

Gulf Shores & Orange Beach Tourism  
**Performance Measures**  
**October 2019**

<b>Sales Results</b>	<b>Current Period</b>			<b>Year-To-Date</b>		
	<b>2018</b>	<b>2019</b>	<b>% Var.</b>	<b>2018</b>	<b>2019</b>	<b>% Var.</b>
Total Sales Activity	736	504	-31.5%	6,571	6,576	0.1%
Leads	45	35	-22.2%	470	397	-15.5%
IP response to leads	55%	86%	56.4%	68%	76%	11.8%
Conventions serviced	216	174	-19.4%	1,496	1,482	-0.9%
Welcome Books Delivered	5110	5915	15.8%	44,848	48,652	8.5%
Meeting events booked	40	35	-12.5%	227	250	10.1%
Meeting room nights generated	8,263	8,171	-1.1%	54,390	58,516	7.6%
Sporting events hosted	9	9	0.0%	132	123	-6.8%
Sporting room nights generated	2,995	1,750	-41.6%	99,777	109,366	9.6%

## OCTOBER 2019 - INTERNET

Traffic: GSOBT	Visitor Sessions	New Visitor	Return Visitor	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
Oct-19	282,969	202,287	80,682	0:01:38	507,550	58,377	198,119	26,473
Oct-18	236,441	169,339	67,102	0:01:49	505,087	65,307	144,976	26,158
Var. %	19.68%	19.46%	20.24%	-10.09%	0.49%	-10.61%	36.66%	1.20%

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
Oct-19	100,506	86,066	1,742	412	249	30	12	7

Device	Visitor Sessions	New Visitor	Return Visitor	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
Desktop	46,723	36,595	636	185	68	14	5	7
Mobile	43,352	40,022	908	160	145	11	3	0
Tablet	10,431	9,449	198	67	36	5	4	0

Visitor Type	Visitor Sessions	New Visitor	Return Visitor	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
New	68,637	59,178	1,313	298	171	14	7	2
Return	31,869	26,888	429	114	78	16	5	5

IP Sector	Visitor Sessions	New Visitor	Return Visitor	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
Lodging	37,673	30,286	269	57	45	1	1	0
Events Calendar	25,948	22,182	202	62	81	3	1	2
Restaurants	13,982	12,197	147	45	26	3	1	1
Attractions <i>(Things to Do)</i>	10,467	9,029	135	28	15	0	0	0

Channel	Visitor Sessions	New Visitor	Return Visitor	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
Facebook	1,146	1,022	33	9	20	1	0	1
TripAdvisor	329	285	23	3	0	1	0	0
e-Tidings, etc.	976	785	84	18	13	0	0	0

Micro Sites	Golf	Fishing	Meetings	Sports	Blog
Sessions	2,833	8,890	4,651	11,111	32,891
Total Partner Referrals	2,105	2,545	153	5,705	6,289

Social Networking	Facebook Fans	Instagram Followers	YouTube Views
2019	393,175	41,301	41,549
2018	371,728	26,456	4,681
Var. %	5.77%	56.11%	787.61%

### 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 - October 2019

Gulf Shores & Orange Beach Tourism

	Current period 2018	Current period 2019	% Var.	Year-to-date 2018	Year-to-date 2019	% Var.
<b>Welcome centers</b>						
Guest traffic	4,215	3,827	-9%	65,873	54,418	-17%
IP referrals	2,412	2,418	0%	33,711	28,560	-15%
Guide distribution	1,001	800	-20%	13,574	14,011	3%
<b>Call center</b>						
Interactions (with digital comm.)	1,474	1,091	-26%	14,194	14,891	5%
Ad inquiries	8,254	6,044	-27%	84,036	91,110	8%
Speciality brochure fulfillment	2,155	2,363	10%	36,682	40,301	10%