

Featured Partner and Co-Op Benefits

Crystal Hinds

Digital Operations Manager

Gulf Shores & Orange Beach Tourism



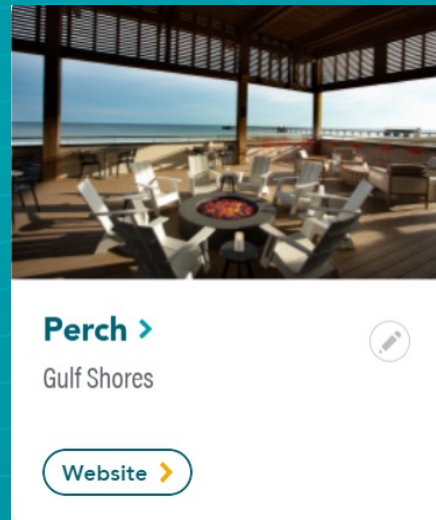
**GULF SHORES &
ORANGE BEACH
TOURISM**

Alabama's White-Sand Beaches

Featured Partner

Featured Partner listings are a great way to distinguish your business on the Gulf Shores & Orange Beach website. Upgrade today to take advantage of:

- Five large, beautiful images highlighting your business
- 175 words of descriptive copy
- Versus a standard, free listing of one small image and 85 words.



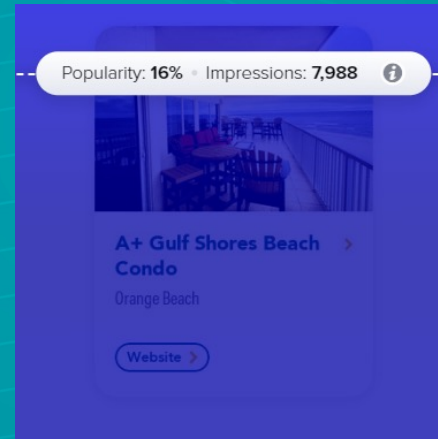
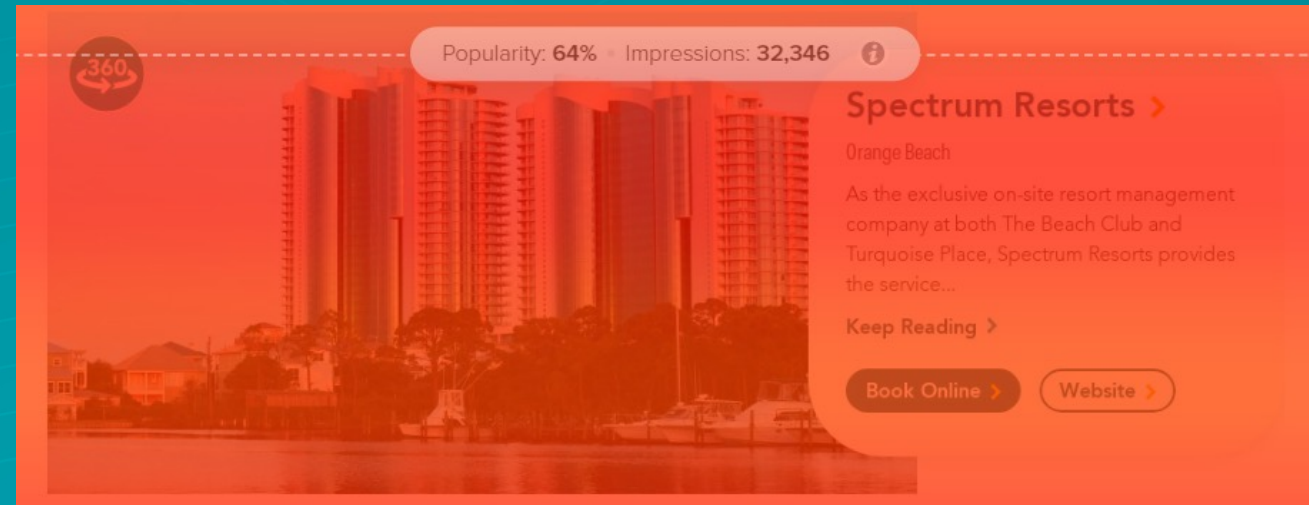
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Featured Partner

Benefits:

- Better placement: Your business is highlighted in a special display at the top of all applicable listings.
- Featured partner listings increase your visibility by 48 percent.



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Featured Partner

Benefits:

- Higher listing placement and a larger image size increase partner referrals and drive more traffic to your website.



1.5M Partner Referrals



3.7M Website Visits

As of 8.31.2022



**GULF SHORES &
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Alabama's White-Sand Beaches



Sugar-White-Sand Savings

Gulf Shores & Orange Beach Tourism



The Lodge at Gulf State Park

**Your Footprints
Are Requested**

Nothing beats summer at the beach. Get away to The Lodge at Gulf State Park. Your new favorite family memories are waiting to be made.

[Book Now](#)



Young's Suncoast

**Sit Back and Unwind in Gulf
Shores**

Come celebrate summer with red-hot savings, sugar-white sand, and blue skies! Save big when you book any of our featured properties.

[Book Now](#)

Explore THE ALABAMA GULF COAST

Email Co-Op

Reach the 65,000 GSOBT E-Tidings newsletter subscribers by joining our monthly e-mail co-op. This co-op allows you to share special offers with travelers interested in our destination.

- Special offer is also listed on GulfShores.com
- The average click rate is 2.63%. Exceeding the industry standard for travel.
- Our subscribers are highly engaged and spend on average 2 minutes and 35 seconds on our site.
- There is no minimum requirement to participate. You can choose the months that work best and complement your marketing program.
- Monthly reports are provided
- Cost: \$350 per month

Website Remarketing Co-Op

Our remarketing co-op provides you access to nearly 5.1M (2021) travelers who have visited GulfShores.com and have expressed an interest in our destination.

- Campaigns run for a minimum of 60 days or until the clicks or conversions are achieved.
- Each campaign is estimated to result in a minimum of 1,200 clicks per partner.



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Brett/Robinson Vacations

Sponsored · 🌐



Keep the summer memories going in the Gulf of Mexico. Warm weather, smaller crowds, and huge savings! 🌊

Save up to 25% when you book a tropical 7 night getaway. 💰

Call one of our beach specialist today!

📞 800-211-7917 📞

SUPER SEPTEMBER



SAVE UP TO
25% OFF

brett-robinson.com
Soak Up Savings!
to 25% off!

Book now

Facebook Remarketing Co-Op

Facebook remarketing co-op provides you access to travelers who follow Gulf Shores & Orange Beach Tourism Facebook page, approximately 514,549 consumers.

- Advertisements drive traffic to your website by serving relevant ads to a highly targeted audience.
- Create brand recognition and awareness by staying top of mind with prospective travelers who have already engaged with our destination's brand.
- Conversion tracking is provided for all digital co-ops.
- Campaigns will run a minimum of 60 days or until the clicks or conversions are achieved.
- Gulf Shores & Orange Beach Tourism pays a portion of this opportunity for participating partners.



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Top Line Co-Op Stats



- 37 total co-op campaigns
- 54,772 total clicks to partner websites
- 3.8M impressions
- 746 conversions with \$336,600 in revenue

*Not all conversions were tracked



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Alabama's White-Sand Beaches

@AlabamaBeaches.com



To be more inclusive of our destination,
we will be changing our email address to
@AlabamaBeaches.com.

Our new email domain will launch on
November 18!



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