

# SAVANNAH

AREA CHAMBER



## TOOLS FOR YOUR SUCCESS

### HOSPITALITY MEMBER BENEFITS

Visit Savannah and Visit Tybee are extensions of the Savannah Area Chamber of Commerce and serve as the official destination marketing organizations for the Savannah area and Tybee Island, respectively. Both organizations are committed to supporting hospitality jobs by increasing visitor spending, economic vitality and quality of life for the region, all while continually building upon our image as world-class destinations. In addition to leisure travel, Visit Savannah and Visit Tybee solicit visitors by marketing to **convention planners, group tour operators (including productions/film), and sporting events**, which are marketed through the Savannah Sports Council.

Hospitality members have access to a wide array of marketing opportunities through one or both organizations. These include complimentary listings in the official Insider's Guides, rack cards at visitor centers, participation in the "Show Us Your Badge" program and paid advertising opportunities.

### EXCLUSIVE MEMBER BENEFITS

Hospitality members have exclusive features on their online member profiles.

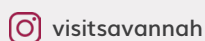
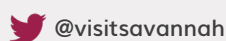
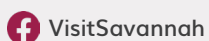
- VisitSavannah.com receives an 586,000 average monthly pageviews and 7 million annual pageviews.
- VisitTybee.com receives an 132,000 average monthly pageviews and 1.6 million annual pageviews for businesses located on Tybee.

Take a look at all the features on your member profiles and the tools at your disposal through the **Member Extranet**, to enhance your online presence:

6	12	12	
✓	✓	✓	Add images
✓	✓	✓	Add 1 YouTube video
✓	✓	✓	Add social media channels
	✓	✓	Post special offers for leisure travelers
	✓	✓	Add Yelp and Trip Advisor ratings/reviews
	✓	✓	Post calendar of events
✓	✓	✓	Use "post board"
✓	✓	✓	Provide member-to-member discount
✓	✓	✓	Edit your membership information (description, address, phone, website)
✓	✓	✓	Renew your membership dues
✓	✓	✓	Review additional contacts
		✓	Provide meeting space information/photos
		✓	Provide wedding space information/photos

Chamber      Visit Tybee      Visit Savannah

### FOLLOW US ON SOCIAL MEDIA!



**Rack Cards at Visitor Information Centers:** Depending on the type of business, some members may place **approved** rack cards in our visitor information centers on **MLK and River Street** as well as the visitor center inside the **Savannah/Hilton Head International Airport**. Some members may also qualify to place brochures at the **Georgia Welcome Center at I-95 South** or **Tybee Island**. These centers welcome five million visitors annually.

**Show Us Your Badge/Film Perks Pass Program:** Hospitality members can participate in this free program offering discounts to convention attendees, film crews and other visitors on extended stays.

**Paid Advertising Opportunities:** Visit Savannah and Visit Tybee create award-winning editorial content and launch world-class marketing campaigns proven to inspire travel to our region. Consumers can find the content they need no matter where they are in the planning process. Our robust owned, paid and earned media strategies increases awareness while driving an incredibly qualified, active travel-planning audience to our official travel-planning channels: [VisitSavannah.com](http://VisitSavannah.com) and [VisitTybee.com](http://VisitTybee.com). We can put you in touch with our friendly staff who can provide more detailed information about **Visit Savannah TV, monthly e-newsletters** and **website promotions**.

## INSIDER'S GUIDES

The official Insider's Guides help travelers plan their trips, providing information on accommodations, tours, places to shop, places to eat and things to do—and encouraging longer stays.

### Savannah Insider's Guide:

- Complimentary listings for most hospitality members
- 550,000 copies printed annually
- The electronic version on [VisitSavannah.com](http://VisitSavannah.com) receives around 778,000 pageviews annually



### Tybee Island Insider's Guide:

- Complimentary listings for hospitality members located on Tybee Island
- 300,000 copies printed annually
- The electronic version on [VisitTybee.com](http://VisitTybee.com) receives around 68,000 pageviews annually

#### REACH VISITORS BEFORE THEY ARRIVE:

- Distributed at all Georgia Welcome Centers, including interstate locations
- Through AAA offices
- Requested by tours, groups, and conventions bringing travelers to Savannah
- Distributed to local and regional accommodations to give to their guests

#### REACH VISITORS ONCE THEY ARE HERE:


- All local Visitor Information Centers
- Most businesses including rentals and lodging establishments, shops and many entertainment and attractions

## SAVANNAH'S TOURISM AT A GLANCE:

  
**14.5 MILLION**  
VISITORS

  
**\$3 BILLION**  
IN SPENDING (DAY &  
OVERNIGHT TRIPS)

  
**2.6 NIGHTS**  
AVERAGE LENGTH  
OF STAY

  
**\$223**  
AVERAGE SPENT PER PERSON  
ON OVERNIGHT TRIPS

  
**\$73**  
AVERAGE SPENT PER  
PERSON ON DAY TRIPS



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