

VISIT
SAVANNAH
EST.  1733

2022 Digital Advertising Opportunities



Visit Savannah Drives Visitors

Visit Savannah creates award-winning editorial content and launches world-class marketing campaigns proven to inspire travel to Savannah. Consumers can find the content they need no matter where they are in the planning process. From early research to itinerary planning to booking, Visit Savannah is a one-stop-shop destination for all things Savannah tourism.

**We work for you with 55 staff
and 8 Welcome/Visitor Centers.**

VisitSavannah.com User Profile

\$2.98M
MARKETING BUDGET

DEMOGRAPHIC PROFILE



Gender

68% Female
32% Male



Age

44%: 18-44
39%: 45-64
17%: 65+



**Median
Household Income**
\$75-100k+

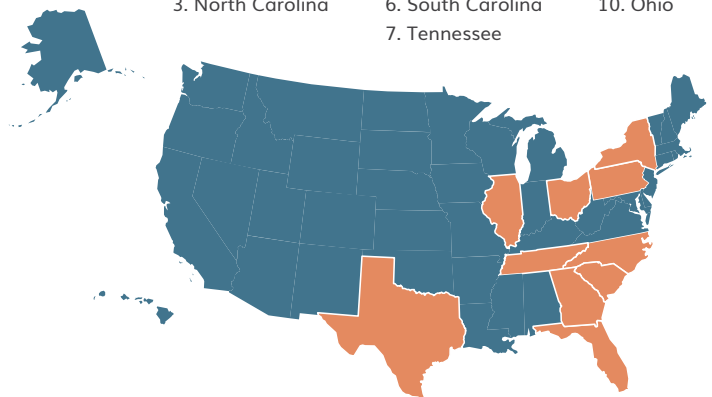


Target Segments

Leisure, Meetings & Conventions, Group Tours,
Sports, and Destination Weddings

Top Site Visitor Markets

- | | | |
|-------------------|-------------------|-----------------|
| 1. Georgia | 4. Illinois | 8. Texas |
| 2. Florida | 5. New York | 9. Pennsylvania |
| 3. North Carolina | 6. South Carolina | 10. Ohio |
| | 7. Tennessee | |



74%
OUT-OF-STATE
VISITORS

26%
IN-STATE
VISITORS

Maximize Your Visibility

With such a complex planning landscape, integrated multi-media advertising is critical. Let Visit Savannah help you maximize your presence at every step of the travel journey.

How Visit Savannah Can Help Grow Your Business During Each Travel Planning Phase



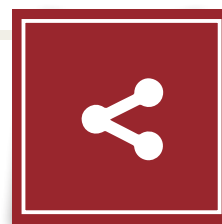
We inspire **Dreaming** via award-winning editorial, video and experiential content

We impact **Planning** by providing enticing itineraries, trusted reviews and informative maps



We drive **Bookings** with strong calls to action, valuable offers and easy access to direct booking

We encourage visitors to **Share** their Savannah experiences via social media and leverage user-generated content on our owned social channels



Savannah Tourism Insights

Tourism is big business for Savannah



ANNUAL VISITORS

14.2 MILLION

Average stay: 2.5 nights



SPENDING

\$2.8 BILLION

Total spent per day: \$7.6M

12.51 Million

Domestic Visitors

Top 9 Markets

1. Atlanta, GA
2. New York, NY
3. Orlando/Daytona Beach, FL
4. Tampa/St Petersburg, FL
5. Miami/Ft. Lauderdale, FL
6. Macon, GA
7. Jacksonville, FL
8. Augusta, GA
9. Charlotte, NC

27%

OF OVERNIGHT
VISITORS ARE
IN-STATE

AVERAGE AGE: 39.3
(VS. 43.8 U.S. AVG)

