# Clecome to LUNCH & LEARN

ALABAMAS BEACHES

# WELCOME Beth Gendler, President & CCE



## MEETINGS, SPORTS & EVENTS UPDATE

Michelle Russ, Vice President of Sales



#### MEET AT THE BEACH

2024 STATS ALABAMAS

288 MEETINGS 74,281 ROOM NIGHTS 38,628 WELCOME BAGS

COMPLIMENTARY SERVICES

- MATCH GROUPS WITH VENUES
- SOURCE PROPOSALS
- RECOMMEND LOCAL SUPPLIERS
- PROVIDE FREE MARKETING TOOLS + WELCOME BAGS



#### PLAY THE BEACH

**2024 STATS** 

123 EVENTS

124,000 ROOM NIGHTS

\$80.4M ECONOMIC IMPACT

#### COMPLIMENTARY SERVICES

- AWARD GRANTS FOR QUALIFYING EVENTS
- RACE COURSE MAPS + PERMITS
- SEEK BEST ACCOMMODATIONS + RATES
- COORDINATE ON-SITE ACTIVITIES BASED ON EVENT SIZE
- RECOMMEND LOCAL SUPPLIERS
- PROVIDE FREE MARKETING TOOLS + WELCOME BAGS



#### SPORTS + COMMUNITY GROWTH

2005-2007
SPORTS ENTITY CREATED TO FILL NEED

SPORTS GROWTH

2009

51 EVENTS, 23,193 RN

2023

134 EVENTS, 134,829 RN

POPULATION GROWTH

**2010 GS POPULATION 9,741** 

2020 GS POPULATION 15,014

**2010 OB POPULATION 5,441** 

**2020 OB POPULATION 8,095** 

2022

GSOB TOURISM PURCHASED 111.26 ACRES
FOR FUTURE SPORTS TOURISM
DEVELOPMENT



# SPORTS TOURISM

THE GAME PLAN TO KEEP ALABAMA'S BEACHES THRIVING.



