

PARTNER POST



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Community News

Coastal Alabama Back Bay Blueway

The cities of Gulf Shores, Orange Beach and Foley united to form the Coastal Alabama Back Bay Blueway, a paddling trail system that spans from the end of Fort Morgan to the Florida/Alabama state line. With 21 launch sites across four distinct trails, there is quite a lot for your visitors to explore while paddling along our waterways! [Learn More](#)



Save the Date

SEPTEMBER

17

Fall 2019 Marketing Square Table/Sales & Facilities Joint Meeting

8:30-10:30am

Hampton Inn & Suites Orange Beach
(25518 Perdido Beach Blvd.)

Email invitations will follow.



GSOBT Updates

Promoting Your Deals Just Got Easier!

Due to an update by Simpleview, the process of uploading your **special offers** to our website has been simplified. HTML coding is no longer needed when uploading a deal to MyGSOBT. Read our **how-to guide** to learn more about the updated process.

Guest Opt-In Emails Available on MyGSOBT

We are now posting guest opt-in email files daily on **MyGSOBT**, and the files will remain available for download for two weeks. Due to the changing needs of our IPs, we have discontinued sharing of the guest opt-in mailing addresses.

Let's Stay in Touch!

Keep up-to-date with all of our communications, specifically during storm season, by marking GSOBT as a safe sender in your inbox.



The largest number of first-time visitors (26%) arrive in the fall.

Source: Fall 2018 visitor profile study. Read the [full report](#).



Will You Be Busy This Month?

Our projected occupancy reports can help you anticipate staffing needs for the next few weeks. View the August **report** or contact **Susan Brush** to receive the monthly report via email.



Creating Experiences

Dolphin & Wildlife Kayak Experience

Wild Native Tours has been operating kayak and boat tours in the destination and surrounding areas for quite some time. This year, along with nine of their fellow IPs, Wild Native joined us on an adventure to create a new Signature Experience for their guests: the [Dolphin & Wildlife Kayak Experience](#).

This three-hour guided kayak tour takes paddlers throughout the waterways of Gulf Shores where they will be able to view some of the unique wildlife that inhabit Coastal Alabama including bottlenose dolphins, turtles, manatees and more. Tours are offered daily for groups of two to 24 people.

[Read More About Signature Experiences](#) 



Public Relations

Extra, Extra, Read All About...YOU!

Last year, we had several partners who worked with a blogger named Amy Albers. She sang your praises and can't wait to return to the destination to write about you again! Visit My Benefits on [MyGSOBT](#) to see all of the media mentions your company has received by partnering with our PR team. If you have any questions, contact [Kay Maghan](#).



What We're Reading

[How to Integrate Email and Social Media Into One Seamless Marketing Strategy](#)

[Three Ways To Build A Successful Marketing Strategy On A Budget](#)



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