

A scenic view of a tree-lined path in Savannah, Georgia, with two women walking in the distance. The path is paved and flanked by a white wooden fence. The trees are large, mature oaks with thick trunks and dense foliage, creating a canopy over the path. The ground is covered in fallen leaves and pine needles.

VISIT SAVANNAH

TOURISM TRENDS

PARTNER PROGRAMS

miles
PARTNERSHIP

With You



Jeremy Harvey
Vice President,
Communications &
Marketing
Visit Savannah



Carrie Koenig
Senior Vice President,
Sales & Marketing
Miles Partnership

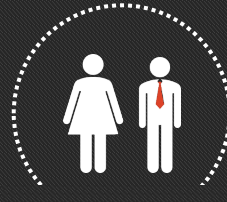
Agenda

1. American traveler trends
2. Tourism marketing evolution
 - Content
 - Social
 - Personalization
3. 2018 Visit Savannah partner programs
4. Measuring beyond the click

By the
numbers



100% travel



200+ travel
experts



7+ year
average client
relationship



70 million
visitors to
clients' websites



\$33 million+
in industry
participation

Meet our clients



WHITE PAPERS

measure what matters

not all clicks are created equal: measure quality over quantity

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

The average American Traveler uses **140 websites** in the researching and booking phase, making the **path to conversion incredibly complex**. In order to truly understand which campaigns are worthy of your marketing budget, you have to look beyond the click, measuring engagement and goal completions for each campaign (quality over quantity).



miles
PARTNERSHIP

Miles Partnership markets destinations and hospitality businesses by working with state and convention and visitors bureaus, hotels and other organizations in the tourism industry to forward-thinking digital and print content-marketing solutions.

travel and tourism marketing essentials

A summary of critical travel stats, trends and best practices every tourism marketer should have in their tool kit

Version 1.0 2019



content that travels



the value of print

a summary of travel and tourism research

A summary of independent research on the reach, influence and impact of printed guides and printed advertising on US leisure travelers

Version 1.0 2017

AT A GLANCE

Print use by US leisure travelers

(Source of research: See pages 2 and 4)

53%
of US travelers report using a printed resource in planning their travel in the previous 12 months

896 million
trips were taken in the last 12 months by this group of US travelers

24%
of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip

400 million
leisure trips were taken by this group of US travelers in the past year - spending an estimated \$161 billion



67%
of readers of official visitor guides indicate that they visited the destination after receiving the guide

88%
of readers who were undecided indicated that the official visitor guide influenced their decision to visit

Official visitor guides are used by up to **79%** of visitors to make specific planning and booking decisions on their trip. Visitors use the official visitor guides to make decisions on the following:

- 79% activities and attractions to enjoy
- 54% places to eat or enjoy
- 21% places to stay



PROFILE OF VISITOR GUIDE READERS

- Slightly older
- Skewed Female
- Significantly more Affluent

56%
are female

53 years
old (avg)

\$93,000
household income

73%
are married

miles
PARTNERSHIP

Miles is one of the world's leading marketing agencies working with Destination Marketing Organizations (DMOs) in 80+ destinations across the US and around the world. We publish, develop and support more than 100 of official visitor guides and destination websites and work with thousands of tourism businesses in these cities, states, regions and countries.

A blurred background image showing a group of people in a social setting, possibly a cafe or office lounge. In the foreground, a person with dark hair is looking down at a tablet. Behind them, another person with curly hair is also looking at a device. The scene is dimly lit with warm, bokeh-style light sources in the background.

2017

Massive technology shift

EMPOWERING ALWAYS ON LIFESTYLE

- Mobile takes over
- Channel explosion
- Complex planning landscape



May, 2015



#MOBILEGEDDON

It's Official: Google Says More Searches Now On Mobile Than On Desktop

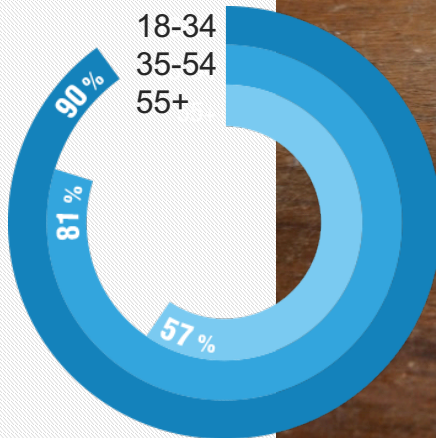
Company officially confirms what many have been anticipating for years.

Greg Sterling on May 5, 2015 at 12:34 pm

CONSTANT CONNECTIVITY

Smartphone usage is reaching **100% of under 25s population** in some markets, like Scandinavia

SMARTPHONE PENETRATION IN THE US



COMSCORE GLOBAL
MOBILE REPORT 2015



CONSTANT CONNECTIVITY

We check our phones
150 times a day



87 %

of smartphone users always have their
smartphone at their side, day, and night

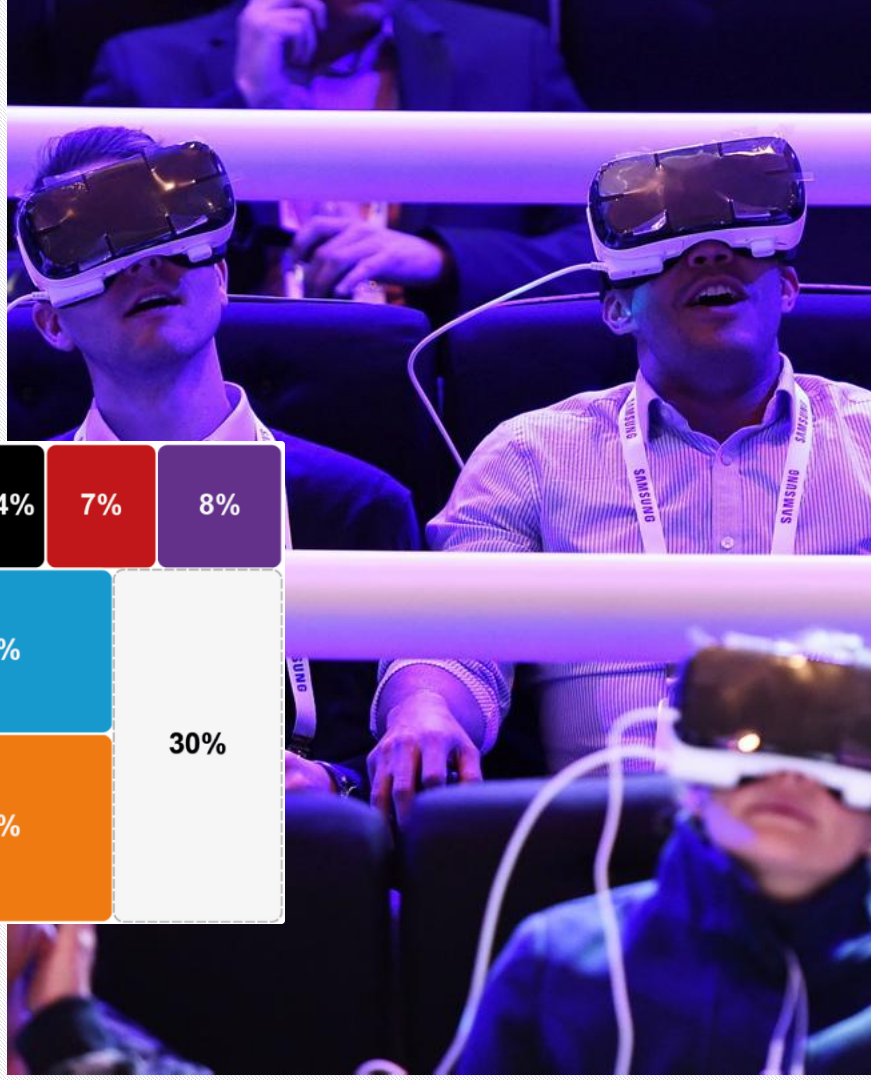
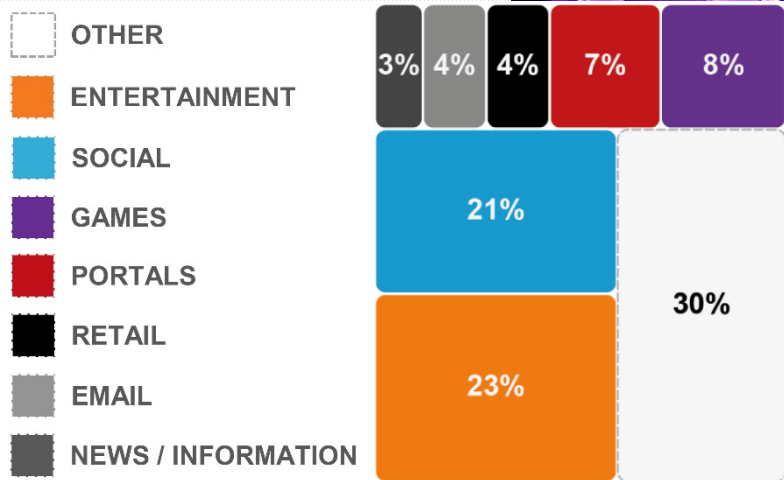