#### SPORTSPLEX

RIGHT IN, RIGHT OUT

MAIN

ACCESS



BIRD'S EYE VIEW

TRAFFIC LIGHT

GULF SHORES HIGH SCHOOL

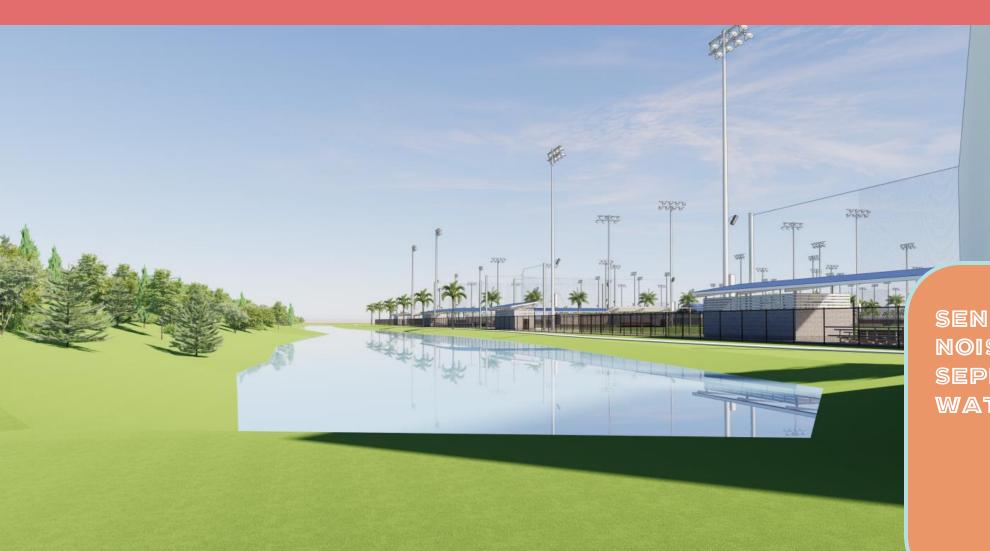
### SUBSTANTIAL BERM BUFFER



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



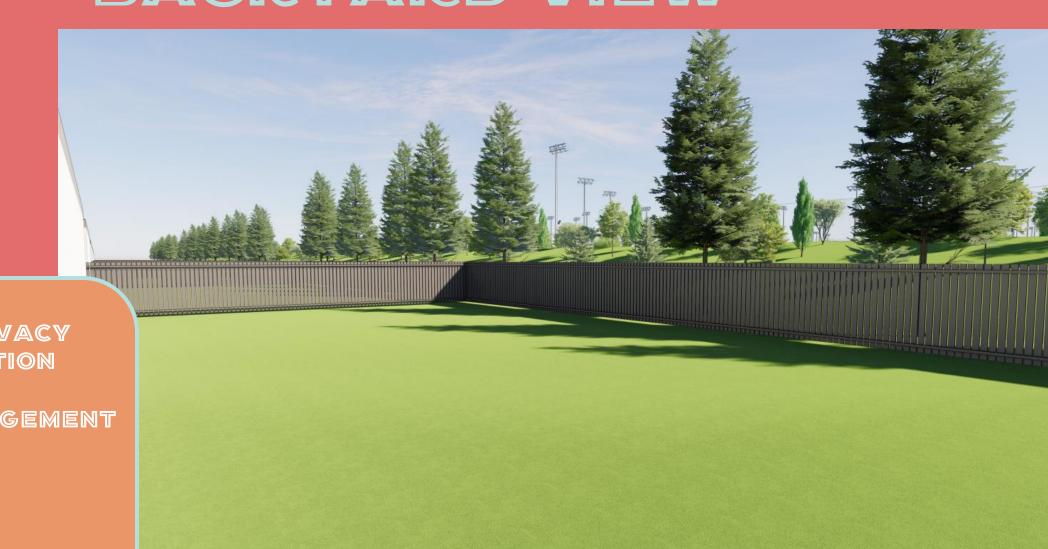
### SUBSTANTIAL BERM BUFFER



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



### BACKYARD VIEW



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



BEFORE LIGHT CONTROL

## MINIMIZED LIGHTING IMPACT







#### SALES DEPARTMENT

#### SALES TEAM

#### **MICHELLE RUSS, STS, TMP**

VICE PRESIDENT OF SALES

#### **SARAH COOPER, STS**

OPERATIONS MANAGER

#### **ALLY DORROUGH, APR, TMP**

COMMUNICATIONS & MARKETING MANAGER

#### **AMY PERALTA, CGMP**

SALES MANAGER

#### **ASHLEY WILSON, STS**

SALES MANAGER

#### **BRITTANY ROH, STS**

SALES MANAGER

#### SANDRA LOPEZ

EVENT COORDINATOR

#### **LAUREN JONES**

EVENT COORDINATOR

# PR&MEDIA UPDATE

Kay Maghan

E Caston Colvin





TODAY'S TOPICS

Meet the GSOBT PR Team

How We Work with Media

How You Can Help Us & How We Help You



## TODAY'S TOPICS

The Differences Between "Traditional Media" and Content Creators

Best Practices for Media Interviews

Crisis Communications 101

Q&A

## YOUR GSOBT PR TEAM



KAY MAGHAN,
PR MANAGER

ARTS, CULINARY,
COUPLES,
FAMILY,
GIRLFRIENDS,
SUSTAINABILITY,
WELLNESS



EASTON
COLVIN,
PR MANAGER
ENTERTAINMENT,
FAMILY, FISHING,
GOLF, OUTDOORS



ALLY DORROUGH,
COMMUNICATIONS
MANAGER

EVENTS, SALES, SPORTS



PRESLEY
WHITE,
PRINTERN

### WHAT WE DO

We tell the story of the people, businesses, places and experiences that make Alabama's Beaches such a distinctive and authentic place to visit.

#### HOW WE DO IT

- Pitch story ideas and provide information, photos and videos, and interviews to **vetted** journalists and media outlets at the local, regional, national, and international level.
- Host vetted journalists and content creators on press trips to experience Alabama's Beaches to share their experiences with their audiences.
  - Arrange their itinerary WHERE they will stay, WHAT they will do and see, WHERE they will eat!

## MEDIA COVERAGE

	NUMBER OF MEDIA HOSTED	NUMBER OF ARTICLES	TOTAL REACH OR CIRCULATION
2025 <sub>YTD</sub>	58	255	2.4B
2024	52	340	4.1B
2023	38	374	2.5B
2022	31	301	2.1B

# LET'S TELL OUR STORY TOGETHER Mabama's Beaches

1 Participate in our Media Attraction Card program.



2 Lodging Partners – Respond to our Media Lodging Requests and host writers we bring in!
\* VRMs - Do you include X nights of unit use for marketing purposes in your owner contracts?

