



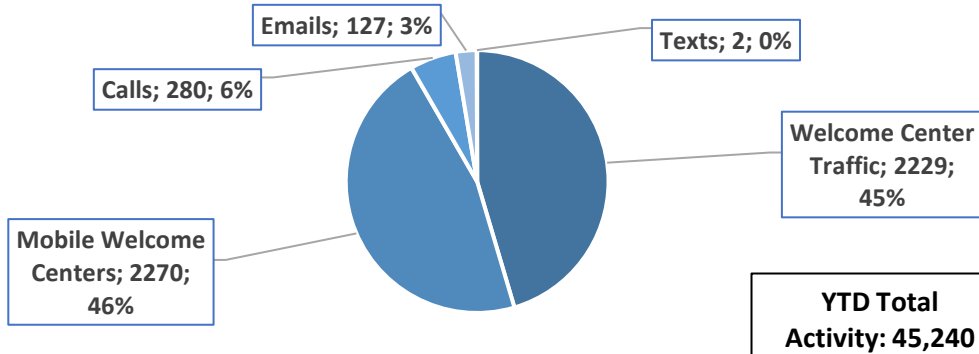
Oct-23

Traffic Acquisition	Visitor Sessions	Engaged Sessions	Engagement Rate	Organic Search Sessions	Paid Social Sessions	Direct Sessions	Unassigned Sessions	Display Sessions	Organic Social Sessions	Referral Sessions	Email Sessions	Organic Video Sessions
Oct-23	414,980	232980	56.14%	224,460	66496	40340	18844	18844	18218	8,705	3,527	1,742
Oct-22	367,281	185869	50.61%	184,322	65111	32518	21741	31360	15986	7,233	3,535	494
Var. %	12.99%	25.35%	10.93%	21.78%	2.13%	24.05%	-13.33%	-39.91%	13.96%	20.35%	-0.23%	252.63%
Users & Tech	Users	New Users	Avg. Engagement Time	Page Views	Desktop Users	Mobile Users	Tablet Users					
Oct-23	277,000	231,000	:58	588,237	58,807	208,487	10,725					
Oct-22	270,000	253,000	:58	648,723	56,661	204,559	11,820					
Var. %	2.59%	-8.70%	0.00%	-9.32%	3.79%	1.92%	-9.26%					
Conversions	Total Partner Referrals	Vacation Guide	View VG Online	e-Tidings Subscription	Fishing Subscriptions	Golf Subscriptions	Meetings Subscriptions					
Oct-23	108,546	1,641	515	1,021	134	40	5					
Oct-22	79,816	1,702	1,293	955	126	40	5					
Var. %	36.00%	-3.58%	-60.17%	6.91%	6.35%	0.00%	0.00%					
Micro Sites	Golf	Fishing	Meetings	Sports	Blog							
Sessions	7088	8184	5,860	14,284	46,530							
Total Partner Referrals	2,374	971	1,018	4,185	8,240							
Social Networking	Facebook Fans	Instagram Followers	YouTube Views	TikTok Views	TikTok Followers							
Oct-23	580,085	60,321	144,800	224801	55894							
Oct-22	517,253	56,926	122,000	55,973	11555							
Var. %	12.15%	5.96%	18.69%	301.62%	383.72%							

