

# Tourism News

## A NEWSLETTER FOR THE NORTH ALABAMA TRAVEL & TOURISM INDUSTRY

402 SHERMAN ST. SE • P. O. BOX 2537 • DECATUR, AL 35602 / 800-648-5381 / 256-350-3500 / [www.NorthAlabama.org](http://www.NorthAlabama.org) / [www.amla4tourism.com](http://www.amla4tourism.com) / [Info@NorthAlabama.org](mailto:Info@NorthAlabama.org)  
[ 2nd Quarter, 2024-2025 ]

**AL TOURISM TAX** .....P. 3

**2025 AMLA AMBASSADORS** .....P. 4

**GRANT OPPORTUNITIES**.....P. 5

**NORTH ALABAMA EATS**.....P. 8

### FLAWLESS IN ACTION

FlawlessAL recently celebrated several milestones in its commitment to empowering individuals through effective communication and leadership training. The first Flawless NextGen class was a resounding success, held in Huntsville, Alabama, in collaboration with Huntsville City Schools. Additionally, the first Spanish-language Flawless Delivery class took place in Mobile, Alabama, in partnership with the Hispanic American Business Association of the Gulf Coast and The Continental Kitchen. With over 20 participants, this groundbreaking event was a major success and plans for a second class are already underway.

The last quarter of 2024 saw 121 students in eight classes completing the training and becoming Flawless Certified. Three classes are scheduled for January 2025, and looking ahead, one class is confirmed in March with more being added to the schedule regularly. For those interested in hosting a class, opportunities are available across the state. To set up a class in South Alabama, email Rusti Price at [rustijprice@aol.com](mailto:rustijprice@aol.com). For North Alabama inquiries, reach out to Craig Johnston at [craig@northalabama.org](mailto:craig@northalabama.org) or email [flawless@northalabama.org](mailto:flawless@northalabama.org). Stay up to date on all upcoming classes by visiting [flawlessal.com](http://flawlessal.com) and checking the “Upcoming Classes” tab.

## TRAVEL FOR ALL: SHARING NORTH ALABAMA'S ACCESSIBLE EXPERIENCES

At Alabama Mountain Lakes Tourist Association (AMLA), we are committed to making North Alabama and our communities a welcoming and inclusive destination for all travelers. That's why we're excited to introduce a unique opportunity to enhance your business and make a meaningful difference in the lives of travelers with disabilities.

We are pleased to partner with Wheel the World, a travel solution for people with disabilities that allows users to book hotels and tours that match their accessibility needs. Together, we aim to ensure that every visitor can explore and experience the beauty of our region without limitations. Find out more information at [www.wheeltheworld.com](http://www.wheeltheworld.com).

We invite you to participate in a voluntary accessibility assessment of your business. This initiative is not about ADA compliance or enforcement; it's about providing the needed information for travelers with disabilities and striving for excellence in service for all. The partnership with Wheel the World is completely funded by AMLA. The process has three steps: assessment, training and promotion.

By joining this program at no cost to you, you have the opportunity to:

- 1. Enhance customer experience: Providing exact and accurate information on your facilities and services not only benefits travelers with disabilities but also provides a superior experience for all guests.*
- 2. Access Resources: This assessment will provide positive feedback on what you're doing well and maybe even some things to work on. You'll also gain access to training videos and documents for your staff.*
- 3. Expand Your Market: By actively catering to the needs of travelers with disabilities, you open your doors to a growing and diverse market. You will also have a listing on Wheel the World's platform that will bring even more travelers with disabilities to your door.*

To participate in this free program, please send an email to [tami@northalabama.org](mailto:tami@northalabama.org). Wheel the World will guide you through the business overview and provide you with valuable insights and recommendations.

We believe that by working together, we can make North Alabama a destination that stands out for its commitment to accessibility and inclusivity. We hope that you will consider this opportunity to participate and help us create a more welcoming destination for all.



# STARTING THE YEAR RIGHT: MAKING NORTH ALABAMA ACCESSIBLE TO ALL



AMLA employees wearing "The Future is Accessible"

As we begin this new year, it's important to focus on setting the tone for success in the tourism industry. At Alabama Mountain Lakes Tourist Association, we believe that one of the most impactful ways to lead is by prioritizing accessibility for all.