# LET'S TELL OUR STORY TOGETHER Mahama's Beaches

- 3 Do you fit these growing travel trends/segments?
  - Slow travel Relax and recharge
  - Solo travel More women each year are traveling by themselves
  - Accessible Travel Travelers with mobility, hearing, sight, sensory, or other issues

# LET'S TELL OUR STORY TOGETHER Mabamas Beaches

- Restaurants/Bars Dry January is coming up. Tell us about your mocktails! Do you offer them year-round?
- Restaurants We always need great chefs and signature dishes to pitch to food writers ... especially if they're crafted from locally-sourced ingredients.

# LET'S TELL OUR STORY TOGETHER Mabamas Beaches

6 Major Holidays and National Day/Week/Month Celebrations – What unique activity or experience does your business offer around these?



## WORKING WITH TRADITIONAL MEDIA

Mindy Pianca, Mindy Pianca Public Relations



### PEOPLE MAKE THE PLACE



### FOCUS ON THE RELATIONSHIPS



## THINK LIKE A JOURNALIST



## NO DRAMA



# WHAT IS "TRADITIONAL" MEDIA?

- NEWSPAPERS
- MAGAZINES
- BROADCAST OUTLETS
- WEBSITES



## TYPES OF JOURNALISTS

- OUTLET STAFF
- FREELANCERS



#### WHY IT MATTERS

• TRUSTED SOURCES

• UNBIASED ASSESSMENTS

• REAL EXPERIENCES

#### WHO WE'RE COURTING



WHO WE GO AFTER

OUR VETTING PROCESS

# THE RULES ARE EVER-CHANGING



## WHAT MAKES A GREAT PARTNER

• SHARE YOUR NEWS

UNDERSTAND THERE
 ARE NO GUARANTEES

MAKE MEDIA GUESTS
 FEEL WELCOME



#### WHAT WE NEED FROM YOU

• HELPUS PLAN AHEAD

 FOLLOW UP AS APPROPRIATE

• SHARE RESULTING STORIES



# WHY CREATOR COLLABORATIONS MATTER

AND HOW TO MAKE THE MOST OF THEM

EVA FAIRCLOTH

Tront Porch NETWORK

#### CREATOR PROGRAM STATS

**JANUARY TO SEPTEMBER 2025** 



38.3 MILLION IMPRESSIONS



4,850 TOTAL SOCIAL POSTS



78 BLOGS



27 CREATORS HOSTED

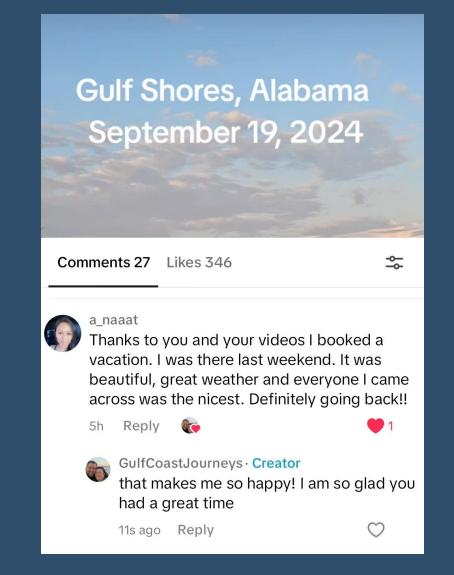


#### WHY CREATOR COLLABORATIONS MATTER

The Rule of Seven is no longer enough in today's digital world.

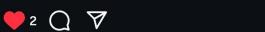
Research now shows it takes **10-26 MEANINGFUL INTERACTIONS** before a message resonates and drives action.

**LEVERAGING CREATORS ACROSS MULTIPLE FORMATS** and platforms can deliver the consistent, multi-touch exposure today's travel purchasers require, while ensuring every interaction feels genuine, inspiring, and strategically timed.



#### WHY CREATOR COLLABORATIONS MATTER





mythicbeach To all of our AMAZING guests!!! With all of the support from locals and the viral reel posted by @gulfcoastjourneys, you sold out our bananas for today!! We are blown away by your kindness and support. THANK YOU!!! We will be stocked by opening tomorrow so if you have your heart set on a Mythic Banana, please come back tomorrow! We still have ice cream sandwiches, and scooped ice cream for tonight! Again, from the bottom of our banana lovin' hearts, THANK YOU ALL!

🐇 🧡 🍌 less

#### 86% OF CONSUMERS

make a purchase inspired by a creator at least once per year, according to Sprout Social.

#### 16% OF CONSUMERS

rank creator marketing as having the most impact on their buying decisions, according to Sprout Social.

