

# Tourism News

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

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[ 3rd Quarter, 2024-2025 ]

**2025 TRAVEL TREND**.....P. 3

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### FREE WORKFORCE TRAINING FOR AMLA MEMBERS

Tired of being stuck in the same routine, getting the same result? Want more unique ways to motivate your team? Or maybe you want to bring a fresh approach to marketing or sales? Maybe you just need a motivational meeting to build energy and bring back passion and excitement. Whatever your organization's need for training is - we've got you covered!

As a member of AMLA, your FREE support through our LEARN with AMLA workforce development training can help you. We are here to help your team improve, grow, and expand tourism in North Alabama. Reach out to us for customized training solutions that best fit your organization's challenge or opportunity for growth. We offer leadership development, hospitality training, accessibility awareness training, teamwork and engagement training, along with many other training topics.

Virtual Lunch & Learn trainings are offered regularly via Zoom, as well as other customized in-house, or location based training. For more information, contact Craig Johnston, Director of Workforce Development Training & Advocacy at [Craig@northalabama.org](mailto:Craig@northalabama.org) or 256-445-2011.

## STATE ECONOMIC IMPACT REPORT REVEALS 3.9% INCREASE IN TOURISM IN NORTH ALABAMA

In 2024, travelers spent over \$4.9 billion while visiting the 16 counties of the North Alabama region, representing a 3.9% increase over 2023, according to a report released in April by the Alabama Tourism Department (ATD).

In 2024, travel-related expenditures in the North Alabama region reached more than \$4.9 billion, up from \$4.7 billion in 2023. Travel-related earnings showed a 3.6% growth from \$1,348,381,321 in 2023

to \$1,396,804,571 in 2024, and 50,569 individuals were employed directly and indirectly in the North Alabama tourism industry, a 2.1% increase over 2023.

"In North Alabama, the travel industry brings in over \$4.9 billion, supporting local businesses and fostering long-term growth," said Alabama Mountain Lakes Tourist Association President and CEO Tami Reist. "Tourism is not only a major economic engine for North Alabama, but also a way of life that supports our small businesses, fuels community development and showcases the unique beauty and culture of our region. The 2024 numbers demonstrate that North Alabama continues to grow as a must-visit destination for both domestic and international travelers."

Based on the primary and secondary data, it is estimated that more than 28.9 million people visited the State of Alabama and spent \$23.9 billion in 2024. This represents an increase of 1.9 percent as compared to 2023 spending. Gov. Ivey said, "Alabama continued its streak of remarkable success in the tourism and travel industry," marking yet another banner year. "Across all corners of the state, there was a notable increase in tourism-related benefits, demonstrating the industry's capacity to thrive even amidst economic fluctuations."

The governor added, "What sets Alabama apart as a prime destination is its wealth of natural wonders, cultural treasures, and enriching experiences awaiting exploration. From the scenic beauty of its landscapes to the richness of its cultural heritage, Alabama offers visitors an array of unforgettable experiences that leave a lasting impression."

The report, "2024 Alabama Tourism Economic Report," was conducted for the ATD using a model created by Economist Dr. Keivan Deravi. Counties comprising the North Alabama region consist of Blount, Cherokee, Colbert, Cullman, DeKalb, Etowah, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan and Winston counties.

*Continues on page 3, see Economic Impact*



# CELEBRATING NATIONAL TOURISM MONTH: A SALUTE TO THOSE WHO SERVE THROUGH HOSPITALITY

As we celebrate National Tourism Week, we're extending the celebration across the entire month—because in North Alabama, tourism isn't just a moment, it's a movement. It takes heart, hustle, and a spirit of service to thrive in this industry. And the truth is, tourism touches every part of our communities—even when it's not always easy to see.

When we talk about who “feeds us” in this industry, we're talking about more than just lodging. We're talking about our partners—the ones who open their doors to travelers, who host the events, preserve our natural beauty, and share our stories with the world.

Think about our attractions, short-term rentals, hotels, museums, festivals, sporting events, and even our natural landmarks like waterfalls, river trails, and scenic views. These are the magnets that draw people in—and whether someone stays for a few hours or a few nights, they're contributing to the economic engine of our region.

If you were to remove those assets—those experiences—you'd feel the difference. Not just in hotel bookings, but in your sales and use tax revenues, in your restaurants, your shops, and your gas stations. Tourism feeds your local economy in ways that often go unrecognized, but they are powerful and real.