Accessibility is no longer a feature—it's a necessity. That's why we're laying the groundwork to ensure that North Alabama is welcoming to everyone, regardless of their

abilities. From sensory-friendly experiences to physical accessibility, we're taking steps to make sure every visitor feels included.

Our efforts include identifying and highlighting accessible hotels, restaurants, attractions, and events across the region. We are working with organizations like Wheel the World to provide detailed information, such as bed heights, door openings, and other key measurements, so visitors can plan their trips with confidence.

We're also partnering with influencers who will create real-world content, showcasing how people with different disabilities can enjoy our region. Whether it's exploring accessible hiking trails, navigating the outdoors, or highlighting the ease of travel through our airports, we're showing the world that North Alabama is for everyone.

This initiative is not just about meeting the needs of today's travelers—it's about building a legacy for tomorrow. With Baby Boomers reaching a stage of life where accessibility is critical, we're proud to lead the charge.

As we approach America's 250th anniversary in 2026, North Alabama is sending a clear message: We are inviting all—everyone who seeks accessibility—to come, visit, play, eat, and enjoy the natural beauty and hospitality of our region.

Together, let's make North Alabama a place where everyone feels welcome, because accessibility is more than a goal—it's a promise.

## Tami Reist

Tami Reist | President & CEO

## MESSAGE FROM THE CHAIR

As we continue our mission to promote tourism across North Alabama, it's essential that we keep pushing for greater accessibility for all. I'd like to take a moment to recognize Tami, our President/CEO for her outstanding work in enhancing accessibility throughout our association's initiatives.

Tami is a driving force in ensuring that our resources, events, and outreach programs are more inclusive. Her dedication to breaking down barriers and creating opportunities for everyone—regardless of ability—is inspiring. From working on developing accessible hotel spaces to implementing thoughtful adjustments across our materials, Tami's efforts have made a lasting impact on how we engage with our community and visitors.

Thank you, Tami, for your hard work, your vision, and your passion for creating a more inclusive North Alabama. Let's continue to be inspired by her example and work together to ensure that accessibility remains at the forefront of everything we do.



Danielle Gibson

### Alabama Mountain Lakes

#### Tourist Association

402 Sherman Street, SE

P.O. Box 2537

Decatur, AL 35602

256-350-3500/ 800-648-5381

@VisitNorthAL

[www.northalabama.org](http://www.northalabama.org) / [www.aml4tourism.com](http://www.aml4tourism.com)

#### EXECUTIVE COMMITTEE

Danielle Gibson - Chair

Chad Davis - Incoming Chair

Teresa White Taylor - Secretary

Jerry Evans - Treasurer

Jennifer Moore - Past Chair

*Executive Committee Members*

Anna Mullican, Jamie Christian,

Joy Perry, John Dersham

#### STAFF

##### President/CEO

Tami Reist - [Tami@northalabama.org](mailto:Tami@northalabama.org)

##### Vice President of Operations

Angie Pierce - [Angie@northalabama.org](mailto:Angie@northalabama.org)

##### Visitor Services Rep

Penne Beasley - [Penne@northalabama.org](mailto:Penne@northalabama.org)

##### Membership Recruitment &

##### Film Services Coordinator

Thereasa Hulgan - [Thereasa@northalabama.org](mailto:Thereasa@northalabama.org)

##### Social Media Manager

Melea Hames - [Melea@northalabama.org](mailto:Melea@northalabama.org)

##### Vice President of Marketing & Communications

Karen Beasley - [Karen@northalabama.org](mailto:Karen@northalabama.org)

##### Graphic Designer & Community Engagement

##### Coordinator

Randa Hovater - [Randa@northalabama.org](mailto:Randa@northalabama.org)

##### Community Engagement Coordinator

Tina Lawler - [Tina@northalabama.org](mailto:Tina@northalabama.org)

##### Director of Workforce Development

##### Training & Advocacy

Craig A. Johnston - [Craig@northalabama.org](mailto:Craig@northalabama.org)

