



The Town of Hilton Head Island  
**Accommodations Tax Advisory Committee**  
**Special Meeting**  
**Thursday, May 28, 2020 – 2:00 p.m.**  
**AGENDA**

This meeting is being held virtually in accordance with Town Council Emergency Ordinance 2020-11. This meeting is being conducted electronically and recorded. The video record of this meeting will be available on the Town's website (<https://hiltonheadislandsc.gov/>) within 24 hours of occurring.

**1. Call to Order**

**2. FOIA Compliance** – Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

**3. Roll Call**

**4. Approval of Agenda**

**5. Approval of Minutes**

- a. Accommodations Tax Advisory Committee Meeting, November 7, 2019

**6. Citizen Comments**

**7. New Business**

- a. Hearing regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau's proposed 2020-2021 Marketing Plan and Budget of Expenditures for the 30% Allocation of State Accommodations Tax Funds for the Advertising and Promotion of Tourism.
- b. Consideration of policy recommendations to Town Council for ATAX grants affected by the COVID-19 virus.

**8. Adjournment**

Public comments concerning agenda items can be submitted electronically via the Town's Virtual Town Hall portal (<https://hiltonheadislandsc.gov/opentownhall/>). Citizens may also call 843-341-4646 to sign up for public comment participation during the meeting by phone. The public comment period will close at **Noon** the day before the scheduled meeting. All comments will be provided to the Board for review and made a part of the official record.



Town of Hilton Head Island  
**Accommodations Tax  
 Advisory Committee**

Thursday, November 7, 2019 at 9:00 am  
 Benjamin M. Racusin Council Chambers

**MEETING MINUTES**

**Present from the Committee:** Brad Marra, *Chairman*; Dru Brown; *Vice-Chairman*; Rob Bender, Roger Freedman, Jim Fluker, Julie Smith and Richard Thomas

**Present from Town Council:** Tamara Becker

**Present from Town Staff:** John Troyer, *Director of Finance*; Jennifer McEwen, *Director of Cultural Affairs*; Cindaia Ervin, *Finance Assistant*

**Present from the Media:** None

**1. Call to Order:**

The meeting was called to order at 9:00 a.m.

**2. FOIA Compliance:**

Public notification of this meeting has been published, posted and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of Minutes:**

Mr. Fluker moved to approve the minutes from the Accommodations Tax Advisory Committee meeting on November 7, 2019. Mr. Arnold seconded the motion and the motion passed with a vote of 7-0.

**4. Unfinished Business- None**

**5. New Business:**

**a. Review & Recommendation for the 2020 Accommodations Tax Grants.**

A spreadsheet was displayed listing all applicants along with the amount each applicant requested. Committee members discussed each individual application and ultimately, the Accommodations Tax Advisory Committee decided upon the following recommendations:

<i>Calendar Year 2020 Accommodations Tax Advisory Committee Recommendations</i>			
	<b>2020 GRANTS</b>		
	<b>2020 Applicant Request</b>	<b>ATAC Recommendation</b>	<b>Town Council Award</b>
12 Jewels of Life	54,000	-	
Art League of Hilton Head	65,000	65,000	
Arts Center of Coastal Carolina	406,000	395,000	
Community Foundation of the Lowcountry	Applicant withdrew from 2020 cycle		

David M. Carmines Memorial Fnd	138,000	115,000	
Gullah Museum of Hilton Head Island	60,000	55,000	
Harbour Town Merchants Assoc.	22,000	21,000	
Hilton Head Audunon Society	6,500	3,600	
Hilton Head Choral Society	43,000	40,000	
Hilton Head Concours d'Elegance	282,000	265,000	
Hilton Head Dance Theater	23,000	15,000	
Hilton Head Disc Golf	39,000	20,000	
Hilton Head Island Airport	180,000	90,000	
Hilton Head Island Bridge Assoc.	38,800	25,000	
Hilton Head Island Land Trust	23,000	15,000	
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	
HHI St. Patrick's Day Parade	25,000	22,000	
HHI Wine and Food, Inc.	130,000	120,000	
HHI-Bluffton Chamber of Commerce VCB	635,000	575,000	
Hilton Head Symphony Orchestra-A Operations	270,000	250,000	
Lean Ensemble Theatre	40,000	35,000	
Lowcountry Golf Course Owners Assoc.	50,000	50,000	
Lowcountry Gullah	50,000	-	
Main Street Youth Theater	20,000	17,000	
Mitchelville Preservation Project	185,000	185,000	
Native Island Business & Community	225,000	125,000	
Shelter Cove Harbour Company	88,700	80,000	
Skull Creek July 4th Celebration	26,900	21,000	
The Boys & Girls Club of Hilton Head	22,000	22,000	
The Coastal Discovery Museum-Operations	310,000	297,500	
The Coastal Discovery Museum-Lowcntry Fair	15,000	5,000	
The First Tee of the Lowcountry- Operations	30,000	25,000	
The Heritage Library	120,000	115,000	
The Sandbox	54,500	54,500	
Town of Hilton Head Island-A Operations	1,427,664	1,389,941	
<b>Total</b>	<b>5,135,064</b>	<b>4,538,541</b>	<b>-</b>
<b>Balance Available</b>		<b>-</b>	

