

FOR IMMEDIATE RELEASE

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## Golden Isles Convention and Visitors Bureau Creates Partnership with Due South Publishing, Inc. to Promote New Golden Isles Visitor Guide

After a thorough selection process, the Golden Isles Convention and Visitors Bureau has created a partnership with Due South Publishing as the publisher of the **2012 *Golden Isles Official Visitor Guide***. Due South Publishing will take the lead role in the complete redesign of this important area guide and will have complete responsibility for advertising sales. The bidding process began this summer for the guide to be outsourced completely. Scott McQuade, president and CEO of the Golden Isles Convention and Visitors Bureau, commented, "There were many very qualified local publishers interested in the job, which made the selection especially difficult. After ample time and consideration we felt that Due South Publishing was the best choice, based on their extensive experience in the visitor guide publishing arena, and due to their current publication suite, which the Golden Isles Convention and Visitors Bureau will utilize to complement the distribution of our new guide and extend the reach of our new brand."

Mack Sullivan, president of Due South Publishing, commented on the new partnership with the Golden Isles CVB. "Due South Publishing is thrilled to have been selected as the publishing partner for the Golden Isles Convention and Visitors Bureau. We believe the Golden Isles CVB has a compelling vision to help attract more visitors to our area. The vision of re-branding the "Golden Isles" is one that is strong and will serve our community well for generations to come. It is simple, but powerful and is being backed by a robust marketing engine. We are a collection of beautiful places, but one area, nonetheless. Due South Publishing is excited about our new partnership with the Golden Isles CVB and will do our part to help portray the Golden Isles in its best light and entice future visitors to one of the most incredible places on the planet."

### **ABOUT THE REDESIGNED VISITOR GUIDE:**

The ***Golden Isles Official Visitor Guide*** is under-going a major strategic redesign; including a creative 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 the Golden Isles CVB better compete in the travel marketplace. To complement the visitors guide redesign the Golden Isles CVB will also be completely redesigning the Golden Isles website ([www.GoldenIsles.com](http://www.GoldenIsles.com)), which will be ready to launch in January 2012. The Guide and website will work in tandem to provide visitors all the planning resources they need, while at the same time being introduced to a fresh, new branding approach.

When delivered in April 2012, the Golden Isles Convention and Visitors Bureau will begin to use the new Guide as its primary collateral piece. In sum, over **150,000 copies** will be distributed during 2012. The arrival of the new guide is being timed to help provide the information fulfillment support for a multi-million dollar national marketing campaign promoting tourism to the Golden Isles. More than 30,000 individual requests are received by the CVB each year, for which this new publication will become the fulfillment piece. 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 and 4 visitor centers in Glynn County. The Guide will become the primary fulfillment piece for the Golden Isles CVB group sales department and will be distributed at trade shows that reach meeting planners, the travel trade and bridal fairs.

#### **About the Golden Isles Convention and Visitors Bureau:**

The **GOLDEN ISLES CONVENTION AND VISITORS BUREAU** is a non-profit Destination Marketing Organization (DMO) housed in the Brunswick-Golden Isles Chamber of Commerce Building in Brunswick, Georgia. The CVB's purpose is to create and coordinate the promotion of tourism in The Golden Isles - Historic Brunswick, St. Simons Island, Sea Island, Little St. Simons Island and Jekyll Island.

The administrative offices of the Golden Isles Convention and Visitors Bureau are located at:

**4 Glynn Avenue  
Brunswick, GA 31520  
Toll-free: 800-933-2627  
912-265-0620  
Fax: 912-265-0629**

#### **About Due South Publishing, Inc.**

Due South Publishing, Inc. is the leading publisher of visitor publications in the Golden Isles. Founded in 2003 by Golden Isles native, Mack Sullivan, the company is located on St. Simons Island. In addition to the new, 2012 ***Golden Isles Official Visitors Guide***, which the company is now developing for the Golden Isles CVB, the company has created and will continue to publish the following publications:

***Welcome to St. Simons Island*** was developed in 2003 as our area's first in-room hotel visitor book. Published annually, it is now included year-round in all hotel rooms and 1,000+ professionally-managed vacation rental properties on St. Simons Island. In partnership with the Golden Isles Convention and Visitors Bureau, this publication is now being redesigned and rebranded to support the new Golden Isles brand. Beginning with the 2012 edition, it will be renamed, ***Welcome to the Golden Isles***.

**ST. SIMONS Pocket Guide** was created in 2005 to provide a “carry around the Island” version of the in-room hotel book described above. With a clean design, useful information, beautiful photography and compelling advertising, this publication quickly became the “go to” source of local information for visitors to use while exploring our area. In partnership with the Golden Isles Convention and Visitors Bureau, this publication is also being redesigned and rebranded to support the new Golden Isles brand. Beginning with the spring/summer 2012 edition, it will be renamed, **GOLDEN ISLES Pocket Guide**.

**SEA ISLAND Pocket Guide**, developed in closed partnership with Sea Island beginning in early 2006, is a customized source of Sea Island hotel and Sea Island amenities information for guests of Sea Island. This publication is produced twice each year and is included in all rooms at The Cloister, The Lodge, Exclusive Resorts at Sea Island and The Cottages at Sea Island.

All publications can be seen in an online, page-flipping version on the company web site: [www.DueSouthPublishing.com](http://www.DueSouthPublishing.com)

Contacts:

Scott McQuade  
President and CEO  
Golden Isles CVB  
[www.GoldenIsles.com](http://www.GoldenIsles.com)  
912-265-0620 Office

Contact:

Mack Sullivan  
President and Publisher  
Due South Publishing, Inc.  
24 Sanctuary Cove  
St. Simons Island, GA 31522  
Web site: <http://www.DueSouthPublishing.com>  
Email: [Mack@DueSouthPublishing.com](mailto:Mack@DueSouthPublishing.com)  
Tel: 912-638-3950, Cell: 912-399-2309