

DREAM BIG



ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION
PROGRAM OF WORK
2022-2023

Time to Dream Big Again

The global pandemic brought about a brief hiatus in our record setting growth but the North Alabama tourism industry surged in a remarkable way in 2021. The rebound in tourism was a major force in propelling the Alabama state economy into its post-COVID recovery. Now it is time to dream big again.

Our 2022-2023 Program of Work includes many new projects that you have requested, have assisted in developing, and will be the catalyst for our future growth. These programs include continuing to spearhead the efforts of short term rental compliance across the state, bringing back the North Alabama Legislative Prayer Breakfast, expanding the tourism employee training program to an on-line resource, the creation of a comprehensive North Alabama Campgrounds Guide, and the development of a Patriot's Trail featuring sites honoring those who help protect our freedom.

This marketing program lays out the strategic plans for returning a record setting growth rate for the tourism industry to the region and expanding the influx of tourist tax dollars back into our communities.

I look forward to working with each of you in making these dreams come true.

Tami Reist
AMLA President/CEO

Dreams are the touchstones of our character.
---- HENRY DAVID THOREAU



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LEARN
WITH AMLA

Login

Login below to see all your courses.

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Keep me logged in [Forgot Password?](#)

OR

Sign Up

**ON-LINE TRAINING FOR
NORTH ALABAMA TOURISM
PROFESSIONALS TO BE
LAUNCHED IN 2022-2023.**

EXECUTIVE COMMITTEE



Jennifer Moore
Chair



Danielle Gibson
Vice Chair



Chad Davis
Secretary



Sandy Thompson
Treasurer

COMMITTEE MEMBERS



Teresa White
Taylor
Madison County



Jerry Evans
Limestone County



Carrie Barske
Crawford
Lauderdale County



Thereasa Hulgan
*Alabama Bass Trail
Committee Chair*



Katy Norton
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, Destination International,
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
www.LearnWithAMLA.org / #visitnorthal



Tami Reist
President/CEO



Angie Pierce, *VP of
Operations & Marketing*



Tina Lawler
*Membership Recruitment
& Development*



Melea Hames
Social Media Manager



Craig Johnston
*Director of Workforce
Development
Training & Advocacy*



Penne Beasley
Visitor Services Rep



Kay Donaldson
*Alabama Bass Trail
Director*



Scott Dobbins
*Alabama Bass Trail
Program Coordinator*



Mickie Collier
Member Services Rep



Leslee Davis-Herrington
Member Services Rep



Jerry Yarbrough
Member Services Rep



NEW FOR 2022-2023
NORTH ALABAMA
CAMPGROUNDS GUIDE

WINDEMERE COVE RV RESORT
LANGSTON, AL

2020-2022 BOARD OF DIRECTORS

AMLA conducted quarterly board meetings in January at Sand Mountain Park in Albertville, in April at the Alabama Veterans Museum in Athens, in July at Overton in Hodges, and in September at the 58th Annual Meeting at Von Braun Center in Huntsville.

BLOUNT COUNTY

Pat Clanton, 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.

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; Carolyn Baske, Muscle Shoals Heritage, Haley Newton, Rockin on the River.

LAWRENCE COUNTY

Roger Weatherwax, Lawrence County Commission appointment; Anna Mullican, Oakville Indian Mound.

LIMESTONE COUNTY

Tere Richardson, Limestone County Commission appointment; Teresa Todd, Athens-Limestone County Tourism; Bethany Shockney, Limestone County Economic Development; Sandy Thompson, Alabama Veterans Museum & Archives; Jerry Evans, Greenbrier Restaurant.

MADISON COUNTY

Jennifer Moore, Huntsville Madison Convention and Visitors Bureau; Beth Goodwin, Madison County Commission 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 national tourism industry suffered a drop of 45% during 2020, the peak year of the COVID pandemic. Alabama, on the other hand, lost only 20% of its revenue from 2019. Alabama **ranked among the top six states for least loss of revenue.**

Alabama recovered strongly in 2021 when **26% more tourists** vacationed in Alabama than the previous year. Those **28.2 million visitors** spent a record amount of **almost \$20 billion**. This was **\$3 billion higher** than the prior record two years earlier, according to state economist Dr. Keivan Deravi.