59%

OF DAY-TRIP
VISITORS ARE
IN-STATE



\$1B

\$784M

\$502M

\$358M

\$322M

Visitor Spending

Lodging

Restaurant Food & Beverage

Retail

Recreation

Transportation

10% OF TOTAL VISITORS
are International Visitors

TOP
7
MARKETS

1. Canada
2. United Kingdom
3. Germany
4. France
5. China
6. Australia
7. Brazil

Source: Longwoods International 2019 Savannah Tourism Study

Top 5 Reasons to Partner with Visit Savannah

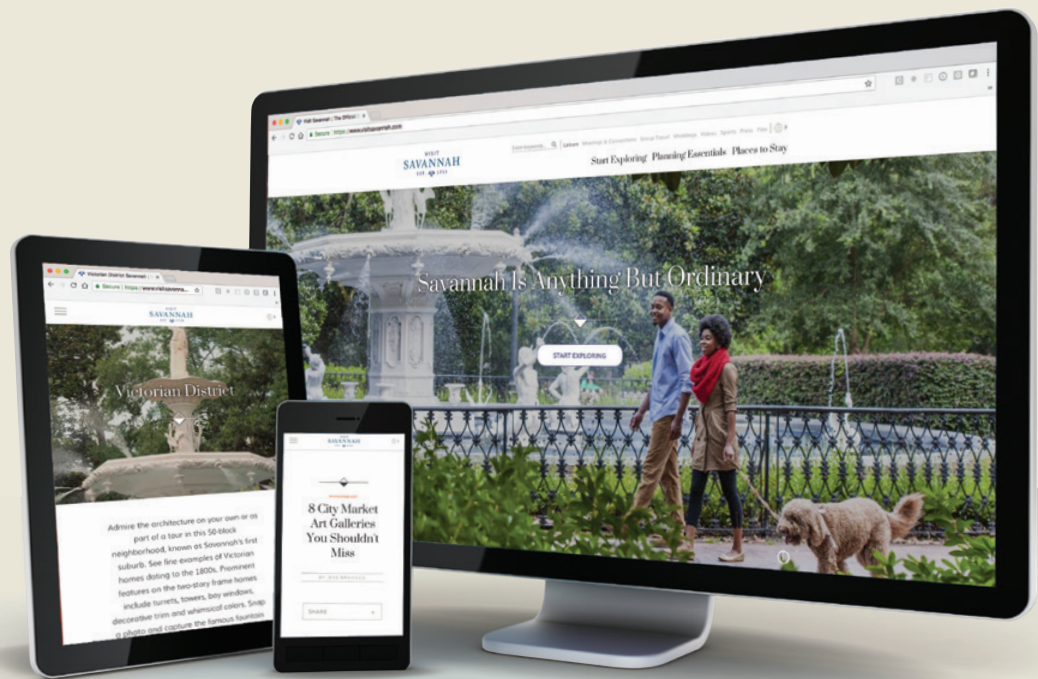
Visit Savannah's robust owned, paid and earned media strategy increases awareness while driving an incredibly qualified, active travel-planning audience to their official travel-planning channels.

VISITSAVANNAH.COM

9,256,844
ORGANIC PAGEVIEWS

68%

MOBILE/TABLET VISITORS



#1

Reach an incredibly qualified audience across all devices

#4

Increase ROI

#2

Benefit from a tailored campaign strategy

#5

Leverage our advertiser rewards program

#3

Laser-target your customer

Featured business listings allow you to reach an audience that is looking to convert.

★ Gastonian

[LEARN MORE](#)

Formatted Advertising

Visitors to **VisitSavannah.com** viewed over **7.3 million** pages in the past 12 months while planning their trip. Banner ads allow you to target your message by site content, season or geography, and our impressions-over-time model, along with our monthly reporting, allow you to control your exposure and return.

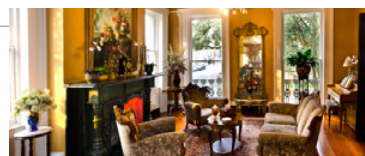
AD UNITS

Your message will rotate between native ad expressions throughout the site.

RATES

Receive a \$2 cost-per-thousand (CPM) discount at each impression volume level at right! Impression amounts are available between tiers.

TOTAL IMPRESSIONS	NET RATE
25,000	\$705
75,000	\$1,965
150,000	\$3,630
300,000	\$6,660



ADVERTISER NAME MAX 40 CHARACTER COUNT

30 character max. for headline

65 Character count max, including space for description and punc.

LEARN MORE



HISTORIC DISTRICT

Joe's Crab Shack

With over 130 locations nationwide and more on the way, Joe's Crab Shack is quickly becoming America's favorite neighborhood seafood restaurant.