As we look ahead to our nation's semiquincentennial—our 250th birthday—it's the perfect time to reflect on our past, appreciate our present, and prepare for our future. Here in North Alabama, across our 16-county region, we believe in sharing what makes our home special. Whether you're a local, a first-time visitor, or someone considering a move here, we invite you to come see what we see every day.

This is more than a destination. It's our playground, and it's open to you. That's why we salute all who serve in tourism—not just this month, but every single day.

Come visit us at [www.northalabama.org](http://www.northalabama.org). Your journey begins here.

*Tami Reist*

Tami Reist | President & CEO

## MESSAGE FROM THE CHAIR

Dear Members,

This month is National Tourism Month. Tourism is more than an industry in North Alabama—it's a shared mission. We celebrate the people who make it thrive: the hosts, guides, storytellers, and stewards of our natural and cultural treasures.

From scenic trails to small-town festivals, every experience adds fuel to our local economy and pride to our communities. Tourism supports our restaurants, shops, lodging, and more—and its impact is felt far beyond visitor counts.

As we look toward America's 250th anniversary, let's remember what makes our region special and keep sharing it with the world. Whether you call North Alabama home or are just passing through, we invite you to explore, connect, and be part of something bigger.

With gratitude to all who serve through hospitality—this month and every day.

*Danielle Gibson*

Danielle Gibson | AMLA Chair

Alabama Mountain Lakes

Tourist Association

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### EXECUTIVE COMMITTEE

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Chad Davis - Incoming Chair

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### 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

## ECONOMIC IMPACT

*Continued from Page 1*

The purpose of the study is to estimate the economic impact of the travel and tourism industry in Alabama for 2024 and includes information on the number of jobs attributed to tourism, spending and revenue figures and the most visited counties. Dr. Deravi's model analyzes tax revenues collected by the state to provide the annual travel economic impact study.

Dr. Deravi said that the travel industry has a direct impact on the state's total economy. State law requires that 75 percent of the four percent state lodging tax paid by all hotel guests goes directly into the state General Fund that the Alabama Legislature spends for services to all residents. "The \$88 million of the Legislature's portion of the lodgings tax benefits all residents of the state," stated Dr. Deravi. "Without those funds from tourism, each household in Alabama would have had to pay an additional \$707 in taxes just to maintain current service levels."

## GOV. KAY IVEY SIGNS BILL GOVERNING U.S. SPACE & ROCKET CENTER

Alabama Governor Kay Ivey visited the U.S. Space & Rocket Center on May 5 for a ceremonial signing of a bill that updates the Center's founding statute for the first time since its original passage in 1965.

The ceremony marked an important milestone in modernizing the governance of the Rocket Center, a vital educational and tourism institution operated by the State of Alabama.

The statute officially changes the name of the Center's board from the *Alabama Space Science Exhibit Commission* to the *U.S. Space & Rocket Center Commission*. It also adds the governor as an ex-officio member of the commission, introduces term limits, adjusts the length of commissioner terms, and streamlines operational rules and procedures.

These updates strengthen the Center's leadership structure and ensure it remains responsive to the needs of today's visitors, students, and educators. The Rocket Center continues to serve as a national leader in space science education and a proud symbol of Alabama's contributions to innovation and exploration.



## 2025 TRAVEL TREND: NOCTOURISM RISES IN POPULARITY AS PEOPLE SEEK NIGHTTIME TRAVEL EXPERIENCES

As more travelers look for unique, immersive and off-peak adventures, noctourism (short for nocturnal tourism), the act of exploring destinations by night, is gaining significant traction.



like Bankhead National Forest or Monte Sano State Park. Collaborate with local astronomers or observatories for educational elements.

**Create Evening Cultural Events-** Partner with local artists, musicians and food vendors to host night markets, art walks, or open-air concerts. These events can bring a vibrant energy to city centers while celebrating local talent.

**Illuminate Historic Sites-** Develop after-dark tours of Civil War landmarks, Native American heritage sites or historic downtowns with theatrical storytelling and dramatic lighting to bring history to life in a new way.

For the North Alabama region, this trend presents an exciting opportunity for us to look at what makes the region so unique and to think beyond the traditional 9-to-5 model. The area's natural landscapes and unique landmarks offer an ideal backdrop for nighttime exploration. Two activities that immediately come to mind are the the dismalites nighttime tours at Dismals Canyon and the spectacular evening bat emergence at Sauta Cave National Wildlife Refuge.