Thanks to a partnership with the Retirement Systems of Alabama, the number of television markets in which Alabama tourism commercials are aired at no cost has grown in three years from **44 to 113 markets**. Commercials promoting Alabama attractions including the RSA's Robert Trent Jones Golf Trail now reach **36% of the nation's households.**

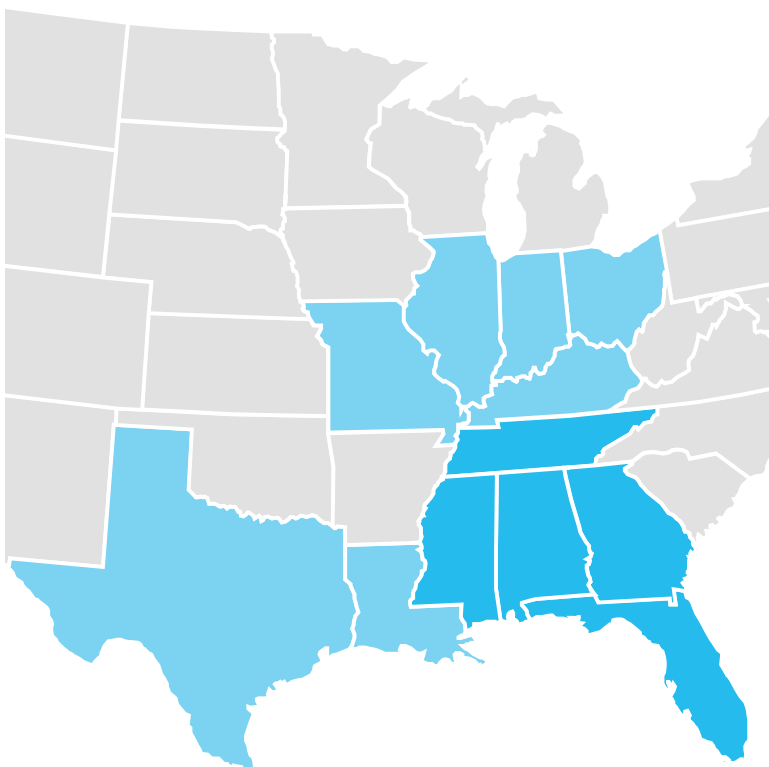
With tourists returning in record numbers in 2021, industry employment surged from an estimated 165,238 workers during the COVID year in 2020 to **227,334 employees** last year.



TARGET MARKETS

For the 2022-2023 fiscal year, the primary markets will be:

- ↖ Leisure/family ↖ Outdoors/Sportsmen ↖ Sports ↖ Agri 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, Missouri, Texas, Louisiana

These markets are determined by:

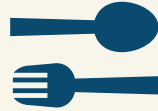
1. The driving distance to the AMLA region.
2. Evaluation of the geographic region from ad responses (See 2021 Leads Map) and website statistics.

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

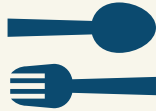


NORTH ALABAMA TOURISM EMPLOYMENT

In 2021, 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 Tourism Department indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 42 percent of all the travel-related jobs in 2021. Other industries that benefited strongly were lodging facilities and entertainment. This indirect job creation is known as the multiplier effect or economic impact.



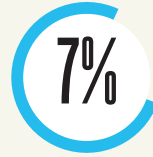
LODGING FACILITIES



EATING & DRINKING



GENERAL RETAIL



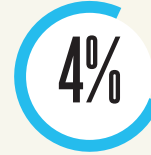
ENTERTAINMENT



PUBLIC TRANSPORTATION



AUTO TRANSPORTATION





NORTH ALABAMA

AGRICULTURE ADVENTURES TRAIL

A Celebration of Our Local Natural Bounty



16 Amazing counties averaging 1,086 farms of 160,473 acres per county!



4 Facts About Agri-tourism:
 • It is often low-impact.
 • It is small-scale.
 • It is education-focused.
 • It provides additional income for agricultural entrepreneurs.



35 Family destinations including orchards, wineries, farmer's markets, festivals, craft breweries, made-on-the-farm products, and much more!



2 Unknown Benefits of the Trail:
 • It advertises farmers, facilities, and products.
 • It provides an educational tool for explaining agriculture to American families.



2 of Alabama's biggest industries working together to attract tourists to rural areas.



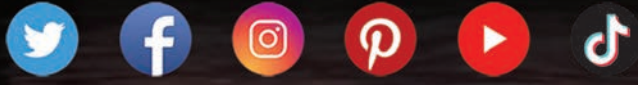
Agritourism operations also satisfy tourists' desire to make travel a learning experience and to rediscover for themselves and their families their rural and agricultural roots.

Helping develop North Alabama's \$3.2 billion tourism industry.

