

2022

Holiday

Gift Guide

- Protecting Your Home
- Personalized Gift Ideas
- Holiday Travel Tips
- Local Shopping



Winter

at The Wharf

NOVEMBER - JANUARY

WINTER HAPPENINGS	Ice Skating Rink	Nov. 11 – Jan. 16	Black Friday	Nov. 25, 10 am - 6 pm
	North Pole Express Train Rides	Nov. 11 – Dec. 24	Small Business Saturday	Nov. 26, 10 am - 6 pm
	WKRG News 5, Give 5 Ice Rink Tuesdays <i>Presented by Sand Dollar Lifestyles</i>	Nov. 11 - Dec. 13	Holly Days on Main Festival	Dec. 10 + 11
	Photos with Santa	Nov. 11 – Dec. 24	Toys for Tots Bike Drive <i>Presented by WKRG News 5 + Sand Dollar Lifestyles</i>	Nov. 11 - Dec. 13
	Horse + Carriage Rides	Select dates, Nov. – Dec.	Last Minute Christmas Eve Shopping	Dec. 24, 10 am - 4 pm

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NEW YEAR



Kids Confetti Drop
Noon

KIDS ACTIVITIES
10 am – 2 pm

PRESENTED BY



New Year's
Eve Street
Party

KIDS
ACTIVITIES
5 – 9 pm

LIVE MUSIC
6 pm – Midnight

Marlin Drop
+ Fireworks
Midnight

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Gift Guide



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CUT THE STRESS OUT OF HOLIDAY TRAVEL PLANNING

Submitted

The holiday travel season is just around the corner, and experts are expecting it to be a busy and expensive one, with airline ticket prices for the winter holidays increasing nearly 30% since last year. While travel experts recommend you start organizing trips at least three months in advance, do not fret if you're a last-minute planner. There are still a few ways to maximize your travel plans and save a few dollars while you're at it.

Hit the Highway: For those planning on taking a road trip this season, make sure your vehicle is up to date on all registrations and maintenance so you don't experience any road bumps. If you're planning a road trip and you're a T-Mobile customer, you get a year of AAA membership for free with all Magenta plans. This means you can get from point A to point B with the confidence and safety of 24/7 roadside assistance, if you need it. Plus, T-Mobile customers also save \$0.10 per gallon of gas from Shell via the T-Mobile Tuesdays App.

Opt for Low Traffic Travel Days: When booking airline travel, CheapAir.com recommends avoiding Thursdays-Sundays. Instead, book airline travel on Tuesdays or Wednesdays if possible, as those are the slowest travel days of the week. According to CheapAir.com, traveling on actual holidays like Thanksgiving Day or Black Friday can save you \$75-\$90 in flight ticket prices. Christmas Eve and Christmas Day are also expecting lower airfare prices this year.

Check the Cancellation Rules: Make sure you can

cancel your hotel, airline, or car rental reservations if you need to, and understand what additional fees you may be subject to if you do need to adjust your trip. Plans can change at the drop of a hat, especially in the post-COVID world.

Use Those Travel Perks: Many credit card companies offer benefits like points and frequent flier miles, which you can redeem on flights, hotels and more. If you're a T-Mobile customer, you can save up to 40% on select hotels and car rentals by booking through T-MobileTravel.com. Most come with free, flexible cancellations. You can also save your travel perks to use for your holiday travel plans and save even more.

Stay Connected: The internet can be hit or miss when traveling abroad, so make sure you're well-versed in the details of your data plan before logging on. Luckily, T-Mobile customers with Magenta MAX plans can get 5GB of free high-speed data worldwide in more than 215 countries and destinations, plus free in-flight Wi-Fi and streaming all flight long on four of the biggest U.S. airlines. Visit <https://www.t-mobile.com/travel> to learn more about T-Mobile's travel benefits.

Pack Smarter: Make sure all your tech items are within arm's reach during your trip. Pack charging cables, headphones and tablets to keep children entertained on trips. Packing a portable charger in your carry-on is a game-changer when all the outlets at the airport are in use.

