

Gulf Shores & Orange Beach Tourism
Performance Measures
January 2019

Sales Results	Current Period			Year-To-Date		
	2018	2019	% Var.	2018	2019	% Var.
Total Sales Activity	698	912	30.7%	698	912	30.7%
Leads	40	21	-47.5%	40	21	-47.5%
IP response to leads	67%	84%	25.4%	67%	84%	25.4%
Conventions serviced	142	150	5.6%	142	150	5.6%
Welcome Books Delivered	1100	2608	137.1%	1,100	2,608	137.1%
Meeting events booked	8	9	12.5%	8	9	12.5%
Meeting room nights generated	872	987	13.2%	872	987	13.2%
Sporting events hosted	4	2	-50.0%	4	2	-50.0%
Sporting room nights generated	827	96	-88.4%	827	96	-88.4%

Hospitality and Information Overview - January 2019

Gulf Shores & Orange Beach Tourism

	Current period 2018	Current period 2019	% Var.	Year-to-date 2018	Year-to-date 2019	% Var.
Welcome centers						
Guest traffic	11,414	9,632	-16%	11,414	9,632	-16%
IP referrals	4,379	2,831	-35%	4,379	2,831	-35%
Guide distribution	1,950	3,353	72%	1,950	3,353	72%
Call center						
Interactions (with digital comm.)	1,375	1,696	23%	1,375	1,696	23%
Ad inquiries	11,008	6,028	-45%	11,008	6,028	-45%
Speciality brochure fulfillment	4,994	5,741	15%	4,994	5,741	15%

JANUARY 2019 - INTERNET

Traffic:	Visitor Sessions	New Users	Return Users	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions
Gulfshores.com							
Jan-19	192,621	137,842	54,779	0:03:11	452,713	66,234	126,387

Mobile is
Mobile Phone
& Tablet
Combined

Conversions	Total Partner Referrals	Unique Partner Referrals	Vacation Guide	View VG Online	General e-Tidings Signups	Fishing e-news Signups	Golf e-news Signups	Meetings e-news Signups
Jan-19	142,023	114,024	4,222	972	420	25	11	4

CONVERSIONS:

Total Partner Referrals record all clicks on any link below (which could include multiple IP CTR's) within a user session.

Visit Website
Book Online
Redeem Offer
Get Directions
Email address
Phone number
- local or toll free
Partner Social Link

Unique Partner Referrals record 1 click on any link listed above in a user session.

Device	Visitor Sessions	New Users	Return Users	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions
Desktop	81,200	58,419	1,752	426	122	15	7
Mobile	60,823	55,605	2,470	546	298	10	4

Visitor Type	Visitor Sessions	New Users	Return Users	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions
New	95,258	77,814	3,125	695	279	15	5
Return	46,765	36,210	1,097	277	141	10	6

IP Sector	Visitor Sessions	New Users	Return Users	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions
Lodging	80,009	65,124	750	116	55	2	3
Events Calendar	24,661	17,067	444	120	128	1	4
Restaurants	13,853	11,073	380	75	42	1	2
Attractions <i>(Things to Do)</i>	18,359	14,311	574	119	19	1	2

Channel	Visitor Sessions	New Users	Return Users	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions
Facebook	1,248	1,099	120	21	86	1	2
TripAdvisor	412	376	80	33	7	1	0
e-Tidings	1,373	1,162	224	52	23	0	0

Micro Sites	Golf	Fishing	Meetings	Sports	Blog
Sessions	1,619	2,580	598	17,979	23,987
Total Partner Referrals	2,436	5,068	324	13,887	6,570

Social Networking	Facebook Fans	Instagram Followers	YouTube Views
2019	372,795	32,480	3760
2018	363,785	27,074	5,681
Var. %	2.48%	19.97%	-33.81%

Online Advertising	2019	2018	Var. %
Spend	\$46,033	\$15,220	202%
Clicks	24,530	19,819	24%

NOTES:

The 2019 advertising spend includes Social Advertising accounting for 17,874 clicks which included 2019 Spring campaigns. Effective comparison clicks is 6,656 in 2019 vs. 2,324 in 2018 which reflects an increase of 186%.