

VISIT
SAVANNAH
EST.  1733

2023 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.

VisitSavannah.com User Profile

DEMOGRAPHIC PROFILE



Gender

61% Female
39% Male



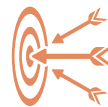
Median Household Income

\$75-100k+



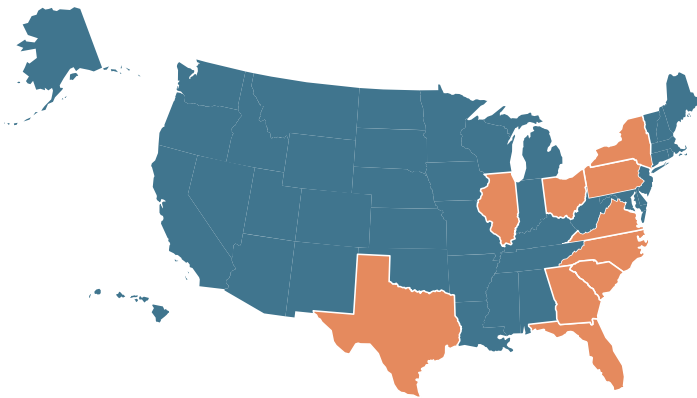
Age

13%: 18-24 19%: 45-54
20%: 25-34 16%: 55-64
21%: 35-44 11%: 65+"



Target Segments

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



Top Site Visitor Markets

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

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



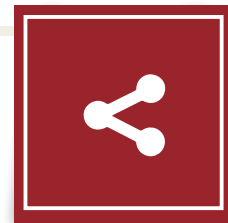
We inspire **Dreaming** via award-winning editorial, video and experiential content

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



Average stay: 2.5 nights



Total spent per day: \$7.5M

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

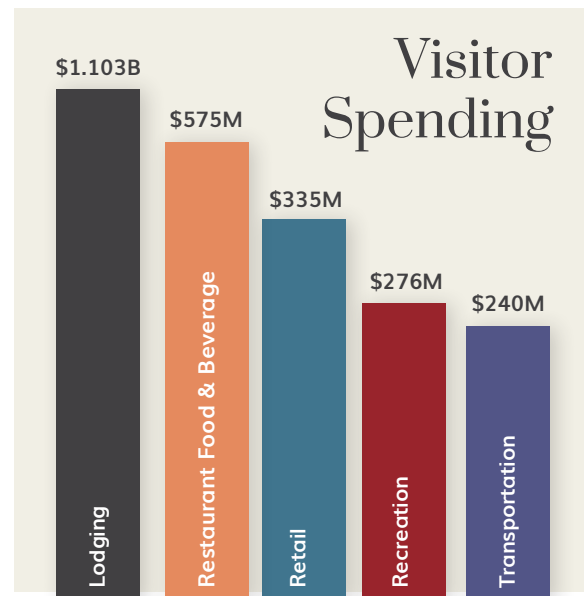
27%

OF OVERNIGHT
VISITORS ARE
IN-STATE

AVERAGE AGE: 41.3
(VS. 45.3 U.S. AVG)

59%

OF DAY-TRIP
VISITORS ARE
IN-STATE



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
8.6 MILLION
ORGANIC PAGEVIEWS

68%
MOBILE/TABLET VISITORS



#1

Reach an incredibly qualified audience across all devices

#4

Increase ROI

#2

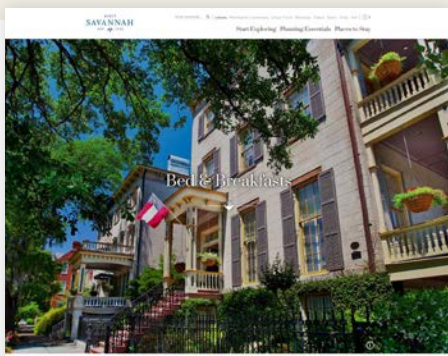
Benefit from a tailored campaign strategy

#5

Leverage our advertiser rewards program

#3

Laser-target your customer



What could be better than getting away from it all with a stay in a historic property brimming with stately Southern charm? How about a delicious home-cooked breakfast to greet you in the morning as well?

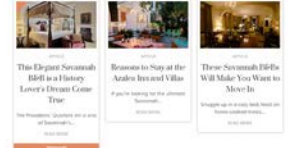
These lovely and sophisticated B&Bs, for just the best price with private rooms, your morning meal, also feature the serene and secluded gardens enjoying the fresh air and a glass of sweet tea. You'll be set up for the day to stroll out and explore Savannah's rapidly changing neighborhoods like the Historic District, Historic Square, and Tybee Island.



