

































GOLDEN ISLES PARTNERSHIP PROGRAM

PARTNERSHIP DETAILS		SILVER <small>Opportunity to purchase 1/4 page ad in the GI Visitor Guide.</small>	GOLD <small>Opportunity to purchase 1/2 page ad in the GI Visitor Guide.</small>	PLATINUM <small>Opportunity to purchase a full page ad in the GI Visitor Guide.</small>
Goldenisles.com	ENHANCED WEBSITE LISTING & ONLINE PARTNER PORTAL Includes business name, address, phone number, description, logo, website URL & 5-20 photographs. Annual Goldenisles.com Pageviews: 4.48M+ Annual Partner Pageviews: 1M+		 *includes 2 enhanced web listings	 *includes up to 4 web listings
	SPECIALS & DEALS WEBSITE LISTING Submit specials to be featured on Goldenisles.com. Annual Pageviews: 60,000 (Total Specials Pageviews)			
	CALENDAR & LIVE MUSIC LISTINGS Submit events for inclusion on the Goldenisles.com of events and/or the live music schedule. Annual Calendar Pageviews: 400,000+ Annual Live Music Pageviews: 50,000			
Visitor Information	VISITOR BROCHURE RACK DISPLAYS Display brochures and rack cards at CVB Visitor Centers. Annual Visitors: 300,000+			
	VISITOR CENTER STAFF REFERRALS Partners are recommended by name to visitors at the I-95 Visitor Center and the St. Simons Welcome Center, sending travelers directly to your business. Annual Referrals Given: 100,000+			
	VISITOR GUIDE GRIDS Partners' businesses will be listed in the Golden Isles Visitor Guide.		 *includes 2 grid listings	 *includes up to 4 grid listings
	MONTHLY EVENTS POSTERS Only partners' events can be included on posters displayed in local businesses and hotels. Partners' businesses will also receive copies of the posters to display. 140 Printed each month Placed in 100+ local businesses			
	GROUPS, MEETINGS, & WEDDINGS REFERRALS Partners will receive groups, meetings & weddings sales request leads that are submitted to the Golden Isles. Annual Groups, Meeting, and Wedding Referrals: 800+			
Marketing & Advertising	LISTING ON EXPLORE GEORGIA WEBSITE The CVB will establish a dedicated listing for partners on the state's official tourism website, exploregeorgia.org. Partner listings will be featured on relevant Golden Isles web pages and will be searchable throughout the state's website. Annual Explore Georgia Pageviews: 9M+			
	SOCIAL PROMOTION Partners have the opportunity to partner with the Golden Isles CVB staff to receive promotion via the Golden Isles' social channels. The content created can be promoted on goldenisles.com and through additional paid promotions and CVB-owned channels. Partners are responsible for comping all meals, beverages, passes, admission, etc. as necessary for social promotion. Fans: 129K+ (Golden Isles Facebook) 160K+ (St. Simons Island Facebook) 20K+ (Instagram)			 *Dedicated social content
	RESEARCH, REPORTS & TRENDS Partners can access real-time reporting for their listings within the extranet.			
Industry	FILM INDUSTRY, FAM TOURS & TRAVEL WRITER REFERRALS The CVB regularly hosts familiarization trips and travel writers in alignment with our annual media plan. Partners may be included in itineraries and recommendations.			
	EARNED MEDIA OPPORTUNITIES Opportunity to be included in relevant placements based on publication audience. The CVB Partners with publications such as: Travel + Leisure, Food & Wine, Garden & Gun, AFAR, Atlanta Magazine, The Local Palate, Travelzoo, Explore Georgia and more.			
	COOPERATIVE MARKETING OPPORTUNITIES Partners are invited to the CVB's annual cooperative marketing meeting, and are given the opportunity to participate in key media placements with CVB-owned channels in addition to publications such as Travel + Leisure, Food & Wine, Garden & Gun, Explore Georgia, Travelzoo and more.			
	INDUSTRY EVENT PARTNERSHIPS & PASSES*			

Goldenisles.com

Visitor Information

Marketing & Advertising

Industry



\$1.6 BILLION
OVERNIGHT
VISITORS SPEND



3.6 MILLION
OVERNIGHT
VISITORS



15,000+
JOBS SUPPORTED
BY TOURISM



800,000
ANNUAL
READERSHIP



175,000
VISITOR GUIDE
DISTRIBUTION



96,000+
WELCOME CENTER
TRAFFIC
BETWEEN SSI AND I-95



609,000+
DIGITAL GUIDE
PAGEVIEWS
ANNUALLY



4.48 MILLION
PAGE VIEWS
1.8 MILLION+
WEBSITE SESSIONS



312,000+
SOCIAL MEDIA
AUDIENCE

CVB Mission Statement

To promote the Golden Isles to become a successful, nationally recognized resort destination.
We advocate for the best quality visitor experience to remain competitive and protect the economic sustainability of the community.

GOLDEN ISLES CVB PARTNERSHIP PROGRAM IS BIG BUSINESS

*78 Million Annual Media Impressions
*28 Million Annual Social Media Impressions
*Over 1 Million Partner referrals on
goldenisles.com

PARTNERING WITH



CONNECT WITH US



Website: Goldenisles.com/partnership
Facebook: [GoldenIslesGeorgia](https://www.facebook.com/GoldenIslesGeorgia)
Instagram: [@goldenisles](https://www.instagram.com/goldenisles)