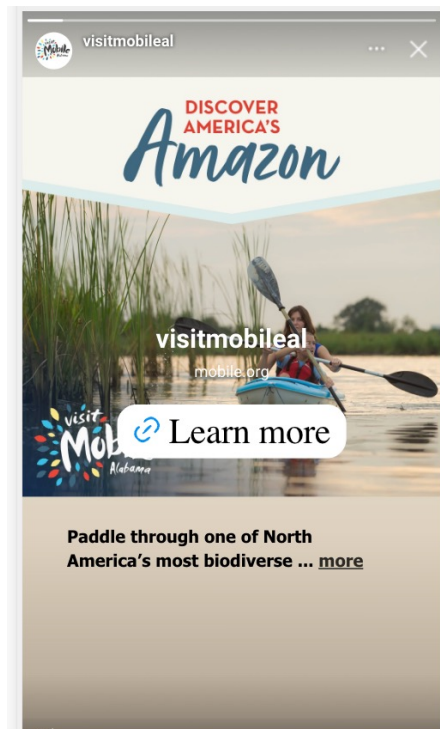
2024/25 (Oct-Apr)					
	Canada	Mexico	UK	USA	TOTAL
Room Nights	638	35	12	3177	3907
Revenue	\$62,836	\$4,130	\$2,088	\$444,780	\$513,834

2025/26 (Oct-Apr)					
	Canada	Mexico	UK	USA	TOTAL
Room Nights	966	17	35	3,870	4,888
Revenue	\$	\$	\$	\$	\$



Social Media Advertising

Facebook & Instagram



META Campaigns

Oct 2025- Aug 2026

Impressions: **7,656,553**

Clicks: 339,942

CTR: 4.44%

Spend: \$48,477

Google Advertising

Spend

\$90,247

Clicks

634,979

Impressions

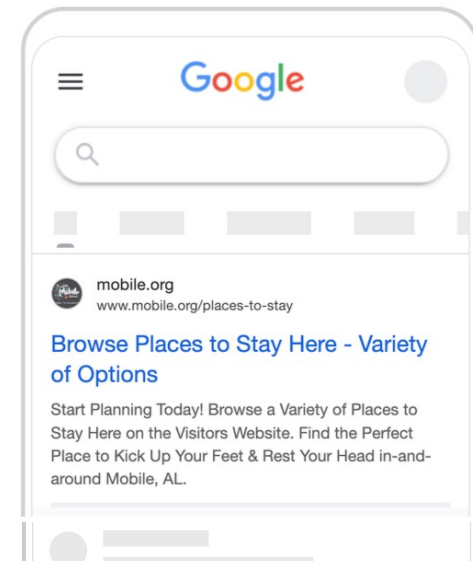
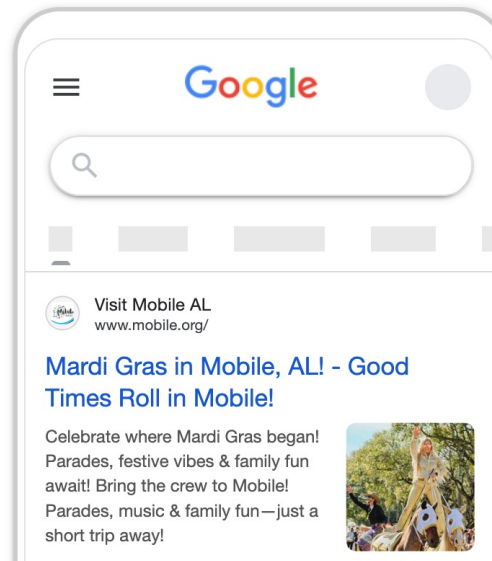
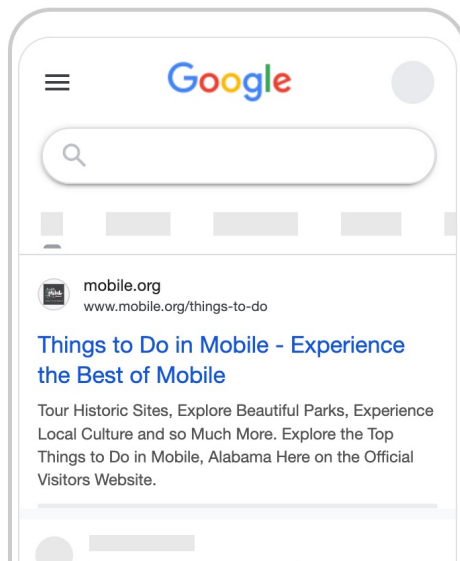
7.8
million