North Alabama CVBs and tourism leaders can embrace noctourism and tap into this growing market by developing and promoting curated nocturnal experiences. Here are a few strategies to consider:

**Highlight Natural Nightscapes** -Leverage North Alabama's natural beauty to offer guided stargazing experiences or moonlit hikes in places



**Promote Seasonal Nighttime Activities-** From fall hayrides and haunted trails to summer firefly walks and winter holiday light shows, CVBs can create seasonal itineraries designed for nighttime enjoyment.

**Offer Night Photography Tours-** With North Alabama's scenic vistas and small towns, there's a perfect canvas for night photography. Workshops or tours led by professional photographers can appeal to hobbyists and professionals alike.

**Collaborate with Accommodations and Transportation Providers-** Offer night-themed packages or shuttles that allow visitors to safely explore without the hassle of driving, especially after dark.

As travelers seek to make the most of their days and nights, CVBs in North Alabama have a golden opportunity to showcase the region in a whole new light. Embracing noctourism not only spreads out visitor activity, reducing daytime congestion, but also breathes fresh energy into the local tourism economy.

If you have such activities already in place, or once you have something developed, please send to AMLA's Vice President of Marketing and Communications Karen Beasley [karen@northalabama.org](mailto:karen@northalabama.org) and Social Media Manager Melea Hames [melea@northalabama.org](mailto:melea@northalabama.org) for consideration in press releases, blog and social media promotion.

## NORTH ALABAMA LEADERS RECOGNIZED AT TENNESSEE RIVERLINE 2024 SUMMIT



Seven individuals from the North Alabama region were recognized for their work at the 6th Annual Tennessee RiverLine Summit, held February 23–25 at the Marriott Knoxville Downtown. Nearly 200 partners, stakeholders, and community leaders gathered in Knoxville to celebrate those making a lasting impact along the 652-mile Tennessee River.

"The Tennessee RiverLine is a testament to what's possible when communities come together with a shared vision," said Brad Collett, Executive Director of the Tennessee RiverLine. "The dedication of our partners—whether through programming, stewardship, or innovative leadership—is shaping a more connected, accessible, and vibrant future for the Tennessee River Valley."

The Extra Mile Awards honor individuals who have gone above and beyond to support the Tennessee RiverLine's mission in their

communities.

North Alabama Extra Mile award recipients included:

*Bridgeport – Lieutenant Colonel John M. Walker*

*Jackson County – Jim Jordan*

*Guntersville – Katy Norton*

*Huntsville – Lisa Heinrichs*

*Decatur – Danielle Gibson*

*Lawrence County – Heather Dyar Rose*

*The Shoals – TJ Johnson*

The Tennessee RiverLine is a regional initiative led by UT Extension, in partnership with the University of Tennessee and Tennessee Valley Authority. North Alabama continues to play a key role in shaping the future of the Tennessee River through collaboration, community programming, and local leadership.

## NEWS FROM THE ALABAMA TOURISM DEPARTMENT



2025 is the Year of Alabama Trails, focusing on hiking, biking, and waterway trails. Next year, 2026, will be the Year of Alabama Trails again, but with a focus on more general trails such as food, art, murals, etc.

Year of Alabama Trails campaign launched some larger-than-life hiking boots. The boots are currently at Vulcan Park, but the Alabama Tourism Department is looking to move them around the state. You are the experts in your city, please send any event/festival/trail that aligns with the Year of Alabama Trails to Public Relations Manager Brooklyn ([Brooklyn.lundy@tourism.alabama.gov](mailto:Brooklyn.lundy@tourism.alabama.gov)), Lexi Theo ([lexi.theo@luckie.com](mailto:lexi.theo@luckie.com)) or Jack Luckie ([jack.luckie@luckie.com](mailto:jack.luckie@luckie.com)); they will work with you on dates to have the boots come to your area.

## LONGTIME STATE PARKS ADMINISTRATOR SELECTED AS NEW DEPUTY DIRECTOR

Chad Davis began working as a seasonal employee for Alabama State Parks as a 19-year-old college student at Joe Wheeler State Park in Rogersville.

More than 20 years later, Davis is the new Deputy Director for Alabama State Parks, making him the No. 2 executive for the State Parks System.

“I am extremely humbled to be selected as the deputy director of Alabama State Parks,” Davis said. “I’ve spent my entire professional career with the park system, and I look forward to helping all 21 parks continue to offer first-class experiences for every guest. We have fantastic state parks in Alabama, and I am committed to making them better than ever.”

