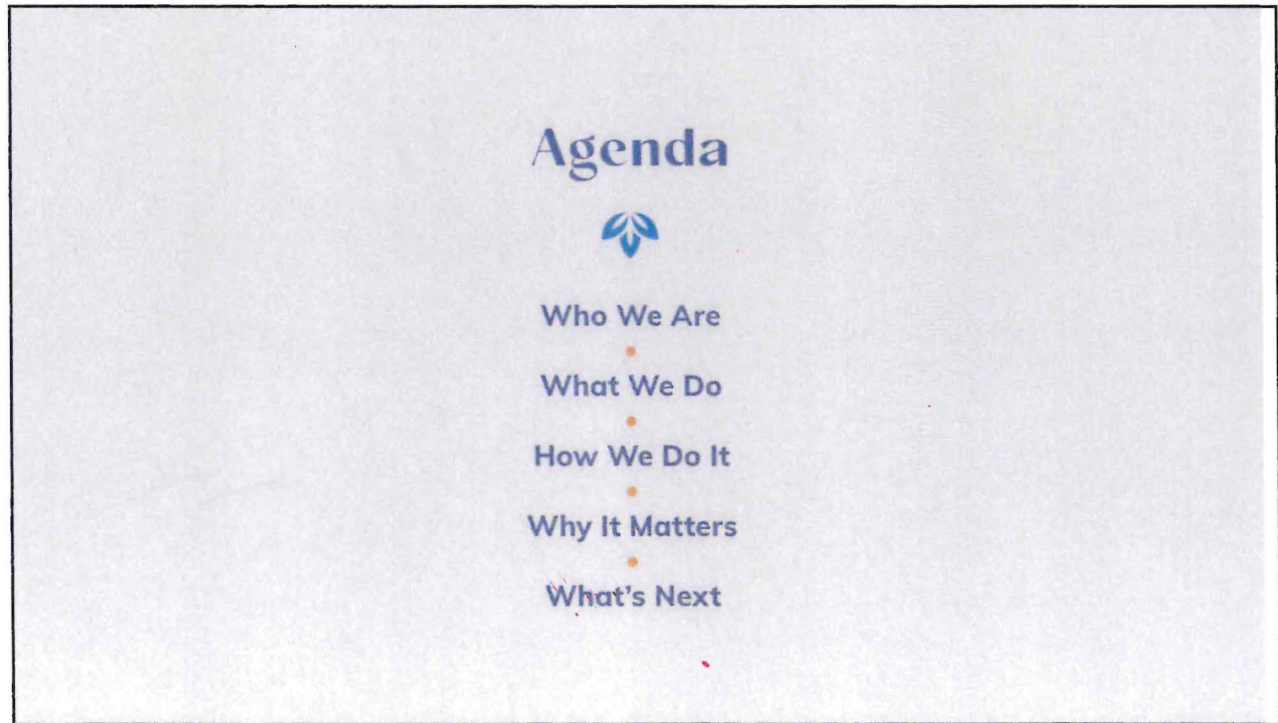




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VISIT
SAVANNAH
EST.  1733

WHO WE ARE

A Destination Marketing Organization (DMO), also known as a tourism board, tourism authority, or visitors bureau, is a vital entity responsible for promoting a specific location to attract visitors and stimulate economic growth — a role designated and governed by state law.

