



March 29, 2019

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[Zydeco and Crawfish Festival](#)  
April 15

[Eight Annual Bama Coast Cruise](#)  
April 28-29

[National Collegiate Beach Volleyball Championship](#)  
May 5-7

[Gulf Coast Hot Air Balloon Festival](#)  
May 5-6

[View All Upcoming Events](#)

[View All Sports Commission Events](#)

## GSOBT UPDATES AND REQUESTS FOR INDUSTRY PARTNERS

### Take Advantage of TripAdvisor's Free Listings

GSOBT is partnering with TripAdvisor, the [world's largest travel site](#), to provide more valuable content for visitors to our TripAdvisor pages. As an IP, you can benefit by ensuring your business takes advantage of the free listing TripAdvisor offers. Please go to [TripAdvisor](#) to register your restaurant, attraction, vacation rentals, hotels or retail shops. Under attractions you can list marinas, charter fishing services, retail shops and especially annual events.

[Key TA facts you should know.](#)

### Disaster Preparedness

GSOBT's Chandra Wright recently gave a [Tourism Resilience Index Workshop](#) for disaster preparedness, to a group of owners and management of tourism-related businesses. To schedule an individual assessment or small-group workshop, or for more information, [email](#) or call Chandra at 251-974-4635.

### Nature Based Tourism

As our eco-tourism expert, Chandra Wright is also available for consultations with nature-based tourism operators. If you have any concerns she can help with please send her an [email](#).

### Small Business Help

Take your business to the next level with this [SeptItUp](#) program funded by the Small Business Administration and Mobile's Emerging Leaders group. Classes start in April and meet twice a month for six months

### NAIA National Championship Advertising Opportunities

Reserve your advertising spot in two NAIA National Championship programs for events in Gulf Shores and Orange Beach this year. GSOB is hosting both the 2017 NAIA Outdoor Track and Field Championships (May 25-27) and the 2017 NAIA Women's Soccer National Championship (November 27-December 2). Find more information about sizes, positions and pricing for the [track and field](#) and [soccer](#) programs. The deadline for the Track and Field program is Friday, April 20, and for the Soccer Program it is Monday, October 23.

For more information about these NAIA Championship events or questions about advertising, please [email](#) Michelle Russ or call her at 251-974-4631. To learn more about NAIA, please visit their [website](#).

## Community News and Updates

- **Tourism Summit at Erie Meyer Civic Center.**  
Save the date. Our Annual Tourism Summit will be Thursday, May 11 from 8:30am-1:30pm. Watch your email for details and registration information.
- **Orange Beach Road Project.**  
ALDOT reports all the major paving is complete and traffic interruption should be minimal or none as they add finishing touches, mainly striping.
- **Cotton Bayou Beach Access.**  
Gulf State Park has decided to open this popular access for the final three weeks of spring break. After spring break it will be closed for two months or more for the project.

## Latest Key Press Clippings

- [5 Best Beaches Near Atlanta](#)  
10 Awesome Alabama Festivals and Events Not to Miss  
[Intriguing Adventures Await Along the Gulf Coast](#)  
[Sports Fuel Gulf Shores and Orange Beach, Alabama](#)  
[Top 10 Golf Coursed in the United States in 2016](#)

## Destination Awards

- [Gulf State Park Trail Honor.](#)  
Al.com recent named the top 13 trails to hike or bike and the Eagle Loop at Gulf State Park made the list. The trail is alongside Lake Shelby and has a long pier extending off it into the lake

## Upcoming Media Visits

- March 13-16 - Samanta Nelson, blogger - ThoseCrazyNelsons.com
- March 14-16 - Sandra Phillips and Stan Posner - TravelSmartPlanet.com
- March 27-30 - Lynda Self, blogger - SouthernKissed.com
- April 3-6 - Winona Rogers, blogger - SouthernFamilyFun.com

## GSOBT Current Statistics / Research

- **Get Ready for the Season!**  
Be sure to review your vacation guide listings at [MyGSOBT](#) extranet to help showcase your business to visitors. Also, explore all the tabs at [GSOB partners](#) for helpful marketing tips, resources and other helpful information.

## WHAT WE'RE READING

### [Eight Signs It's Time to Promote an Employee](#)

Learn to recognize signals from your employees indicating they are ready for leadership roles in your business. You might know what a particular employee's next step should be, but figuring out exactly when to promote can be tricky.

### [Four Ways to Use Social Listening to Boost Customer Loyalty](#)

The importance of customer retention vs. customer acquisition can't be overstated. Most companies tend to focus on a new customer acquisition, when in reality the cost of retaining customers is a mere fifth of that which it costs to obtain new customers.



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