Brad Marra, Chairman stated that for he would like the Committee to review the applicant requests a minimum of two times to ensure that each is reviewed accurately and awarded appropriately. The Committee felt they had an obligation to take into account each applicant and the impact they will have on our community. They commended those that applied and encouraged those that were not recommended funding, to apply for funding next year with proven metrics and data to present to the Committee for potential awarding.

Mr. Brown made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized in the table above). Mr. Fluker seconded the motion. All Committee members voted unanimously to approve (except for individual line items where individual members recused themselves-details listed at end of minutes).

During the discussions of the Hilton Head Island-Bluffton Chamber of Commerce, the Lowcountry Golf Course Owners Association and Shelter Cove Harbour Company, Mr. Brad Marra disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussion of the Hilton Head Island-Bluffton Chamber of Commerce, Mr. Andrew Brown disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussion of The Coastal Discovery Museum and The Heritage Library, Mr. Richard Thomas disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussion of the Shelter Cover Harbour Company Mr. Steven Arnold disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

**6. Adjournment:**

Mr. Marra adjourned the meeting at 10:08 a.m.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** \_\_\_\_\_

\_\_\_\_\_  
Brad Marra, Chairman

FISCAL YEAR 2020-2021

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# HILTON HEAD ISLAND

## DESTINATION MARKETING PLAN



**HILTON HEAD ISLAND**  
*South Carolina*

# HILTON HEAD ISLAND MARKETING COUNCIL

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The Hilton Head Island Marketing Council serves as an advisory and advocacy committee to the Hilton Head Island Visitor & Convention Bureau. The council represents cross sections of the Island's diverse travel and tourism industry and guides the planning and execution of the annual destination marketing plan. The committee monitors the plan's effectiveness and results making recommendations for improvements and enhancements when needed.

**DRU BROWN**, Vice Chairman, Visitor & Convention Bureau;  
Managing Partner, Island Time Hilton Head, LLC

**CHRIS BRACKEN**, Director of Sales and Marketing, Sonesta Resort  
Hilton Head Island

**SUSANA COOK**, General Manager, Palmera Inn and Suites

**CARY CORBITT**, Vice President Sports & Operations, The Sea Pines Resort

**JOLYN DE BOER**, Executive Director, Racquet & Paddle Sports Alliance

**REX GARNIEWICZ**, President & CEO, Coastal Discovery Museum  
at Honey Horn

**JOSH GRUBER**, Assistant Town Manager, Town of Hilton Head Island

**LORI LYNNAH**, Director of Marketing and Air Service Development,  
Savannah/Hilton Head International Airport

**KATIE MANLEY**, Marketing Team, Coastal Restaurants and Bars

**BRAD MARRA**, Chief Operating Officer, Palmetto Dunes Oceanfront Resort

**JENNIFER MCEWEN**, Director of Cultural Affairs, Town of Hilton Head Island

**JOHN MUNRO**, Vice President of Hospitality, Resort Sales and Marketing,  
The Sea Pines Resort

**JON REMBOLD**, Airports Director, Beaufort County

**COURTNEY YOUNG**, President & CEO, ForeSight Communications

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# YEAR IN REVIEW



#1 Island Continental U.S.  
4<sup>th</sup> Consecutive Year



#1 Island U.S.  
3<sup>rd</sup> Consecutive Year



South's Best  
Beach Town



Reader's Choice Awards  
7<sup>th</sup> Consecutive Year



2019 Stella Award Finalist



2019 Platinum Choice Winner  
9<sup>th</sup> Consecutive Year



Bronze, Nashville Event  
Mapping & Location and  
Bronze, Nashville Event Video



Gold Level Bicycle  
Friendly Community (BFC<sup>sm</sup>)