##### Member Services Representatives

Mickie Collier - [Mickie@northalabama.org](mailto:Mickie@northalabama.org)

Leslee Herrington - [Leslee@northalabama.org](mailto:Leslee@northalabama.org)

Joshua Dalberto - [Joshua@northalabama.org](mailto:Joshua@northalabama.org)

##### Program Director of Alabama Bass Trail

Kay Donaldson - [Kay@alabamabasstrail.org](mailto:Kay@alabamabasstrail.org)

##### Tournament Director of Alabama Bass Trail

Jon Simpson - [Jon@alabamabasstrail.org](mailto:Jon@alabamabasstrail.org)

##### Assistant Tournament Director of Alabama Bass Trail

Daniel Montgomery - [Daniel@alabamabasstrail.org](mailto:Daniel@alabamabasstrail.org)

##### Media & Communications Director

Angela Cross - [Angela@alabamabasstrail.org](mailto:Angela@alabamabasstrail.org)

#### AFFILIATE GROUPS:

Southeast Tourism Society, AGLOW, 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

#### NORTH ALABAMA COUNTIES

##### SERVED BY AMLA:

Blount, Cherokee, Colbert, Cullman, DeKalb, Etowah,

Franklin, Jackson, Lauderdale, Lawrence, Limestone,

Madison, Marion, Marshall, Morgan, Winston

## FINDERS KEEPERS!

Last summer, AMLA's intern Annalaura Swinea created a new campaign where small buckets filled with North Alabama swag and a visitor's guide are hidden periodically throughout the region for locals and visitors to find. A note attached to the bucket says:

Finders Keepers! If you've found this bucket, it's yours to keep! We are so excited to see you out exploring North Alabama. Reach out to us on social media and let us know that you've found us! Be sure to check out our website and socials to see all that North Alabama has to offer. We hope you love our region as much as we do! Follow @visitnorthal on Facebook, Instagram, TikTok, X, and check out the Unexpected Adventures in North Alabama Podcast!

The grandson of longtime AMLA friend and tourism advocate Marla Minter recently found a bucket and posted it on social media! Keep your eyes open for a bucket near you!



## SEND US YOUR UNITED STATES SEMIQUINCENTENNIAL CELEBRATIONS

AMLA is already receiving requests from the media for best spots to celebrate the U.S.'s 250th birthday. If you have a specific July 4th, 2026, 250th anniversary celebration, please send details to [karen@northalabama.org](mailto:karen@northalabama.org) so we can pitch on your behalf.

## ALABAMA TOURISM TAX PROTECTION ACT: WHAT IT MEANS FOR TOURISM AND LOCAL MUNICIPALITIES

The Alabama Tourism Tax Protection Act (Act 2024-334), effective January 1, 2025, modernizes Alabama's lodging tax system, benefiting municipalities and tourism offices. The Act addresses the growing influence of short-term rentals (STR) on the lodging industry, ensuring fair competition and stable revenue for tourism initiatives.

Key updates include:

- **Streamlined Tax Collection:** Accommodations intermediaries, such as short-term rental platforms, now handle lodging tax collection and remittance, reducing the administrative burden on local governments and ensuring consistency.
- **Revenue Stability:** Taxes are based on guests' total payments, providing CVBs and tourism offices with a predictable and stable funding source.
- **Fair Competition:** Uniform tax rules across all lodging types create a level playing field, eliminating economic disadvantages for traditional lodging providers.
- **Transparency:** Annual reporting tracks rental activity, enhancing revenue accuracy and compliance monitoring for municipalities.
- **Local Flexibility:** While tax collection is standardized at the state level, municipalities retain authority over local tax rates and regulations, allowing policies tailored to their unique needs.

As the customer behavior style of lodging choices have moved from the traditional hotel to private homes, AMLA started the initiative seven years ago to create a level playing field across the accommodation market. The STR market can significantly impact the tourism and travel industry by attracting visitors away from conventional lodging and accommodation companies when offering a lower rate when appropriate lodging taxes are not charged and collected. This gives traditional, regulated lodging and accommodation companies an economic disadvantage. The Alabama Tourism Tax Protection Act marks a significant step toward modernizing Alabama's lodging tax system and represents a significant advancement for the state's tourism industry through increased revenue.

