



# GOLDEN ISLES

2026

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PARTNERSHIP PROGRAM





**GOLDEN ISLES**  
CONVENTION & VISITORS BUREAU

**100%** *invested in  
your success*

#### **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.

# TOURISM'S *positive impact* IN THE GOLDEN ISLES

“Partnering with the Golden Isles CVB brings our local small businesses together as a strong, collaborative team to market our area. On our own, we simply couldn't achieve the same impact as we do through the collective the CVB has created. We greatly value the tools, strategies, and support the CVB delivers to our community.”

**DAVE SNYDER**

*Owner, Halyard's Restaurant Group*

“Our partnership with the Golden Isles CVB has been extremely valuable. It allows us to stretch our marketing dollars and gain exposure through channels that may have otherwise been outside our budget, while also introducing us to new and creative platforms we may not have initially considered. The team is highly experienced, creative, and inclusive, and the strategy continues to evolve each year, ensuring the partnership remains relevant, collaborative, and impactful.”

**KEVIN BAKER**

*Director of Sales & Marketing, Jekyll Island Club Resort*

“Our partnership with the Golden Isles CVB is an integral part of the marketing plan for The Inn, allowing our marketing dollars to go further by increasing our involvement through participation in the co-op marketing plan. Whether via a database email or a collaborative ad in a national print publication, we have benefited from this collaboration.”

**DUSTY BROWN**

*Associate Marketing Director, Sea Island*



**1.7B+**

*annual visitor spending*



**#1**

*industry in Glynn County*



**20,000**

*tourism related jobs*



**\$2,947**

*in tax savings for Glynn County residents annually*



**102.1M+**

*generated by visitors in state & local taxes annually*



**\$15,233,817**

*2025 Accommodation Excise Tax Collections*



## 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. These centers serve as key touchpoints for visitors throughout the day, providing personalized travel assistance, destination information, and trip-planning support. CVB staff engage with visitors nearly all day long, offering tailored recommendations for dining, lodging, attractions, shopping, and experiences, and regularly directing guests to local partner businesses. Through these ongoing, one-on-one interactions, the Welcome Centers play an essential role in enhancing the visitor experience while driving awareness and visitation to CVB partners across the Golden Isles.



SSI WELCOME CENTER  
**46,739**  
*visitors*

I-95 WELCOME CENTER  
**53,373**  
*visitors*

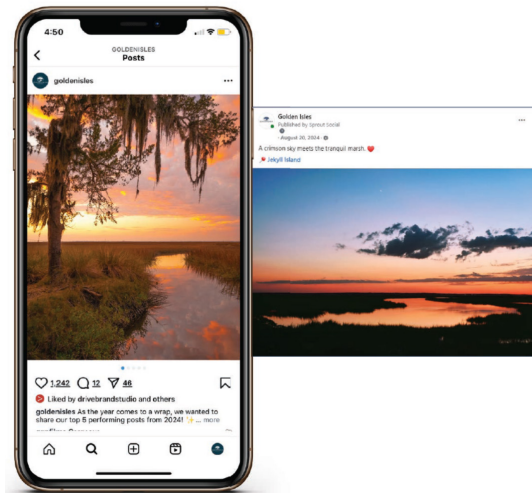
## Social Media

Our social media platforms, including @goldenisles on Instagram and our Facebook pages, St. Simons Island and Golden Isles, are a powerful tool for building awareness and engagement for the Golden Isles. Through compelling photography, short-form video, event highlights, and partner spotlights, we showcase the destination in a way that inspires travel, drives interaction, and amplifies partner experiences to a broad and engaged audience.

**1M+**  
*engagements*

**50M+**  
*impressions*

**386K+**  
*followers*



## goldenisles.com

Our website is the primary digital hub for showcasing the Golden Isles and connecting visitors with local businesses, events, and experiences. Ongoing SEO efforts, content development, and digital campaigns support strong visibility, while partner advertising placements provide added exposure and direct engagement with visitors.