3

OUR ORGANIZATION



SAVANNAH AREA CHAMBER
OF COMMERCE

4

OUR ORGANIZATION

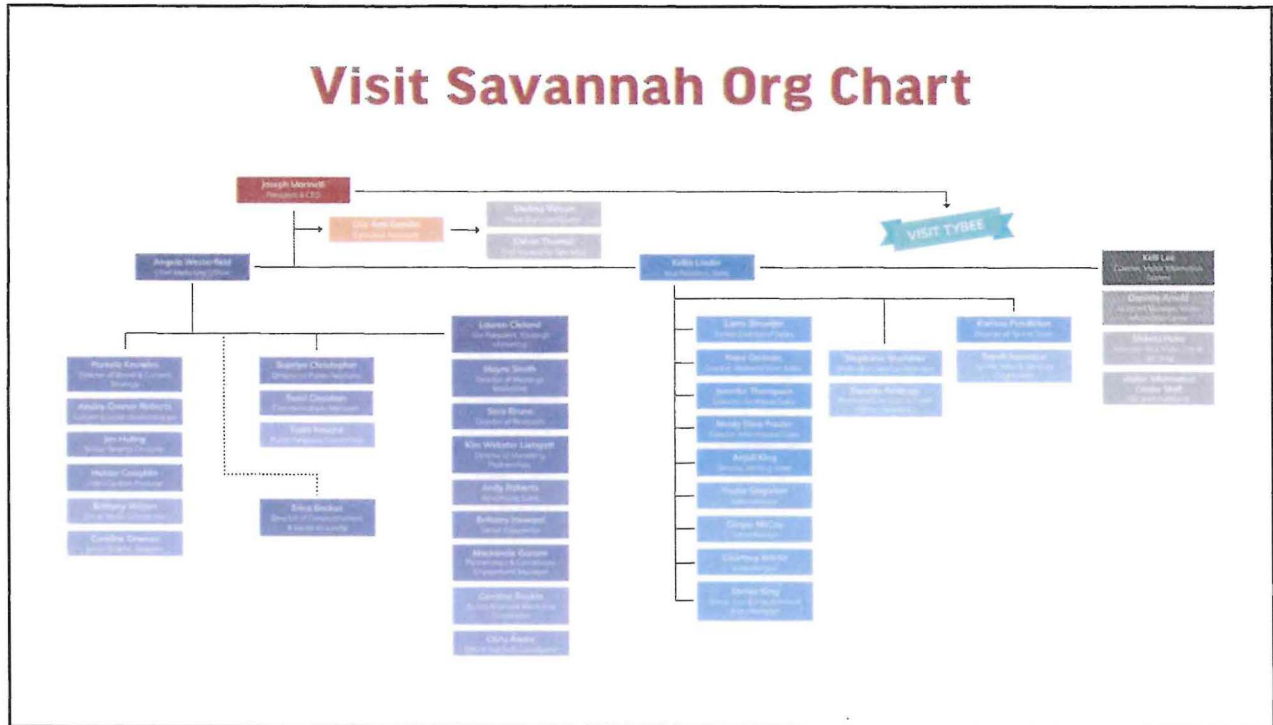


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OUR ORGANIZATION



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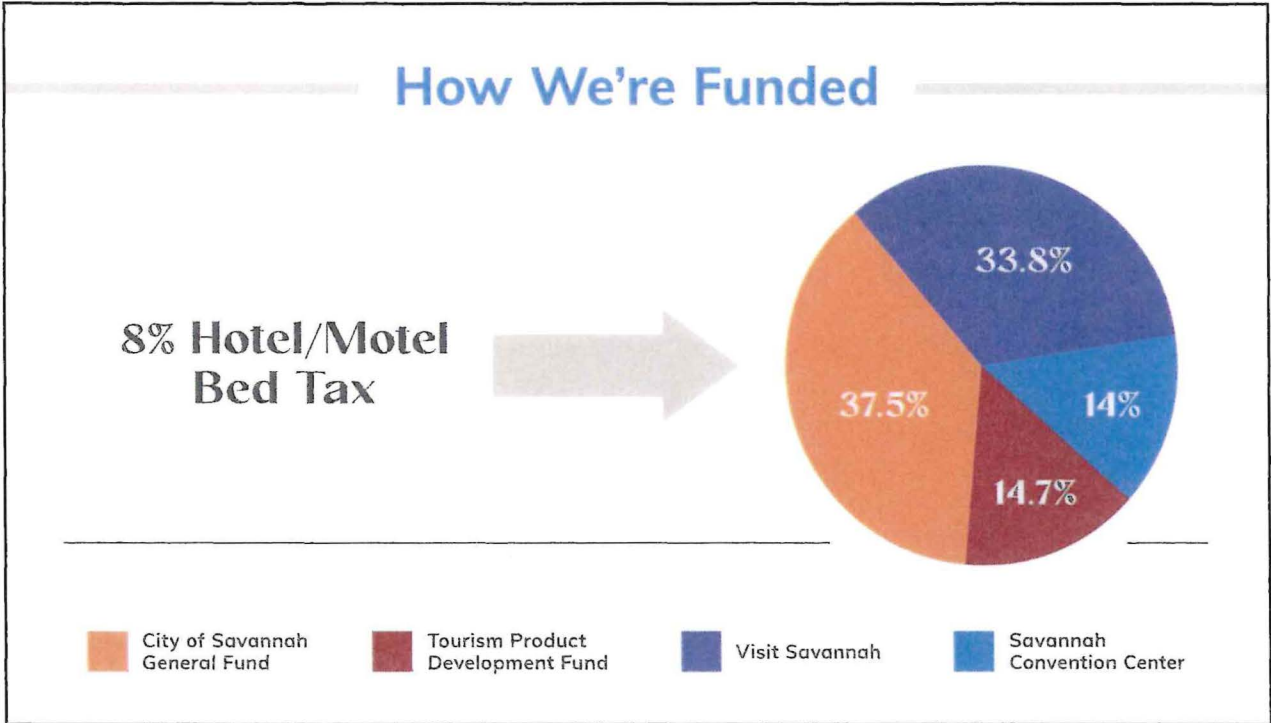


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2026 Board of Directors

<p>CAREY FERRARA (Chair 2025/2026) Gaslight Group</p> <p>WHIP TRIPLETT (Incoming Chair 2027) North Point Hospitality</p> <p>TODD COSTIN (Immediate Past Chair) Hyatt Regency Savannah</p> <p>KEITH BUTZ (Treasurer) The Thompson Hotel</p> <p>DALE PARKER J. Parker Ltd.</p> <p>MONTY JONES Enmarket Arena</p> <p>NORA FLEMING LEE Coastal Heritage Society</p> <p>DARREL NAYLOR-JOHNSON SCAD</p> <p>KAL PATEL Image Hotels</p> <p>MONCELLO STEWART Greater Savannah Black Chamber of Commerce</p> <p>MATTHEW DOUZUK Perry Lane Hotel</p> <p>MICHAEL OWENS Tourism Leadership Council</p>	<p>STUART ROBINSON Westin Savannah Harbor Golf Resort & Spa</p> <p>JENNIFER STRICKLAND River Street Restaurant Group</p> <p>COREY JONES Lucky Savannah Vacation Rentals</p> <p>SINISA CIRIC Savannah Music Festival</p> <p>AMELIA JAMERSON 18Loves Art</p> <p>MATT MEECE Historic Savannah Theatre</p> <p>JULIE MUSSELMAN Savannah's Waterfront</p> <p>Ex Officio:</p> <p>ALICIA MILLER BLAKELY Savannah City Council</p> <p>BERT BRANTLEY Savannah Area Chamber of Commerce</p> <p>CHESTER ELLIS Chatham County Commissioners</p> <p>GREG KELLY Savannah/Hilton Head International Airport</p>	<p>JOSEPH MARINELLI Visit Savannah</p> <p>JAY MELDER City of Savannah</p> <p>KELVIN MOORE Savannah Convention Center</p> <p>EVAN GOETZ Tybee Island Representative</p> <p>JAMIE MCCURRY 2026/2027 Chamber Chair</p> <p>Visionaries:</p> <p>DAWN BROSNAN National Museum of the Mighty Eighth Air Force</p> <p>MARGUERITE SECKMAN Fete, Starland Strange and Bozear, One for the Road, Superbloom</p> <p>AUSTIN WRIGHT Left Lane Hospitality</p>
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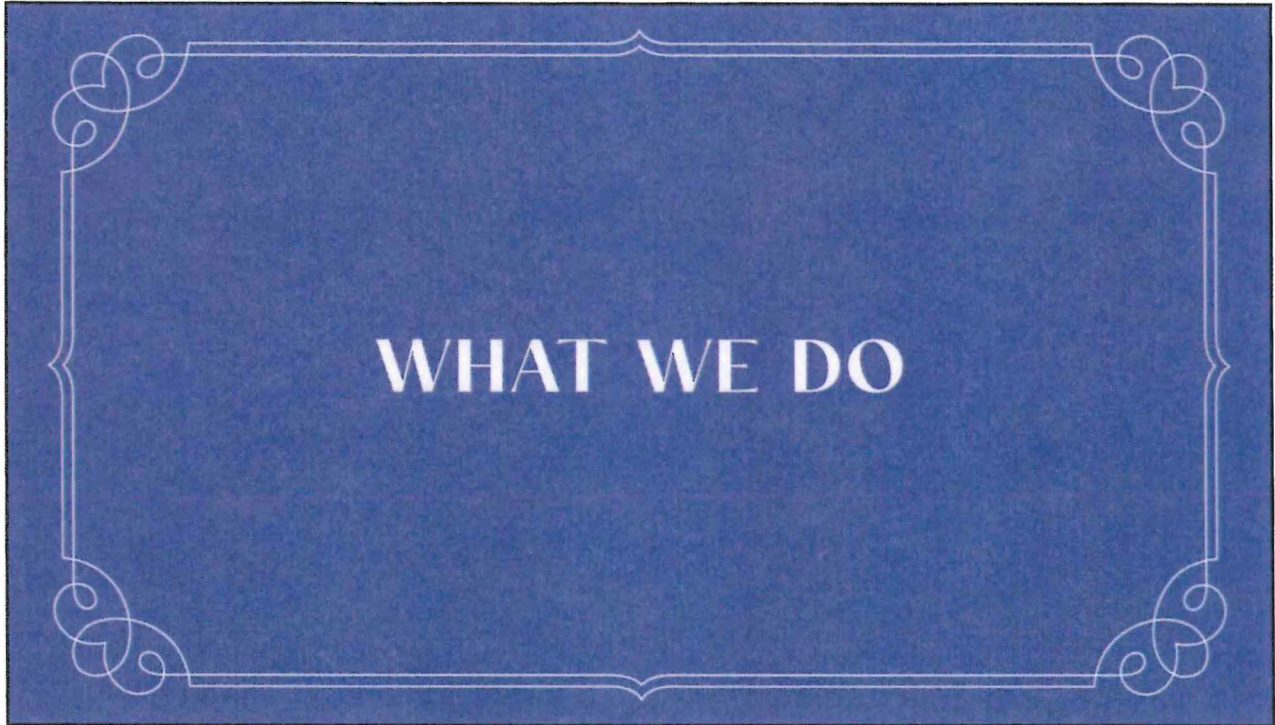
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12