68 %

say they check their phone within
15 minutes of waking up in the morning

MASSIVE DIGITAL CONTENT CONSUMPTION

SHARE OF CATEGORY DIGITAL
TIME IS SPENT ON IN THE US



2017 Traveler

Millennials

This is the most
connected
generation ever

71% use a
smartphone to
plan travel



*The hyper
informed*
traveler

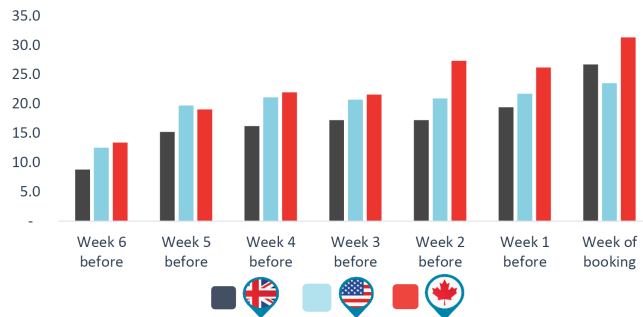
Before booking: 140 travel website

Number of visits to travel sites
made by bookers 45 days
before booking:



Expedia
MediaSolutions

Average Travel Site Visits per Week
(Number of travel sites visited per week, Dec '15-Feb '16 aggregate)



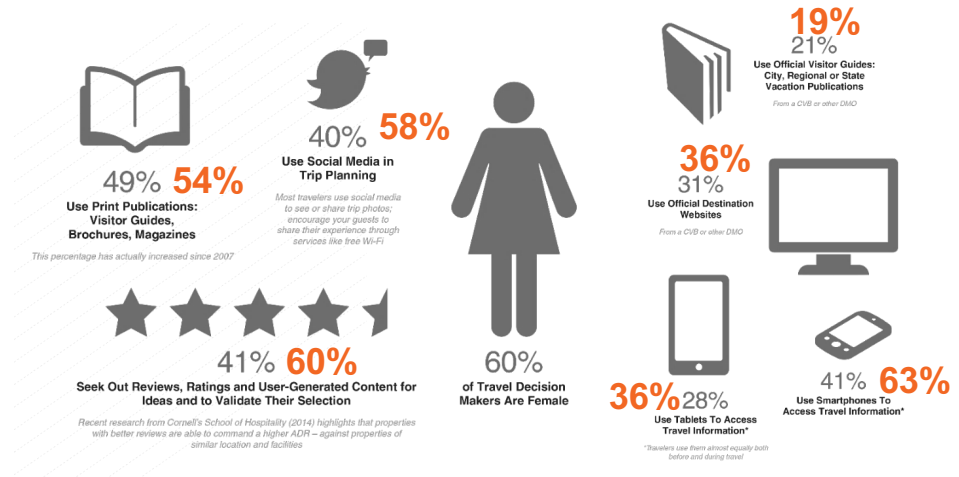
Data Source: comScore UK, US and CA Desktop Panel, Custom Path to Booking Visitation Analysis, Weekly Visits per User, Dec '15 - Feb '16. Average Travel Site Visits per Week (Number of travel sites visited per week by the average segment member, Oct '15-Feb '16 aggregate)

DMO/OTA Cross Shop Sessions

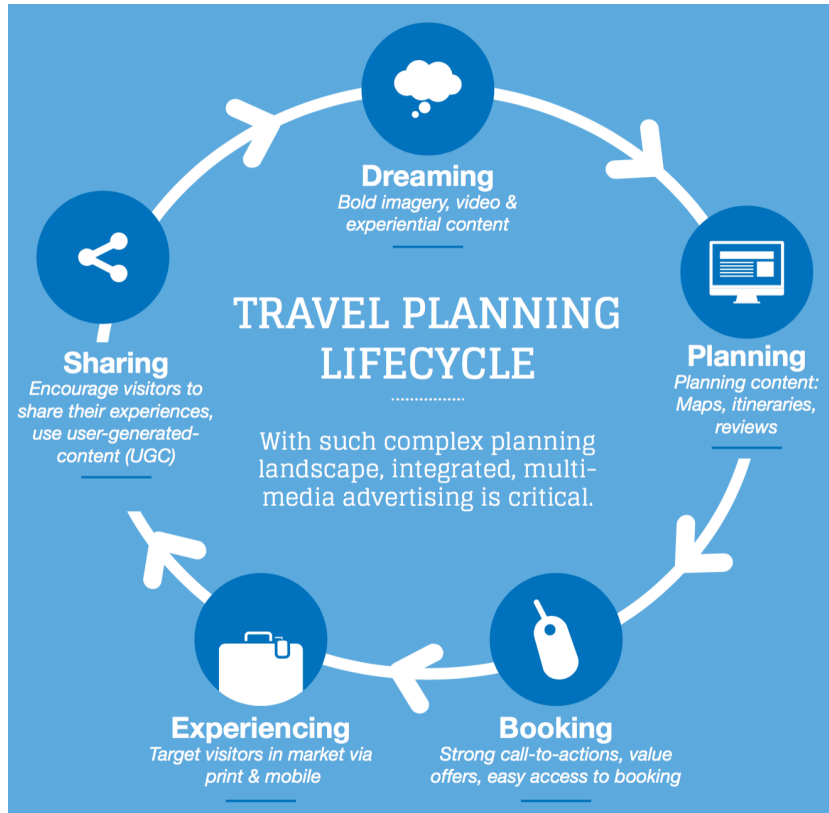


2016: Shifts in Media Usage

The hyper
informed
traveler



Digital Reach Through the Lifecycle



Evolution of Tourism Marketing





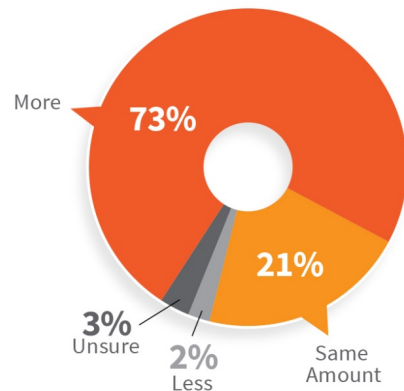
Content Marketing

**“80% of all trip planning
begins in the search bar.”**

Google, 2014

Content Creation

Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?





