

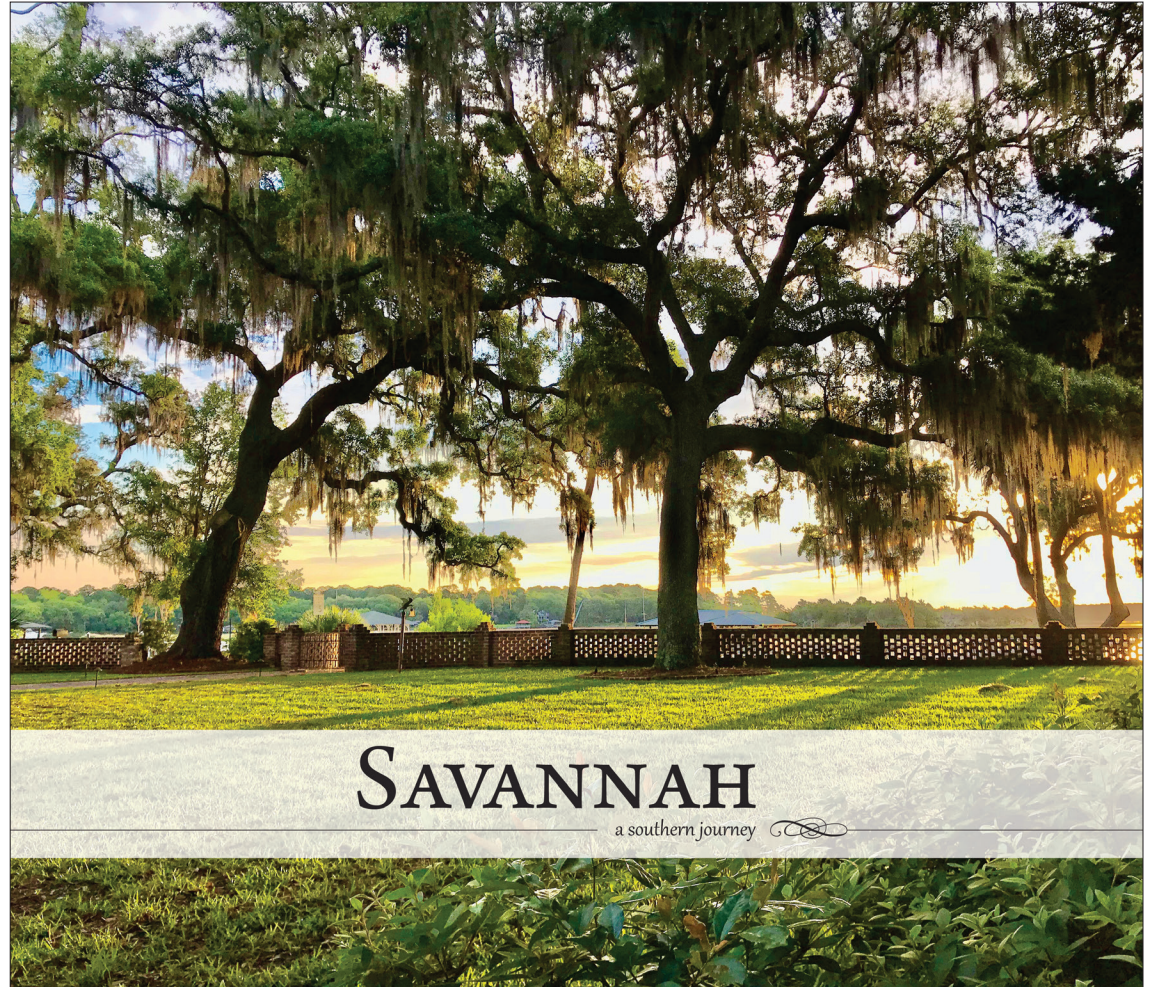
# 2024

## SAVANNAH: A Southern Journey



• MEDIA KIT •

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



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Coming its fifteenth 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* nearly

**10 MILLION VISITORS**

staying in Savannah.

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**15+ MILLION**

visitors spent more than

**\$4.4 billion in 2022**

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**UNPRECEDENTED EXPOSURE**

*to more than*

**10,000 HOTEL ROOMS**

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

**OVERNIGHT VISITORS SPENT:**

**\$3.5 BILLION** in 2022

**\$1.5 BILLION** spent on *lodging*

**\$794 MILLION** spent on *food & beverage*

**\$462 MILLION** spent on *shopping*

**\$372 MILLION** spent on *recreation*

**\$343 MILLION** spent on *transportation*

**OVERNIGHT VISITORS ACTIVITIES:**

1. *Dining*
2. *Shopping*
3. *Recreation*

**DEMOGRAPHICS:**

**53%** Male

**47%** Female

Average age – **44**

**OVERNIGHT GUESTS**

**78%** Adults

**22%** Children



FROM FOLK ART TO FINE MUSIC, VISITORS CAN ENJOY SOMETHING FOR EVERY TASTE IN GEORGIAN FIRST CITY.  
 HERE ARE A FEW MUST-SEE STOPS ALONG YOUR SOUTHERN JOURNEY.