Holiday travel can be stressful, but it doesn't have to be. Do your research, take advantage of deals and you'll cut out the hassle of planning your upcoming travels.

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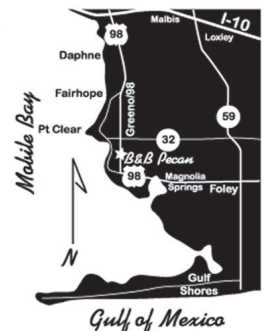
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Shop *Local* this holiday season

Once again, it's that time of year for the hustle and bustle of holiday shopping.

It might be helpful to know a few of the local businesses and what they have to offer. After Black Friday, take a break and stroll the downtown areas of the towns of Baldwin County in support of Small Business Saturday on Nov. 30. You may find the perfect, locally-crafted gift for that hard-to-buy-for person on your list. Happy shopping!

RETAILERS

B&B Pecan, Fairhope



Established in 1956, B&B helps you with your holiday gift shopping. They have a wide range of gift items and one is certain to fit any budget for family or corporate gifts and will ship for you. Pecans, candied pecans, combo tins and holiday gift bags. Stop by or shop online.

Brenny's Jewelry, Fairhope



An Eastern Shore tradition in Fairhope since 1986. Customer appreciation sale going on now. Great savings on watches, William Henry knives, Lladro figurines, beautiful antique and estate jewelry and many other gift items. Some of the most well-known designer brands and the most beautiful jewelry known are offered in this exquisite shop.

Christmas 'Round the Corner, Fairhope



We have all your Christmas needs, from nautical to hunting & fishing, ballerina and fairy ornaments.

Also offering Christopher Radko from Poland, World Christmas, and blown glass Egyptian ornaments.

Other collectibles include Cody Foster, Joy To The World, Snow Babies, Karen Didion Santas, Steinbach Nutcrackers from Germany and Mark Roberts Elves and Fairies.

Old Tyme Feed, Fairhope



We are a family owned and operated business that's been serving our neighbors in the Mobile Bay area since 1987. For more than 30 years, our family has enjoyed the opportunity to serve your family with old-fashioned values and friendly service.

These days, Old Tyme Feed is more than a feed store, we offer a wide variety of products and services. But we're still the same ol' smiling faces ready to welcome anyone with a cup of coffee and friendly conversation.

So whether you need seed for new little ducklings or an orchid for mom, stop on in to the 'feel good store' and we'll take great care of you.

Original Oyster House, Mobile and Gulf Shores



The Original Oyster House has become the "must-goto" place for great fresh Gulf seafood, service and southern hospitality and for its panoramic waterfront sunsets.

A top-spot for hand-shucked and fire-grilled oysters, the Original Oyster House has also become legendary for its homemade gumbo, cheesy grits with blackened shrimp as well as handcrafted desserts including its famous peanut butter chocolate chip pie. Patrons, employees and children are welcomed as family. Known as an employer of choice, Original Oyster House has long-time, loyal employees who value family, integrity and great service.

Consistently earning high marks in customer satisfaction,

Original Oyster House's mission is to exceed customer's expectations.

The Colony Shop, Fairhope



The South's Finest for Feminine Finery Since 1946. The Colony Shop, a ladies boutique nestled in the heart of Fairhope, has something for every occasion from day to evening wear.

Whether your fashion mood is business, classic or trendy you'll find the perfect look for you. The Colony Shop also offers a stylish array of accessories to complete every look. Shop online or visit the store today.

The Wharf, Orange Beach



Located in beautiful Orange Beach, Ala., The Wharf is an official entertainment district with hundreds of family friendly events throughout the year. Enjoy shopping, drinks and dining at our 60+ unique stores, bars and restaurants. Stay onsite at the SpringHill Suites by Marriott hotel or Levin's Bend Condominium, catch a movie at the 15-screen AMC Theatre, experience a trip around one of the Southeast's largest Ferris wheels, take a train ride down Main Street, explore all that nature has to offer on a boating excursion or catch a nightly SPECTRA Laser Light Experience show — the options are endless. The 10,000-seat Wharf Amphitheater hosts a variety of well-known entertainers, and The Wharf Marina is home to some of the largest in-water boat shows and saltwater fishing tournaments on the Gulf. Life happens here. Let yours be a part of it. For more information or to book a reservation, visit alwharf.com.