**'We want to
become world's
largest publisher
of travel content'**

*David Beebe
Marriott International Creative and Content
Marketing Chief*

Travelers are
explorers, not
tourists

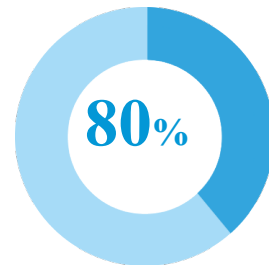


Content

that inspires travel

Things To Do Content

80% of Visitors who were influenced to visit researched activities and attractions



Conversion Study of 13 DMOs

902
Shares

JULY 9, 2015

Golden Gate Bridge

10 THINGS NOT TO MISS IN SAN FRANCISCO

By Angela Jackson

One of the nicest things about visiting San Francisco is that, although the city is "big" in terms of attractions and amenities, it is geographically small – only 49 square miles. Consequently, it is very easy to see and do a great many things in a short period of time.

It is also easy to spend weeks in San Francisco and still not experience everything the city has to offer. Here is a suggested list of the top 10 things not to miss in San Francisco, according to the San Francisco Travel Association:

857



19

SPONSOR AD



SAVE UP TO 35% ON SAN FRANCISCO HOTELS.

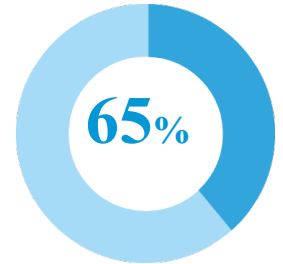
BOOK NOW

Content

that inspires
travel

Women Rule

Women made up >65% of website users who were influenced to visit the destination



SEEK OUT:

Things to Do Content: Top Lists, Family Activities, Neighborhood Content & Deals

Images: Couples, Family, People in Photos, UGC/Social

Conversion Study of 13 DMOs

Experiential Content

IN PICTURES / MODERN HONOLULU HOTEL VIDEO AND PHOTO LIBRARY

Step inside and you'll immediately sense: This isn't Waikiki as you know it. Our design story is but one element that defines THE MODERN HONOLULU -- and certainly its most uncommon. Every element is original, authentic, or custom-designed to enhance your experience.



EXPLORE OAHU / DESTINATION EXPERIENCES

Our Waikiki resort hotel is steps from the bold Pacific and its iconic beaches; the haute shopping, the globally-inspired dining; the open-to-anytime meets relaxing.



ECO TOURS

Our eco-tours take you where mountains tumble into secret beaches, waterfalls hide, Diamond Head peaks and exotic gardens bloom.



EXPLORE SHOPPING

Let us point you to the world's largest outdoor shopping center, Waikiki's Luxury Row or the Rispide of Oahu shopping, our designer outlets.



EXTREME

May we introduce you to extreme Oahu? Rent a sport bike or luxury auto, swim with sharks, skydive or pilot a vintage aircraft over Pearl Harbor.

THE STORY | ADDICTION | MODERN LIFE | EVENTS

MODERN LIVE

A digital magazine covering the latest events, experiences, photos and reviews of THE MODERN HONOLULU and the Waikiki area.

[PREVIOUS](#)[SHOW ONLY](#)[ALL](#)[ARTICLES](#)[EVENTS](#)[PHOTOS](#)[MENTIONS](#)[NEWS](#)[NEXT](#)

ARTICLE

THE KING OF POP-UPS MARK NOGUCHI

MARCH 22, 2014

Markets roared among the urban elite across the nation last month's "Shrimp-Up" dining event. In Honolulu, culinary leaders are embracing the pop-up dining experience local farmers have often in temporary or "temporary" space from other, established eateries after they've closed or on dark nights.



ARTICLE

SWIMMING WITH SHARKS

MARCH 21, 2014

Swimming with sharks is a "research-based" experience off Oahu's coast. Sharks, a vital group "sharks in the water" that feed, Ocean Ramsey, sustainability advocate, "Sharks" as naturally as you, swimming with sharks has a sport say. I feel the same. Just that all change in the last 20 minutes.



PHOTO



PHOTO



ARTICLE

STRANGER THAN FICTION

MARCH 15, 2014

When best-selling romance novelist Jane Fonda broke herself up against a book deadline -- she wrote off at least four novels a year -- she put up a wall with no entry for books, and no open. No children, she has moved on TV, no distractions from life. However, "M" is exactly what attracted her in 2004 when she took a 100-degree bath, and the idea for a new novel led her down a path to Hollywood stardom.

[Bishop Museum](#)[Luxury Row](#)

Take a
**science-based
approach**



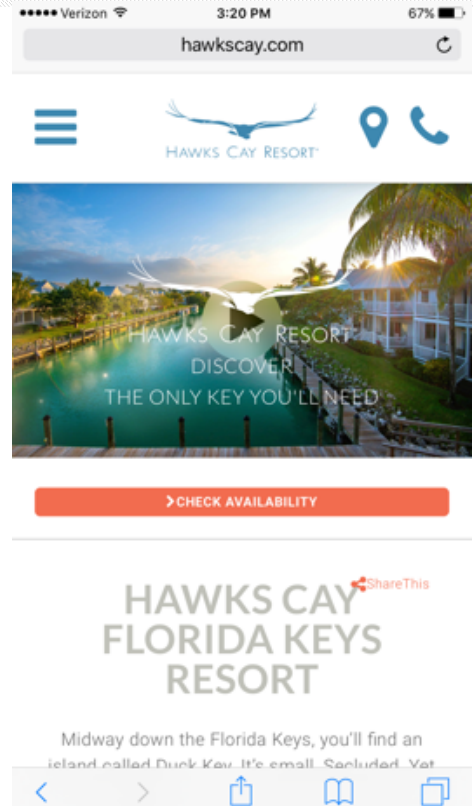
Hospitality case study

- Search marketing strategy to reach new potential guests who are researching a specific vacation experiences
- Resort experiences + keyword research = targeted content



