

December 10, 2025

Mobile City Council Members  
205 Government Street  
Mobile, AL 36602

RE: 2025 Tourism Improvement District {TID} Performance

Dear City Council Members,

Please find attached the annual FY 2025 Tourism Improvement District performance recap. The original \$1 assessment has now shifted to 1.5% of room rate and will increase to 2% of room rate in October of 2026, giving us the ability to market Mobile's story better than ever before. We are now able to enhance our promotions relative to our history, arts, culture, culinary, eco-tourism, Mardi Gras, air promotions, cruising, Amtrak, events and more.

Total collections since the TID's inception from 5 years ago amount to \$5,398,578 and FY 2026 assessment revenues are projected to be \$1,888,000.

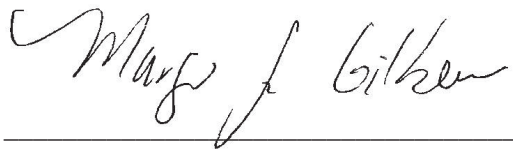
We appreciate your support of the TID's renewal this past year, making us the first city in the state of Alabama to renew. This public private partnership has been, and will continue to be, a true game changer in telling Mobile's story. Please let us know if you have any questions and feel free to visit [MobileAreaLodgingCorporation.com](http://MobileAreaLodgingCorporation.com) to review all meeting minutes and reference materials.

Sincerely,



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Kent Blackinton  
Chairman of the Board



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Margo Gilbert  
Vice Chairman of the Board



## MALC BOARD MEMBERS

Tillman's Corner	Downtown	West Mobile	Attractions	Restaurants	MALA President
Pinal Patel	Margo Gilbert	Rachel Davis	Judi Gullede	Hunter Omainsky	Kent Blackinton
Term Expires November 1, 2026	Term Expires November 1, 2026	Term Expires November 1, 2028	Term Expires November 1, 2026	Term Expires November 1, 2026	Term Expires January 1, 2026
Raj Desai	Ken Patel	Aaron Watz			
Term Expires November 1, 2026	Term Expires November 1, 2026	Term Expires November 1, 2026			

### NON-VOTING

City of Mobile	Visit Mobile
City Council District 1 Cory Penn	President & CEO David Clark

## CAPITAL IMPROVEMENT CONTRIBUTIONS TO DATE

<b>ITEM</b>	<b>CAPITAL CONTRIBUTION</b> (Approved/to be dispersed)
Basketball/Volleyball Indoor Courts in lieu of renting Mobile Sports Authority	\$74,000
Africatown Heritage House Landscaping	\$75,000
Visit Mobile Interactive Visitor Kiosks	\$53,575
Tillman's Corner Beautification	\$56,054
Tillman's Corner Gateway Initiative	\$50,000
Wayfinding Signage Commitment	\$10,000
National Maritime Museum's Jimmy Buffett Tribute Exhibit	\$100,000
Downtown Mural Installation	\$25,000
Amtrak Transportation to Downtown	\$5,000
<b>Total Capital Contributions</b>	<b>\$448,629</b>
<b>OTHER</b>	
Security Patrol Services at Tillman's Corner and I-65 Corridor Hotels (Monthly Contract)	\$90,000+

## TOURISM IMPROVEMENT DISTRICT DIGITAL MARKETING

(FY 2024-2025 Highlights)

