6-30-2010

Is Bling Dead — or at Least Wounded?

Jacqueline K. Eastman

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/savannah

Recommended Citation

This article is brought to you for free and open access by the Business College Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business in Savannah Articles by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Foot, web traffic up on Tybee

Peak summer season is here for busy Tybee Island. Our season started early this year with the April 2010 hotel/motel tax report showing a 7.4 percent increase compared to 2009. Traffic at the Tybee Island Visitor’s Information Center is also up, with April’s visitor count up 20.9 percent and May’s count up 21.6 percent compared to 2009.

Upcoming events

Right now, we are getting ready for a big Fourth of July weekend. The weekend is packed with activities, and we are expecting more than the average number of visitors.

The annual fireworks display will be July 3. Right now, we are getting ready for their Tybee getaway. In June 2010, students in the marketing research course at Georgia Southern University conducted an e-mail survey of 220 adults to measure their attitudes on a variety of economic topics. The survey results suggest consumers do not believe the economy will improve over the next six months.

Furthermore, consumers are somewhat price conscious and prone to using coupons and are neutral regarding the importance of brand names. The outcome that appears most important to consumers is that they get value for their money.

For the vacation planner, TybeVisit.com’s updates for the day’s activities. The marketing perspective

The Tybee Island Tourism Council has been busy putting together our 2010-2011 Tybee Island Vacation Planner and updating our website, TybeVisit.com.

For the vacation planner, we’ve collaborated with Write to Work Inc.’s Arlene Distel, who has a strong background in copy writing and project management. Distel has helped bring our vision to reality. The new look is clean, fresh, laid-back and will serve as a base for the rest of our marketing materials.

Our goal with the TybeVisit.com’s updates was to create a more user-friendly informative site for visitors and potential visitors to find what they need for their Tybee getaway. Additions to the site include updated pictures, new content, a special offers page and a Tybee blog.

We’ve already reaping the benefits of these improvements. Visits to TybeVisit.com are up 12.57 percent year over year. The most recent monthly figures, from May 22 through June 22, are up 36.65 percent over that same time period last year.

Recent accolades

We’ve been named to TripAdvisor’s Top 10 Vacation Rental Hotspots for 2010 and Connect Savannah’s Best Local Facebook Page. If you haven’t been to Tybee yet this summer, pack up your family or friends and come visit. Spend the day hanging out on the beach then sample one of Tybee’s fun surfside restaurants. For more information on all things Tybee, go to TybeVisit.com. We’re also on Facebook. Search for Tybee Island, Georgia.

Lindsay Frucht is the marketing coordinator for the Tybee Island Tourism Council. You can contact her at 912-786-5444 or lindsay@tybeevi.com.

Have you tried advertising before and seen only limited results?

Are you trying to place your message in front of a specific audience?

Do you think your business can’t afford to advertise?

Did you know that in one week, your business can reach 74 percent of the Savannah market?

Are you aware of the reach products the Savannah Morning News offers?

+ savannahnow.com
+ Bryan County Now
+ Effingham County Now
+ Business in Savannah (BIS)
+ Community Closeups
+ Shaping Savannah
+ Coastal Senior
+ Savannah Morning News

Call Mark Cox at (912) 652-0238 to schedule a consultation and find out how we can help your business grow.

Savannah Morning News. www.savannahnow.com

Is bling dead—or at least wounded?

Much has been written about the cautious nature of consumer spending over the past several years.

In June 2010, students in the marketing research course at Georgia Southern University conducted an e-mail survey of 220 adults to measure their attitudes on a variety of economic topics. The survey results suggest consumers do not believe the economy will improve over the next six months.

Furthermore, consumers are somewhat price conscious and prone to using coupons and are neutral regarding the importance of brand names. The outcome that appears most important to consumers is that they get value for their money.

For the vacation planner, TybeVisit.com’s updates for the day’s activities.

The marketing perspective

The Tybee Island Tourism Council has been busy putting together our 2010-2011 Tybee Island Vacation Planner and updating our website, TybeVisit.com.

For the vacation planner, we’ve collaborated with Write to Work Inc.’s Arlene Distel, who has a strong background in copy writing and project management. Distel has helped bring our vision to reality. The new look is clean, fresh, laid-back and will serve as a base for the rest of our marketing materials.

