

Traffic: GSOBT	Visitor Sessions	Users	Avg. Time on Site	Page Views	Desktop Sessions	Mobile Sessions	Tablet Sessions
Jul-23	631,932	467,259	1:56:00	1,131,555	108,737	501,905	21,290
Jul-22	539,873	406,503	2:02:00	1,112,635	89,745	435,862	14,266
Var. %	<b>17.05%</b>	<b>14.95%</b>	<b>-4.92%</b>	<b>1.70%</b>	<b>21.16%</b>	<b>15.15%</b>	<b>49.24%</b>

Conversions	Total Partner Referrals	Vacation Guide	View VG Online	General e-Tidings Signups	Fishing e-news Signups	Golf e-news Signups	Meetings e-news Signups
Jul-23	242,386	2,965	1407	1,404	174	37	1
Jul-22	209,808	3,015	1,876	1,075	139	40	4
Var. %	<b>15.53%</b>	<b>-1.66%</b>	<b>-25.00%</b>	<b>30.60%</b>	<b>25.18%</b>	<b>-7.50%</b>	<b>400.00%</b>

Device							
Desktop	77,475	711	423	171	17	8	0
Mobile	158,644	2,101	931	1,093	17	8	0
Tablet	6,267	153	53	140	28	9	0

IP Sector	Total Partner Referrals	Vacation Guide	View VG Online	General e-Tidings Signups	Fishing e-news Signups	Golf e-news Signups	Meetings e-news Signups
Lodging	88,209	538	135	137	8	2	0
Events Calendar	26355	236	123	63	2	0	0
Restaurants	36,950	363	139	89	2	0	0
Attractions   Things to Do	39,956	283	154	19	5	0	0

Channel							
Facebook	16,337	765	272	1,133	153	28	1
e-Tidings, etc.	1,888	51	20	11	4	1	0

Micro Sites	Golf	Fishing	Meetings	Sports	Blog
Sessions	4518	17634	1,683	12,462	101,664
Total Partner Referrals	3,818	8,221	228	5,904	38,938
Social Networking	Facebook Fans	Instagram Followers	YouTube Views	TikTok Views	TikTok Followers
Jul-23	548,972	59,824	135,600	2119491	45450
Jul-22	510,655	56,755	133,800	2,908	9054
Var. %	<b>7.50%</b>	<b>5.41%</b>	<b>1.35%</b>	<b>72784.83%</b>	<b>401.99%</b>

**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

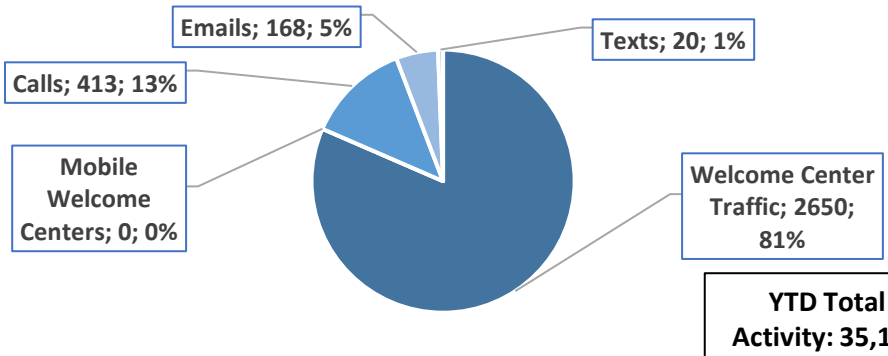
Unique Partner Referrals record 1 click on any link listed above in a user session.