#visitnorthal

www.NorthAlabama.org

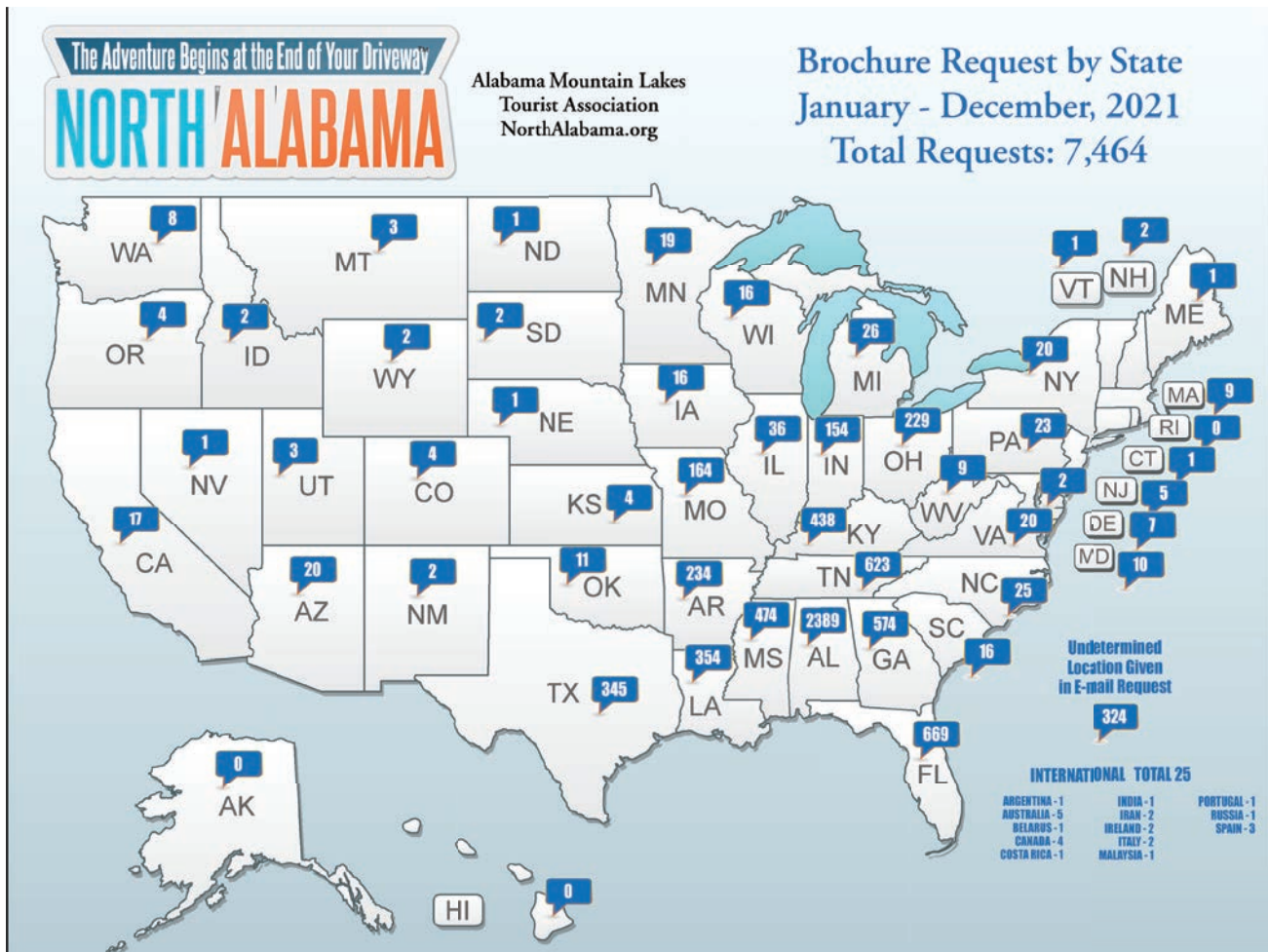
ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION



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.



i Analysis shows that every \$128,231 in travel industry spending creates one direct job in Alabama. For every two direct jobs created, the Alabama economy indirectly creates one additional job.

i For every \$1 in Alabama's travel-related expenditures, the state retains a total of \$0.34. Without those taxes, each household in Alabama would have had to pay \$631 in additional taxes to maintain current service levels.



NEW FOR 2022-2023
NORTH ALABAMA
PATRIOT TRAIL

MORGAN COUNTY
VETERANS MEMORIAL
PRICEVILLE, AL

MARKETING AND PUBLIC RELATIONS

(Bold items are new for the coming fiscal year)

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.

