



TOUR SERVICE VEHICLES

Workshop Discussion

Special Events, Film & Tourism



Agenda



Tourism Snapshot



Downtown Residential Growth & DNA's Concerns



The City's Goals & What we are doing now



Recommended Ordinance Amendment for Trolley Tours



Council Direction on Horse Drawn Carriage Tours

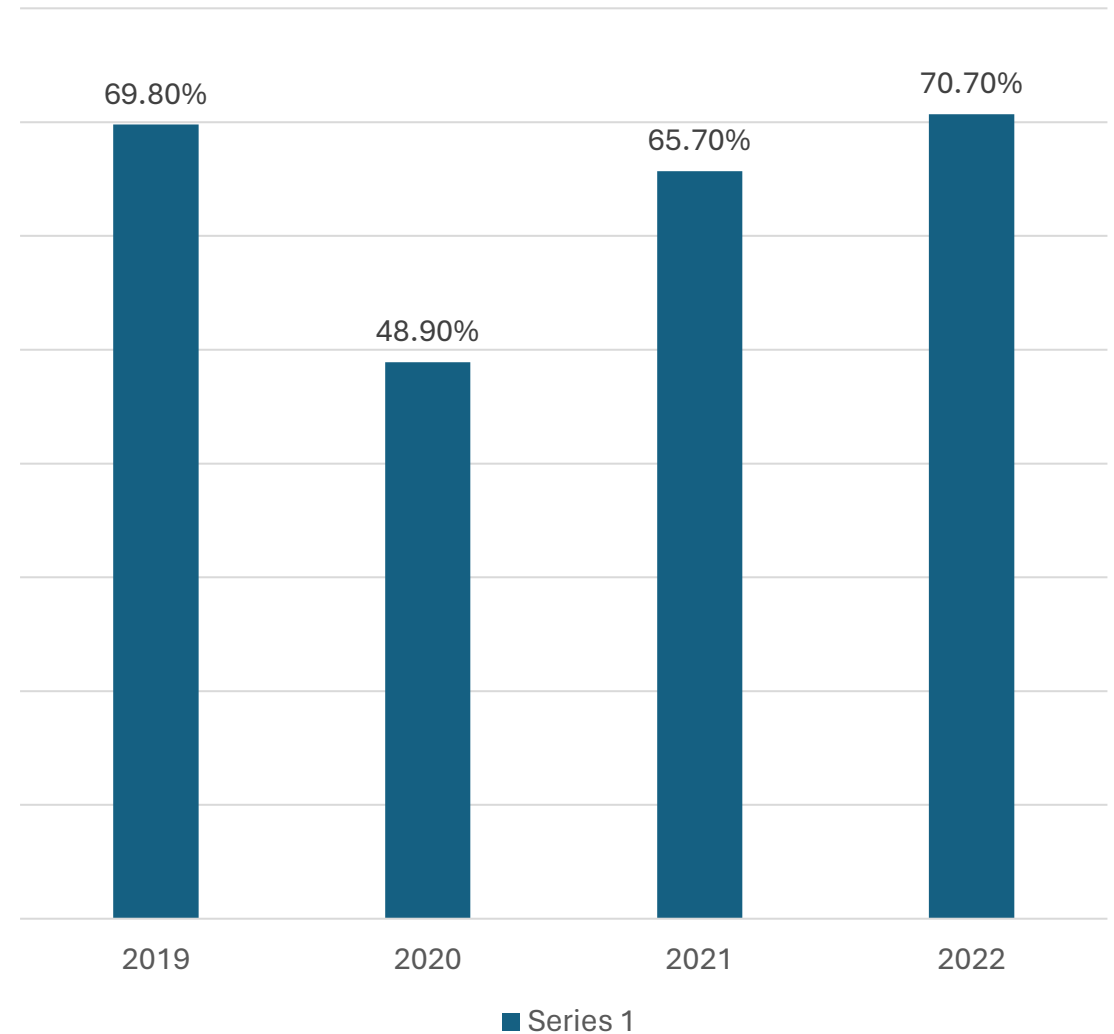


What's Next: Walking Tours

