

New Signature Experiences on Alabama's Gulf Coast

In October 2018, ten Industry Partners took on the challenge of participating in Gulf Shores & Orange Beach Tourism's Experiential Tourism Development initiative. For the past few months the Industry Partners have been hard at work developing new immersive experiences, or elevating an existing experience, which will provide new revenue streams for the businesses, drive visitation during targeted seasons and create a competitive advantage for our destination.

The Industry Partners collaborated with Joe Veneto of Veneto Collaboratory to design, craft, script and stage their new visitor experiences. Most of the experiences will be available starting in May with a few beginning in fall.

The experiences have been branded *Signature Experiences on Alabama's Beaches*, and promotions will begin in April.

The new Signature Experiences include:

- Gulf State Park Nature Center: Guided Pier Walk and Angler Academy
- Alabama Gulf Coast Zoo: Animal Enrichment Program and Animal Encounters
- Wild Native Tours: Dolphins and Wildlife Kayak Tour
- Orange Beach Concierge: Chef's Table
- Gulf State Park Lodge: Ecotourism and Sustainability Tour
- High Cotton Bath Company: Bath Boldly
- Reel Surprise Charters: Elevated Experience
- Young's Suncoast: Elevated Experience
- LuLu's: Gumbo Love Cooking and Mixology Class (launching Fall 2019)
- Fort Morgan: Espionage at Mobile Point (and escape room launching August 2019)

These [new experiences](#) are perfect for visitors and locals alike, and we encourage you to check them out.