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.
- Continue to have an ADA (American Disabilities Act) compliant website by incorporating AudioEye software.
- **Promote the new refresh of our 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.
- 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.
- **Create and promote a new 'This is Appalachia' video.**

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 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, North Alabama Agricultural Trail, and the Retire to North Alabama campaigns. **New print materials will include the North Alabama Camping Guide.**
- Work with the Alabama Press Association on digital ad placement.
- **Purchase a current media contact management database.**
- Continue to encourage the aging generation to consider North Alabama as a retirement destination. Additional promotion for our RetireNorthAlabama.org website.
- **Promotions for our new North Alabama Camping brochure.**

(continues on page 17)



NEW FOR 2022-2023
EXPAND CONSUMER PUBLICATIONS
ADVERTISE IN VENUES INCLUDING
KAYAK BASS FISHING MAGAZINE

(continued from page 15)

- Continue to 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.
- 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.
- Promote on NorthAlabama.org Soul Grown Lifestyles on-line.
- **Expand our collection of North Alabama destination photographs.**
- Continue our relationship with Yellow Hammer Media and Business Alabama 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.
- Continue to develop and promote the YouTube series 'Tina's Travels'.
- **Continue to develop and promote the "Charlotte's Adventures" with Rocket City Mom.**
- **Advertise in Soul Grown.**

Goal:

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

Strategies:

- **Advertise with Kayak Bass Fishing**
- Continue 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.
- 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.
- 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.
- **Develop the North Alabama Patriots Trail.**
- Exhibit and promote at the iCAST show in Orlando, Florida.
- **Exhibit and promote at the Mid South Farm & Gin show in Memphis.**
- **Exhibit and promote at the Travel + Leisure Show in New York, New York.**

Goal:

4. Maintain on-going PR and media relations.

Strategies:

- **AMLA will become a member of AGLOW and OWAA.**
- Continue associate memberships in the Southeastern Outdoor Press Association and its members.
- Continue associate memberships in the Professional Outdoor Press Association and its members.
- Seek opportunities to promote tourism in the local media when possible.

(continues on page 19)



HOPE

FOR ALABAMA'S FUTURE

The
North Alabama Legislative
Prayer Breakfast
in Montgomery
will return in 2023



(continued from page 17)

- 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.
- * Work with Soul Grown, Yellow Hammer and Business Alabama.
- 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 expand our working relationship with Meltwater, Klear and Crowdriff internet groups.
- Continue to work with Fred Hunter and his television series Absolutely Alabama.
- Continue our 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 ESTO.
- **Participate in ABA.**
- **Participate in Destination International.**
- Continue to promote group tour itineraries through group tour planner.
- Continue to create videos and itineraries for the North Alabama website.
- **Participate in the STS Domestic Showcase Post FAM Tour.**

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.
- 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.
- Attend the STS Congressional Summit of Tourism.
- Continue to work with ARC, representing Alabama, and support their efforts.
- Continue to serve on the Alabama Scenic Byways Committee
- 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.
- Continue to serve on the Tennessee-Tombigbee Waterway Council
- 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 spearhead the efforts of Short Term Rental Compliance across the state.**
- **Bring back the Legislative Prayer Breakfast.**
- 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.
- Attend the Appalachian Alumni Leadership Institute

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 and teach informative Association meetings, how-to workshops, and training seminars including grant training efforts.
- **Develop and utilize Asorb to track the training of our membership.**
- Continue to work with AARC to assist in making cities in North Alabama Age-Friendly Certified Communities.
- Continue the Flawless Delivery Training Program for North Alabama frontline employees.
- Expand content on the We Care section of www.NorthAlabama.org
- Attend DYI to stay abreast of the latest trends in Tourism.
- 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 via Zoom.
- 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.
- **Develop virtual quarterly Lunch & Learn training programs for our front line employees.**
- **Develop and implement the North Alabama Tourism Academy.**

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.
- **Continue to honor AMLA's tourism partners with the String of Pearls Leadership Program.**
- Support the Member CRM. Allowing members easier access to their website listings/pictures, invoices, and 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, **Destination International, US Travel**, STS, 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 Alabama Main Street Board.
- Serve on the Alabama Travel Council Board.
- Serve on the Advisory Board for Cook Museum of Natural Science.
- Serve on the Launch 2035 Committee.
- * Serve on the Career and Technical Education Task Force.
- Serve on the Alabama Restaurant & Hospitality Alliance Board.
- Serve on the Tennessee River Valley Stewardship Council.
- **Serve on the Board of the Association of Tennessee Valley Governments representing Alabama.**