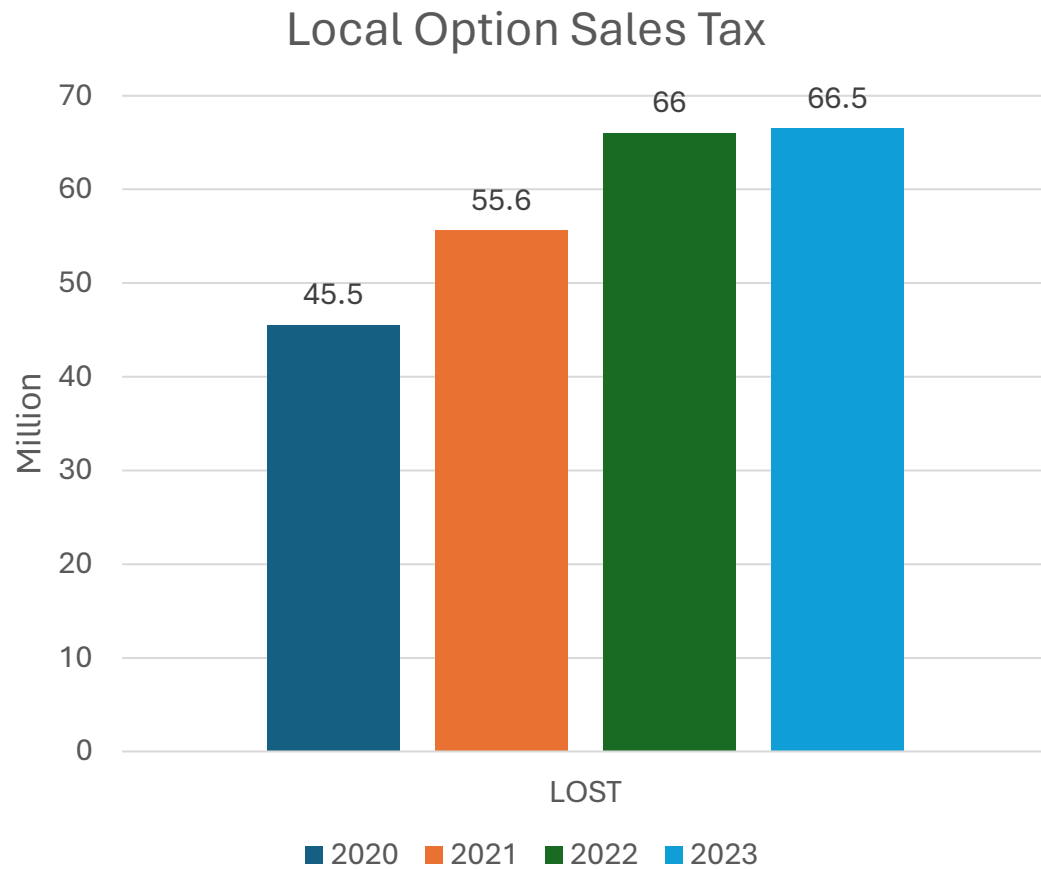
Savannah Tourism Snapshot

- 9.7M Overnight Visitors in 2022, up from 7.8M in 2015
- 4.7M Rooms sold in 2022, up from 3.7M in 2015
- 18,549 hotel rooms in MSA, up from 15,009 in 2015
- \$4.4B in direct spend at hotels in 2022, up from \$2.67B in 2015
- Room Tax Revenue 44.5M in 2023, up from 23.2M 2015
- *Source: Smith Travel Research*

Hotel Room Occupancy Rates (MSA)

