

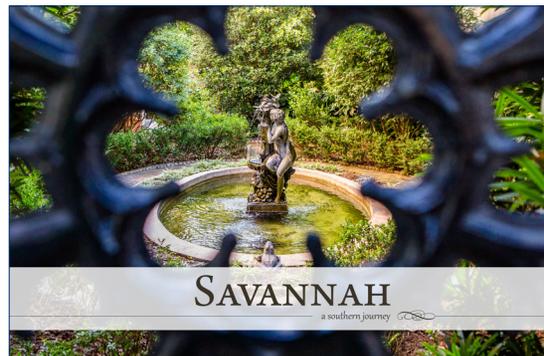
2023

SAVANNAH: A Southern Journey



• MEDIA KIT •

Featured in
MORE LODGING PROPERTIES
than any other publication in Savannah.



Coming into its fourteenth year of publication, the Tourism Leadership Council's *Savannah: A Southern Journey* book serves as **the quintessential go-to resource for tourists who visit Savannah each year.**

Because of our relationships, we are uniquely able to be in more lodging properties than any other publication. Your message will be delivered to millions of Savannah visitors, in their hotel room, a place where the visitor has time to soak in your message and make a plan to visit you. Eye-catching design, paired with local expertise and insight make *Savannah: A Southern Journey* a one-of-a-kind book that gives you targeted exposure to an engaged and captive audience. **Let us show you how you can become part of this exclusive opportunity.**



With a focus on dining, shopping, and experiencing Savannah's many sights, tours, and nearby attractions, this is **Savannah's only comprehensive tourist information book** that is designed to be as beautiful as it is informational. Even after they have departed for home, your message will live on as the *perfect souvenir to a remarkable trip*. The books are also sold by multiple tourist outlets including various retailers with a **distribution in excess of 20,000.**



Engage more than
8 MILLION VISITORS
staying in Savannah.

14+ MILLION
visitors spent more than
\$3+ billion in 2019

UNPRECEDENTED EXPOSURE
to nearly
10,000 HOTEL ROOMS



ARE YOU GETTING YOUR SHARE OF THE
**MULTI-MILLION DOLLAR
 MARKETPLACE**
 THAT IS SAVANNAH'S TOURISM?

OVERNIGHT VISITORS SPENT:

\$3.1 BILLION in 2019

\$833 MILLION spent on food & beverage

\$539 MILLION spent on shopping

\$376 MILLION spent on recreation

\$337 MILLION spent on transportation

OVERNIGHT VISITORS ACTIVITIES:

1. Shopping
2. Dining
3. Visiting Historic Sites

DEMOGRAPHICS:

58% Female

42% Male

Average age – **42**

OVERNIGHT GUESTS

78% Adults

22% Children



so much Love

It is hard to imagine a destination more romantic than Savannah. From its antebellum charm to its coastal serenity, not even romance novel could describe a more ideal spot for love than this. Perhaps that's why Savannah is a popular choice not only for long-term couples but for wedding that mark the beginning of a new. From an intimate vow ceremony to a grand affair for hundreds, with Savannah as your backdrop all you need to bring is love.



Fourth Park
 At the heart of this picturesque park is the gleaming white Fourth fountain, making this one of the city's most popular spots for couples to exchange their vows. Not only is the destination beautiful, it's also convenient. Located within minutes of a variety of hotels and restaurants, it's the ideal setting to your every want and need.



Historic Carriage Court
 Just the two of you and the rhythmic sound of horse hooves, taking you on a leisurely tour of Downtown Savannah. You'll find yourself going into the canopy of oak above as you draw closer to the city and each other on a romantic carriage ride.

Seaport
 Spread out your blanket and picnic lunch, linger in the shade of a Victorian garden, cuddle on a park bench and watch the world go by. Close from Savannah's 22 squares and prepare to go back to one another.



never
 a dull
 moment

FROM WATER PARKS TO KITEBOARDING AT THE BEACH, THERE'S ALWAYS SOMETHING FUN TO DO IN SAVANNAH.

SURFLADON WATER PARK
 130 Finner Center Drive, Pooler, GA | 912.296.8202
 Beat the heat in a place where kids of all ages will surf the biggest in this beautiful water park. You'll find some of the best views and most fun of all the coastal states...there's a little something for all ages.



TELFAIR MUSEUM - BEYSON CENTER FOR THE ARTS
 207 West York Street | 912.790.0800
 This is the perfect spot for children ages 5 to 5 to explore art and interactive exhibits from a child's point of view. Every third Thursday is reserved just for toddlers.

SAVANNAH CHILDREN'S MUSEUM
 655 Eastville Road | 912.651.6223
 Explore and play outside in this two-level, outdoor play ground. The museum is entirely outdoors and features over a dozen exhibits designed to expand the imaginations of children including an exploration maze, a reading nook and a sensory garden. If you like trains, be sure to check out the Georgia Railroad Museum in the same complex.



THE MIGHTY EIGHTH AIR FORCE MUSEUM
 175 Brown Avenue | 912.734.8000
 Embark on a journey through time inside this 90,000 square-foot installation created to preserve the legacy of the Eighth Air Force from WWII to present. Learn about courage, character and patriotism first hand while viewing a few photos next to an authentic B-17 bomber!



Savannah: A Southern Journey is the only high end, hardcover coffee table book in Savannah area lodging properties. Readers pour over the local, insider perspective on what to do and the full-color pages of breathtaking photography set the stage for them to reach out and respond to the message you are sending.

- Get extra notice when your organization is mentioned in the editorial copy. We will put your organization in **bold**.
- Submit pictures, with copyright release, and you may be chosen for additional features throughout the editorial content at no additional cost to you.



ADVERTISING:

SIZES & SPECIFICATIONS

Camera-ready ads must be high-quality, 300dpi in one of the following file formats: pdf, jpeg, tiff or eps. *(Please make sure all fonts are embedded or outlined to prevent font problems.)*

As a service to our advertisers, we offer **basic ad design** at no additional cost. If you use these services, your design will be based on the information and files provided. The design will include 2 rounds of revisions with our graphic designer prior to final approval. Additional revisions to be handled directly by designer as time permits at a \$35 hourly rate. Start the process early. **Final design must be completed by deadline.**

Contact Ron Scalf, TLC's Member Services & Sales Manager, for ad questions at ron@tourismleadershipcouncil.com. **Please submit all artwork to Ron by Friday, September 16, 2022**

ADVERTISING - RATES

- Full Page - \$7,000
- Half Page (H or V) - \$5,000
- Third Page (H or V) - \$4,000
- Quarter Page - \$3,000

Quarter
4.51w x 3.4833h

Half Vertical
4.51w x 7.25h

Quarter

Half Horizontal
9.25w x 3.4833h

Quarter

Quarter

Third Horizontal
9.25w x 2.25h

Third Horizontal

Third Horizontal

Third Vertical
2.9167w x 7.25h

Third Vertical

Third Vertical

Full (no bleed)
9.25w x 7.25h

Full (bleed, limited premium placement)
11.75w x 9h



The **Tourism Leadership Council** (TLC) serves as the leading trade organization representing tourism.

We provide support to the 27,500 local employees in the tourism and hospitality industry. With a \$3 billion economic impact, you can imagine that forming tourism partners strengthens our industry and our community. These publications serve as our largest fundraiser.

Savannah: A Southern Journey was born out of a need brought to us by our tourism partners. Businesses wanted a way to reach more visitors while they were relaxing in their hotel room, and our lodging partners wanted a high end book that provided their guests with an overview of what to do in the city.