**[ THE ART CENTER AT CITY MARKET ]**

Traditional and contemporary influences meet quirk and whimsy among the dozens of galleries and studios that make up this community of artists and craftsmen. Observe painters, sculptors and textile artists at work in dozens of studios. There are even more galleries along City Market's open-air walkways—an entire day can be spent exploring this historic site known as "The Art and Soul of Savannah." Free and open to the public. *Learn more about City Market at page 10 through 13.*

Jefferson Street at West St. Julian Street | 912.232.4903  
 SAVANNAHCITYMARKET.COM

**[ SAVANNAH PHILHARMONIC ]**

The musical arts, check out a Savannah Philharmonic performance. This professional orchestra presents a full range of concerts each season (September to May), from classics to pops. You may hear a wide range of concerts, including fully-staged operas, several oratorios, pops concerts, chamber concerts, classical symphonies and concert by beloved composers including Beethoven, Stravinsky, Geršwin, Albin, Elton John, McCartney, Brahms, Tchaikovsky, Shostakovich, Rachmaninoff, and many others.

1515 Alabaster Street | 912.232.6002  
 SAVANNAHPHILHARMONIC.ORG

**[ SAVANNAH AFRICAN ART MUSEUM ]**

Savannah African Art Museum is a nonprofit institution that introduces all audiences to African art and culture. The mission is to provide engaging experiences that educate and start conversations about the power, diversity, and spirituality of African art.

201 E. 37th Street | 912.721.7245  
 SAVANNAHAfricanARTMUSEUM.ORG

**[ TELFAIR ACADEMY ]**

Telfair Museum is the oldest public art museum in the South. The legacy of one visionary Savannahian, it was founded in 1883 through the bequest of prominent local philanthropist Mary Telfair, who left her home and its furnishings to the Georgia Historical Society to be opened as a museum. Today, Telfair Museum resides in three unique buildings: the **Telfair Academy** and the **Owens-Thomas House & Slave Quarters**, two National Historic Landmark sites built in the early nineteenth century, and the contemporary **Jepson Center**. *See it at page 9.*

Telfair Academy: 121 Barnard Street | 912.790.8800 | TELFAIR.ORG  
 Jepson Center for the Arts: 207 W. York Street  
 Owens-Thomas House & Slave Quarters: 124 Alabaster Street

**[ SCAD MUSEUM OF ART ]**

A world-renowned art and design school makes finding art in this city easy. Check out the rotating exhibits at the premier contemporary art museum, SCAD Museum of Art. You'll see works from students and masters alike. The exhibits rotate on the school's quarter system.

801 Turner Boulevard | 912.525.7191  
 SCAD.MUSEUM.ORG

**[ TIFFANI TAYLOR GALLERY ]**

Set in the heart of the historic district, Tiffani Taylor's Gallery creates an inviting and vibrant atmosphere to showcase her equally as welcoming artwork. Her signature red peppies dance along the walls while flecks of gold leaf catch rays of sunlight that stray in through the tall arched windows. So, whether you're an experienced collector, or just enjoy gallery hopping, stop by the Tiffani Taylor Gallery and see what's captured the eyes of so many. **☛**

11 Whitaker Street | 912.502.7560  
 TIFFANART.COM



One of the things we love to do in Savannah? Shop. From one-of-a-kind art pieces to handmade soaps, stores you love, stores you don't yet know and even rare antiques, there is certainly no shortage of options to find that perfect something. Here's a guide to some of our shopping districts.

**[ DOWNTOWN DESIGN DISTRICT ]**

Whitaker Street between Liberty and Gaston Street is home to many art galleries and boutiques offering eclectic wares from clothing to home decor to stationery.

**[ SAVANNAH RIVERFRONT ]**

Find everything including Savannah books, Civil War artifacts, Southern gourmet selections, art, antiques and more. *See it at page 10 to find out more!*

**[ CITY MARKET ]**

Browse City Market's eclectic blend of art galleries and specialty shops that fill every nook and cranny of this part of the Historic District. *Learn more about City Market at page 10 through 13.*

**[ BULL STREET CORRIDOR ]**

Bull Street south of Forsyth Park is a rapidly up-and-coming area featuring art galleries, vintage shops and much more from independent local retailers.

**[ BROUGHTON STREET ]**

This historic street has always been the hub of shopping for Savannah, and it shows no signs of slowing. Intermingled with brand names are local retailers you're sure to enjoy. During the holidays, this street lights up the night sky in a big way.

**[ GREATER SAVANNAH ]**

Outside of the historic district, Savannah boasts two malls along with several outdoor shopping centers where you will find all the brand names you know—and more!

Like the city itself, Savannah's shops are a fusion of countless styles and influences, from Lowcountry quaint to cosmopolitan chic to art school underground. Walk through the squares, and you'll discover a million ways to take home a slice of Savannah. **☛**

SAVANNAH a southern journey vol. 11 | 31

*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 every time 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](mailto:ron@tourismleadershipcouncil.com).

