

Golden Isles Convention
and Visitors Bureau
2017 Marketing Plan



GOLDEN ISLES®
GEORGIA

Message from the President



Over the past six years, the Golden Isles Convention & Visitors Bureau (GICVB) has worked strategically to establish Golden Isles as a brand synonymous with destination travel. Harnessing the power of the four Georgia barrier islands and mainland city of Brunswick collectively has strengthened the region's tourism, created jobs and grown the intent to travel to the Golden Isles exponentially. The GICVB is the dedicated driver of sustaining the tourism industry and is focused on improving the quality of life for our residents by advocating for best management practices in the community.

Here are a few statistics to demonstrate how tourism is essential to the Golden Isles' economic fabric:

- In 2016, we welcomed 2.8 million visitors, up from 2.2 million just a few years prior.
- Visitors spent \$1.3 billion in the Golden Isles this past year, up \$200 million in that same timeframe.
- 20,000 local jobs are created and sustained as a result of visitor spending
- Nearly \$1 billion has been made by private & public investors in new hotels, conference centers, new businesses, renovations, expansions in recent years
- Tourism is the #1 economic driver in Glynn County, GA

Much of our recent focus has been on increasing overnight visitation during shoulder and winter seasons. Year-round tourism brings stability to our businesses and reduces pressure on capacity during peak times. This strategy has been effective for the Golden Isles and will be a continued focus of the GICVB.

While the Golden Isles brand has come a long way in a short period of time, there is still much work to be done toward our mission of making the Golden Isles a successful, nationally recognized resort destination. The regional recognition of the brand is now strong and was established through a marketing method that started with solid research into Golden Isles' appeal to potential visitors. We then use that research to make data-driven decisions about the content and placement of Golden Isles advertising. As resources allow, we spread the brand to new markets.

The Golden Isles Convention & Visitors Bureau is all about partnerships, and the GICVB has ignited one of the most robust and successful partnership programs in the tourism industry. Through our cooperative marketing efforts, we are able to spread our message further than many of our competitors. On behalf of the Golden Isles CVB board of directors and our staff, we are proud to share our marketing plan. The plan provides insight of where we've been, where we are now and where we are going. It is a vision for the future of Golden Isles tourism.



Scott McQuade

President and CEO
Golden Isles Convention & Visitors Bureau

Table of Contents

- I. Message from the President
- II. About the Golden Isles CVB.....1
- III. Bureau Marketing Methodology4
- V. Golden Isles by the Numbers6
- IV. Building the Golden Isles Brand.....8
- VI. Key GICVB Accomplishments12
- VII. Partners & Cooperatives..... 16
- VIII. Objectives & Initiatives.....20
- IX. Group Tourism, Film Industry, Sports & Meetings ...26
- X. Contact Information.....30

About the Golden Isles CVB

The Golden Isles Convention & Visitors Bureau (GICVB) is the official destination marketing organization dedicated to promoting tourism in Glynn County, Georgia.

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

Shared Vision Statement: 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 Golden Isles Convention & Visitors Bureau is responsible for driving and growing the \$1.3 billion in visitor spending that employs more than 20,000 people in tourism in our region. GICVB is an accredited member of Destination Marketing Association International. The CVB is primarily funded by accommodations tax paid by visitors staying in local lodging, as well as cooperative advertising opportunities with the GICVB. The Golden Isles CVB would not be successful in its mission without the partnerships of Glynn County, City of Brunswick, hotels, attractions, airports, restaurants, retail and community partners.

The Golden Isles CVB is focused on optimizing use of our partners' overnight accommodations to stimulate the economy. We are focused on attracting overnight guests, as they have a greater impact on the overall economy and create less demand upon the community infrastructure. We acknowledge day visitors do travel from within the county and neighboring counties in large numbers to enjoy the same amenities of the overnight traveler, but the GICVB does not focus its resources in stimulating local travel.

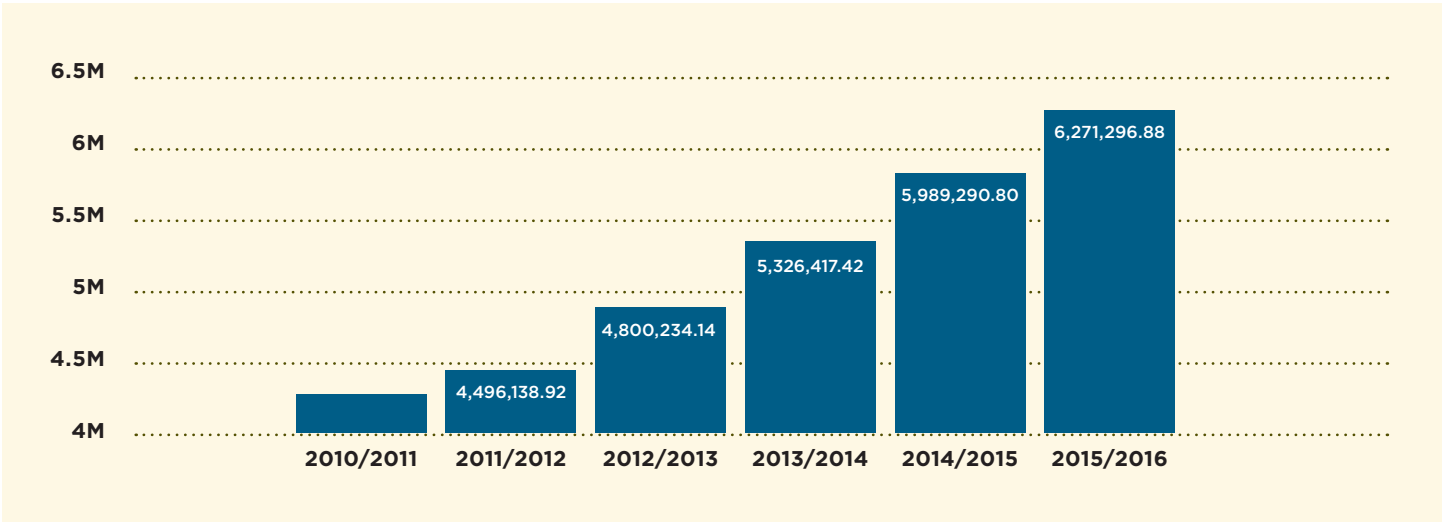
Our marketing systems have been set up to be able to read, analyze and quickly adjust to the market to maximize the impact of every dollar spent promoting visitation to the Golden Isles. Our team is overseen by the CVB Board of Directors, who keep us focused on the mission at hand.