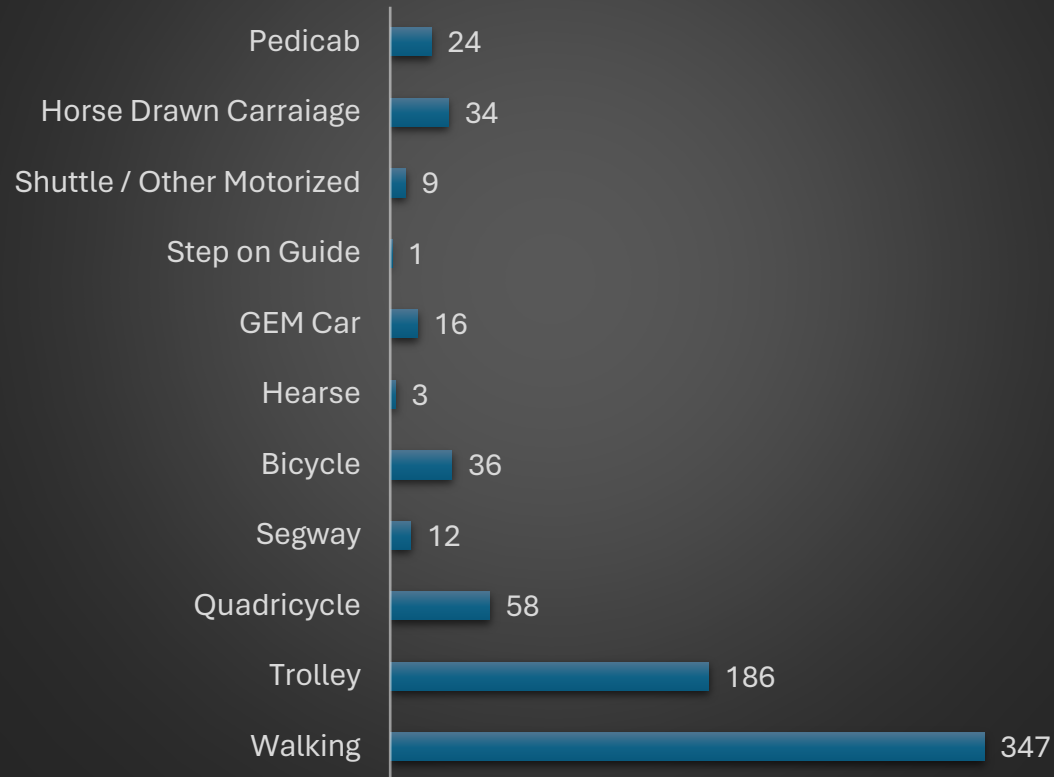


General Economic Impact

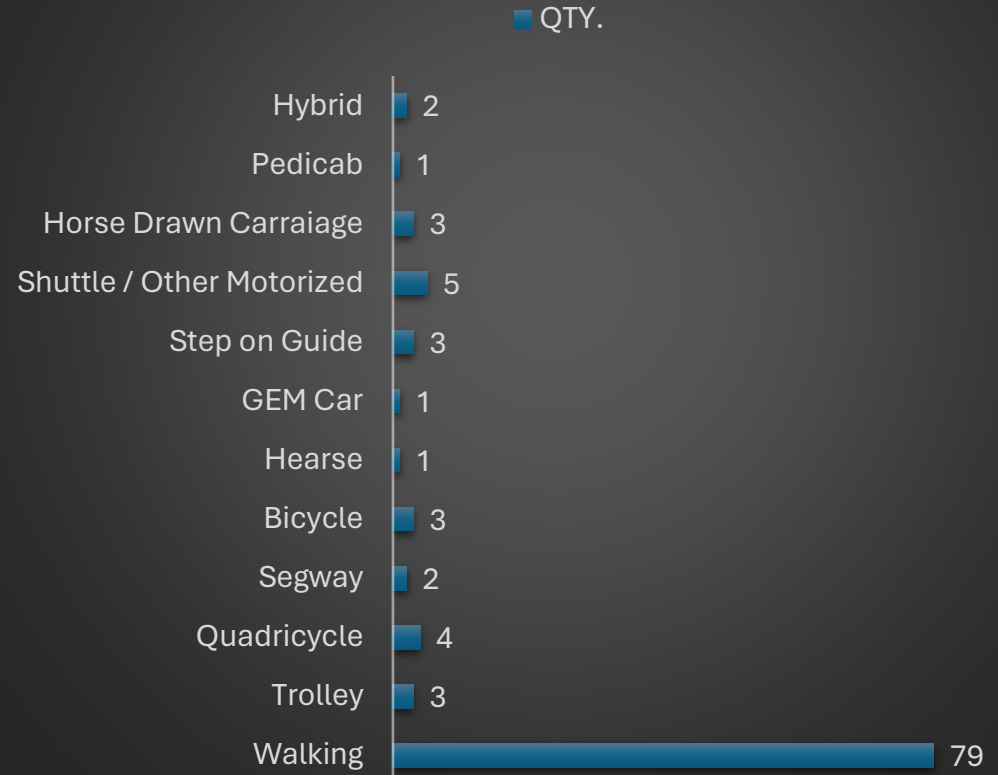


Registered Tours at a Glance

of Registered Tour Guides by Type (Total = 723)



of Registered Tour Companies (Total = 107)