**Please submit all artwork to Ron Scalf by Friday, August 11, 2023**

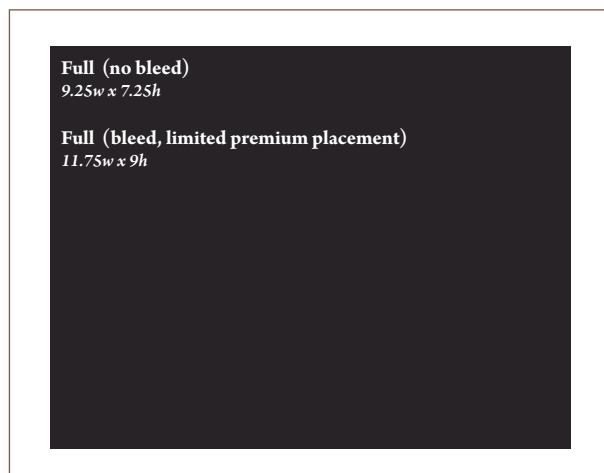
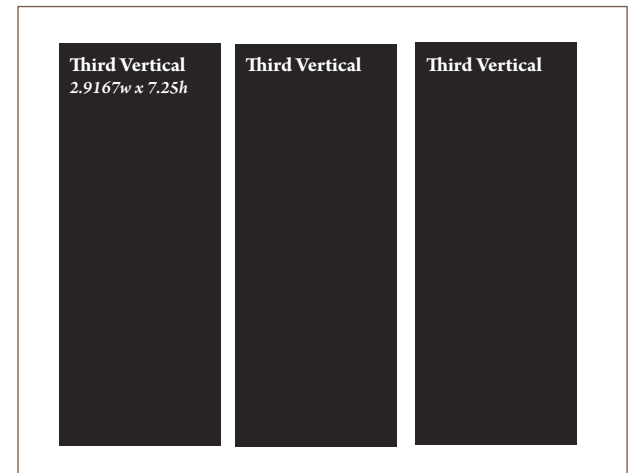
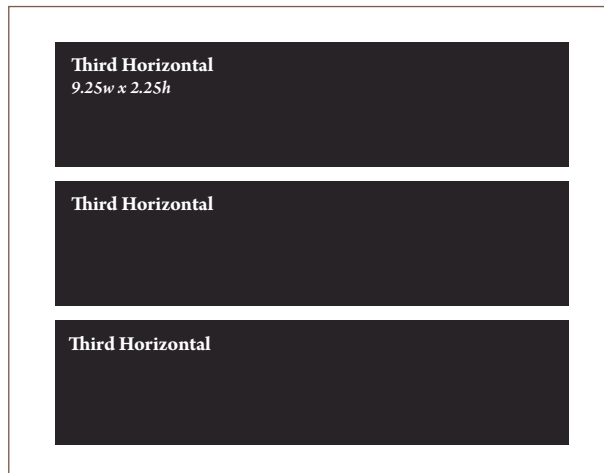
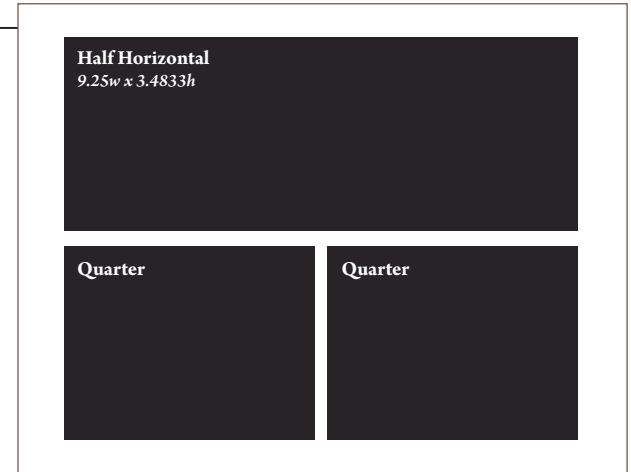
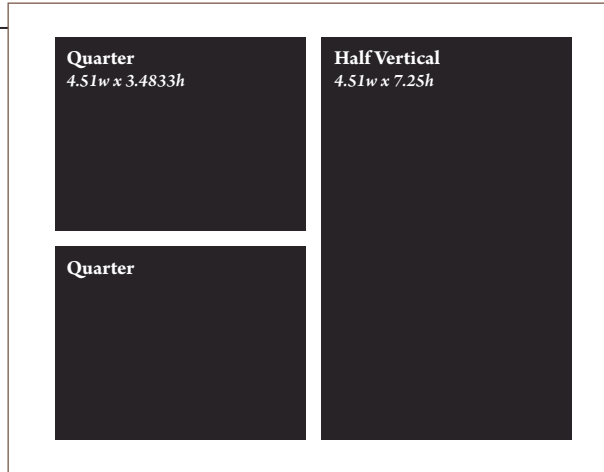
### ADVERTISING - RATES

Full Page - \$8,000

Half Page (*H or V*) - \$6,000

Third Page (*H or V*) - \$5,000

Quarter Page - \$4,000



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

We provide support to the 27,000 local employees in the tourism and hospitality industry. With a more than \$4.4 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.