**NOTES:**

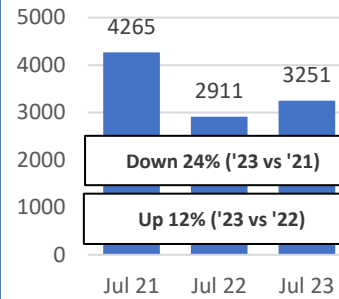
# HOSPITALITY AND INFORMATION

July 2023

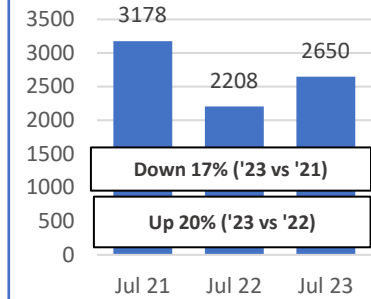
## Monthly Guest Servicing Activity



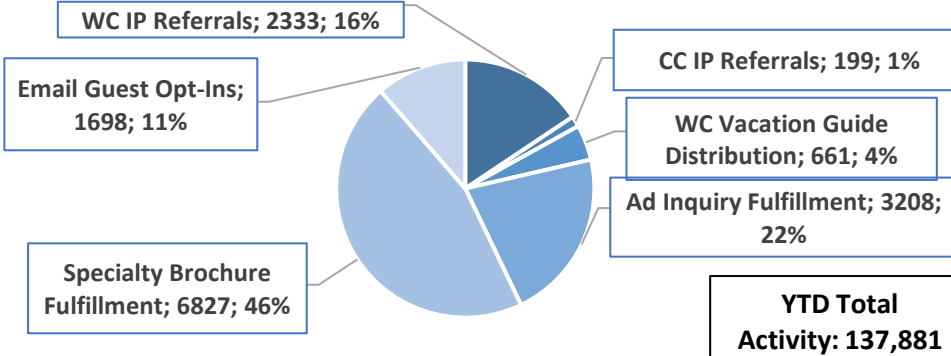
## YOY Guest Servicing Activity



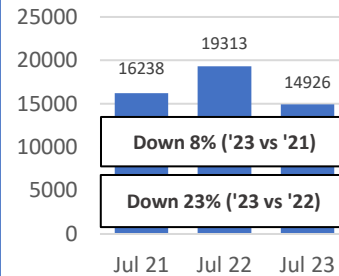
## Welcome Center Traffic



## Monthly Guest Servicing Results



## YOY Guest Servicing Results



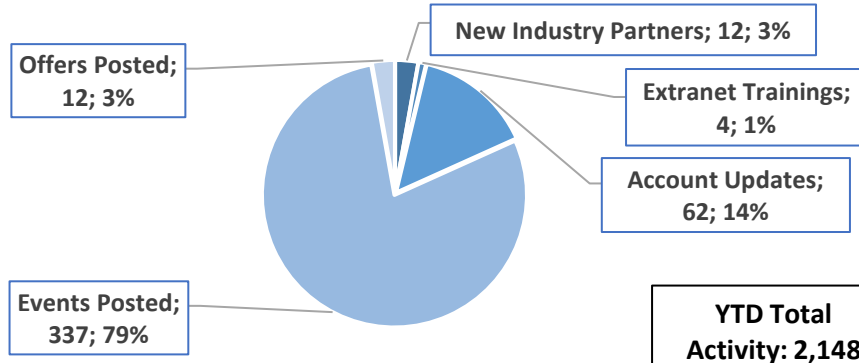
## Welcome Center Insights

45% First-time guests  
4 Countries

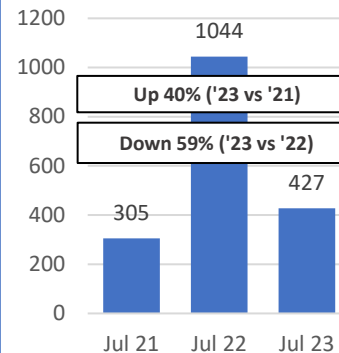
## Top Five Guest Question Topics

- Call, email and text
1. Beaches (surf conditions and flags)
  2. Attractions
  3. Nature and Trails
  4. Lodging (Vacation Rentals and Hotels)
  5. Shopping or services

## Monthly Industry Partner Servicing



## YOY IP Servicing



## Social Media Snapshot

The attendant was absolutely perfect with her knowledge of the area. .... Gold star for her. OBWC; 07/06/2023

**Gulf Shores & Orange Beach Tourism**

**Performance Measures**

**8/1/23 (July 23 Activities)**

Sales Results	Current Period 2022	Current Period 2023	% Var.	Year-To-Date 2022	Year-To-Date 2023	% Var.
Total Sales Activity	863	945	9.5%	6,203	6,399	3.2%
Leads	51	40	-21.6%	339	345	1.8%
IP Response to Leads	60%	46%	-23.3%	55%	56%	1.8%
Convention Servicing	93	105	12.9%	893	890	-0.3%
Welcome Books Delivered	5,200	6,022	15.8%	28,841	38,760	34.4%
Meeting Events Booked	21	30	42.9%	147	147	0.0%
Meeting Room Nights Generated	6,871	8,228	19.7%	34,451	36,155	4.9%
Sporting Events Hosted	16	13	-18.8%	121	112	-7.4%
Sporting Room Nights Generated	41,361	38,550	-6.8%	115,610	113,069	-2.2%