2024 Accolades

10 Best Southern Destinations for Spotting Spring Blooms



The Best U.S. Cities to Be a Ghost

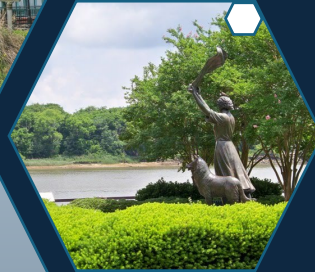


10 Top Travel Destinations in the US for 2024

Where to Travel the South in Your RV



Open Table's 100 Most Romantic Restaurants List



South's Best Cities 2024

Best Destinations to Travel to in March



10 Best Destinations for Galentine's Day Getaway



5 of the Most Romantic Restaurants in the US

Georgia's Best Landmarks According to Visitors



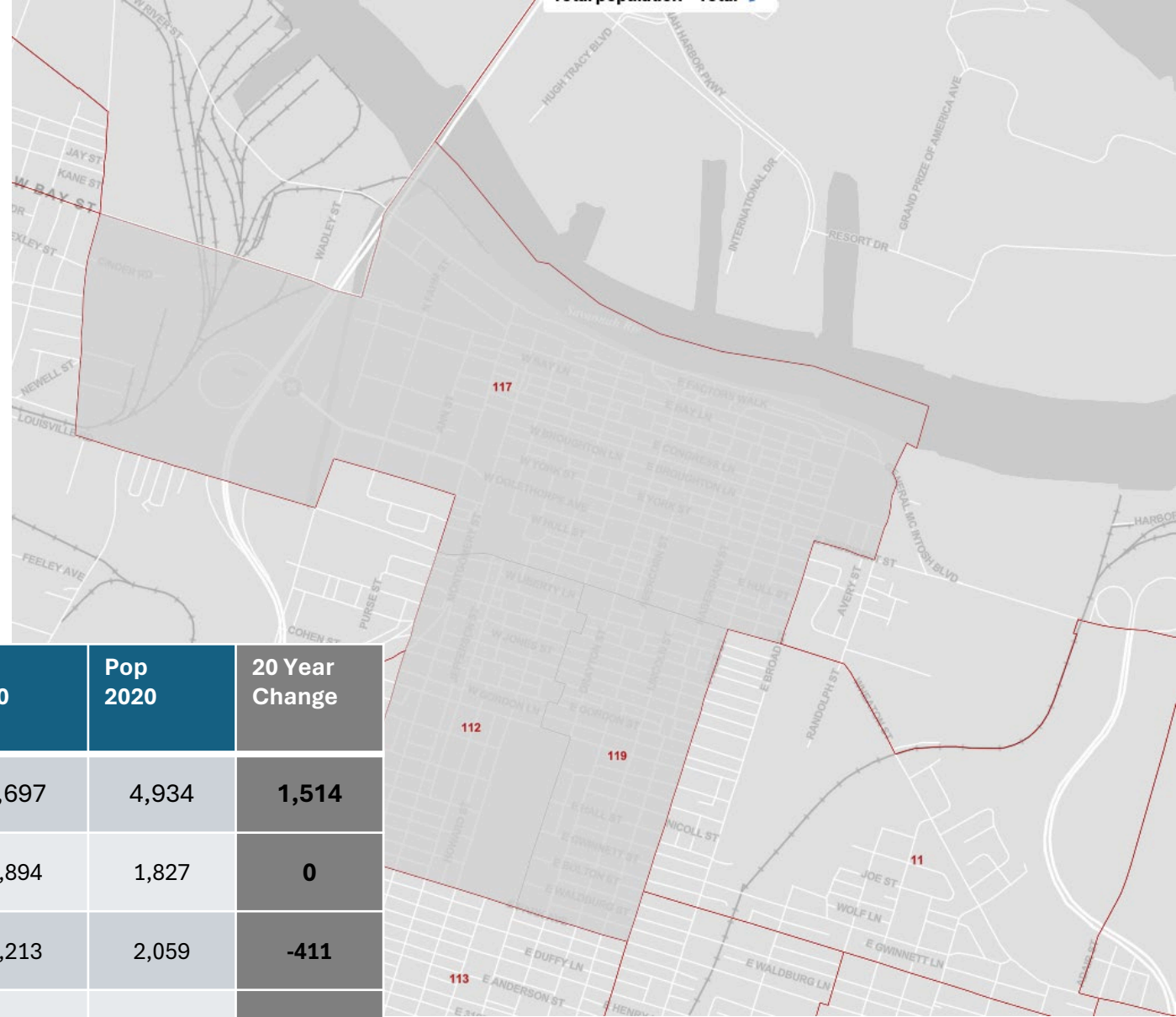
Top 10 U.S. States Ranked on Building Sustainability



10 Scenic Overnight Train Trips in the US



Downtown Residential Units & Population have Grown as well



| Census Tract | Housing Units 2000 | Housing Units 2010 | Housing Units 2020 | 20 Year Change | Pop 2000 | Pop 2010 | Pop 2020 | 20 Year Change |
|--------------|--------------------|--------------------|--------------------|----------------|--------------|--------------|--------------|----------------|
| CT117 | 1,444 | 1,406 | 1,964 | 520 | 3,420 | 3,697 | 4,934 | 1,514 |
| CT112 | 1,131 | 1,239 | 1,419 | 288 | 1,827 | 1,894 | 1,827 | 0 |
| CT119 | 1,785 | 1,730 | 1,752 | -33 | 2,470 | 2,213 | 2,059 | -411 |
| TOTAL | 4,360 | 4,375 | 5,135 | 775 | 7,717 | 7,804 | 8,820 | 1,103 |