OUR COMMITMENT TO SOCIAL INCLUSION

Social inclusion is foundational to how we work at Visit Savannah and Visit Tybee Island. These values guide how we tell our story, represent our community, and welcome travelers from every background.

We apply an intentional inclusion lens across our marketing to ensure our imagery, language, and storytelling reflect the full spectrum of people who live in, and visit, Savannah and Chatham County. That same

commitment extends inward, shaping a Board of Directors and team whose perspectives and experiences reflect the community we serve.

By staying connected to evolving trends in diverse and minority markets, we create strategies that resonate with broad audiences, positioning Savannah and Tybee Island as welcoming destinations where all travelers feel welcomed, respected, and inspired to explore.

13

2026 Business Plan: Strategic Pillars

Our annual business and marketing plan defines Visit Savannah's priorities, organized into five pillars that align efforts between all departments and support a healthy visitor economy.

<p>STRATEGIC PILLAR 1:</p> <p>Accelerate growth across leisure, meetings, sports, and international markets.</p>	<p>STRATEGIC PILLAR 2:</p> <p>Deliver compelling marketing that drives year-round visitor interest.</p>	<p>STRATEGIC PILLAR 3:</p> <p>Drive smart decisions through research, analytics, and digital innovation.</p>	<p>STRATEGIC PILLAR 4:</p> <p>Build strong community, member, and industry relationships.</p>	<p>STRATEGIC PILLAR 5:</p> <p>Provide exceptional frontline service and destination stewardship.</p>
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14

SHARING OUR WORK: VISIBILITY & ALIGNMENT

Clear visibility into our goals, priorities, and progress keeps stakeholders aligned and confident in our direction.



Publish Annual Business Plan



Produce Mid-Year and End-of-Year Results

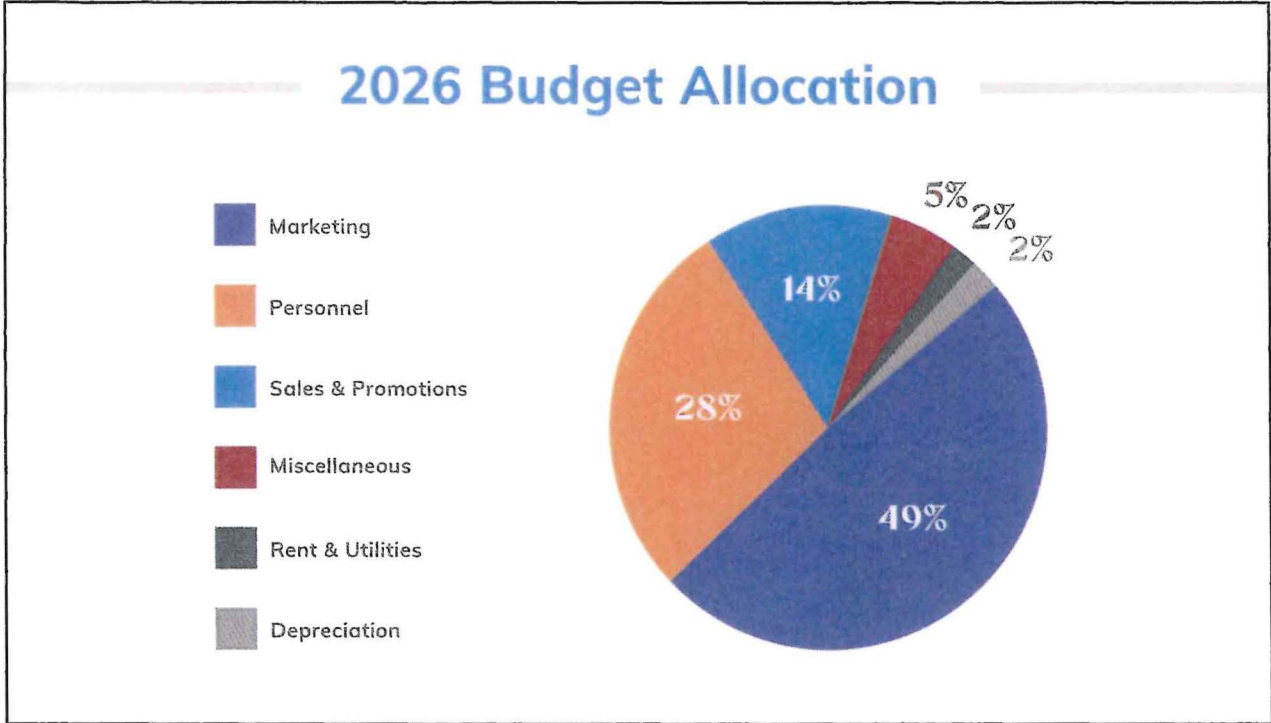


Email Monthly Insights & Strategic Updates

15

HOW WE DO IT

16



17

Reaching a Sophisticated, Diverse Traveler

Our strategy is designed to attract higher-value, experience-driven travelers while expanding the depth and diversity of who we reach.