Scott McQuade has been leading the Golden Isles CVB since 2011 as the CEO. Under his leadership, hotel tax collections have grown by over 50% and tourism is running at all-time record levels. McQuade has focused on establishing the Golden Isles brand by bringing community partners together under a unified focus and vision. He has also built marketing systems designed to grow the Golden Isles brand platform and visitation to the area.





Lodging Tax Total by YEAR OVER YEAR Comparison



The team at the Golden Isles CVB gathers data in order to understand current visitors and potential visitors, adjusts its marketing campaigns to maximize effectiveness and continually monitors data to make real-time adaptations to the strategy. It is a system that has resulted in an increase in visitation, intent to visit the Golden Isles and a growth in the Golden Isles brand as a destination of choice.

Objectives:

The Golden Isles CVB seeks to:

- Serve as an economic engine for Glynn County, GA
- Drive hotel stays, attraction visits, restaurant, golf course and retail spending, event and wedding attendance and all things that contribute to the local economy and create jobs in Glynn County
- Grow the brand platform for the Golden Isles in the region and expand its reputation and brand recognition nationally as a destination of choice
- Engage community members and local leaders in a sustainable plan to improve the quality of life for residents of the Golden Isles through adopting best practices in facility management and planning
- Fill the convention centers, meeting rooms and event spaces in Glynn County with business that drives hotel stays and local spending
- Bring Georgia’s growing film industry to the Golden Isles, maintain a positive relationship with the national & local film community and recruit new film opportunities that drive local spending in our community
- Shine a spotlight on the Golden Isles as a destination for leisure, meetings and sports events through regional, national and international media coverage highlighting the local attractions and reasons to visit the Golden Isles
- Create, recruit and grow sporting and year-round events in the Golden Isles that bring in overnight visitors
- Expand events that drive visitation and bring cultural opportunities to the community





GICVB Marketing Methodology

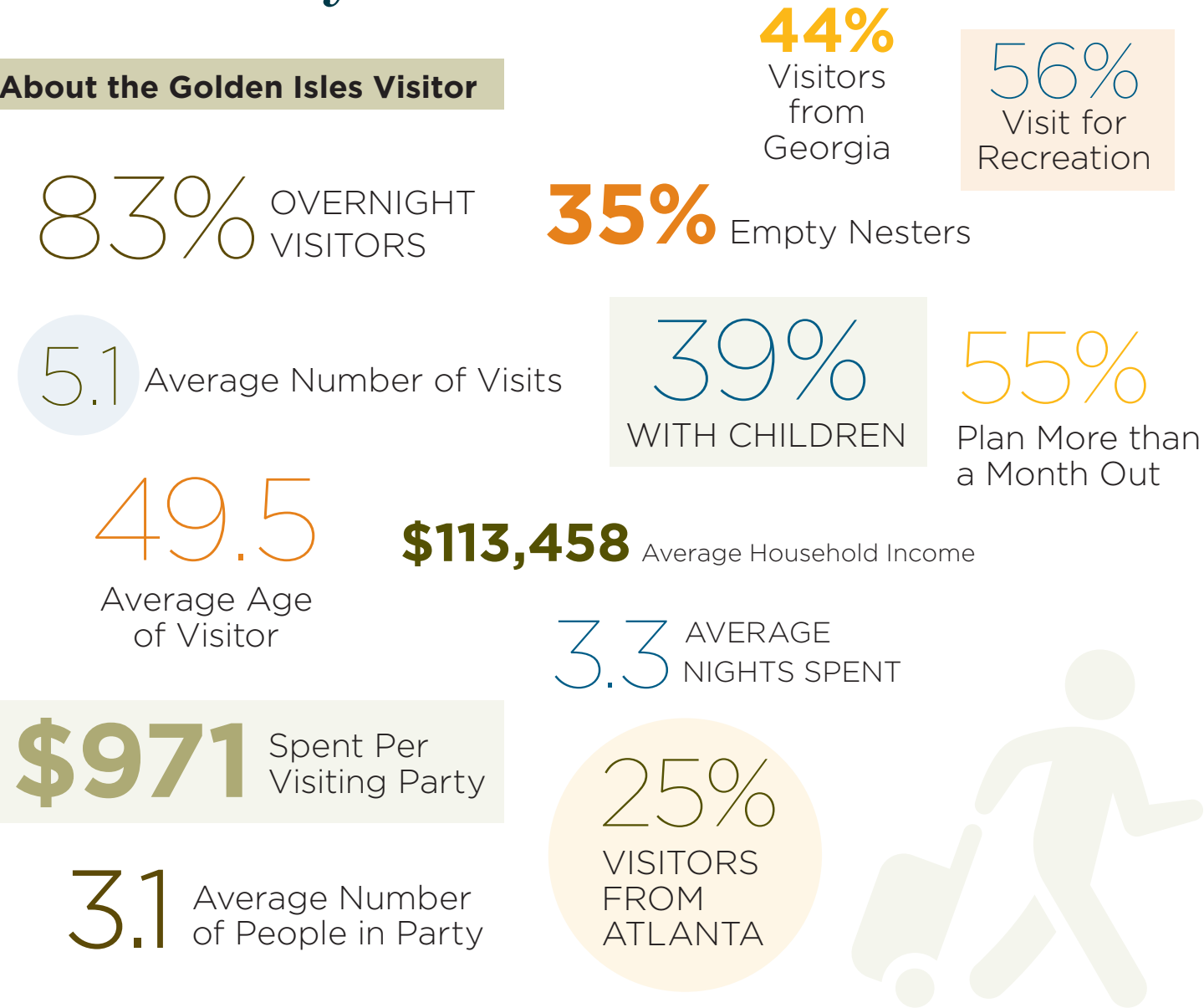
The Golden Isles CVB is the tourism marketing arm of Glynn County. This is a responsibility taken very seriously by the entire CVB team. The marketing system utilized by the CVB has three major elements to maximize the effectiveness of the CVB's marketing dollars.