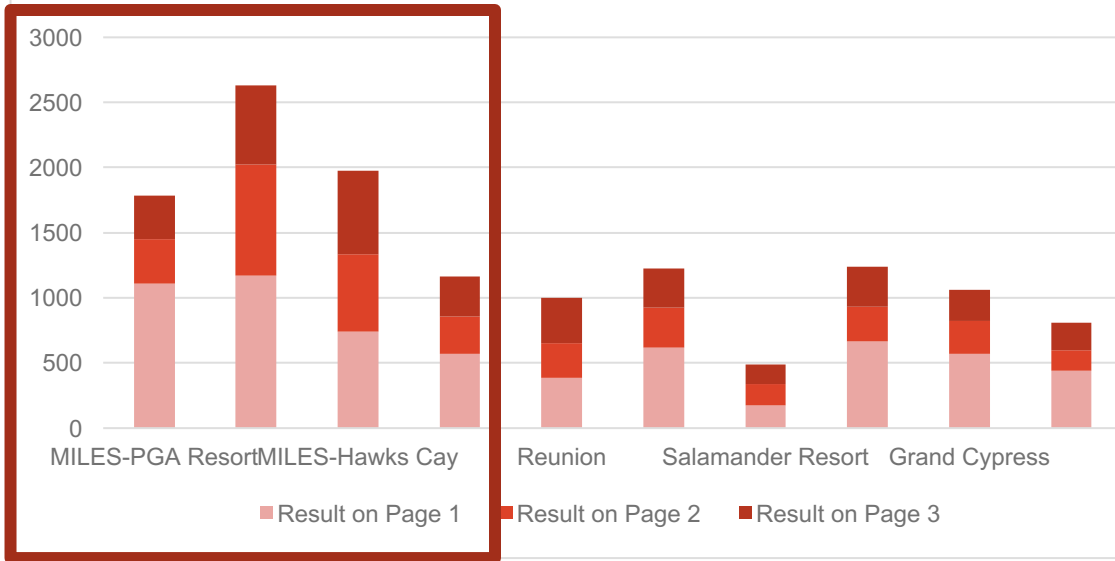
Hospitality **case study**

- 87 new page 1 search rankings
- 10,000+ new visitors
- 1,000,000 UV's per year
-



Organic search results

Google Page Rankings - Florida Resort Comparisons
All Keywords: Placement for page 1, 2 and 3 for Google Search





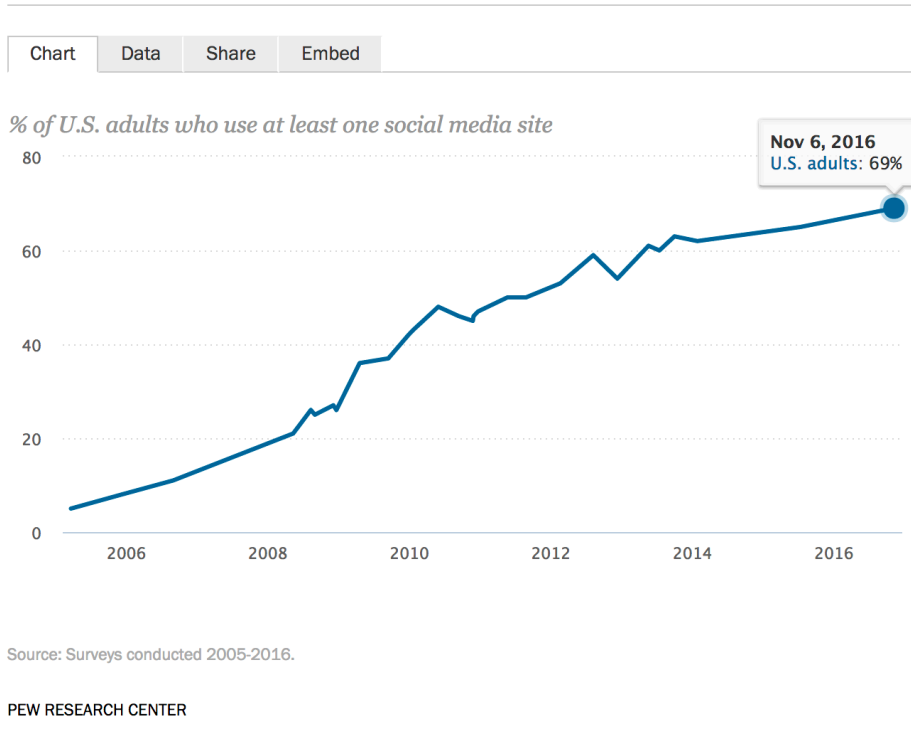


Social

Travel-planning lifecycle

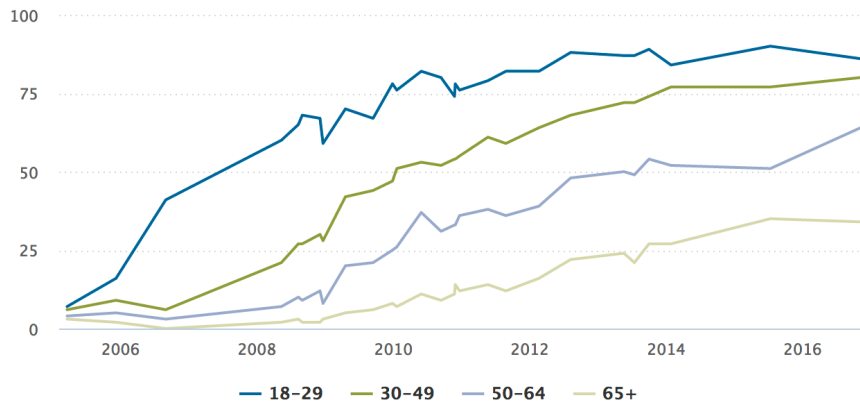


Social usage



Social usage

% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2016.

PEW RESEARCH CENTER

Which online sources typically inspire you to start thinking about your leisure trips?

| | | | |
|---|-----|---------|-----|
| Social networking, video or photo sites (Net) | 81% | YouTube | 35% |
| Search engines | 57% | Google+ | 11% |
| Travel review sites/apps | 36% | | |
| Destination-specific sites/apps | 26% | | |
| Daily Deal sites/apps | 23% | | |

Art and science of social

CONNECT

**Find visitors before
they arrive**

INFORM

Answer questions

Add value



ENGAGE

Know your audience

Sharable content

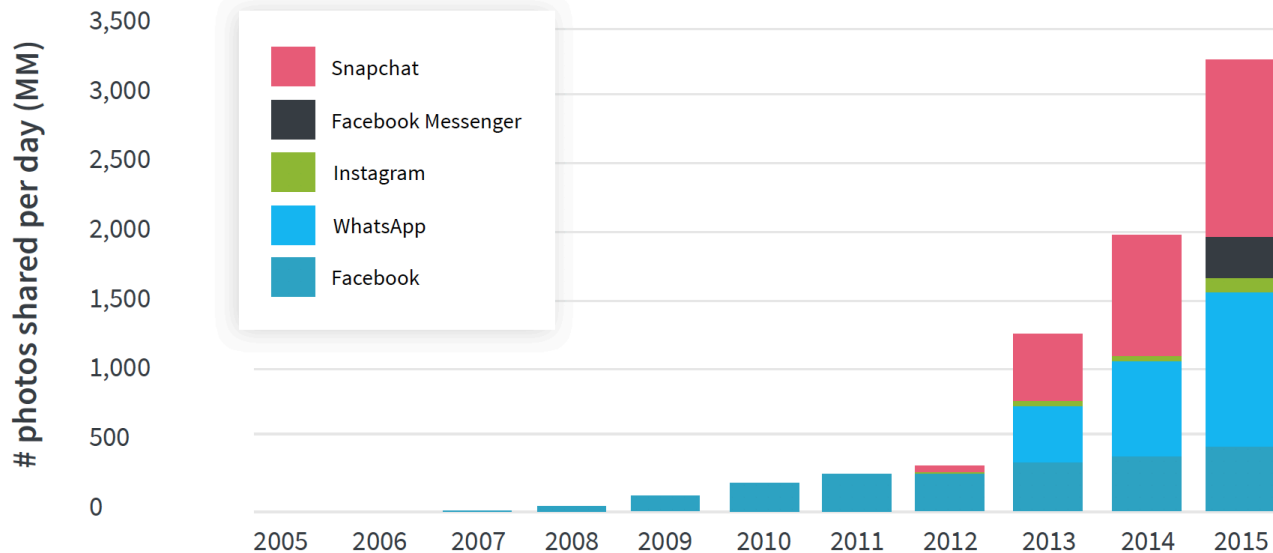
Key reminders

social story- telling

- Emotion is key
- Story-telling is a must
- Content must be portable
- Social content planning
 - Listen
 - Prepare
 - Engage
 - Adapt