Our goal with the TybeVisit.com’s updates was to create a more user-friendly informative site for visitors and potential visitors to find what they need for their Tybee getaway. Additions to the site include updated pictures, new content, a special offers page and a Tybee blog.

We’ve already reaping the benefits of these improvements. Visits to TybeVisit.com are up 12.57 percent year over year. The most recent monthly figures, from May 22 through June 22, are up 36.65 percent over that same time period last year.

Recent accolades

We’ve been named to TripAdvisor’s Top 10 Vacation Rental Hotspots for 2010 and Connect Savannah’s Best Local Facebook Page. If you haven’t been to Tybee yet this summer, pack up your family or friends and come visit. Spend the day hanging out on the beach then sample one of Tybee’s fun surfside restaurants. For more information on all things Tybee, go to TybeVisit.com. We’re also on Facebook. Search for Tybee Island, Georgia.

Lindsay Frucht is the marketing coordinator for the Tybee Island Tourism Council. You can contact her at 912-786-5444 or lindsay@tybeevi.com.

Have you tried advertising before and seen only limited results?

Are you trying to place your message in front of a specific audience?

Do you think your business can’t afford to advertise?

Did you know that in one week, your business can reach 74 percent of the Savannah market?

Are you aware of the reach products the Savannah Morning News offers?

+ savannahnow.com
+ Bryan County Now
+ Effingham County Now
+ Business in Savannah (BIS)
+ Community Closeups
+ Shaping Savannah
+ Coastal Senior
+ Savannah Morning News

Call Mark Cox at (912) 652-0238 to schedule a consultation and find out how we can help your business grow.

Savannah Morning News. www.savannahnow.com

Is bling dead—or at least wounded?

Much has been written about the cautious nature of consumer spending over the past several years.

In June 2010, students in the marketing research course at Georgia Southern University conducted an e-mail survey of 220 adults to measure their attitudes on a variety of economic topics. The survey results suggest consumers do not believe the economy will improve over the next six months.

Furthermore, consumers are somewhat price conscious and prone to using coupons and are neutral regarding the importance of brand names. The outcome that appears most important to consumers is that they get value for their money.

For the vacation planner, TybeVisit.com’s updates for the day’s activities.

The marketing perspective

The Tybee Island Tourism Council has been busy putting together our 2010-2011 Tybee Island Vacation Planner and updating our website, TybeVisit.com.

For the vacation planner, we’ve collaborated with Write to Work Inc.’s Arlene Distel, who has a strong background in copy writing and project management. Distel has helped bring our vision to reality. The new look is clean, fresh, laid-back and will serve as a base for the rest of our marketing materials.

Our goal with the TybeVisit.com’s updates was to create a more user-friendly informative site for visitors and potential visitors to find what they need for their Tybee getaway. Additions to the site include updated pictures, new content, a special offers page and a Tybee blog.

We’ve already reaping the benefits of these improvements. Visits to TybeVisit.com are up 12.57 percent year over year. The most recent monthly figures, from May 22 through June 22, are up 36.65 percent over that same time period last year.

Recent accolades

We’ve been named to TripAdvisor’s Top 10 Vacation Rental Hotspots for 2010 and Connect Savannah’s Best Local Facebook Page. If you haven’t been to Tybee yet this summer, pack up your family or friends and come visit. Spend the day hanging out on the beach then sample one of Tybee’s fun surfside restaurants. For more information on all things Tybee, go to TybeVisit.com. We’re also on Facebook. Search for Tybee Island, Georgia.

Lindsay Frucht is the marketing coordinator for the Tybee Island Tourism Council. You can contact her at 912-786-5444 or lindsay@tybeevi.com.

Have you tried advertising before and seen only limited results?

Are you trying to place your message in front of a specific audience?

Do you think your business can’t afford to advertise?

Did you know that in one week, your business can reach 74 percent of the Savannah market?

Are you aware of the reach products the Savannah Morning News offers?

+ savannahnow.com
+ Bryan County Now
+ Effingham County Now
+ Business in Savannah (BIS)
+ Community Closeups
+ Shaping Savannah
+ Coastal Senior
+ Savannah Morning News

Call Mark Cox at (912) 652-0238 to schedule a consultation and find out how we can help your business grow.

Savannah Morning News. www.savannahnow.com