For further information, contact the Alabama Department of Revenue or visit [revenue.alabama.gov](http://revenue.alabama.gov).



## AMLA NAMES 2025 NORTH ALABAMA AMBASSADORS



The Alabama Mountain Lakes Tourist Association (AMLA) proudly introduces the 2025 North Alabama Ambassadors. Since 2018, this program has united bloggers and content creators who showcase the region's beauty, adventure, and unique experiences. Through their platforms, these ambassadors share insider perspectives on outdoor adventures, local culture, and hidden gems.

**Meet the 2025 North Alabama Ambassadors:** In alphabetical order, **Christal Banks (@mamasweetbaby)** – A homeschool advocate from Madison who inspires families to explore and learn through nature; **Keller Beasley (@keller.grace)** – A Madison-based travel and lifestyle creator who shares hiking and adventure videos; **Lesia Bevis (@lesia.bevis)** – An avid hiker and waterfall chaser capturing North Alabama's stunning landscapes; **Erin Burke (@flyingoffthebookshelf)** – A travel blogger blending literature and hidden gems across

North Alabama; **Sam Calhoun (@weatherman\_sam)** – A nature photographer and writer capturing scenic wonders from waterfalls to local eateries; **Jennifer Clark (@wherewillwegonext)** – An outdoor enthusiast and camper exploring small towns, state parks, and coffee shops; **Jenn & Ed Coleman (@coleman\_concierge)** – Nationally recognized travel writers blending adventure and storytelling; **Matthew Crowell (@yonderman)** – A photographer capturing the emotions and beauty of nature; **Josh Dingler (@bhs00)** – A nature photographer and hiker exploring North Alabama with his son and dog; **Chasa Fulkerson (@chasafulkerson)** – An amateur naturalist showcasing Alabama's rich biodiversity; **Cody Hood (@ensaneoutdoors)** – An outdoor enthusiast discovering hidden waterfalls in Bankhead National Forest; **Sarah Kerr (@sarah.kerr)** – A digital marketing professional blending photography, videography, and storytelling; **Jill Lynn (@wanderingwinds\_1)** – A nature lover encouraging mindful outdoor exploration; **Amy Mayfield & Hector (@hectortheenglishmastiff)** – A Huntsville-based duo highlighting pet-friendly adventures; **Victoria McCool (@blendd.fam.adventures)** – A Tuscaloosa County native promoting family-friendly outdoor adventures; **Katiya McKinney (@theKultureKat)** – A North Alabama resident sharing her passion for cultural experiences and travel; **Wesley Miller (@thealabamaramble)** – A storyteller uncovering North Alabama's hidden treasures; **Kristin Ott (@natures.fanpage)** – A North Alabama native capturing breathtaking landscapes and wildlife; **David Parham (@huntsvilleadventurer)** – An engineer-turned-explorer sharing rock climbing and hiking adventures; **Robert Posey (@therobertposey)** – Photographer, writer, and explorer from Arab, Alabama, passionate about adventure and storytelling; **Anthony Poston (@anthonyrposton)** – Photographer whose work has been featured in national publications, capturing Alabama's natural beauty; **Savanna Shilt (@TryHuntsville)** – Huntsville-based content creator highlighting food, events, and hidden gems for locals and visitors alike; **Laura Smith (@smithsandsmores)** – Huntsville native and camper sharing outdoor adventures with her family; **Zenovia Stephens (@blackadventurecrew)** – Advocate for diversity in outdoor spaces, founder of Black Kids Adventures, and co-founder of Black Hikers Week; **Paige Watts (@paigemindsthegap)** – Travel blogger specializing in Southeast destinations, highlighting hiking, history, and budget-friendly adventures.

Through their passion for exploration and storytelling, the 2025 North Alabama Ambassadors continue to showcase the region's diverse experiences. Follow their journeys to discover the beauty of North Alabama through their eyes!