**Source: U.S. Census Bureau Decennial Census Redistricting Tabulation
- Census tracts geography revisions took place in 2020*



DNA's Concerns

- Enforcement of Ordinances
- Limits on Scheduled Tours
- Require In-Ear Technology for Tours
- Prohibit Amplified Speakers
- Change Tour End Times
- Transition to Electric Tour Vehicles
- Enforcement of E-Scooter & E-Bike Rental Ban

OUR GOAL: Achieving Balance

- Support, foster, and protect a thriving and livable downtown residential neighborhood.
- Protect quality of life for downtown residents and non-tourism related businesses
- Support, foster and manage the needs of our diverse, local tourism economy



WHAT WE ARE DOING NOW:

- Increased Enforcement
- Changed trolley routes to address resident concerns
- Recommending ordinance revisions to address sound from tour service vehicles (starting with trolleys)
- Convened new Tourism Task Force to review and recommend improvements to the Tour Service for Hire Ordinance
 - Walking Tours
 - Horse Drawn Carriages



Provide Better Enforcement of Ordinances Already on Books

- Doubling Tourism Compliance Officers (TCOs)
- Savannah Police Department – Community Service Officers – 7 days a Week
- Parking Service Officers – Weekends and Evenings
- Code Compliance Officers – Blitz Operations and Daily Coverage
- Increase fines for violations in 2025 (Current highest fine is \$100)

Top 5 Citations 2023

Passenger vehicles parked in Tour Service Stands

Tours operating in restricted areas

Tours impeding traffic flow

Tour vehicles improperly utilizing tour service stands

Motor coaches operating without a permit or out of boundaries

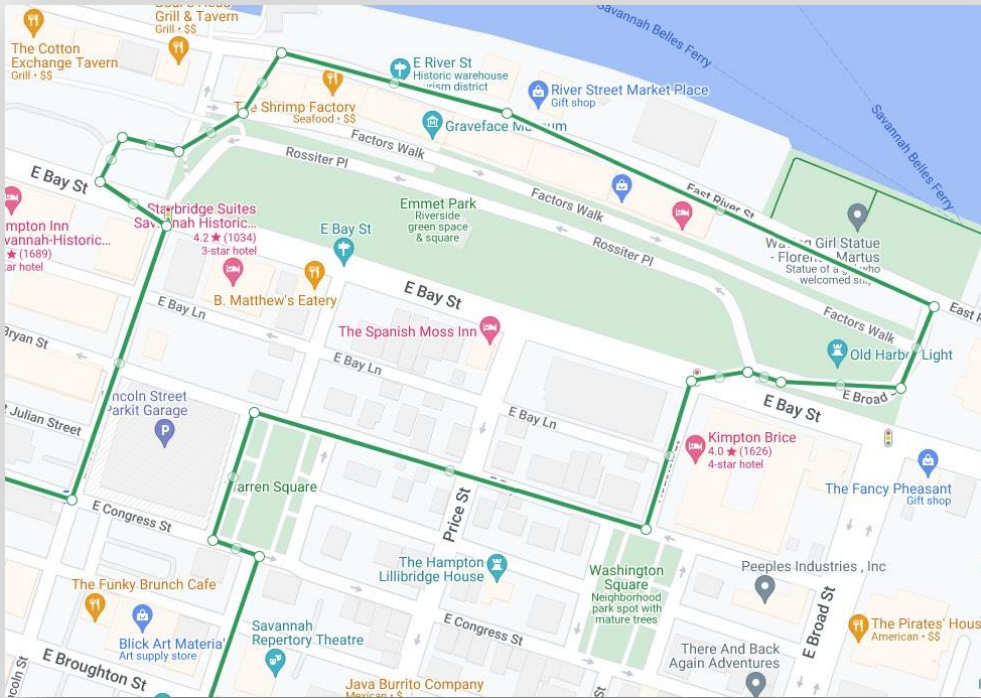
Improved Trolley Routes

- April 1 – initiate Pilot to address Washington Square
- Continue to monitor to identify areas of impact from modified routes

