

2018

SAVANNAH: A Southern Journey



• MEDIA KIT •

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



SAVANNAH
a southern journey



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Now in its ninth 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
7.3 MILLION VISITORS
staying in Savannah.

13.2 MILLION
visitors spent more than
\$2.29 billion in 2013

UNPRECEDENTED EXPOSURE
to nearly
7,000 HOTEL ROOMS



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

OVERNIGHT VISITORS SPENT:

\$1.8 BILLION in 2013

\$423 MILLION spent on food & beverage

\$266 MILLION spent on shopping

\$184 MILLION spent on recreation

\$181 MILLION spent on transportation

OVERNIGHT VISITORS ACTIVITIES:

1. Shopping
2. Dining
3. Visiting Historic Sites

DEMOGRAPHICS:

48% Female

52% Male

Average age – **41**

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 life. From an intimate civil 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 reception facilities, it's catering 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.

Sevens
 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. Choose from Sevens on 22 squares and prepare to get lost in 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 | 912.298.1202
 Beat the heat in a place where kids of all ages will surf the biggest in the Southeast waterpark. You'll find fun for the most adventurous of the colorful slides...there's a little something for all ages.



TELFAIR MUSEUM - BEYSON CENTER FOR THE ARTS
 207 West York Street | 912.750.0800
 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 Lenoirville 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 imagination 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 | 912.754.8500
 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 sipping 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.
- Receive **free listing of your business**, address, phone, and website in the Directory of Advertisers.



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 the graphic designer, Abbi Gravino for ad questions at abbi@creativepeanut.com. **Please submit all artwork to Abbi by September 1, 2017.**

ADVERTISING - RATES

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

TLC members receive a 5% discount.

An additional 5% discount will be given to those who pay in full.



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

We provide support to the 26,000 local employees in the tourism and hospitality industry. With a more than \$2.5 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.

2018

SAVANNAH: A Southern Journey

CONCIERGE DINING DIRECTORY



• MEDIA KIT •

Featured in the lobbies of more than
60 LODGING PROPERTIES
in the Savannah area.



The most common question guests ask our city's elite concierges: **"Where should we eat?"** With the Concierge Dining Directory, our city's front line staff can easily point the guests to the beautiful, leather-bound book that features menus and pictures of food. Showcase your restaurant in our elegant Concierge Dining Directory, featuring your menu and full color photography. Space is limited. *Claim your space before it is too late.*