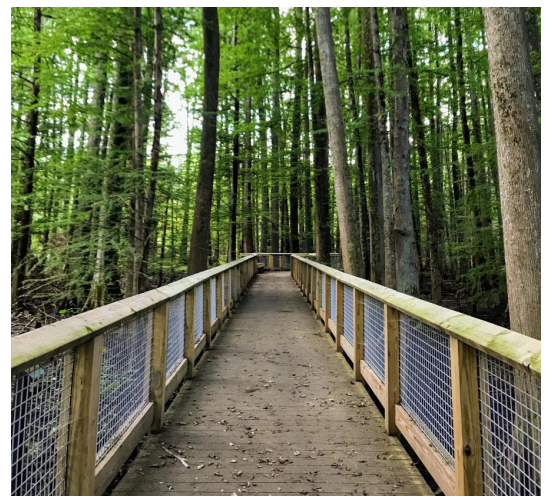
## ATD ANNOUNCES YEAR OF ALABAMA TRAILS FOR 2025 AND 2026

The Alabama Tourism Department's designation of 2025 as the "Year of Alabama Trails" presents a unique opportunity for Convention and Visitors Bureaus (CVBs), attractions, tourism offices and businesses to enhance local tourism by promoting the region's diverse trail offerings. Here are several strategies to consider:

1. Develop Themed Trail Packages: Create curated itineraries that highlight local trails, such as hiking paths, cycling routes or waterway excursions. These packages can include guided tours, transportation and accommodations, offering a comprehensive experience for visitors.

2. Collaborate with Local Businesses: Partner with local restaurants, shops and attractions along trail routes to offer discounts or special deals to trail users. This collaboration can enhance the visitor experience and stimulate the local economy.

*Continued on next page*



## YEAR OF ALABAMA TRAILS (CONTINUED)

3. **Host Trail Events and Festivals:** Organize events like trail races, guided hikes or cultural festivals that celebrate the unique aspects of local trails. Such events can attract both local residents and tourists, fostering community engagement and tourism.

4. **Enhance Digital Presence:** Develop and promote a dedicated website or mobile app featuring detailed information on local trails, including maps, difficulty levels, points of interest and user reviews. Utilize social media platforms to share engaging content, such as trail highlights, visitor testimonials and user-generated photos.

5. **Provide Trail Amenities and Support:** Ensure that local trails are well-maintained and equipped with necessary amenities, such as signage, rest areas and information kiosks. Offering services like shuttle transportation or bike rentals can also enhance the visitor experience.

6. **Offer Educational Programs:** Provide workshops or seminars on topics like trail safety, local wildlife or environmental conservation to enrich visitors' understanding and appreciation of the trails.

AMLA members may upload special events and offers through their member portal at <https://alabamamlta.extranet.simpleviewcrm.com/login/#/login> for listing on [northalabama.org](http://northalabama.org).

## ALABAMA TOURISM DEPARTMENT ANNOUNCES GRANT OPPORTUNITIES TO BOOST LOCAL TOURISM

The Alabama Tourism Department has unveiled a series of grant opportunities aimed at supporting local organizations in promoting tourism and stimulating economic growth across the state. These grants are designed to assist with marketing efforts, event promotion, and infrastructure projects that enhance Alabama's appeal to visitors.

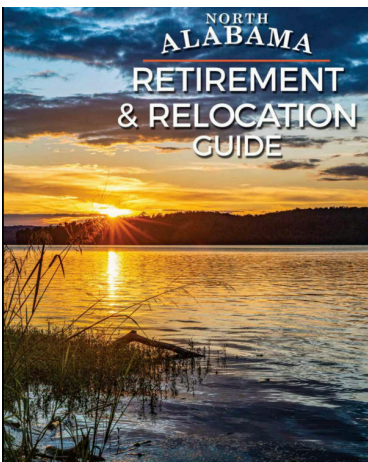
Available Grants:

1. **Competitive Grants:** These grants are designed to bolster local economies by supporting initiatives that enhance, promote, and develop Alabama's tourism assets and attractions.

2. **Community Grants:** Intended to assist communities in developing tourism-related projects, these grants provide funding of up to \$2,500 for projects such as welcome signs, marketing materials, and website development.

