

VISIT
SAVANNAH
EST.  1733

2020 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+

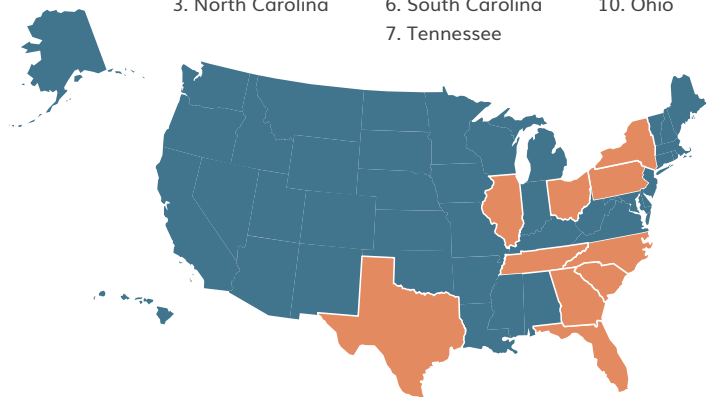


Target Segments

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



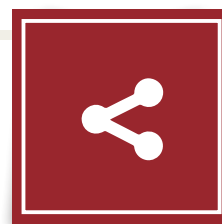
We inspire **Dreaming** via award-winning editorial, video and experiential content

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

14.5 MILLION

Average stay: 2.6 nights



SPENDING

\$3 BILLION

Total spent per day: \$8.21M

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

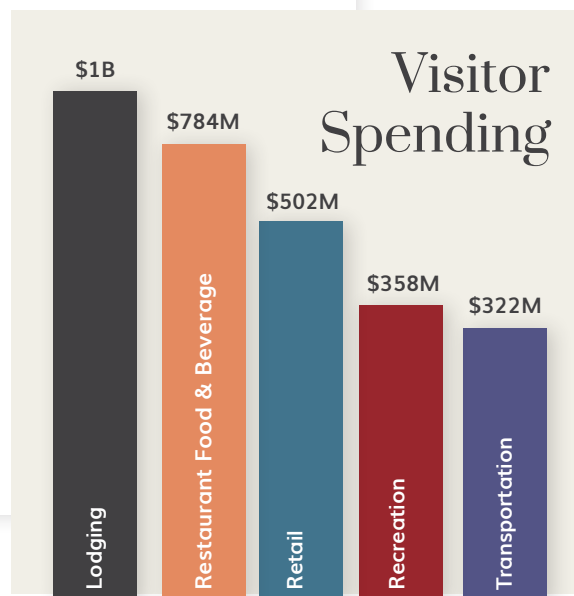
AVERAGE AGE: 41.6
(VS. 43.8 U.S. AVG)

59%

OF DAY-TRIP
VISITORS ARE
IN-STATE



Visitor Spending



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

The Hyper-Informed Traveler

The complex, fragmented & expanding media use of US leisure travelers.

2018 TRAVELERS' MEDIA USAGE



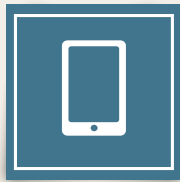
33%

used official destination websites



57%

sought out reviews, ratings and user-generated content for ideas and to validate their selection



