



# MARKET DATA

**02** WHAT IS OWA?

**08** RESORT AMENITIES

**10** MAPS

**12** LEASING INFORMATION



A WORLD CLASS  
FAMILY DESTINATION BY



**OWA**  
*Parks & Resort*



# WHAT IS OWA?

**OWA PARKS & RESORT** is over 520 acres of award-winning destination fun! The translation for OWA (oh-wah) means “big-water” in Muscogee Creek, the native language of the Poarch Creek Indians, who created this destination.

The resort includes **Tropic Falls** with 23+ theme-park rides, the region’s largest indoor water park plus outdoor wave pool and surf simulator. **Downtown OWA** is just steps away, an admission-free streetscape of dining, retail and entertainment. Accommodations on-property include an award-winning **TownePlace Suites by Marriott** and OWA’s signature RV resort, **Tropic Hideaway**.

Also located within OWA’s 520 acres is **Foley Sports Tourism Complex**, a \$40 million multiplex with 16 state-of-the-art outdoor fields, one of which is a championship field equipped with TV-ready lighting, press box and seating for up to 1,000. Adjacent to the fields is a 90,000-sq. ft. indoor events center. Combined, these sports venues host more than 50 annual events!

**FOLEY BEACH EXPRESS** connects the strengths of a popular shopping hub, the historic town of Foley, and Coastal Alabama’s world-class beaches providing ease of access to OWA. The resort location offers key visibility and connectivity to locals, vacationers and sports-related visitors.

**COASTAL ALABAMA** is the state’s #1 tourism destination and #1 market for incoming business development. Its cities are comprised of Foley, Gulf Shores, and Orange Beach. (Source: SmartAsset)

And the resort just keeps growing with recent additions in Downtown OWA such as Neon Rebellion, Jon Smith Subs and Aura Adventures.

# COASTAL ALABAMA ACCOLADES

- 1 #1 Tourism Destination in Alabama (AlabamaTourism.gov)
- 2 Our southern tourist area accounts for more than one-third of all travel expenditures in the State of Alabama (*Alabama Department of Tourism and Travel*)
- 3 30% in population growth from 2010-2024 (*U.S. Census Bureau*)
- 4 The 6th fastest-growing metropolitan area in the United States (*U.S. Census Bureau*)
- 5 The Daphne-Fairhope-Foley, AL MSA Ranks in the top 15% of MSAs in the U.S. in the overall ranking for 2023's Leading Hotspots of Economic Growth (*Area Development*)
- 6 Top 10 "Best Small MSAs for Job Growth" (*New Geography*)
- 7 Baldwin County ranks 10th in the best small places for business (*Baldwin Alliance*)
- 8 #1 for Incoming Business Development in Alabama for 4th year in a row (*SmartAsset*)
- 9 Alabama's leader in economic complexing (*Brooking*)
- 10 #1 in Alabama for "Workforce Talent Attraction" for 3 years in a row (*EMSI*)

