

# Standards and Best Practices for Special Offers



GULF SHORES &  
ORANGE BEACH  
TOURISM

## Offer Categories

Each full industry partner may have **three special offers per** the following season and holiday **categories** (for a maximum total of 15 offers displayed concurrently):

- **Spring** (March – May)
- **Summer** (June – Labor Day)
- **Holidays and Special Events**
  - Holidays, which are limited to:
    - New Year's Day
    - Fat Tuesday
    - Memorial Day
    - Independence Day
    - Labor Day
    - Columbus Day
    - Veterans Day
    - Christmas Day
  - Special events, which are limited to:
    - Orange Beach Seafood Festival and Car Show
    - Orange Beach Festival of Art
    - The Wharf Boat and Yacht Show
    - Flora-Bama Interstate Mullet Toss
    - Hangout Music Festival
    - National Shrimp Festival
    - Frank Brown International Songwriters' Festival
    - Oyster Cook-off and Craft Beer Weekend
    - Coastal Christmas
- **Sports Commission Sponsor – Attractions or Restaurants**
  - Open only to GSOBT Sports Commission sponsors
  - Any offers with these categories are not included in the above referenced counts

## Key Details

- Offers may not be duplicated within the same category.
- Featured partner deals appear first.
- All offers in a category will expire (a.k.a. post to date) on the last day of the holiday, event, or season.
- Offers must be applicable to the season. Also, redeem date must fall within season date range.
- Packages may be created but are not required.

## Best Practices and Additional Details

- Gulf Shores and Orange Beach Tourism reserves the right to edit or cut any text or adjust any date range not meeting the parameters.
- For aesthetic purposes, do not use ALL CAPS in the title offer and in very limited use in offer text and disclaimer fields.
- The offer title may only include the special characters % and \$.
- The offer link should only be included if it directs to a specific page on your website unique to that deal. If this is not available, the system will automatically populate with your general website.
- In the offer text field, we encourage the use of the HTML code to improve these guest's understanding. HTML code for color or font changes is not permitted. Also, do not include contact information for the business as that information is already displayed on each deal page.
- An expiration date is required.
- Post to date may not exceed the redeem to date (to avoid expired deals from appearing on the website).
- In the offer listings section, always select the standard website listing.
- A dollar amount or % off is required in the rates field. Phrases - such as "starting at" - may also be used. Due to appearance on the website, we strongly recommend limiting the submitted copy in the rates field and utilize the disclaimer field for the details.
- While a disclaimer is not required, we recommend adding this information for the guests.
- While the disclaimer field is not required, we recommend industry partners use this field to help guests fully understand any black-out dates or other restrictions.
- Deals should not list your rack rate or regular seasonal rates.