Davis spent the last nine years as the district superintendent for the Northwest Region of Alabama State Parks, overseeing operations at Joe Wheeler, Monte Sano, Rickwood Caverns, Cathedral Caverns and Lake Lurleen state parks.

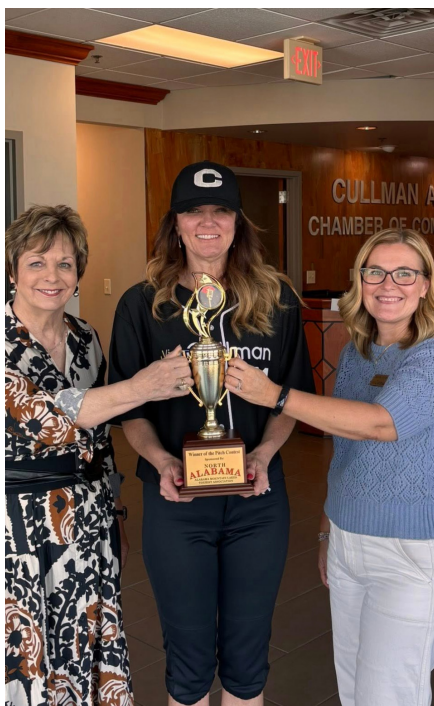
His career also included time spent as an assistant superintendent at Joe Wheeler and DeSoto State Parks. He began his full-time State Parks career as a ranger at Lake Guntersville State Park after earning his bachelor’s degree from Athens State University.

“We are committed to creating excellence at every state park and enhancing guest experiences, and Chad is the perfect person to help achieve those goals,” said Alabama State Parks Director Matthew Capps. “After leading five of our state parks for nearly a decade, Chad possesses a wealth of knowledge about park management, law enforcement, marketing, hospitality and strategic operations. We are fortunate to have him in this key leadership role.”

In 2013, Davis was the first Alabama graduate from the State Park Leadership School, a program coordinated by the National Association of State Parks Directors. In addition, Davis has 15 years of law enforcement experience and graduated from the Northeast Alabama Law Enforcement Academy in 2006. He currently serves on the board of directors for the Alabama State Parks Foundation and AMLA. He and his wife, Jessica, an elementary school teacher, live in Lexington with their two daughters.



## AMLA AWARDS TOP TOURISM PITCHES AT APRIL QUARTERLY MEETING



The Alabama Mountain Lakes Tourist Association (AMLA) brought energy and creativity to the forefront during its April quarterly meeting with the return of its annual “Pitching for Promotional Dollars” contest. Nine competitors from across North Alabama stepped up to deliver their best ideas for promoting tourism in their communities.

Taking top honors and the \$1,500 grand prize was Harmony Heard with Cullman County Tourism. Joy Smith with the Cook Museum of Natural Science secured second place, earning \$750 for her engaging and well-executed presentation.

Rounding out the top three was Leslie Clines with Blount County Tourism, who took home \$500 for her compelling proposal.

“This contest showcases the passion and ingenuity of our tourism professionals,” said Tami Reist. “It’s always inspiring to see the creative ways our members are working to promote the unique attractions that make North Alabama a destination.”

The event continues to be a favorite among members, encouraging friendly competition and sharing of ideas while supporting tourism growth throughout the region.



## SPORTS ALABAMA REPORTS MEMBER DESTINATIONS PRODUCED \$614M IN ECONOMIC IMPACT IN 2024

*Story from 256today.com*

The sports industry is continuing to provide a major financial boost to the state and cities and communities.

In fact, according to a report from Sports Alabama, its 12 member destinations hosted 824 events in 2024, resulting in \$614.42 million in economic impact.

And that impact is expected to grow.

The member destinations are Alabama's Gulf Coast, Auburn-Opelika, Birmingham, Decatur/Morgan County, Dothan, Foley, Huntsville, Marshall, Mobile, Montgomery, The Shoals and Tuscaloosa.

"Sporting events continue to be a major driver for tourism across the state of Alabama and 2024 continued that momentum in a big way with more than \$600 million in economic impact going back into our destinations," said Joel Lamp, Sports Alabama president.

"Our member destinations have made significant investments in their facilities, which continues to pay major dividends, not just locally, but by increasing the state's notoriety with the high caliber events that are choosing to bring their championships to Alabama.

"There is a tremendous amount of momentum in all of our destinations and I look forward to an even bigger and better year in 2025."

