

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+

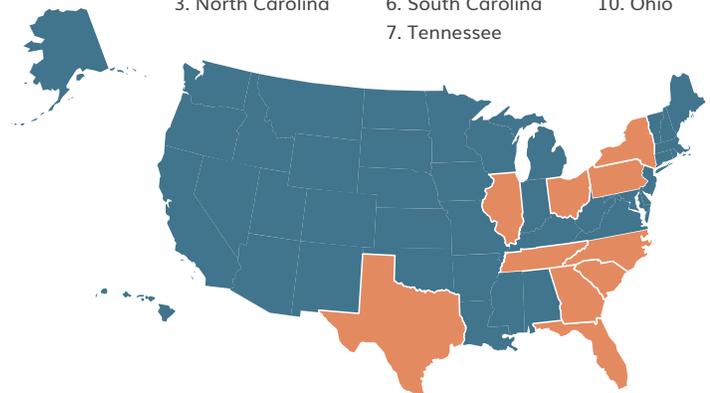


#### Target Segments

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

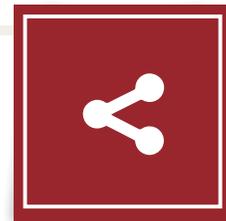


---

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



Average stay: 2.6 nights

Total spent per day: \$8.21M

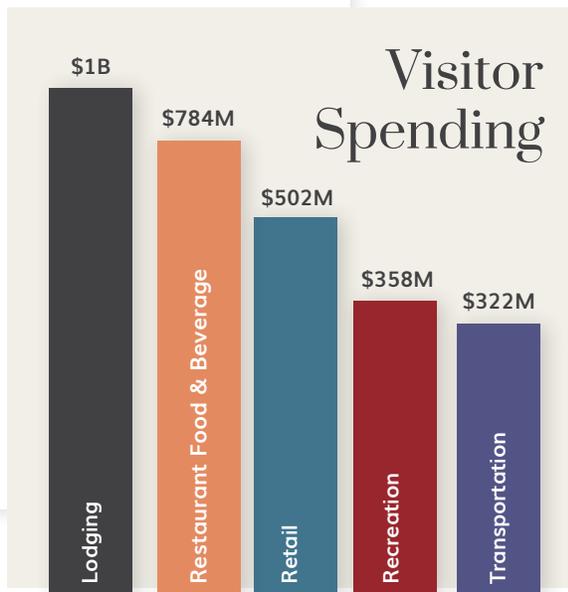
## 12.51 Million Domestic Visitors

### 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



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



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



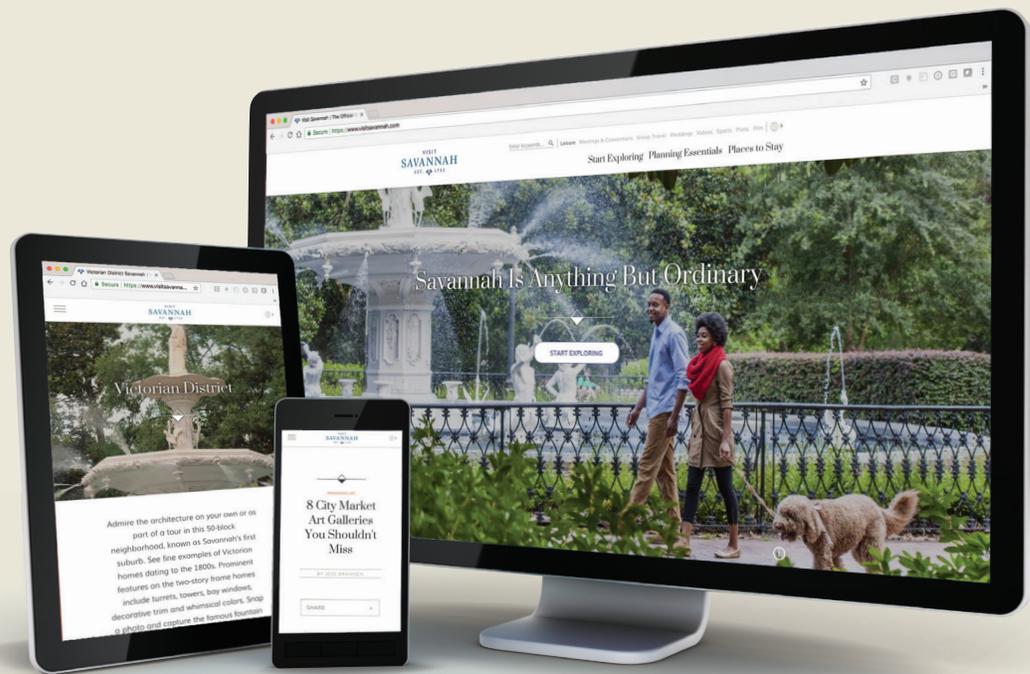
**60%**  
of travel decision makers were female