Image sharing is exploding



Source: Mary Meeker, KPCB Internet Trends 2016

Image sharing is exploding



700 Million

170 NOTES APRIL 26, 2017



We're thrilled to announce that our community has grown to more than 700 million Instagrammers. And the last 100 million of you joined faster than ever.

We've made it even easier for people across the globe to join the Instagram community, share their experiences and strengthen connections to their friends and passions. With new features like stories, live video and disappearing messages in Direct, people now have more ways than ever to express themselves and feel closer to what matters to them.

From all of us at Instagram, thank you!

#INSTAGRAM NEWS, #INSTAGRAM



Image sharing is exploding

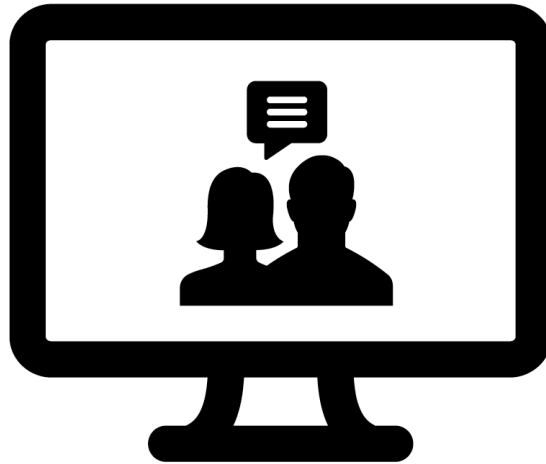
A hand holding a smartphone displaying a photo of a person in a blue shirt. The background is a blurred desk with a keyboard and papers.

80 million photos/day

Visual decision-making is here

65%

of consumers trust
word of mouth on the
web over advertising



Visual decision-making is here

Option A

A healthy and delicious way to start your day, with the freshest seasonal fruits, and nutritional powerhouses like chia, ginger and turmeric.

Option B



Visual decision-making is here

Which did you pick?

90% choose Option B

Hospitality case study

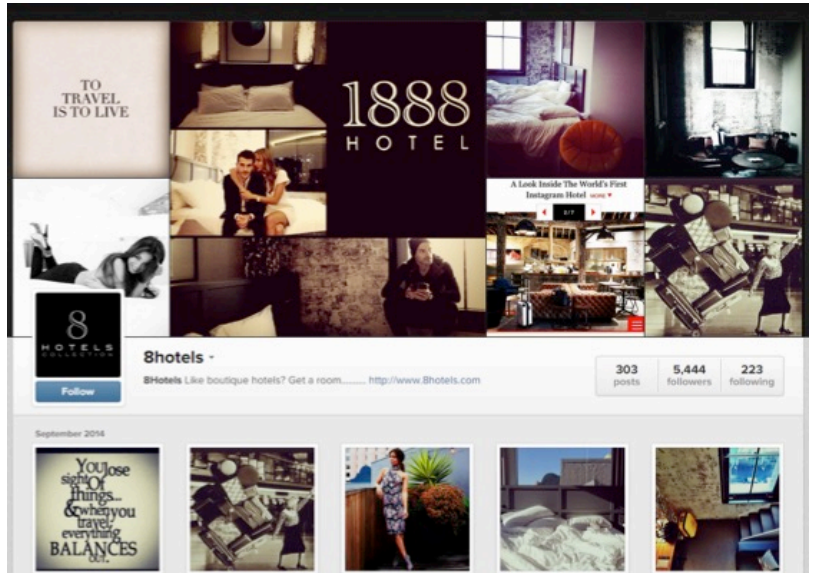
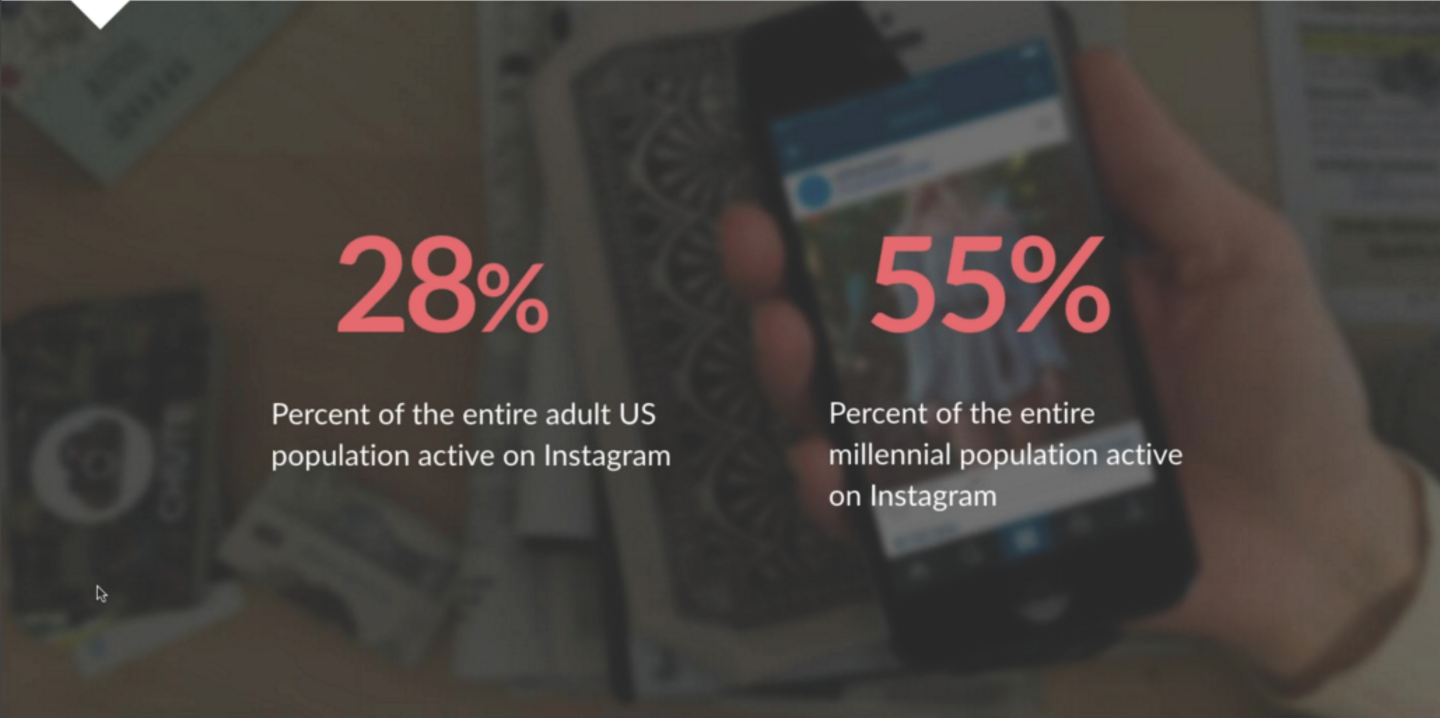