What Will Holiday Shopping Look Like This Year?

★ Submitted

If it feels like the holiday season is getting longer and more reliant on technology every year, you're not imagining it.

According to the Sensormatic Solutions 2022 U.S. Holiday Consumer Sentiment Survey, 52% of respondents already started or plan to start their holiday shopping before November, and pre-Labor Day holiday shopping more than doubled over 2021. That said, the top busiest shopping days in the United States are all expected between Black Friday and the day after Christmas.

Whether shoppers are making a list and checking it twice as early in the season as possible or waiting until the last minute, they are also

likely to be thinking all the ways to shop, including integrating digital options with a traditional brick-and-mortar experience, both which offer key consumer benefits.

"The past couple years have fundamentally changed the way we celebrate the holidays, starting with how we shop," said Kim Melvin, global leader of marketing, Sensormatic Solutions. "This year, shoppers are using the very same tools they once turned to for health and safety reasons to make the experience more convenient and affordable."

Sixty-four percent of respondents cited convenience as their top reason for using buy-online-pickup-in-store (BOPIS) or curbside pickup this holiday season, while 37% are

leveraging these options to access online-exclusive deals. Shoppers are also blurring the lines between the digital and physical shopping experiences, using their phones while in stores to read product reviews, access coupons, check on product availability and conduct other research -- 27% use their phones to supplement their shopping experience every time they shop in-store and an additional 31% do so most of the time they shop in-store.

"While the majority of shoppers feel very comfortable making their holiday purchases in-store this year, factors like price, product availability and convenience are at the top of everyone's minds," said Melvin. "A combination of traditional brick-and-mortar visits

and alternative shopping methods, such as BOPIS and curbside pickup, are helping consumers take these factors into consideration as they complete their holiday wish lists."

As part of its mission to solve complex retail challenges, Sensormatic Solutions is providing its top strategies to improve your holiday shopping experience:

- If staying within your seasonal budget is a priority for you or you harbor supply chain concerns, consider leveraging shopping holidays such as Black Friday. Doing so can help ensure product availability, and thanks to holiday promotions, help you secure reasonable pricing on needed items.

- One of the most frustrating aspects of holiday shopping is not finding what you need on store shelves. Using alternative shopping methods such as BOPIS and curbside pickup can offer greater convenience and help ensure that when you visit a store, you won't leave empty-handed.

For more holiday shopping tips and insights, visit sensormatic.com.

Though this holiday season may resemble the last few years in many ways, shoppers' motivations for going digital have changed. Having a game plan can help you score great deals and find what you need.



How to Protect Your Home and Valuables When You Travel

Submitted

Whether you're visiting your in-laws or taking a tropical vacation, you likely leave your house and the majority of your belongings unattended while you're gone. Recent research suggests that if you're like many Americans, you may not be doing enough to protect your assets when you hit the road.

According to a study conducted by The Harris Poll on behalf of Selective Insurance, 59% of U.S. homeowners have a home security system or device, yet less than half (49%) use one to protect their unoccupied homes when they are on vacation.

However, most homeowners do take some safety measures before departing for extended periods. For instance, 68% lock all their windows when they leave town. Additional precautions include having someone check their home

(61%), setting lights on a timer (39%), shutting off water (21%), and hiring a house sitter (13%).

Nevertheless, risk experts say you're best off with a system that monitors for break-ins and other mishaps, including fire and flooding from storms or leaky pipes.

"Vacations are a great time to create new memories, but they are quickly forgotten if you return to a damaged or burglarized home. Taking sensible home safety preparations before leaving is as important as packing the right items in your suitcase," says Allen Anderson, senior vice president of Personal Lines at Selective Insurance. "Our research shows that home security systems and devices are widely under-used across the country, but they are powerful tools to mitigate against unoccupied home theft, fire and water leaks."