*TLC maintains all books
to keep them*

**LOOKING & PERFORMING
AT THEIR VERY BEST**
every day of the year.

MENU CHANGES & UPDATES
are made on a

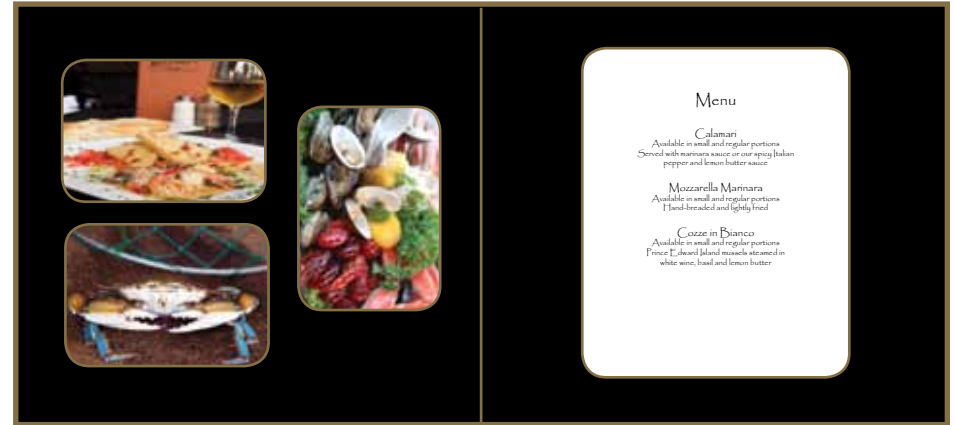
BI-ANNUAL BASIS



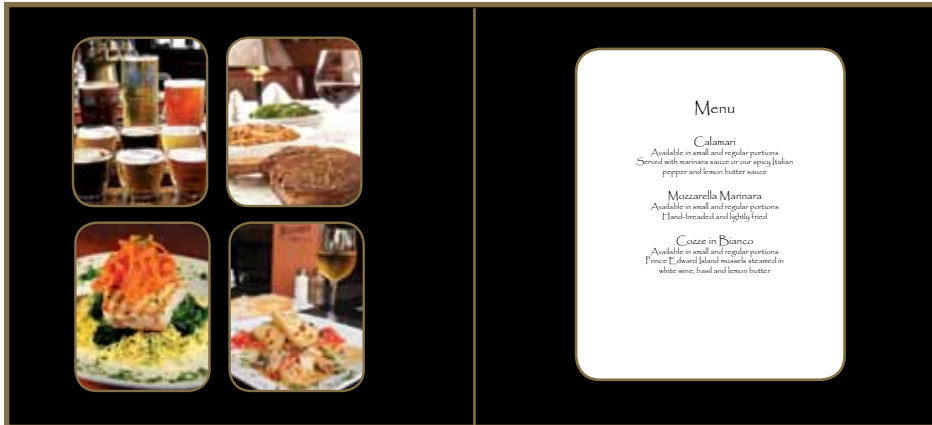
Concierge Dining Directory | *layout options*



Option A (Two 5x7 inch images and menu)



Option B (Three 4x6 inch images and menu)



Option C (Four 4x5 inch images and menu)



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The Concierge Dining Directory started with a need by local lodging properties. They came to us and asked for a reference guide for their guests. Now, millions of visitors a year pick their dining choices based off what they see in this sleek, leather-bound book.



Concierge Dining Directory | *suggested sample menu*



APPETIZERS

JUMBO LUMP CRAB CAKE

Rocks remoulade, grilled lemon, arugula

CHICKEN & WAFFLES

buttermilk fried chicken, boursin cheese, strawberry and pink peppercorn jam

KESSLER CALAMARI

tomatoes, olives, asiago, fresh cilantro, Moroccan aioli

SPICY MUSSELS

sambal, white wine, butter, garlic, tomatoes, garlic bread

FRIED GREEN TOMATOES

goat cheese, fresh herbs, jalapeno buttermilk dressing

SOUPS & SALADS

SHE CRAB BISQUE

CHICKEN, SHRIMP, ANDOUILLE SAUSAGE GUMBO

ROCKS HOUSE SALAD

Mixed greens, goat cheese, tomatoes, cucumber, parmesan croutons and balsamic vinaigrette

CHOPPED SALAD

Roasted chicken, mixed greens, romaine, iceberg, avocado, tomatoes, almonds, dates, honey-lemon vinaigrette

SPECIALTY ENTREES

JUMBO LUMP CRAB CAKES

roasted garlic mashed potatoes, grilled asparagus, crab-sherry cream

ROCKS SURF & TURF

grilled petite filet, jumbo lump crab cake, Rocks remoulade, roasted garlic mashed potatoes, grilled asparagus

SHRIMP & GRITS

stone ground cheese grits, blackened shrimp, andouille sausage, creole sauce

SPÄTZLI & CHICKEN

sautéed dumplings with wild mushrooms, roasted chicken, spinach, parmesan

CHOPHOUSE STEAKS

16oz BONE-IN RIB-EYE

12oz CENTER CUT NY STRIP

5oz or 8oz BARREL CUT FILET MIGNON

SAMPLE MENU TIPS:

As you prepare for your spread in the Concierge Dining Directory, please note that **menus must fit within an 8x10 frame.**

It is best to choose a sampling of your menu with **10-15 of your most enticing items.**

Once you have edited your menu, please email your sales associate **in a word or pdf format.** Please submit all artwork by **October 27, 2017.**

Menus will be updated once throughout the year. Please contact your sales associate to update your menu. Pictures cannot be updated until the next year.