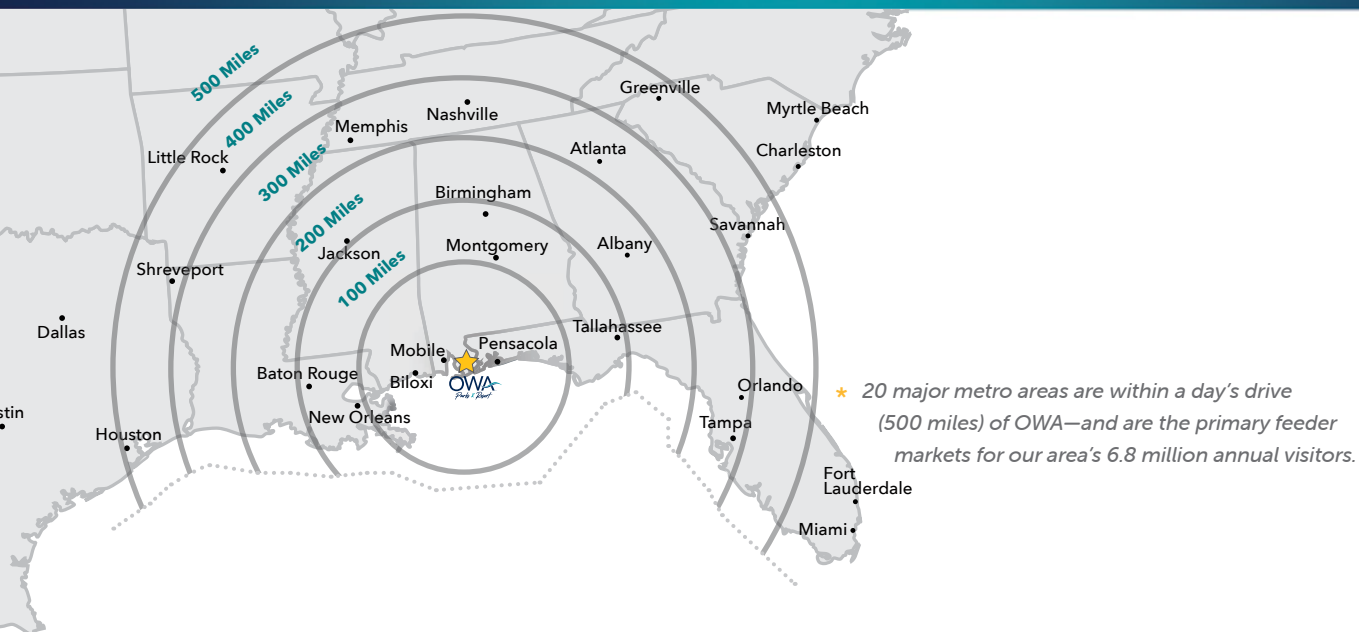
Source: [baldwineda.com](http://baldwineda.com)



# OWA ACCOLADES

- 1 Alabama Attraction of the Year Award  
*Alabama Department of Tourism*
- 2 Top 10 Indoor Water Park  
*USA Today*
- 3 Best Place For Kids to Have Fun  
*Best of Baldwin*
- 4 Best Beach Venue for Amusement Park Rides  
*Best of Baldwin*
- 5 Top New or Renovated Meeting Space  
*Convention South*
- 6 Top 3 Hiring Programs in the World  
*International Association of Amusement Parks*
- 7 International Ride Safety Award  
*International Association of Amusement Parks*
- 8 Best of Baldwin Amusement Park Winner
- 9 World Waterpark Association Wave Review Award Recipient





# FOLEY, ALABAMA PROJECT SITE

Within minutes of Gulf Shores beaches and the nearby cities of Mobile and Pensacola, the City of Foley attracts more than six million tourists annually and has a high demographic area that has long been concealed. Home to high income, well-educated adult professionals and within 50 miles of seven universities and nine community colleges, Foley has long needed a facility to entertain the local community and visitors. Foley is also conveniently located between two major airports in Pensacola, FL and Mobile, AL, as well as connected to the I-10 and I-65 corridor, making travel access easy for visitors.

OWA provides the much-needed entertainment, sports, shopping and meeting space to meet the demands of its community and visitors. While the tourism numbers have grown exponentially, retail, dining and entertainment opportunities for this region historically had not prior to OWA. OWA is ideal to meet the entertainment and retail needs of visitors and locals alike. Supported by the

Poarch Creek Indians, OWA is guaranteed to continue its rapid growth with news-making expansions, additions and announcements.

## CITY OF FOLEY HIGHLIGHTS

- 46% increase in tourism to 6.8 million visitors annually since 2010
- Average \$600 million annually in retail sales
- Alabama retail sales estimated \$90 billion in 2018
- Visitors travel from within a 500-mile drive radius for overnight or day trips
- Foley/Gulf Shores tourists report an Average Household Income of \$93,000 per year and enjoy a longer length of stay
- Located only seven miles North of Gulf Shores and Orange Beach, AL
- Top safest cities to live in Alabama (*BackgroundChecks.org, 2019*)
- Top best cities to live in America (*ChamberofCommerce.org, 2019*)

