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07 Alabama resort sees considerable growth in 2011

Greg Gerber posted on June 07, 2011 12:00 ★★★★★



ORANGE BEACH, Ala. -- With economic recovery still slow, unemployment at 9.1 percent and last year marking the lowest total of property home sales since before 1963, Heritage Motor Coach Resort and Marina has managed to beat the odds.

Despite the economic challenges facing our nation as well as the devastating Gulf oil spill, which affected Alabama beaches, the luxury waterfront Class A resort has seen continued sales and rental growth in 2011.

The resort, opened in late 2009, features 79 units, each with its own customizable coach house, as well as 42 boat slips. In the last 18 months, nearly 60 percent of its available property has sold -- 46 units and 24 boat slips have been sold.

The average price point per unit is \$225,000 with boat slips sold separately. The resort founder attributes the success to the resorts unique location and its focus on providing owners and visitors with special events and opportunities.

"Events are the key to success, especially with RVers being such a social crowd," said Duke Gibbs, owner and founder of Heritage Motor Coach Resort and Marina. "We focus the core of our marketing efforts on providing owners and visitors with complimentary special events from onsite pool parties and BBQs to area attractions including sunset cruises and concerts."

During the recent Memorial Day holiday, Heritage Motor Coach Resort and Marina planned a special weekend for owners and visitors with complimentary events, including more than 100 people from the resort going to see the ZZ Top/Lynard Skynard concert. Thanks to a partnership with Prevost and Liberty Coach, the resort provided free transportation to and from the concert in a luxury Prevost Motor Coach. This resulted in the resort being 100 percent booked and selling seven units.

"Orange Beach is a growing beach community with white sand beaches, great restaurants and nightlife, but not over commercialized," Gibbs added. "Our great location coupled with Southern hospitality helps make the area and our resort a unique experience.

"The resort's rental program is also enjoying massive growth," he said. "From February to May 2011, rentals grew by 400 percent. The remainder of summer is booking up fast with 4th of July weekend almost sold out.

"We have about 10 units left for the Independence Day weekend," Gibbs explained. "Last summer we were dealing with the oil spill, so it is very exciting to know that there is renewed interest in our area. We are looking forward to being full and providing owners and visitors with a memorable summer vacation."

Heritage Motor Coach Resort and Marina is planning a fun-filled summer for its owners and guests with special events happening throughout the next few months. Events include Saturday Night Live on the Gulf, featuring live music and food from 6:30 to 10:30 p.m. every Saturday, catered pool parties and BBQs.

Additionally, through a partnership with Wild Hearts Catamaran, the resort will be offering monthly two-hour sunset cruises with capacity for 60 guests. The resort is providing the first 20 people to register with two complimentary tickets each.

All of the events are free for resort owners and visitors along with first class amenities including beautifully landscaped grounds, a marina, as well as a stunning clubhouse with infinity pool, hot tub and second story fire pit with a view of the Gulf, Gibbs explained.

About Heritage Motor Coach Resort and Marina

Heritage, a coastal, Class A motor coach resort, offers waterfront property with all of the first class amenities and features of a luxury beach resort. Located in Orange Beach, Ala., on Bayou St. John between Gulf Shores, Ala., and Pensacola, Fla., the resort's private marina offers easy boat access to the Gulf and to the Intracoastal Waterway. Each individually-owned motorcoach site has its own custom Coach House and boat slip.

For more information, visit www.heritageorangebeach.com or call 800.730.7032.