**18.4 million** impressions through multichannel advertising across search engines, social media & Google platforms

**551 thousand** clicks through multichannel advertising across search engines, social media & Google platforms

**28.2 million** impressions from digital display advertising

**76 thousand** clicks from digital display advertising

**1.1 million** impressions from digital out of home advertising

**\$2.6 million** in gross hotel room booking revenue from Expedia campaign

**15,322** room nights booked at TID properties through Expedia campaign

**340 thousand** overnight visits through trackable devices since October (*source: Arrivalist*)

**3,907** bookings from 7-month Hotelbeds advertising campaign

**467,846** Google Views through Threshold 360 virtual tour photography

**\$1,765,574** in booking revenue Global Distribution Systems campaign

## PRINT AND ONLINE PUBLICATION ADVERTISING

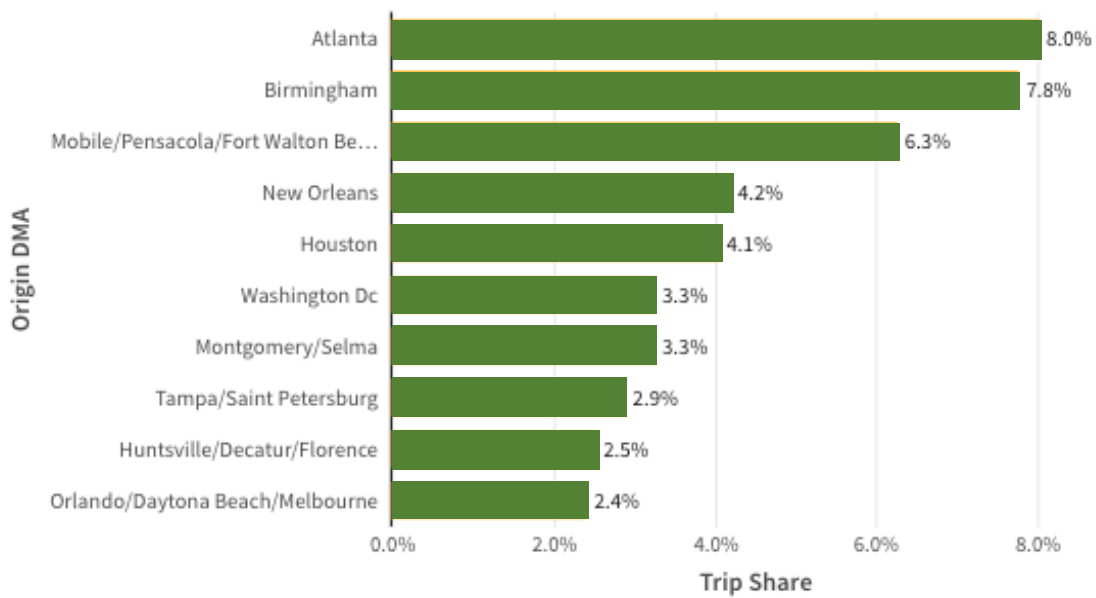
- USA Today Travel
- Saints GameDay Programs
- Wanderlust (UK)
- Garden & Gun Magazine
- ALABAMA Magazine
- The Local Palate
- Food and Travel Magazine

## DATA RESEARCH: ARRIVALIST

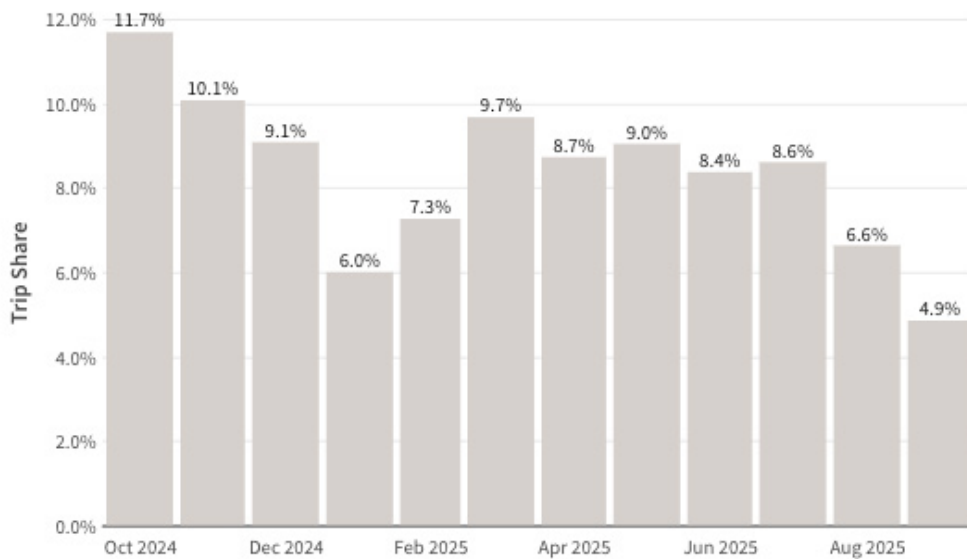
WHERE ARE OUR CUSTOMERS COMING FROM?

Arrivalist platform allows marketing team to track where visitors come from (origin markets), how long they stay, where they go while in market, etc. Results measure success while assisting in determining how and where future messaging should be focused.