Among the highlights is Alabama communities securing 10 NCAA championship events from 2025-2028, featuring the 2025 Men's Golf Division I Regionals in Auburn-Opelika, the 2028 Men's Basketball first and second rounds in Birmingham, the 2027-2028 Beach Volleyball National Championship along Alabama's Beaches and the 2027 Men's & Women's Soccer Division II finals in Huntsville.

"With the continued interest and growth in women's soccer, we believe this event has the ability to grow bigger and better each year," Lamp, sports development manager for the Huntsville/Madison County Convention & Visitors Bureau, said about the NCAA soccer finals coming to Huntsville. "This is going to be a great showcase for the sport as these teams get set for the fall season and chase their respective conference and national titles.

"Looking ahead, our plan is for this event to lay the groundwork for us to do something special during the regular season in the near future."

Other major achievements include Decatur/Morgan County hosting the inaugural HBCUAC Cross Country Championships, Foley hosting three Sun Belt Conference championships, Montgomery opening its premier whitewater park and The Shoals welcoming 400 college anglers for the Boat US National Championship, supporting tourism growth throughout the region.



## GOVERNOR IVEY SIGNS SB177, MARKING A NEW ERA FOR ALABAMA'S FILM AND MUSIC INDUSTRIES

In a major move to grow Alabama's creative economy, Governor Kay Ivey has signed SB177 into law. The new legislation expands the 2009 Entertainment Industry Incentive Act to include music albums as qualified productions, increases the annual cap on incentives, renames the Alabama Film Office to the Alabama Entertainment Office and allows for the carryover of unspent incentives. This landmark legislation signals Alabama's commitment to becoming a competitive destination for film, television and music production.

Filed by Sen. Lance Bell, R-Pell City, Alabama Senate Bill 177, as enacted, makes several changes to the state's Entertainment Industry Incentive Act of 2009. It renames the Alabama Film Office to the Alabama Entertainment Office and unused incentives can now be carried over to the next fiscal year (not to exceed \$3 million), giving the state more flexibility to support future productions. The bill also includes music albums as qualified productions, meaning albums with production costs exceeding \$30,000 and up to \$200,000 may be eligible for rebates, further supporting Alabama's music legacy. The bill passed in both the House (101-0) and the Senate (34-0).

*Continued on next page.*

“This is a great day for Alabama,” said North Alabama Film Services Coordinator Thereasa Hulan. “Governor Ivey and our legislators have given us stronger negotiating power to attract more productions to our state. We’re also thrilled about the renaming of the Alabama Film Office to the Alabama Entertainment Office; it’s a clear recognition of our thriving music industry, especially here in North Alabama. With Meghann Bridgeman leading the newly renamed office, we believe we’re moving in a very promising direction.”



SB 177 is expected to energize the state’s creative economy and generate new jobs across multiple sectors—from camera crews and costume designers to local hotels and restaurants. “This legislation is about economic development, workforce growth and showcasing the unique stories and landscapes of our great state,” said Tami Reist, president/CEO of the Alabama Mountain Lakes Tourist Association. “As Alabama raises its profile in the entertainment world, SB177 ensures the state is not just participating in the industry but competing to lead it.”

The new law arrives at a critical moment as other states adjust their incentive programs. While Louisiana recently decreased its cap from \$150 million to \$125 million, Alabama is seizing the opportunity to grow.

“This momentum will also benefit the music and broader entertainment industries especially in the Shoals. This opens new doors for recording artists, producers and sound engineers to bring their work to North Alabama,” added Hulan.

Muscle Shoals, long known for its legendary musical roots, stands to gain from increased attention and activity in the entertainment sector. Tourism leaders in North Alabama believe the bill will help build stronger infrastructure to support both film and music, making North Alabama a creative and economic powerhouse.

## MARKETING INSIGHTS- ZARTICO EXECUTIVE MARKETING REPORT SUMMARY

First-quarter data from AMLA’s Zartico platform reveals key trends shaping North Alabama’s tourism landscape in 2025. Birmingham remains the region’s top market, with its share rising slightly from 21% to 22%. Outdoor recreation has emerged as the leading visitor activity, growing from 18% to 31%—a 13% increase—while overnight stays have also climbed from 21% to 28%. Additionally, 39% of visitors now have children in the household, up from 37% last year.