CTR

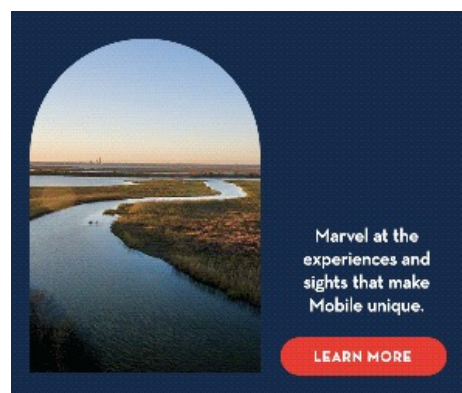
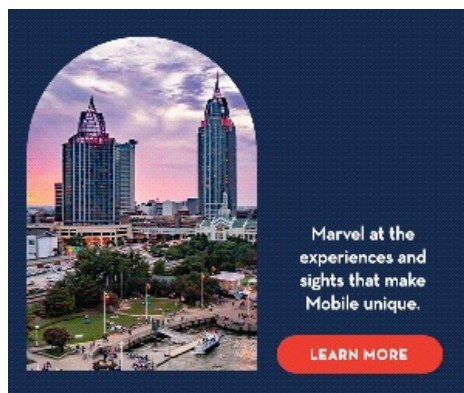
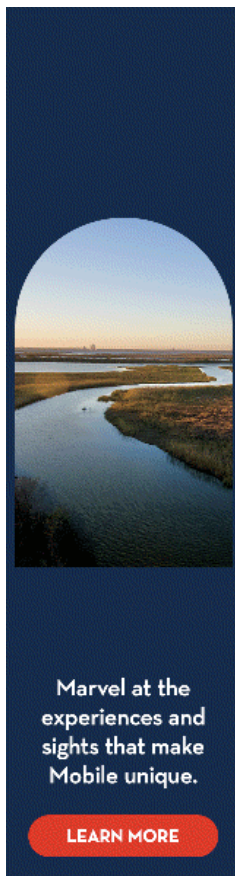
8.09%

