



# GOLDEN ISLES

2025

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PARTNERSHIP PROGRAM





## WHO WE ARE

The Golden Isles Convention & Visitors Bureau focuses on promoting local businesses to visitors in the Golden Isles.

### MISSION

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

### SHARED VISION

Working together to make the Golden Isles an exceptional place to live, work, and visit by strengthening our communities and by enhancing the quality of life. The GICVB team works to establish and maintain the Golden Isles brand by unifying community partners together under one mission and vision. We continue to build marketing systems designed to read, analyze and quickly adjust to the market. These systems work to maximize the impact of every dollar spent promoting visitation to the Golden Isles.



### VISITOR INFORMATION

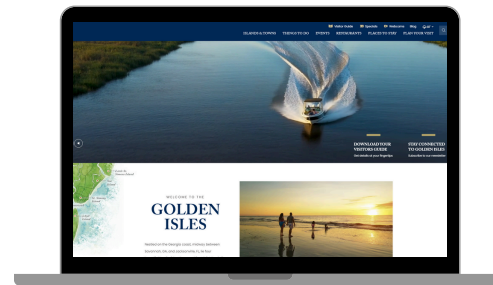
The Golden Isles CVB oversees the operation and maintenance of two Welcome Centers in Glynn County: the I-95 southbound Welcome Center and the St. Simons Island Pier Village Welcome Center.

