

Welcome to the Gulf Shores & Orange Beach Tourism Extranet, which is called MyGSOBT. This portal empowers you to maintain your listings, update company contacts, post packages or deals, submit sports and view meetings leads, input events, and so much more – all necessary items to ensure that your business is seen by the more than six million guests that travel to our destination annually.

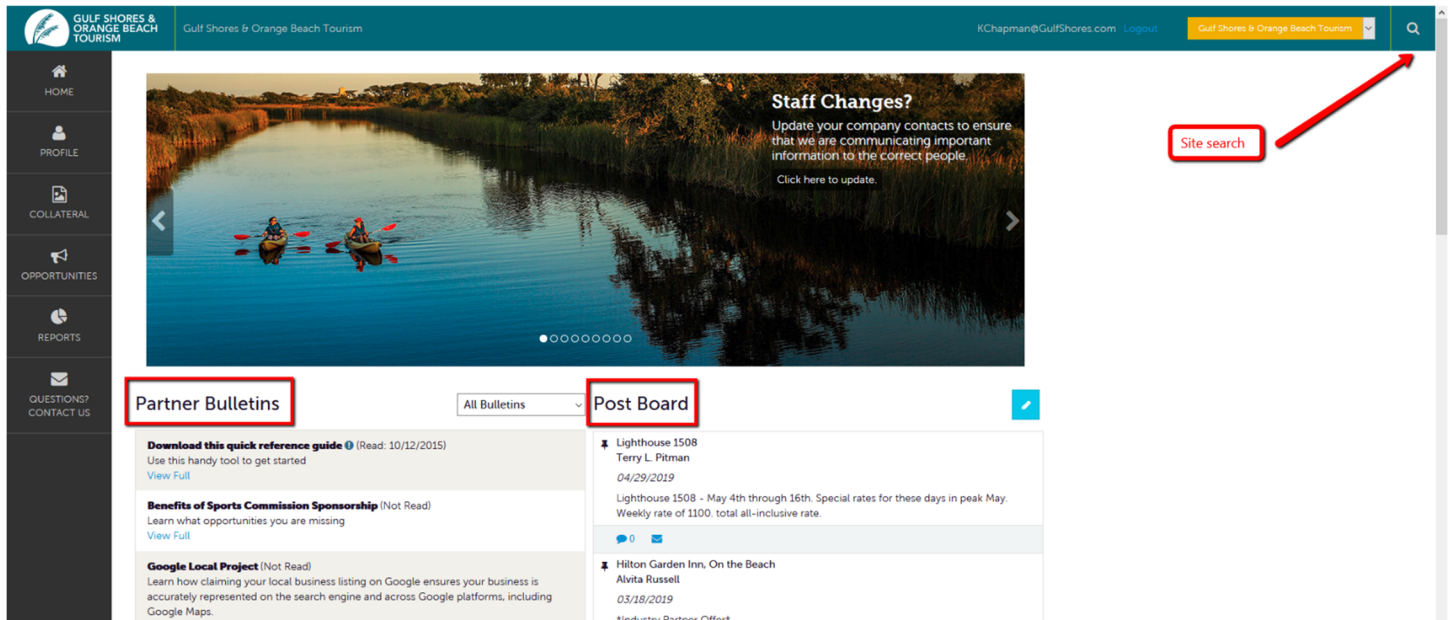
### Training

Use the following document to get started. You may also contact our Community Liaison Jeff Rodewald at [JRodewald@GulfShores.com](mailto:JRodewald@GulfShores.com) or 251-974-4604 to schedule a personalized training session of MyGSOBT.

