

About Us

The Alabama Mountain Lakes Tourist Association (AMLA) is a not-for-profit organization that promotes the travel and tourism industry in the 16 northernmost counties of the state. We have more than 500 members and more than 1,500 supporters from across the region.

Since 1964, our mission as a regional tourist organization has been to attract visitors to the region while promoting economic development and advocating for our members. We work with our members to help promote the region to millions of visitors and over the last five years we have seen tourist expenditures in North Alabama grow from \$2 billion to nearly \$5 billion.

Proudly serving these counties :

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

Members include attractions, festivals, restaurants, accommodations, campgrounds, golf courses, tourist organizations, chambers of commerce, vendors, tour operators, municipalities, counties and individuals.



**ALABAMA
MOUNTAIN LAKES
TOURIST ASSOCIATION**

Member Exclusive Benefits

Tourism Promotion • Advocacy • Education

Visibility in Visitors Guides

Members receive a listing in the North Alabama Visitors Guide, with 100,000-150,000 copies distributed at travel shows, welcome centers, and in response to inquiries.

Online Presence

Members get a listing and link on the North Alabama website, which averages 21,000 unique visitors each month, enhancing their digital visibility.

Brochure Distribution

Members can have their brochures distributed regionally, both through AMLA's brochure route and travel shows.

Education/Workforce Development

Throughout the year, AMLA offers complimentary in person and virtual lunch and learn workshops on a variety of topics.

**AMLA
Member
Benefits**

Media Exposure

Members benefit from AMLA's active social media platforms, boasting over 83,000 followers to enhance brand reach and awareness, as well as opportunities to be featured in publications and blogs through AMLA's connections with travel writers and media.

Travel Shows

Members can participate in consumer travel, fishing, outdoor recreation, and agriculture shows, directly promoting their businesses to potential visitors.

Advocacy

AMLA serves as a watchdog on legislative issues that affect our members and the tourism industry.

Lead Generation

Members gain access to leads from group tour marketplaces, helping them grow their client base through industry connections.

Publications:



Let's make North Alabama a must-visit destination—together.

Join today!

For just \$150 a year, you can unlock incredible opportunities for reaching travelers and growing your business. When you join AMLA, you contribute to the growth and prosperity of your community while gaining tools to enhance your business. You will be able to connect with other tourism professionals, build new business, find new ideas and solutions, and most importantly, develop relationships with one another. Promote your attraction, festival, accommodation, restaurant, business or destination to North Alabama's \$4.7 billion tourism industry.

AMLA is more than a membership—it's a community of innovators and advocates driving the success of tourism in North Alabama.

Don't wait—become part of the North Alabama tourism family!

Scan QR code to apply!