TRIPS BY ORIGIN MARKET



TRIPS BY MONTH



## EXPEDIA ONLINE TRAVEL AGENCY CAMPAIGN

Thanks to the TID contributions, the Visit Mobile team is able to market the destination with a larger presence. Advertising on Expedia.com and Expedia app to promote overnight stays in Mobile, specifically at TID properties. Campaign creative content is updated seasonally.

### THIS YEAR'S CAMPAIGN PRODUCED

**\$2,630,000**

IN LODGING REVENUE &

**15,322**

ROOM NIGHTS.

**54**

HOTELS RECEIVED BOOKINGS  
FROM THESE CAMPAIGNS,

**\$200,000**

ATTRIBUTED AD SPEND

**13.2**

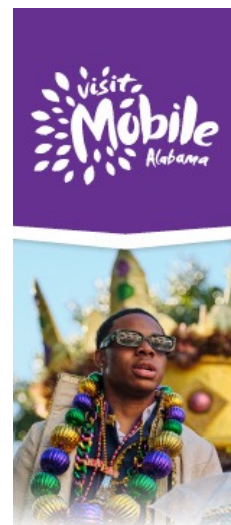
RETURN ON AD SPEND



**visit Mobile Alabama** **UPGRADE YOUR expectations**

DISCOVER THE RARE BEAUTY OF "AMERICA'S AMAZON," RICH IN UNIQUE FLORA AND WILDLIFE.

[BOOK FOR SUMMER](#)



**visit Mobile Alabama** **UPGRADE YOUR expectations**

CELEBRATE A FAMILY-FRIENDLY MARDI GRAS IN MOBILE, THE BIRTHPLACE OF AMERICA'S MARDI GRAS.

[LEARN MORE](#)



**visit Mobile Alabama** **UPGRADE YOUR expectations**

DISCOVER THE RARE BEAUTY OF "AMERICA'S AMAZON," RICH IN UNIQUE FLORA AND WILDLIFE.

[BOOK FOR SUMMER](#)

## Display Performance Summary - FY25 Mobile TID: October-September

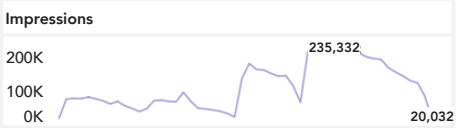
Impressions	Clicks	CTR	Ad Spend	Room Nights	Air Tickets	Travelers	Revenue	ROAS
5,862K	12,064	0.21%	\$200K	15,322	1,500	17,428	\$2.63M	13.2


POS Name	Impressions	Clicks	CTR	Ad Spend	Total Gross Booking	Total ROAS
ExpediaPlus US	5,014K	10,573	0.21%	\$171,868	\$2,168K	12.6
Hotels.com US	849K	1,491	0.18%	\$27,779	\$459K	16.5
<b>Grand Total</b>	<b>5,862K</b>	<b>12,064</b>	<b>0.21%</b>	<b>\$199,647</b>	<b>\$2,627K</b>	<b>13.2</b>