Marketing Effectiveness  
Special Event, Nashville



Gold, Overall Social Media  
Silver, Nashville Event Video







## WEBSITE VISITS

HiltonHeadIsland.org

**2.1M**

WEBSITE VISITORS

**46%**

ORGANIC SEARCH

**31%**

CONVERSION RATE



## SOCIAL ENGAGEMENT

**156.2K**

SESSIONS  
ACROSS ALL  
CHANNELS

**90%**

OF TRAFFIC FROM  
FACEBOOK

**78.8%**

OF TRAFFIC FROM  
MOBILE



## PUBLIC RELATIONS

**3,751**

STORIES/  
MENTIONS

**6,900,983,718**

IMPRESSIONS

**\$21,947,349.50**

AD VALUE



## HOTEL / HOME & VILLA

**51.4%**

OCCUPANCY

↑ **4.2%**

**\$246**

ADR

↓ **-1.0%**

**\$126**

REVPAR

↑ **3.1%**

Source: VERB Interactive, Weber Shandwick, and 2 Source Report



**\$58,625,806**

Total revenue generated by  
HiltonHeadIsland.org

Jan - Dec 2019

# EXECUTIVE SUMMARY

The Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau continues to be the leader in promoting tourism within Southern Beaufort County. The organization as a whole utilizes national economic and tourism trends, consumer research, prior program performance, demographics and takes into consideration the needs of our community (residents and businesses) to be in the best position as the steward of the destination.

In 2019, Hilton Head Island was recognized as America's Favorite Island™ three times over and was placed in top mention in regards to the meetings and groups segment. These accolades and achievements have fallen short of resonating locally; which is why we position the destination marketing plan as the tool that helps bring clarity and focus to the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau efforts. The foundation of what we work toward are defined in our vision and mission, supported by our organizational cornerstone and strategic anchors. We work towards delivering upon these daily with our detailed strategies and tactics.

**Vision:** Leading the Hilton Head Island region, community and partners collaboratively in effective education, advocacy and innovative programming ensuring tourism development and sustainable growth.

**Mission:** Envision and advocate the common interests of our partners and stimulate the regional economy while enhancing the quality of life for all.

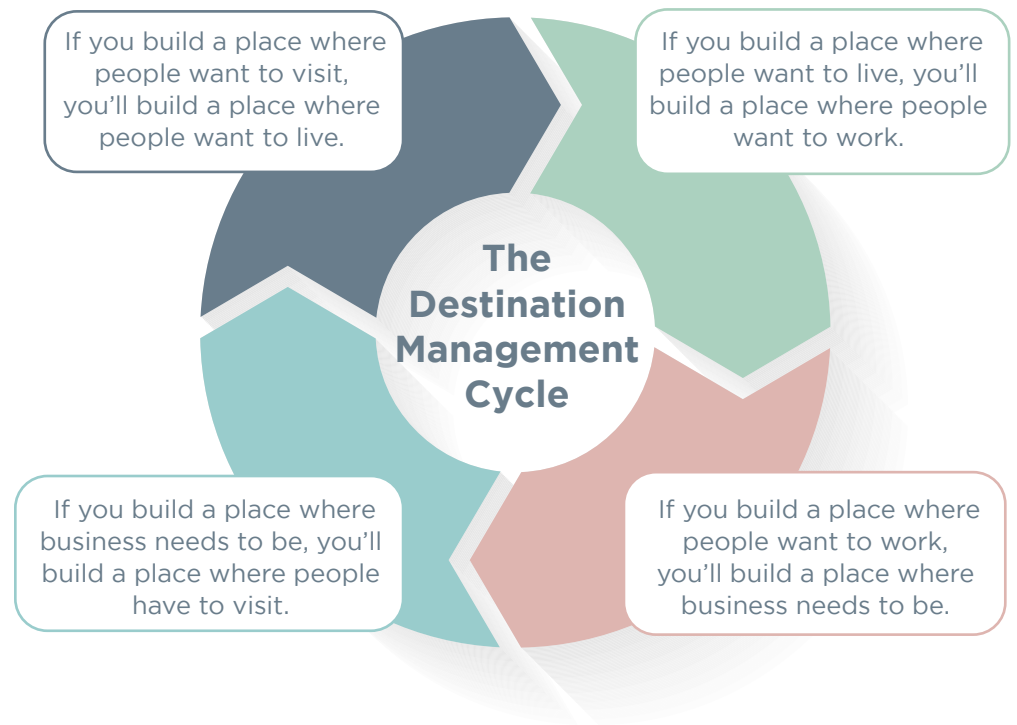
This year's pursuit of our "cornerstone" will further align our efforts to show how destination promotion should be woven into the fabric of our community and become a "community shared value". Destination promotion builds a quality of life for the benefit of all our residents.