Image sharing is exploding



28%

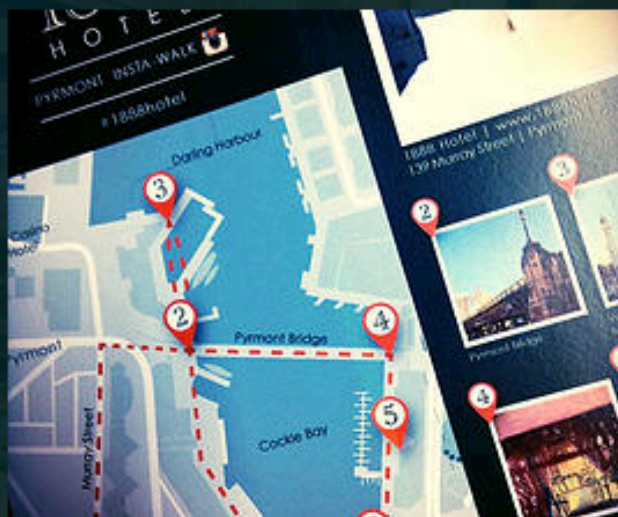
Percent of the entire adult US population active on Instagram

55%

Percent of the entire millennial population active on Instagram

adventures in videos or photographs to share them with the world. We just wanted to make it a little bit all!

INSTA-WALK



8Hotels has worked with a local fashion blogger, Emily Fang from Little Black Book, to create a Pyrmont Insta-Walk: the ultimate 45 minute stroll around the hotel and Sydney's Darling Harbour for taking photos. Socially conscious guests have been really excited by the prospect of

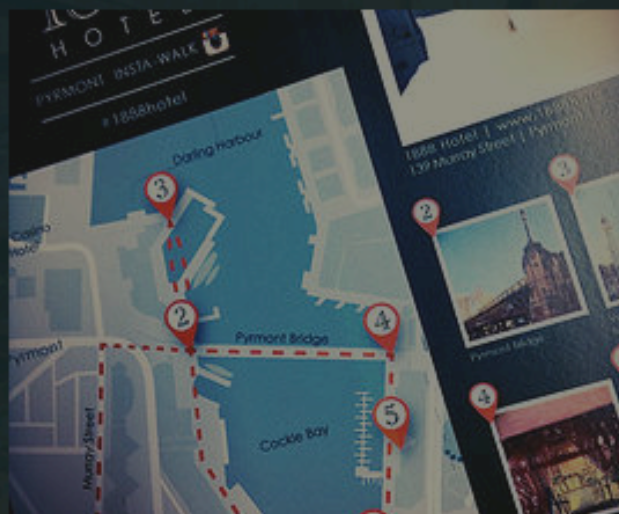
SELFIE SPACE



A 'Selfie' space in the lobby of 1888 has been installed where guests can take pictures and tag #1888Hotel. Their image will instantaneously appear on the screens near reception.

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SELFIE SPACE



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THE WORLD'S FIRST "INSTAGRAM HOTEL"

We all, as travellers, have always captured our adventures in videos and photographs to share them with the world. Now it's more fun! **1888 Hotel is the place to Instagram it all!**

10K FOR A FREE STAY

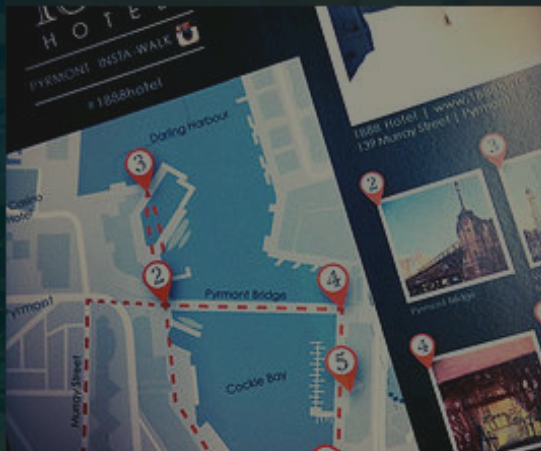


Instagram users with more than 10,000 followers can **REDEEM A FREE NIGHT** stay at the hotel by simply emailing their request to

reservations@1888hotel.com.au.

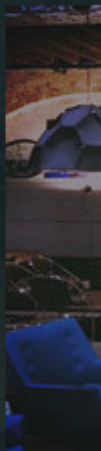
Their booking can be organised for an immediate stay or a voucher will be issued for redemption on future stays until

INSTA-WALK

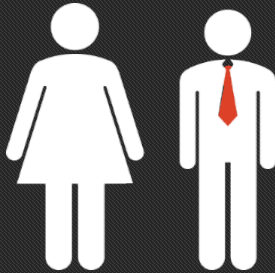


1888 Hotels has worked with a local fashion blogger, Emily Fang from Little Black Book, to create a Pyrmont Insta-Walk: the ultimate 45 minute stroll around the hotel and Sydney's Darling Harbour for taking photos. Socially conscious guests have been really excited by the prospect of finding beautiful snaps to make their own

SELFIE



A 'Selfie' has been in the news a lot recently. Pictures of people taking selfies will instantly go viral on social media. Near the hotel, there is a 'Selfie' spot where guests can take a selfie with the hotel building in the background.



Make it Personalized

Consumers
**embrace
personalization**

- **85%** of consumers know that websites track their online behavior and understand in enables presentation of more relevant content
- **75%** prefer that retailers use their personal information to improve experience
- **64%** of companies are planning to deliver more personalized experiences to visitors on mobile devices

Personalization

on all levels of web experience

ACQUIA®

SOLUTIONS PRODUCTS CUSTOMER SUCCESS PRICING PARTNERS RESOURCES ABOUT



Support | Developers | Blog | Contact Us | Login

THINK AHEAD.

Search



Freedom to Innovate

Global organizations use the Acquia Platform to build world-class digital experiences that deliver transformative business results.

LEARN MORE

LIVE DEMO

- Unifies customer data across all channels
- Cross-channel historical and real-time behavior targeting
- Real-time segmentation and personalization
- Directly taps into CMS system of the site

Personalizing Content experiences

- Target by geography
- Target by behavior
- Target by source



Personalization words

Branson case study



Pages Per Visit

2.69

Not Targeted

5.25

Smart Content



Average Visit Duration

2:17

Not Targeted

5:13

Smart Content



Bounce Rate

51%

Not Targeted

28%

Smart Content



% of Traffic Segmented

81%

Not Targeted

19%

Smart Content



95%

Last Month: 94%



128%

Last Month: 126%



45%

Last Month: -43%

A photograph of a garden scene. In the foreground, a rusty, vintage-style watering can sits on a dark, textured stone ledge. The watering can is light blue with significant rust and has a wooden handle. To the left of the can are some green ferns, and to the right are tall, thin grass-like plants. The background shows a lush green lawn, various trees, and a building with a red-tiled roof. The overall atmosphere is peaceful and slightly nostalgic.

