



Gulf Shores & Orange Beach Tourism Content Creator Incentive Program

Affiliate Partnership Framework for Lodging Partners

Program Overview

This incentive program is designed to empower Gulf Shores & Orange Beach Tourism's lodging partners to collaborate with vetted content creators to drive qualified bookings. By offering personalized promo codes and incentivizing creators based on confirmed stays, lodging properties can tap into engaged audiences while building authentic, long-term advocacy for the destination and their brands.

Goals of the Program

- Increase direct room night bookings through trusted creator recommendations
 - Build long-term relationships with creators who align with the destination's brand and audience
 - Track and measure the impact of creator partnerships through promo codes and affiliate links
 - Provide lodging partners with a replicable model supported by GSOB Tourism
-

Program Structure

1. Creator Signup & Contracting

- Creators complete an application or invitation process.
- Lodging partner collects a W-9, signed contract, and creator profile details.

- Gulf Shores & Orange Beach Tourism can provide a sample contract template that has been reviewed by their attorney. GET CONTRACT FROM EVA FOR CARLOS AND ATTORNEY TO REVIEW

2. Unique Promo Codes & Tracking

- Each creator receives:
 - A unique booking promo code (e.g., CREATORNAME25)
 - Optional trackable link for web bookings
- Offer for guests: example – 10% off their stay, \$50 off their stay or added value perk (depends on lodging partner).
- For the most impact, a percentage off coupled with no blackout dates should be utilized.
- Promo code should be active for at least 12 months.

3. Incentive Structure

- Creators earn \$25 per completed booking generated through their promo code. Lodging partners can choose to pay a set dollar amount or a percentage of the total booking (example: 10% of \$500 booking would be \$50 paid to the creator).
- No incentive paid for canceled, refunded, or no-show bookings.
- Monthly or quarterly payouts once stays have occurred.

Payout & Reporting Guidelines

Policy	Details
Payment Schedule	Issued monthly or quarterly, based on completed stays
Cancellation Policy	No incentive paid for canceled, refunded or no-show bookings
Tax Requirements	Creator must submit W-9 to lodging partner

Policy	Details
Contract	Required to outline compensation and disclosure rules, signed by the lodging partner and the creator
Reporting to GSOB Tourism	Gulf Shores & Orange Beach Tourism requests lodging partners submit monthly booking totals generated via the program to track impact. Each company's results will remain private and will not be shared with other lodging companies. GSOB Tourism will track the total number of bookings and associated revenue for all participating lodging partners and report this information to our board of directors to show the program's impact.

Maximizing Program Success

To create authentic influence and strong booking performance, lodging partners are encouraged to:

1. Host Creators More Than Once

- Allow return stays to build audience familiarity and trust
- Encourage seasonal or themed visits (e.g., spring break, fall coastal escape)

2. Share Creator Content on Official Channels

- Cross-promote via lodging partner and GSOB Tourism channels
 - Reshare posts, Reels, blog links, and testimonials
-

Creator Expectations & Guidelines

Creators participating in the affiliate program must agree to:

- Use assigned promo code or booking link in content
 - Clearly disclose partnerships (FTC-compliant language: #Ad, #HostedStay, #Affiliate)
-

Lodging Partner Responsibilities

- Track bookings via assigned promo codes/promotional links
- Maintain accurate data on confirmed stays and commissions owed
- Provide monthly or quarterly payout and documentation to creators
- Submit monthly affiliate performance updates to Gulf Shores & Orange Beach Tourism
- Maintain professional communication and brand alignment
- We strongly encourage vacation rental management companies to create a policy around working with creators – that the company will do so on behalf of its owners and that owners should not pursue creators on their own to maintain consistency and program integrity. Content creators recommended by Gulf Shores & Orange Beach Tourism are vetted and confirmed to be legitimate, aligned with our target markets, and aligned with our destination brand/focus. We look at:
 - Their top cities to know if their messaging hits our target markets
 - The legitimacy of their following-what percentage are real vs. fake followers
 - Their social community to verify engagement is with real people, not bots

Support from GSOB Tourism

Gulf Shores & Orange Beach Tourism will support participating partners with:

- Providing opportunities to host creators through our PR team's hosted press trips
 - Assist with vetting creators to who contact lodging partners directly
 - Template contracts and onboarding documents. Lodging partners should always review these with their attorneys
 - Best practice guidelines and program optimization tips
 - Destination-wide reporting insights (aggregate level only; individual partner results/performance will not be shared with other partners)
-

Closing Note

This affiliate program is built on trust, transparency, and long-term brand advocacy, focusing on creators who inspire travel through genuine connection. By investing in ongoing relationships and rewarding performance, Gulf Shores and Orange Beach lodging partners can convert inspiration into real bookings and repeat visitation through public relations efforts.

Disclaimer: The Creator Incentive Program is designed as a key component of a broader awareness strategy. While it may not always result in immediate bookings, it ensures properties are consistently represented online and introduced to a creator's engaged audience, building familiarity and consideration for when travelers are ready to book. A major factor in the program's success for other rental partners has been hosting creators multiple times, allowing messaging to reach audiences repeatedly and strengthen long-term booking intent.

To participate, please fill out this online form, and a member of our team will follow up with you - https://bit.ly/GSOBT_CreatorIncentive_SignUp

Questions?

The GSOB Tourism PR team is happy to answer any questions you may have!



Kay Maghan
Public Relations Manager
Email: kmaghan@alabamasbeaches.com
Cell: 251-752-8448



Easton Colvin
Public Relations Manager
Email: ecolvin@alabamasbeaches.com
Cell: 251-223-0472