# COMPARABLE TOURIST MARKETS

- Visitor spending in the last year was up 8.5% to \$3.5 billion in retail, dining and entertainment alone.
- More than 79% of visitors returned to the area in four out of the last five years and 96% of travelers surveyed would likely return to the Gulf Shores/Orange Beach area again to visit (baldwineda.com).
- Whether in town for work or play, guests will bring their families to enjoy the adventures and southern hospitality that await them at OWA!
- Coastal Alabama was previously lacking family entertainment, such as in Destin, FL, Myrtle Beach, SC and Pigeon Forge, Tenn. Now, OWA fills the gap for family entertainment along Coastal Alabama.

	FOLEY / GULF SHORES, AL	DESTIN, FL	MYRTLE BEACH, SC	PIGEON FORGE, TN
Annual Tourist Visitors*	5.8	4.2	16.1	10.5
Food & Beverage Spend	\$35*	\$25*	\$28*	\$14*
Entertainment/Attractions Spend	\$19*	\$19*	\$21*	\$21*
Retail Spend	\$24*	\$39*	\$25*	\$19*
Total RDE Spend	\$78*	\$83*	\$74*	\$54*
All Other Spend	\$58*	\$64*	\$64*	\$32*
<b>Total Vacation Spend</b>	<b>\$136*</b>	<b>\$147*</b>	<b>\$138*</b>	<b>\$86*</b>
Average Group Size	4.6	2.9	4	4.6
Average Length of Stay	5	5.4	5	4.5
Average Age	43	46	51	N/A
Average HHI (000s)	\$93	\$89	\$66	N/A

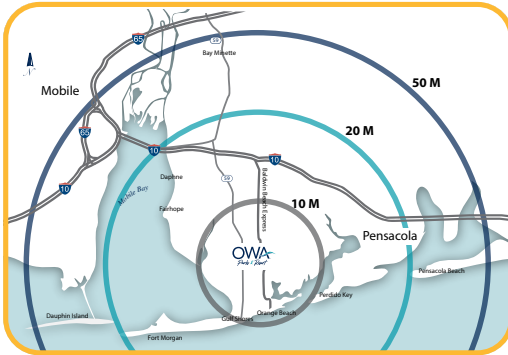
\* (Per Person, Per Day) — Source: Integrated Insights Feasibility Study



# RESIDENT DEMOGRAPHICS

## DISTANCE FROM FOLEY CENTER

0 - 10 MILES   0 - 25 MILES   0 - 50 MILES



Total Households: **26,154**  
 Family Households: **17,695**  
 Households with 1 or more children: **< 7,020**

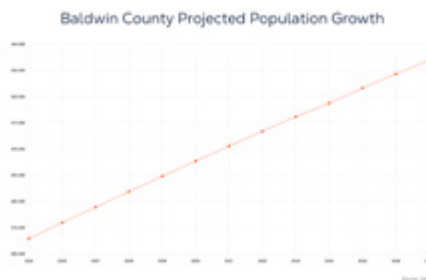
Total Households: **121,073**  
 Family Households: **82,579**  
 Households with 1 or more children: **< 34,607**

Total Households: **425,579**  
 Family Households: **286,104**  
 Households with 1 or more children: **< 128,914**

**OVER 40% OF THE PARK'S PASSHOLDERS LIVE IN BALDWIN COUNTY, AND OVER 70% OF PASSHOLDERS COME FROM ALABAMA AND THE NEIGHBORING STATES.**

## LOCAL GROWTH

- Over 88% population growth in Baldwin County since 2000
- In 2020, Baldwin County became the 4th largest county in AL
- The Daphne-Fairhope-Foley, AL MSA Ranks in the top 15 of MSAs in the U.S. in the overall ranking for 2023's Leading Hotspots of Economic Growth



## OWA'S PRIMARY DAY CUSTOMER

- Men and Women 25–45
- Households With Kids Under 18
- Married
- Households With Incomes of \$35,000 – \$99,999

## TROPIC FALLS AT OWA'S SEASON PASSHOLDER

- Female
- Married
- Age 35 – 54
- 4+ children
- Income of \$100,000
- Single Family Homes of \$150,000 – \$250,000



# RESORT AMENITIES

## PHASE 1

- Phase I Investment - Opened in 2017
  - Poarch Creek Indians (Amusement Park, Downtown, Infrastructure): \$241 million
  - State of Alabama (private road expansion): \$30 million
  - City of Foley (Sports Field/Event Center): \$88 million



### DOWNTOWN OWA

Pedestrian-friendly Southern streetscapes featuring a dynamic combination of 154,000 square feet of interior retail, dining and entertainment space.