The three-year strategic plan, approved in 2018, provides the platform for the fiscal years 2019 through 2022 destination marketing plans. It defines our strategic anchors that set the stage for our strategy and tactics with five key areas of focus: strengthened brand awareness and marketing, expanded meetings and groups, energized destination development and management, sustainable and innovative organization and improved alignment and community engagement. These strategic anchors will further align our efforts to establish destination promotion as a "community shared value". The promotion of Hilton Head Island serves the entire community, ensuring mindful investment and development to provide quality of life for all.

In addition to the steadfast pursuit of our Strategic Plan, the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau implemented major actions aimed at maintaining its commitment to excellence and leadership in the marketplace this past fiscal year. These included:

- ADARA Technology, announcement and integration providing unique and holistic insight on today's traveler and articulating the value of the HiltonHeadIsland.org website to our stakeholders
- Crisis marketing plan refresh, training and integration
- Implementation of online payment platform
- Application of integrated partner sales solution
- Website optimization across both, HiltonHeadIsland.org and HiltonHeadBlufftonChamber.org
- Expansion of air-service and air-carriers at both, Hilton Head Island Airport and Savannah/Hilton Head International Airport
- Embarked on a 10 year Destination Management Plan that will provide the roadmap and shared vision for the community to ensure responsible and sustainable tourism growth

## IT ALL STARTS WITH A VISIT





# RE-ENGINEERING DESTINATION ORGANIZATIONS

## A SHARED VISION FOR THE FUTURE OF TOURISM

Destination organizations today are collaborating more closely with their local communities to define a shared vision for the future that provides long-term benefits for both key stakeholders and residents. These pillars are:

### 1. Destination Stewardship

Building public-sector coalition between the visitor industry, economic development agencies, academic institutions, and civic and philanthropic organizations. The goal is to curate more immersive destination experiences, manage sustainable visitor growth, promote equitable economic development and elevate quality of life and quality of place.

### 2. Community Alignment

Improving resident sentiment and government support around a shared vision for the future to accelerate important destination development initiatives, protect public funding, and improve hospitality culture. The value of the visitor economy and role of destination organizations must be better understood and appreciated.

### 3. Digital Conversion

Developing more video and personalized digital strategies on mobile platforms to improve marketing effectiveness and drive higher sales in real time. Advancements in artificial intelligence, chat and other technologies are connecting industry and visitor audiences in new ways to accelerate conversion in our on-demand world.