EVALUATION

Goal:

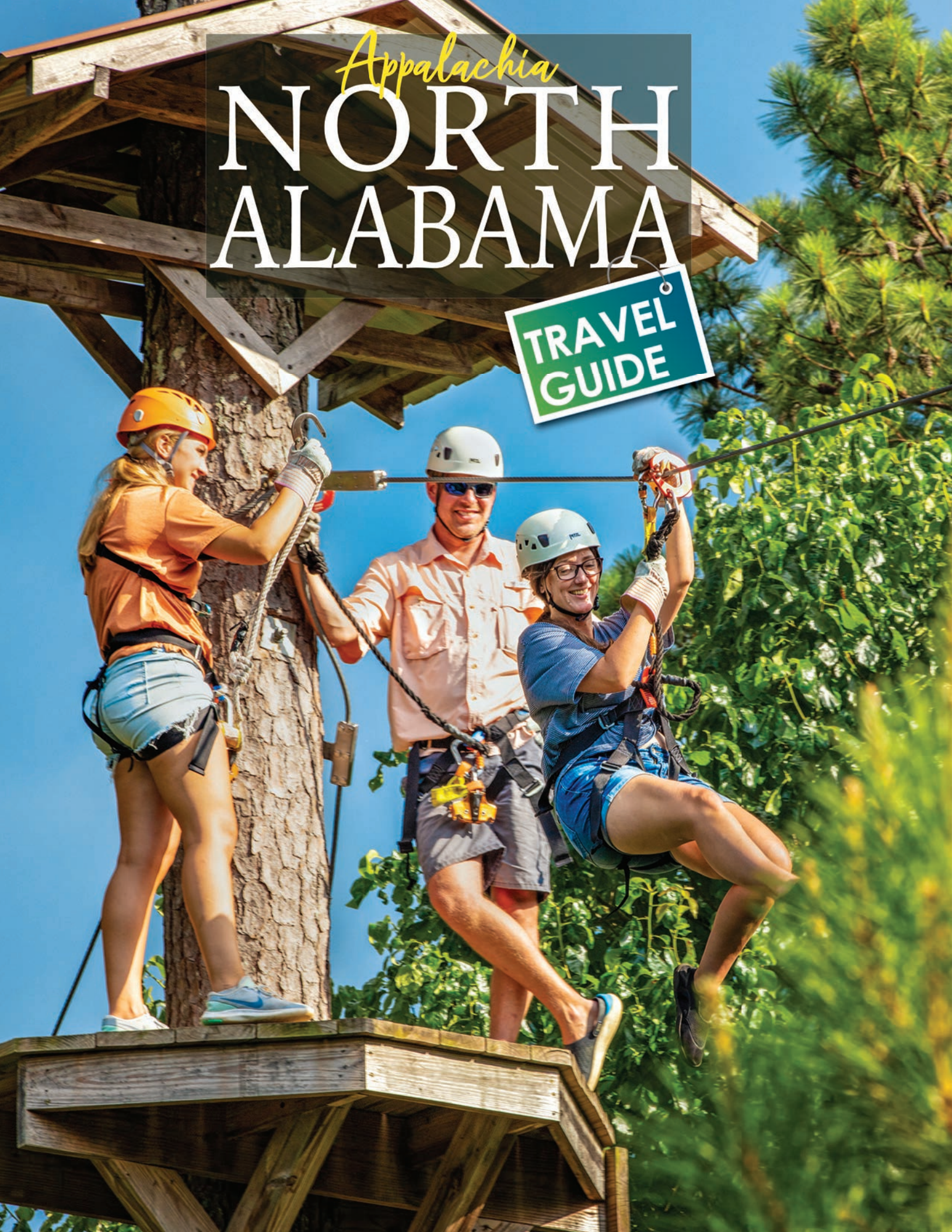
1. Monitor existing and emerging industry trends.