### TROPIC FALLS AT OWA

14-acre themed amusement and waterpark with 31+ attractions, including a major roller coaster, brand new indoor waterpark, and an expansive splash pad.



### LUXURY ACCOMMODATIONS

150-room, award-winning TownePlace Suites by Marriott hotel is located only steps away from Downtown OWA.



### LAKE

14-acre centerpiece offering interactive fountain shows nightly and island amphitheater featuring year-round outdoor concerts and events.



### SPORTS TOURISM FACILITIES

Owned and operated by City of Foley. A \$40 million multiplex with 16 state-of-the-art outdoor fields with a 90,000 sq. ft. indoor events center adjacent to the fields.

## PHASE 2 - COMPLETED 2023

- Phase II investment: \$100 million
- Total investment upon completion of phase II: \$500+ million



### OUTDOOR WAVE POOL WITH SURF SIMULATOR

Big Water Bay is located just outside the indoor water park and includes a beach area, dining options and Coastal Curl surf simulator.



### RV RESORT

Tropic Hideaway, a 190-lot, luxury RV resort, opened on-property in 2023 with amenities including pools, pickle ball courts & premium sites.

## PHASE 3



### \$50 MILLION LODGE-STYLE TROPICAL RESORT

Current plans for the resort include an estimated 176 tropical-themed guest rooms, including a kitchenette and workspace. The as-yet unnamed will also feature an outdoor pool with bar & grill, a 24-hour fitness center, a lounge, convenience store, and arcade; as well as meeting spaces. Complimentary valet service, WIFI and breakfast will also be offered.

# SPORTS



## SPORTS COMPLEX

16-field outdoor sports complex including TV-ready championship field with stadium seating.



## EVENTS CENTER

90,000 +/- sq. ft. indoor events center steps away from OWA's TownePlace Suites by Marriott.



## 80+ SPORTS EVENTS HOSTED ANNUALLY

Large-scale events held include Sun Belt Conference Women's Soccer Championship, Sun Belt Conference Women's Volleyball Championship, Sun Belt Conference Cross Country Championship, NIRSA National Soccer Championships, Archery Shooters' Association Hoyt Archery Alabama Pro/Am, Bama Beach Bash, Coastal Soccer Invitational, and 3v3 Live National Championships.



## COMPETITIVE SPORTS

Volleyball, pickleball, basketball, futsal, gymnastics, cheer, soccer, lacrosse, ultimate frisbee, golf, bowling, football, robotics, wrestling, grappling, archery and more.



