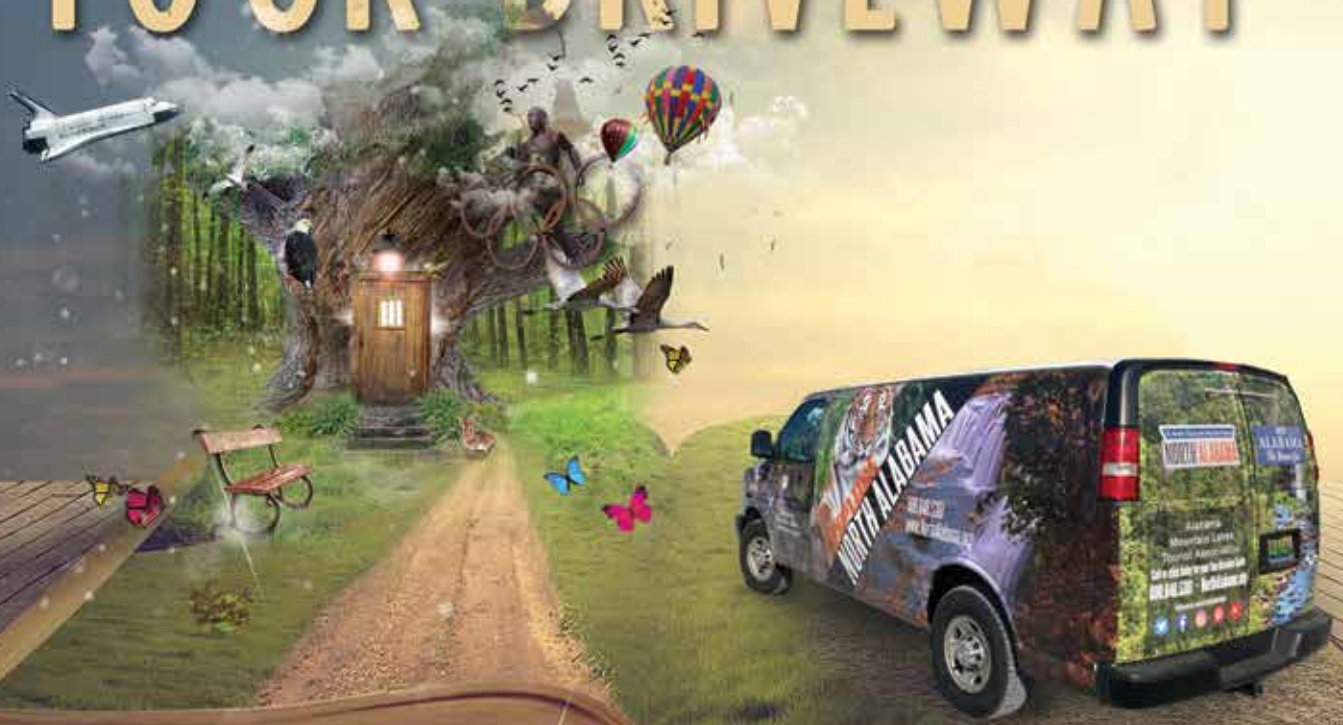


THE ADVENTURE BEGINS AT THE END OF YOUR DRIVEWAY



ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION
PROGRAM OF WORK
2021-2022

The Adventure Begins. . .

Despite on-going COVID-19 concerns, the last two quarters of the 2020-2021 fiscal year showed a dramatic return to our pre-pandemic lodging tax collections. An indication that travel has made a strong come back in all of North Alabama's 16 counties.

This marketing plan lays out the roadmap for the coming fiscal year of returning a record setting tourism industry to the region. An important part of this recovery is a return of group gatherings and festivals, filling job openings, the expansion of retail businesses, and an influx of tourist tax dollars back into our communities. These are the core purposes of tourism and it is vital we do our part to continue this post-pandemic recovery.

Our 2021-2022 Program of Work includes many new programs, such as an employee training program and the North Alabama Mural Trail, along with maintaining and refining our core projects. The adventure now begins and I look forward to working with each of you.

Alone we can do so little, together we can do so much.

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A SILVER LINING TO THE PANDEMIC WAS THE HUGE BOOM IN BOOKINGS AT CAMPGROUNDS, RV PARKS, AND ATTENDANCE AT OUTDOOR DESTINATIONS ACROSS NORTH ALABAMA.

EXECUTIVE COMMITTEE



Katy Norton
Chair



Jennifer Moore
Vice Chair



Danielle Gibson
Secretary



Sandy Thompson
Treasurer

COMMITTEE MEMBERS



Craig Johnston
Lawrence County



Donny Wilson
Cullman County



Chad Davis
Lauderdale County



Hugh Stump
AMLA Past Chair

COUNTIES SERVED BY AMLA

Blount, Cherokee, Colbert, Cullman, DeKalb, Etowah, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan, Winston

AFFILIATE GROUPS

Southeast Tourism Society,
SEOPA, Professional Outdoor Media Association,
Alabama Destination Marketing Organization,
Alabama Hospitality Association,
Alabama Travel Council,
Appalachian Regional Commission,
US Travel Assn., National Tour Assn.,
American Assn. of Retirement Communities,
Leave No Trace, Harvest Host,
Tennessee River Valley Council

AMLA STAFF

Alabama Mountain Lakes Tourist Association
402 Sherman Street, SE / P.O. Box 2537 / Decatur, AL 35602
256-350-3500 / 800-648-5381 / Fax: 256-350-3519
www.northalabama.org / www.aml4tourism.com
#visitnorthal



Tami Reist
President/CEO



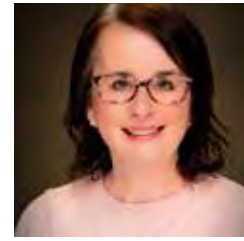
Angie Pierce
VP of Operations & Marketing



Tina Lawler
Membership Recruitment & Development



Randy Paul Stepleton
Visitor Services Rep



Melea Hames
Social Media Manager



Mickie Collier
Member Services Rep



Leslee Davis-Herrington
Member Services Rep



Kay Donaldson
Alabama Bass Trail Director



Scott Dobbins
Alabama Bass Trail Program Coordinator

NEW FOR 2021-'2022
FIRST GRADUATING CLASS
OF THE FLAWLESS DELIVERY
EMPLOYEE TRAINING PROGRAM



2020-2022 BOARD OF DIRECTORS

AMLA conducted quarterly board meetings in April at Willow Oak Ranch in Russellville, in July at The Charn at Burns Bluff in Albertville, and in September at the 57th Annual Meeting at Florence Conference Center in Florence. (Note: the board meeting schedule for January at the Alabama Veterans Museum & Archives in Athens was canceled due to the pandemic.)

BLOUNT COUNTY

Lisa Baker, Blount County Commission appointment; Tim Haney, Rickwood Caverns State Park; Kelly Cochran Stone, Blount Oneonta Chamber of Commerce.

CHEROKEE COUNTY

Thereasa Hulgan, Cherokee County Chamber of Commerce; Bill Hamlin, Little River Marina & Lodge; Daphne Rogers, Cherokee County Commission appointment.

