

## PARTNER POST



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### Save the Date

SEPTEMBER

17

### Fall 2019 Marketing Square Table/Sales & Facilities Joint Meeting

Our Fall 2019 Marketing Squaretable and Sales and Facilities Meeting is fast approaching. Join us at the Hampton Inn & Suites in Orange Beach (25518 Perdido Beach Blvd.) from 8:30-10:30am to learn how the CVB can best serve you in 2020. [Register Now](#)



### GSOBT Updates

### Hospitality Recognized in South Alabama

The South Alabama Workforce Development Council has designated hospitality as a focus industry for our area. This gives all of you a seat at the table to seek State funds for growth, retention and other projects. [Learn More](#) ➔



More than travelers in any other season, **winter guests** rely on vacation rental booking sites, traveler review sites, the GSOBT website and social media to plan their travels.

View the full [visitor profile study](#) (Fall 2018) to better understand our guests and how to market to them.

## Stay Informed This Hurricane Season

As we enter into the last few months of hurricane season, please update your business contact information in MYGSOBT so we can get information to you as quickly as possible.

## How Busy Will You Be?

Our projected occupancy reports can help you anticipate staffing needs through the end of September. View the September [report](#) or contact [Susan Brush](#) to receive the monthly report via email.

## Help Your Guests Get All the Info They Need

Our Gulf Shores and Orange Beach Welcome Centers are the go-to spots for your guests to learn about all the things to see and do in the area during their stay. We now have rack cards you can share with your guests encouraging them to visit our local experts at the welcome centers. Contact [Michelle Miller](#) to order yours, today!



## 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](#) ➔



## 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](#)



## GULF SHORES & ORANGE BEACH TOURISM

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