LEARN MORE

Featured Partner

The screenshot shows the VisitSavannah.com homepage. At the top, there's a banner for "Start Exploring" with a photo of a park fountain. Below this, there's a section titled "What makes our city so appealing? It's the dazzling combination of old-fashioned charm and chic modern style." followed by a paragraph about Savannah's appeal. Then, there's a "SPONSORED CONTENT" section with two cards: "Georgia History Festival" and "Savannah Market Boulevard". Below that, there's a "Start Exploring Now" section with a "15 CRAFT BEER DRINKS TO TRY IN SAVANNAH" card. Further down, there's a "6. Plan a beach day at Tybee Island" section with a photo of people walking on a beach. Below that, there's a "7. Shop like a mad woman" section with a photo of people shopping. Then, there's another "SPONSORED CONTENT" section with two cards: "Belle's Food & Drink" and "Old Savannah Tours". Below that, there's a "Plan Your Visit" section with a calendar and a "You May Also Like" section with three cards: "Spend an Entire Day Exploring This Savannah Square", "Joe's Crab Shack", and "Dog Friendly Places in Savannah". At the bottom, there's a "SAVANNAH" section with a "GET A FREE GUIDE" button and a "USA" button.

Sponsored Content

Our editorial staff is well versed in creating quality, contextually relevant content that drives organic traffic. Leverage the expertise of our editorial team to write an article featuring your business. Your content will be featured on **VisitSavannah.com** for one year. You will also own this content for use on your site, providing your visitors with content that is authentic and inspirational.

