

Gulf Shores & Orange Beach Tourism
Performance Measures
August 2019

Sales Results	Current Period			Year-To-Date		
	2018	2019	% Var.	2018	2019	% Var.
Total Sales Activity	675	809	19.9%	4,998	5,578	11.6%
Leads	37	64	73.0%	365	338	-7.4%
IP response to leads	83%	69%	-16.9%	81%	70%	-13.6%
Conventions serviced	131	84	-35.9%	1,145	1,140	-0.4%
Welcome Books Delivered	5425	6477	19.4%	35,862	37,983	5.9%
Meeting events booked	26	25	-3.8%	160	183	14.4%
Meeting room nights generated	8,072	7,607	-5.8%	39,939	44,641	11.8%
Sporting events hosted	6	4	-33.3%	109	103	-5.5%
Sporting room nights generated	374	756	102.1%	90,216	99,546	10.3%

AUGUST 2019 - INTERNET

Traffic: GSOBT	Visitor Sessions	New Visitor	Return Visitor	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
Aug-19	292,892	210,919	81,973	0:02:00	573,349	59,415	202,905	30,572
Aug-18	301,454	205,679	95,775	0:01:53	658,305	81,205	188,598	31,651
Var. %	-2.84%	2.55%	-14.41%	6.19%	-12.91%	-26.83%	7.59%	-3.41%

Conversions	Total Partner Referrals	Unique Partner Referrals	Vacation Guide	View VG Online	General e-Tidings Signups	Fishing e-news Signups	Golf e-news Signups	Meetings e-news Signups
Aug-19	129,824	110,281	2,424	596	335	33	7	4

Device								
Desktop	60,182	45,821	748	237	91	12	1	1
Mobile	55,564	51,628	1,328	245	183	19	4	3
Tablet	14,078	12,832	348	114	61	2	2	0

Visitor Type								
New	86,460	75,135	1,802	400	212	17	5	4
Return	43,364	35,146	622	196	123	16	2	0

IP Sector								
Lodging	53,076	43,357	388	74	66	0	0	0
Events Calendar	18,242	15,205	273	73	93	1	0	0
Restaurants	18,556	15,482	227	73	43	2	0	0
Attractions <i>(Things to Do)</i>	16,089	13,583	174	47	26	1	0	0

Channel								
Facebook	1,207	1,095	53	9	39	8	0	2
TripAdvisor	696	604	37	13	4	0	0	0
e-Tidings, etc.	1,090	948	82	21	13	0	1	1

Micro Sites	Golf	Fishing	Meetings	Sports	Blog
Sessions	2,838	10,307	643	7,250	33,924
Total Partner Referrals	2,299	4,506	151	3,561	7,364

Social Networking	Facebook Fans	Instagram Followers	YouTube Views
2019	389,507	39,697	3,022
2018	370,677	29,803	5,010
Var. %	5.08%	33.20%	-39.68%

CONVERSIONS:

Total Partner Referrals record all clicks on any link below (which could include multiple IP CTR's) within a user session.

Visit Website
Book Online
Redeem Offer
Get Directions
Email address
Phone number
- local or toll free
Partner Social Link

Unique Partner Referrals record 1 click on any link listed above in a user session.

NOTES:

Hospitality and Information Overview - August 2019

Gulf Shores & Orange Beach Tourism

	Current period 2018	Current period 2019	% Var.	Year-to-date 2018	Year-to-date 2019	% Var.
Welcome centers						
Guest traffic	4,563	3,373	-26%	57,104	47,388	-17%
IP referrals	2,612	1,948	-25%	28,086	24,011	-15%
Guide distribution	1,241	756	-39%	11,066	12,699	15%
Call center						
Interactions (with digital comm.)	1,418	1,362	-4%	11,462	12,588	10%
Ad inquiries	4,755	4,234	-11%	71,060	78,873	11%
Speciality brochure fulfillment	2,466	3,171	29%	32,752	35,022	7%