\*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

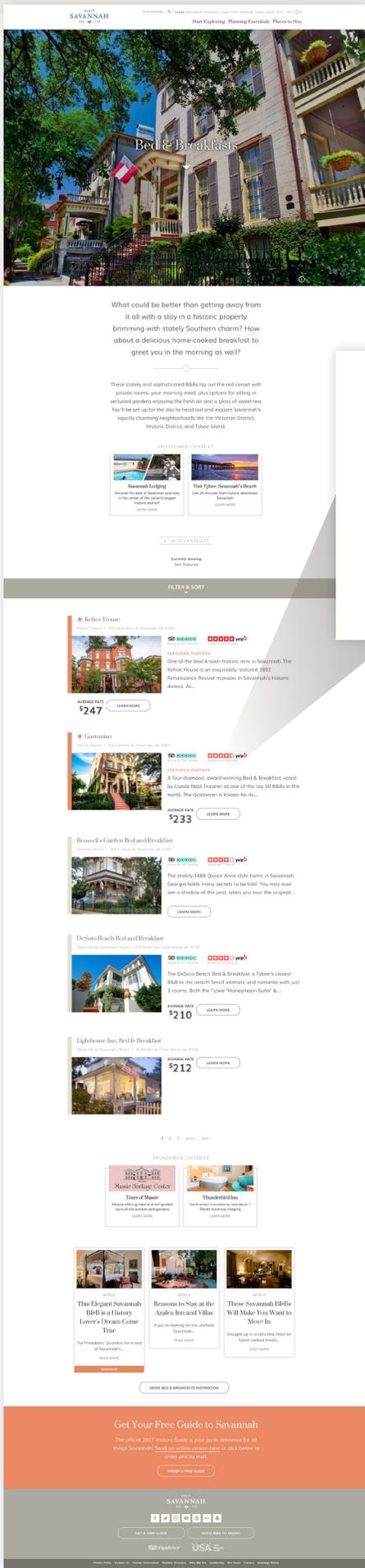
Benefit from a tailored campaign strategy

#5

Leverage our advertiser rewards program

#3

Laser-target your customer



# Featured Business Listings

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**

# Native Advertising

Visitors to [VisitSavannah.com](http://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.



ADVERTISER NAME MAX 40 CHARACTER COUNT  
**30 character max. for headline**  
 65 Character count max, including space for description and punc.  
[LEARN MORE](#)