Leisure Travelers

Meetings & Conventions

International

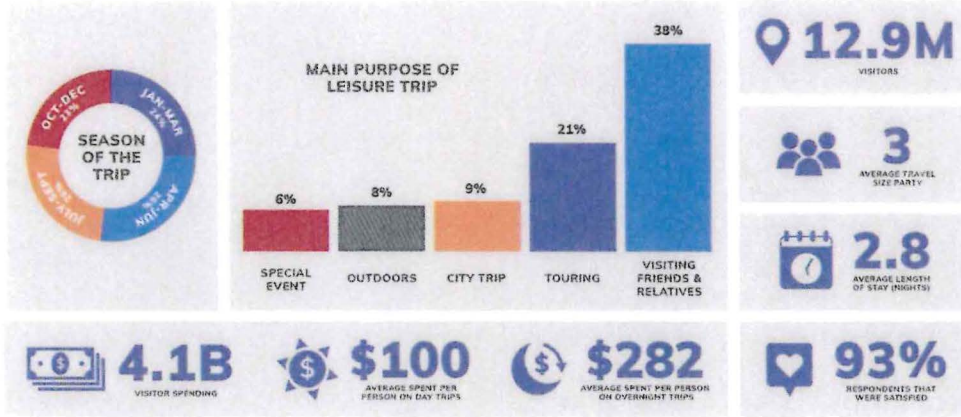
Sports Tourism

Group Tour

Multicultural

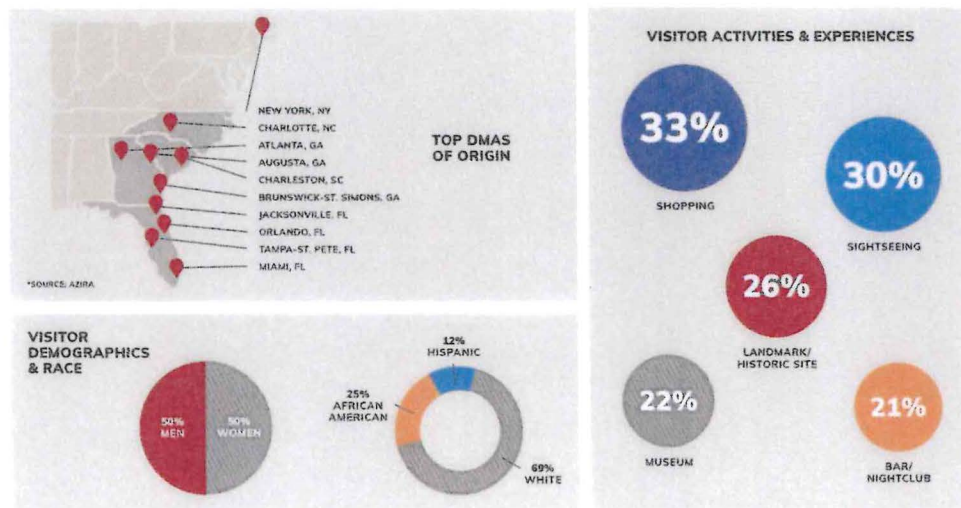
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SAVANNAH TRAVEL MARKET PROFILE



*SOURCE: LONGWOODS INTERNATIONAL 2025, TRAVEL USA STUDY; 2025 TOURISM ECONOMICS, ECONOMIC IMPACT OF VISITORS TO SAVANNAH, GEORGIA

19



*SOURCE: LONGWOODS INTERNATIONAL 2025, TRAVEL USA STUDY; 2025 TOURISM ECONOMICS, ECONOMIC IMPACT OF VISITORS TO SAVANNAH, GEORGIA

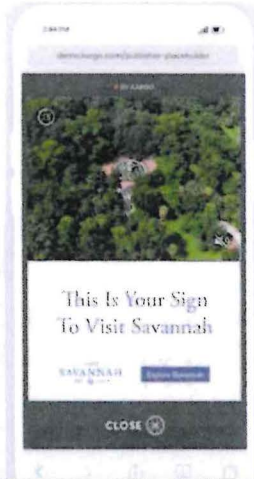
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Digital Advertising

LEISURE: Consumer-Facing & High-Volume



Ad by Visit Savannah
Spring Strolls in Savannah
Sunlit squares and blooming beauty await.



MEETINGS, SPORTS & GROUP TOUR: Targeted to the Buyer

Visit Savannah
Visit Savannah
Savannah

Planning just got easier—and a lot more fun. Savannah's Essential Guide is your shortcut to standout venues, memorable experiences, and everything in between.



Your Go-To Guide for Planning Meetings in Savannah

Download



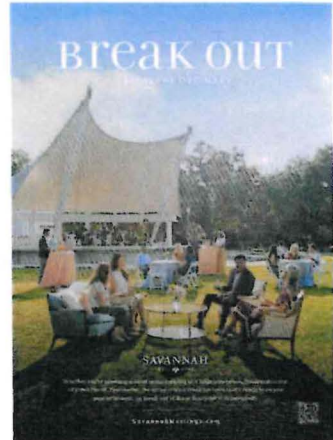
SPONSORED CONTENT

Meet in Style: Savannah's Blend of Modern Venues and Timeless Charm

By Visit Savannah

21

Print Advertising



22

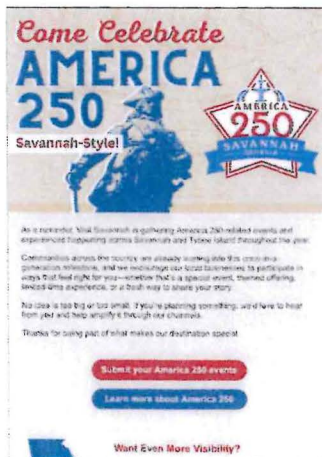
Public Relations



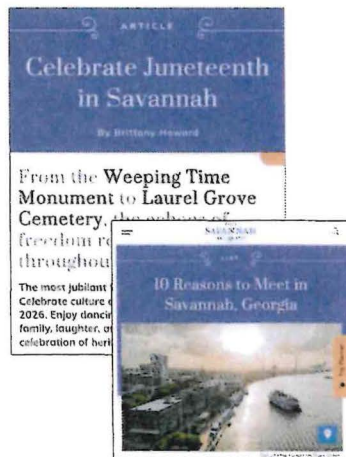
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Content

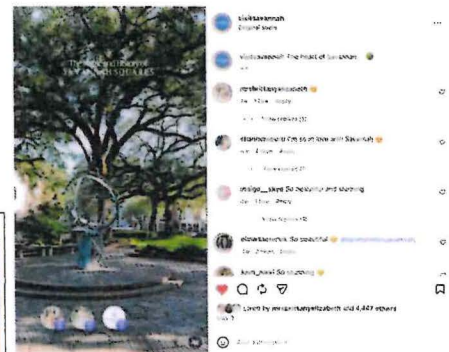
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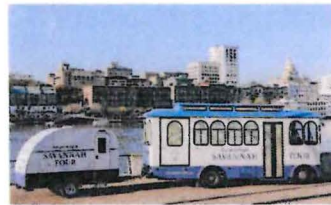
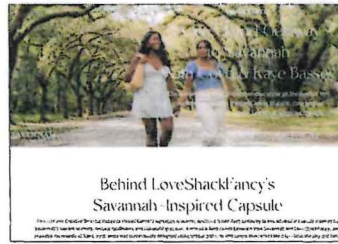