COLBERT COUNTY

Susann Hamlin, Colbert County Tourism and Convention Bureau; Randa Hovater, Colbert County Commission appointment; Sue Pilkilton, Helen Keller Birthplace.

CULLMAN COUNTY

Peggy Smith, Cullman County Chamber of Commerce; Doug Davenport, Cullman County Commission appointment; Drew Green, Cullman County Museum; Donny Wilson, Evelyn Burrow Museum.

DEKALB COUNTY

Jennifer McCurdy, Fort Payne Chamber of Commerce; John Dersham, DeKalb County Commission appointment; Randy Grider, DeKalb Tourist Association; Justin Christman, Roadside Que.

ETOWAH COUNTY

Nanda Patel, Etowah County Commission appointment; Hugh Stump, Etowah County Tourism Board; Jason Wilson, Back Forty Beer; Nanda Patel, Gadsden-Etowah County Chamber of Commerce appointment.

FRANKLIN COUNTY

Cassie Medley, Franklin County Chamber; Kim Horton, Franklin County Commission appointment; Tracie Clark, Red Bay Fun Park.

JACKSON COUNTY

Lyle Sosbee, Jackson County Commission appointment; Chris Gunter, Bridgeport Depot Museum.

LAUDERDALE COUNTY

Kate Brown, Lauderdale County Commission appointment and Shoals Area Chamber of Commerce appointment; Chad Davis, Joe Wheeler State Park; Haley Newton, Rockin on the River.

LAWRENCE COUNTY

Roger Weatherwax, Lawrence County Commission appointment; Craig Johnston, Lawrence County Chamber of Commerce; Anna Mullican, Oakville Indian Mound.

LIMESTONE COUNTY

Michelle Williamson, Limestone County Commission appointment; Teresa Todd, Athens-Limestone County Tourism; Bethany Shockney, Limestone County Economic Development; Sandy Thompson, Alabama Veterans Museum & Archives.

MADISON COUNTY

Jennifer Moore, Huntsville Madison Convention and Visitors Bureau; Beth Goodwin, Madison County Commission appointment; Merrill Wright, Madison Chamber of Commerce appointment; Teresa Taylor, Yedla Management.

MARION COUNTY

Jamie Christian, C3 of Northwest Alabama Economic Development Alliance; Sharon Dickinson, Marion County Commission appointment.

MARSHALL COUNTY

Eric Hayes, Marshall County Commission appointment; Katy Norton, Marshall County Convention and Visitors Bureau and Albertville Chamber of Commerce appointment; Morri Yancy, Lake Guntersville Chamber of Commerce; Jill Johnson, Boaz Chamber of Commerce; Brooke Hemphill, Arab Chamber of Commerce; Chris Bentley, Cathedral Caverns State Park.

MORGAN COUNTY

Don Stisher, Morgan County Commission; Danielle Gibson, Decatur Morgan County Tourism; Missy Evans, Hartselle Chamber of Commerce; Sharon Holder, Festival of Cranes.

WINSTON COUNTY

J.D. Snoddy, Winston County Commission appointment; Mayor Ken Sunseri, City of Haleyville and 911 Festival.

PURPOSE

The principle purpose of the Alabama Mountain Lakes Tourist Association shall be to plan and advance the economic welfare of North Alabama as it relates to the tourism and travel industry, and to publicize, advertise, promote, and encourage further development of the natural, historic, and man-made tourist attractions and the recreational facilities and resources of the region through the cooperative efforts and support of the member chambers of commerce and other development organizations of the region and other Association members.

It shall be the further purpose of this Association to concentrate and apply its efforts on the facilities and services of the North Alabama region as a whole in such a manner as to enhance and complement the work of each member.

It shall not be the purpose of this Association to substitute for or take the place of the members whose purpose also includes promotion and development of the tourism and travel industry.

NORTH ALABAMA COUNTIES SERVED BY AMLA:

Blount, Cherokee, Colbert, Cullman, DeKalb, Etowah, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan, Winston





EXECUTIVE SUMMARY

The Covid-19 Pandemic of 2020 put a pause to the dramatic ten year growth of the tourism and travel industry in North Alabama. According to the "Alabama Tourism Industry Economic Impact" study conducted by the Alabama Tourism Department, tourists spending in North Alabama in 2020 had a \$2.6 billion impact on the region, down from 2019's record high of \$3.2 billion.

AMLA and our tourism partners did adapt well to the changing situation, first by creating a 'Clean Pledge' program and we shifted to marketing the region's trails, waterfalls, and outdoor recreation destinations to comply with social distancing guidelines.

While tourism dollars spent in Alabama dropped 20% compared to the previous year, the nationwide average was a drop of 42%, according to Travel Economics. Also, campgrounds and RV parks recorded record bookings during 2020 in the region and six North Alabama counties actually recorded increases in tourist spending over the previous year. Counties reflecting growth in 2020 were Blount (0.9%), Cherokee (11.7%), Colbert (3.7%), Franklin (14.9%), Lawrence (32.5%), and Winston (38.1%).

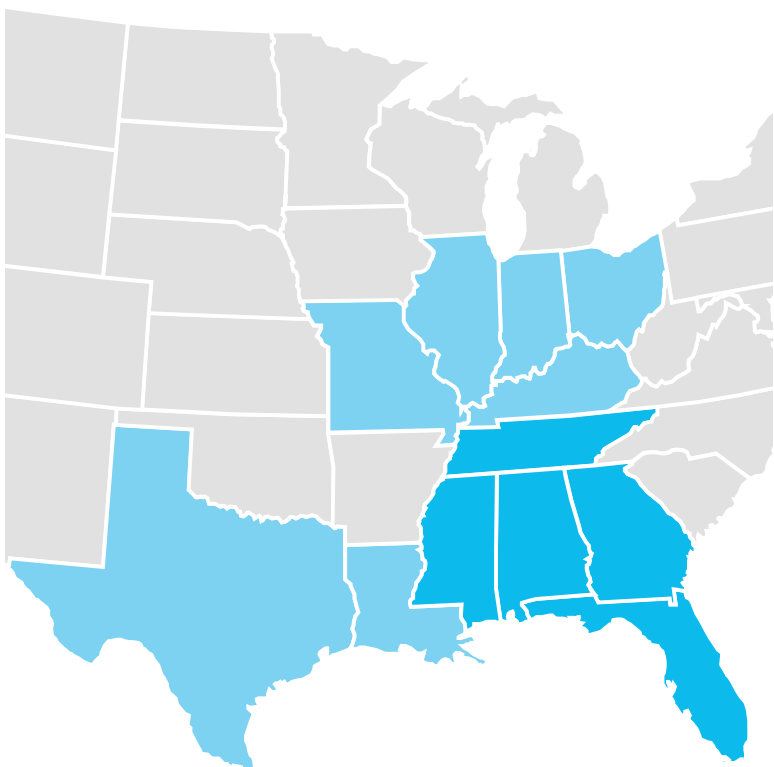
Lodging tax collections for the last two quarters of fiscal year 2020-21 showed a dramatic return to pre-pandemic levels, an indication that the tourism industry in the region is returning to its record-setting growth rate. We will continue to strengthen our marketing efforts for our traditional destinations during the coming marketing year, as well as reaching travelers for new emerging markets such as wedding venues, heritage sites, parks, international visitors, and retirement.