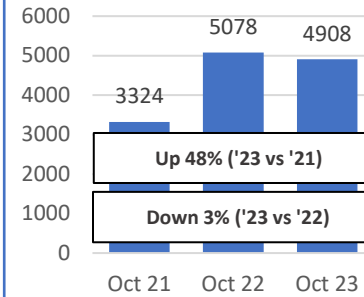
# HOSPITALITY AND INFORMATION

October 2023

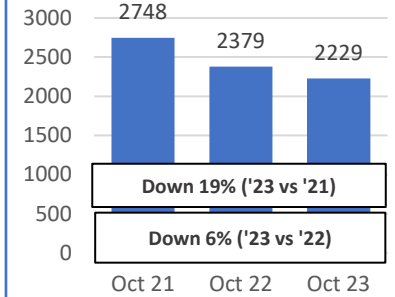
## Monthly Guest Servicing Activity



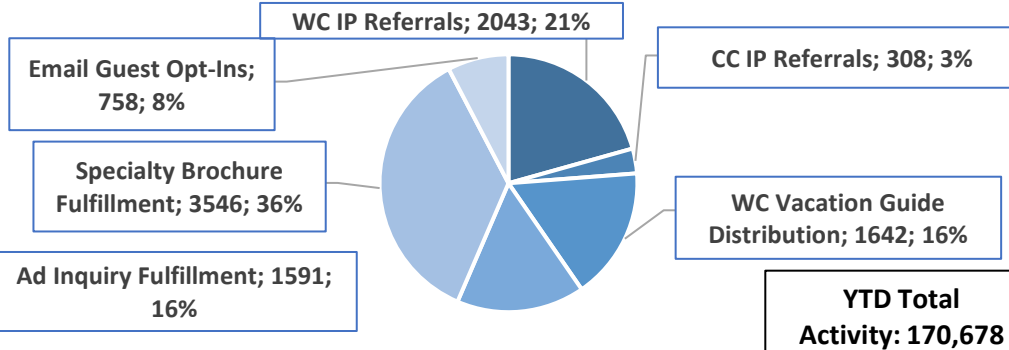
## YOY Guest Servicing Activity



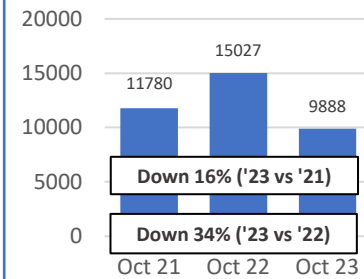
## Welcome Center Traffic



## Monthly Guest Servicing Results



## YOY Guest Servicing Results



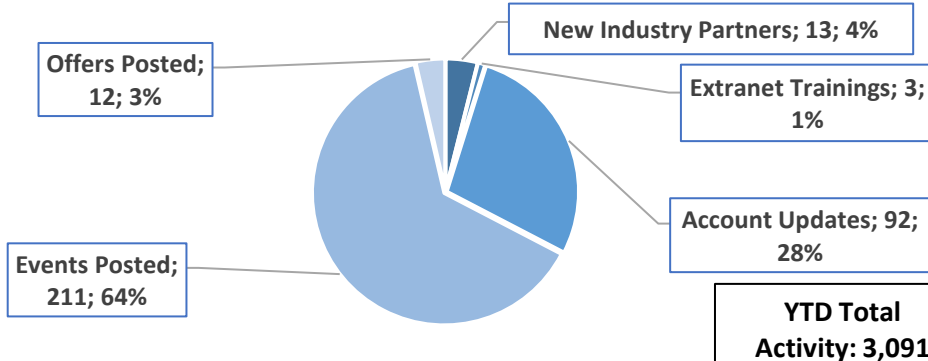
## Welcome Center Insights

38% First-time guests  
8 Countries  
40 States

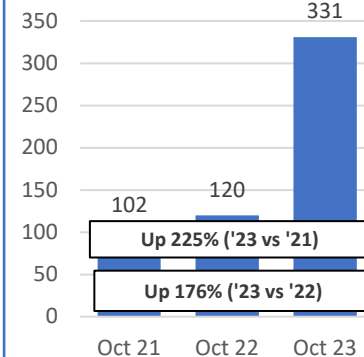
## Top Five Guest Question Topics

- Call, email and text
1. Beaches (surf conditions and flags)
  2. Lodging - Vacation rentals and hotels
  3. Attractions
  4. Events
  5. Shopping or services

## Monthly Industry Partner Servicing



## YOY IP Servicing



## Social Media Snapshot

We stopped by on our 2nd day in the area and Keri was very helpful to us for making our plans for what we wanted to see in the area. Thank you Keri!  
OBWC: 10/07/2023

<b>Gulf Shores &amp; Orange Beach Tourism</b>							
<b>Performance Measures</b>							
<b>11/1/23 (October 23 Activities)</b>							
							0
<b>Sales Results</b>	<b>Current Period 2022</b>	<b>Current Period 2023</b>	<b>% Var.</b>		<b>Year-To-Date 2022</b>	<b>Year-To-Date 2023</b>	<b>% Var.</b>
Total Sales Activity	835	1,033	23.7%		8,729	9,355	7.2%
Leads	47	70	48.9%		545	545	0.0%
IP Response to Leads	46%	67%	45.7%		55%	59%	7.3%
Convention Servicing	137	157	14.6%		1,362	1,376	1.0%
Welcome Books Delivered	5,425	6,075	12.0%		43,224	53,875	24.6%
Meeting Events Booked	40	43	7.5%		259	250	-3.5%
Meeting Room Nights Generated	8,719	9,453	8.4%		60,597	62,309	2.8%
Sporting Events Hosted	14	13	-7.1%		149	137	-8.1%
Sporting Room Nights Generated	2,867	2,164	-24.5%		124,845	119,796	-4.0%