1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100

FLYER & TOUR

- Kilmer House**
Historic Rate: \$247
- Clatskanie**
Historic Rate: \$233
- Historic Garden Bed and Breakfast**
- Historic Beach Bed and Breakfast**
Historic Rate: \$210
- Lighthouse Inn, Bed & Breakfast**
Historic Rate: \$212



VIEW ALL AVAILABLE APPOINTMENTS

Get Your Free Guide to Savannah

The official 2017 Visitor Guide is your go-to reference for all things Savannah! Download it now or order a printed copy to take with you.

ORDER A FREE GUIDE

SAVANNAH
VISITSAVANNAH.COM

GET A FREE GUIDE | REQUEST TO JOIN

USA

Featured Business Listings

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

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

Based on 918 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 [LEARN MORE](#)

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

Profile Page

Drive qualified traffic to your site through our robust profile page

RATE
\$695/12 MONTHS

Gastonian
220 E Gaston St, Savannah, GA 31401
LOCATED IN Historic District

AVERAGE RATE: \$233

Check-in: 30 | Check-out: 1

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
AAA Discounts
Military Discounts
Senior Discounts

CONNECT
Facebook | Twitter | Instagram

REVIEWS

SAVANNAH VISITSAVANNAH.COM

GET A FREE GUIDE | REQUEST TO JOIN


USA

Formatted Advertising

Visitors to **VisitSavannah.com** viewed over **8.6 million** pages in 2022 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.



ADVERTISER NAME MAX 40 CHARACTER COUNT

30 character max. for headline

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

LEARN MORE

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

*REWARDS impressions are not guaranteed.



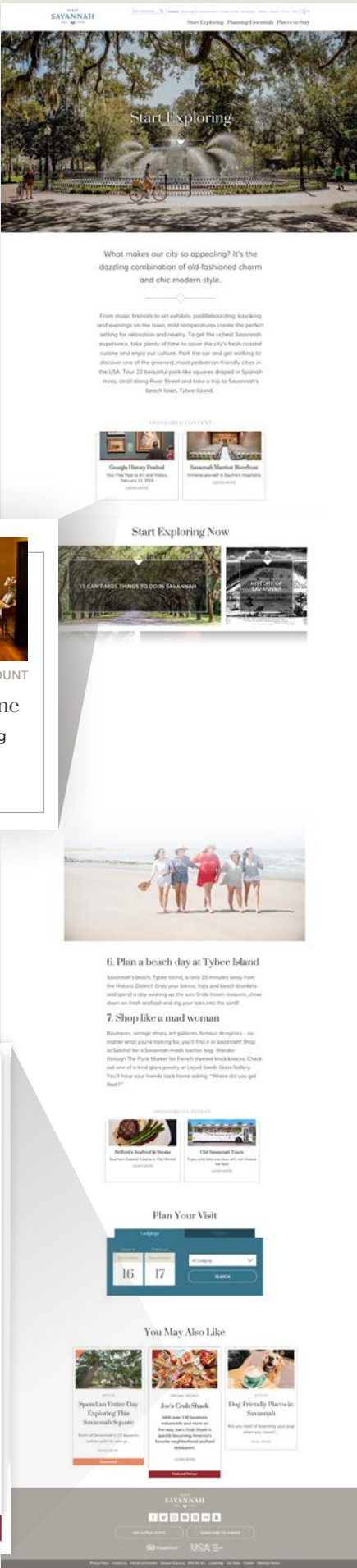
HISTORIC DISTRICT

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



SAVANNAH

Start Exploring

What makes our city so appealing? It's the dazzling combination of old-fashioned charm and chic modern style.

From music, festivals to art exhibits, paddleboarding, kayaking and evenings on the town, mild temperatures create the perfect setting for relaxation and revelry. To get the richest Savannah experience, take plenty of time to savor the city's beach coastal culture and enjoy our culture. Park the car and get walking to discover one of the greenest, most pedestrian-friendly cities in the USA. Tour 23 beautiful parks like squares situated at Spanish moss, stroll along River Street and take a trip to Savannah's beach town, Tybee Island.