TARGET MARKETS

For the 2021-2022 fiscal year, the primary markets will be:

- ↗ Leisure/family
- ↗ Outdoors/Sportsmen
- ↗ Sports
- ↗ Eco tourism
- ↗ Weddings
- ↗ Train Enthusiasts
- ↗ Culinary/Wine tourism
- ↗ Religious
- ↗ Retirees
- ↗ Adventure
- ↗ Art Enthusiasts
- ↗ Brew/Nightlife
- ↗ Motorcycle Enthusiasts



After conducting in-house research, receiving input from focus groups, and local industry professionals, we have fine-tuned the geographic markets to be:

Primary - Alabama, Florida, Georgia, Tennessee, Mississippi

Secondary – Ohio, Indiana, Illinois, Kentucky, North-South corridors of I-65 and I-59, East-West corridors of U.S. Hwy. 72 and I-22 (Corridor X) , Missouri, Texas, Louisiana

These markets are determined by:

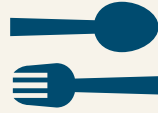
1. The driving distance to the AMLA region.
2. Evaluation of the geographic region from ad responses (See 2020 Leads Map) and website statistics.

WHERE NORTH ALABAMA TRAVELERS SPEND MONEY

The largest single travel expenditure was made on eating and drinking by visitors to North Alabama. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.



LODGING
FACILITIES



EATING &
DRINKING



GENERAL
RETAIL



ENTERTAINMENT



PUBLIC
TRANSPORTATION



AUTO
TRANSPORTATION

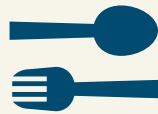


NORTH ALABAMA TOURISM EMPLOYMENT

In 2020, an estimated 31,130 North Alabama jobs were directly and indirectly attributable to the travel industry. These jobs were created in response to services demanded by travelers in the state. A study conducted by the Alabama Travel Bureau indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 54 percent of all the travel-related jobs created in 2020. Other industries that benefited strongly were lodging facilities and entertainment. This indirect job creation is known as the multiplier effect or economic impact.



LODGING FACILITIES



EATING & DRINKING



GENERAL RETAIL



ENTERTAINMENT



PUBLIC TRANSPORTATION



AUTO TRANSPORTATION



TOURISM LURES TAX DOLLARS TO NORTH ALABAMA



Travel and tourism is a powerful engine of economic growth for communities across Alabama. Research by Travel Economics found that in 2020, more than 22.5 million people visited Alabama, spending \$13.4 billion, which supported 165,230 jobs and generated more than \$800 million in state and local tax revenues. That is a 20% decline over 2019, which is a big hit to Alabama's tourism economy but is significantly better than the national average decline of 42%. Alabama's remarkably low drop – the state performed better in travel expenditures than 45 other states, is a clear indicator that Alabama tourism is key driver of economic development and resiliency.



AMLA is here today to educate our County Commissions on the broad diversity of the travel and tourism sector, the significant contribution it makes to our national and local economies, and its critical role in driving recovery from the COVID-19 pandemic. It is an opportunity to deliver the message that tourism's vitality cannot be taken for granted. Recognizing that tough budget decisions must be made, we also recognize that our County Governments have to be leaders on the issues that are important to the economic health and growth of tourism and our communities.



Tourism doesn't just happen – it requires smart strategy, strong research, and creative promotion. And partnerships with key government agencies to help tourism communities better tell their stories and deliver exceptional travel experiences. These are the government programs and initiatives that frontline tourism leaders are talking about to advance the health and growth of the tourism sector and help our communities to thrive.



Alabama Mountain Lakes Tourist Association
402 Sherman Street SE | P.O. Box 2537 | Decatur, AL 35602

800.648.5381 • NorthAlabama.org

#visitnorthal     

GOALS AND OBJECTIVES

The following plan stresses the overall mission of the Association – to continue to bring in visitors, extend the amount of time they spend in North Alabama, and increase revenues for the region.

It's not only important that we cater to our external customers, but we must also address the needs of our AMLA members. In the coming year, AMLA will strive for a committed leadership and a shared vision for growth. By encouraging consensus and cooperation between counties and members, it is a win-win situation for everyone.



Analysis shows that every \$119,842 in travel industry spending creates one direct job in Alabama. For every two direct jobs created, the Alabama economy indirectly creates one additional job.

Let us walk you through how AudioEye works [Get Demo](#)

INDUSTRY-LEADING WEB ACCESSIBILITY

The Complete Solution for Web Accessibility

- Powerful Technology**
Patented industry-leading automation finds and fixes over 2x more issues vs competitors
- Easy Setup**
Installs in minutes on any website platform
- Legal Compliance**
Meets ADA / WCAG guidelines for digital compliance
- Certified Experts**
Access to IAAP certified experts and legal advisors on staff



[Start Free Trial](#)



How AudioEye Works



**NEW FOR 2021-2022
MAKING WEBSITE ADA
COMPLIANT**

MARKETING AND PUBLIC RELATIONS

(Bold items are new for the coming fiscal year)

Goal:

1. Continue to promote a positive image of North Alabama's tourism product in the minds of the traveling public.

Strategies:

- Website, advertisements and collateral materials will focus on trails, attractions, shopping, events, dining, lodging, scenery, natural attractions, fishing, sports, quiet sports, weddings, **agriculture, and retirement/relocation.**
- Coordinate all public relations activities with the marketing and advertising strategies to deliver a consistent message.
- **Make www.NorthAlabama.org ADA (American Disabilities Act) compliant by incorporating AudioEye software.**
- **Institute a complete re-refresh of our existing website.**
- Maintain Facebook, Pinterest, Instagram, Youtube, Twitter, **TikTok, and LinkedIn** pages for North Alabama.
- Support the efforts of the North Alabama Themed Trails Programs.
- Support the efforts of the Leave No Trace program.
- Continue to send out monthly story ideas to newspaper, magazine and online travel editors along with bloggers in the five state primary markets.
- Utilize creative promotional items and displays, **including a new North Alabama Fishing display**, that can be used to promote the region out of state and at different locations throughout the state.
- Support the efforts of Brand USA.
- Use re-targeting to reach potential visitors in various stages of their vacation planning.
- Extend North Alabama's reach by working with and hosting different social media influencers who will cover a variety of topics throughout the year. **Travel writer Kristen Luna with Camels & Chocolates will be one of our featured social media influencers.**
- Continue to develop our We Care section on our website to inform the public how tourism is working to improve and enhance our communities and lifestyles.
- **Created a new Be Kind campaign video.**
- **Launch the Flawless Delivery Training certification program for North Alabama's front line workers.**

Goal:

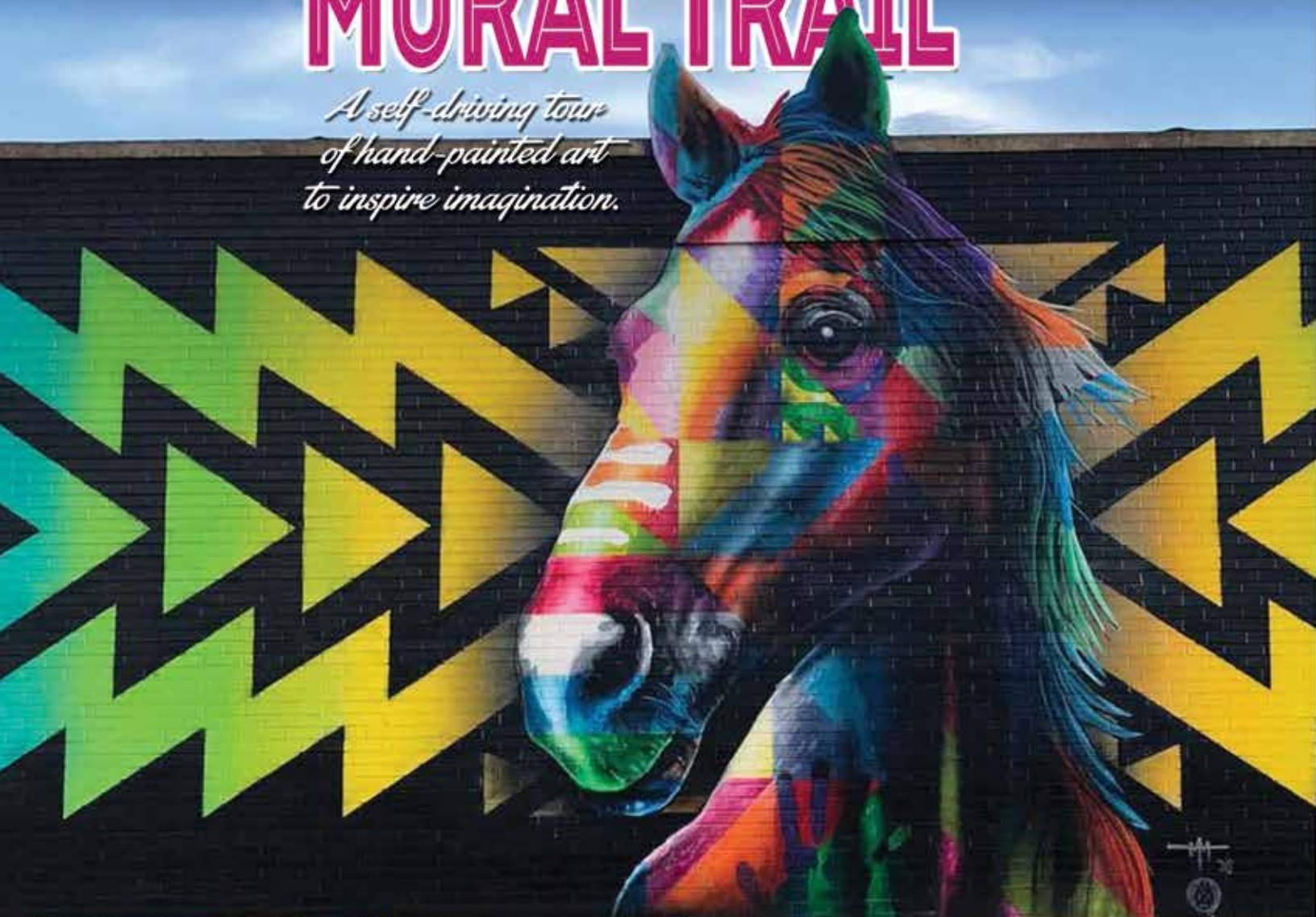
2. Continue to design and publish creative and user-friendly marketing materials and programs.

Strategies:

- Promote our growing user-friendly NorthAlabama.org website.
- Reproduce as needed the Vacation Planner, tear-off Attractions Map, Fishing Guide, North Alabama Civil War, North Alabama BBQ Trail Map, North Alabama Wine Trail Passport, North Alabama Activity Book, North Alabama Craft Beer Trail Passport, North Alabama Golf Guide, North Alabama Outdoors Guide and the North Alabama Waterfalls Trail & Map Guide, North Alabama Train Depots Trail Guide, the North Alabama Motorcycle Trail Guide, the North Alabama Wedding Planner, and the Retire to North Alabama campaigns. **New print materials will include the North Alabama Agricultural Trail and North Alabama Mural Trail brochures.**
- Work with the Alabama Press Association on digital ad placement.
- **Purchase a current media contact management database.**
- Create a guide and videos to encourage the aging generation to consider North Alabama as a retirement destination. **Additional promotion for our RetireNorthAlabama.org website.**
- **New promotions for our new NorthAlabamaMuralTrail.org URL.**
- Continue work with TVA on the National Geographic website that includes North Alabama.
- **Produce new, compelling videos for all of North Alabama's trails.**
- **Reproduce the Destination Passport key cards for Alabama State Parks lodging facilities.**

NORTH ALABAMA MURAL TRAIL

*A self-driving tour
of hand-painted art
to inspire imagination.*



Discover our heritage, beauty, and love of the arts through more than 135 murals in 16 counties. Access the entire list of stops on our website where you can read about the artists and the story behind the mural.

**NEW FOR 2021-2022
NORTH ALABAMA
MURAL TRAIL**



- **New advertising campaign in bridal directories for the North Alabama Stunning Wedding Venues publication.**
- Create a kid-friendly Christmas activity book spotlighting holiday events across the region.
- Maintain passports on our main website for the North Alabama Barbecue Trail, North Alabama Craft Beer Trail, the North Alabama Wine Trail, North Alabama Mural Trail, and Retirement Living In North Alabama.
- Continue to build customer inquiry database and promote North Alabama.
- Continue to build the E-News database and mail quarterly newsletters.
- Promoting on NorthAlabama.org Soul Grown Lifestyles on-line.
- **Develop a new RV/Campground rack brochure.**
- **Expand our collection of North Alabama Agriculture Trail destination photographs.**
- **Launch a new working relationship with Yellow Hammer Media to promote our North Alabama Retirement & Relocation Guide.**
- **Expand our marketing reach in surrounding states through a display advertising campaign in Rural Electric Co-Op monthly magazines in Georgia and Tennessee.**
- **Develop a print media marketing campaign featuring travel in North Alabama in Business Alabama magazine.**

Goal:

3. Promote to leisure/family, outdoor/sportsmen, eco-tourism, adventure, sports tournaments, and golf.

Strategies:

- **Sponsor Shooting Sports Alliance Showcase.**
- **Expand our consumer media display advertising campaign to include Hook & Barrel magazine.**
- Exhibit at travel, sport, outdoor adventure and boat shows in target markets.
- Attract non-traditional markets such as, sports event holders and outdoor adventure through additional shows.
- Advertise in selected consumer publications in target markets.
- Continue to advertise with Timmy Horton Outdoors.
- Continue to advertise on hotel channels with City Vision and Compass 360.
- **Great Days Outdoors to be featured on Podcast segment for Alabama Fresh vendor series.**
- Continue display advertising in Coastal Alabama magazine placed in Gulf Coast lodging facilities.
- AMLA will purchase four banner ads in the Alabama State Vacation Guide.
- Advertise on the nationally syndicated "Rick & Bubba" radio show to promote North Alabama.
- Featured slots on the Mark White Radio Show spotlighting North Alabama Ambassadors.
- Continue the Destination Passport Program showcasing discounts in the region.
- Continue our membership in the national Leave No Trace environmental program.
- Conduct a welcome center FAM tour for state welcome center employees
- **Update, print and distribute the North Alabama Golf Guide.**
- **Exhibit and promote at the iCAST show in Orlando, Florida.**
- **Exhibit and promote at the Ultimate Sports Show in Michigan.**

Goal:

4. Maintain on-going PR and media relations.

Strategies:

- **AMLA will become a member of the Professional Outdoor Media Association.**
- Continue associate memberships in the Southeastern Outdoor Press Association and its members.
- Seek opportunities to promote tourism in the local media when possible.
- Host group and individual visits for travel writers and other media representatives.
- Continue AMLA's relationship with the state tourism communications office.
- Actively seek opportunities to participate in radio and television programs with a travel focus.
- Continue the North Alabama Ambassador Program.