Visitor Research - The CVB engages one of the most respected research agencies in the travel space, RRC Associates, to gather details about visitors and potential visitors to the Golden Isles. We gather data on visitors' demographic characteristics, trip characteristics, information sources used to plan the trip, spending patterns, booking and accommodations patterns, geographic residence of visitors, activities participated in during the trip, length of stay, and satisfaction with various attributes of the Golden Isles area. The last research was conducted from 2012-2014, with a new round of research planned for 2017. A total of 4,238 completed surveys were gathered in the initial research effort, including 2,203 kiosk surveys and 2,035 online/Facebook surveys.

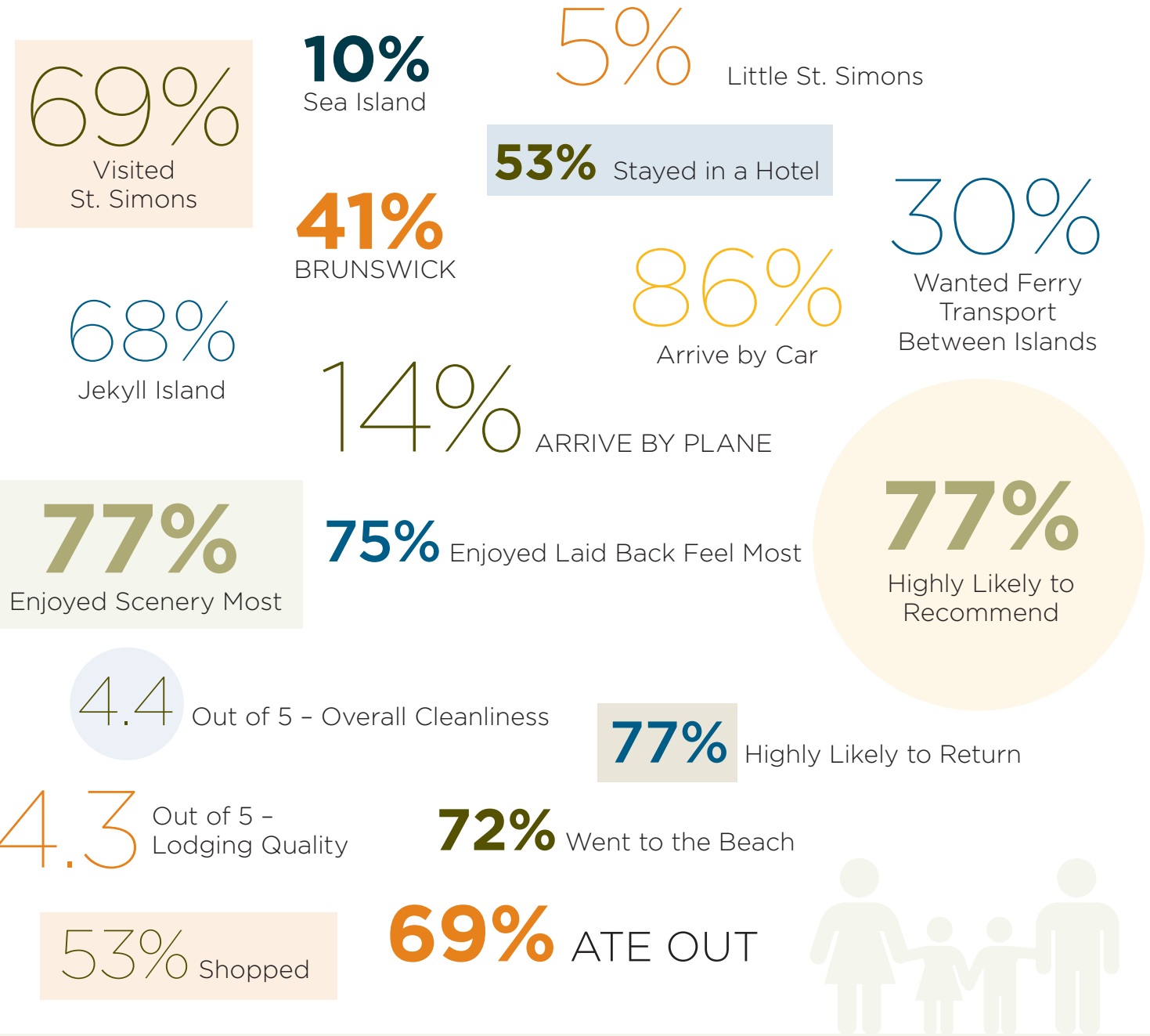


Golden Isles by the Numbers

About the Golden Isles Visitor



About the Visit



Data-Driven Decision Making - The CVB uses the data gathered from the research to make major decisions about brand, audience and strategy. The 2011 and 2014 shifts in brand and targeted audiences were driven by the research data. This resulted in visitors staying longer and spending more money to help reach record levels of tourism economic impact in the Golden Isles.

Real-Time Feedback - The CVB has also set up real-time data feedback to make quick adjustments to the marketing strategy. Online analytics, hotel tracking data, industry partnerships and community input factor into the weekly and even daily decision making at the CVB to allow for course correction on the marketing expenditures. This means that precious time and money is redirected to the highest performing marketing initiatives. This also gives the CVB the ability to test new marketing initiatives, constantly innovating and moving the community forward in a highly competitive industry with a cutting-edge, highly responsive marketing system.