Strategies:

- Maintain the Association’s documentation and tracking capabilities, including Internet and mail inquiries.
- Continue working with the Alabama Film Commission and State Legislators on adding more incentives for films and music.
- **Working with Gray Research on visitor’s studies for several of our counties.**
- **Working with UA on creating retail studies for all our counties.**
- 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 the Granicus Short Term Rental Website.
- Continue to monitor the Government Per Diem’s.
- 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.
- **Create a travel & tourism manual to assist high school teachers.**

Appalachia
**NORTH
ALABAMA**

**TRAVEL
GUIDE**



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
- Develop North Alabama Camping Guide**
- North Alabama Patriots Trail**
- North Alabama Outdoors Guide
- North Alabama Craft Beer Trail Guide
- North Alabama Wine Trail Passport
- North Alabama Trail of Sacred Places
- North Alabama Waterfall Brochure
- North Alabama Motorcycle Trail Guide
- North Alabama Train Depots Trail Guide
- Outdoors Profile Form
- North Alabama Group Itinerary Planner
- Unexpected Adventures in North Alabama podcast
- Press Releases
- Website (www.NorthAlabama.org)
- North Alabama Media Kits
- Travel & Tourism Manual**
- Facebook ■ Twitter ■ Pinterest ■ Instagram
- Youtube ■ LinkedIn ■ TikTok
- Tina's Travels Facebook & YouTube
- Charlotte's Adventures Videos
- 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 2022-2023 TRAVEL SCHEDULE

STS Connections
September 6-9, 2022
Concord, NC

AAA Great Vacations Travel
October 9, 2022
Columbus, OH

Sunbelt Ag Show
October 18-20, 2022
Moultrie, GA

Welcome Center Retreat
October 23-25, 2022
Daphne, AL

Association of Tennessee
Valley Gov't
October 25, 2022
Gatlinburg, TN

The Travel + Leisure Int'l Show
October 28-30, 2022
New York, NY

DIY Tourism Meeting
November 14-15, 2022
Asheville, NC

Alabama State Meeting
November 14-15, 2022
Dothan, AL

Workforce Summit at
Athens State University
December 7, 2022
Athens, AL

Modern Bride Show
January 8, 2023
Huntsville, AL

Louisville Boat, RV &
Sports Show
January 25-29, 2023
Louisville, KY

East Tennessee Fishing Show
January 26-29, 2023
Knoxville, TN

American Bus Association
February 4-7, 2023
Detroit, MI

Indianapolis Boat, Sport & Travel
February 17-27, 2023
Indianapolis, IN

Mid-South Farm & Gin
February 24 & 25, 2023
Memphis, TN

Canoeacopia
March 10-12, 2023
Madison, WI

Atlanta Travel Adventure Show
March 25-26, 2023
Atlanta, GA

Alabama Tourism Bash
April 5, 2023
Montgomery, AL

Alabama State Meeting
April 6, 2023
Montgomery, AL

STS Domestic Showcase
April 17-20, 2023
Huntsville, AL

STS Domestic Post FAM
April 20-22, 2023

Alabama League of Municipalities
May 10-12, 2023
Birmingham, AL

IPW
May 20-24, 2023
San Antonio, TX

STS Marketing College
June 4-9, 2023
Macon, GA

Alabama Press Association
June 22-24, 2023
Gulf Shores, AL

POMA
June 2023
Broken Arrow, OK

Hydrofest
June 24-25, 2023
Guntersville, AL

Southeast Tourism Society
Congressional Summit
July 10-13, 2023
Washington, DC

ICAST
July 11-14, 2023
Orlando, FL

Destination International
July 18-20, 2023
Dallas, TX

Modern Bridal Show
July 30, 2023
Huntsville, AL

Bridal Show at the Venue
August 6, 2023
Gadsden, AL

ESTO
August 19-22, 2023
Savannah, GA

ACCA
August 22-24, 2023
Orange Beach, AL

Alabama Governor's
Conference on Tourism
August 26-31, 2023
The Grand Hotel

OWAA
September 9-11, 2023
The Lodge Gulf State Park

AMLA 2022-2023

BOARD MEETINGS / SEMINARS

BOARD & MEMBERSHIP MEETINGS

- **January 24, 2023**
AMLA Board & Membership Meeting
Alabama Gadsden State, Centre, AL
- **April 25, 2023**
AMLA Board & Membership Meeting
Doubletree by Hilton, Decatur, AL
- **July 25, 2023**
AMLA Board & Membership Meeting
Joe Wheeler State Park, Rogersville, AL
- **September 21, 2023**
AMLA Annual Meeting
Lake Guntersville State Park, Guntersville, AL

NEW BOARD ORIENTATION

- **October 13, 2022**
Starts at 2:00pm
Residence Inn, Decatur, AL

EDUCATIONAL SEMINARS

- **December 7, 2022**
Round Table Discussions
Chris Cavanaugh
Megellan Strategy Group
AC Hotel – Huntsville, AL
- **January 12, 2023**
“Work /Life Balance – the 24 Hour Challenge”
–A realistic look into how to balance a personal life and be a top performer in the work environment.
Craig Johnston
Director of Workforce Development and Advocacy
Location TBA
- **Dates TBA**
American Association of Retirement Communities
Certification Seminar
Wade Adler – Executive Director AARC
Jackson Center, Huntsville, AL