## WHAT TYPE OF CREATORS SHOULD YOU WORK WITH?

#### GSOBT CAREFULLY EVALUATES AND VETS ALL CREATORS PRIOR TO PARTNERSHIP

#### **Audience Alignment**

- Top five readership cities Are these our markets?
- Real vs fake followers
- Engaged Community
- PR-friendly
- Multi-channel presence: social, email newsletter, blog, YouTube, Pinterest













#### WHAT TYPE OF CREATORS SHOULD YOU WORK WITH?

#### **OUR SWEET SPOT: MICRO-INFLUENCERS (10K-100K FOLLOWERS).**

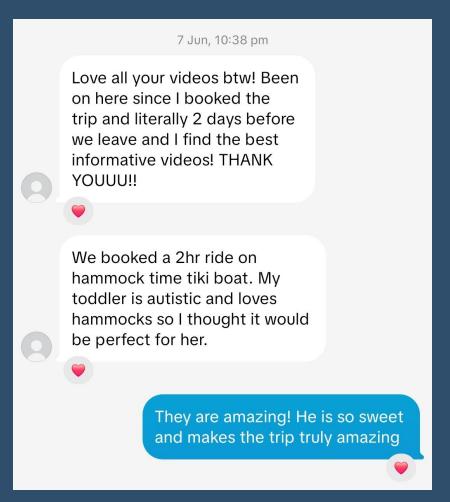
#### **BIG FOLLOWERS**

don't always mean big results. True influence is in community, not size.

#### **NICHE CREATORS**

typically have loyal and highly engaged audiences and will post about you again and again!

#### DON'T FORGET LOCAL, IN-MARKET CREATORS!





#### HOW TO MAKE THE MOST OF A PARTNERSHIP



#### Visit Alabama's Beaches

•••



#### **Gulf Coast Journeys**

Oct 11 · 🕙

Our friends from The Iowa Gallivant were in town this week and went on the search for Oysters! Check out all of the great local restaurants they visited on their quest to try different oysters



theiowagallivant.com

Oyster O'clock, Y'all!: Seafood All Day Long in Gulf Shores & Orange Beach, Alabama

- 1 Share their content!
- Don't STEAL their content!
- Make a great first impression...check their rental unit or hotel room prior to arrival.
- Create a long-term relationship.
  Host them again! (Remember, the Rule of Seven no longer applies.)

#### CREATOR INCENTIVE PROGRAM

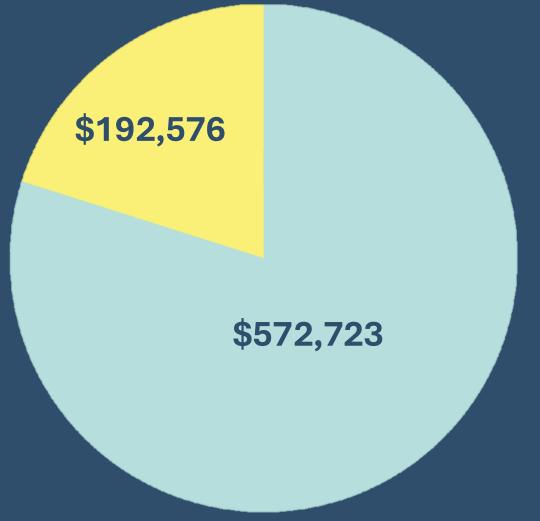
#### **ATTRACTION PARTNERS:**

Participate in Your Booking Engine Affiliate Programs

#### **LODGING PARTNERS:**

Participate in the Creator Incentive Program

REPEAT GUESTS • NEW GUESTS





**Total Revenue: \$765,299** 

#### HOW TO PARTNER

- 1 LET US DO THE HEAVY LIFTING.
- AGREE TO HOST whether it's lodging, a meal, or an attraction!



Comp their stay, allowing GSOBT budget for additional creator opportunities.



Include marketing nights in your annual budget.



Consider adding marketing nights to your owner rental agreements.



## Thank you!

**EMAIL:** eva@frontporchnetwork.com

WEBSITE: www.frontporchnetwork.com



## HEDIA TRAINING

ALABAMAS BEACHES

#### DON'T BE INTIMIDATED



#### KINDS OF INTERVIEWS

- EMAIL
- PHONE
- PODCAST
- FACE-TO-FACE
  - VIDEO CONFERENCE
  - IN PERSON



#### JUST BE YOURSELF

- BE AUTHENTIC
- BE GENUINE
- BE YOU



#### YOU KNOW YOUR STUFF!



#### YOU'VE GOT THE LOOK



#### SETTING THE TONE

- WHAT DOES THE AUDIENCE SEE?
- WHAT DO THEY NOT SEE?
- WHERE SHOULD YOU BE LOOKING?