Building the Golden Isles Brand

Building the Golden Isles Brand

Background

While the name “Golden Isles” dates back to the early 1700’s, only in recent years has there been a focus on marketing the region and all of its assets together. This form of regional marketing has proven to be successful around the world and elsewhere in the southeastern United States. Strong examples of regions that draw great parallels to the Golden Isles include the Florida Keys and Outer Banks. These destinations have worked for decades to build their brand around the sum of the assets within their region. Marketing the region and the sum of the parts has its benefits, including:

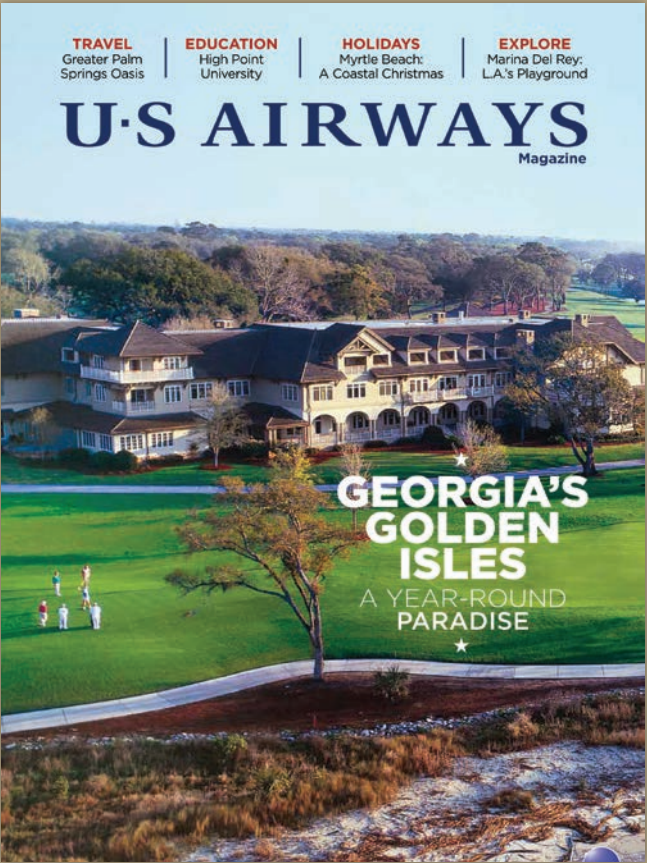
- Stronger cumulative marketing power
- Greater ease of brand recognition and recall
- Increase in net promoter score due to greater brand recognition
- Greater awareness of all assets in the region resulting in longer stays
- Increase in intent to return due to awareness of other things to do / places to stay in the region
- Stronger ability to encourage cross marketing and use of assets

The Golden Isles CVB works every day to unify the region behind the Golden Isles brand and raise awareness of all the destination’s assets appealing to a visitor. With a unified long-term vision for the region, Glynn County has reached record heights in tourism dollars coming into the county and local jobs in tourism.