### Homepage

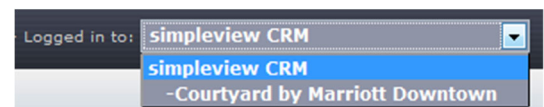
The extranet homepage is the first screen you will see after entering your login credentials. It contains the following tools:

- **Site Search:** Search the extranet for a specific listing, lead, service request, or contact
- **Partner Bulletins:** A bulletin board that highlights key messages from GSOBT
- **Post Board:** A user forum where local businesses can connect with each other



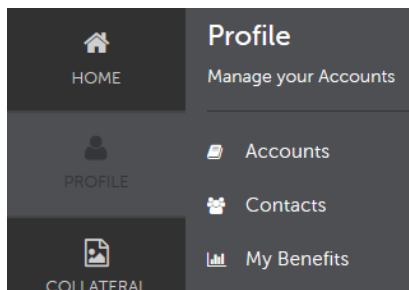
### Parent/Child Accounts

To simplify the login process for industry partners with multiple accounts, the parent/child account relationship was created. This allows partners to log in as a contact on the parent account with full access to all child accounts via a dropdown filter and eliminates the need to log in to multiple accounts. Once a partner with parent/child account access logs into the extranet, he or she will see a dropdown menu in the upper right corner of the screen titled 'Logged in to.' If there are child accounts available, clicking the arrow will present the other accounts the member can toggle between. Selecting a different account will load all information related to the new account.



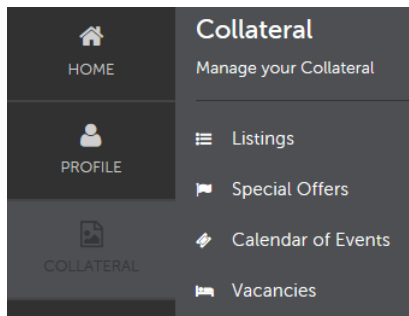
## Navigating to various features

Hover over the tool bar located on the left-hand side of the extranet to display and select various menu options.



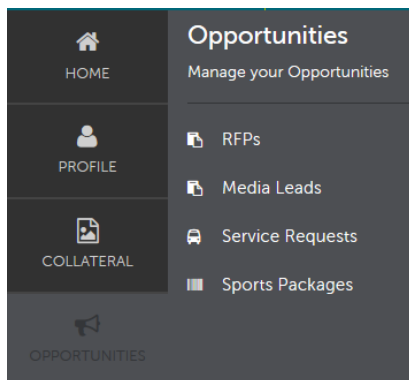
### Profile (person icon)

- Accounts section: view and update basic business information, such as website, phone numbers, and addresses
- Contacts: update employee roster and with the appropriate permissions, determine who on your team has the ability to view or update. Also indicate which staff members should receive the 60-day projected occupancy report
- My benefits: includes lead summaries, press mentions, and referrals of your business from our team



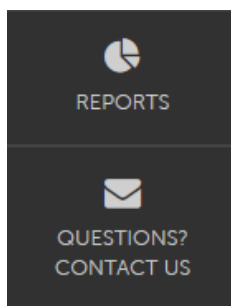
### Collateral (image icon)

- Listings: view and edit your public business listings and vacation guide text
- Special offers: view, edit, or create leisure offers. Sports commission sponsor attraction and restaurant offers are also input here.
- Calendar of events: submit visitor-focused events for publication on GulfShores.com and OrangeBeach.com
- Vacancies: view and update weekend lodging availability for display on GulfShores.com and OrangeBeach.com



### Opportunities (megaphone icon)

- RFPs: applicable industry partners respond to leads from GSOBT's meetings department to welcome conventions or groups
- Media leads: opportunity to host travel journalists
- Service requests: requests for non-lodging needs, such as catering, etc.
- Sports packages: applicable industry partners can view current and submit new packages for the sports commission website



### Reports (pie chart icon)

Once the location of guest opt-in files. Those files have been relocated to the partner bulletins section on the home page of MyGSOBT. All statistics and reports may be located at

[www.GulfShores.com/Partners/Resources/Statistics](http://www.GulfShores.com/Partners/Resources/Statistics).

### Questions (mail icon)

An email connection to our community liaison. By selecting this icon, a new email window will open with our liaison's email address pre-populated.