



ALABAMA GULF COAST CONVENTION & VISITORS BUREAU

Dear Manager/Owner:

The Alabama Gulf Coast Convention and Visitors Bureau (CVB) would like to include your business in its records and publications. **These services are provided at no cost to you or your business.** Please help us promote your business more effectively by filling out the enclosed forms and mailing to: P.O. Box 457, Gulf Shores, AL, 36547, or by faxing it to 251-974-1509. Thank you for your attention to this request.

Destination 3000: All industry partners are entered in the Destination 3000 database. The database is used for the website, all publications and mailings. Also, special to this database, a list of "minor codes" which denote a business' special attributes is available. The hospitality & information department use these minor codes to help answer inquiries from our visitors.

Vacation Guide: The CVB prints 200,000 *Gulf Coast Vacation Guides* annually. The guides are mailed to all tourism inquiries, available locally in our welcome centers and distributed by the Alabama Bureau of Tourism and Travel and at various travel and trade shows.

Website & CD: The CVB website, www.gulfshores.com and www.orangebeach.com had 2,574,430 user sessions in 2005. Industry partners are encouraged to update availability, list packages and/or hot deals and even pull CVB listings into their own websites. Visit www.agccvb.org and login anytime. A client number and password will be provided. The CD, included in our Vacation Guide, offers virtual tours, videos and music.

Welcome Center Display: Display space is available in both the Gulf Shores and Orange Beach Welcome Centers. Businesses deliver their brochures to each Welcome Center. Call Betty Wood, director of hospitality and information at 251-968-7511 if you have any questions regarding welcome center displays.

Other examples of marketing opportunities include, but are not limited to, publication or special section advertising, travel show co-ops, leads, referrals, inquiry lists and tourism seminars.

If you have any questions regarding these services, publications or the reunion and meeting markets please contact us and we'll be happy to assist you.

Best regards,

Susan P. Brush
Administration

P.O. Drawer 457 Gulf Shores, Alabama 36547
251.974.1510 • 251-974.1509 (fax)
www.gulfshores.com

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OWNER-MANAGED ACCOMODATIONS LISTING

The Alabama Gulf Coast Convention & Visitors Bureau will provide a listing in the annual Vacation Guide and a listing on our website to an Owner-Managed accommodation unit at no charge to the owner. The Alabama Gulf Coast Convention & Visitors Bureau defines an Owner-Managed accommodation unit as one where the owner himself actually takes the reservations for the unit, collects the rental fees and pays the appropriate lodging taxes. If an owner should decide to list his accommodation unit with a rental agency, even on a part-time basis, then the Alabama Gulf Coast Convention & Visitors Bureau does not consider this unit to be Owner-Managed anymore and the listing in the Vacation Guide and on the website will be withdrawn as soon as possible.

City License and Tax Information:

Any accommodation that is located within the city limits of either the City of Gulf Shores or the City of Orange Beach must have a business license issued by the appropriate City and must have a lodging tax account number issued by the appropriate City. If an accommodation is located in the unincorporated area of the Ft. Morgan peninsula, you will also need to obtain a business license and a lodging tax account number from the City of Gulf Shores. A copy of your City business license must accompany this Listing Information Form and your City lodging tax account number should be filled in below. The business license and lodging tax account number for each city may be obtained at the location(s) listed below:

City of Gulf Shores Revenue Department
Gulf Shores City Hall
PO Box 299
1905 West 1st Street
Gulf Shores AL 36547
(251) 968-2425

City of Orange Beach Finance Department
Orange Beach City Hall
PO Box 458
4099 Orange Beach Blvd
Orange Beach AL 36561
(251) 981-6782 or (251) 981-6783

Please list your City Lodging Tax information below:

City of _____ Lodging Tax account number _____

State and Baldwin County Tax District Information:

Any accommodation that is located within the city limits of either the City of Gulf Shores, the City of Orange Beach or within the unincorporated area of the Ft. Morgan peninsula must have both a State of Alabama Lodging Tax account number and a Baldwin County District Lodging Tax account number. Both of these account numbers must be obtained from the Alabama Department of Revenue, Sales and Use Tax Division. The telephone number for the Alabama Department of Revenue is

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(334) 242-1170 and when the attendant answers your call, ask for the Sales and Use Tax Division. You may also apply on-line at <http://www.ador.state.al.us/>. The Baldwin County District Lodging Tax is a local tax that is collected by the State on behalf of the Baldwin County District. When you apply for a Baldwin County District Lodging Tax number it is important that you specify that you are seeking an account number for Baldwin County District Location 7702.