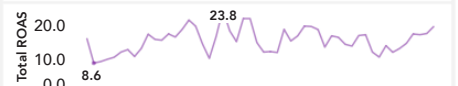
**Impressions**



**Clicks**



**ROAS**

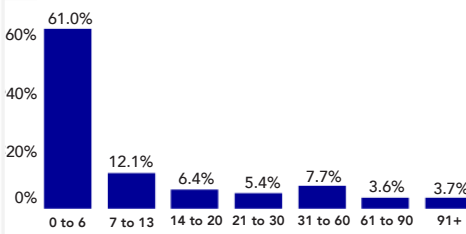


200K  
100K  
0K

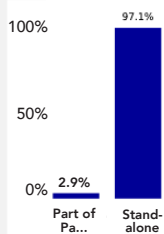
400  
200  
0

20.0  
10.0  
0.0

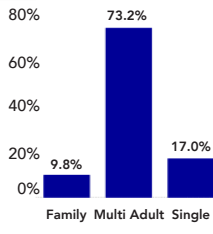
**Travel Window**



**Pkg. vs. Standalone**



**Traveler Count**

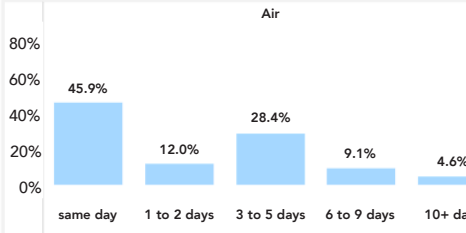


**VR Listing Type**

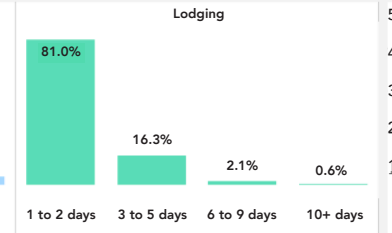
  

**Trip Duration**

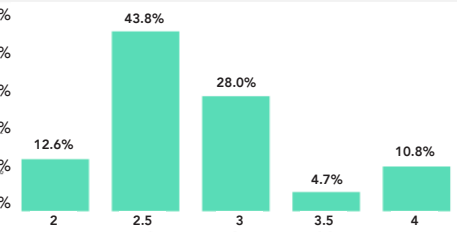
**Air**



**Lodging**



**Star Rating - Hotel**



Reporting Period: 10/10/2024 - 9/30/2025

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expedia group  
advertising

## GLOBAL DISTRIBUTION SYSTEMS CAMPAIGN

Advertising on Amadeus, Galileo, and Sabre Global Distribution System platforms, used by travel agents to book group and business travel. Ads are targeted towards agents with a history of booking in our competitive markets. These ads are not clickable, instead activity from those who were served the ad is tracked.

### THIS YEAR'S CAMPAIGN WAS VIEWED

**36,236**

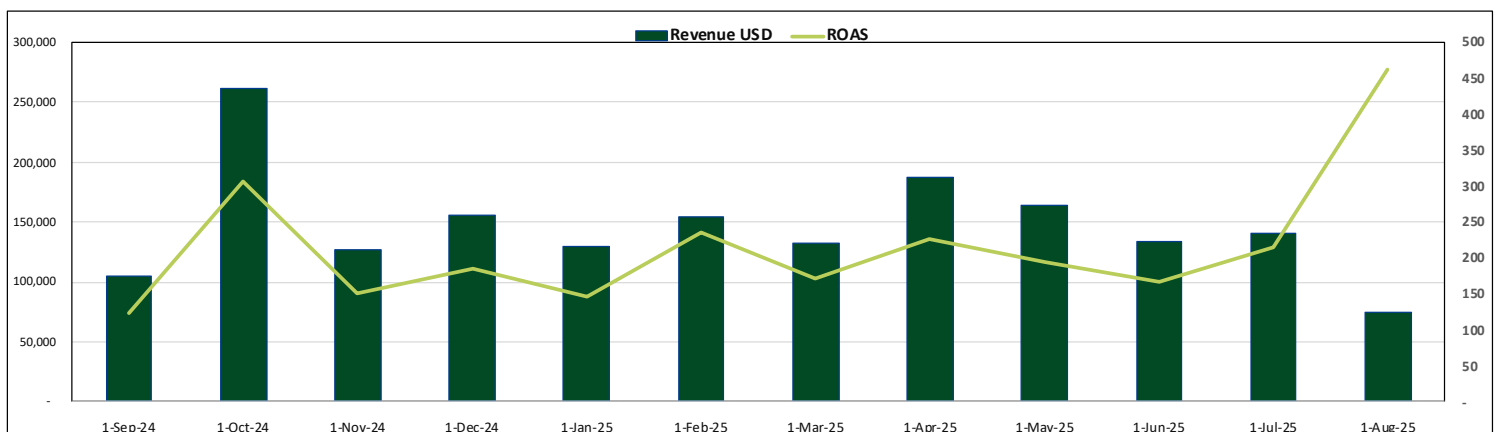
**TIMES BY TRAVEL AGENTS WHO PRODUCED**

**\$1,765,574**

**IN BOOKING REVENUE THROUGH**

**2,969**

**TOTAL ROOM NIGHTS**



## GRANICUS DIGITAL ADVERTISING CAMPAIGNS

Digital campaigns managed by SimpleView, a leading digital services company in the Destination Marketing Organization space. MALC campaigns focus on brand awareness and overnight stays, and lead directly to booking options for TID properties.

### THIS YEAR'S TID DIGITAL CAMPAIGNS IN TOTAL PRODUCED

**254,600**

ENGAGED SESSIONS FROM

**347,482**

NEW USERS TO THE MOBILE.ORG WEBSITE.