PODCAST

UNEXPECTED ADVENTURES IN
NORTH ALABAMA



NEW FOR 2021-2022
EXCITING NEW PODCAST
COORDINATED THROUGH
RELIC TOURISM-CENTRIC
AGENCY IN PROVO, UTAH

- Continue to WORK WITH WAFF, WHNT, WAAY, **WBRC**, and radio broadcast.
- Continue to work with outdoor & media lifestyle bloggers.
- **Co-host travel writers in cooperation with the Tennessee River Valley Stewardship Association.**
- **Continue to develop and promote the YouTube series «Tina’s Travels.»**
- **Continue to expand our working relationship with Meltwater, Klear and Crowdriff internet groups.**
- **Continue to expand our working relationship with Fred Hunter and his television series Absolutely Alabama.**
- Continue the show “Around North Alabama with Randy Paul” on WAFF.
- Create podcast - Unexpected Adventures in North Alabama with the Relic Agency.

Goal:

5. Promote to Group Travel Leaders to bring group tour business to North Alabama.

Strategies:

- Participate in IPW.
- Participate in SYTA.
- Participate in Travel South.
- Exhibit at the Men’s Gridiron Conference in Huntsville.
- **Sponsor reception at ABA in Grapevine, Texas.**
- Continue to promote group tour itineraries through group tour planner.
- Continue to create videos and itineraries for the North Alabama website.

LEGISLATIVE/GOVERNMENTAL EFFORTS

Goal:

1. Serve as a voice for tourism in the region.

Strategies:

- Continue to serve as an exofficio member of the Tennessee Valley Caucus and continue one-on-one meetings with our legislators in Montgomery and Washington D.C. to discuss tourism issues.
- Establish a list of legislative priorities.
- **Continue to support the efforts of the Association of Tennessee Valley Governments.**
- **Continue to work with the Tennessee River Alliance project.**
- **Continue to serve on the Tennessee River Valley Stewardship Council.**
- Focus on a more direct communication with legislators, commissioners, mayors, city councils, and other local leaders.
- Educate public bodies, business and professional groups, civic, and social groups by making presentations about AMLA.
- Participate in Annual Tourism Bash.
- Update the piece for Legislators called “Tourism Matters” highlighting the new things coming in North Alabama Tourism.
- Attend the STS Congressional Summit of Tourism.
- Continue to work with ARC, representing Alabama, and support their efforts.
- Serve on the Governor appointed Scenic By-Ways Board.
- Serve on the Governor appointed Hospitality and Tourism Technical Advisory Committee of the Alabama Committee on Credentialing and Career Pathways.
- Continue to exhibit at the annual ACCA Conference and the ALOM Conference.
- Serve on the Board of the Tennessee-Tombigbee Waterway.
- Continue to support the efforts of Tennessee Valley Authority Tourism Project.
- Continue to work with local officials in North Alabama on projects of tourism value.
- Continue to create and provide County Tourism Economic Health Books for each of our 16 counties.
- Continue to work with the region’s Economic Development and Regional Council of Government.
- Continue to send Tourism Week Economic Figure Cards to legislators.
- Attend the Appalachian Alumni Leadership Institute of the Appalachian Regional Commission.

MEMBER SERVICES

Goal:

1. To support the AMLA membership through education, training and supportive efforts. Also partnering with other organizations to further education of our members.

Strategies:

- Host informative Association meetings, «how-to» workshops, and training seminars including grant training efforts.
- **Work with AARP to assist in making cities in North Alabama Age-Friendly Certified Communities.**
- **Launch the new Flawless Delivery Training Program for North Alabama frontline employees.**
- **Hire an additional Second Helping Job Program coordinator.**
- **Hire an additional Member Services Representative for stocking member brochure racks.**
- **Expand content on the We Care section of www.NorthAlabama.org**
- **Purchase an additional delivery van to service our growing membership.**
- **Attend DYI to stay abreast of the latest trends in Tourism.**
- **Offer North Alabama Mural Trail Grants.**
- Serve as a resource bank for member information on industry trends, current events, and educational tools.
- Help provide direction and support.
- Provide STS Marketing College scholarships available to members.
- Continue to host Social Media Networking meetings throughout the region.
- Offer Social Media and Hotel Marketing Speaker Bureau/Presentation.
- Continue to support the efforts of the Alabama Bass Trail.
- Continue to support the efforts of Tennessee River Valley Stewardship Project.

Goal:

2. Maintain on-going member services and communication.

Strategies/tactics:

- Support the sales and marketing efforts of members.
- Host the Peak Awards Program.
- Continue with Quarterly newsletters to inform members of upcoming events and opportunities.
- Utilize members through the use of Association committees.
- Continue to utilize the AMLA4TOURISM.COM website to communicate with members and to be member resource for information.
- **Continue to honor AMLA's tourism partners with the Elite Tourist Professional Program during National Tourism Month in May.**
- **Develop the Be Kind Program through video presentations and website materials.**
- Support the New Member CRM. Allowing members easier access to their website listings/pictures, invoices, and new online registration.

Goal:

3. Distribute Association and member materials.

Strategies:

- Distribute individual AMLA member brochures and additional information through the in-region racks, member racks, and direct mail.
- Distribute AMLA brochures in the state's Welcome Centers and Cullman Rest Area.
- Annually evaluate the in-route brochure distribution service for membership.
- Distribute AMLA and member's brochures at trade and travel shows.
- Post information on our social media outlets.
- Distribute member information through North Alabama websites and apps.

MAINTAIN TRAVEL INDUSTRY NETWORK

Goal:

1. Foster relationships by participating in the consumer and trade marketing efforts of the state, regional, and national tourism industries.

Strategies:

- Support the efforts of state and local tourism organizations: Alabama Tourism Department, the Alabama Travel Council, the Department of Conservation and Natural Resources, ALDOT, ABA, ADECA, ARC, Tennessee Valley Caucus, AADMO, NTA, SYTA, ACCA, ALOM, and Tourism BASH.
- Support the efforts of the Southeast Tourism Society & US Travel Association.
- Attend the Annual Alabama Governor’s Conference on Tourism.
- Serve on the Advisory Committee at the University of Tennessee for the ARC Research Program.
- Support the efforts of the Alabama-Mississippi-Tennessee Rural Tourism and attend their conference.
- Serve on the Main Street Board.
- Serve on the Rural Recovery helping with Jackson and Limestone County.
- Serve on the Advisory Board for Cook Museum of Natural Science.
- Serve on the Tri-County Regional Leadership Committee.
- Serve on the Alabama Committee of Excellence.
- Serve on the Southeastern Outdoor Press Association Finance Committee.
- Serve on the Alabama Restaurant & Hospitality Alliance Board.
- Serve on the Tennessee River Valley Stewardship Council.