# INDUSTRY & COMMUNITY PARTNERSHIPS



# DESTINATION STRENGTH



Brand



Accommodations



Attractions & Entertainment



Conventions & Meeting Facilities



Events



Sports & Recreation Facilities



Communication Infrastructure



Mobility & Access



Air Access



International Readiness

# COMMUNITY ALIGNMENT



Organization Governance Model



Partnership Strength



Industry Support



Local Community Support



Regional Cooperation



Workforce



Hospitality Culture



Policy & Regulatory Environment



Funding Support & Certainty



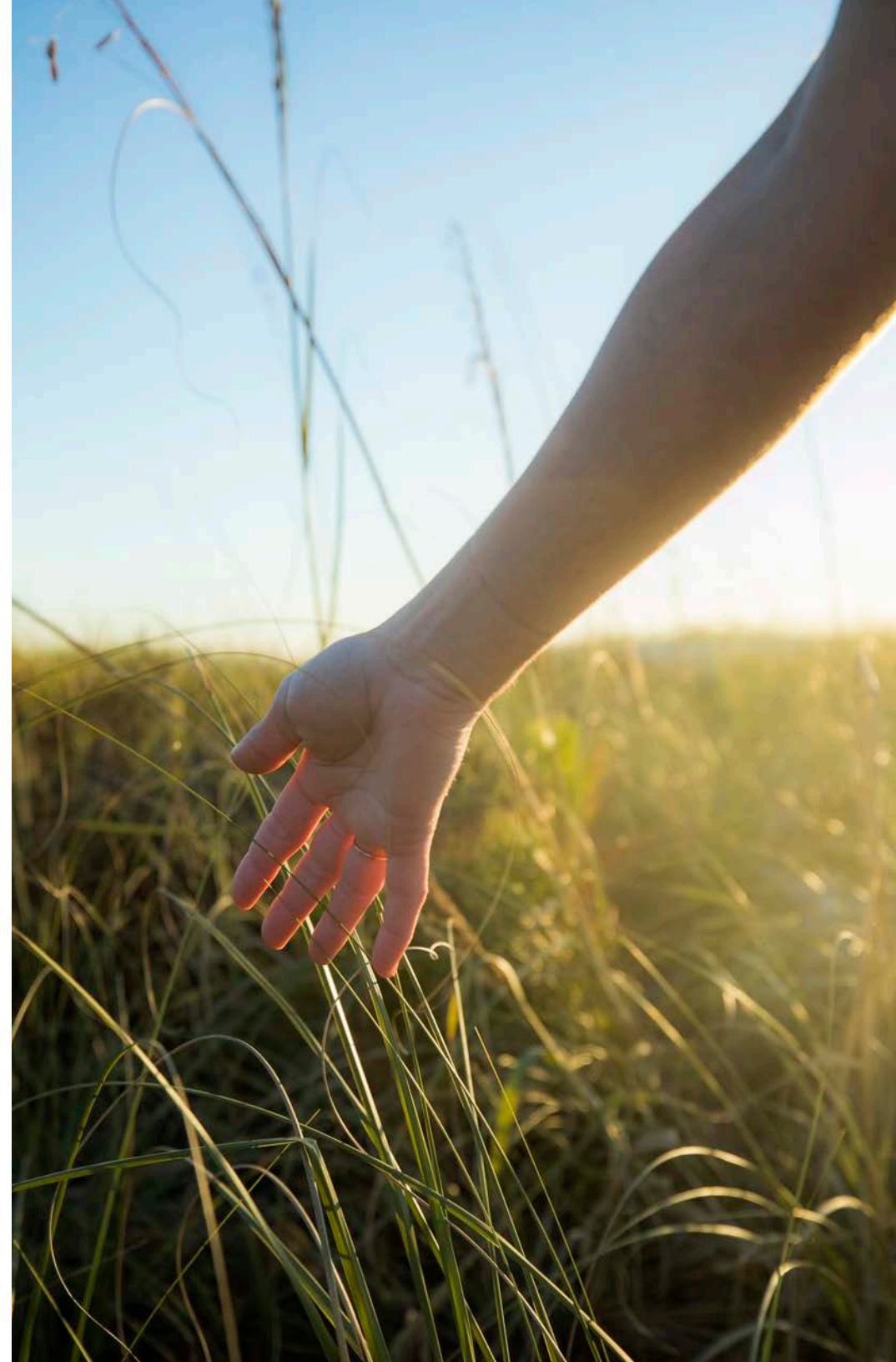
Economic Development

# FINDING OUR CORNERSTONE

Every community must compete with every other community for their share of the world's attention, customers and investment. To compete, people need to be aware of a community, have a positive impression and want to visit to experience the community and meet its people. This is achieved through clearly developing, articulating and managing the community's brand.

Efforts must be made to promote, market, sell and engage potential visitors. And all of this must be reinforced again and again. Destination organizations are uniquely positioned to do this. Addressing this need for destination promotion is for the benefit and well-being of every person in a community. It is a common good. It is an essential investment to develop opportunities and build quality of life to benefit all the residents of a community.

*Source: Destinations International "Finding Our Cornerstone: An advocacy paper on destination organizations becoming a community shared value"*



# FY 2020-2021 MARKETING PLAN APPROACH





# STRATEGIC ANCHORS, VISION AND MISSION



**MISSION** Envision and advocate the common interests of our partners and stimulate the regional economy while enhancing the quality of life for all.



