



FEBRUARY, 2018

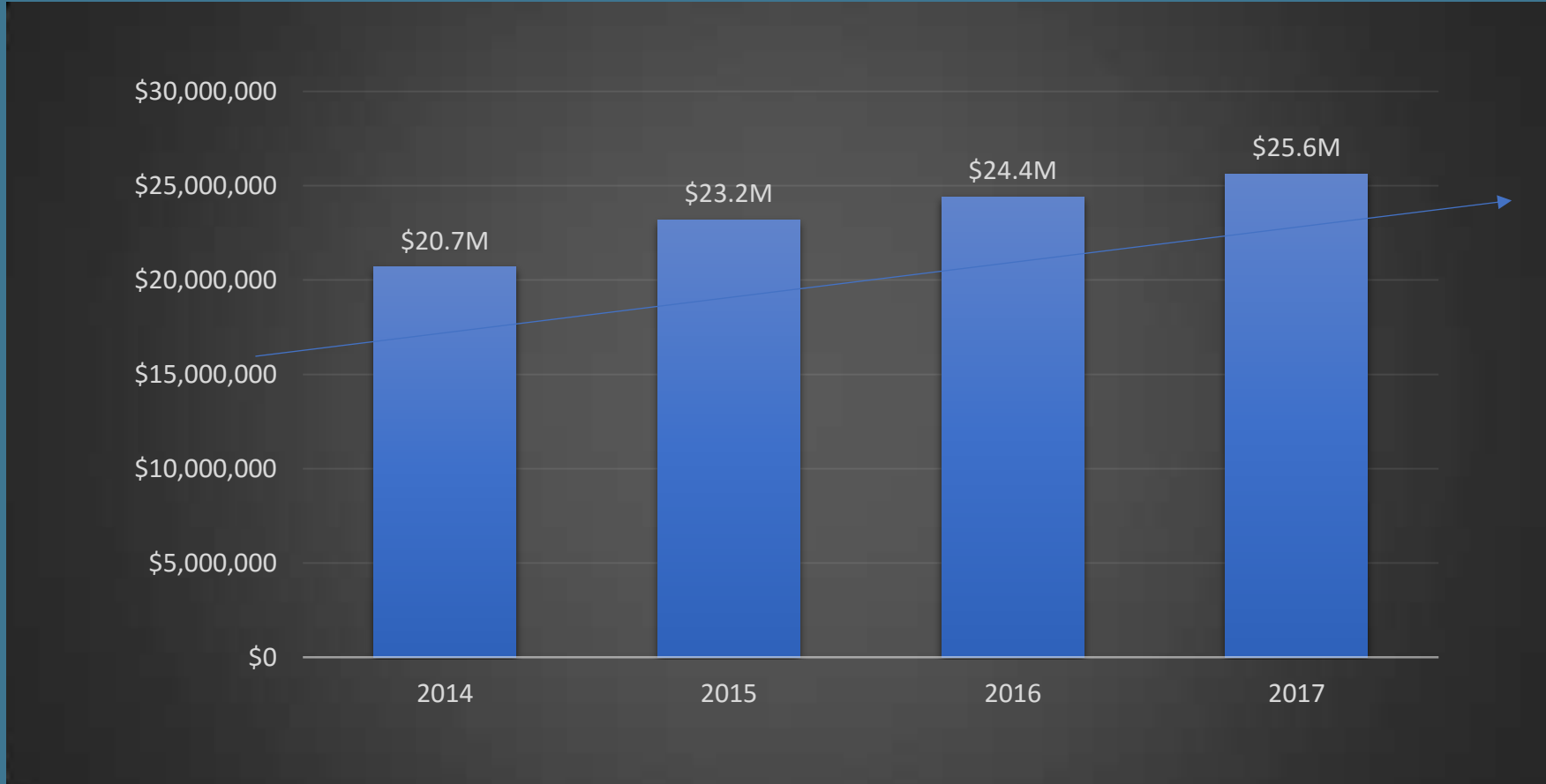
# Visit Savannah Tourism Update

VISIT  
**SAVANNAH**  
EST.  1733

# Visit Savannah – Savannah Tourism Update

1. 2017 Year-end Projections – Hotel/Motel Tax Collections
2. 2017 Year-end Projections – Hotel Occupancies, Avg Rate, Competition
3. 2018 Snapshot – Near Term and Forecast