Rebranding Golden Isles

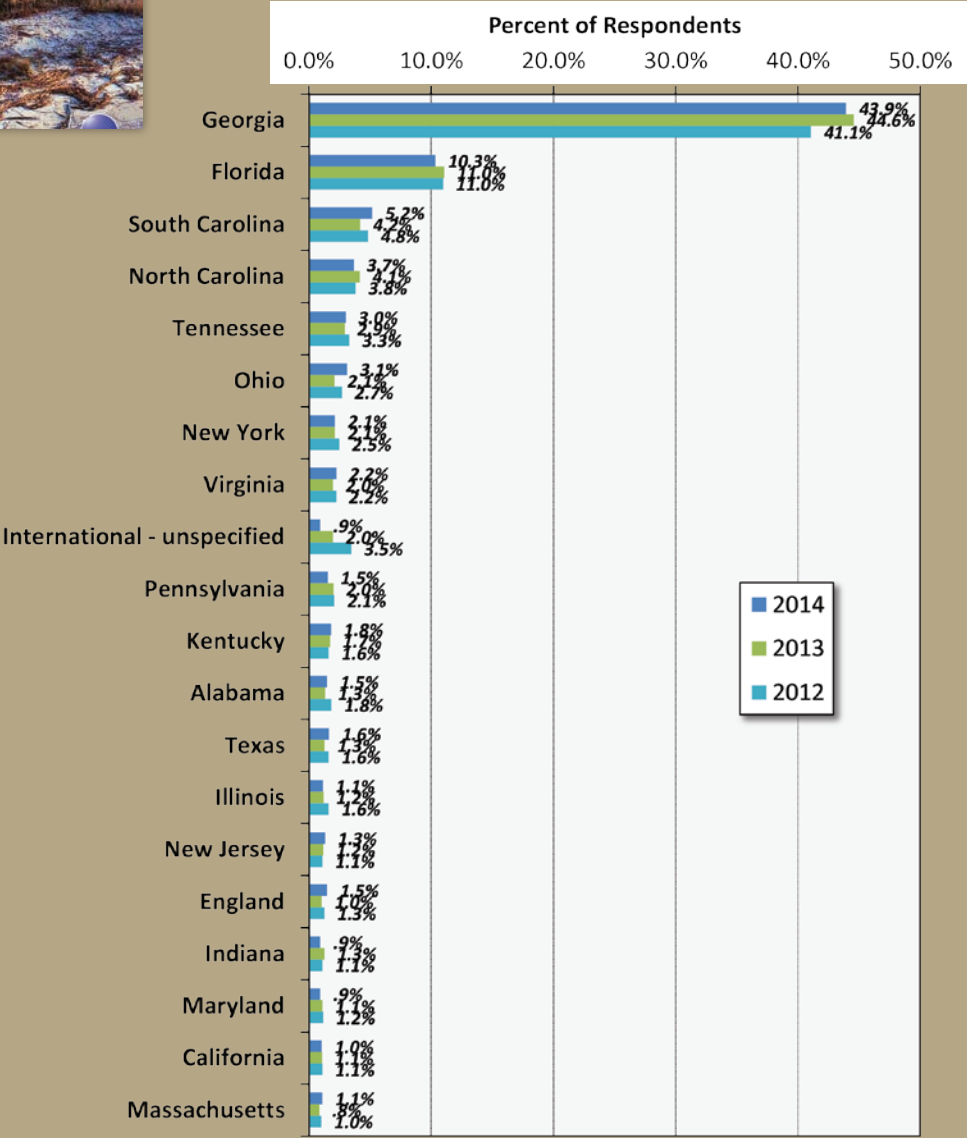
In 2011, the Golden Isles CVB undertook an extensive brand research project and rebranded the community to the “Golden Isles.” This simplified the brand for the visitor and incorporated Brunswick into the Golden Isles brand. Previously, the name was “Brunswick and the Golden Isles.”

The rebranding also updated the look and feel of the creative elements of the brand to better appeal to a new audience identified by the research. The new desired targeted audience would be more likely to spend more money and stay longer in the Golden Isles. The rebranding left no stone unturned with everything from the welcome centers, the airport, and many private businesses being renamed and rebranded down to a new line of merchandise being created specifically to create Golden Isles advocates. New creative for advertising materials was developed, a new logo designed and a new website launched under the new brand.



Today the Golden Isles brand stands stronger than ever before. Regional recognition of the Golden Isles as a resort destination is at an all-time high, bringing visitors from the Southeast in record numbers.

There is still much work to be done. About two thirds of overnight visitors to the Golden Isles come from the Southeast and the majority of those were from within Georgia. Growing the brand beyond the Southeast region will be a primary focus to reach the goal of making the Golden Isles a nationally recognized resort destination.





Key GICVB Accomplishments

Key GICVB Accomplishments

ECONOMIC IMPACT

\$1.3 Billion Spending

2.8 Million Visitors

20,000 Tourism Jobs



MARKETING

100+ Million Total Marketing Reach

124,000+ Social Media Followers

1.3M Website Visitors

800,000+ Emails Delivered



Golden Isles Accolades

» Travel & Leisure Best Islands in the Continental US and Canada

St. Simons

» USA Today - Best Coastal Small Town (#2)
» Conde Nast Traveler - Best US Islands for Family Vacation

Jekyll Island

» Southern Living - The South's Most Secret Beaches
» Coastal Living - Beach Retreats for Families

Historic Brunswick

» USA TODAY - Best 4th of July Festival
» Travel + Leisure - America's Most Romantic Towns

Sea Island

» Travel + Leisure World's Best Hotels
» U.S. News & World Report's Best Hotels in the USA - #1 The Lodge at Sea Island

Golden Isles CVB Awards

» Paul Broun Award for Marketing Initiatives - Georgia Governors Tourism Awards
» Community Image Award - Rotary Club St. Simons
» Bill Hardman Sr. Tourism Partnership Champion Award



Annual Golden Isles Events

» **Island Treasures** - January and February

» **Southeast Georgia Health System Bridge Run** - February

» **Blessing of the Fleet** - May

» **Turtle Crawl Triathlon & Nest Fest** - May

» **Georgia Sea Island Festival** - June

» **4th of July Celebrations** - July

» **Jekyll Island Shrimp & Grits Festival** - September

» **Brunswick Rockin' Stewbilee** - October

» **St. Simons Island Food & Spirits Festival** - October

» **The RSM Classic** - November

» **Jekyll Tree Lighting Festival & Holidays in History** - Nov/Dec

What Visitors Are Saying

Facebook: 110,000+ Followers

Twitter: 5,400+ Followers

Instagram: 9,200+ Followers

Pinterest: 1,800+ Followers

YouTube: 550,000+ View Activities in the Golden Isles Video

Even though I have only visited there a few times it feels like home!"