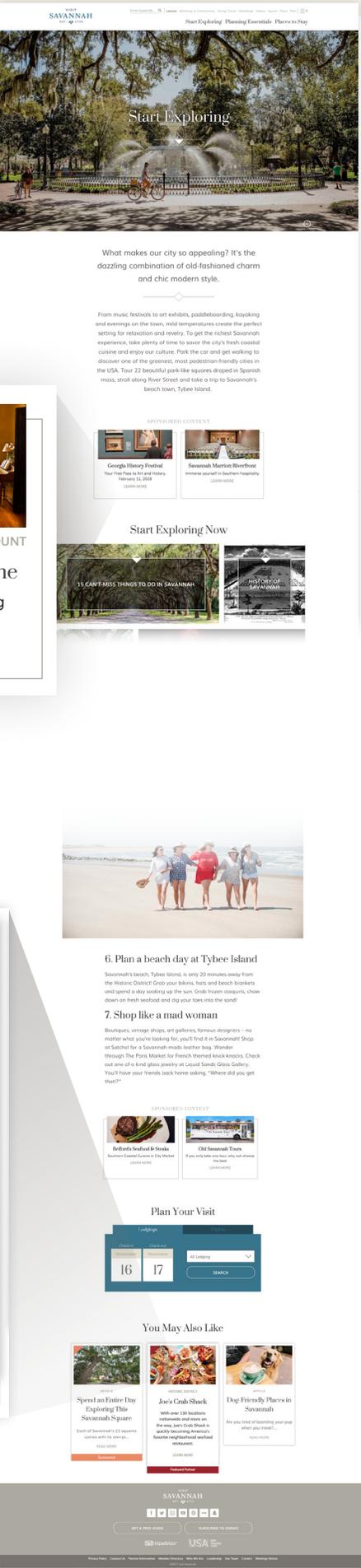
## RATES

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



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: Planning Essentials: Places to Stay

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 fresh coastal cuisine and enjoy our culture. Park the car and get walking to discover one of the greenest, most pedestrian-friendly cities in the USA. Tour 12 beautiful park-like squares draped in Spanish moss, stroll along River Street and take a trip to Savannah's beach town, Tybee Island.

SPONSORED CONTENT

Georgia History Festival  
 Your First Trip to Savannah  
 February 11, 2018

Savannah Market Riverfront  
 Savannah's newest waterfront shopping  
 LEARN MORE

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 bikinis, hats and beach blankets and spend a day soaking up the sun. Grab frozen oysters, show them on beach football and dip your toes into the sand!

7. Shop like a mad woman  
 Boutiques, vintage shops, art galleries, fashion designers - no matter what you're looking for, you'll find it in Savannah! Shop at Satchel for a Savannah-made leather bag. Wander through The Pines Market for French-themed knickknacks. Check out one of a kind glass jewelry at Laurel Sands Glass Gallery. You'll have your friends back home asking, "Where did you get that?"

SPONSORED CONTENT

BelleMe's Krabbed & Bread  
 Beautiful Coastal Cuisine in Historic District  
 LEARN MORE

Old Savannah Tours  
 From the Old Town to the New Savannah  
 LEARN MORE

Plan Your Visit

16 17

You May Also Like

Spend an Entire Day Exploring This Savannah Square  
 Each of Savannah's 12 squares carries its own personality.

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.

Dog Friendly Places in Savannah  
 Are you tired of leaving your pup behind you travel?

SAVANNAH  
 GET A FREE GUIDE  
 SUBSCRIBE TO NEWSLETTER  
 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.