Interested applicants must select the appropriate grant and prepare the necessary documentation, which includes a business plan, project description, budget estimates, and a current Form W-9. Applications are reviewed quarterly, with submission deadlines on March 31, June 30, September 30, and December 31. To maximize their chances of receiving funding, applicants should ensure all materials are complete and submitted on time.

The Alabama Tourism Department offers support throughout the application process and encourages interested organizations to reach out for guidance. For additional information or assistance, applicants can contact the department via



## NORTH ALABAMA'S UPDATED RETIRE/RELOCATE GUIDE: A FRESH RESOURCE FOR YOUR NEXT ADVENTURE

The newly updated Retire/Relocate Guide for North Alabama is ready for print, showcasing the region's low cost of living, stunning natural beauty, and vibrant communities. This comprehensive guide is perfect for anyone considering a move to the area, offering insight into housing, healthcare, and local amenities.

A digital version of the updated guide will also be available to members on [amla4tourism.com](http://amla4tourism.com), providing easy access to this valuable resource. Learn more about why North Alabama is the perfect place to retire or relocate today!



## NEWLY RELEASED ALABAMA MOUNTAIN LAKES TEAR-OFF MAP FEATURES UPDATED DESIGN AND ICON-BASED REGIONS



The Alabama Mountain Lakes Association (AMLA) has unveiled its highly anticipated new edition of the Alabama Mountain Lakes Tear-Off Map, offering a refreshed design and valuable updates for both residents and visitors to the region. With new, eye-catching icon-based regions, this map makes navigating the beautiful landscapes of North Alabama easier than ever before.

This newly released map features updated attractions and restaurant member listings, allowing individuals and businesses within the region to better connect with one another. Whether you're a first-time visitor or a lifelong resident, this updated map is a must-have for exploring the captivating beauty of Alabama's mountain lakes and surrounding areas.

AMLA members who would like copies of

the map can request pads by contacting the AMLA office at 800-648-5381 and we can coordinate delivery through your membership services representative to your location.

## HUNTSVILLE SETS NEW SPORTS TOURISM RECORD WITH \$50M ECONOMIC IMPACT

*Article from Alabama Public Radio*

Huntsville is celebrating setting a new tourism record and a big boost to the local economy. The Rocket City reports the end of 2024 marked major milestone for the sports tourism team in Huntsville: hosting 68 events that produced more than \$50 million in economic impact.

“We have come a long way over the last few years, and 2024 showed what sports can do in Huntsville. Everyone on our sports tourism team put a lot of hard work to make such a massive impact to have this be a special year and set the table for us to reach even greater heights in the future,” said Joel Lamp, sports development manager for the Huntsville/Madison County Convention & Visitors Bureau in a press release.

In total, the city reports the events brought \$51.3 million into the Huntsville economy from 21 events that funneled in at least \$1 million each into the Rocket City's economy.

The Conference USA men's and women's basketball championships, hosted in Huntsville for the first time, led the way with \$3.2 million in economic impact.

“This was an exciting year for sports in Huntsville and the impact it had on the community,” said Mark Russell, executive director of the Huntsville Sports Commission in the press release. “We were fortunate to host a number of memorable events that elevated Huntsville's profile, while bringing in significant dollars to our hospitality community and look forward to more growth in the coming year.”

Over the course of the year, sports tourism produced more than 76,000 hotel room nights and generated more than \$3.8 million in taxes for the city.



# ZARTICO EXECUTIVE PULSE REPORT

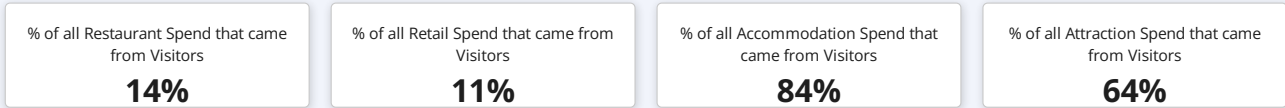
## How do visitors impact your economy?