SOCIAL:



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Partnerships & Experiential

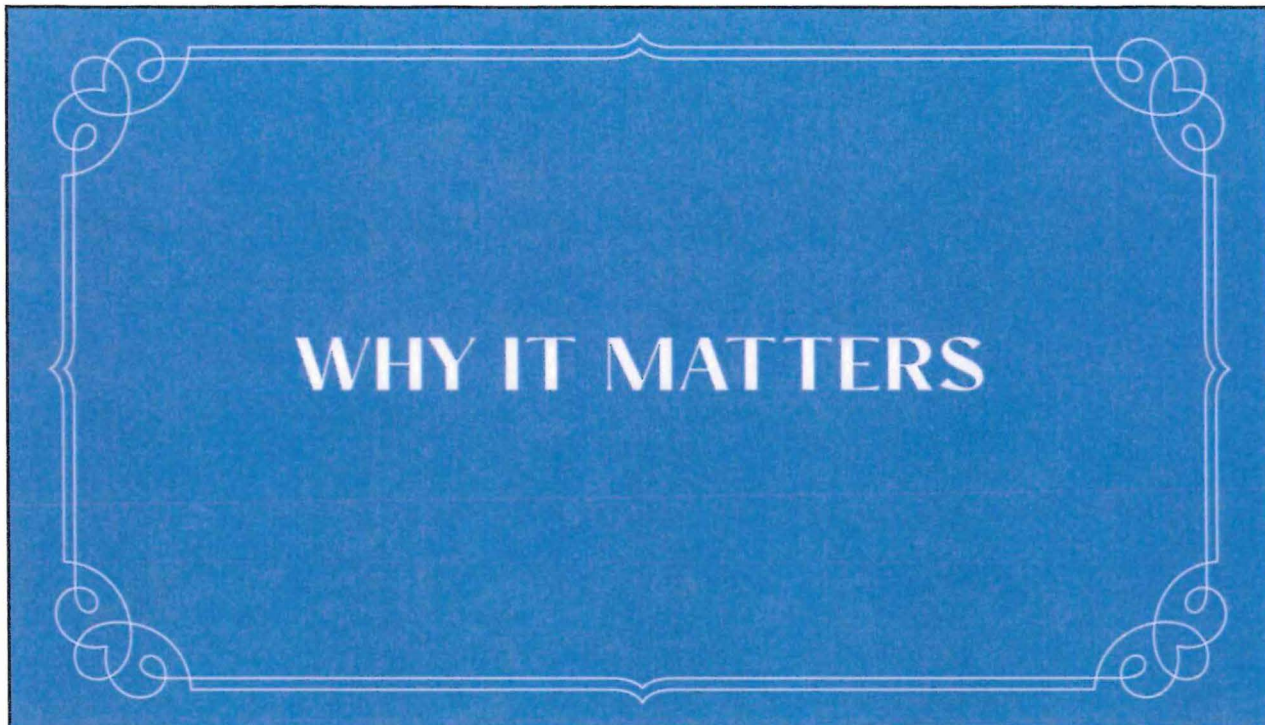


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Working Together



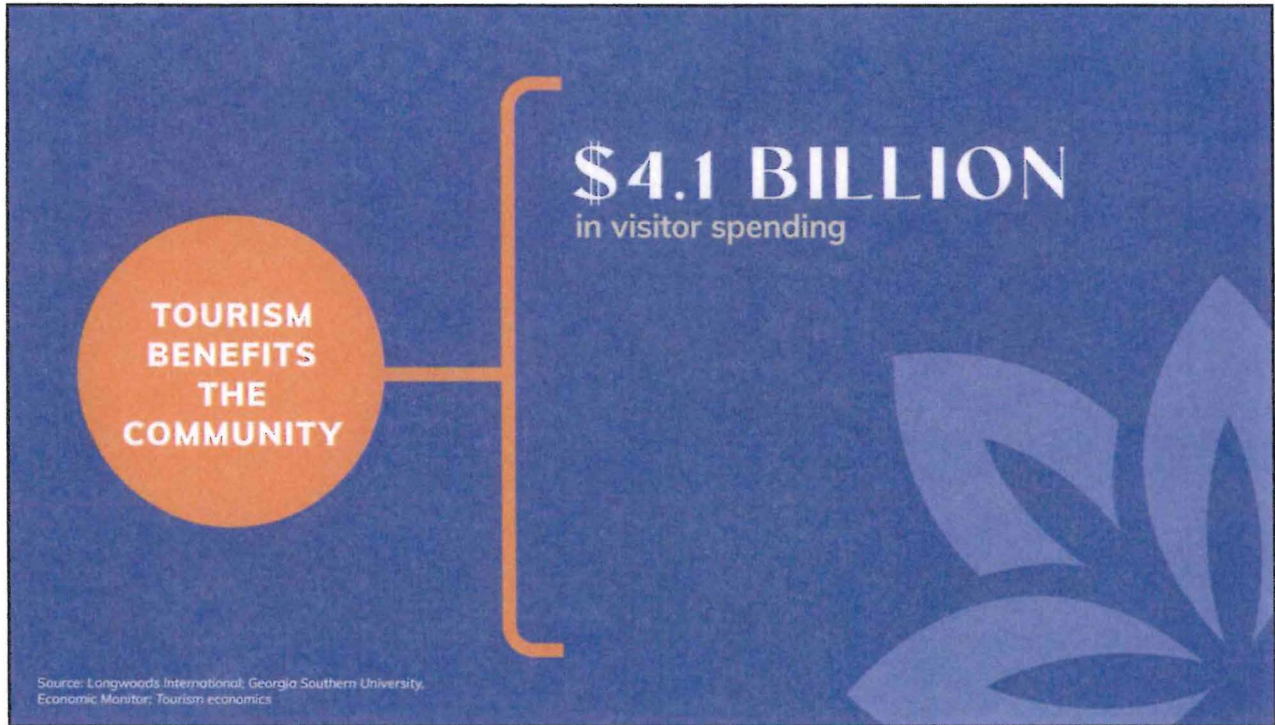
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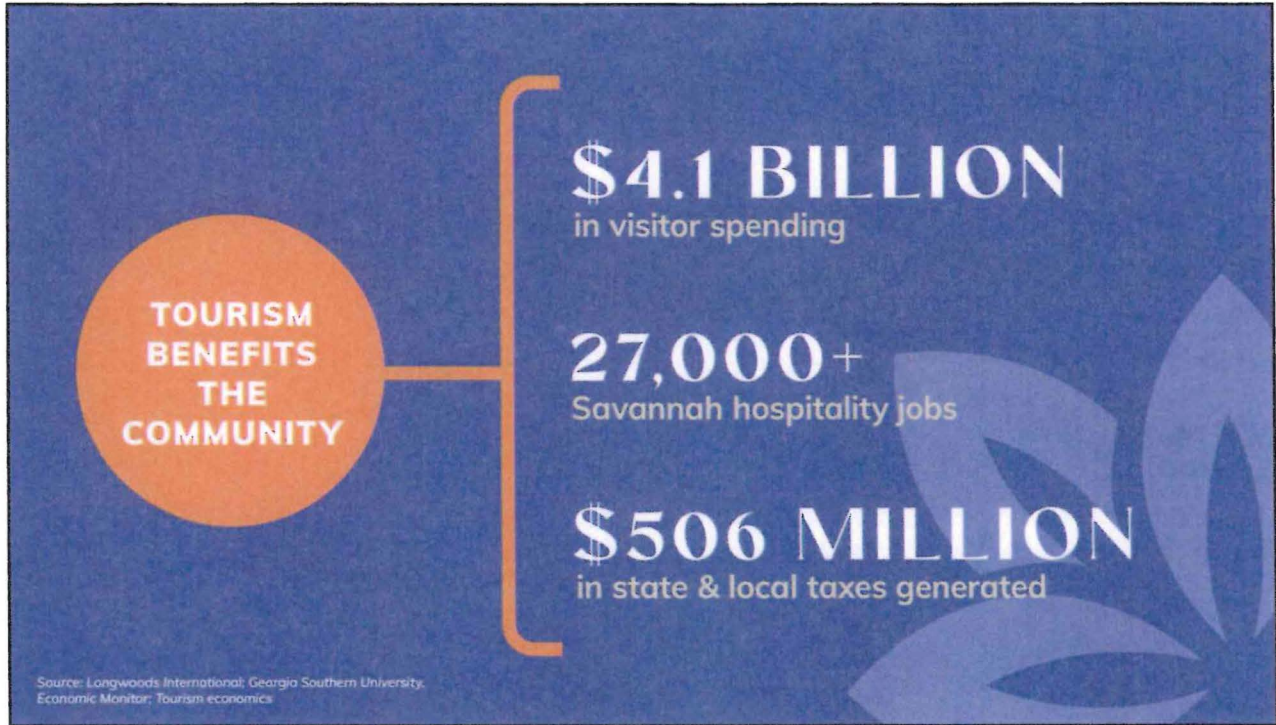