2023 LEARN WITH AMLA

VIRTUAL LUNCH & LEARN

- **March 7, 10am**
“You Feast on What You Sow”
A current look at motivating and building synergy within your team.
- **June 6, 10am**
“Diversity & Inclusion in Tourism”
A course on the impact and importance of diversity and inclusion practices in the tourism industry.
- **September 5, 10am**
“Now Hiring” – The Great Crusade
A Focus on hiring the right people and mitigating attrition.
- **November 7, 10am**
“An Adventure for the Five Senses”
A course on planning, preparing, and delivering a truly unforgettable experience with your team, clients, and guests

2023 SOCIAL MEDIA NETWORKING

- **February 28, 2023 at 10am**
The New Influencer Marketing
Michelle Stark, Vice President of Sales & Marketing for Red Sage
- **April 18, 2023 at 10am**
Video is King - Using Video on Social Media
Katelyn Henderson, Content Marketing Specialist at Move Digital & Owner of We Are Huntsville
- **August 15, 2023 at 10am**
Email + Social Media = How to Make it Work
Katelyn Henderson, Content Marketing Specialist at Move Digital & Owner of We Are Huntsville



AMLA SPEAKERS BUREAU

The Alabama Mountain Lakes Tourist Association Speakers Bureau offers knowledgeable professionals available to do informative and entertaining presentations relating to the tourism and travel industry. This service is available free for AMLA members who wish to offer a presentation to their local civic clubs, community organizations, government groups, hospitality and accommodation organizations, or general community awareness town meetings.

WORKING WITH YOUR TOURISM PARTNERS

A solid, informative overview of establishing working relationships between your tourism organization and supporting tourism-related organizations within your sphere of influence. Examples of real-life programs that have a proven success record including surveys, educational programs, working together with government agencies, and more.

THE IMPORTANCE OF TRAILS

Keeping abreast with the changing tourism demographics and the growth in nature-based activities. Trails can attract tourists to communities of all sizes and are interesting to those travelers who are taking shorter vacations that are closer to home.

SMALL COMMUNITY TOURISM -- CASE STUDIES

Centered around actual "boots-on-ground" experiences with helping small or rural communities with developing a base for tourism growth. Includes examining and recognizing local tourism assets, program implementation, and potential benefits. Real life examples will help stimulate ideas for your community and help you marshal your community forces you may not even realize are there.

HOTEL MARKETING 101

An excellent course for all your front-line hotel employees. Course outline includes Building Relationships is a key; GM 10 Commandments; S.M.A.R.T. Goals, Internal Sales & Marketing for All Associates; Front Desk - Selling to Groups; Tips for a Successful Sales Call; Lead Referral Form; Networking Opportunities; and much more.

FOUR COURSE HOSPITALITY TRAINING

A step-by-step approach to creating memorable experiences for your visitors. The 4 courses of hospitality are: Approach (appetizer), Initial greeting (soup/ salad), Interaction with the customer (main course), and Departure (dessert). An excellent presentation for front line hospitality workers in the tourism and travel industry, such as those working at accommodations, attractions, welcome centers, convention & visitors bureaus, restaurants, and retail shops.

RECIPE FOR SUCCESS

Great ingredients make for a great marketing program. When it comes to marketing your travel business, it's important to develop a proper mix of promotion ingredients. From reaching adventurers, foodies, and business trippers, to how your services and experiences you are offering will affect your program, this presentation will help you serve-up a successful marketing effort.

CUSTOM PRESENTATIONS

Our staff 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 us know of your interest.

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.

LUNCH & LEARN TOPICS

Centered around highly impactful skills that make the workplace more engaged and successful, Lunch & Learn Topics include subjects that help to quickly enhance your daily performance as an individual and as a leader. These are usually around one hour in length. Topics Include:

- Keeping The Team Motivated
- Increasing Your Happiness at Work
- Hiring The Right People
- Workplace Diversity & Inclusion

BACK TO BASICS / LEADERSHIP BASICS TRAINING TOPICS

Training sessions can vary from a few hours to a full day or more based on the need or depth of the training subject matter. The Back-to-Basics and Leadership Basics Training series includes many different topics such as:

- Back-To-Basics: Professionalism & Work Ethic
- Back-To-Basics: Customer Service & Retention
- Leadership Basics: Team Building & Motivation
- Leadership Basics: Diversity & Inclusion