Key Events

385,723



Programmatic Advertising



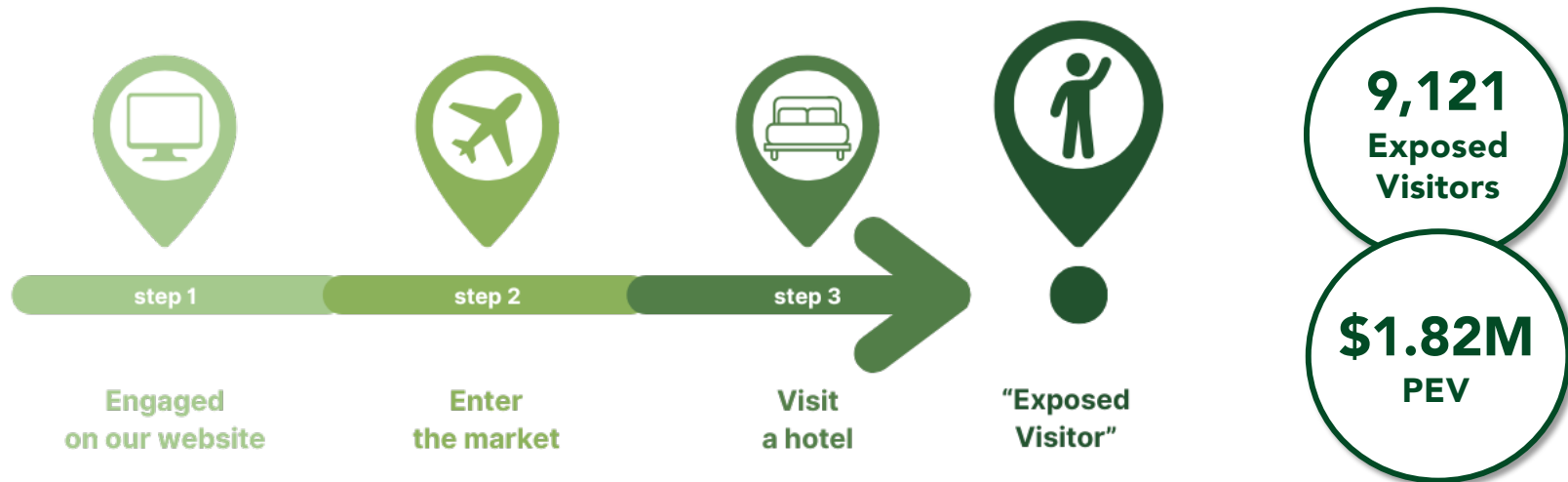
17.8M
Impressions

69k
Clicks

0.31%
CTR

Oct 2025 – Aug 2026

Potential Earned Value (PEV) Report



*PEV = Exposed Visitors x Average Daily Rate x Length of Stay (lodging businesses only)
October 2025 – May 2026

Print & Sponsored Media

USA Today Southeast Travel Guide

Full Page Ad

Sponsored Editorial

Atlanta Braves Program - 2026 Season

Full Page Ad, all home games

Saints GameDay Programs- 2026 Season

Full Page, all 10 home games

Garden & Gun Magazine

Summer Travel Guide Feature

Destination Dining Guide Feature

Sponsored Social Media & Digital

2 Full Page Ads

Alabama Magazine

3 Half Page Ads

3 Full Page Ads

Louisiana Life Magazine

Full Page Ad

Sponsored Social Media

New Orleans Magazine

Beyond Mardi Gras Podcast

5 Half Page Ads

Website sponsor & Welcome Ad

Newsletter Sponsor

Sponsored Digital Article

Bama Buzz / BHAM Now

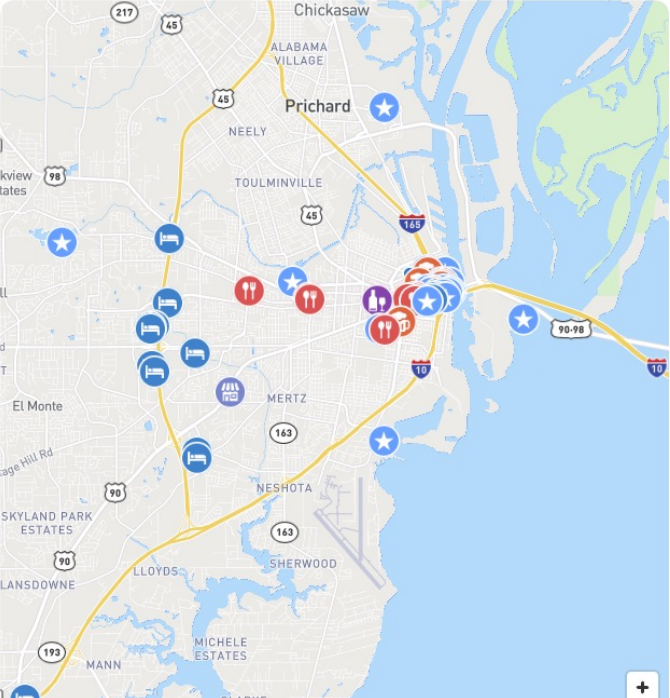
Website + Social Content



Virtual Tour Photography

{ask how you can sign up today}

THRESHOLD 360 ENTERPRISE **Locations** **Maps** **Aether** **Analytics** **Capture** **Resources** **Visit Mobile**



Locations

Content Added

Categories

70 Locations

Export locations

Sort: Default

Grid

List



Hampton Inn & Suites Downtown ...
62 S. Royal Street Mobile, AL, US
Lodging



Homewood Suites Mobile Airport ...
530 Providence Park Drive E Mobile, AL, Unite...
Lodging



Hampton Inn & Suites Downtown ...
62 S. Royal Street Mobile, AL, US
Lodging



Homewood Suites Mobile Airport ...
530 Providence Park Drive E Mobile, AL, Unite...
Lodging