# GOALS

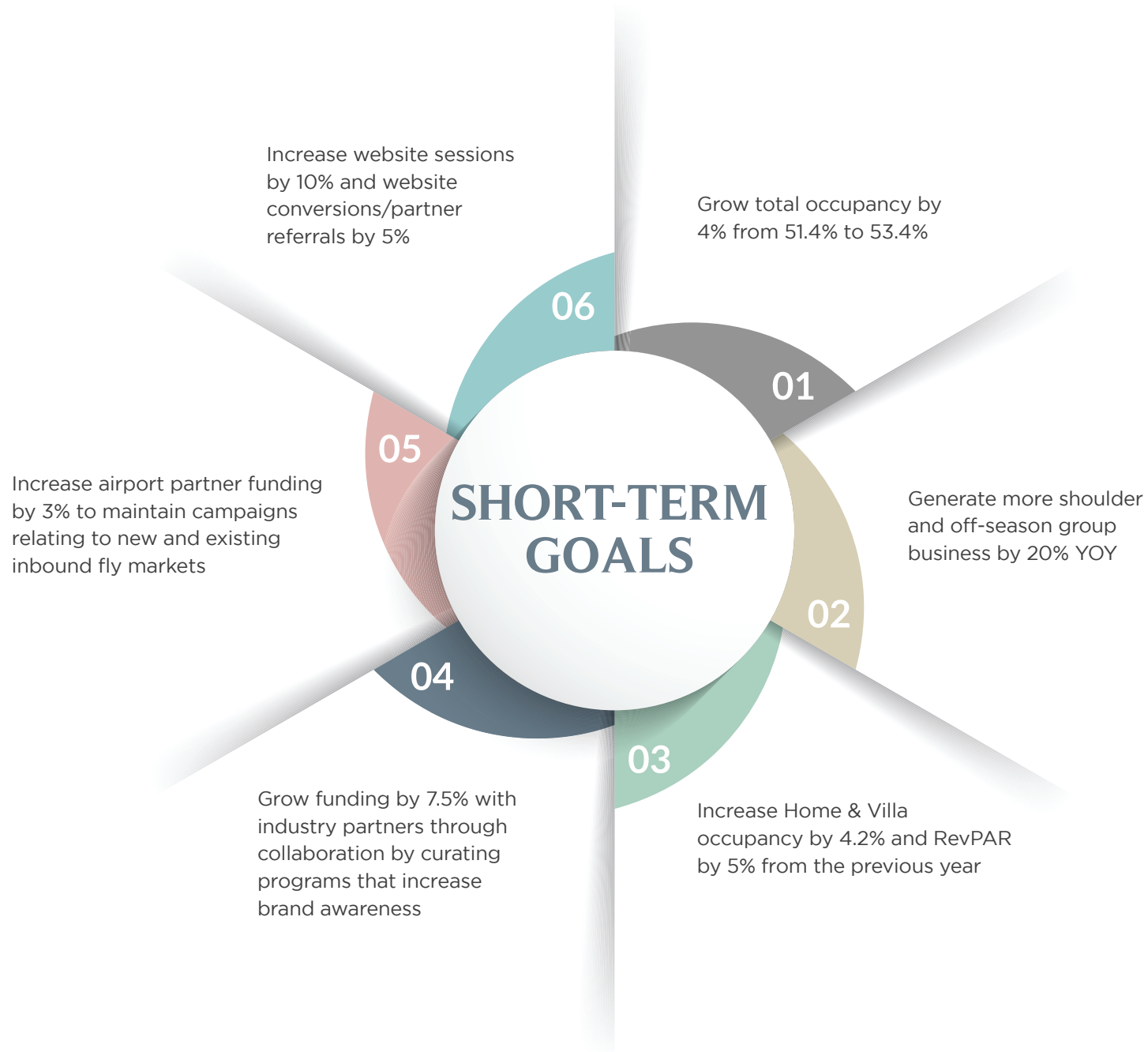
Influences such as the state of the U.S. economy, domestic and international travel trends, consumer shifts, regularly commissioned research, past programs performance and feedback from our tourism community all help to shape our leisure marketing, meetings and groups and public relations plan for the region.

The Hilton Head Island Visitor & Convention Bureau's destination marketing programs have focused on the following long and short-term goals stemming from our three year strategic plan.

The Council monitors the plan's agreed upon goals and effectiveness to make recommendations for improvements or enhancements as necessary. The goals outlined will act as a roadmap for the destination marketing of Hilton Head Island for the coming fiscal year.