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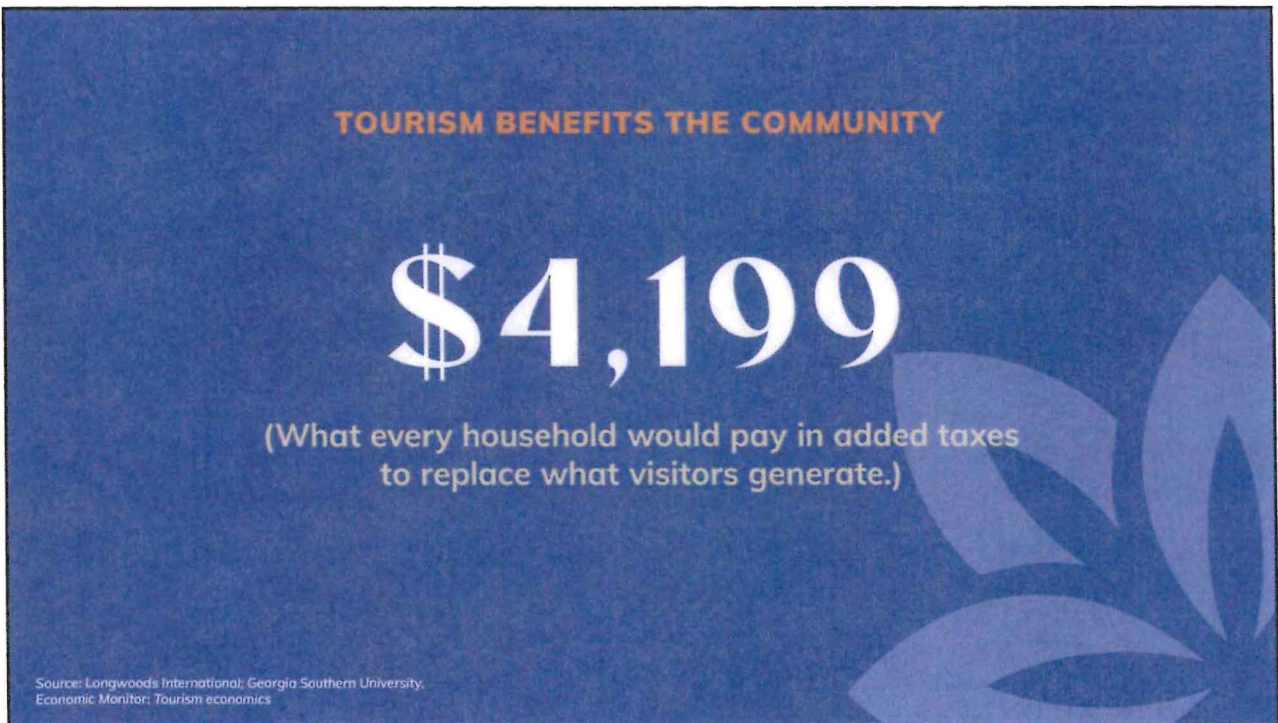
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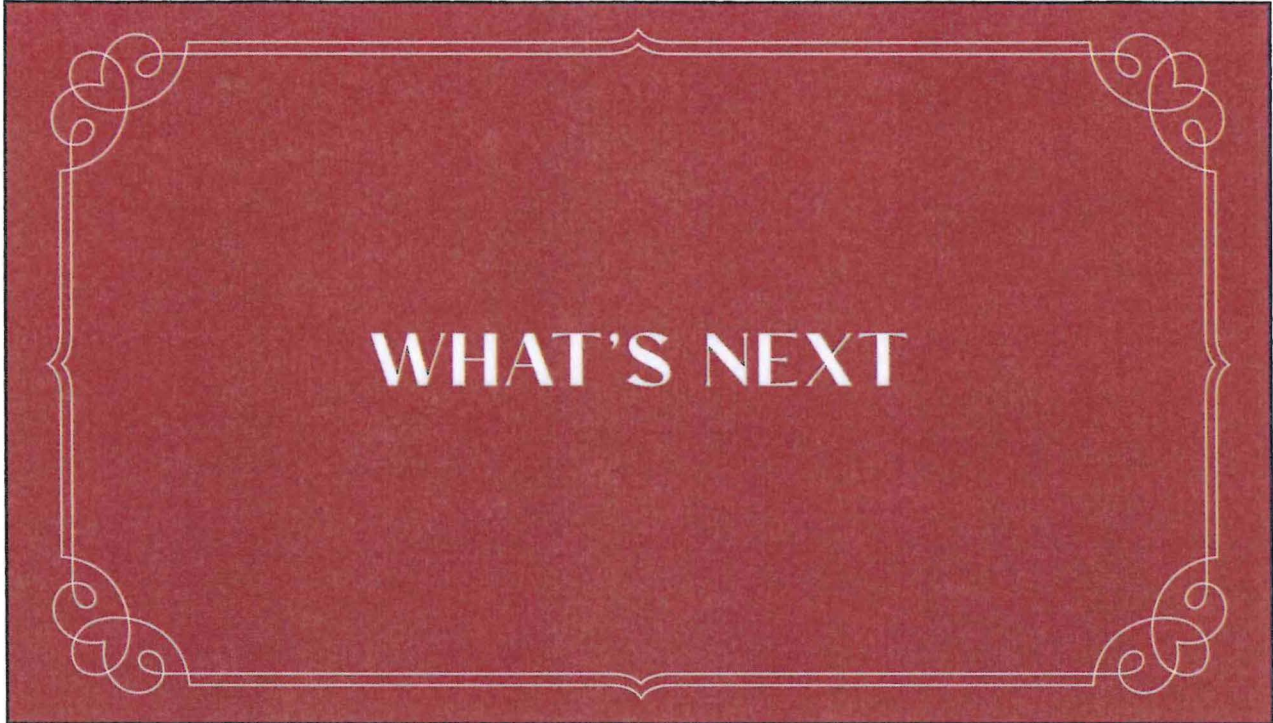
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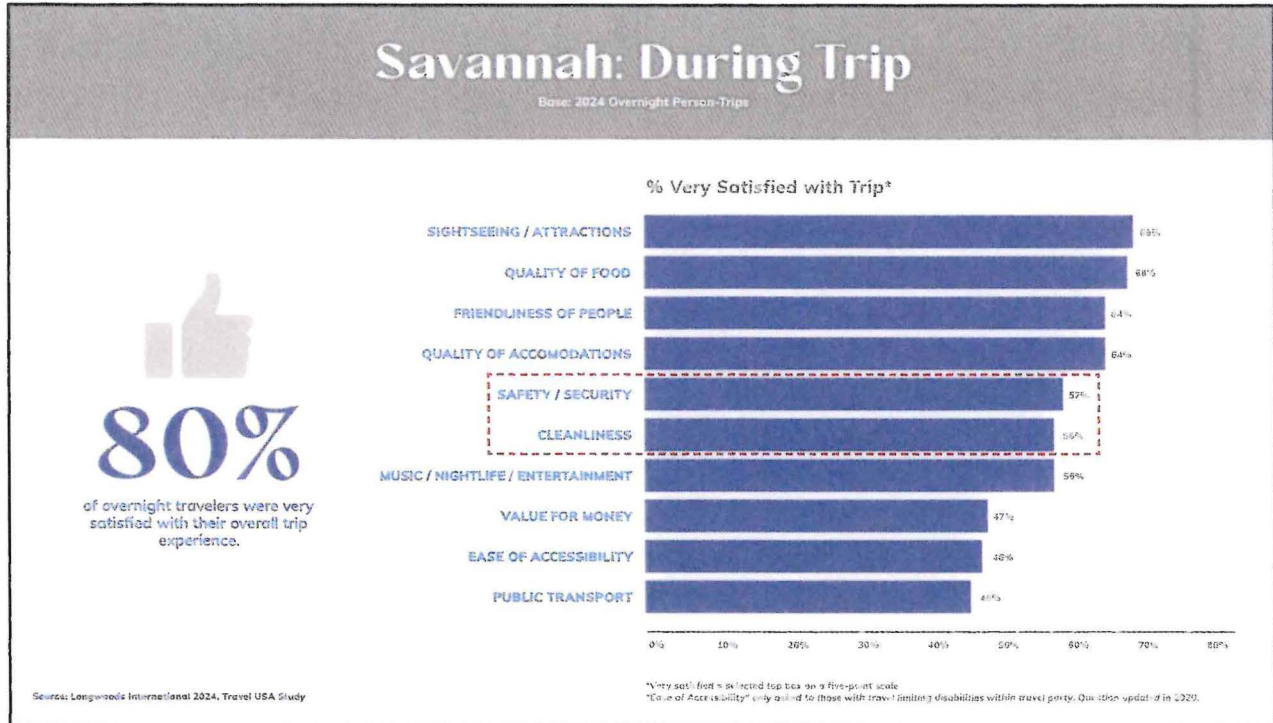
33