Instagram: cbair5

I believe the Golden Isles is the most beautiful place on earth."

Facebook: Beth Merr

No stress at the Golden Isles...peaceful...comfortable...beautiful, a special place for nice memories."

Facebook: Maria Duran

Still dreaming about a return trip to the @goldenisles."

Twitter: @danahfreeman

@goldenisles has the most beautiful places to photograph."

Twitter: @Tamara_Gibson



Partners & Cooperatives

Partners & Cooperatives

Examples of past Cooperative Advertising Placements:

AJC Cooperative Targeted Email

The screenshot shows the Golden Isles Georgia website. At the top, there's a navigation bar with links to BLOG, DEALS, GALLERY, and VISITOR GUIDE. Below this is a large banner image of a bridge over water. The main content area features several sections:

- Plan a Road Trip Through the Golden Isles:** A section encouraging visitors to plan a coastal road trip, mentioning the Golden Isles and providing a link to learn more.
- Featured Lodging Specials:** A section highlighting the Summer Family Getaway 20% Off at the Jekyll Island Club Resort. It describes the resort's location and amenities, and provides contact information.
- Surprise Someone You Love with an Island Getaway:** A section promoting the Jekyll Island Club Resort as a perfect vacation destination, mentioning its historic charm and modern amenities.
- Golden Isles in the News:** A section featuring a quote from Southern Living magazine about the Golden Isles being one of the "South's Best" destinations.
- Upcoming Events:** A list of events including the 79th Annual Blessing of the Fleet, Southern Grown Farmers Market, and the Annual 4th of July Sunshine Art Festival.
- So Much To See, So Much To Do!** A section highlighting the various activities and attractions available in the Golden Isles.
- Things to Do:** A section with images of various activities like fishing, golfing, and sightseeing.
- Accommodations:** A section with images of various lodging options like resorts and camps.
- Video Gallery:** A section with a video player showing various scenes from the Golden Isles.
- Visitors Guide:** A section with a link to a visitor's guide.

At the bottom, there's a footer with the website's address and contact information.

US Airways Magazine: 340,000 Printed, Read by millions of travelers

The screenshot shows a full-page advertisement in US Airways Magazine. The headline reads "Sun-kissed Coast". The main image is a scenic view of a beach with a person riding a white horse. To the right, there's a quote from Susan B. Barnes: "Georgia's Golden Isles shine bright with natural beauty and discovery." Below the main image, there's a section titled "When the sun sets on Georgia's southern coast, it's evident why this area of the state is known as the Golden Isles — the sun's rays cast a glow along the shoreline." This section describes the beauty of the Golden Isles and mentions the St. Simons Island Lighthouse. To the right, there's a section titled "River Marina on St. Simons Island, Little St. Simons Island is a private island that's remained untouched for nearly 100 years." This section describes the history and amenities of the islands. At the bottom, there's a section titled "The Lodge at Sea Island Golf Club" which describes the lodge and its amenities.

Cooperative Leisure Travel Ad Placed in Targeted Publications

The screenshot shows a full-page advertisement for the Jekyll Island Club Resort. The headline reads "Perfect moments deserve the perfect setting." The main image is a couple walking on a path towards the ocean. To the right, there's a section titled "Jekyll Island Club Resort" which describes the resort's location and amenities. Below this, there's a section titled "Perfect Wedding Party Accommodations" which describes the resort's wedding services. At the bottom, there's a section titled "The Grey Owl Inn" which describes the inn's location and amenities. The advertisement also includes contact information for the resort.



Objectives & Initiatives

Objectives & Initiatives

The Golden Isles “core visitor” is the traveler from the southeast region, spending 3-4 nights in the Golden Isles, typically during peak season with a high likelihood of a return visit. The backbone of the tourism economy in Glynn County, this visitor must always remain a focus for our marketing efforts in 2017 and beyond. Reminding this regional visitor of their love for our destination and inviting them to return is essential to maintaining a core group of visitors for the Golden Isles. This group acts not only as the economic core of Golden Isles tourism, but also as the ambassador core of our brand. GICVB will remain in constant contact with this group and provide them with the tools they need to be great ambassadors of the Golden Isles.

In addition, GICVB will launch new objectives in 2017 that will be layered on top of our existing marketing efforts to grow the diversity of markets and audiences visiting the Golden Isles.

Objective: Increase Visitation & Golden Isles Brand Awareness in the Northeastern and Midwest of the United States

One of the primary areas of concentration for growing the Golden Isles brand in 2017 will be in the Northeast and Midwest of the United States. These areas have a high concentration of people looking for beach getaways, laid-back getaways, golf vacations and family reunion locations. This audience also has a higher household income and more discretionary leisure time. Visitors from the Northeast and Midwest are more likely to visit via the Golden Isles Airport, stay for longer, come during winter and shoulder seasons and spend more money. As a result, GICVB will be focusing on this area of the country as a new source for visitors to the Golden Isles.

Objective: Increase Shoulder and Winter Season Visitors

Golden Isles CVB has worked for years to place events and groups during the shoulder and winter seasons. A recent initiative to market the Golden Isles to leisure travelers during these off-peak

seasons has resulted in strong growth in the less busy months. In 2017 and beyond, GICVB will continue to grow its emphasis on the months that have more capacity working towards the goal of making the Golden Isles a year-round destination. This will help to relieve pressure on peak time periods and allow more businesses to have a year-round steady flow of income.