**46,717,911**

TOTAL IMPRESSIONS

**627,108**

TOTAL CLICKS

**\$400,000**

ATTRIBUTED AD SPEND

## GRANICUS: GOOGLE CAMPAIGNS

Google search ads focused on lodging, things to do, events, dining, and general branding.

### MALC Campaigns - GOOGLE SUMMARY

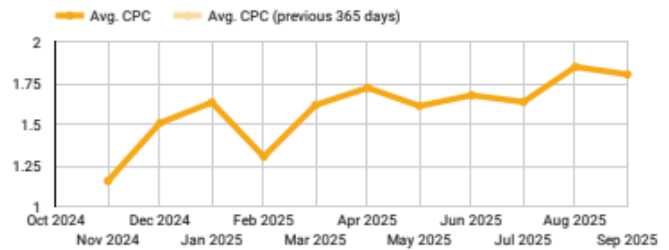
Oct 1, 2024 - Sep 30, 2025

<b>Impressions</b> 309,933 <small>↑ N/A</small>	<b>Clicks</b> 33,133 <small>↑ N/A</small>	<b>CTR</b> 10.69% <small>↑ N/A</small>	<b>Avg. CPC</b> \$1.58 <small>↓ N/A</small>	<b>Cost</b> \$52,222.28 <small>↑ N/A</small>	<b>Conversions</b> 21,256 <small>↑ N/A</small>
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Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



## GRANICUS: PERFORMANCE MAX (PMAX)

Digital display ads across various Google platforms

### MALC Campaigns - PMAx SUMMARY

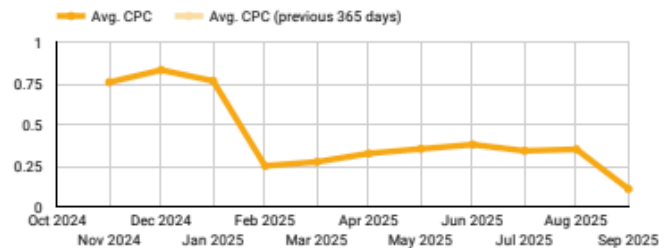
Oct 1, 2024 - Sep 30, 2025

<b>Impressions</b> 2,382,558 <small>↑ N/A</small>	<b>Clicks</b> 172,009 <small>↑ N/A</small>	<b>CTR</b> 7.22% <small>↑ N/A</small>	<b>Avg. CPC</b> \$0.33 <small>↓ N/A</small>	<b>Cost</b> \$56,186.83 <small>↑ N/A</small>	<b>Conversions</b> 65,162 <small>↑ N/A</small>
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Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



## GRANICUS: MICROSOFT CAMPAIGN

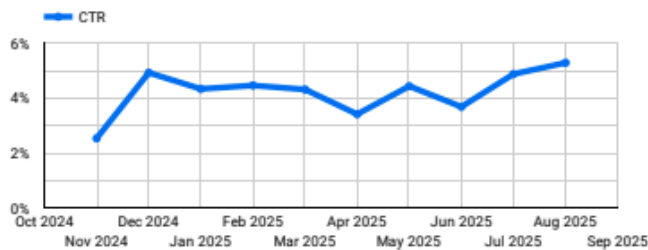
Microsoft (Bing) search ads focused on lodging, things to do, events, dining, and general branding.

### MALC Campaigns - MICROSOFT SUMMARY

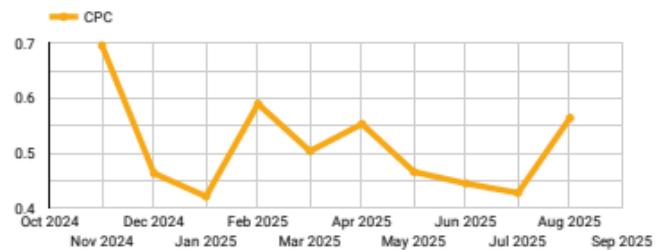
Oct 1, 2024 - Sep 30, 2025

<b>Impressions</b> 477,708 <small>↑ N/A</small>	<b>Clicks</b> 20,399 <small>↑ N/A</small>	<b>CTR</b> 4.27% <small>No data</small>	<b>CPC</b> \$0.49 <small>No data</small>	<b>Cost</b> \$10,028.18 <small>↓ N/A</small>	<b>Conversions</b> 31,706 <small>↓ N/A</small>
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Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



## GRANICUS: META ADS

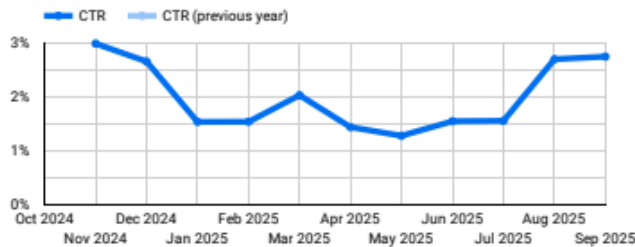
Ads on social media platforms (Facebook and Instagram) that rotate seasonally and highlight lodging, events, general branding etc.