4. 2019 – 2021 Renegotiate Rock ‘n Roll Marathon Agreement
5. New Tourism-related Projects, Impact on Visitor Experience
6. 2018 Visit Savannah Business Plan Highlights
7. “My Savannah” Video
8. Q&A

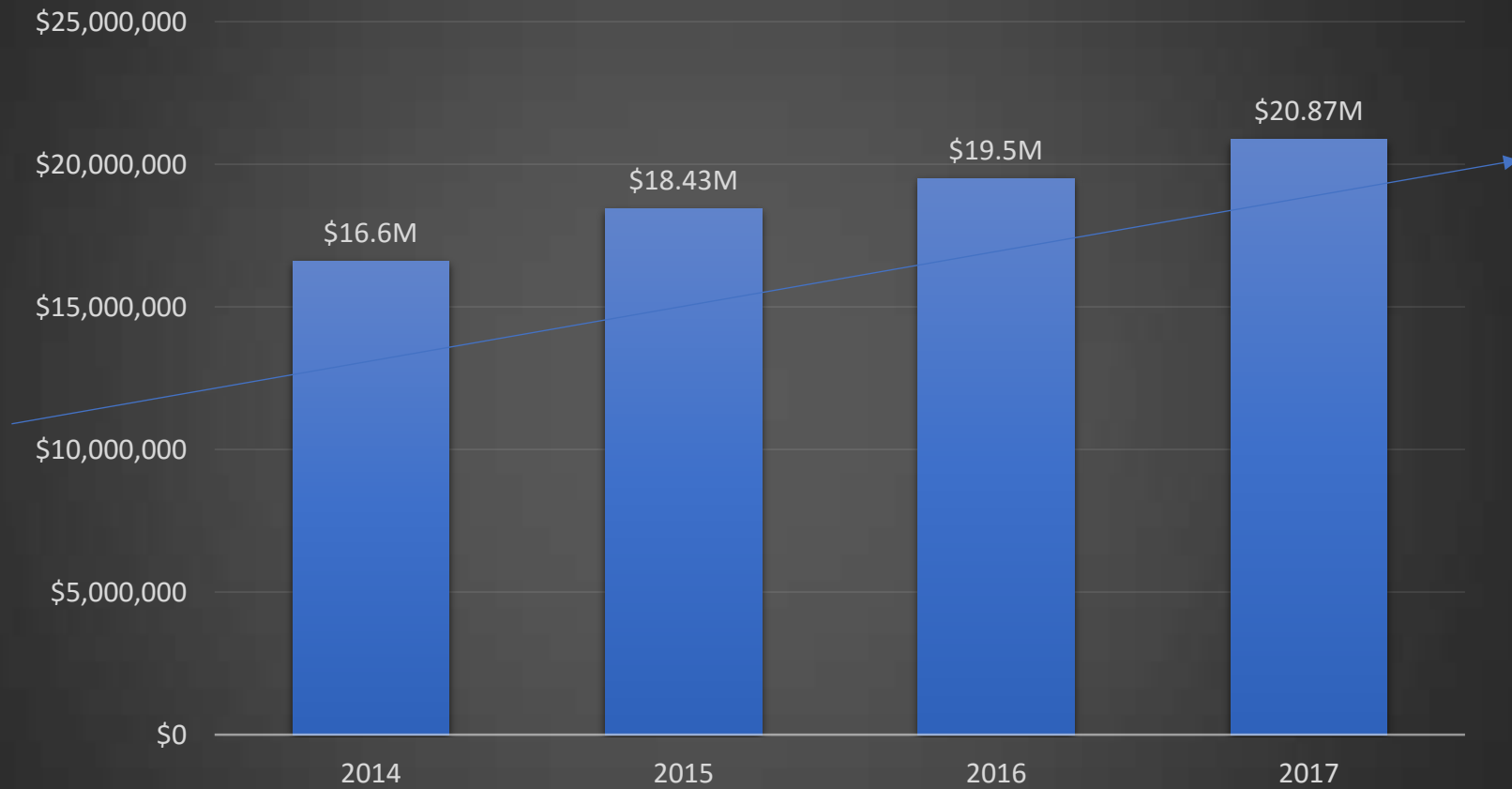
# 2017 Hotel/Motel Tax Collections: Savannah, Chatham County, Tybee Island (as of 12/1/17)