Source: Zartico Spend Data



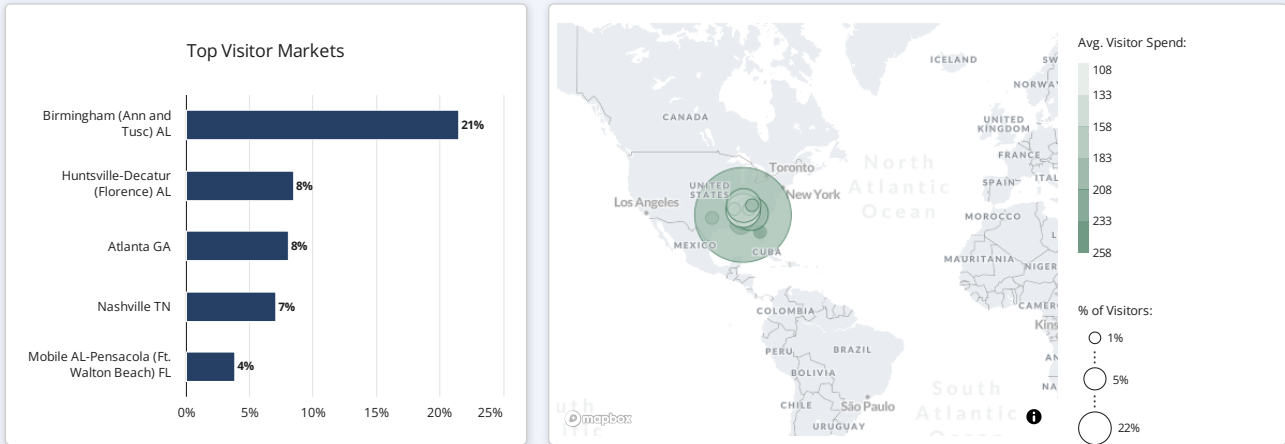
## How much are visitors contributing to your economy?

Source: Zartico Spend Data



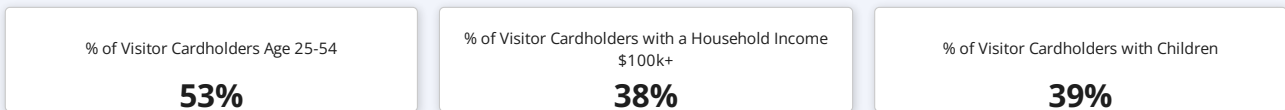
## Where are your visitors coming from?

Source: Zartico Geolocation Data



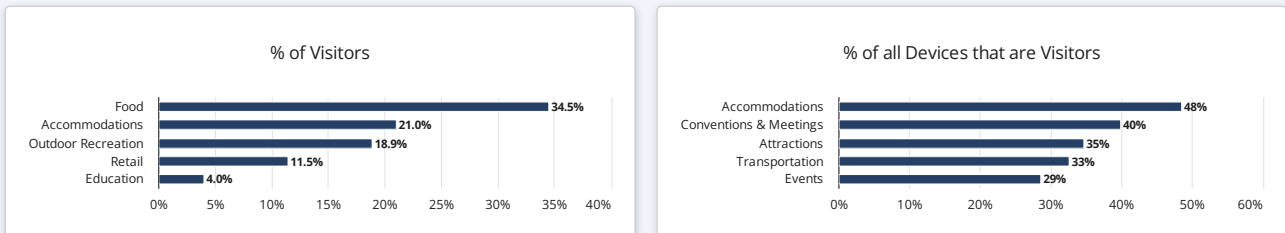
## What are your visitor demographics?

Source: Zartico Spend Data



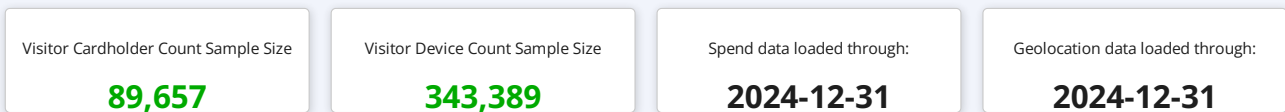
## Where do visitors go in-destination? Where do they make the greatest impact?

Source: Zartico Location Data



## Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.



