

NEW INDUSTRY PARTNER LISTING PACKET



**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

WHY PARTNER WITH US?

- Approximately 6.4 million people visited our area in 2017 and left behind \$4.2 billion in travel-related expenditures throughout the county.*
- Approximately 50,500 people were employed in travel-related jobs and collected about \$1.5 billion in wages in 2017.*
- Nearly 30% of every statewide tourism dollar is spent in Baldwin County.
- Gulf Shores & Orange Beach Tourism's mission is to promote our year-round destination, while stewarding a thoughtful, sustainable level of growth, thus enhancing the economy and quality of life for all residents.
- To reach potential visitors and encourage travel to our area, we utilize many marketing tools and techniques highlighting area guest-specific businesses.
- By partnering with us, your business will be working with the area's official destination marketing organization that has a proven track record for success and several notable accolades.
- Our full and limited partners enjoy a multitude of free tools and services to better position their businesses to reach the millions vacationing on our shores.

*Source: 2017 Economic Report; Alabama Tourism Department

FULL INDUSTRY PARTNER CRITERIA:

- Tourism-focused businesses with a current City of Gulf Shores or Orange Beach business license located in our lodging tax district or doing business with this district.
- Non-profit businesses with a tourism-focused mission located in our lodging tax district or within a reasonable day-trip commute of the beach area

LIMITED INDUSTRY PARTNER CRITERIA:

- Tourism-focused for non-profit business located outside of our lodging tax district
- *Note: Lodging business located outside of the CVB's tax district may not become an Industry Partner*

LET'S GET STARTED!



Visit www.GSOB.Partners/Promote/Get_Listed to complete the appropriate online form. I'll be in touch and activate your designated benefits.

Jeff Rodewald

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WHAT ARE MY BENEFITS?

Full Industry Partners may utilize all benefits offered by the CVB. Limited Industry Partners may utilize benefits offered by the CVB that introduce their businesses to visitors but are excluded from becoming a featured partner, posting deals, responding to sales leads, or access to reports that provide deeper insights to our customer base.

MyGSOBT EXTRANET

Instantly access and update your business information displayed on our highly trafficked website. Also, submit upcoming events, packages and deals and respond to leads.

OFFICIAL AREA VACATION GUIDE

More than 250,000 vacation guides are printed and distributed annually. These guides are mailed to all potential guests requesting more information and are available for pick up in welcome centers across the state and locally.

WEBSITE

Last year more than 3 million guests visited our websites, generating more than 10.5 million page views while planning their vacations. Guests used the business listings and calendar of events to determine where to stay, play and eat.

WELCOME CENTERS

Display rack cards or brochures promoting your business in our two local welcome centers, which are visited by guests often looking for ideas. Some businesses are also featured during special seasonal showcasing in the centers.

TRAVEL JOURNALISTS

Partner with our public relations department to host traditional media and bloggers on group or individual press trips, where these media members are featuring local businesses.

CRISIS COMMUNICATION

We provide timely updates from official agencies that will impact your guests and business operations. Be sure your email addresses are current in MyGSOBT Extranet to ensure receipt of these important communications.

SPORTS COMMISSION SPONSORSHIPS

Several levels of sponsorship are available to Industry Partners. Your participation provides exposure to visiting teams, coaches, families and fans.

MEETINGS AND CONVENTIONS

Participating Industry Partners are provided leads for lodging and services for arriving groups and conventions.

Gulf Shores & Orange Beach Tourism frequently makes available additional marketing opportunities, such as publication and special section advertising, travel show co-ops, lead generation, referrals, inquiry lists, tourism seminars and more. As these new opportunities become available, our Industry Partners are notified and extended the opportunity to participate via email invitations. Be sure to add GulfShores.com to your safe senders list to avoid missing these valuable communications.

ACCOMMODATION PARTNER ELIGIBILITY

Gulf Shores & Orange Beach Tourism (GSOBT) offers a free accommodation listing on our website and in our annual Vacation Guide to all qualified Owner-Managed accommodations and all qualified Rental Agencies. All accommodation listings on the website must conform to the standards outlined in GSOBT Policy # 7.20 Website Linking. An accommodation rental unit can have only one accommodation listing on the website at any given time; i.e. an Owner-Managed accommodation rental unit cannot also be listed in the inventory of a Rental Agency. If GSOBT determines that an accommodation rental unit has more than one listing on our website, GSOBT will remove the multiple listings and notify the appropriate Owner-Manager and/or Rental Agency.