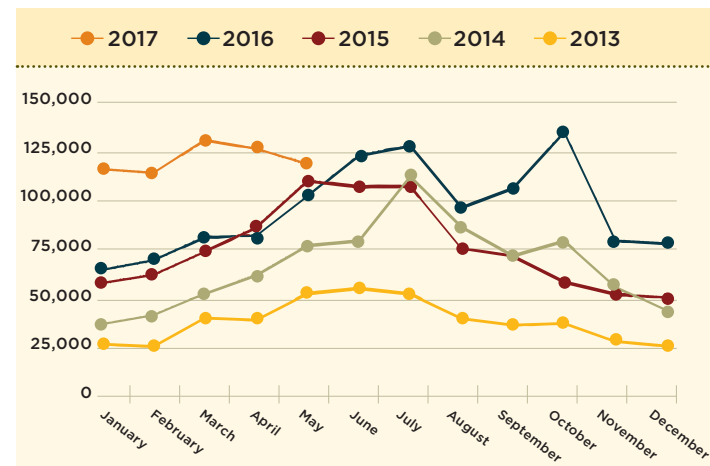
2017 Initiatives

In order to achieve the new objectives for 2017 and beyond, GICVB will launch the following initiatives. These initiatives reflect a commitment to industry best practices and next practices aimed at meeting the needs of future visitors and enhancing the marketing tools available to the Golden Isles region.

» **New Website** - In 2017, the Golden Isles will launch a new responsive-design website designed from the mobile device on up. The majority of visitors now access GoldenIsles.com from mobile devices and that experience must be our top priority for the user experience. The site will also work beautifully on tablets and desktops/laptops. New photography and storytelling will inspire website visitors to become Golden Isles vacationers.

The graph below shows the growth trend of the GoldenIsles.com website. A new site will help continue this trend and better serve our online visitors.

Visitors Over Time



» **Expanded Digital Platforms** - While the printed visitors guide is still the #1 travel inspiring product in our industry, digital has become essential for converting the inspired traveler into a visitor. These platforms are essential in supporting the objective of reaching the Northeast and Midwest audiences where mass media is not cost-effective for the Golden Isles. The incredibly highly-targeted capabilities of digital advertising make reaching the exact right match for the Golden Isles possible and affordable. GICVB will dedicate additional resources to expand our digital platforms including...

- Conducting new research into how our potential visitors consume digital media
- Launching a new responsive design, mobile-friendly website
- Growing social media followers and referrals and integrating social further into the media strategy
- Adding in new social media platforms
- Focusing on owned media audience growth
- Integrating the new Northeast geographical region into the digital marketing strategy

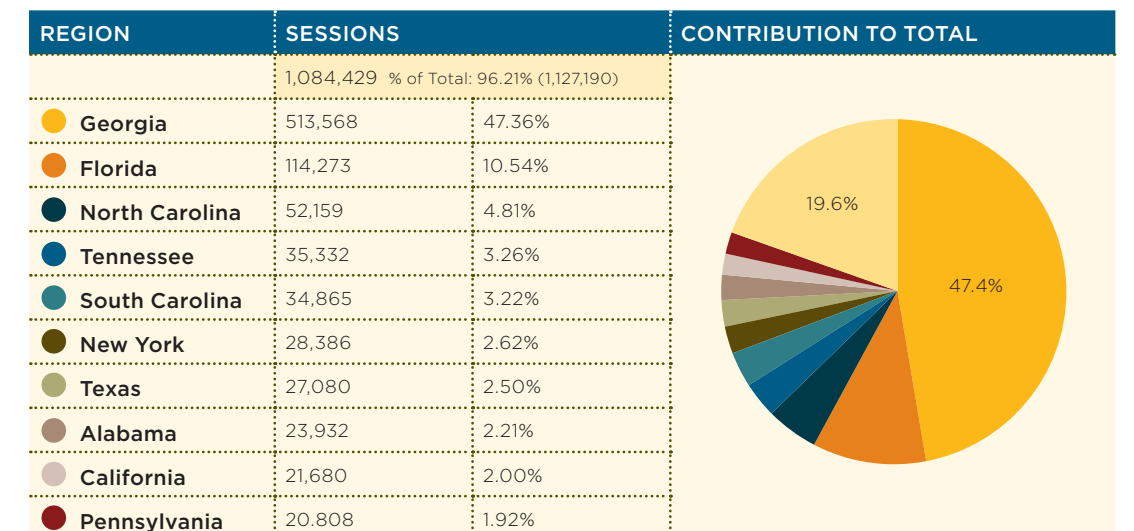
The graph below shows the geographic origin of GoldenIsles.com digital visitor. A campaign in the Northeast and Midwest will help grow those portions of the pie.

» **Proactive Public Relations Outreach** - Over the years, the Golden Isles has received wonderful media coverage and accolades. However, the media landscape has changed drastically in the past few years and a new strategy to obtain national brand recognition for the Golden Isles as a destination of choice is needed. In 2018 GICVB will engage Public Relations professionals to:

- Work with the Golden Isles team to create a new editorial content calendar that can be used for proactive pitching coverage
- Develop a new press kit for Golden Isles with key messages for the mass media
- Work with the Golden Isles team to create a “Most Wanted” media list that targets GI’s key audiences
- Bring in journalists and key online influencers to the Golden Isles for Familiarization Tours or “Fams”
- Actively pitch media outlets for top 10 lists and accolades for the Golden Isles
- Pitch media in key travel markets such as Atlanta
- Report on all media coverage of the Golden Isles, working towards established goals for coverage



Geographic Origin of Visitors





» Ongoing Focus: Golden Isles Quality of Life

The Golden Isles Convention and Visitors Bureau is committed to improving the quality of life of local residents through the growth of tourism's economic impact. Already, 20,000+ locals rely on the tourism industry for their livelihood, making it the #1 industry in Glynn County. The growth of tourism means more jobs, more money coming into Glynn County and a higher quality of life for all. GICVB works with local partners and the community to ensure the impact of tourism has a positive impact on our daily lives by...