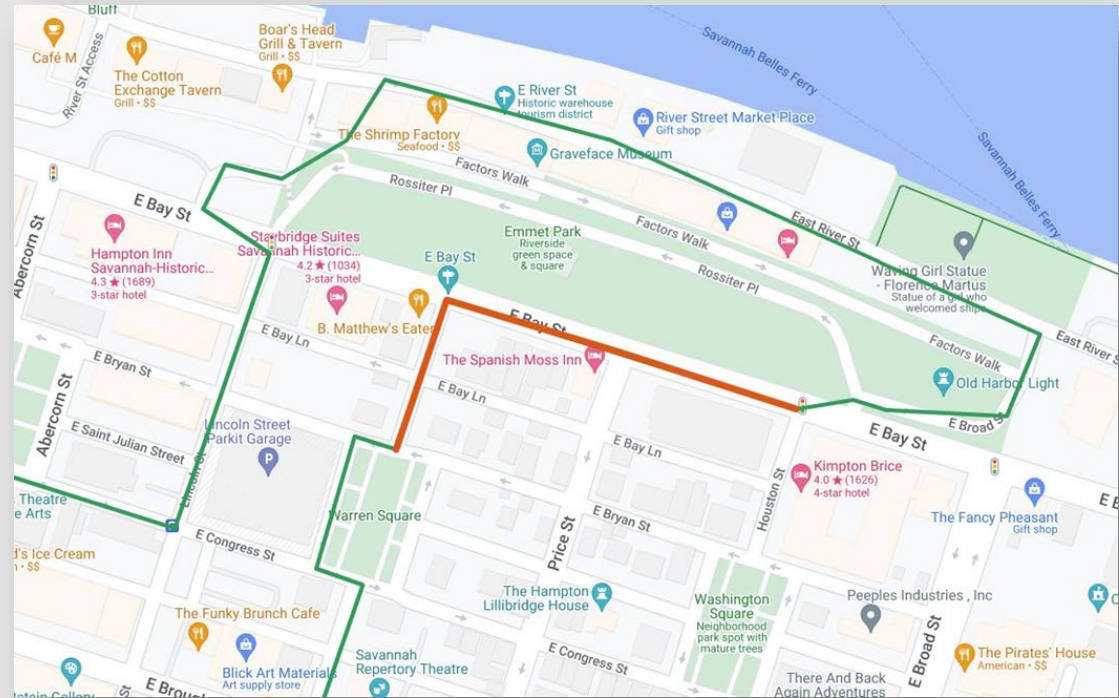


Old Town Trolley Tours

Old Route



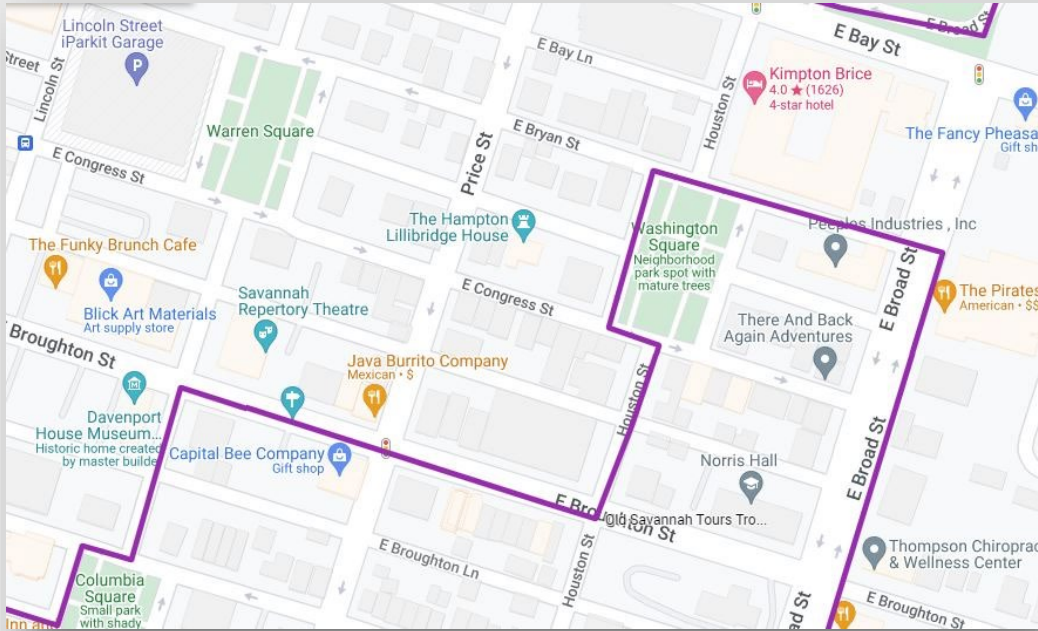
New Route



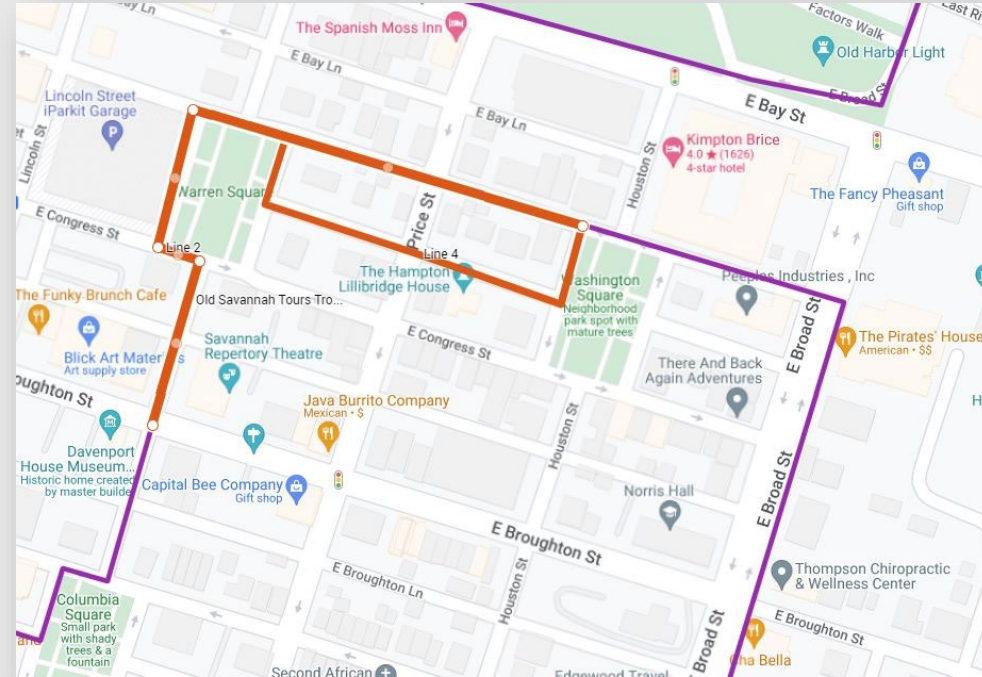
Removes Washington Square

Old Savannah Trolley Tours

Old Route

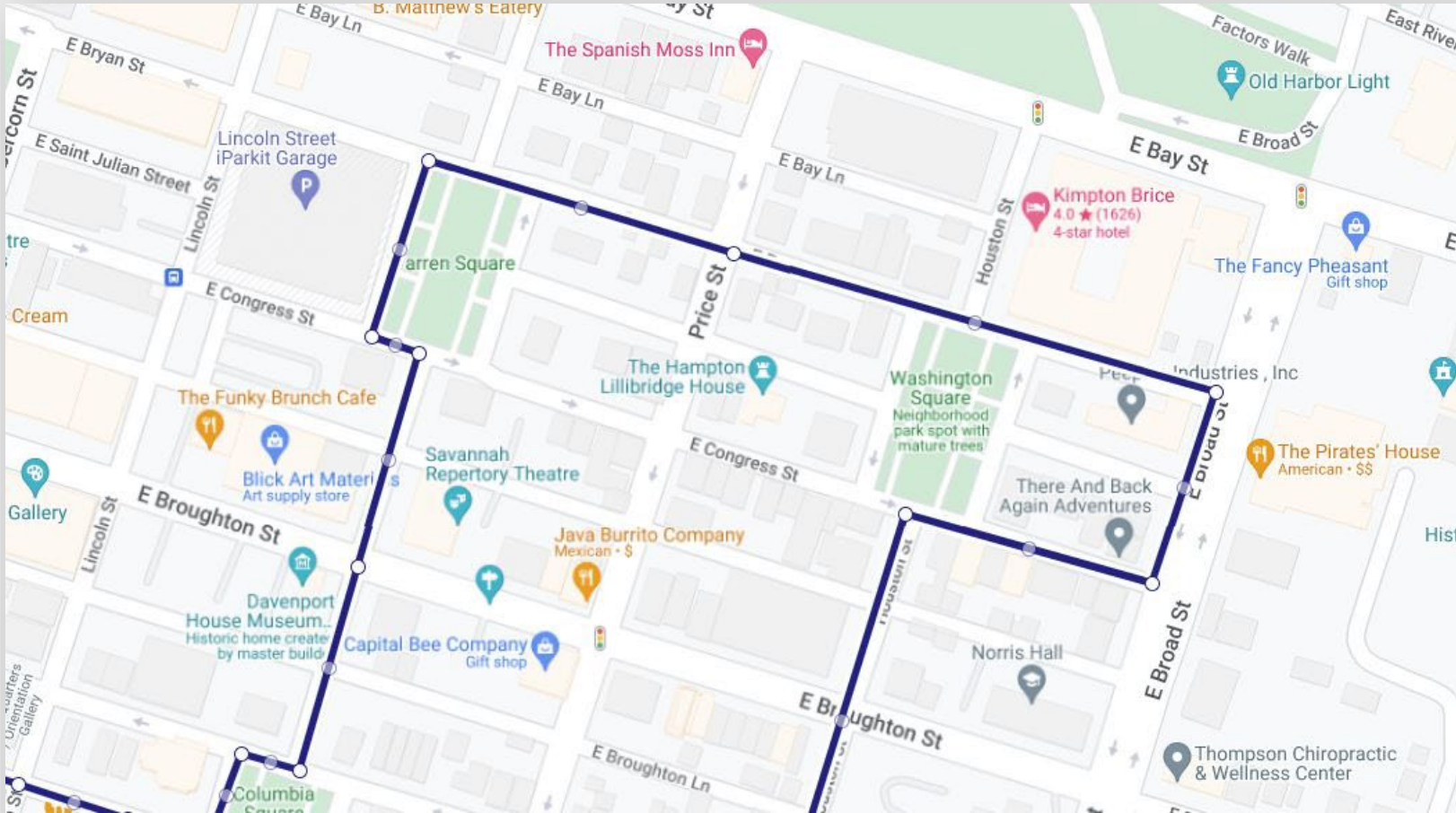


New Route



Reduces impact to Washington Sq.
Two route options

Kelly Tours Adjustments



Proceeds straight on Bryan Street
Reduces impact to Washington Sq.
Eliminated one entire tour

New Ordinance Recommendation

- **Eliminate** impacts of amplified sound emanating from tour vehicles, either with proven **directional speaker** or **in-ear** technologies.

Recommended Compliance Timeline:

- Within 12 months – 50% of registered fleet
- Within 18 Months – 100% of registered fleet.

“We had about 20 people join Board members to see if the speakers would be viable. The consensus seemed to be that the installation of these speakers significantly reduced the volume of noise coming from inside the trolley.”

-David McDonald, DNA President

Trolley company conducted three demonstrations of noise-reducing speakers. The most recent being on March 28th for DNA members.