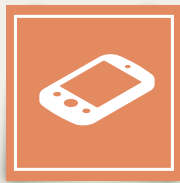
36%

used tablets to access travel information*



53%

used print publications: visitor guides, brochures or magazines



62%

used smartphones to access travel information*



21%

used official visitor guides; city, regional or state vacation publications



57%

used social media in trip planning



60%

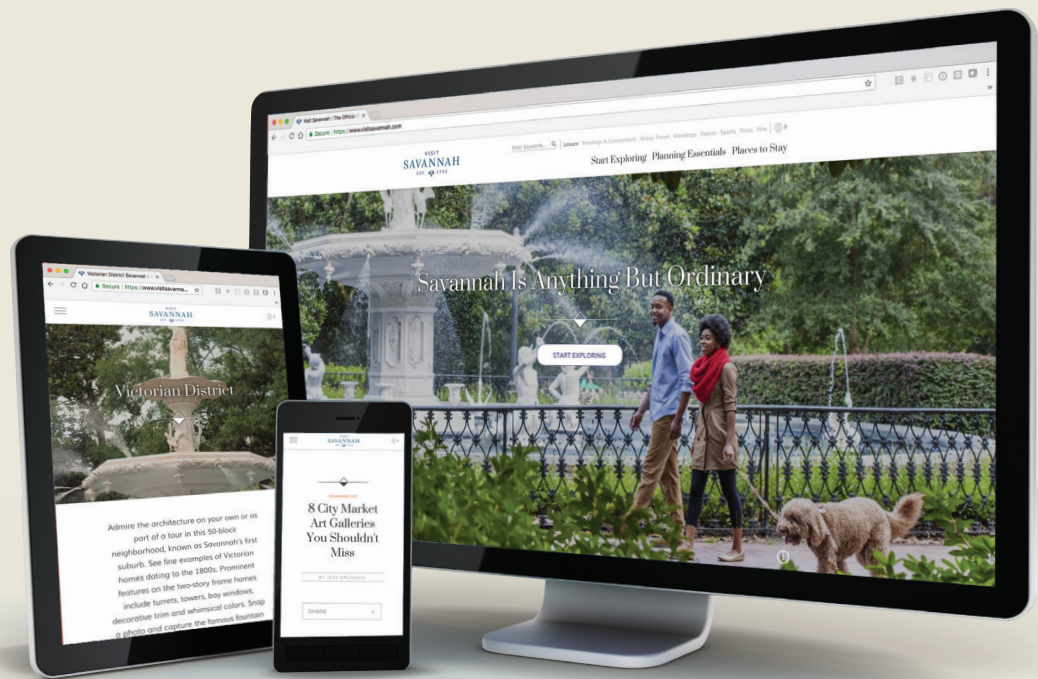
of travel decision makers were female

*Travelers used tablets and smartphones almost equally, both before and during travel

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.

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

★★★★★ **yelp**
Based on 42 Reviews

A four-diamond, award-winning Bed & Breakfast, voted by Condé Nast Traveler as one of the top 50 B&Bs in the world. The Gastonian is known for its...

\$233


[LEARN MORE](#)

Featured partners always display in a top-tier sort, affording you premium positioning

Drive qualified traffic
to your site through our
robust profile page

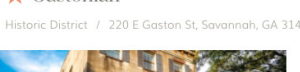
Jerod Fuchs | 941-342-2347 | jfuchs@visitsavannah.com


[illegible]




Gastonian

Historic District / 220 E Gaston St, Savannah, GA 31401





Based on 318 Reviews



Based on 42 Reviews

FEATURED PARTNER

A four-diamond, award-winning Bed & Breakfast, voted by Condé Nast Traveler as one of the top 50 B&Bs in the world. The Gastonian is known for its...

AVERAGE RATE

\$233

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[Planning Essentials](#)
[Places to Stay](#)

Gastonian

Historic Bed & Breakfast

220 E Gaston St, Savannah, GA 31401

LOCATED IN Historic District

AVERAGE RATE
\$233

Check-in Check-out

November	December
30	1

CHECK AVAILABILITY

CALL (912) 232-3889 VISIT OUR WEBSITE

INFO & AMENITIES

A four-diamond, award-winning Bed & Breakfast, voted by Condé Nast Traveler as one of the top 50 B&Bs in the world. The Gastonian is known for its intimate atmosphere and personalized hospitality.

- AMENITIES**
 - ✓ Free Breakfast
- DISCOUNT**
 - ✓ AAA Discounts
 - ✓ Military Discounts
 - ✓ Senior Discounts
- CONNECT**
 -
 -
 -

REVIEWS

See all reviews

GET DIRECTIONS

HOTEL SAVANNAH

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Native 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 with extra emphasis on your category page.