SPONSORED CONTENT

George Henry Festival
New Food Truck at Old Market
February 11, 2024

Savannah Market Breakfast
New Food Truck at Old Market
February 11, 2024

Start Exploring Now

15 CAN'T MISS THINGS TO DO IN SAVANNAH

6. Plan a beach day at Tybee Island
Savannah's beach, Tybee Island, is only 20 minutes away from the Historic District! Grab your bikini, hats and beach blankets and spend a day soaking up the sun. Grab frozen drinks, chill about on beach towels and dip your toes into the water!

7. Shop like a mad woman
Boutiques, vintage shops, art galleries, home-stylin' designers - no matter what you're looking for, you'll find it in Savannah's Shop at Satchel for a Savannah-made fashion blog. Wander through The Pine Market for French-themed brick houses. Check out some of our glass jewelry or second-hand Glass Satchel. You'll leave your hands back home asking, "Where did you get that?"

SPONSORED CONTENT

Bella's Avocado & Bread
New Food Truck at Old Market
February 11, 2024

Old Savannah Tours
New Food Truck at Old Market
February 11, 2024

Plan Your Visit

You May Also Like

Spend an Entire Day Exploring This Savannah Square
Savannah Square is a historic square in Savannah, Georgia, known for its beautiful architecture and historic significance.

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.

Top Friendly Places in Savannah
We've got a list of friendly and pet-friendly places in Savannah.

SAVANNAH

USA

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.

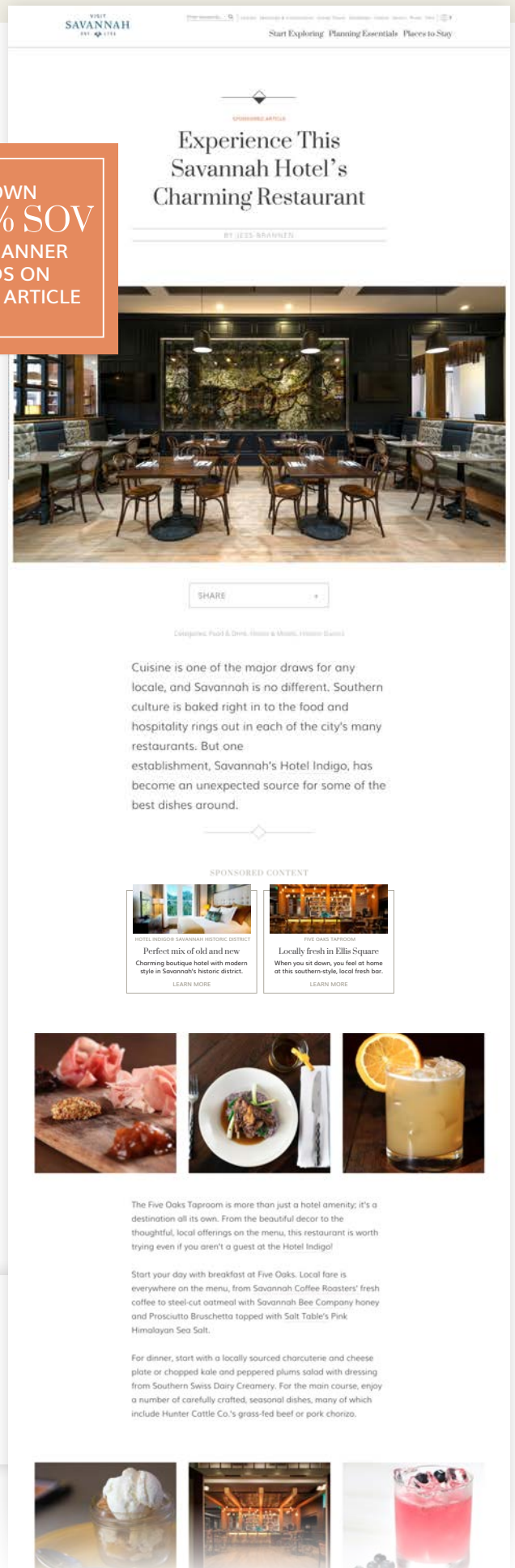
OWN
100% SOV
OF BANNER
ADS ON
YOUR ARTICLE

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 **91k+** subscribers with **100%** SOV.

The custom email yields an incredible **37%** open rate and **3%** 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 special 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.