These trends suggest stronger regional engagement and a shift toward family-focused, activity-driven travel. The decline in visitors from Atlanta signals an opportunity to reevaluate outreach efforts to that market. Increased interest in outdoor recreation and longer stays point to a diversification in North Alabama’s appeal beyond food tourism.

On the international front, AMLA is closely monitoring a downturn in Canadian travel, possibly tied to changing tariffs. In response, AMLA’s Karen Beasley and Alabama Tourism’s Laura Hicks will attend Brand USA’s Canada Connect in Toronto and Montreal (April 28–May 2) to foster trade relationships and strengthen the region’s presence in the Canadian market.

## FIND YOUR ELECTED OFFICIALS MAP

The Alabama Secretary of State’s office is dedicated to providing residents of Alabama with information they need to be informed citizens. The website <https://www.sos.alabama.gov/alabama-votes/elected-official-map> allows you to easily find your elected officials at the state and federal levels by simply entering your address. You can scan this QR code to view the map.



## 2025 LEGISLATIVE PICNIC

All 16 AMLA counties came together to highlight our region’s tourism treasures. It proved to be a beautiful day filled with good food, great music by Worth the Wait, and meaningful connections with our state leaders.



*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.*

## AROUND THE REGION

### MELEA HAMES FEATURED BY CROWDRIF FOR INNOVATIVE TOURISM MARKETING STRATEGY

We're proud to share that Melea Hames, Social Media Manager at AMLA was recently spotlighted by CrowdRiff for her creative and effective approach to destination marketing.

In the story, Melea shares how she's expanded our reach beyond traditional social media by launching a podcast, blog, and ambassador program that highlight the unique experiences across North Alabama. Her use of CrowdRiff's tools to curate user-generated content has helped authentically showcase our 16-county region.

Congrats, Melea!

### FREE IN-REGION BROCHURE

AMLA members—don't forget that we offer brochure distribution across North Alabama as part of your membership benefits!

You have the flexibility to choose brochure distribution in select counties or across all 16 counties we serve. This is a great opportunity to get your attraction, event, or service in front of thousands of potential visitors at key high-traffic locations.

To participate, a minimum of 5,000 brochures is required. To arrange distribution, please contact Angie Pierce, AMLA's Vice President of Operations, by phone at (866)-North-AL or by email at [angie@northalabama.org](mailto:angie@northalabama.org).

*You're invited!*

Please join us for a news conference announcing the launch of AMLA's accessibility initiative: **Pathway to an Accessible-Friendly Destination.**

 **THURSDAY**  
July, 17, 2025

 **TIME**  
10:00 AM

 **COOK MUSEUM OF NATURAL SCIENCE**  
133 4th Ave. NE, Decatur, AL 35601

**NORTH**  
**ALABAMA**  
ALABAMA MOUNTAIN LAKES  
TOURIST ASSOCIATION

## WELCOME NEW MEMBERS

January 2025-April 2025

- **Cobblestone Hotel & Suites-** Cullman
- **Days Inn of Centre-** Centre
- **Alabama Antique Trail-** Alexander City
- **Rad Rags Boutique-** Athens
- **Collinsville Trade Day-** Collinsville
- **Pisgah Civitan Club-** Pisgah
- **WEDO Media Inc-** Wedowee
- **Seven Daughters Scoops-** Cullman
- **City of Attalla Heritage Days-** Attalla
- **Mid-South Woodcarving Show and Competition-** Huntsville
- **Magnolia Overlook-** Cedar Bluff
- **North Alabama Trails and Recreation-** Hartselle
- **Jubilee Coffee and Wine Bar-** Cullman
- **Karma's Coffee House-** Cullman
- **Bear Creek Collaborative-** Hodges
- **Hitching Post Events, LLC-** Moulton
- **609 Social Market & Provisions-** Decatur

## UPCOMING EVENTS

### STATE, REGIONAL & NATIONAL TOURISM EVENTS

- **AMLA Accessibility Launch**  
July 17, 2025- Decatur, AL
- **Governor's Conference**  
August 23-26, 2025- Gulf Shores, AL
- **Rural Tourism Conference**  
October 20-22, 2025- Athens, AL

### AMLA MEMBER EVENTS

- **Virtual Lunch and Learn**  
June 26, 2025
- **Quarterly Board & Membership Meeting**  
July 22, 2025- Sheffield, AL
- **Virtual Lunch and Learn**  
August 14, 2025
- **Social Media Virtual Seminar**  
August 27, 2025
- **AMLA Annual Meeting**  
September 18, 2025- Gadsden, AL