

Writer Spotlight: Jennifer Green, writer for Southbound Magazine

Jennifer Green writes for Southbound Magazine and enjoys visiting the southeastern United States looking for inspiration to share with her readers. She visited the Alabama Gulf Coast with her two children (ages 11 and 9) for the first time in early April and was surprised at the wide range of activities available for families. Her kids loved the community pool and gorgeous white sand beaches but wanted something else to do after a few hours. Luckily, there was no shortage of activities to entertain them.

The dolphin cruise on Sail Wild Hearts catamaran did not disappoint. The dolphins put on a show, and the breeze and views were spectacular.

"We loved visiting the animals at the Alabama Gulf Coast Zoo and getting up close and personal with some amazing creatures," said Jennifer.

They also made fizzy bath bombs at Harmony Creek Farm, took a class at Sand Castle University and ate at many fun restaurants with great views and gift shops including Lulu's, The Yard Milkshake Bar and The Gulf.

Her advice for industry partners is to invite writers to experience first-hand what you offer as often as you can. Sure, a writer can call and interview someone over the phone, or do internet research and read reviews, even solicit photos, but the surest and best way to really show off what your locale offers--whether accommodations, restaurants, entertainment, shopping, activities, events--is give someone the opportunity to experience it personally. When the writer has a meaningful experience, they are more likely to be invested in a story idea and want to see it come to fruition.

Hosting a travel writer or blogger for a meal, a stay or an activity is a great way to generate publicity for your business. You can further extend their message by sharing on your own social media channels.

Gulf Shores & Orange Beach Tourism vets and qualifies all travel writers who work with us to ensure their audiences match our own and that their reach is large enough to make an impact. If your business is interested in hosting these writers, please contact Kay Maghan at 251-974-4625 or KMaghan@GulfShores.com.