A Destination on the Rise: Savannah's Expanding Product

Ongoing investment & development are strengthening Savannah's appeal.

- Expanding hotel inventory and accommodation options
- Growing culinary scene with diverse offerings
- New attractions enhancing visitor experiences
- Expanded convention center boosting capacity
- Emerging districts beyond the Historic core
- New facilities supporting sports and entertainment growth

34



35

The Visitor Economy: Powering Local Prosperity

- Expanding economic vitality and prosperity throughout Savannah and Chatham County
- Supporting local area businesses, large and small
- Showcasing the Historic Landmark District while increasing exposure to areas of interest throughout the city, county, and Tybee Island
- Partnering with SEDA and RISE related to workforce development initiatives
- Leveraging Savannah's national and international reputation as a world-class visitor destination

36

Built on the City's Own Framework

The City's Tourism Management Plan named the priorities that matter most — here's how Visit Savannah delivers on each.

COLLABORATIVE TOURISM MANAGEMENT

We're at the table — partnering with City staff, the Chamber, TLC, and the TAC to manage tourism growth alongside resident quality of life.

TMP

GPS

Mayor's Letter

DATA-DRIVEN DECISION MAKING

We put a range of research tools and methods behind every priority and measure their impact — so the visitor economy runs on evidence, not assumption.

TMP

GPS

COMMUNICATION & ADVOCACY

We show the community what the visitor economy delivers — through regular presentations, community meetings, a four-part video series, an annual Tourism Snapshot report, and an ongoing public relations strategy.

TMP

37

Shared Priorities

Four tourism-development priorities, each rooted in the City of Savannah GPS, Tourism Management Plan, and the Mayor's letter.

HISTORIC PRESERVATION

We hold historic preservation as our highest priority—partnering with the City, Historic Savannah Foundation, the TLC, and the Chamber to protect the "golden goose" and ensure its long-term sustainability.