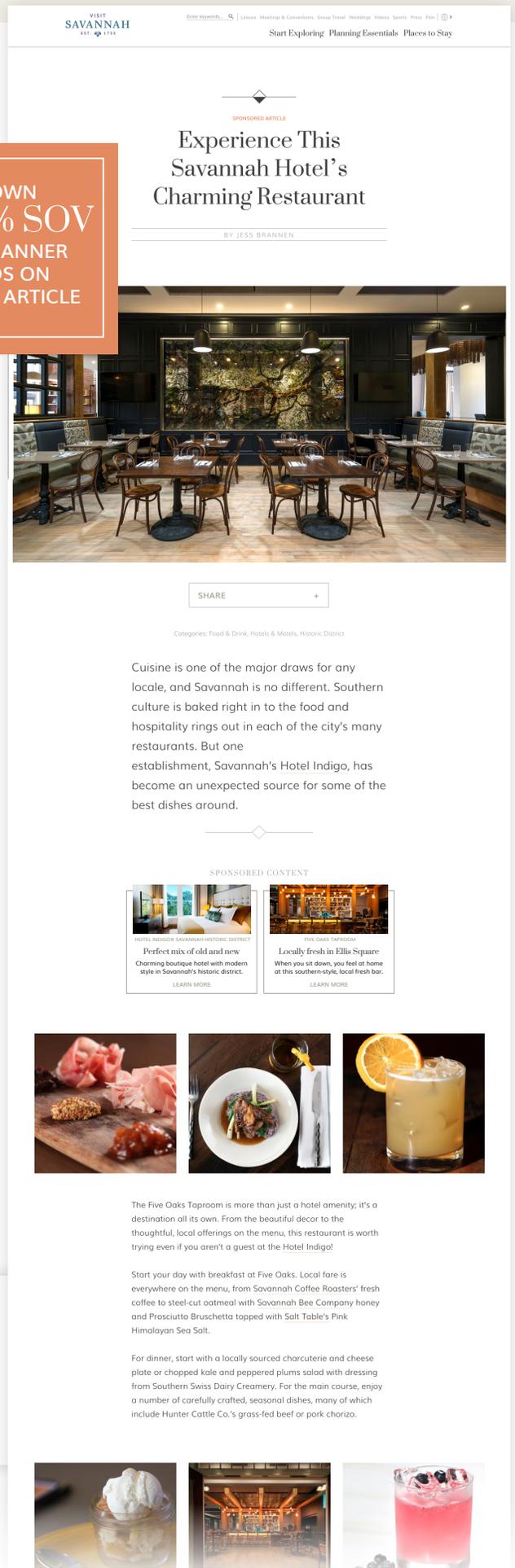
OWN  
100% SOV  
OF BANNER  
ADS ON  
YOUR ARTICLE

## 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**



