

Visit Savannah Opportunity Summit

FIVE MOMENTS.

All you have to do is plug in.



SEPTEMBER 10, 2026 • 9 – 10 A.M. • SAVANNAH THEATRE

*Five major moments. Real marketing dollars
already behind every one of them.*

Why Now?

SAVANNAH'S SUCCESS STORY IS ENTERING A NEW CHAPTER.



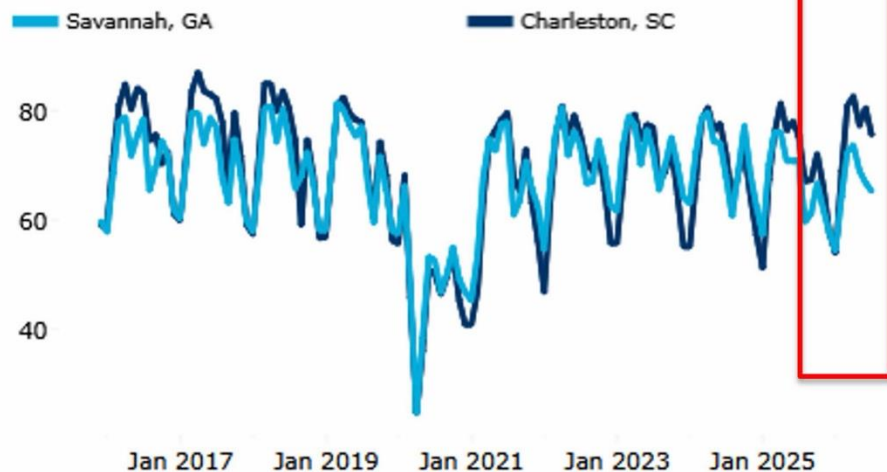
Travel has normalized. The next wave of demand will be earned—not assumed.
Savannah already has the appeal. Our opportunity is to add **urgency**.

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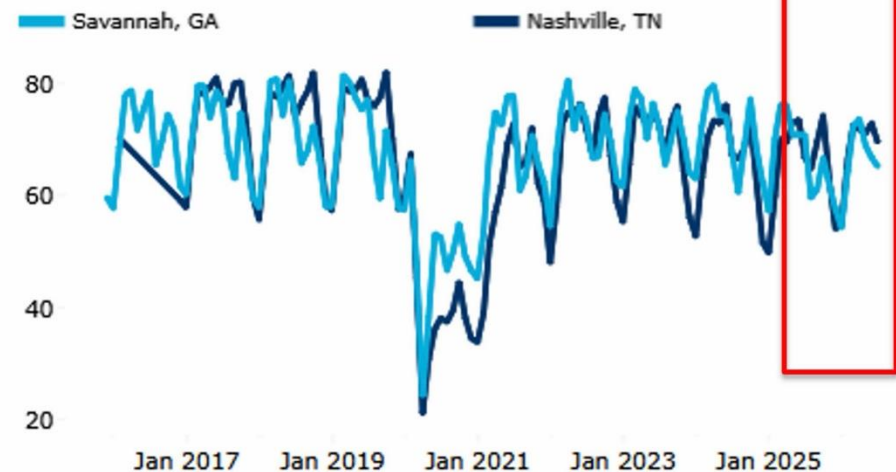
Hotel Performance Snapshot

Charleston & Nashville Hotel Occupancy comparison with Savannah.

Occupancy Comparison



Occupancy Comparison



Charleston and Nashville have sustained their performance during travel demand normalization.

Source: STR/CoStar destination or trend report

COMPETITIVE PERSPECTIVE

Charleston

Mature Luxury Segment

**Larger destination
marketing resources**

**Robust annual event
calendar**

Nashville

Ecosystem Advantage

**Larger city + strong
business base**

**Year-round events
& entertainment**

Savannah

Activation Opportunity

**Powerful brand +
visitor appeal**

**Build more urgency
& repeat visits**

Our Shared Opportunity

Turn community moments into destination demand.

EVENT

A reason to go.

VISIT

A dated decision.

STAY

Room nights.

SPEND

Local impact.

THE SUMMIT ASK

Bring ideas. Build experiences. Activate together.

MORE REASONS TO VISIT • MORE OVERNIGHT STAYS • MORE OPPORTUNITY FOR SAVANNAH

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FIVE MOMENTS. REAL MARKETING DOLLARS.

All you have to do is plug in.



**Banana Ball
Playoff Weekend
OCT. 1-4, 2026**



**Allstate SEC
Volleyball
Tournament
NOV. 20-24, 2026**



**Holly Days
NOV. – DEC. 2026**



**Azalea Days
FEB. – APR. 2027**



**St. Patrick's Day
MAR. 17, 2027**

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How We Promote Every Moment.

Every one of the five moments gets this same full push—paid and organic, always.