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

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**

VISIT
SAVANNAH
EST. 1733

Enter keywords... | [Home](#) | [About](#) | [Contact](#) | [Privacy Policy](#) | [Terms of Service](#) | [Sitemap](#) | [Feedback](#) | [Advertise](#) | [Partners](#) | [Press](#) | [Help](#) | [Log Out](#)

[Start Exploring](#) | [Planning Essentials](#) | [Places to Stay](#)

SPONSORED ARTICLE

Experience This Savannah Hotel's Charming Restaurant

BY JESS BRANNEN

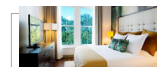


SHARE +

Categories: Food & Drink, Hotels & Motels, Historic District

Cuisine is one of the major draws for any locale, and Savannah is no different. Southern culture is baked right in to the food and hospitality rings out in each of the city's many restaurants. But one establishment, Savannah's Hotel Indigo, has become an unexpected source for some of the best dishes around.

SPONSORED CONTENT



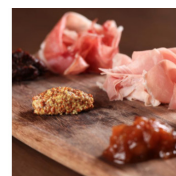
Perfect mix of old and new
Charming boutique hotel with modern style in Savannah's historic district.

LEARN MORE



Locally fresh in Ellis Square
When you sit down, you feel at home at this southern-style, local fresh bar.

LEARN MORE



The Five Oaks Taproom is more than just a hotel amenity; it's a destination all its own. From the beautiful decor to the thoughtful, local offerings on the menu, this restaurant is worth trying even if you aren't a guest at the Hotel Indigo!

Start your day with breakfast at Five Oaks. Local fare is everywhere on the menu, from Savannah Coffee Roasters' fresh coffee to steel-cut oatmeal with Savannah Bee Company honey and Prosciutto Bruschetta topped with Salt Table's Pink Himalayan Sea Salt.

For dinner, start with a locally sourced charcuterie and cheese plate or chopped kale and peppered plums salad with dressing from Southern Swiss Dairy Creamery. For the main course, enjoy a number of carefully crafted, seasonal dishes, many of which include Hunter Cattle Co.'s grass-fed beef or pork chorizo.



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.

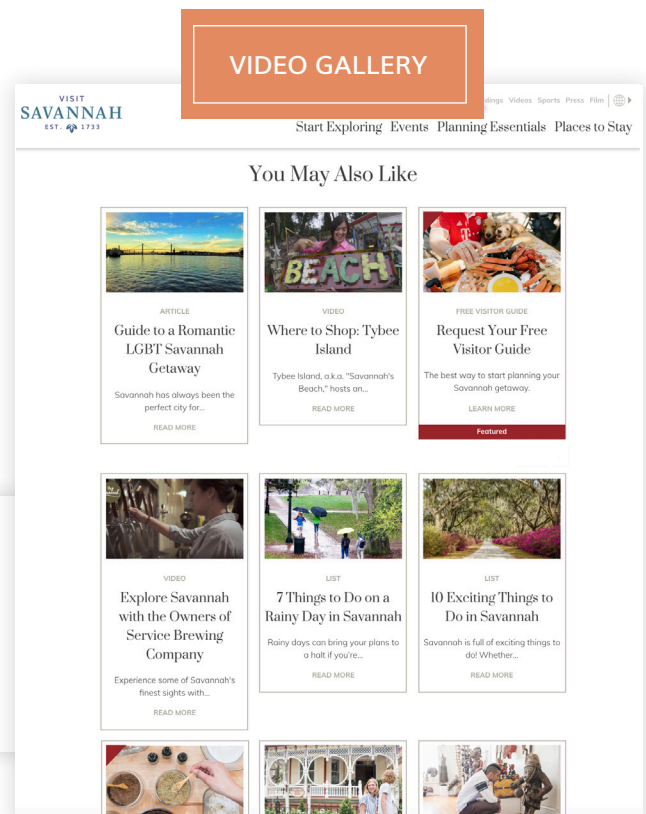
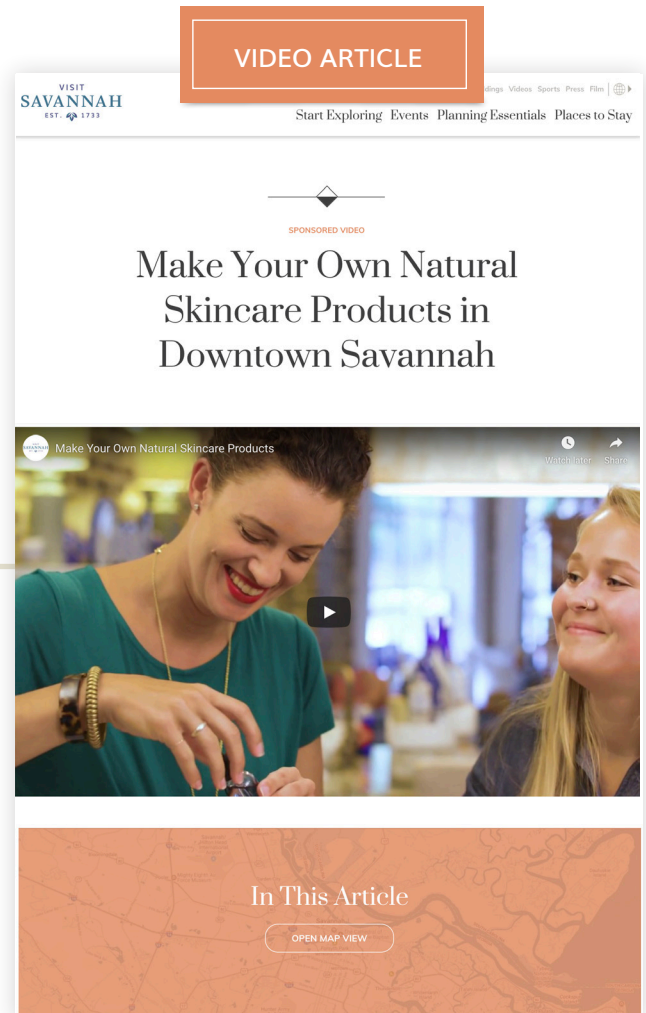
Production