Importance of Tourism

Size of Travel & Tourism

Domestic Tourism

Direct Visitor Spending

\$749 billion

↑ **3%**
(2014-2015)



International Tourism



Direct Visitor Spending

\$179 billion

↑ **10%**
(average growth 2009-2015)

\$928 billion

Total Direct Visitor Spending

Savannah Tourism Insights



ANNUAL VISITORS

13.9 MILLION



SPENDING

\$2.23 BILLION

Visitor Spending

\$962M

Lodging

\$721M

Restaurant Food & Beverage

\$478M

Retail

\$335M

Recreation

\$303M

Transportation

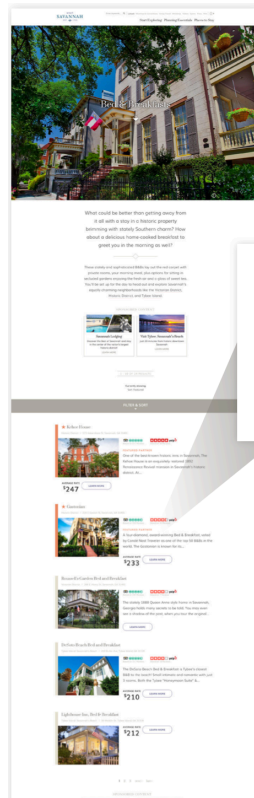


Partner Programs

Featured Listings

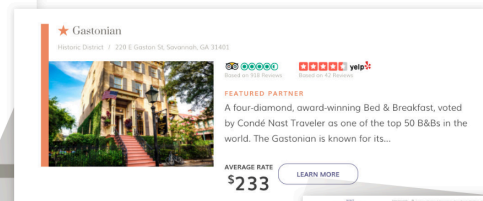
Targeted and Affordable

- Top-tier Sort
- Unlimited partners
- Sold on a 12-month basis
 - \$695/year



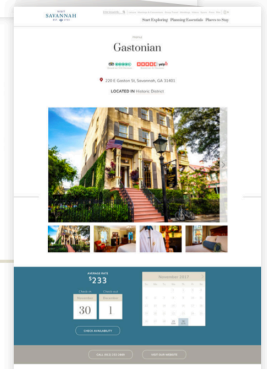
Featured Business Listings

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



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

Profile Page



Monthly Email

Diverse Options for every Budget Level

ADVERTISING OPPORTUNITIES

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

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

RATE PER EMAIL

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

SPONSOR



These Savannah Events Will Fill You With Holiday Cheer

The holiday season in Savannah is chock full of cheer! Make plans to attend these special seasonal events.

[Read Now >](#)



FEATURED PARTNER



Sail Away on These Holiday-Themed Cruises

Sail along the Savannah River with your family and friends while enjoying a variety of tasty food, live music and libations.

[Read Now >](#)



miles

Custom Email

100% Share of Voice

1. Users respond incredibly well to single-focused messaging
2. Drives 100% SOV and all clicks to your site





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

100%
SHARE OF
VOICE

VISIT
SAVANNAH
EST. 1733

Luxury accommodations
in the middle of it all.

Hotel Indigo
201 West Bay St., Savannah, GA




hotel INDIGO

Like our Spanish-moss-draped city herself, Hotel Indigo® Savannah Historic District is the perfect mix of old and new. Our building—known to locals as the “Grand Lady on the Bay” due to her sweeping size—was once 19th-century mega-merchant Simon Guckenheimer’s dry goods storage house and shop, which was filled with everything the South made best, from tobacco to canned peaches.

CALL HOTEL INDIGO

BOOK NOW





CONNECT WITH HOTEL INDIGO



VISIT
SAVANNAH
EST. 1733

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CALL HOTEL INDIGO



BOOK NOW

CONNECT WITH HOTEL INDIGO



Native Advertising


Native is the future

Discover Maldives


The Filmont Hotels

Love living



Live one step away from the ocean.

The ultimate vacation destination with white sands and dream weather on the Indian Ocean.



0:09 / 0:39

HD YouTube

Native Advertising

Native performs 3x higher than display advertising

1. **Ad Units:** Your message will rotate throughout two different native designs.
2. **Creative:** You simply submit a photo, marketing tag line and body copy and our ad server does the rest
3. Sold on a **guaranteed impression over time-frame** basis
Allows you to control your share of voice
4. **Sophisticated targeting**
We can target your message by ad channel (related to content the visitor is looking at), or, we can geo-target your ad ROS based on where the user is accessing the site from. Hotels for instance can show to out-of-market visitors who are pre-planning. Attractions/restaurants can target in-market.
5. **Tiered-pricing**
We can match your exact budget. This model allows you to buy a 'slice of traffic' – allowing you to test the program and be in control of your share of voice (SOV)

Native Advertising



ADVERTISER NAME MAX 40 CHARACTER COUNT

30 character max. for headline

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

LEARN MORE

Category Targeted

i.e.: Things to Do



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

Hyper-Targeted

i.e.: Arts/Culture

Sponsored Content Program

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 Your article will live on VisitSavannah.com for one year and will be promoted in both the articles vault and through house ad inventory.

3. TRAFFIC Quality traffic is driven to your site through both **organic links** within the article and through **100% ownership of all native and display ad units on the page**. These ad placements give you the ability to communicate relevant and timely messaging.

RATE

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

OWN
100% SOV
OF BANNER
ADS ON
YOUR ARTICLE

Experience This Savannah Hotel's Charming Restaurant

BY JESS BRANNEN



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Courtesy: Food & Drink, Photo: A. M. Smith, Photo: D. Smith

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.

