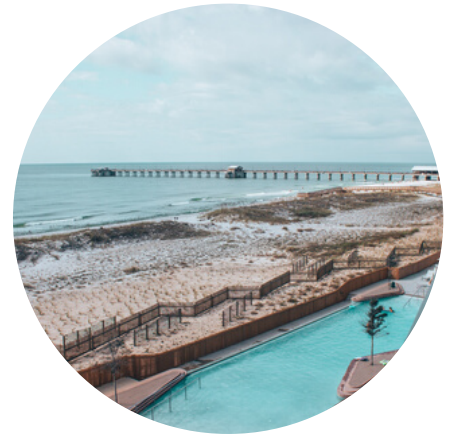

GULF SHORES & ORANGE BEACH

#WEEKENDWANDERLUST #VISITALBEACHES



CAMPAIGN SUMMARY

TOTAL REACH: 1,481,593

TOTAL ENGAGEMENT: 37,952

30-DAY CAMPAIGN REPORT

SOCIAL STATS

#WEEKENDWANDERLUST #VISITALLBEACHES



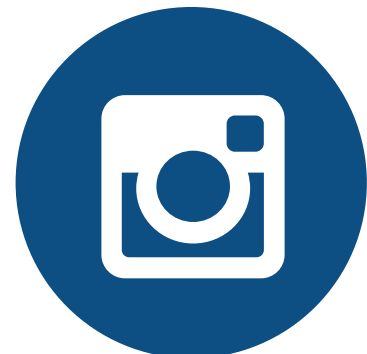
Reach - 1,040,829
Engagement - 1,990

Reach - 35,538
Engagement - 2,721



Reach - 25,500
Engagement - 940

Reach - 8,922
Engagement - 927



Instagram Stories:
Impressions - 41,109
Reach - 31,107

BLOG POSTS

#WEEKENDWANDERLUST #VISITALLBEACHES



Vegan Guide to Gulf Shores & Orange Beach

<https://wild-hearted.com/places-to-eat-in-gulf-shores-and-orange-beach/>

A BRIT & A SOUTHERNER



Best Coffee in Gulf Shores & Orange Beach

<https://abritandasoutherner.com/best-coffee-gulf-shores-orange-beach/>

32 Awesome Things to do in Gulf Shores & Orange Beach

<https://abritandasoutherner.com/things-to-do-in-gulf-shores/>

TWITTER CHAT HOSTS

#WEEKENDWANDERLUST #VISITALLBEACHES



A Brit & A Southerner

<https://abritandasoutherner.com>

Chris & Heather are dedicated to inspiring those with full-time day jobs to explore the world. By "exploring the world one weekend at a time" they have traveled to 35 countries, sharing itineraries and experiences along the way.

<https://facebook.com/abritsoutherner>

<https://twitter.com/abritsoutherner>

<https://instagram.com/abritandasoutherner>

<https://pinterest.com/heatherboothman>

Wild Hearted

<https://wild-hearted.com/>

Ashley produces content that appeals mostly to millennials who love experiencing the world in an ethical and sustainable way. They see the value of preserving our beautiful planet, exploring destinations 'like the locals', contributing to local economy, participating in ethical animal tourism and are consistently seeking out responsible ways to travel.



<https://www.facebook.com/thewildheartedblog>

<https://twitter.com/wildheartedblog>

<https://www.instagram.com/wild.hearted.blog>

<http://www.pinterest.com/wildheartedblog>



TravelLatte

<http://travellatte.net/>

Rob & Ann love the art of travel: Exploring new destinations, enjoying hotels & attractions, and sharing tips to make every trip better. Their goal is to inspire others to travel, and give them the tools to do it well.

<https://www.facebook.com/TravelLatte>

<https://twitter.com/TravelLatte>

<https://www.instagram.com/travellatte>

<https://www.pinterest.com/travellatteblog>

TWITTER CHAT

#WEEKENDWANDERLUST #VISITALBEACHES



POTENTIAL REACH

329,795

354

tweets

6,738,672

timeline deliveries

34

contributors

250,070

reach

Name	Tweets	Followers (Reach)	Timeline Deliveries
 James Hills @ManTripping <i>Men's Lifestyle & Travel blogger: food, wine, spirits, fishing, trucks, gadgets, sports, fashion for men, dad, & the women who love us. info@mantripping.com</i>	1	52,745	52,745
 Alabama Gulf Coast @visitalbeaches <i>Official Twitter Site for Alabama's Gulf Coast / Gulf Shores & Orange Beach Privacy Policy: http://gsob.co/2zzBNGx</i>	23	49,177	1,130,983
 Chris & Heather Boothman @ABritSoutherner <i>Avid travelers and 'A Brit and A Southerner' is a way to inspire others to "Explore the World One Weekend At a Time" with us! #WeekendWanderlust hosts</i>	85	40,542	3,445,969
 Ashley Wild Hearted @wildheartedblog <i>Nashville based freelance writer and photographer. Vegan travel blogger. #PR friendly. Travel host #WeekendWanderlust http://Instagram.com/wild.hearted.blog</i>	53	30,872	1,636,120

HOSTED BY

@ABRITSOUTHERNER, @TRAVELLATTE,
@WILDHEARTEDBLOG