# 2017 Hotel / Motel Tax Collections

## City of Savannah

(as of 12/1/17)



# 2017 Hotel Occupancies and Average Rates

<u>Category</u>	<b>2016 Occ.</b>	<b>2017 Occ.</b>	<b>2017 Average Daily Rate</b>
Georgia	64%	65%	\$101
Savannah	71%	72%	\$116
Historic District	77%	78%	\$172



# 2017 Hotel Occupancies – Regional Competition

<u>City</u>	<u>Competition Type</u>	<u>2017 Occupancy</u>	<u>% Change</u> <small>(from 2016)</small>
Savannah		72%	+ .5
Jacksonville	Conventions	70%	+ .5
Charlotte	Conventions	69%	+ 3
St. Augustine	Leisure	67%	+1.5
Hilton Head	Leisure	62%	- 2
Charleston	Leisure	74%	+ 1



# Visit Savannah – 2018 Snapshot

- Mid-February thru summer expected to be strong
  - Heavy visitation expected March/April/May due to pent-up demand
- June and July have become two of our busiest visitation months
- August occupancies have grown over 10% in last six years
- Q4 2018 not on pace but economy expected to stay strong
- Baby Boomers and Millennials traveling more (but different)
- Business travel expected to remain strong
- International visitation down about 5% nationally



# 2019-2021 Contract Negotiations



# Savannah Tourism Product Update

## 2017:

- American Prohibition Museum
- Ghost Coast Distillery, Prohibition, Artillery, East End Provisions, Edgars Proof and Provisions & The 1540 Room
- Renovations at Westin, Hyatt, Marriott, DeSoto
- Increased air service (non-stops: Toronto, additional Boston, Dallas)



## 2018:

- Husk, El Coyote (former site of the Florence)
- Perry Lane Hotel
- Alida Hotel and Aloft Hotel
- Renovations at Andaz Hotel
- Rebranded Savannah River Landing restart
- Increased air service (non-stops: Miami and additional Chicago)



## 2019:

- Plant Riverside District/J.W. Marriott Hotel
- Broughton Street Streetscape Project
- Continued increased air service efforts

# Visit Savannah – 2018 Business Plan Highlights

- Increase “citywide convention bookings” for slower days, months
- Introduce new 4.0 version of VisitSavannah.com
- Rollout of bold, new print/digital advertising campaign
- Continued efforts to increase air service to new markets
- Expand our social media reach to reach more international visitors
- Increased marketing emphasis on neighborhoods and communities

# Visit Savannah – Savannah Tourism Update





Be BOLD.

Be SMART.

INSPIRE.





VISIT  
**SAVANNAH**  
EST.  1733



FEBRUARY, 2018

THANK YOU!

Q & A

Joseph Marinelli  
President

E: [JMarinelli@VisitSavannah.com](mailto:JMarinelli@VisitSavannah.com)

P: 912.644.6437

VISIT  
**SAVANNAH**  
EST.  1733