OWN
100% SOV
OF BANNER
ADS ON
YOUR ARTICLE

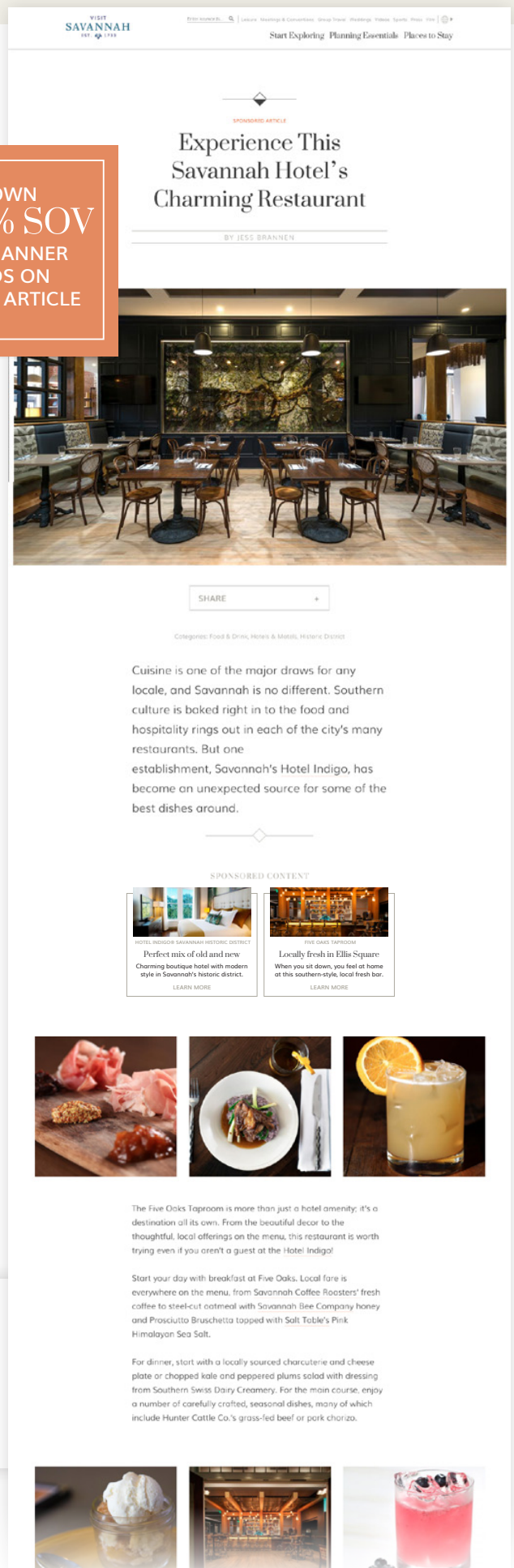
WHAT YOU GET

- 1. EXPERIENTIAL ARTICLE ON VISITSAVANNAH.COM**
Our editorial team will craft an experiential article, conducting keyword research to ensure you get the most lift.
- 2. ARTICLE PROMOTION** We'll feature your article on VisitSavannah.com for one year and will promote the article through various content placement and feature strategies.
- 3. TRAFFIC** Quality traffic is driven to your site through both **organic links** within the article and through **100% ownership of all native and banner ad units on the page**. These ad placements give you the ability to communicate relevant and timely messaging.

ARTICLE PAGE
SAMPLE

RATE

ARTICLE CREATION AND
PROMOTION: **\$2,500**



Custom Email

Reach our highly engaged database with 100% share of voice, driving all clicks to your site.

Reach **82K** subscribers with **100%** SOV.

The custom email yields an incredible **26%** open rate and **9%** CTR on average.

Limited availability;
first come, first served.

100%
SHARE OF
VOICE

RATE PER MONTH
CUSTOM EMAIL: **\$4,500**

SAVANNAH SECRETS

Insider Tips and Hidden Gems From Your Southern Friends

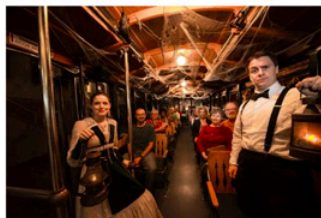


Hop On Board Savannah's Old Town Trolley Tour!

Embark on a journey through the history of Savannah aboard Old Town Trolley Tours. With 15 stops and 100+ points of interest, their fully-narrated hop on hop off tour is one of the best ways to experience all that Georgia's first city has to offer.

Through January 31st, enjoy \$10 off* using promo code VISIT10.

[Book Now >](#)



Ghosts & Gravestones Tour

You don't have to wait until Halloween to catch sight of Savannah's spirits – Savannah is haunted year-round! Hop on a **Ghosts & Gravestones** trolley tour to hear tales of Savannah's ghostly past while exploring the city's spookiest and most haunted sites.

Through January 31st, enjoy \$10 off* using promo code VISIT10.

[Book Now >](#)



American Prohibition Museum

This museum brings the Roaring Twenties to life! The **American Prohibition Museum** takes guests on a journey through the past when anti-alcohol rallies swept the nation and America's struggle with alcohol was brought to light.

Through January 31st, enjoy \$5 off* using promo code VISIT5.

[Book Now >](#)



Girl Scout Tours

Want to take your Girl Scouts on a tour?



Wedding Transportation

Make a grand entrance at your wedding.

Sponsored Video Content

Video Integration

WHAT IT IS

YouTube video integration of a large video article in multiple site locations, including targeted site channels and on the VisitSavannah.com video gallery page.

HOW IT WORKS

No production

We'll use your existing video assets and create a 100% SOV, dedicated video article page. This is a quick and turnkey way to highlight existing videos for millions of potential visitors.