## **Long-Term Goals (through 2020-2021)**

1. Expand Group Sales by driving shoulder and off-season strategic initiatives and programming
2. Research, develop and implement branding for the destination
3. Maintain and grow public and private funding
4. Increase leisure and business travel during key timeframes
5. Leverage and expand emerging technologies to engage and elevate the visitor's travel experience





# 2020-2021 STRATEGIES & TACTICS



# 1.) STRENGTHENED BRAND AWARENESS AND MARKETING

## **A. Utilize third party media partnerships and endorsements to further amplify our voice and brand.**

- Focus on print and digital assets with native content and social integration with *Travel + Leisure*.
- Integrate Hilton Head Island into custom content and high-impact media placements through *Condé Nast Traveler*.
- Deploy targeted media campaign through AmericanExpress.com.
- Create custom content created by The Points Guy as well as social and display media to drive qualified visitors back to the destination.
- Host Editor-in-Chief from Full-Time Travel to curate immersive online content, social and dedicated email.

## **B. Expand and broaden organic keyword rankings for Search Engine Marketing (SEM).**

- Refine and grow a targeted list of keywords that align with the visitors' location and experiences.
- Develop relationships with potential visitors and key audiences through personalized messaging.
- Track, measure and analyze all responses within the consumer journey.

## **C. Leverage a strategic mix of targeted methods to identify and reach the most qualified users.**

- Target qualified users through digital video across social platforms.
- Utilize Google Display Network (GDN) with display ads to increase visits to the website.
- Cultivate themed ad groups and keywords around categories that target consumers researching vacation terms.
- Create competitor targeted campaigns to capture demand from those researching other destinations.
- Reinforce by serving ads to those who have visited HiltonHeadIsland.org.

**D. Deliver clear, consistent and relevant messaging and optimized content for proper indexing by search engines.**

- Ensure the website is compatible with accessibility tools and platforms.
- Improve the visibility of HiltonHeadIsland.org in search results for brand key phrases and search queries.
- Identify target keywords for content and blog optimization.
- Create campaigns to identify and attract high quality links from high authority sites.
- Optimize Google My Business (GMB) to ensure users interest is captured both on and off-site.

**E. Create content and measurements to adapt to social media platforms.**

- Focus efforts on content for growing Instagram Stories.
- Curate more user-generated content.
- Create unique and engaging templates for our audience to use.
- Partner with brand ambassadors, local celebrities and relevant content creators for authentic stories.
- Grow social audiences through paid social media strategy.
- Utilize retargeting efforts for consumers that have engaged with our advertising and visited HiltonHeadIsland.org.
- Drive traffic to the package and offer-focused pages of the website.
- Develop a comprehensive blog strategy that speaks to the interests and needs of our audience.

**F. Create and distribute personalized, informative and strategic email content.**

- Personalize content based on subscriber interests and location.
- Identify and re-engage subscribers through a dynamic drip campaign.
- Refresh the existing email template to support the drip campaign.

**G. Optimize high-quality content on the website that is engaging, entertaining and conversion-driven.**

- Deliver personalized targeted, strategic messaging.
- Evolve the content strategy to include more “destination insider” information.
- Increase usage of user-generated content.

**H. Employ a public relations plan designed to increase visibility and consideration.**

- Explore “hidden gems” across culinary, wellness, culture and marquee events to grow shoulder and off-season.
- Customize itineraries that drive in-depth feature coverage and real-time social content.
- Secure trade and paid influencer partnership opportunities to reach potential visitors.
- Host an in-market event and/or meetings with top media and influencers.
- Align with like-minded brands to execute partnerships and campaigns.





## 2.) EXPANDED MEETINGS AND GROUPS

### **A. Market the destination to prospects in all meetings and group market segments to grow shoulder and off-season business.**

- Utilize the Flights for Sites (FFS) program for targeting meeting and group planners.
- Generate room nights and revenue by promoting the Group Closing Fund (GCF).
- Drive RFPs for fall/winter group business through the “All Island Special Meetings Offer”.
- Partner with Cvent and HelmsBriscoe, third party organizations specific to meetings and groups, to build awareness of the destination.
- Utilize sponsorship and bid fees to secure business opportunities.
- Geo-target associations specifically in the Southeast for group business meetings.
- Conduct FAM trips in-market and out-of-market.
- Review and update meetings microsite content.
- Execute against the LinkedIn strategy.
- Attend tradeshow to build awareness and generate leads for group business.

