



GULF SHORES & ORANGE BEACH

It's a Whole Different State

Experience as a Differentiator

Joanie Flynn, VP Marketing



Driving Forces of Change that Will Shape 2018

- Take advantage of rising consumer confidence
- Millennials no longer in a delaying mode; anticipate their burgeoning needs
- Small businesses and new entrants have unique advantages
- Eliminate customer waiting and you will win
- Leaders that offer trust/trustworthiness will gain advantage
- Experiences trump stuff*

*Deloitte report

Underscoring Customer Experience Change Value

Consumers who have great experiences spend 140% more than consumers who have poor experiences.¹

“What got us here isn’t going to get us there. Operating in a customer experience-centric world requires interconnected metrics, process, people, and training to come together. Disrupt yourself.”

Tiffani Bova, Customer Growth and Innovation Evangelist, Salesforce²

1. The Value of Customer Experience, Quantified, Peter Kriss 2014, Harvard Business Review
2. Who Owns Customer Experience? Forbes 2017

Activities & Attractions Ranked Most Important

When asked to prioritize considerations in choosing travel destinations

- 1 Activities I will be doing on my trip
- 2 Once in a lifetime (bucket list) experience
- 3 Deals and/or specials
- 4 Lowest price
- 5 The cultural experience
- 6 A place I can take memorable pictures
- 7 Outdoor activities

THANK YOU

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