EVALUATION

Goal:

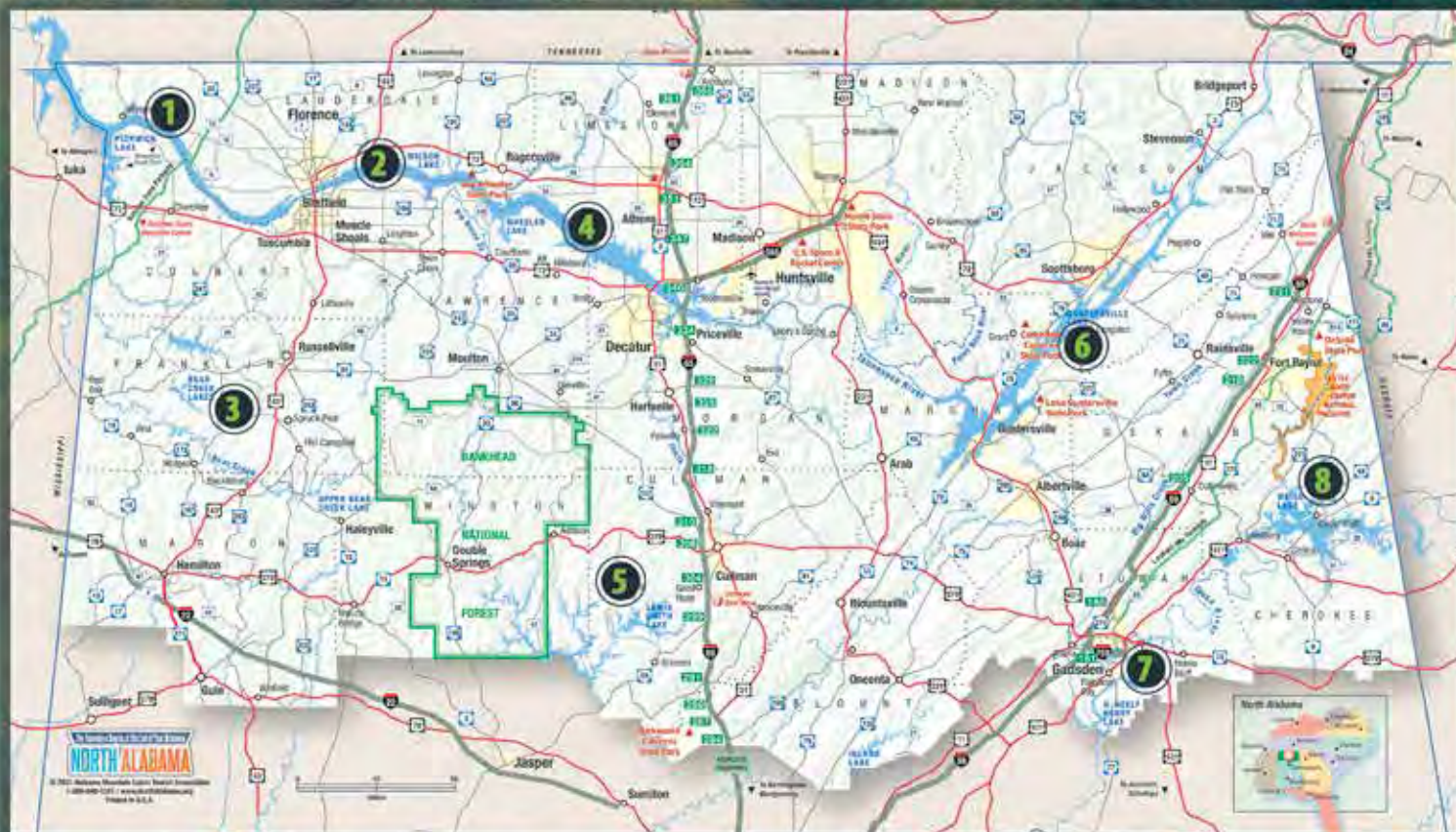
1. Monitor existing and emerging industry trends.

Strategies:

- Maintain the Association’s documentation and tracking capabilities, including Internet and mail inquiries.
- **Support a study on the feasibility of marketing North Alabama filming locations and music venues.**
- **Develop a working relationship with Gray Research on conducting a statewide hospitality study.**
- Working with Gray Research on doing a targeted visitor segment study in Jackson County.
- Conduct member and consumer surveys and enhance studies through the use of the Survey Monkey app.
- Compare monthly trends by using our county lodging taxes supplied by the State.
- Participate in efforts to compile an accurate, concise travel impact study with The Alabama Tourism Department.
- Continue to monitor trends with web statistics through the use of Google Analytics.
- Continue to monitor trends with BANDWANGO.
- Continue to monitor trends with Facebook Insights.
- Monitor the trends from the Craft Beer Passports, Wine Passports, and Geocache Passports.

LARGEMOUTH BASS • SMALLMOUTH BASS • SPOTTED BASS • SALTWATER STRIPED BASS • CRAPPIE • CHANNEL CATFISH • BLUEGILL

WHERE THE LAKES MEET THE APPALACHIAN MOUNTAINS



1 PICKWICK

One of the South's best trophy smallmouth impoundments and popular for crappie and catfish. Runs from Florence, Muscle Shoals, Sheffield, and Tuscombua to the Alabama-Mississippi border.

2 WILSON

Provides great bass, catfish, and crappie fishing because of its underwater points, gravel beds, rocky points, and sand bars. West of Wheeler Dam to the east city limits of Florence and Muscle Shoals.

3 BEAR CREEK

Composed of four impoundments in Northwest Alabama, each with its own distinct personality. The lakes are stocked with a variety of fish including largemouth, smallmouth, and spotted bass, crappie, and catfish.

4 WHEELER

A 65,000-acre reservoir on the Tennessee River running from Huntsville to Wheeler Dam. Offers diverse sport fishing with largemouth, smallmouth, and spotted bass, crappie, hybrids, bluegill, and channel catfish.

5 SMITH

Holder of five previous World Record spotted bass catches and highly rated in the state as a trophy saltwater striped bass fishery. The current lake record is 45 lbs. A deep, clear lake near Cullman with feeder streams, bays, and sloughs.

6 GUNTERSVILLE

Alabama's largest impoundment at 69,000 acres with more than 900 miles of shoreline. Noted as an excellent bass lake and resort area. Stretches from Scottsboro to Guntersville.

7 NEELY HENRY

Made up of 11,200 acres of rippling blue waters and 339 miles of shoreline. Fish for largemouth, smallmouth, and spotted bass as well as catfish. Runs north-south next to Gadsden.