ORGANIC SOCIAL:



PAID SOCIAL:



DIGITAL ADVERTISING:



EMAIL MARKETING:



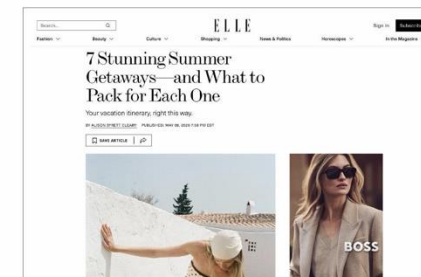
WEB PROMOTION:



PUBLICATIONS & PARTNERSHIPS:



PUBLIC RELATIONS:



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What's Actually Behind “The Digital Pass”

FOR VISITORS:

One link, no app download.
Becomes their itinerary—check
in, redeem, repeat.

FOR YOUR BUSINESS:

Free listing, zero tech setup.
You're visible to everyone
who's signed up.

FOR VISIT SAVANNAH:

Real check-in data—actual
visitation, not just impressions.

Moment 1 of 5

BANANA BALL PLAYOFF WEEKEND

OCTOBER 1-4, 2026
HISTORIC GRAYSON STADIUM

***The stadium seats 5,000.
Savannah seats everyone else.***



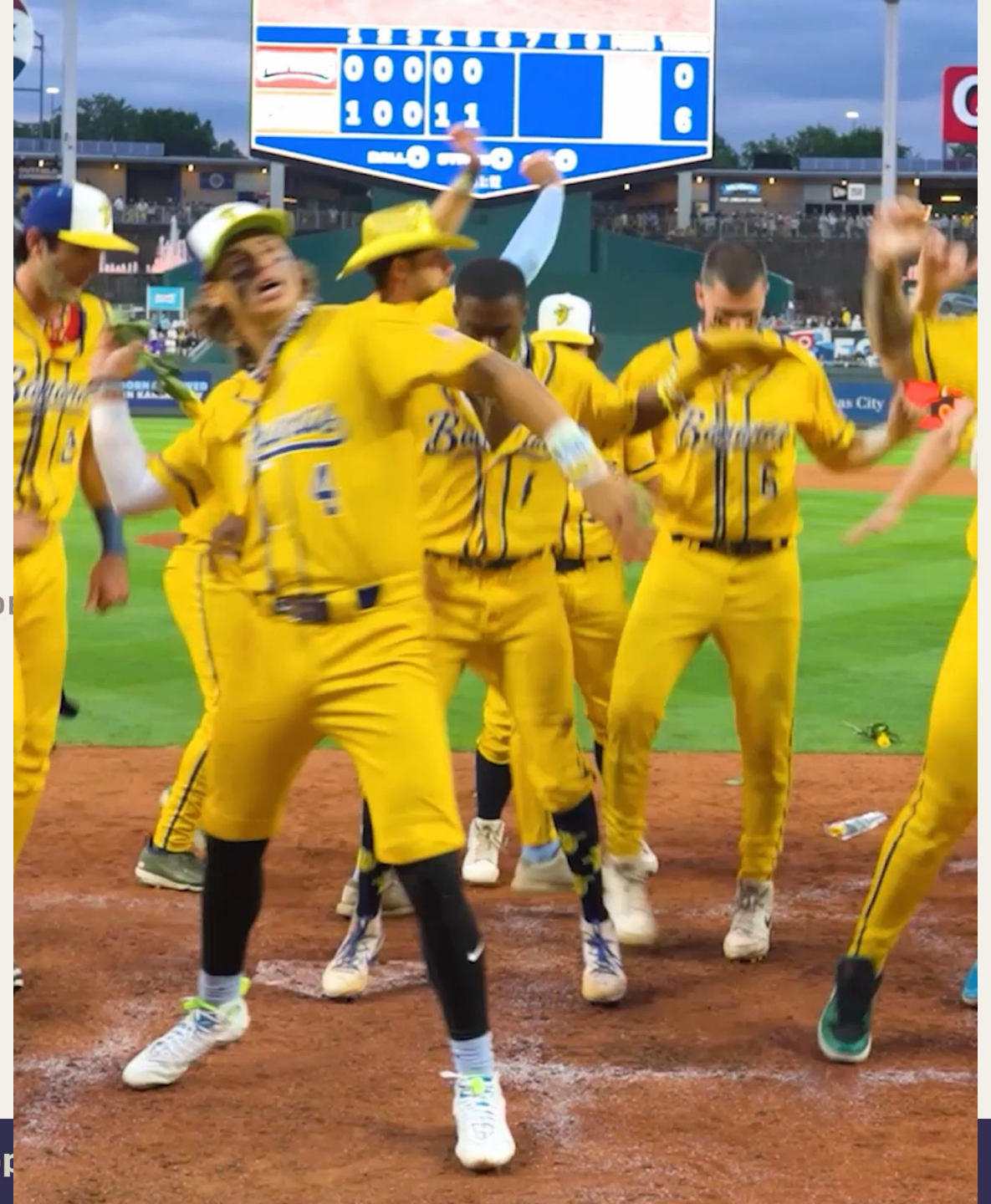
**The Bananas
partnership:**
*Direct access to
their fanbase and
the Banana Ball
K-Club*