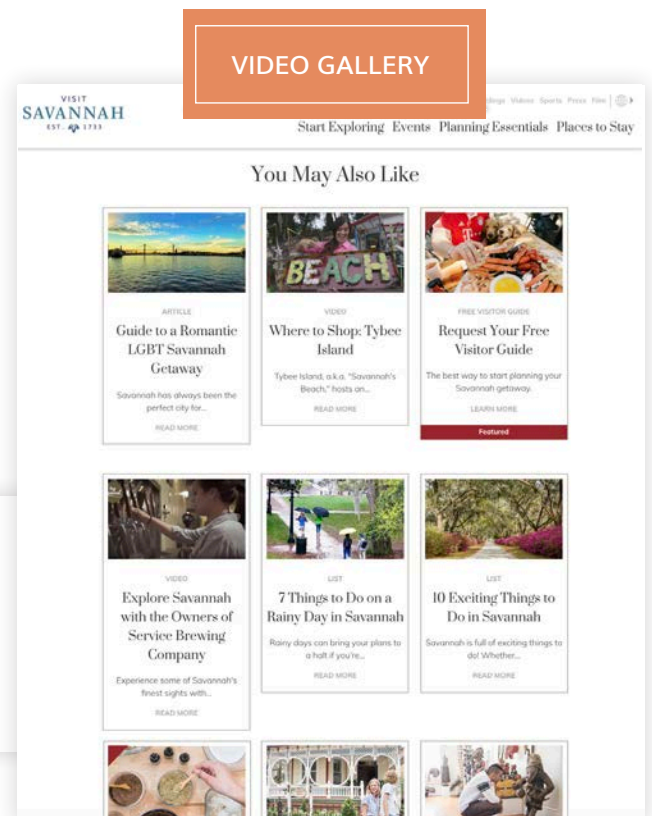
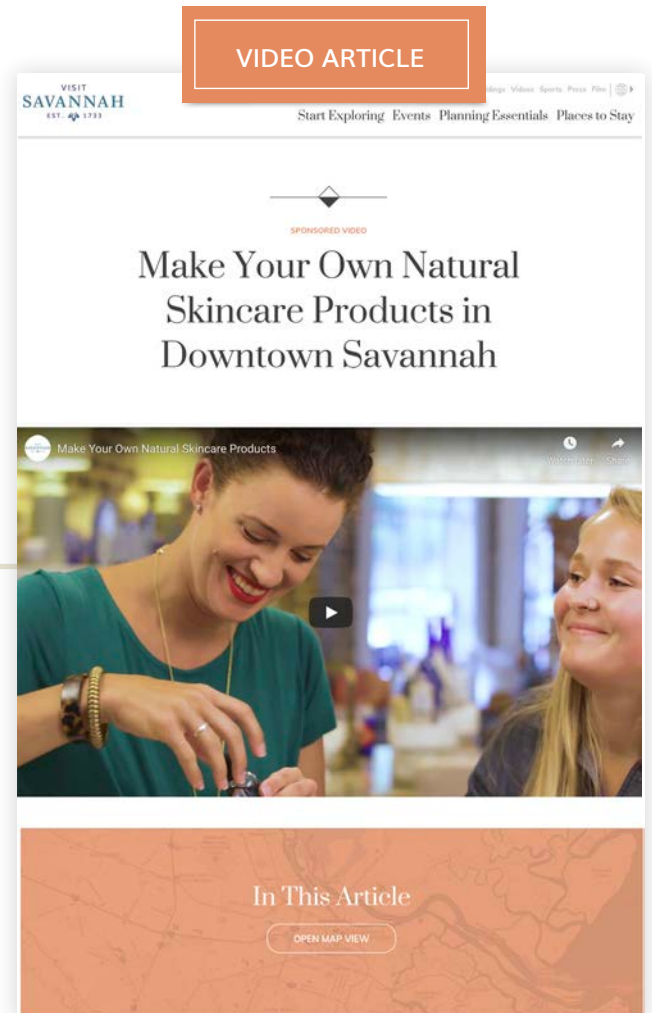
Production

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.

103K
OPT-INS

34%
OPEN RATE

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**

SPONSOR

FEATURED PARTNER

January 26, 2018

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 30-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