Total Cost Per Trolley: \$10,000 - \$12,000 (Four Speakers

Horse Drawn Carriages Discussion

Purpose: To receive feedback and direction from City Council on how they would like to address advocacy to ban horse drawn carriages in Savannah.



Cities that have banned horse drawn carriages

- Biloxi, Mississippi
- Camden, New Jersey
- Key West, Florida
- Palm Beach, Florida
- Pompano Beach, Florida
- Treasure Island, Florida
- Salt Lake City, Utah
- Asheville, North Carolina
- Chicago, Illinois
- Chevy Chase, Maryland
- Oxford, Mississippi



Cities that still permit horse drawn carriages

- **New York:** New York City
- **South Carolina:** Charleston, Beaufort, Aiken, Camden
- **North Carolina:** Wilmington, New Bern, Pinehurst
- **Georgia:** Savannah, St. Simons Island, Jekyll Island, Thomasville, Madison
- **Tennessee:** Nashville, Gatlinburg, Chattanooga, Chattanooga
- **Pennsylvania:** Philadelphia, Pittsburgh, Lancaster, Gettysburg
- **California:** San Francisco, Sacramento, Santa Barbara, San Diego
- **Florida:** St. Augustine, Amelia Island
- **Louisiana:** New Orleans, Natchitoches
- **Missouri:** St. Louis, Kansas City, St. Charles



Options

- **Remain as is / make no changes to ordinance**
 - Current ordinance complies with all state and federal laws; we have responsible operators
- **Further restrict horse drawn carriage operations:**
 - Seasonal bans or Wet Bulb Method
 - Cap number of permits
 - Load or carriage type restrictions
- **Ban Horse the use of Horse Drawn Carriages**
 - Need to provide a reasonable sunset to allow business owners and employees to make plans
 - Consider sheltered permit market or support for transition to electric powered carriages.

WHAT'S NEXT: Tourism Task Force to take-up Walking Tours

- ▶ Provide Recommendations on:
 - Number of Guests per Tour
 - Hours of Operations for Walking Tours
 - Noise Reduction / In Ear Technology



Tourism Task Force

- Jason Combs- Starland District
- Charlie Brazil- Mobile Tours
- Melinda Allen- DNA
- Vaughnette Goode-Walker- Non mobile Tours
- T.C. & Brenna Michaels- Genteel & Bard
- Dan L'eger - Savannah Dan Tours

Meetings were held on March 25th and April 8th to discuss issues and possible solutions.

RECAP

- Better Enforcement
- Trolley Route Changes
- Trolley Tour Sound Ordinance
- Horse Carriage Tour Options
- What's Next: Walking Tours

Thank You