Please list your State Lodging Tax and Baldwin County District Lodging Tax account numbers below:

State Lodging Tax account number: _____

Baldwin County District Lodging Tax account number: _____

Rev. 02/04



Listing Information

Alabama Gulf Coast Convention & Visitors Bureau
Website & Publications*

Please check the appropriate boxes on this form to note the necessary additions, deletions or changes.

Add

Delete

Revise

- Bed & Breakfast
- Campgrounds
- Hotels/Motels
- Rental Agents
- Owner-Managed Properties

- Attraction/Other
- Restaurant

- Add e-mail or website
- Contact Name Change
- Phone/Fax Change
- Property Name Change
- Address Change

Listing Name: _____

Contact Person: _____

Physical Location of property: _____

Contact's Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Toll-free:** _____ **Fax:** _____

Website URL: _____

E-mail address: _____

Please enter 25-words of descriptive text: *(this text will display on website & in vacation guide.)*

Accommodations Only (Must provided)

State of Alabama Lodging Tax Account#: _____

Please list all Condominiums where units are rented or managed (use back if more room is needed):

_____	_____	_____
_____	_____	_____
_____	_____	_____

Signature: _____ **Date:** _____

Password: (up to 8-characters, something you will remember, case specific) _____

Please return to: Susan Brush, PO Drawer 457, Gulf Shores, AL 36547, or Fax to: 251-974-1509. Questions? Call 251-974-1510 or email sbrush@gulfshores.com.



Dear Accommodations Manager/Owner:

Please read carefully and mark all appropriate boxes for each property managed to display accurate search engine results on our website. This information will also help the Convention & Visitors Bureau with visitor inquiries and the search functionality of our database. Return to **Susan Brush at PO Drawer 457, Gulf Shores, AL 36547, or fax it to 251-974-1509**. Should you have any questions, call Susan at 251-974-1510; 204.

Company Name _____ Contact _____ Phone _____

Website address _____ Email address _____

Accommodation Type:

- Bed & Breakfasts
- Camping & RVs
- Hotel/Motel
- Owner Managed
- Rental Agent

Online Booking:

- Yes (URL: _____)
- No

Location:

- Fort Morgan
- Gulf Shores
- Orange Beach

View/Water:

- Across street from Beach
- Beachfront
- Off Beach (Canal/Hwy. 59)

Meetings/Groups:

- Banquet Facilities
- Bus Parking
- Catering
- Groups Welcome
- Meeting Rooms:

Number of meeting rooms: _____

Maximum room capacity:

- _____ Banquet
- _____ Classroom
- _____ Reception
- _____ Theatre

Bedrooms:

- One Bedroom
- Two Bedrooms
- Three Bedrooms
- Four or more bedrooms

Dining:

- Kitchen/kitchenettes
- Restaurant on premises
- Room Service

Pool/Fitness:

- Fitness Room
- Indoor Pool
- Outdoor Pool
- Jacuzzi
- Tennis courts
- On-site Spa

Pets:

- Pets Allowed

Boats:

- Boat and/or Trailer Parking Available
- Boat Slips Available

Miscellaneous:

- Handicap Accessible
- Non-Smoking
- Smoking ok
- On-site Child Care Available
- Small kids welcome

Lodging Tax Breakdown
Alabama Gulf Coast Convention and Visitors Bureau

Area	State	City	CVB	Total
Gulf Shores	4%	5%	2%	11%
Orange Beach	4%	5%	2%	11%
Outside either city's limits, but within Gulf Shores police jurisdiction and south of the intracoastal waterway.	4%	2.5%	2%	8.5%
Unincorporated area west of Gulf Shores police jurisdiction and south of intracoastal waterway. (Fort Morgan)	4%	0%	2%	6%
Outside either city's limits, but within Gulf Shores police jurisdiction and north of the intracoastal waterway.	4%	2.5%	0%	6.5%
Outside either city's limits or police jurisdiction (except Fort Morgan).	4%	0%	0%	4%

***Note:** There are other cities in Baldwin County that have a lodging tax. If a location is not listed above, please check with the unlisted municipality for their tax breakdown.*

Last updated: January 6, 2000



Alabama Gulf Coast CVB Website Enhanced Listings Sample Sheet

Option A: Standard listing

Partner Name

PO Box 111, Gulf Shores, AL 36542, Phone: 251-974-1510

Toll-free: 888-982-8562

Email: partner@partner-example.com

Website: <http://www.partner-example.com>

This is where the partner's description will go. Partner description will go here. This is where the partner's description will go. Partner description will go.