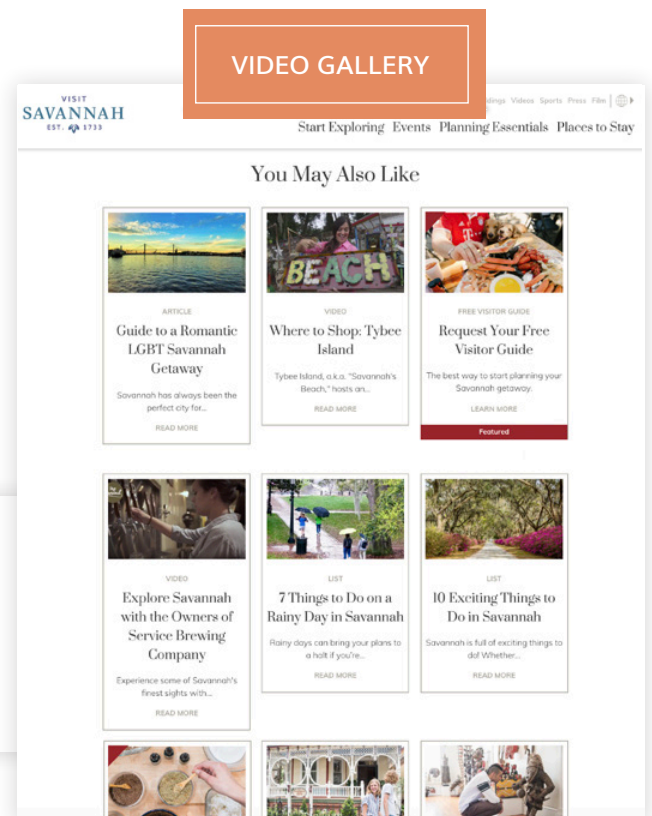
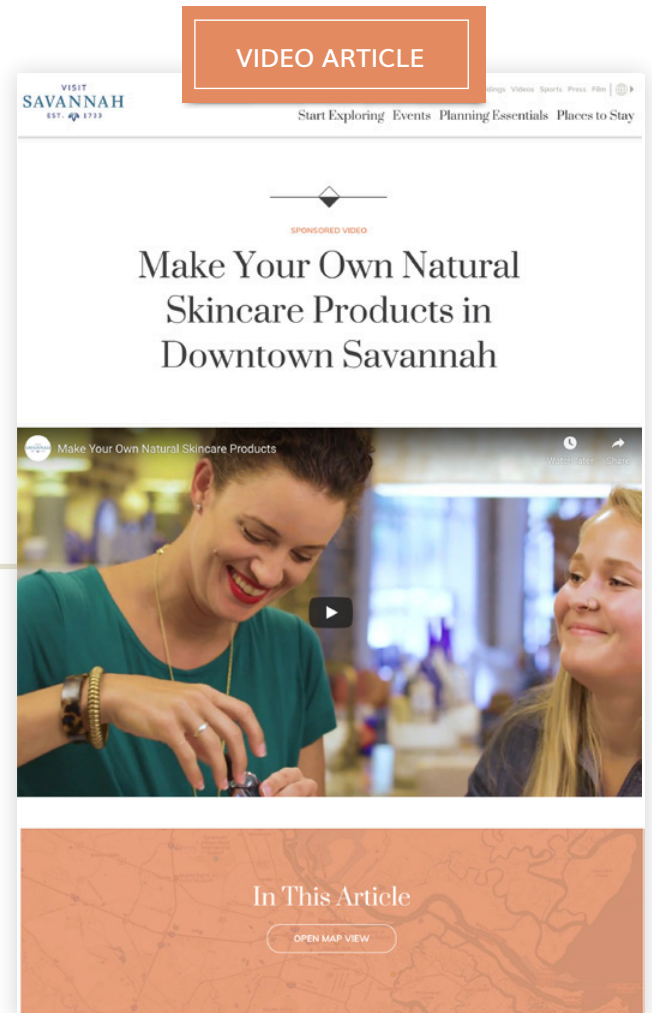
Production

We'll produce from scratch or edit existing video in conjunction with our partners. This includes deciding content, shooting and editing alongside our partners – creating a fully dedicated video featuring location, branding and logo inclusion.

RATE

NO PRODUCTION – **\$2,000**

WITH PRODUCTION – **\$4,000**



Monthly eNewsletter

Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Savannah.

1.18M
ANNUAL
REACH

94K+
OPT-INS

21%
OPEN RATE

SPONSOR

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format integrated into the content.
- Clicks drive directly to your site allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

ADVERTISING OPPORTUNITIES

Sponsor: Command attention with this front-and-center placement complete with hero image, thumbnail, tagline and body copy.

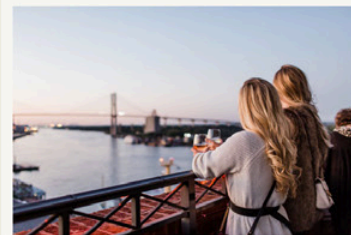
Featured Partner: Drive qualified traffic to your site with this native placement featuring image, tagline, body copy and strong call to action.