OWNER-MANAGERS

An "Owner-Manager" is defined as a sole proprietor that engages in the active rental management of an accommodation rental unit or units (taking reservations, collecting rental fees and taxes, paying the taxes, performing or arranging for services such as cleaning and maintenance, marketing) that is owned by the Owner-Manager. An Owner-Manager is required by law to have business licenses issued by the city, county and state, and lodging tax account numbers issued by the appropriate city, issued by the State of Alabama for the state lodging tax and for the Baldwin County District Lodging Tax Location No. 7702 lodging tax which is issued by the State.

An "Owner-Managed Accommodation Rental Unit" is defined as an accommodation rental unit where the owner is actively engaged in managing the unit (taking reservations, collecting rental fees and taxes, paying the taxes, performing or arranging for services such as cleaning and maintenance, marketing). If the owner has the accommodation rental unit listed with and/or managed by a Rental Agency even on a part-time basis, then GSOBT does not consider this accommodation rental unit to be Owner-Managed.

In order to qualify for an accommodation listing with GSOBT, an Owner-Manager must:

- 1) Annually submit a copy of their business license issued by the appropriate city.
- 2) Submit their lodging tax account number for the Baldwin County District Lodging Tax Location No. 7702 lodging tax issued by the Alabama Department of Revenue.
- 3) Provide detailed information on the accommodation to the GSOBT which must include type of accommodation (condominium, beach house, etc.), exact address of accommodation including street address, building number and unit number.
- 4) Provide detailed information on ownership of the accommodation which must include exact legal name of owner and owner's physical address, mailing address, telephone number, fax number and email address. If the owner is a partnership or a corporation, the owner must provide the information above for the owner's primary contact.

- 5) Provide service for their accommodation rental unit guests on a 24 hour per day, 7 day per week basis whether by providing direct contact information for the Owner-Manager and/or by providing contact information for services such as housekeeping or facility maintenance. The Owner-Manager must provide their direct contact information and be available to their accommodation rental unit guests during regular business hours for the resolution of disputes. The Owner-Manager direct contact information must be made available to GSOBT for distribution to visitors and guests.

RENTAL AGENCIES

A "Rental Agency" is defined as a single proprietor, partnership or a corporation that engages in the active rental management of an accommodation rental unit or units (taking reservations, collecting rental fees and taxes, paying the taxes, performing or arranging for services such as cleaning and maintenance, marketing) that is owned by an individual, partnership or corporation other than the Rental Agency. A Rental Agency must have all legally required business licenses, permits and lodging tax account numbers from the appropriate city, from the State of Alabama for the state lodging tax and for the State of Alabama for the Baldwin County District Lodging Tax Location No. 7702 lodging tax which is issued by the State. The single proprietor, partnership or corporation acting as a Rental Agency shall be licensed by the Alabama Real Estate Commission.

In order to qualify for an accommodation listing with GSOBT, a Rental Agency must:

- 1) Submit a copy of their business license issued by the appropriate city.
- 2) Submit their lodging tax account number for the Baldwin County District Lodging Tax Location No. 7702 lodging tax issued by the Alabama Department of Revenue.
- 3) Submit verification of an active Real Estate Qualifying Brokers license issued by the Alabama Real Estate Commission.
- 4) Provide detailed information on ownership of the Rental Agency which must include exact legal name of owner and owner's physical address, mailing address, telephone number, fax number and email address. If the owner is a partnership or a corporation, the owner must provide the information above for the owner's primary contact.
- 5) Provide service for their accommodation rental unit guests on a 24 hour per day, 7 day per week basis whether by providing direct contact information for the Rental Agency and/or by providing contact information for services such as housekeeping or facility maintenance. The Rental Agency must provide their direct contact information and be available to their accommodation rental unit guests during regular business hours for the resolution of disputes; The Rental Agency direct contact information must be made available to GSOBT for distribution to visitors and guests.