HOW YOU PLUG IN:

- Host a Banana Ball event
- Offer a themed deal
- Turn your building yellow
- Rep a team

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SOMETHING BIG IS





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Moment 2 of 5

ALLSTATE SEC VOLLEYBALL TOURNAMENT

NOVEMBER 20–24, 2026
ENMARKET ARENA

*All 16 SEC teams, downtown at
Enmarket Arena—and it's on
SEC Network.*



**A 3-year host
commitment:**
*Savannah is the
SEC's home for this
through 2027*

HOW YOU PLUG IN:

- Turn your building navy and gold
- Build a volleyball-themed menu
- Offer a game-day discount
- Rep a school

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CAMPAIGN CREATIVE ALREADY IN MOTION:



Moment 3 of 5

HOLLY DAYS

NOVEMBER – DECEMBER 2026
CITYWIDE

Holly Days is a Savannah tradition—the lights, the shopping, the season downtown.



New this year!
One digital pass:
Ties every holiday happening into one place fans can carry

HOW YOU PLUG IN:

- Turn your building red and green
- Send us your holiday hours and specials
- Offer a signature holiday drink, dessert, or gift-wrap station
- Dress your window for the holidays

CAMPAIGN CREATIVE ALREADY IN MOTION:



Bay Street banners

Moment 4 of 5

AZALEA DAYS

**FEBRUARY – APRIL 2027
CITYWIDE BLOOM SEASON**

Azalea Days is our newest campaign—and a first for Savannah.



**Help shape it
from year one:**
*A brand-new, months-
long campaign,
February into
April*

HOW YOU PLUG IN:

- Turn your building pink
- Offer a pink cocktail, dessert, or azalea special
- Dress a garden-themed window or photo moment
- Extend patio hours for peak bloom weekends

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CAMPAIGN CREATIVE ALREADY IN MOTION:



Brand aesthetic

Savannah
AZALEA
DAYS

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Moment 5 of 5

ST. PATRICK'S DAY

MARCH 2027 • CITYWIDE

St. Patrick's Day is the biggest day we've got—and in 2027 it lands on a Wednesday. The parade will take care of itself.



**One day into
a full week:**

*A citywide push to
stretch a midweek
parade into a week
of demand*

HOW YOU PLUG IN:

- Turn your building green
- Give visitors a reason to arrive early or stay after
- Add your specials and events to the pass
- Program the days around the parade

CAMPAIGN CREATIVE ALREADY IN MOTION:



Print ad



Themed SAV magnets



Bay Street banners

EVERYTHING'S ALREADY BUILT.

The Partner Toolkit

One kit. Every initiative. Always free to join—no cost to participate in any of it.

1

Campaign calendars

Know what's happening when, across the full season.

2

Activation ideas

Specials, watch parties, storefronts, packages—a menu to pick from.

3

Marketing assets

Social templates, signage, and branded creative, ready to use.

4

A spot in our campaign

Featured alongside Visit Savannah's official promotion.

5

A place on the digital pass

Where available—reaches fans beyond ticket-holders.

6

One simple sign-up

No chasing paperwork—a single form gets you in.

In Progress

Getting Every Business Involved

Not every partner is a hotel—the toolkit meets each business type where it is.

The Banana Ball toolkit already breaks ideas out by business type—hotels, restaurants, bars & lounges, retail—so a boutique or a bar isn't stuck scrolling past a hundred hotel-only ideas to find its two. That's the model we'll carry across all five moments as each toolkit comes online. Printed materials will be just as easy—a simple order form through Kennickell, no separate vendor calls.

Idea menus by business type:

- Hotels
- Restaurants
- Bars & Lounges
- Retail Stores & Boutiques

Not one of those? Here's how to plug in:

- A themed window cling or banner for whichever moment is on deck
- Share the toolkit's content — or your own spin — with your followers
- A staff dress-up day or small team-spirit touch
- A simple discount, giveaway, or shoutout tied to the moment

Live now:

VisitSavannah.com/bananasweekend

VisitSavannah.com/sec-toolkit

NEXT STEPS:

How to Get Involved

Five steps between today and being part of it.

1

Watch your inbox

Sign-up links and toolkit assets land in your inbox this week—member or not, we've got your email from today.

2

Pick your moments

You don't have to do all five—start with what fits your business.

3

Sign up

One simple form for each opportunity—no chasing paperwork on your end.

4

Show up

Sign up and get placed in the campaign—our paid ads drive fans to the landing pages, Facebook events, and digital pass. We'll spotlight you across our channels.

5

Spread the word

Tell a business that couldn't be here today—the more of us plugged in, the bigger this gets for Savannah.

Questions?

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Not a Chamber member? We'd love to have you—no pressure, just an open door.

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ONE CITY.

Every reason to stay.



*Five major moments. Real marketing dollars already behind every one of them.
Now tell a friend—the more of us plugged in, the bigger this gets for Savannah,
today and down the road.*

VISIT
SAVANNAH
EST.  1733