Google Views:
115,147

Unique Users:
6,177

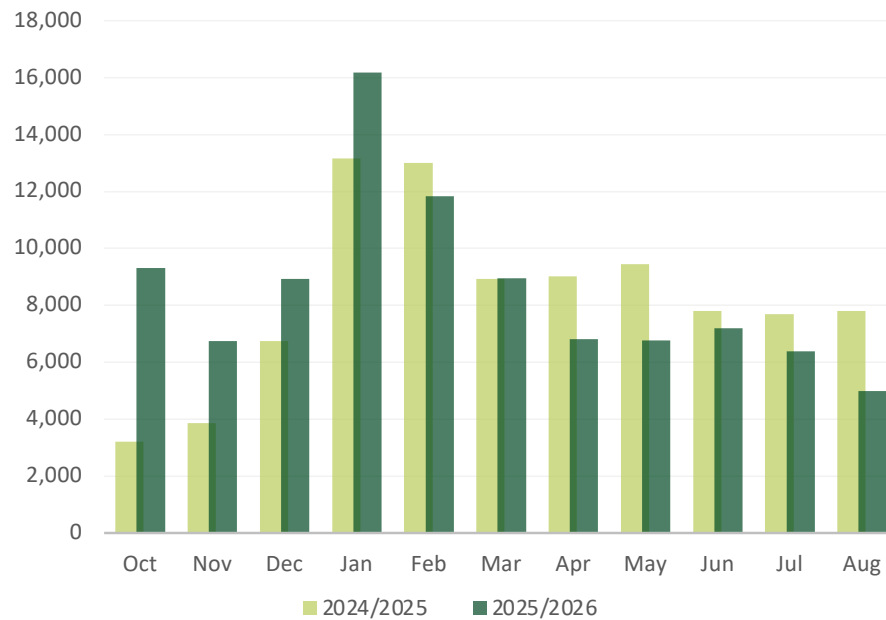
Earned Media Value:
\$3,038

Locations Captured:
70

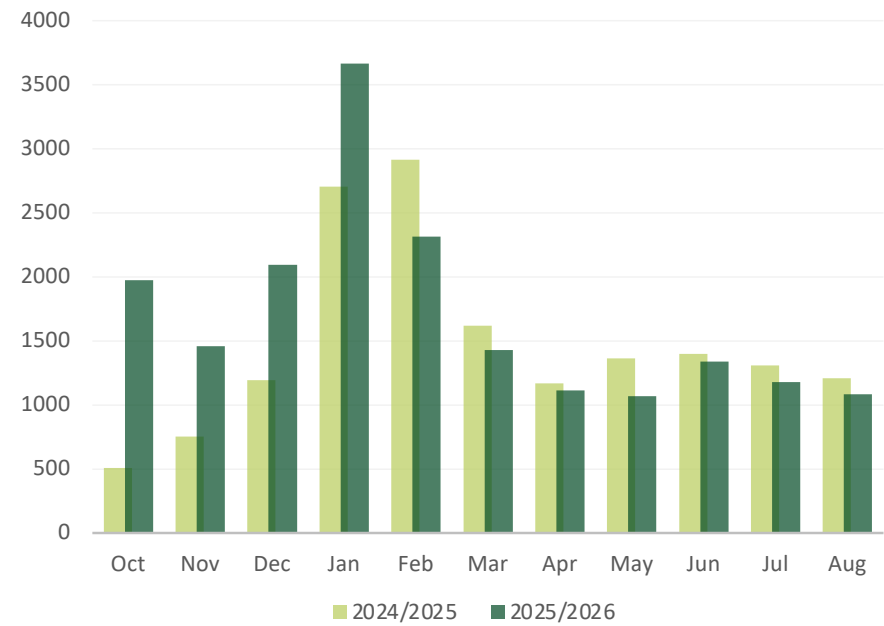
Oct 2025- Sept 2026

Book Direct via Mobile.org

Book Direct Searches: 90,664



Book Direct Referrals: 16,138



What to Expect in 2027

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

Event-Based Programming

Expanded Influencer Marketing

Major Print Publications

Convention Incentives

Brand Activations & Partnerships

Proposed Budget for FY 2027

October 1, 2026 - September 30, 2027

REVENUES	\$2,610,000
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FIXED EXPENSES

City (1%)	\$26,100
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Contingency (7%)	\$182,700
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Capital Reserved (10%)	\$261,000
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ADMINISTRATIVE (7%)	\$182,700
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MARKETING (75%)	\$1,957,500
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PROFIT/LOSS	\$0
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Upcoming TID News

Assessment Changes - 2% October 2026

Board of Directors Election - one (1) vote per property