RATE PER EMAIL

SPONSOR: **\$1,250** FEATURED PARTNER: **\$400**

SAVANNAH SECRETS

Insider Tips and Hidden Gems From Your Southern Friends



8 Reasons to Visit Savannah in 2018

This year, resolve to visit Savannah! Kickstart your Savannah getaway by learning about the exciting happenings coming in 2018.

Start Strong in 2018 >



Shop in a Historic Open-Air Market

Home to some of Savannah's most popular restaurants, art galleries and retail stores, City Market is the place where Savannahians historically shopped for their groceries, services and other goods.

Read More >



Admire the architecture in Savannah's Victorian District, the 50-block neighborhood known as Savannah's first suburb.

The Victorian District >



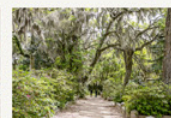
From historic attractions to the best meals in town, this three-day Savannah Itinerary will help you plan a one-of-a-kind adventure.

Choose Your Adventure >



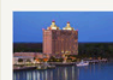
In need of some retail therapy? Check out these 6 must-hit Savannah boutiques for serious shoppers.

Retail Therapy >



To make your planning easier, we've compiled this helpful list of 15 can't-miss things to do in Savannah!

Try Them All >



Downtown Resort Westin Savannah Harbor Golf Resort & Spa

Nestled along the banks of the Savannah River and situated just a ninety-second ferry ride away from historic downtown, The Westin Savannah Harbor Golf Resort & Spa offers travelers an elevated escape in Georgia's oldest city.

Learn More >



Dine In Style Belford's Seafood & Steaks

Experience some of the South's finest cuisine at Belford's Seafood & Steaks, located in the heart of Savannah's City Market.

Learn More >



Hop On & Off Old Savannah Tours

Since 1979, Old Savannah Tours has been providing Savannah's visitors with some of the best touring options, including trolley tours, costumed characters and uniquely personal descriptions of Savannah's spellbinding history.

Learn More >



Get a FREE 2018 Savannah Official Visitor Guide!