According to Anderson, here

are some steps you can take before traveling for greater peace of mind:

- Install and use a smart home security system or device. Doing so provides a vital line of defense and could save you money. Many insurers, including Selective Insurance, will provide a homeowners policy discount to policyholders with a professionally monitored security system.
- Lock your garage and all of your doors and windows – and double-check them.
- Install outdoor lights. Use an automatic timer to set your interior and exterior lights and give your home the appearance of occupancy.
- Stop your mail, package and news deliveries.
- Stow away your valuables.
- Consider waiting until you return from your trip to share vacation photos to social media or use privacy settings to control who sees your posts.
- Unplug all unnecessary electronics.
- Bring all house keys with you or leave one with a trusted friend to check up on your home while you're gone.
- Turn off your water! Some of the most frequent and costly homeowners' claims are due to water damage.

For more home protection tips, visit selective.com.

As you make your travel arrangements, think beyond airline tickets and hotel bookings. Be sure that your plans also include home protection in your absence.



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Festive Ways to Thank Your Holiday Host

Submitted

As you make your way to holiday gatherings this season, be sure to show your hosts gratitude for opening their homes to you.

There are many thoughtful ways to thank a holiday host, but the best gestures are those that include personalized touches to leave an impression on the recipient.

For example, don't just bring a bottle of wine with you to the party. Share on the label and why you selected that

particular variety for your host.

Sending thanks the next day? Go above and beyond a regular message with something unforgettable, like a video greeting from SmashUps by American Greetings, which features celebrities and fun characters and can be personalized.

While gifts for hosts don't need to be grand gestures, showing your appreciation for holiday hospitality is a great way to leave an impression and score an invitation to next year's party.



5 Affordable Holiday Gift Ideas With a Personalized Touch

Submitted

Are you struggling to find thoughtful gifts for everyone as you make your holiday shopping list? Well, it's time to get personal! By giving a personalized gift, the recipient will feel special knowing it was created and picked just for them. Here are a few customized gift ideas that they're sure to love that won't break the bank.

1. Make Their Holidays Magical with Video Greetings. Perfect for spreading holiday cheer, SmashUps from American Greetings are highly personalized, smile-inducing, shareable videos. There are options for everyone, like a message from Santa that calls

the recipient out by name and location, or a customized winter greeting delivered by a talking penguin. SmashUps can check the box for holiday greetings, or you can include a digital gift card to fulfill your gift giving needs.

With a subscription, you'll unlock access to all of American Greetings' digital offerings, meaning you can send unlimited SmashUps year-round. Subscriptions are \$6.99 per month or \$29.99 per year.

2. Photo Finish. Photos are a simple and affordable way to personalize gifts. Start by choosing your favorite pic with the recipient and then determine how you'd like

to deliver it. Whether it's in a unique frame, or printed on a personal item, such as a mug, blanket, keychain, phone cover or even an ornament for their tree, the recipient will know how much they mean to you each time they view it.

3. Initial Thoughts. While not everyone wants to be in pictures, adding personalization to a gift item by using your recipient's name, initials or monogram, can be a great alternative. And with a wealth of online sites, from boutique stores like Marley Lilly to major retailers like Amazon offering this service, you'll have endless options—at various price points—to meet your shopping needs.

4. Eat, Drink and Be Merry. They often say the way to the heart is through the stomach. So, whether it's a foodie friend or a family member who has it all, making their favorite meal,

treat, drink or dessert can be the ultimate thoughtful gift. Plus, it can provide you quality time together as you deliver the delicious treats to their home or host them at yours -- that is... if they'll share!

5. Write a Message by Hand. In an age where everything is digital, seeing a loved one's handwriting—whether it's scribbled by a child or printed by a grandparent—can be a special memento and unique way to customize a gift. Gift ideas could be handwritten messages and affirmations; a recipe book of your family favorites; or your handwriting could be inscribed onto a gift item like a keychain, picture frame or necklace.

Just remember, it's the thought that counts. And luckily many personalized gifts don't have to be costly to be remembered.

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BLACK DEALS CYBER FRIDAY MONDAY

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