- Growing tourism during shoulder and winter seasons to stabilize businesses and incomes, while avoiding over burdening the region during peak times.
- Marketing to visitors that will spend more money and stay longer to increase the economic impact per visitor.
- Enhancing the Golden Isles brand beyond the Southeast to provide greater economic stability to the region with visitors coming from more markets and a wider variety of income brackets.
- Spearheading community improvement projects such as gateway & signage improvements, litter control, master planning of prime visitor and resident areas such as the Pier Village, East Beach, Downtown Brunswick.
- Being the catalyst of private and public investment into the region to attract low-impact industries that complement our natural surroundings.
- Support smart growth concepts, best planning practices and complete streets initiatives to protect and enhance the brand.





Group Tourism, Film Industry,
Sports & Meetings

Group Tourism, Film Industry, Sports & Meetings

While leisure tourism is the #1 driver of tourism in the Golden Isles, business meetings, sporting events, group tourism and the film industry contribute reliably to the \$1.3 billion industry. GICVB's sales team works to recruit these economic drivers to the Golden Isles in a competitive space with the assistance of local partners and government officials. **Below, we've highlighted just a couple of the many events the GICVB will be involved in promoting, creating, recruiting or growing for 2017/18:**

Southern Grown

September 1-3, 2017, Sea Island

- A Celebration of All Things Southern
- Award-Winning Chefs & Musical Talent

RSM Classic

Official PGA Tour Golf Tournament

November 13-19, 2017, Sea Island

- \$10+ Million Economic Impact
- 27,000 Attendees (Including 10,000 Overnight Visitors)

GICVB Sales Activities

These events would not happen without a team of dedicated individuals at the GICVB waking up every day thinking about how to bring more groups to the Golden Isles. Our sales team works with meeting and sporting event planners, group tour operators and the film industry to understand their needs, make sure their needs are met and go above and beyond what the competition is doing to assist in hosting the event. You can be sure just about every tour bus and large group you see on the Golden Isles has been in touch with our sales and support team. In addition to supporting current groups and events as well as handling inbound leads for new groups and events, the sales team proactively pitches the Golden Isles at the following trade show events both domestically and internationally meeting with 40-50 potential clients per show:

- National Tour Association & American Bus Association Travel Exchange
- Travel South USA
- US Travel Association's IPW
- International Showcase Travel South USA

Film Industry

The state of Georgia has a robust film tax incentive that has fueled industry growth at a significant pace. Currently, the state of Georgia is third in the nation and film production and the Golden Isles have profited from the state's initiative. Although the majority of film projects are commenced in the greater Atlanta area, both Savannah

and the Golden Isles are beginning to see a significant uptick. The city of Savannah has a separate funding mechanism to not only field existing leads in the industry, but to proactively grow the market. The Golden Isles CVB decided to join the state's camera ready film program in 2011 and since has hosted many major motion picture and TV projects.

The CVB acts as the primary liaison between the state's film efforts and the Golden Isles. The CVB has quickly gained the recognition and reputation for being able to facilitate large projects efficiently and effectively. In addition, our hospitality and knowledge of the industry has allowed us to capitalize on the TV market, as demonstrated by our hosting more than 20 television programs in the past five years. The television industry is often more impactful in the long term as the TV shows highlight the area and often sell the destination for us. Although they offer a large economic impact, major motion pictures are generally short-term projects.

These crews fill many hotel rooms, eat in many restaurants and spend millions in the Golden Isles. Since 2011, the Golden Isles has hosted the following films and created over a \$15 million impact on the local economy and over a \$12 million media equivalency impact for marketing.

- 2011 X-Men First Class
\$6.8 million economic impact
- 2013 Anchorman Two
\$3.7 million economic impact
- 2017 Live By Night
\$ 4.6 million economic impact



Contact Information



Leadership

Scott McQuade

President and CEO
912-638-9014
Scott@goldenisles.com

Michelle Register

Director of Marketing & Special Projects
912-638-9014
Michelle@goldenisles.com

Tomee Sellars

Sales & Service Manager
912-638-9014
Tomee@goldenisles.com

Marcie Hunter

Marketing & Communications Manager
912-638-9014
Marcie@goldenisles.com

Welcome Centers

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

Golden Isles Visitor Center: I-95 Brunswick



- I-95 southbound, between Exits 42 and 38
- Hours: Monday - Saturday, 9:00am - 5:00pm;
Sunday, 1:00pm - 5:00pm
- Phone: 912-264-0202

Golden Isles Welcome Center: St. Simons Island



- Near the Pier Village, St. Simons Island, 529 Beachview Drive
- Hours: Monday - Saturday, 9:00am - 5:00pm;
Sunday, 12:00pm - 5:00pm
- Phone: 912-638-9014

Administrative Offices

- 529 Beachview Drive
St. Simons Island, GA 31522
- Toll-free: 800-933-2627
- Local: 912-638-9014
- Fax: 912-265-0629



GOLDEN ISLES
GEORGIA

529 Beachview Drive St. Simons Island, GA 31522
800-933-2627 | GoldenIsles.com