### FACEBOOK MALC - ADS PERFORMANCE

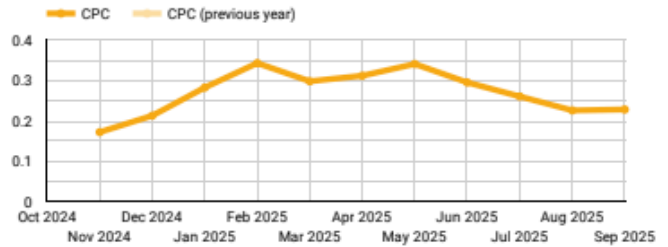
Oct 1, 2024 - Sep 30, 2025

<b>Impressions</b> 10,761,180 <small>No data</small>	<b>Clicks (all)</b> 324,234 <small>No data</small>	<b>CTR</b> 1.74% <small>No data</small>	<b>CPC</b> \$0.28 <small>No data</small>	<b>Cost</b> \$52,251.73 <small>No data</small>	<b>On-Facebook leads</b> 2,831 <small>No data</small>
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Click through Rate (Last 12 months YoY)



Cost per Click (Last 12 months YoY)



## AZIRA DIGITAL DISPLAY ADVERTISING

Digital display advertisements seen across various websites and platforms, targeted with specific audience parameters.

**27,792,775**  
TOTAL IMPRESSIONS

**75,464**  
TOTAL CLICKS

**\$181,236**  
ATTRIBUTED AD SPEND



## WEB ATTRIBUTED POTENTIAL ECONOMIC VALUE REPORTS

Visitors who allow their devices to share information with our data partners are able to be tracked as “exposed visitors.” Not all visitors or devices can be tracked. This report only tracks visitors who interacted with our website and then visited a lodging location. Visitors who viewed ads on other campaign platforms, social media, daytrippers, etc. are not included in these metrics.

PEV = Exposed Visitors x Average Daily Rate X Length of Stay

**542,284**  
EXPOSED VISITORS

**\$1,784,600**  
TOTAL POTENTIAL ECONOMIC VALUE

## PRINT ADVERTISING HIGHLIGHTS

Placements in the industry's leading travel magazines and online publications to reach travel-minded individuals and introduce them to Mobile. Sponsored written content (advertorials), custom landing pages, newsletter features, digital components and additional "earned media" often accompany these ad packages.

### **USA Today Travel**

October 2024 Issue | Full Page Ad

### **Saints GameDay Programs**

2025 Season | Full Page, all 10 home games

### **Wanderlust (UK)**

Digital Immersive Experience, Podcast, 2 Print Issues | 2 Full Page Ads; 2 Advertorials; 4 Newsletters; 4 Web Sponsorships

### **Garden & Gun Magazine**

Summer Travel Guide Feature; Destination Dining Guide Feature; Sponsored Social Media & Digital

### **New Orleans Magazine**

Sponsored Article; 4 Bonus Content Features; 4 Half Page Ads; 4 Months Digital Ads; 8 Newsletter Ads; Additional Welcome Ad

### **ALABAMA Magazine**

6 Issues | 3 Half Page Ad; 3 Full Page Ad

### **The Local Palate**

3 Issues | 3 Full Page Ads; 3 Partnered Digital Campaigns

### **Food and Travel Magazine**

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

## TOURISM IMPROVEMENT DISTRICT, KEY INITIATIVES FOR FY 2026

- Leisure and business transient segment focused marketing initiatives
- Online Travel Agent (OTA) Marketing with Expedia
- New Online Travel Agent (OTA) Marketing with Booking.com
- Global Distribution System (GDS) Advertising with Amadeus
- Omnichannel Digital Marketing
  - Search Engine Marketing
  - Digital Display Banner Ads
  - Social Media Advertising
  - CTV/OTT and ZTV Advertising (targeted streaming commercial advertising)
- Cruising from Mobile with targeted digital campaigns
- Airline travel promotions for new Mobile International Airport
- Amtrak Mardi Gras Service to Mobile promotions
- Convention and Meetings advertising
- Convention Incentives
- Content Creator (Influencer) Marketing
- Video Content Creation
- Public Relations
- Press Trips and Meeting Planner Familiarization Trips
- Destination Virtual Tour Photography
- Print Advertising/Advertorials
- Local Event-Based Programming