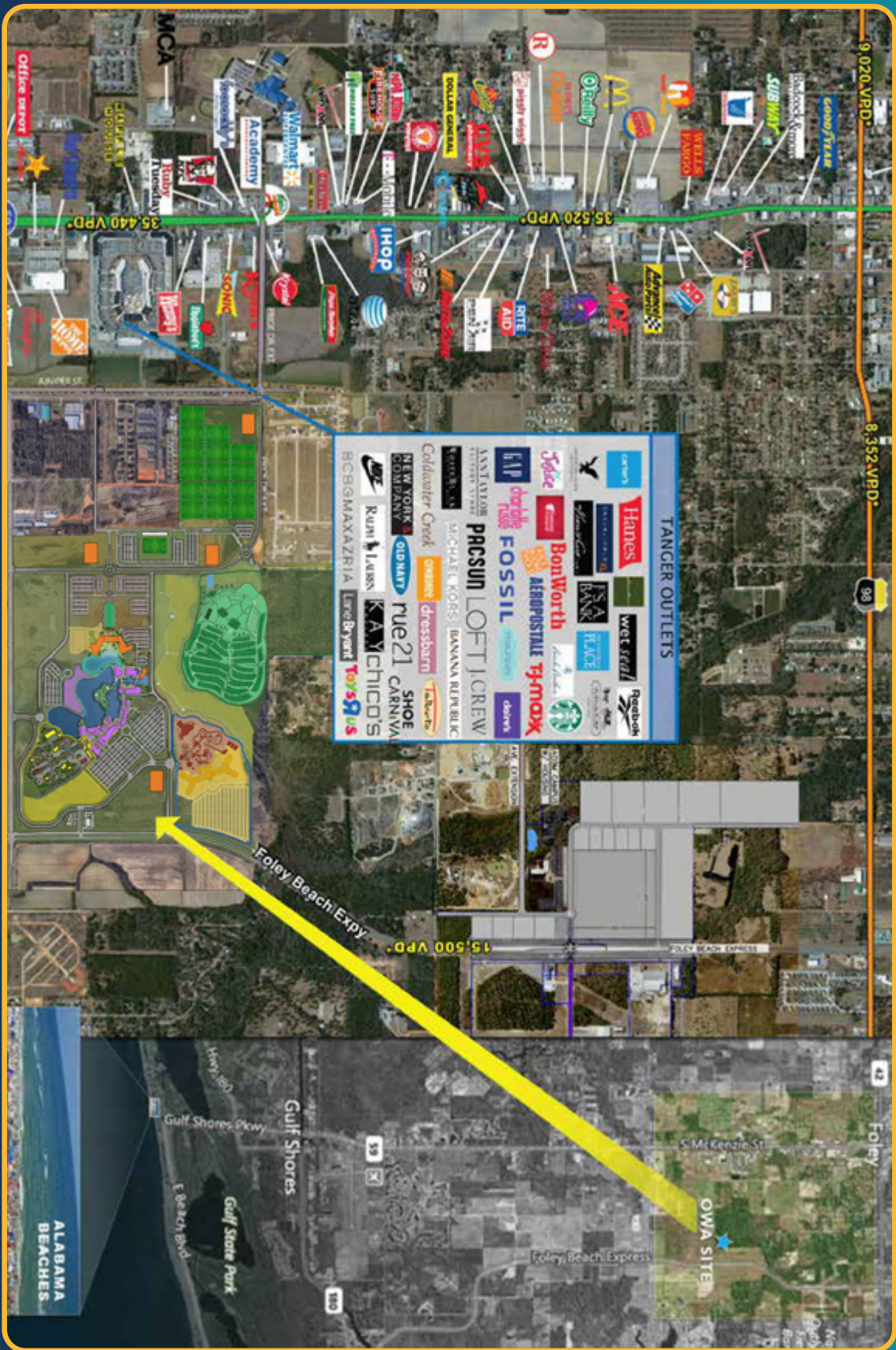
## WIDE RANGE OF LEVELS

Club, individual, high school, middle school, junior, college, elementary school and senior.



# RESORT MAP





# LEASING INFORMATION

## CANDICE FRAZIER

OWA Parks & Resort

Senior Director of Leasing and Retail Development

leasing@visitowa.com

251.923.3389

## MIKE REYNOLDS

Roberts Brothers

Leasing Agent

leasing@visitowa.com

251.233.6996



### AN ENTERPRISE OF POARCH CREEK INDIANS

Creek Indian Enterprises Development Authority (CIEDA) is the economic development arm of the Poarch Creek Indians. CIEDA's enterprises include a broad range of industries from hotel operations to aerospace manufacturing. The construction division has been responsible for completion of more than 470,000 SF of commercial space valued at \$683 million. Nearby successful projects include Wind Creek Casino & Hotel (Atmore, AL), Creek Casino Wetumpka (Wetumpka, AL), Creek Casino Montgomery (Montgomery, AL) and current hotel construction projects in Nashville, TN, Orlando, FL, and Charlotte, NC.