# 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.

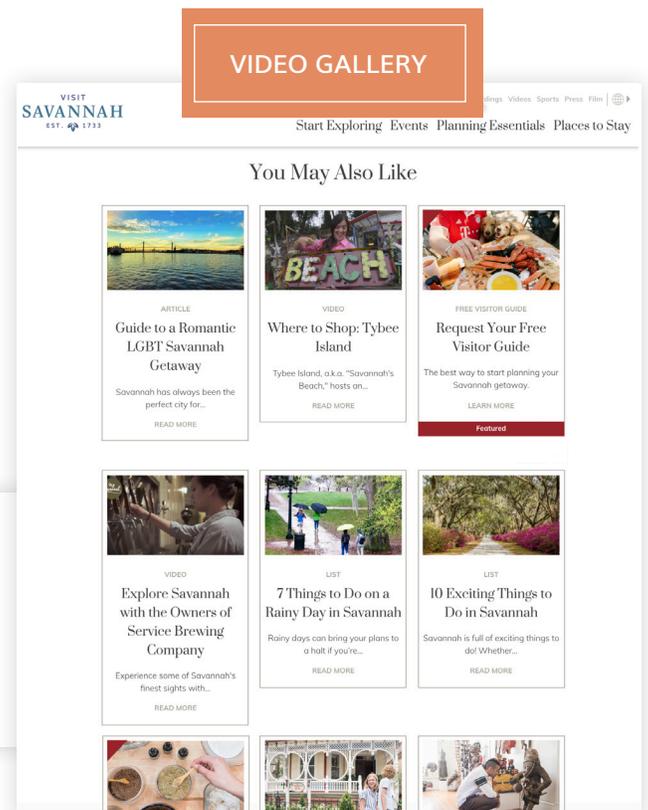
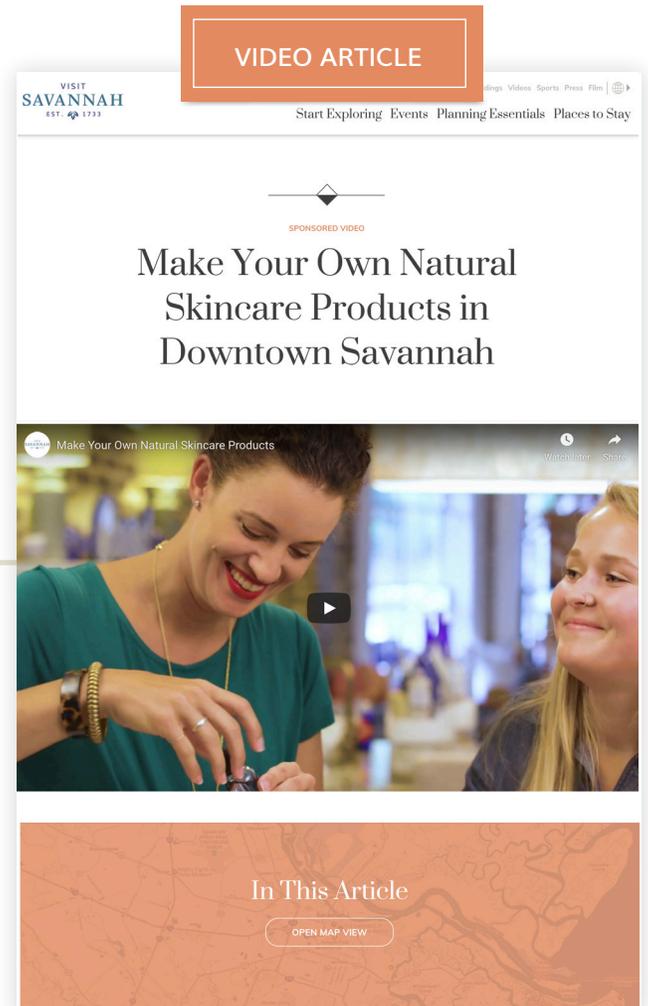
#### Production