Order Now >

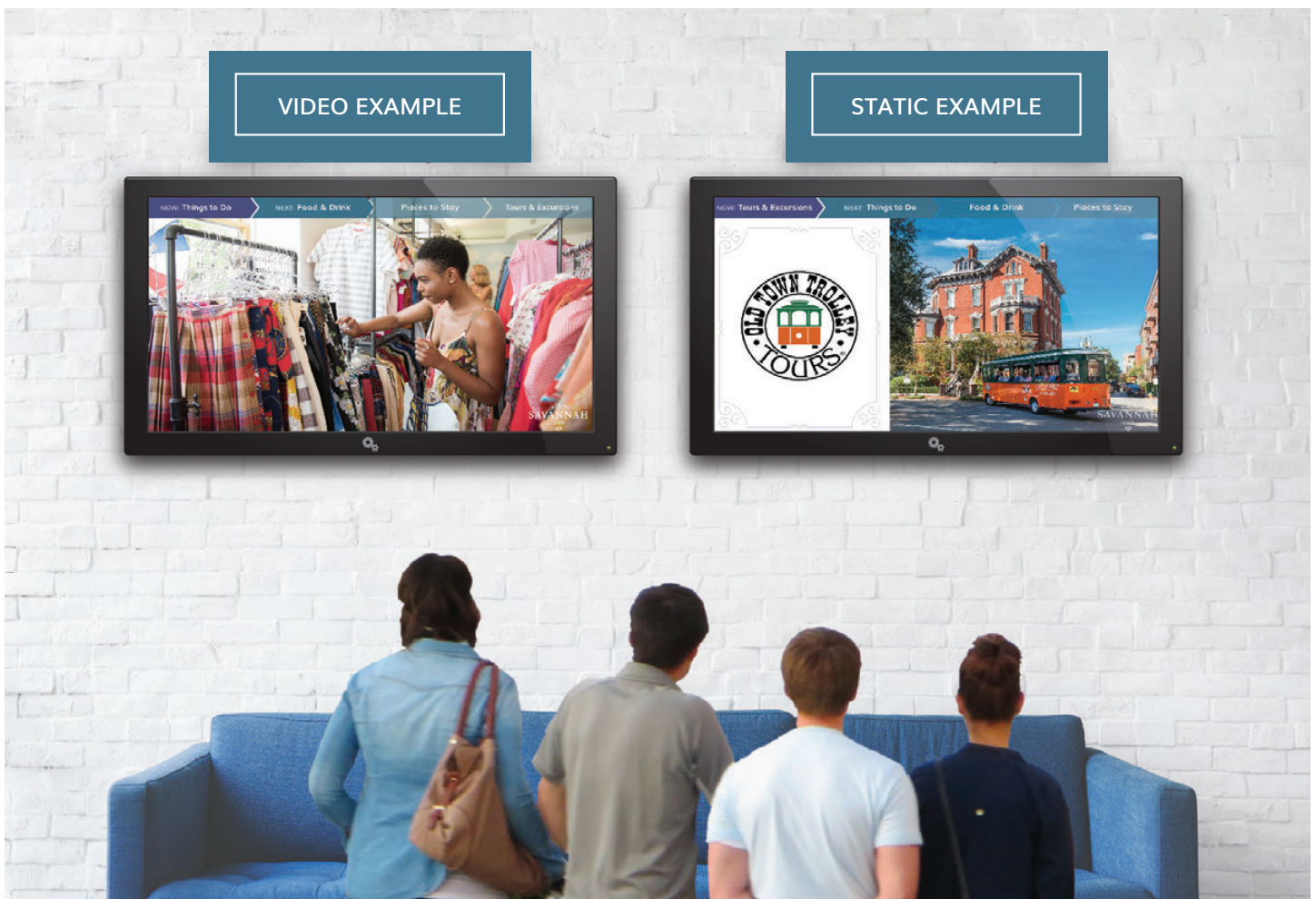
BOOK YOUR TRIP >

VISIT
SAVANNAH
EST. 1733

CONNECT WITH VISIT SAVANNAH



101 East Bay Street • Savannah, GA 31401 • 1.877.SAVANNAH



Visit Savannah TV

Introducing **Visit Savannah TV**, a new advertising opportunity in the I-95, MLK, River Street and Tybee Visitor Centers. Highlighting what to do, where to go, and where to eat and grab a drink, **Visit Savannah TV** allows your business to reach more than 5 million visitors annually!

THE OPPORTUNITY

A Compelling Story of Savannah

Make your brand a key part of the story we're telling for all Visitor Center guests via video or static ads. Your brand will be front and center on prominently displayed video monitors.

RATES

STATIC ADS:
\$750/YEAR

VIDEO AD W/ NO
PRODUCTION NEEDED:
\$1,000/YEAR

VIDEO AD W/
PRODUCTION NEEDED:
\$2,500/YEAR

**REWARDS impressions are not guaranteed.*

Program at a Glance

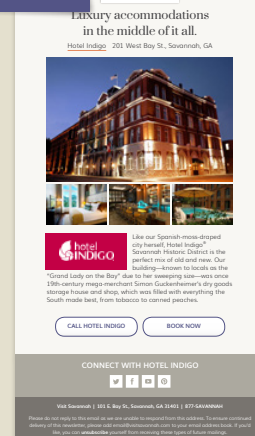
Reach over **2.3 million** qualified visitors through web and email programming.

2.3M+
VISITORS

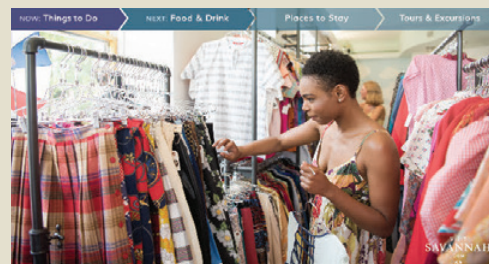


VisitSavannah.com

1.18M
ANNUAL
REACH



Emails



Visit Savannah TV

What you need to know:

1. Savannah welcomes **14.2 million** visitors, spending **\$2.8 billion** annually.
2. Visit Savannah spends **\$2.98 million** marketing the stats to travelers.
3. With such a complex planning landscape, integrated multi-media advertising is critical.
4. Not all clicks are created equal. Measure quality over quantity. We'll show you how!

TO PARTICIPATE IN THE 2022 PROGRAM, CONTACT:

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