8 WEISS

A 30,200-acre impoundment offering 447 miles of shoreline next to the city of Centre. Known as "The Crappie Capital of the World." Popular spot for bass and catfish, too.

800.648.5381 • FishNorthAlabama.org

NEW FOR 2021-2022
9-FOOT WIDE FISHING DISPLAY
FOR CONSUMER SHOWS.

COLLATERAL MATERIALS

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

2021-2022 COLLATERAL MATERIALS

North Alabama Vacation Planner

North Alabama Fishing Guide

North Alabama Golf Guide

North Alabama Agriculture Adventure Trail

North Alabama Mural Trail rack card

Developing Small Town Tourism Projects & Festivals Workbook

North Alabama Retirement & Relocation Guide

North Alabama Visitors Map

North Alabama BBQ Trail Guide

North Alabama Outdoors Guide

North Alabama Craft Beer Trail Guide

North Alabama Wine Trail Passport

North Alabama Trail of Sacred Places

North Alabama Civil War Guide

North Alabama Waterfall Brochure

North Alabama Motorcycle Trail Guide

North Alabama Train Depots Trail Guide

Outdoors Profile Form

North Alabama Group Itinerary Planner

Press Releases

Website (www.NorthAlabama.org)

North Alabama Media Kits

Facebook

Twitter

Pinterest

Instagram

Youtube

Linkedin

TikTok

Tina's Travels Facebook & YouTube

E-Newsletter

North Alabama Destination Passport

North Alabama Craft Beer Trail Passport

North Alabama Wine Passport

North Alabama Waterfall Passport

North Alabama Mural Trail Passport

North Alabama Tourism Newsletter

North Alabama Wedding Planner

North Alabama Opportunity Zones booklet

AMLA 2021-2022 TRAVEL SCHEDULE

ATLANTA TRAVEL & ADVENTURE SHOW
OCTOBER 15-17, 2021
ATLANTA, GA

AL-MS-TN RURAL TOURISM CONFERENCE
OCTOBER 18-20, 2021
SWEETWATER, TN

SUNBELT AG EXPO
OCTOBER 19-21, 2021
MOULTRIE, GA

ALABAMA WELCOME CENTER RETREAT
OCTOBER 24-26, 2021
FAIRHOPE, AL

ASSOCIATION OF TENNESSEE VALLEY GOVERNMENTS
OCTOBER 25-26, 2021
GATLINBURG, TN

AARC ANNUAL CONFERENCE
NOVEMBER 3-5, 2021
MYRTLE BEACH, SC

ALABAMA TOURISM STATE MEETING
NOVEMBER 15-16, 2021
FLORENCE, AL

DIY TOURISM WORKSHOP
NOVEMBER 15-17, 2021
ASHEVILLE, NC

ALABAMA GOVERNOR'S CONFERENCE
JANUARY 4-7, 2022
THE LODGE AT GULF STATE PARK

CELEBRATIONS BRIDAL EVENT
JANUARY 9, 2022
HUNTSVILLE, AL

EAST TENNESSEE FISHING SHOW & EXPO
JANUARY 20-23, 2022
KNOXVILLE, TN

LOUISVILLE BOAT, RV & SPORT SHOW
JANUARY 26 -30, 2022
LOUISVILLE, KY

CHICAGO TRAVEL & ADVENTURE SHOW
FEBRUARY 5-6, 2022
CHICAGO, IL

STS DOMESTIC SHOWCASE
FEBRUARY 13-15, 2022
VIRGINIA BEACH, VA

INDIANAPOLIS BOAT, SPORT, & TRAVEL SHOW
FEBRUARY 18-27, 2022
INDIANAPOLIS, IN

OUTDOOR ADVENTURE SHOW
FEBRUARY 25-27, 2022
MISSISSAUGA, ON

ULTIMATE SPORTS SHOW
MARCH 8-13, 2022
GRAND RAPIDS, MI

TOURISM BASH
MARCH 9, 2022
MONTGOMERY, AL

ALABAMA TOURISM STATE MEETING
MARCH 10, 2022
MONTGOMERY, AL

CANOECOPIA PADDLING SHOW
MARCH 11-23, 2022
MADISON, WI

SHOOTING SPORTS SHOWCASE
MARCH 14, 2022
TALLEDAGA, AL

BEST BRIDAL SHOW
MARCH 27, 2022
GADSDEN, AL

NASHVILLE SOUTHERN WOMENS SHOW
TBD
NASHVILLE, TN

WOMEN OF JOY CONFERENCE
APRIL 22-24, 2022
PIGEON FORGE, TN

ALABAMA LEAGUE OF MUNICIPALITIES
MAY 11-13, 2022
TUSCALOOSA, AL

IPW
JUNE 4-8, 2022
ORLANDO, FL

ALABAMA PRESS ASSOCIATION ANNUAL CONFERENCE
TBD
ORANGE BEACH, AL

POMA ANNUAL CONFERENCE
JUNE 14-16, 2022
KALISPELL, MT

GRIDIRON MEN'S CONFERENCE
JUNE 17 & 18, 2022
HUNTSVILLE, AL

HYDROFEST
JUNE 25-26, 2022
GUNTERSVILLE, AL

WINGDING MOTORCYCLE SHOW
JUNE 29-JULY 2, 2022
SHREVEPORT, LA

CONGRESSIONAL SUMMIT OF TRAVEL & TOURISM
JUNE 20-23, 2022
WASHINGTON, D.C.

STS MARKETING COLLEGE
TBD

ICAST
JULY 19-22, 2022
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL

ESTO
AUGUST 6-10, 2022
GRAND RAPIDS, MI

GOVERNORS CONFERENCE ON TOURISM
AUGUST 27-30, 2022
AUBURN, AL

ACCA CONVENTION
AUGUST 23-25, 2022
ORANGE BEACH, AL

STS CONNECTIONS
SEPTEMBER 7-9, 2022
CONCORD, NC

AMLA 2021-2022

BOARD MEETINGS / SEMINARS

BOARD & MEMBERSHIP MEETINGS

- **JANUARY 25, 2022**
SAND MOUNTAIN PARK, ALBERTVILLE, AL
SPEAKER: SHANNON GRAY
RESEARCH ROADMAP – KNOW YOUR VISITORS
- **APRIL 19, 2022**
ALABAMA VETERANS MUSEUM, ATHENS, AL
SPEAKERS: JOHN DERSHAM & GLENN MITCHELL
THE SUCCESS OF THE MURALS PROGRAM
- **JULY 26, 2022**
OVERTON FARMS, HODGES, AL
SPEAKER: LESLEY HYDE
FOUNDER & OWNER OF THE SOUTHERN
GHOST GIRLS TOURS
HOW TO ADD GHOST TOURS TO YOUR COMMUNITY
- **SEPTEMBER 22, 2022**
AMLA ANNUAL BOARD & MEMBERSHIP MEETING
VON BRAUN CENTER, HUNTSVILLE, AL

SOCIAL MEDIA NETWORKING

- **FEBRUARY 16, 2022**
KEILEE TERRY
WHAT MAKES A GREAT TIKTOK VIDEO?
- **APRIL 13, 2022**
KATELYN HENDERSON,
WE ARE HUNTSVILLE
FAVORITE TOOLS TO USE ON
SOCIAL MEDIA
- **AUGUST 17, 2022**
JACQUELINE CRANE, RELIC
HOW TO BEGIN A PODCAST

EDUCATIONAL SEMINARS

- **OCTOBER 14, 2021**
SOUTHEAST FESTIVALS
SEMINAR
DOUBLETREE HOTEL
DECATUR, AL

AMLA SPEAKERS BUREAU

During the past year, AMLA enjoyed the opportunity to speak at more than a dozen events for chambers of commerce, civic organizations, community groups, business owners, tourism bureaus, and industrial development associations. In response to this demand, AMLA has organized a Speakers Bureau. Below are some of the topics that may be presented at your gathering. To schedule a speaker, please contact our office at least two weeks prior to the event.