**Mobile Area Lodging Corporation**  
**Statement of Financial Position - Cash Basis**  
**As of September 30, 2025**

**Assets**

	<b>Total</b>
<b>Current Assets</b>	
22nd State Bank	\$ 80,862
22nd State Bank - MM	219,398
First Horizon Bank	516,170
Money Market - Capital Reserves	15,021
<b>Total Current Assets</b>	<b>831,451</b>
 <b>Total Assets</b>	 <b>\$ 831,451</b>

**Liabilities and Net Assets**

	<b>Total</b>
<b>Current Liabilities</b>	
Current Liabilities	\$ -
<b>Total Current Liabilities</b>	<b>-</b>
 <b>Total Liabilities</b>	 <b>-</b>
 <b>Net Assets</b>	
Net Assets - Capital Reserve	528,161
Net Assets - Contingency Reserve	181,993
Net Assets - Operations	121,297
<b>Total Net Assets</b>	<b>831,451</b>
 <b>Total Liabilities and Net Assets</b>	 <b>\$ 831,451</b>

Substantially all disclosures ordinarily included in cash basis financial statements are omitted, and no assurance is provided on these financial statements

**Mobile Area Lodging Corporation**  
**Statement of Income and Expenses with Budget Comparison**  
**and Changes in Net Assets - Cash Basis**  
**Twelve Months Ended September 30, 2025**

	<u>Actual</u>	<u>Annual Budget</u>	<u>Total Remaining Budget</u>	<u>Budget Used</u>
<b>Income</b>				
Tourism Assessments	\$ 1,210,251	\$ 1,153,185	\$ (57,066)	104.95%
<b>Operating Expenses</b>				
Administrative Expenses	143,242	80,723	(62,519)	177.45%
Fixed Expenses	12,103	11,532	(571)	104.95%
Marketing Expenses	1,037,141	829,044	(208,097)	125.10%
<b>Total Operating Expenses</b>	<u>1,192,486</u>	<u>921,299</u>	<u>(271,187)</u>	<u>129.44%</u>
<b>Capital Expenditures</b>	<u>112,500</u>	<u>-</u>		
<b>Contingency Expenditures</b>	<u>100,461</u>	<u>-</u>		
<b>Other Income</b>				
Interest Income	<u>24,442</u>	<u>-</u>		
<b>Increase &lt;Decrease&gt; in Net Assets before Reserve Transfers</b>	<u>(170,754)</u>	<u>231,886</u>		
<b>Changes in Net Assets</b>				
<b>Transfers to Reserves</b>				
Transfers to Capital Reserves	157,905	151,163		
Transfers to Contingency Reserves	84,718	80,723		
Capital Expenditures	(112,500)	-		
Contingency Expenditures	(100,461)	-		
<b>Total Transfers to Reserves</b>	<u>29,661</u>	<u>231,886</u>		
<b>Increase &lt;Decrease&gt; in Net Assets for Operations</b>	<u>\$ (200,415)</u>	<u>\$ -</u>		

Notes:

Mobile Area Lodging Corporation's board of directors approved spending in excess of the allocation percentages applied to the assessments for the year ended September 30, 2025, in the following budget categories: Administration, Marketing, and Contingency. These current-year deficits were funded by surplus net assets within each category. Surpluses have accumulated since inception, primarily due to reduced spending during the COVID-19 pandemic.

Administrative expense overages were largely attributable to costs associated with renewing the Tourism Improvement District and holding two annual meetings during the fiscal year. The 2024 annual meeting occurred in November 2024, and the 2025 annual meeting took place in September 2025.

Marketing expense overages resulted from using reserves to fund strategic campaigns aimed at increasing tourism from specific geographic markets.

Contingency expense overages were used to provide security services to hoteliers in several districts experiencing increased incidents of theft around their properties.

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