Custom presentations & training courses

- Back-To-Basics: Behavioral Interviewing Skills
- Leadership Basics: Conflict Resolution
- Leadership Basics: Coaching & Providing Feedback

ALABAMA BASS TRAIL

Alabama Bass Trail Announces 2023 Tournament Schedule

The Alabama Bass Trail Tournament Series will enter its tenth season next year as the state's premier weekend tournament trail for amateur bass anglers with an 11-event schedule offering more than \$590,000 in awards including \$10K in prize money in celebration of the tournament's tenth anniversary. The season gets underway February 11, 2023, on Lewis Smith Lake and concludes Oct. 20-21, 2023, with the championship on Weiss Lake.

"We are thrilled to celebrate ten years of tournament fishing in the great state of Alabama," said Alabama Bass Trail Program Director Kay Donaldson. "It has been exciting to watch the Alabama Bass Trail Tournament Series grow since its inception in 2013. From our sponsors and supporters to the anglers and their families, there are no words to adequately express my appreciation. We set out ten years ago to create an opportunity for anglers to experience what makes Alabama so special when it comes to bass fishing, and year after year, the host cities step up to create a world class angler experience that exceeds everyone's expectations. Not only have we won the support and trust from anglers who return year after year, local communities are realizing the economic impact from hosting a tournament of this caliber. Everyone, from our lodging partners to local attractions, restaurants, shops and gas stations, see an impact from the Alabama Bass Trail Tournament Series."

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.

North Division featured sites are Lewis Smith Lake hosted by Chamber of Commerce of Walker County, Lake Guntersville hosted by the Marshall County Sports & Tourism, Neely Henry Lake hosted by the City of Gadsden and Greater Gadsden Area Tourism, PickWick Lake hosted by the Florence Lauderdale Tourism, and Wheeler Lake hosted by Decatur Morgan County Tourism.

South Division featured sites are Lake Martin hosted by the Lake Martin Tourism Association, Lay Lake hosted by the Shelby County Commission, Lake Eufaula hosted by the Eufaula-Barbour County Chamber of Commerce, Logan Martin Lake hosted by city of Lincoln, AL, and the Alabama River hosted by the City of Prattville Parks and Recreation.

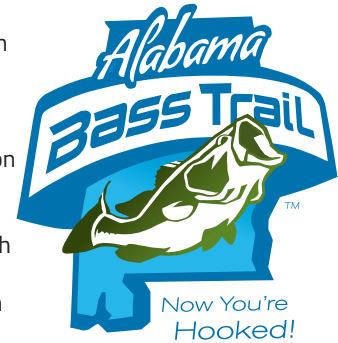
Hosted by the town of Leesburg, the championship tournament will be held October 20-21, 2023, on Weiss Lake.

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

\$47,400. In celebration of the tournament series' tenth anniversary, the Alabama Bass Trail will pay two additional teams \$500 at each of the 10 regular season tournaments. The two additional paychecks will be awarded to teams who finish in 75th place and 150th place at each regular season tournament in 2023.

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.



NORTH DIVISION TOURNAMENT SCHEDULE:

- FEBRUARY 11, 2023
LEWIS SMITH LAKE IN JASPER, ALA.
- MARCH 18, 2023
LAKE GUNTERSVILLE IN GUNTERSVILLE, ALA.
- APRIL 15, 2023
NEELY HENRY LAKE IN GADSDEN, ALA.
- MAY 13, 2023
PICKWICK LAKE IN FLORENCE, ALA.
- JUNE 24, 2023
WHEELER LAKE IN DECATUR, ALA.

SOUTH DIVISION TOURNAMENT SCHEDULE:

- FEBRUARY 25, 2023
LAKE MARTIN IN ALEXANDER CITY, ALA.
- MARCH 11, 2023
LAY LAKE IN COLUMBIANA, ALA.
- APRIL 29, 2023
LAKE EUFAULA IN EUFAULA, ALA.
- MAY 20, 2023
LOGAN MARTIN LAKE IN LINCOLN, ALA.
- JUNE 10, 2023
ALABAMA RIVER (COOTER'S POND) IN PRATTVILLE, ALA.

2023 CHAMPIONSHIP

- WEISS LAKE
OCTOBER 20 & 21, 2023
HOST: TOWN OF LEESBURG

2023 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
75TH & 150TH	\$ 500



SAND MOUNTAIN PARK & AMPHITHEATER
ALBERTVILLE ALABAMA

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

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.LearnWithAMLA.org / www.aml4tourism.com

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