#### ST. SIMONS ISLAND WELCOME CENTER

**45,638**  
*visitors*

#### BRUNSWICK (I-95) WELCOME CENTER

**54,412**  
*visitors*



#### GOLDENISLES.COM

SITE SESSIONS

**2.1M+**

PARTNER REFERRALS

**238k+**

PAGEVIEWS

**5M+**

#### INSTAGRAM | @GOLDENISLES

IMPRESSIONS

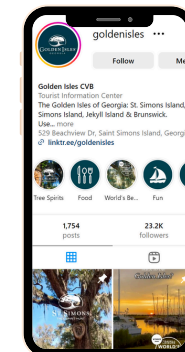
**5.3M+**

ENGAGEMENTS

**82.2k+**

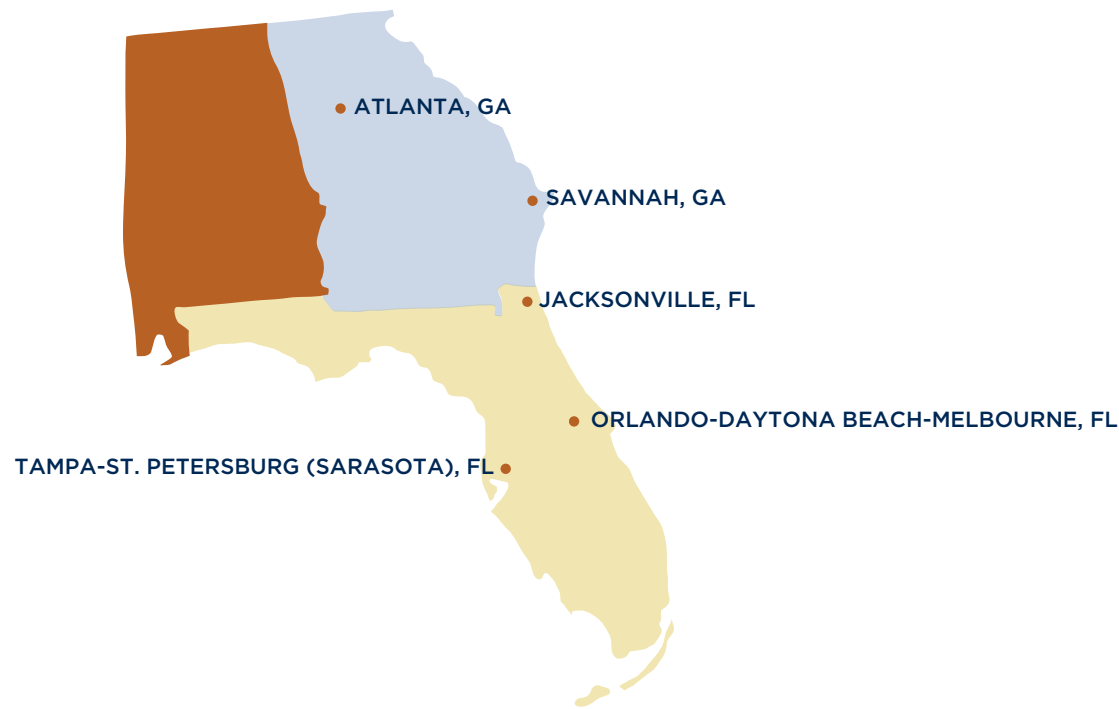
FOLLOWERS

**23.2k+**



# WHY DOES TOURISM MATTER?

## Key Travel Markets for the Golden Isles



## Key Points of Interest in the Golden Isles



RECREATION



DINING



RETAIL



LODGING



ATTRACTIONS



**\$1.6B**

*annual visitor spending*



**20,000**

*tourism-related jobs*



**\$98.3M**

*generated by visitors in local & state taxes annually*



**\$2,944**

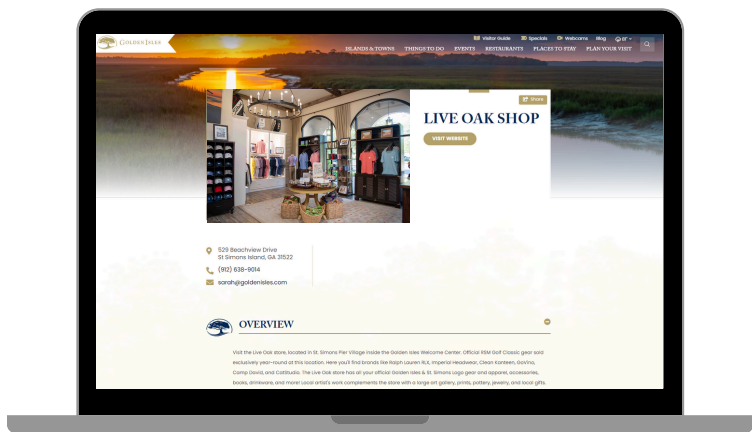
*in tax savings for Glynn County Residents annually*

# PREFERRED PARTNER BENEFITS

\$250/year

## WEBSITE LISTING ON GOLDENISLES.COM

Preferred Partners receive an enhanced listing on goldenisles.com including: business address, business phone number, 250 word business description, 5–25 photos, web address, Google Maps location, social media links (Facebook and Instagram) and preferred placement on the listings page.



## ACCESS TO PARTNER PORTAL

Preferred Partners enjoy exclusive access to our partner-only portal, allowing you to keep your listing current by adding new images and updating your business description, amenities, specials and events. Additionally, you can monitor real-time reporting for your listing directly through the extranet.



SCAN THE QR CODE TO  
SUBMIT YOUR PARTNERSHIP  
APPLICATION.

## SPECIALS AND DEALS WEBSITE LISTINGS

Designed to drive traffic to you during need-times, these special savings are featured on goldenisles.com. Preferred Partners can post their deals and packages through the partner portal.

## CALENDAR AND LIVE MUSIC LISTINGS

Preferred Partners can post tourism-related events to goldenisles.com through their partner portal, allowing you to include a photograph, event description and links to your booking engine or website. Live music listings cannot be submitted through the portal and must be sent to the GICVB team.

*All listings on GoldenIsles.com must be approved by the GICVB.*

### DO YOU HAVE MULTIPLE BUSINESSES OR LOCATIONS?

Our partnership program has a base fee of \$250 per year. Each additional business you'd like to include can be added for \$100 per year.



# PREFERRED PARTNER BENEFITS

*\$250/year*

## VISITOR BROCHURE RACK DISPLAYS

Grab visitors' attention by displaying your brochures at our Welcome Centers.

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## VISITOR CENTER STAFF REFERRALS

Visitors often seek guidance from our staff at our Welcome Centers, and our team is trained to answer questions and refer visitors to partner businesses.

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## NETWORKING OPPORTUNITIES

Preferred Partners may attend our quarterly meetings, which provide an opportunity to obtain important contacts and form relationships with other Golden Isles CVB partners and staff.

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## LEARNING OPPORTUNITIES

Preferred Partners have access to any educational events hosted by the GICVB.

## RECEIVE REGULAR GICVB UPDATES

Remain informed regarding top industry news, data and updates via our Partner newsletters.

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## VISITOR GUIDE GRIDS

Preferred Partner businesses will be listed in the Golden Isles Visitor Guide.



**125,000**  
*guides distributed*

**800,000**  
*annual readership*

**609,000+**  
*digital page views*

*For additional advertising options in the Golden Isles Visitor Guide, please email: [partnership@goldenisles.com](mailto:partnership@goldenisles.com)*

# PREFERRED PARTNER BENEFITS

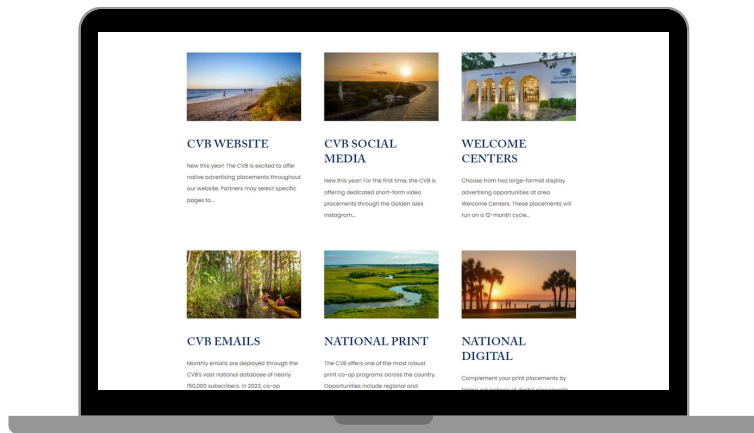
\$250/year

## LISTING ON EXPLOREGEORGIA.ORG

GICVB 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 webpages and will be searchable throughout the state's website.

