

## PARTNER POST



[GSOB Partners](#) | [My GSOBT Extranet](#) | [Sports Commission Events](#) | [Calendar of Events](#)




### GSOBT Updates

## FREE Beach Safety Brochures

Keep your guests safe this summer with our FREE beach safety and water conditions brochures. Contact [Susan Brush](#) at 251-968-9325. Additional resources can be found at [MyGSOBT](#).

## 2019/2020 School Break Calendar is HERE

The calendar includes school systems, colleges and universities from our primary visitor markets; and is a great indicator of when you will be busy over the course of the next year. [School Calendar](#) 



### Winter guest use of vacation guide:

- 48%** used it before deciding to visit
- 49%** used it once the stay decision was made
- 20%** used it as a resource in-market

View the full Visitor Profile Study (Winter 2018) to better understand our guests and how to market to them

*It's not too late to get your ad in the 2020 vacation guide!*

Contact [Dustin Gontarski](#) at [Compass Media](#) for details.  
251-752-0160

## How Busy Will You Be?

Our projected occupancy reports can help you anticipate staffing needs for the next few weeks. View the [report](#) for July, or contact [Susan Brush](#) to receive the monthly report via email.

**113** Media Mentions in Q1 **=** **195** Million Reach

Contact [Kay Maghan](#) to learn how you can introduce your business or organization to millions of people across the globe in 2019.



## Community News

### Can Your Customers Find You on Google?

GSOBT is now certified to verify your business on Google Local. Claiming your local business listing on Google ensures your business is accurately represented on the search engine and on all Google platforms, including Google Maps. Contact [Jeff Rodewald](#) to get verified.

### Help Us Honor Our City and Park Employees

On Sept. 18 GSOBT and the Sports Commission will host the annual City Appreciation Party to celebrate the end of summer and all of the hard work done by the staff of the cities of Gulf Shores and Orange Beach and Gulf State Park. Help show your appreciation by donating gifts and services for door prizes. If you are interested in participating, please email [Taylor Smith](#), and she will arrange a time to pick up your items.



## Creating Experiences

### Chef's Table

Orange Beach Concierge, along with nine of their fellow IPs, joined us on an adventure of crafting Signature Experiences for our guests by creating unique [Chef's Table](#) dinners with Chef David Pan.

These dinners are the epitome of upscale dining with multi-course menus that highlight local purveyors and the unique cuisine that our coast is known for. Wine pairings can also be added for an extra fee. The Chef's Table can accommodate a minimum of six, maximum of 28 people and must be booked seven days prior to the event.

[Read More About Signature Experiences](#) 





## What We're Reading

**Why Millennials Have Higher Expectations for Customer Experience Than Older Generations**

**Google Travel is Now One-Step Closer to One-Stop Shopping**



GULF SHORES & ORANGE BEACH TOURISM

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