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.

<b>1.18M</b> ANNUAL REACH	<b>98K+</b> OPT-INS	<b>18%</b> 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

### 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 Savannah's 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

Belloro's Seafood & Steaks  
Experience some of the South's finest cuisine at Belloro'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](#)



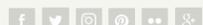
#### Get a FREE 2018 Savannah Official Visitor Guide!

[Order Now](#)

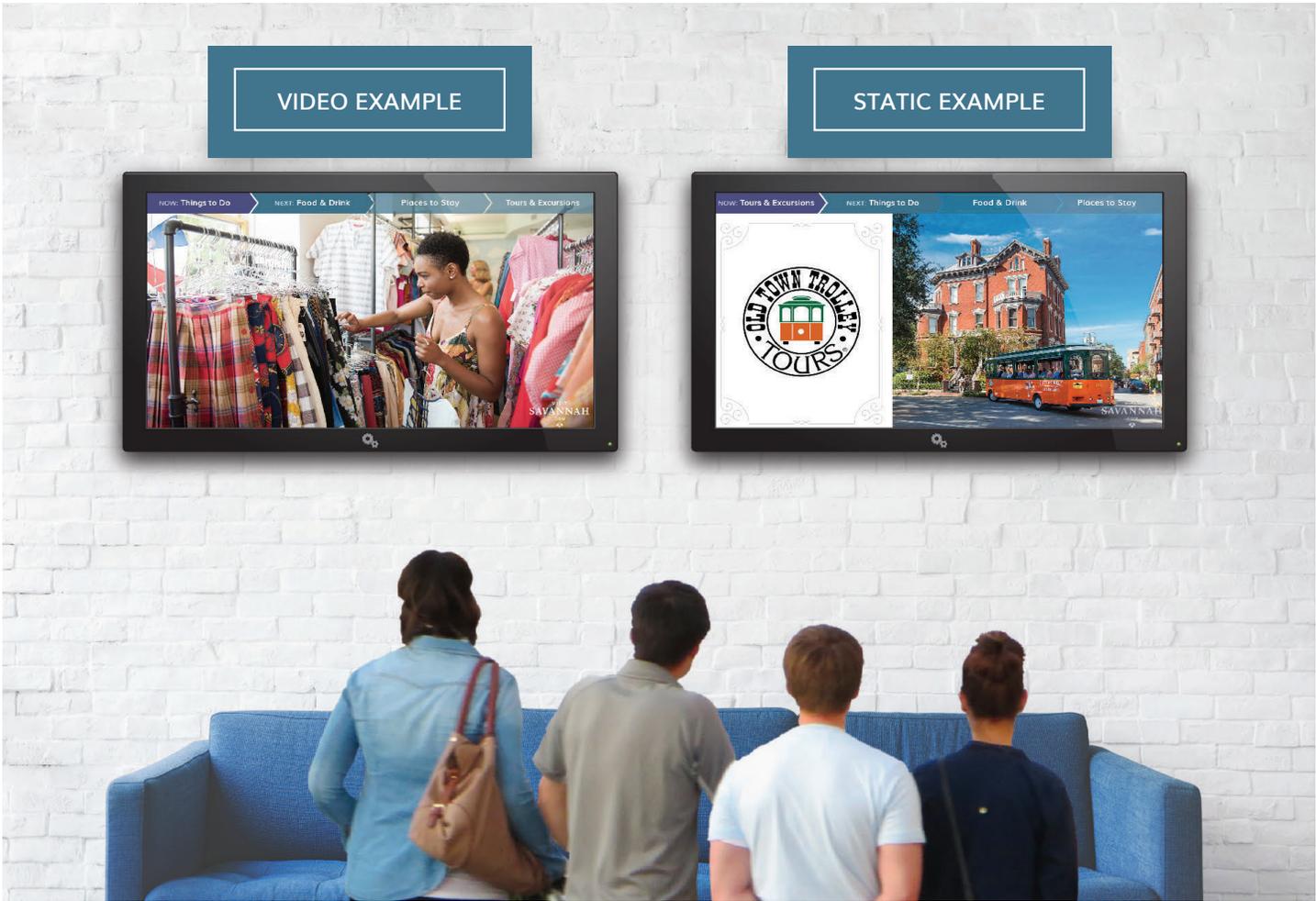
[BOOK YOUR TRIP](#)

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**

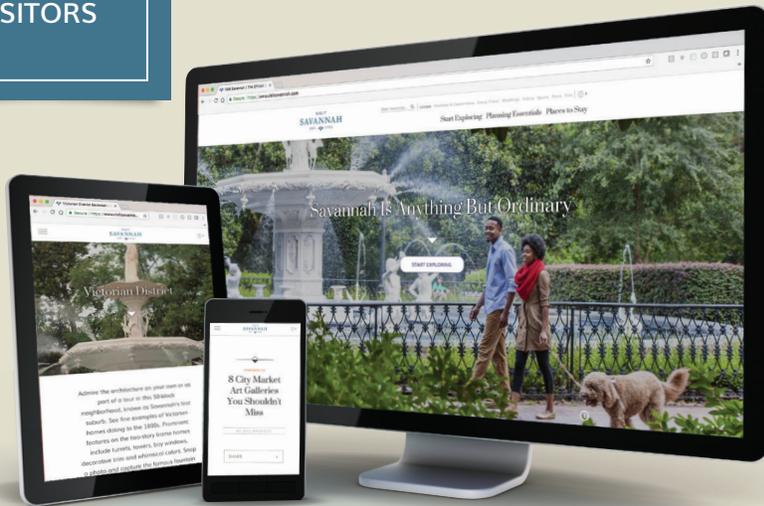
VIDEO AD W/ NO  
PRODUCTION NEEDED:  
**\$1,000/YEAR**

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

# Program at a Glance

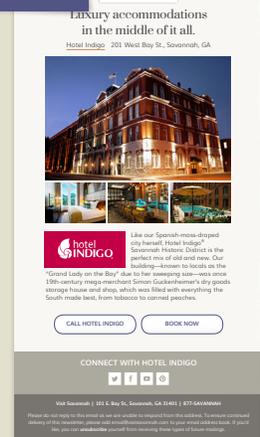
Reach over **2.3 million** qualified visitors through web and email programming.

**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