Option B: Add additional 25 words to standard listing\$100.00

Partner Name

PO Box 111, Gulf Shores, AL 36542,

Phone: 251-974-1510

Toll-free: 888-982-8562

Email: partner@partner-example.com

Website: <http://www.partner-example.com>

This is where the partner's description will go. Partner description will go here. This is where the partner's description will go. Partner description will go. This is where the partner's description will go. Partner description will go here. This is where the partner's description will go. Partner description will go.

Option C: Add company logo to standard listing\$250.00

The CVB will only accept a 3000-pixel area standard, or less, which allow for the multiple sizes shown below:



(100x30)



(75x40)



(60x50)



(50x60)

To ensure that your logo is available immediately to the website visitor, file sizes larger than 5k will be adjusted to reduce load time on pages that may contain multiple logos.

(Logo here)

Partner Name

PO Box 111, Gulf Shores, AL 36542,

Phone: 251-974-1510

Toll-free: 888-982-8562

Email: partner@partner-example.com

Website: <http://www.partner-example.com>

This is where the partner's description will go. Partner description will go here. This is where the partner's description will go. Partner description will go.

Option D: Add pop-up window to standard listing\$350.00 (best value)

(Logo here)

Partner Name

PO Box 111, Gulf Shores, AL 36542,

Phone: 251-974-1510

Toll-free: 888-982-8562

Email: partner@partner-example.com

Website: <http://www.partner-example.com>

This is where the partner's description will go. Partner description will go here. This is where the partner's description will go. Partner description will go.

Standard listing with a starfish graphic and text, "Interested? Click here to find out more," pop-up page, which includes company logo, **color picture (max. file size 15k; pixel size 200x150)** and 250 words descriptive text, email address and website hyperlink.

Prices above include one-time setup fee with no expiration date. Any changes to listing thereafter will incur a \$25 fee per change. Enhanced listings are uploaded as soon as possible after payment has been received and creative reviewed. If you have any questions, please call Shelley Stewart at 974-1510; 402 or email shelleys@gulfshores.com.



Website Enhanced Listing Order Form

Industry Partner/Company name _____

Contact Name _____ Phone _____

Website URL _____

Email address _____

Choice of Enhanced Listing:

- Option A: Standard listingfree
- Option B: Add 25 words to standard listing.....\$100.00
- Option C: Add company logo to standard listing.....\$250.00
- Option D: Add separate information page to standard listing\$350.00

1. If you have selected Option B (25 additional words) or option D (250 words), please email text to shelleys@gulfshores.com.
2. For options C or D, please submit logo in gif format (5kb or less) and photo in jpeg format (15 kb or less--recommended size 200x 150) both 72 dpi with transparent background via email or disk.
3. The CVB cannot guarantee the quality of logos or pictures "copied" from websites.

Prices include one-time setup fee with no expiration date. Any changes to listing thereafter will incur a \$25 fee per change. Industry partners may choose any one or any combination of the above-enhanced listings. All logos need to be constrained to a specific size no greater than a 3000-pixel area standard or 5k, to keep the web pages consistent and load time to a minimum.

The CVB will only accept a 3000-pixel area standard, or less, which allow for multiple sizes shown below:



To ensure that your logo is available immediately to the website visitor, file sizes larger than 5k will be adjusted to reduce load time.

All enhanced listings orders will be invoiced by the CVB. Please make check payable to: AL Gulf Coast CVB and mail to PO Drawer 457, Gulf Shores, AL 36547. Payment is required before images are uploaded. Questions, please call Shelley Stewart at 251-974-1510; 402 or email at shelleys@gulfshores.com.

Date Received _____

Finance & Administration

Communications

Destination 3000