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 – **\$1,000**

WITH PRODUCTION – **\$3,500**



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 **20%** open rate and **7%** 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

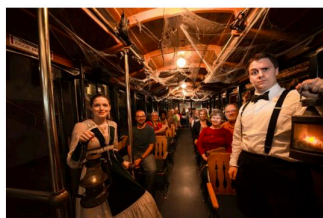


Hop On Board Savannah's Old Town Trolley Tour!

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

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

98K+
OPT-INS

18%
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.

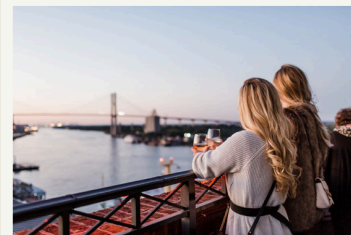
Featured Partner: Drive qualified traffic to your site with this native placement featuring image, tagline, body copy and strong call to action.

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](#)



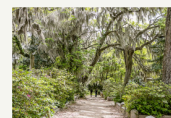
From historic attractions to the best meals in town, this three-day Savannah itinerary will help you plan a one-of-a-kind adventure.

[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](#)

FEATURED PARTNER



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](#)

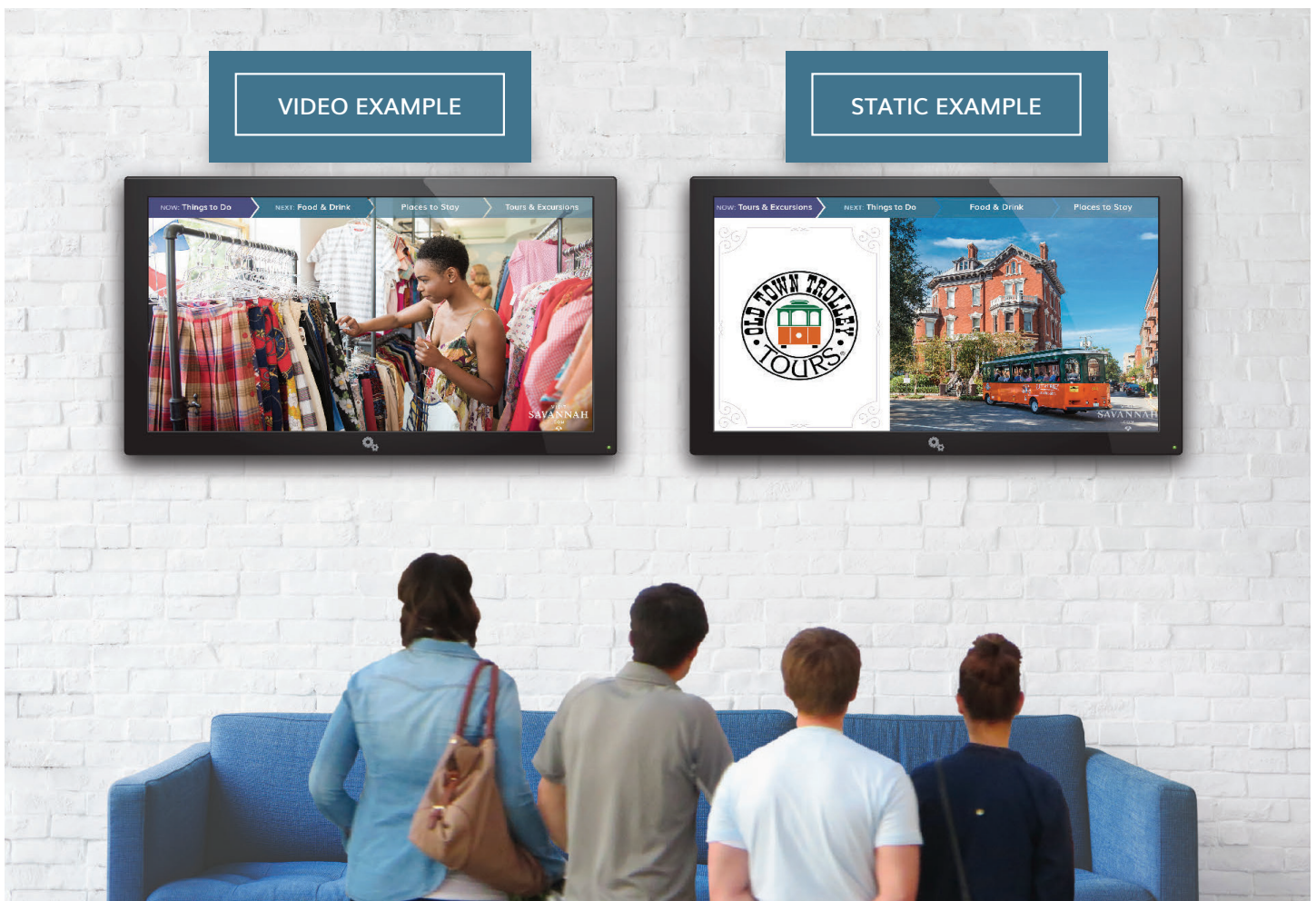
[BOOK YOUR TRIP](#)

VISIT
SAVANNAH
EST. 1733

CONNECT WITH VISIT SAVANNAH



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



VIDEO EXAMPLE

STATIC EXAMPLE

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

Program at a Glance

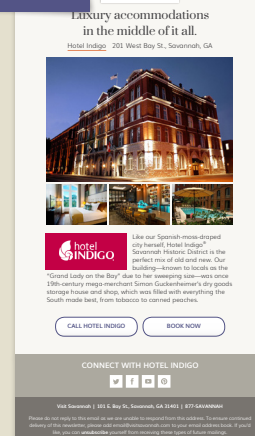
Reach over **2.3 million** qualified visitors through web and email programming.

2.3M+
VISITORS

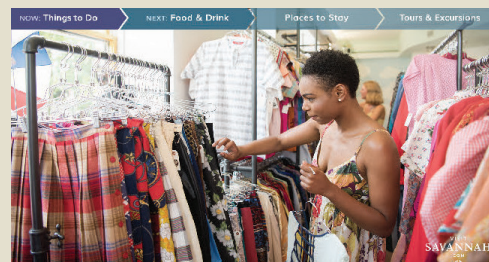


VisitSavannah.com

1.18M
ANNUAL
REACH



Emails



Visit Savannah TV

What you need to know:

1. Savannah welcomes **14.5 million** visitors, spending **\$3 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 2020 PROGRAM, CONTACT:

Jerod Fuchs

941-342-2347

jfuchs@visitsavannah.com