Hedled 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 >

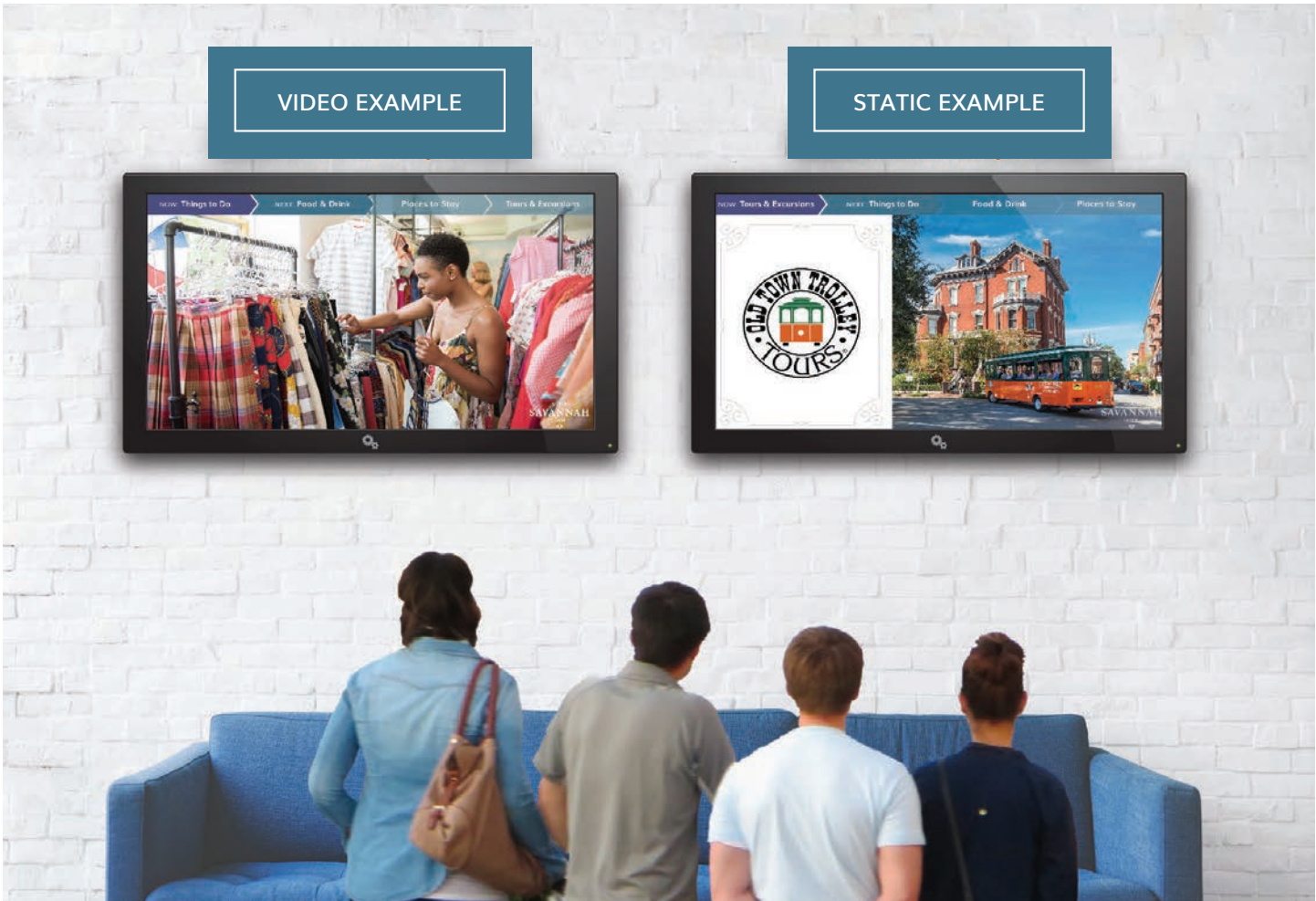
BOOK YOUR TRIP >

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

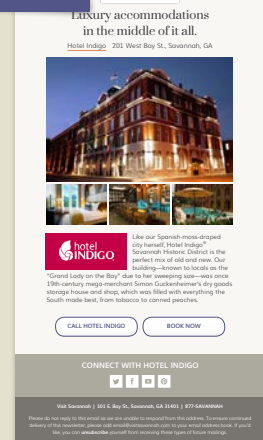
Reach over **3 million** qualified visitors through web and email programming.

3M+
VISITORS

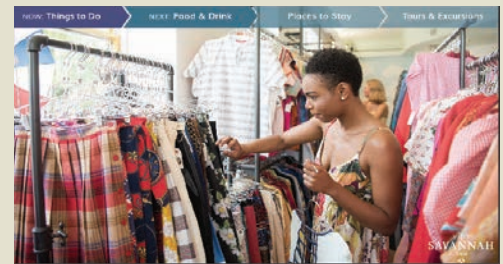


VisitSavannah.com

1.18M
ANNUAL
REACH



Emails



Visit Savannah TV

What you need to know:

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

TO PARTICIPATE IN THE 2023 PROGRAM, CONTACT:

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