



DATE: November 3, 2011

SUBJECT: Official Endorsement of the *Golden Isles Official Visitor Guide*

Dear Business Community,

It is an exciting time in the Golden Isles: The Golden Isles Convention and Visitors Bureau (CVB) finished the process of rebranding our entire destination with a new logo, photography and advertising materials. In addition, all our external and internal marketing tools are being updated. Our new marketing initiatives will be designed to attract new visitors to the region, and I encourage you to join in this spirit of cooperation. To efficiently and effectively market the region, we, in partnership with Due South Publishing, present the opportunity to advertise your business in the newly designed 2012 *Golden Isles Official Visitor Guide*.

The *Golden Isles Official Visitors Guide* is under-going a major strategic redesign, including a spectacular new look featuring the work of local photographers. The redesigned guide also offers improved functionality, compelling content and improved presentation of visitor information to help us better compete in the travel marketplace. To complement the visitors guide redesign the CVB will also be completely redesigning the Golden Isles website (www.GoldenIsles.com), to be launched in January 2012. The Guide and website will work in tandem to provide visitors all the planning resources they need, while being introduced to a fresh new branding approach.

The Convention and Visitors Bureau will begin to use the new Guide as its primary collateral piece, fulfilling over 30,000 individual requests each year. In addition, the Guide will be supported by national and regional distribution networks, including being placed in over 25 visitor centers in and around the State of Georgia and 4 visitor centers in Glynn County. The Guide is also the primary fulfillment piece for the group sales department and will be distributed at trade shows that reach meeting planners, the travel trade and bridal fairs. In sum, over **150,000 copies** are distributed annually. In addition, by advertising in this new Guide, you will become connected to a multi-million dollar national marketing campaign promoting tourism to the Golden Isles.

The Convention and Visitors Bureau encourages you to consider the *Golden Isles Official Visitor Guide* as a primary part of your advertising strategy. This community-wide opportunity is designed with our business owners in mind and together our efforts will make a difference.

Sincerely,

Scott McQuade
President and CEO
Golden Isles Convention and Visitors Bureau