**1.75M+**  
*website sessions*

**3.3M+**  
*pageviews*

**391K+**  
*partner referrals*



## Golden Isles Visitor Guide

As our primary fulfillment piece, the Golden Isles Visitor Guide continues to set standards of excellence in the hospitality industry. The Visitor Guide is the most widely distributed visitor publication within the Golden Isles, and was requested by potential visitors in all 50 states and over a dozen countries with 143 international guides distributed in 2025.

**125K**  
*guides distributed*

**800K+**  
*annual readership*

**673K+**  
*digital pageviews*

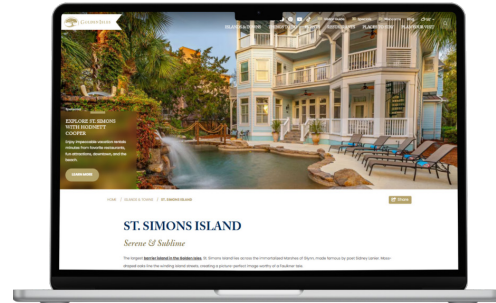


## Golden Isles In-House Advertising Opportunities

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

Advertising opportunities on [goldenisles.com](http://goldenisles.com)

**1.35M+**  
impressions  
DELIVERED TO PARTNERS



Dedicated Reels on Golden Isles Facebook & Instagram Accounts

**270K+**  
views  
GENERATED FOR PARTNERS THROUGH  
THE GOLDEN ISLES INSTAGRAM ACCOUNT



Poster Display at the Golden Isles I-95 Welcome Center

**53,373**  
visitors  
AT THE GOLDEN ISLES  
I-95 WELCOME CENTER



## 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, Southern Living, Atlanta Magazine, Explore Georgia, Travelzoo and more.

Co-op Participation in Golden Isles Leisure Emails

**24**  
placements  
BY 26 PARTNERS

**259**  
clicks  
PER PARTNER FEATURE

**8.06%**  
CTR

### Plan Your Next Adventure

**On The Fly Outfitters**  
Serving the Golden Isles since 2017, On The Fly Outfitters is your go-to for premium outdoor apparel, fly fishing gear, charters, and local fly fishing expertise.

**Exclusive Savings for our Brides-to-Be**  
Book your dream wedding at The King and Prince by December 31, 2025, and choose from exclusive complimentary perks that will make your celebration unforgettable based on your wedding budget—from late night snacks to upgraded linens and more.





SCAN TO COMPLETE YOUR PARTNERSHIP APPLICATION




SCAN TO LEARN MORE ABOUT ADVERTISING OPPORTUNITIES

## GET IN TOUCH

 529 BEACHVIEW DR.  
ST. SIMONS ISLAND, GA 31522

 PARTNERSHIP@GOLDENISLES.COM

 912.638.9014

 GOLDENISLES.COM

## GOLDEN ISLES CVB *partnership benefits*



LISTING ON GOLDENISLES.COM



ACCESS TO PARTNER PORTAL



SPECIALS & PACKAGES LISTINGS



CALENDAR & LIVE MUSIC LISTINGS



DISPLAY RACK CARDS IN THE SSI & I-95 WELCOME CENTERS



VISITOR CENTER STAFF REFERRALS



GRID LISTING IN GOLDEN ISLES VISITOR GUIDE



LISTING ON EXPLOREGEORGIA.ORG



RECEIVE REGULAR GICVB UPDATES



NETWORKING & LEARNING OPPORTUNITIES



ADDITIONAL OPPORTUNITES FOR MARKETING COLLABORATION



COOPERATIVE MARKETING OPPORTUNITIES



20% DISCOUNT IN SSI WELCOME CENTER GIFT SHOP

**BASIC**  
*Complimentary*

**PREFERRED**  
*Starts at \$250  
+\$100 for each additional  
location or business*

BASIC

ENHANCED