SPEAKING TOPICS

TAMI REIST, President/CEO

Tina Lawler, Membership Recruitment & Development, Legislative Liason

- WORKING WITH YOUR TOURISM PARTNERS
- THE IMPORTANCE OF TRAILS
- SMALL COMMUNITY TOURISM -- CASE STUDIES
- HOTEL MARKETING 101
- FOUR COURSE HOSPITALITY TRAINING
- RECIPE FOR SUCCESS

CUSTOM PRESENTATIONS -- Tami is frequently asked to speak on a theme that will work in conjunction with a particular gathering's topic or an area's particular need within the tourism and travel field. Please feel free to let Tami know of your interest.

SPEAKING TOPIC

MELEA HAMES, SOCIAL MEDIA MANAGER

SOCIAL MEDIA 101 CLASS

The Social Media 101 class familiarizes participants with the basics of the popular social media platforms, such as Facebook, Instagram, Twitter, and Pinterest. Participants will learn the importance as well as practical ways to utilize the social media platforms for their attractions, events, hotels, restaurants, etc. Participants will also receive a Time to Get Social book to take with them.

To schedule a speaking engagement or for more information, contact:

Alabama Mountain Lakes Tourist Association

Tina Lawler (800) 648-5381 / (256) 350-3500

Tina@NorthAlabama.org

ALABAMA BASS TRAIL

Alabama Bass Trail Announces 2022 Tournament Schedule

Decatur, Ala. – The Alabama Bass Trail (ABT) is excited to announce dates and locations of the 2022 tournament series which includes a payout reaching over \$580,000. Now in its ninth season, the team-style tournament series is held on eleven different lakes of the Alabama Bass Trail beginning February 19, 2022, with the championship tournament to be held on October 21-22, 2022. Anglers in the no entry fee championship will be competing for over \$100,000 in cash, including a \$50,000 first place prize and top bragging rights for the year.

“Announcing the schedule for the ninth season of the Alabama Bass Trail Tournament Series seems almost surreal,” said ABT Program Director Kay Donaldson. “Each year, we begin working with the host cities in February and it is always an interesting puzzle to put together. There are so many considerations that go into assembling a schedule that offers a little something different each year, but is still attractive to a large variety of anglers. We hope the 2022 Tournament Series is everything an angler expects from a fishing tournament – a flawlessly run event with big fish and big payouts.”

North Division featured sites are Neely Henry Lake hosted by the City of Gadsden and Greater Gadsden Area Tourism, Lewis Smith Lake hosted by Chamber of Commerce of Walker County, Weiss Lake hosted by the Town of Leesburg, Wheeler Lake hosted by Decatur Morgan County Tourism, and Lake Guntersville hosted by the Mountain Lakes Chamber of Commerce

South Division featured sites are Logan Martin Lake hosted by the City of Lincoln, Ala., Lake Martin hosted

by the Lake Martin Tourism Association, Alabama River hosted by the City of Prattville Parks and Recreation, Lay Lake hosted by the Shelby County Commission, and Lake Eufaula hosted by the Eufaula-Barbour County Chamber of Commerce.

Hosted by the city of Wetumpka, the championship tournament will be held October 21-22, 2022, on Lake Jordan.

Sanctioned by BASS (Bass Anglers Sportsman Society), the ABT Tournament Series contains two divisions, North and South, and each division is made up of five tournaments on five different lakes. The maximum number of boats for each tournament is 225. Teams must fish in all five tournaments in their respective division; no single entries will be allowed.

The no-entry-fee championship event will include up to 185 boats. The 185 boats are comprised of the 10 regular season winners, top 75 teams in points from both divisions that fished all five events in their respective divisions, along with the top 15 student teams, top five college teams and the top five couples teams collectively from both divisions that fished all five events in their respective division.

Each regular season tournament features a \$10,000 guaranteed first place prize and pays 40 places totaling over \$47,000. The no-entry-fee championship will feature a \$100,000 payout with a first place prize of \$50,000. There is also a \$5,000 bonus cash prize for Angler of the Year and \$2,500 for runner-up Angler of the Year. According to Donaldson, over \$580,000 in cash and prizes will be awarded when the ABT Tournament Series wraps up its season in 2022.



NORTH DIVISION TOURNAMENT SCHEDULE:

- **NEELY HENRY LAKE**
FEBRUARY 19, 2022
HOST: CITY OF GADSDEN AND GREATER GADSDEN AREA TOURISM
- **LEWIS SMITH LAKE**
MARCH 12, 2022
HOST: CHAMBER OF COMMERCE OF WALKER COUNTY
- **WEISS LAKE**
APRIL 23, 2022
HOST: TOWN OF LEESBURG
- **WHEELER LAKE**
MAY 21, 2022
HOST: DECATUR MORGAN COUNTY TOURISM
- **LAKE GUNTERSVILLE**
JUNE 11, 2022
HOST: MOUNTAIN LAKES CHAMBER OF COMMERCE

SOUTH DIVISION TOURNAMENT SCHEDULE:

- **LOGAN MARTIN LAKE**
FEBRUARY 26, 2022
HOST: CITY OF LINCOLN
- **LAKE MARTIN**
MARCH 19, 2022
HOST: LAKE MARTIN TOURISM ASSOCIATION
- **ALABAMA RIVER/COOTER'S POND**
APRIL 9, 2022
HOST: CITY OF PRATTVILLE PARKS & RECREATION
- **LAY LAKE**
MAY 14, 2022
HOST: SHELBY COUNTY COMMISSION
- **LAKE EUFAULA**
JUNE 18, 2022
HOST: EUFAULA-BARBOUR COUNTY CHAMBER OF COMMERCE

2022 CHAMPIONSHIP

- **LAKE JORDAN**
OCTOBER 21 & 22, 2022
HOST: CITY OF WETUMPKA



2022 PAYOUT SCHEDULE:

FIRST PLACE	\$10,000
SECOND PLACE	\$5,000
THIRD PLACE	\$4,000
FOURTH PLACE	\$3,000
FIFTH PLACE	\$2,000
SIXTH PLACE	\$1,500
SEVENTH PLACE	\$1,100
EIGHTH PLACE	\$1,100
NINTH PLACE	\$1,100
TENTH PLACE	\$1,100
11TH – 20TH (EACH)	\$ 750
21ST – 40TH (EACH)	\$ 500



"Alone we can do so little, together we can do so much." -- Helen Keller

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