



STATEWIDE TOURISM RESOURCES

ALABAMA BUREAU OF TOURISM AND TRAVEL

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PURPOSE

The Bureau has exclusive power and authority to plan and conduct all state programs of information and publicity designed to attract tourists to the state of Alabama. Their purpose is to promote travel to and through the state of Alabama both nationally and internationally.

ALABAMA HOSPITALITY ASSOCIATION

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MISSION

The Alabama Hospitality Association is a non-profit corporation, dedicated to serve the needs of the hospitality industry in the state of Alabama.

PROGRAMS AND SERVICES

The association provides educational programs, membership services, legislative and government relations, informational services, and promotes the industry for its members. They unite members of the lodging, travel, tourism and allied industries for the enhancement and promotion of their legislative, communications, research, marketing and educational opportunities.

ALABAMA TRAVEL COUNCIL (ATC)

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PURPOSE

The council strives to stimulate economic growth in Alabama through promotion of its members, individuals and private sector businesses that want to increase tourism revenue in their particular business and the state.

PROGRAMS AND SERVICES

The Alabama Travel Council (ATC) serves as the official private sector representative of Alabama's hospitality and tourism industry. Founded in 1945 as a non-profit trade association, ATC has played, and continues to play, a major role in the growth of one of the state's top industries. Tourism is big business in Alabama, generating \$7.0 billion for our state's economy in 1998 and employing over 122,500 Alabama citizens!

ALABAMA AGRI-TOURISM PARTNERSHIP

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MISSION

The purpose of the Agri-Tourism Partnership is to develop and market a statewide agri-tourism database and directory.

PROGRAMS AND SERVICES

Four agencies and organizations have joined together to form the Alabama Agri-Tourism Partnership: Alabama Department of Agriculture and Industries, Alabama Bureau of Tourism and Travel, Alabama Farmers Federation, and Alabama Cooperative Extension System.

Goals of the partnership are:

- Assess the existing agri-tourism attractions in Alabama
- Develop a comprehensive inventory that is updated periodically
- Market the Alabama Agri-Tourism Trail statewide, nationally, and internationally as a new and unique visitor experience
- Provide new and expanded tourism based economic opportunities for farmers, entrepreneurs, and rural communities, including job development, new markets, networks, and product development
- Provide education and support through workshops, seminars, and publications to assist farmers and entrepreneurs in the development of future agri-tourism attractions

AL ASSOCIATION OF CONVENTION & VISITORS BUREAUS

Pam Swanner, President
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MISSION

The mission of the Alabama Association of Convention & Visitors Bureaus is to market the Alabama Gulf Coast as a year-round destination, thus enhancing the economy and quality of life for all residents. They envision communities, families and invited guests living and recreating harmoniously amongst the grace and beauty of our natural environment.

PROGRAMS AND SERVICES

The Alabama Gulf Coast Convention & Visitors Bureau was founded in 1993 and their primary responsibility is to market the Alabama Gulf Coast as a premier year-round destination. They see it is their job to let the world know all that Gulf Shores/Orange Beach has to offer, make it easy for them to plan a visit, and help them find things to do while they're here - from finding great seafood to entertaining the kids or catching a round of golf.

ALABAMA STATE PARKS DIVISION

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NATIONAL PARK SERVICE SOUTHEAST REGIONAL OFFICE

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Regional Director
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MISSION

The National Park Service strives "...to promote and regulate the use of the...national parks...which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations." National Park Service Organic Act, 16 U.S.C.1.

PROGRAMS AND SERVICES

The National park Service preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. The Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world. To achieve this mission, the National Park Service adheres to the following guiding principles:

- Excellent Service: Providing the best possible service to park visitors and partners
- Productive Partnerships: Collaborating with federal, state, tribal, and local governments, private organizations, and businesses to work toward common goals
- Citizen Involvement: Providing opportunities for citizens to participate in the decisions and actions of the National Park Service
- Heritage Education: Educating park visitors and the general public about their history and common heritage

BED & BREAKFAST ASSOCIATION OF ALABAMA, INC

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OVERVIEW

The Bed & Breakfast Association of Alabama was organized in July, 1994 and has experienced immense growth. The Association began with fourteen charter members and today boasts a membership of approximately fifty bed & breakfast inns throughout the state. BBAA has received statewide recognition as "THE" voice for their segment of the tourism industry in Alabama.

MISSION

The goal of the association is to promote awareness of B&B's to the public and to seek out new members. The value of membership is found in the many services that are available to each individual B&B owner/manager, as well as the invaluable networking within the association membership.

ALABAMA ASSOCIATION OF RV PARKS AND CAMPGROUNDS

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