## ADDITIONAL OPPORTUNITIES FOR MARKETING COLLABORATION

Preferred Partners have the opportunity to be mentioned in blogs, itineraries, social media, and earned media based on relevancy and at the discretion of the Golden Isles CVB.



## ABILITY TO PURCHASE ADDITIONAL ADVERTISING FROM THE GICVB MEDIA KIT

Expand your reach with various marketing add-ons offered by the GICVB. Preferred Partners receive advance access to the Golden Isles Media Kit at a partner-exclusive rate.

## COOPERATIVE MARKETING OPPORTUNITIES

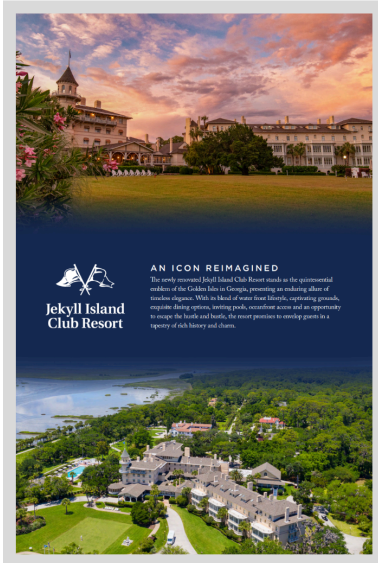
Partners are invited to the CVB's annual cooperative marketing meeting and are given the opportunity to participate in key media placements with CVB- owned channels in addition to publications such as Travel + Leisure, Food & Wine, Atlanta Magazine, Explore Georgia, Travelzoo and more.



SCAN THE QR CODE FOR MORE INFORMATION ABOUT THE GI MEDIA KIT & COOPERATIVE MARKETING OPPORTUNITIES



## *I-95 Welcome Center*



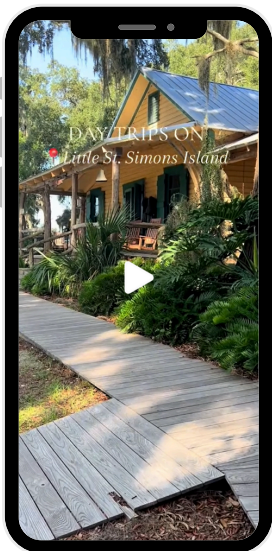
### WELCOME CENTER POSTER

- Framed 39in X 57in Poster
- Annual Commitment
- Up to 50 Words
- 2 High Resolution Images (300DPI)
- Logo, Phone Number, Website and/or QR Code may be included

### RATE

\$500/year

## *Social Media: Instagram*



### BOOSTED INSTAGRAM REEL

- A team member from the GICVB will visit your business to film content for your reel
- Reel will live on the @GoldenIsles Instagram Feed
- May include tagging & up to 2 hashtags
- Will link to your website
- The GICVB will boost the Instagram Reel

### RATE

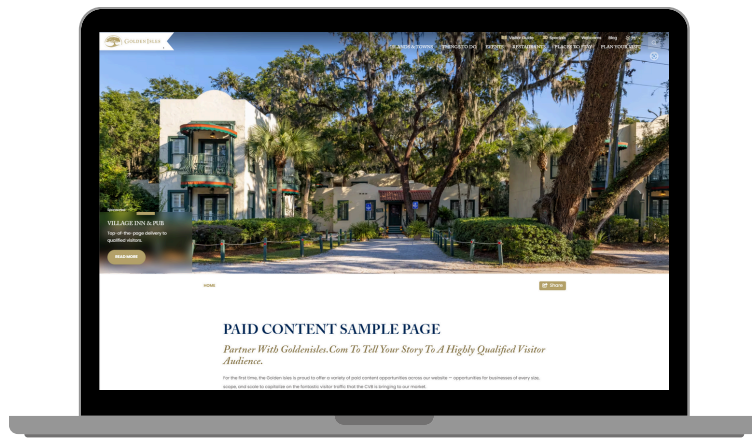
\$250/Reel

### WEBSITE PLACEMENTS

- Responsive website design allows advertisements to display on all devices.
- All placements are templated and designed to match the visual aesthetic of goldenisles.com.

### TYPES OF WEBSITE PLACEMENTS

- Run of Site Banner
- Mobile Footer
- Spotlight
- Header Image Sponsor
- Premium Page Sponsor
- Featured Listing



### PAGES ELIGIBLE FOR PLACEMENTS

<i>Page</i>	<i>Pageviews in 2023</i>
Things to Do	216,175
Places to Stay	97,174
Restaurants	83,450
Islands & Towns	149,387
St. Simons Island	142,986
Brunswick	56,473
Jekyll Island	70,654
Specials	82,398
Request a Visitor Guide	99,542
Webcams	191,358
Events	321,313



**SCAN THE QR CODE FOR MORE INFORMATION ABOUT PLACEMENTS AND FILL OUT THE FORM TO REQUEST RATES AND AVAILABILITY.**