#### PRACTICE MAKES POSSIBLE



- ANTICIPATE QUESTIONS
- BE PREPARED
- BE CONFIDENT
- GET YOUR MESSAGES OUT THERE

# THE KEY TO SUCCESS: KNOWING YOUR MESSAGES

## TO DO OR NOT TO DO ... THAT'S ALWAYS THE QUESTION







- REMEMBER YOUR ABC'S (ACCURACY, BREVITY, CLARITY)
- USE WORDS TO PAINT A PICTURE
- BETRANSPARENT
- USE COMPLETE SENTENCES
- TAKE IT SERIOUSLY

#### DO NOT



- · ACT SMARTER THAN YOU ARE
- USE BIG WORDS
- · USE JARGON
- RELYON HEAVY CONCEPTS

#### ALSO DO NOT

- COMMENT ON OTHER ISSUES
- BASH THE COMPETITION
- · SPEAK IN NEGATIVES
- GET INTO WHAT IF'S
- LIE OR SPECULATE



#### THE MEDIA CAN BE TRICKY



- THERE IS NO "OFF THE RECORD"
- SKIP SAYING, "NO COMMENT"
- SILENCE IS UNCOMFORTABLE.
   IT'S ALSO OKAY!
- SAY WHAT YOU WANT ... NOT WHAT THEY WANT
- STAY ON COURSE

#### BUILD THAT BRIDGE!



#### SOME BRIDGES TO USE

- WHAT WE SHOULD REMEMBER IS ...
- IT'S IMPORTANT TO NOTE THAT ...
- THAT'S NOT MY AREA OF EXPERTISE, BUT WHAT I CAN SAY IS ...
- I THINK WHAT VISITORS NEED TO KNOW IS ...
- THAT'S AN INTERESTING OBSERVATION, BUT ...
- I HAVEN'T HEARD THAT FROM ANYONE, BUT ...
- NOT EXACTLY, BUT LET ME TRY TO CLARIFY ...

#### SOMETHING WILL GO WRONG

ROLL WITH IT



## READWR

# Crisis Communications

#### WHAT KEEPS YOU UP AT NIGHT?



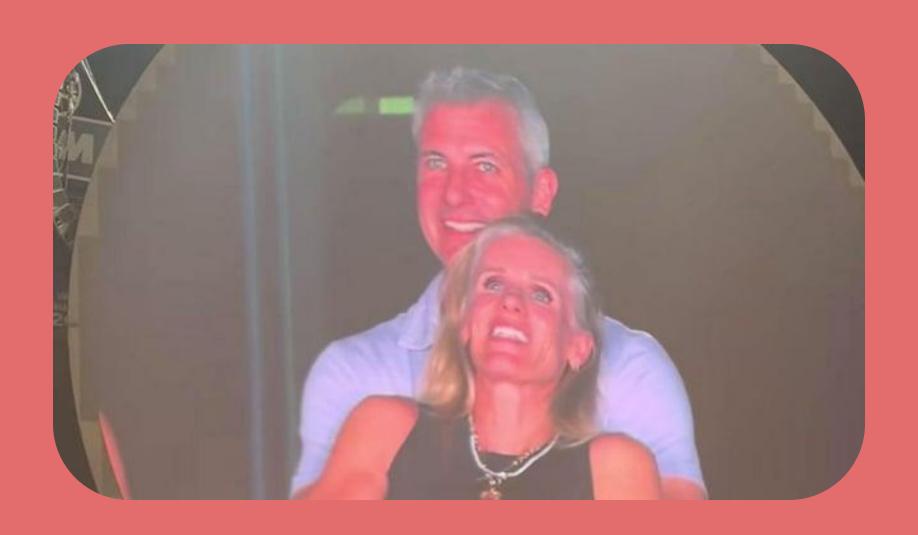
## TELL US IN YOUR OWN WORDS ...

Mentimeter Join at menti.com | use code 6978 2976 My first word cloud What is the biggest potential crisis event for your business (excluding weather)? Choose a slide to present that is the biograph selected in this expellion, purburnes less infraressorter

#### SOMETIMES YOU SEE IT COMING



#### SOMETIMES YOU DON'T



## WE'RE IN CRISIS! (NOW WHAT?)

• PREPARE YOURSELF EMOTIONALLY

- DON'T BE DEFENSIVE
- DON'T TAKE THE BAIT
- LEAD WITH COMPASSION
- BE LIKE TOILET PAPER (BOTH SOFT AND STRONG)



## PROTECT AND SUPPORT YOUR BRAND



### THANK YOU!