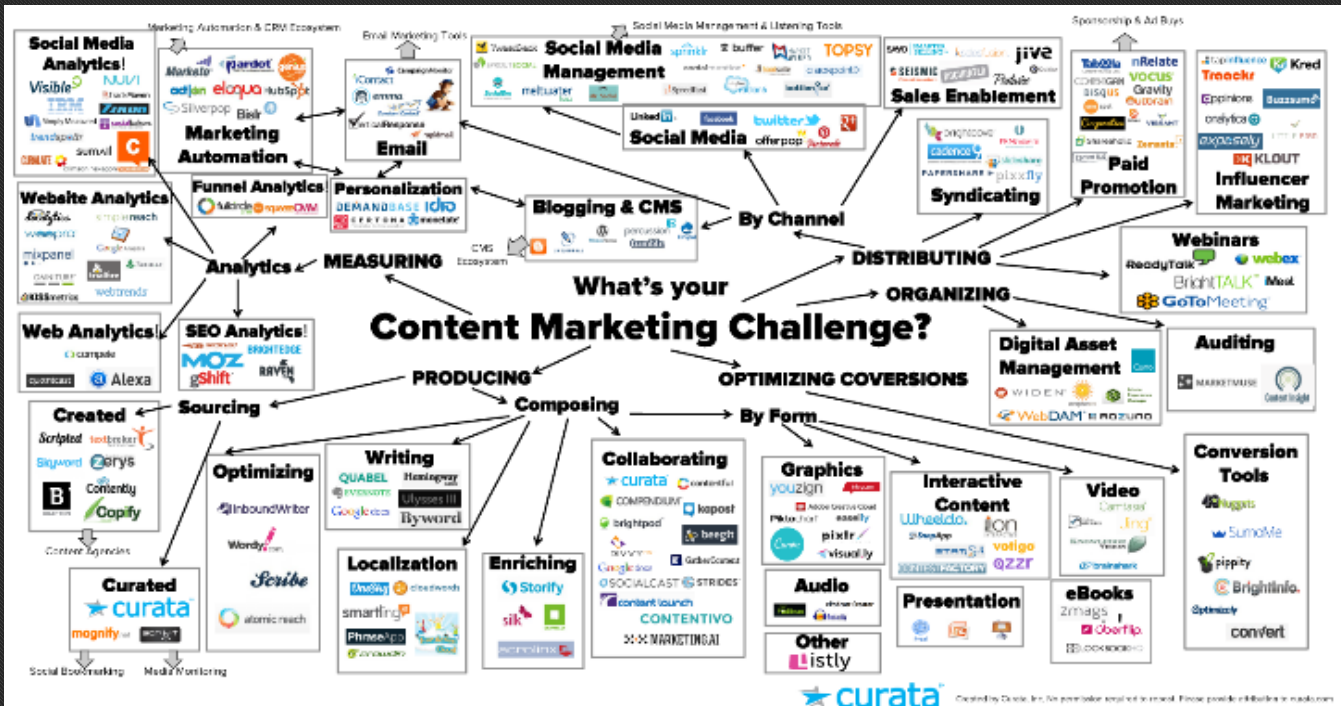
LEARN MORE



Locally fresh in Ella Square
When you sit down, you feel at home
at this waterfront cafe. Local food has

LEARN MORE

Measurement



Tracking
campaigns

- Campaign tracking codes identify each campaign.
- Use different tracking codes for each campaign.
- Tracking codes allow you to measure the results of each campaign including engagement and conversions.

Look at
bounce

| COST: \$750 | | SURFACE METRICS | |
|-------------|--------|-----------------|--|
| Source | Clicks | CPC | |
| Campaign A | 200 | \$3.75 | |
| Campaign B | 400 | \$1.88 | |

Engagement points to quality traffic

ENGAGEMENT METRICS

Bounce
rate

Retained
Visitors
(remove bounces)

Average
Time
on site

Total
Minutes
on Site

35%

130

3:00

390

75%

100

1:00

100

CAMPAIGN A

delivered a
30% increase
in retained
visitors with a
200% increase
in time
on site.

Measure quality over quantity

measure what matters

not all clicks are created equal: measure quality over quantity

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

The average American Traveler uses **38+ websites** in the researching and booking phase, making the **path to conversion incredibly complex**. In order to truly understand which campaigns are worthy of your marketing budget, you have to look beyond the click, measuring engagement and goal completions for each campaign (quality over quantity).

How Marketers Think I PLAN MY VACATION



How I Really PLAN MY VACATION



STEP 1 IDENTIFY CAMPAIGN TRAFFIC

First, you have to be able to see the traffic in your analytics system. Digital advertising is easy to track when you use campaign tracking codes. Without a free code, you won't even be able to see the traffic from paid campaigns (let alone measure the quality of it). Visit Here (<http://bit.ly/1F9id0S>) to set one up.

STEP 2 LOCATE AND TRACK CAMPAIGN TRAFFIC

When you use a campaign tracking code, your analytics system will capture this traffic under the Campaigns section (not under Referrals). Once you set up all of your paid marketing campaigns with campaign tracking codes, you'll be able to evaluate the quality of each program all in one place.



Miles is one of the world's leading marketing agencies helping organizations reach and engage with visitors. From 65+ Destination Marketing Organizations (cities, states and countries) to 20+ airports and independent hotels/resorts, Miles works with leading tourism organizations and their partners across the US and around the world.

STEP 3 MEASURE ENGAGEMENT

You can't measure success by looking at surface numbers like CPCs (cost per click) because not all clicks are created equal. You want qualified, engaged visitors to come to your site who have a higher likelihood of converting. In order to understand the quality of traffic we have to measure beyond the click, and that starts with reviewing engagement.

Before you begin your evaluation, remove bounced traffic to ensure the metrics you're reviewing pertain to retained visitors. Then evaluate the visitor engagement with your site and your content by reviewing average pages per visit and time on site.

measuring beyond the click example: ENGAGEMENT

Comparing two campaigns, consider what can happen when you look beyond the click and simply measure engagement. On the surface (looking at just CPC or quantity), campaign B is the winner, but when factoring in **ENGAGEMENT**, campaign A delivered a more qualified visitor who engaged with the site longer.

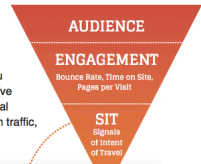
| COST: \$750 | SURFACE METRICS | | ENGAGEMENT METRICS | | | |
|-------------|-----------------|--------|--------------------|------------------------------------|----------------------|-----------------------|
| Source | Clicks | CPC | Bounce rate | Retained Visitors (remove bounces) | Average Time on site | Total Minutes on Site |
| Campaign A | 200 | \$3.75 | 35% | 130 | 3:00 | 390 |
| Campaign B | 400 | \$1.88 | 75% | 100 | 1:00 | 100 |

WINNER!

CAMPAIGN A delivered a 30% increase in retained visitors with a 200% increase in time on site.

STEP 4 TRACK GOAL COMPLETION

Signals of Intent to Travel (SIT). SITs are goals that you set up in your analytics system around the meaningful actions that you want your site visitors to take (see examples below). Once you've set these up, you can track all of your campaigns through to goal completion and start to understand the quality of your campaign traffic, over simply the quantity.



Hotel SIT Examples:

1. Pricing/avail page
2. View deals/offers
3. Click to call/email
4. View on map

Program At a Glance

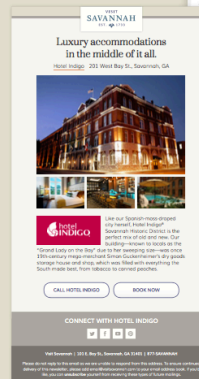
Reach over **2.14 Million** qualified visitors through web and email programming.

1M+
VISITORS



VisitSavannah.com

1.14M
ANNUAL
REACH



Travel eNewsletter

1. Savannah welcomes **13.9 million** visitors, spending **\$2.23 billion** annually.
2. The Savannah Tourism office spends **\$2.96 million** marketing the stats to travelers.
3. The 2017 US traveler is more informed and uses more media and sources of information than ever before.
4. With such a complex planning landscape, integrated multi-media advertising is critical.
5. Not all clicks are created equal. Measure quality over quantity. We'll show you how!

VisitSavannah.com Advertising Presentation

Current Advertisers

Thursday, January 25
Visit Savannah Offices
101 East Bay Street
2pm

VisitSavannah.com Advertising Presentation

Hospitality Partners

Schedule:

- 8:00-8:30am Continental Breakfast
- 8:30-9:30am Website Presentation

Tuesday, January 30

Doubletree Hotel by Hilton
Savannah Historic District
411 West Bay Street –
Summit Room

Wednesday, January 31

National Museum of the
Mighty Eighth Air Force
175 Bourne Avenue, Pooler –
Art Gallery

Thursday, February 1

Hilton Garden Inn Savannah
Midtown
5711 Abercorn Street -Salon B



Q&A

FREE Tourism Marketing Resources:

Budurl.com/TourismMarketing

Thank you

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