TMP

GPS

Mayor's Letter

SAFETY, MOBILITY & TRANSPORTATION

We understand and support City and County initiatives for ongoing public safety, mobility, wayfinding, and transportation improvements.

GPS

TMP

Mayor's Letter

RESIDENT- SENSITIVE GROWTH

We support a thriving visitor economy while staying mindful of and sensitive to resident quality of life — keeping growth balanced, intentional, and well-managed.

Mayor's Letter

GPS

TMP

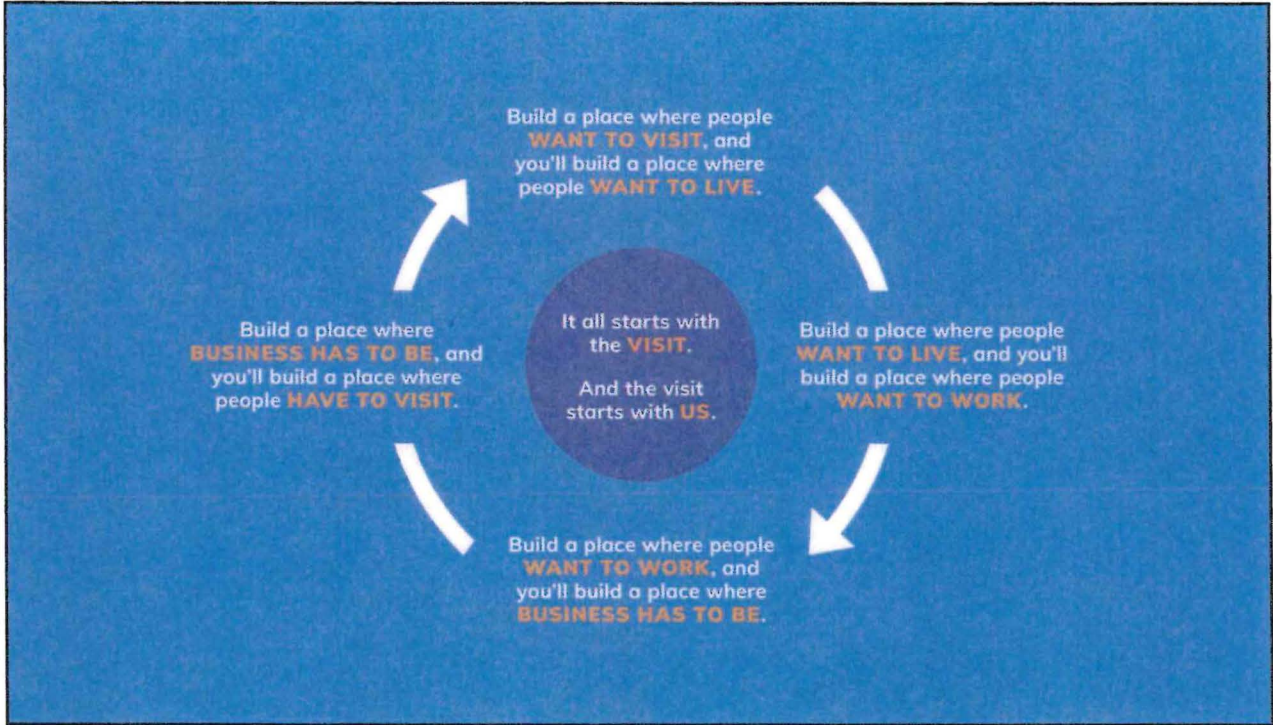
HOSPITALITY WORKFORCE

We help develop and build a healthy work environment and career paths for a strong hospitality workforce — the backbone of Savannah/Chatham's growing visitor economy.

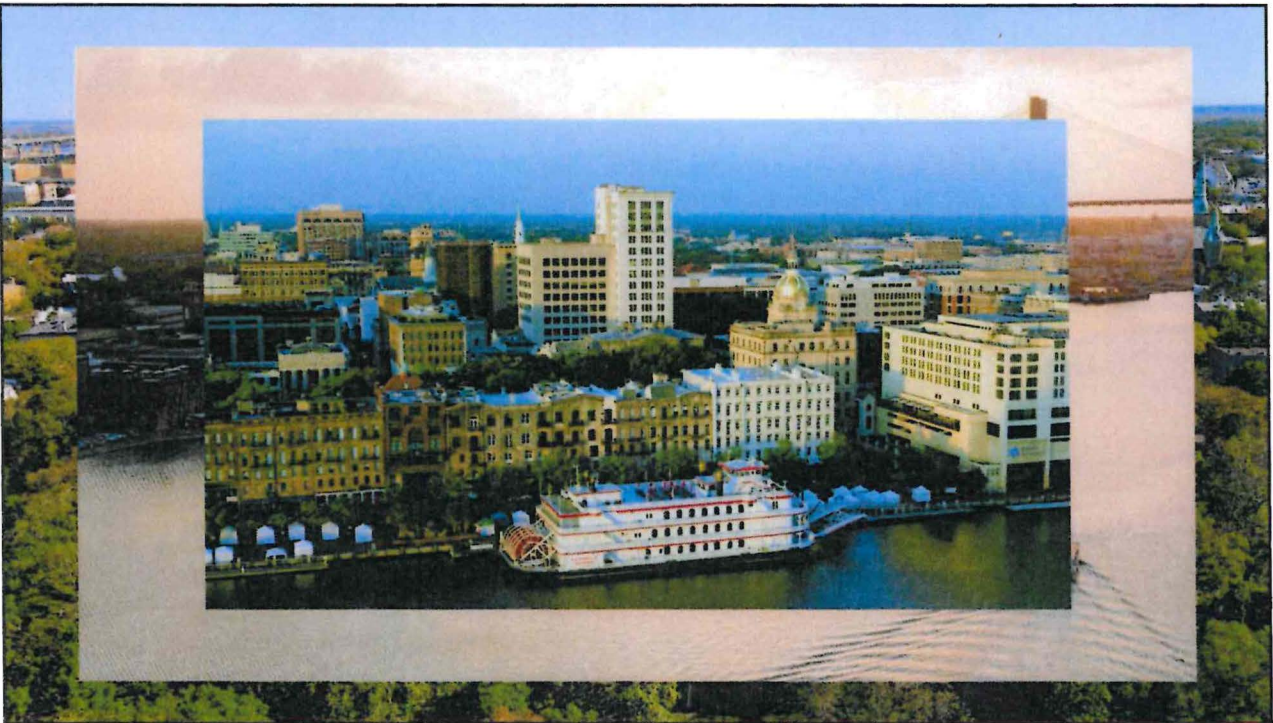
GPS

TMP

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