*The information in this newsletter is gathered in such a way to ensure maximum accuracy. Alabama Mountain Lakes Tourist Association cannot and does not guarantee the accuracy of all information furnished to it, nor the complete absence of errors and omissions; hence no responsibility for the same can be, nor is, assumed.*

[ NORTH ALABAMA HAPPENINGS ]

## AROUND THE REGION

### THE SALTY COD BRINGS A TASTE OF BRITAIN TO NORTH ALABAMA

The Salty Cod, a member of AMLA, was featured by Alabama News Center for its authentic British influence in downtown Athens. Located in a historic building, it offers a British-themed pub serving classic dishes like fish and chips and bangers and mash, alongside a variety of ales, beers, and ciders. The café delights with European-inspired desserts, including gelato and Italian pastries, while the butcher shop allows patrons to take premium meats home. Combining culinary tradition with a warm atmosphere, The Salty Cod has become a standout destination. With Alabama News Center's feature, even more locals and visitors can experience this North Alabama gem.

### SOUTHERN LIVING LISTS AMLA MEMBER AMONG THE SOUTH'S MOST LEGENDARY STEAKHOUSES

Everyone loves a thick, juicy steak, and Southern Living senior travel and culture editor Tara Massouleh McCay has taken note, assembling a list of "The Most Legendary Steakhouses In The South."

Three Alabama steak restaurants made the list and are also featured among the 30 steakhouses that made the final cut. AMLA's member, George's Steak Pit in Sheffield, Alabama was featured. The secret to their success is the famous open pit where everything is cooked over hickory logs.

### WILDFLOWER CAFÉ: HOW A CREATIVE EATERY IN SMALLTOWN MENTONE BECAME A WILD SUCCESS

Wildflower Café in Mentone, Alabama, recently featured by Alabama News Center, is celebrated for its charm and creative cuisine. Owned by "L.C." Moon, the café offers Southern-inspired dishes and an inviting atmosphere adorned with local art. A standout is its famous tomato pie, recognized among Alabama's "100 Dishes to Eat."

Once a hidden gem, Wildflower Café is now a top destination, earning accolades like Alabama Magazine's best café title while delighting visitors with its unique blend of art, community, and hospitality.

## WELCOME NEW MEMBERS

November 2024-January 2025

- **A Family Tradition Cabin-** Town Creek
- **Tennessee Valley Art Association-** Tusculmbia
- **Alabama Veteran's Uplift- A Patriotic Event-** Moulton
- **Moulton Mardi Gras Parade-** Moulton
- **Promenade Formal Wear-** Tusculmbia
- **Fire Tower Camp-** Crane Hill
- **Russell Barbecue-** Sheffield

**Thank You Reinstated  
Members**

## UPCOMING EVENTS

### STATE, REGIONAL & NATIONAL TOURISM EVENTS

- **Alabama State Meeting**  
March 6, 2025- Montgomery, AL
- **Travel South Global Summit**  
March 31-April 3, 2025- Louisville, KY
- **Alabama Tourism Bash**  
April 22, 2025- Montgomery, AL
- **Governor's Conference**  
August 23-26, 2025- Gulf Shores, AL

### AMLA MEMBER EVENTS

- **Virtual Lunch and Learn**  
March 13, 2025
- **Social Media Virtual Seminar**  
April 23, 2025
- **Quarterly Board & Membership Meeting**  
April 29, 2025- Arab, AL
- **Educational Seminar**  
May 13, 2025- Priceville, AL

### Quarterly Board & Membership Meeting

- July 22, 2025- Sheffield, AL
- **AMLA Annual Meeting**  
September 18, 2025- Gadsden, AL

### AMLA TRAVEL SHOWS

- **St. Louis Camping & RV Show**  
January 31- Feb. 2, 2025, St. Louis, MO
- **American Bus Association**  
Feb. 1-4, 2025, Philadelphia, PA
- **I Do Too Bridal Show**  
Feb. 9, 2025, Gadsden, AL
- **Indianapolis Boat, Sport & Travel**  
Feb. 14-23, 2025, Indianapolis, IN
- **Mid-South Farm & Show**  
Feb. 28-March 1, 2025, Memphis, TN
- **Canoeacopia**  
March 7-9, 2025, Madison, WI
- **Dallas Travel & Adventure Show**  
March 22-23, 2025, Dallas, TX