### **B. Continue to grow our international presence.**

- Partner with Brand USA and SCPRT through a targeted international campaign.
- Deploy digital media and print insertions through *Macleans*, *Toronto Star* and *Chatelaine* in *Discover America Magazine* in Canada.
- Integrate digital media and print insertions through *Bunte*, *In-Style*, *Star*, *FOCUS magazine* and in *Discover America Magazine* in Germany.
- Partner with Coastal South Carolina for inclusion in their campaign targeted towards golf prospects via digital, social, email, Sky Television and U.S. Golf Travel Guide in the United Kingdom.

### 3). ENERGIZED DESTINATION DEVELOPMENT AND MANAGEMENT

#### **A. Develop a strategic framework that will identify tourism product development opportunities (new or through existing infrastructure) within the destination.**

- Continue to enhance existing relationships with Beaufort County Economic Development partner, developers and commercial real estate organizations.
- Create, communicate and leverage community engagement material that showcases the benefits of tourism to the economy.
- Partner with the public and private sector to create workforce-readiness strategies.

#### **B. Support Hilton Head Island's goal to develop a Destination Management Plan that encompasses a bold and shared long-term vision for the destination to create a competitive advantage.**

- Continue efforts regarding the 10 year Destination Management Plan working with MMGY NextFactor to provide continued guidance/project management.
- Engage the identified Steering Committee/Task Forces key stakeholders within the community to advocate, support and shepard the completed project.
- Prioritize the impact of current and potential tourism assets based on visitor generation and utilization.
- Ensure proper communication strategy and community engagement on all efforts surrounding the Destination Management Plan.

## 4). SUSTAINABLE AND INNOVATIVE ORGANIZATION

### **A. Use research platforms to influence future marketing efforts.**

- Use ADARA to measure website effectiveness and direct revenue attributed to consumer travel purchases.
- Use ADARA to measure effectiveness of third party media partnerships in the market.

### **B. Create a collateral piece with compelling imagery and content about the destination.**

- Develop and produce the Official Hilton Head Island Vacation Planner.
- Distribute the planner to visitors, elected officials, state Welcome Centers, AAA offices nationwide, tradeshow, events and media.
- Collaborate with the Hilton Head Island Airport and the Savannah/Hilton Head International Airport for displays and continuous distribution throughout the year.
- Create an immersive digital and social version of the official destination guide to leverage the ever-growing visitors online engagement.

### **C. Align internal and governance resources to support Strategic Plan and “Community Cornerstone”.**

- Leverage internal functional areas to address short and long-term organizational needs.
- Expand industry leadership roles to enhance destination visibility and leverage cutting-edge research and trends.

### **D. Establish an organizational framework in collaboration with the Town of Hilton Head Island and private sector to manage a positive visitor experience.**

- Explore opportunities to enhance public wi-fi/hotspots.
- Continue to upgrade group experiences that result in greater/repeat future visitation by capitalizing on community assets.
- Capitalize on research findings to better understand and support customer needs; implementation of Chatbot technology, enhance the Island Compass App and utilize the ADARA technology.
- Develop more personalized content that will improve digital engagement with visitors and enhance overall experience.

# 5). IMPROVED ALIGNMENT AND COMMUNITY ENGAGEMENT

## **A. Increase community partnerships and engagement to leverage resources for the destination and organization.**

- Enhance partnership marketing efforts to create additional content and revenue.
- Enhance current partner sponsorship with premier local events to extend the brand and increase events visibility and visitation potential.
- Continue to expand community taskforce meetings to achieve alignment and increase knowledge of organizational impact.
- Enhance the process of on-boarding new and existing accommodation partners as well as other tourism partners to support destination development, co-op marketing and partner investments.

## **B. Enhance residents' awareness and appreciation for the tourism and visitor experience.**

- Refine the resident awareness/call-to-action plan by deploying in-market communication strategy, through traditional and non-traditional engagement and earned media coverage.
- Develop programs to further recruit, educate and involve Chamber Ambassadors to support business events.

## **C. Expand awareness and advocacy efforts leading to strategic relationships with elected community leaders.**

- Create an advocacy program to inform community stakeholders and partners about the global tourism economy.
- Expand presence in local industry related social media conversations by leveraging Hilton Head Island-Bluffton Chamber of Commerce executive and senior leadership teams.
- Continue to work with local and state delegations on issues directly related to the sustainability and growth of our region.
- Fortify relationships with community organizations to secure and support incoming meetings and groups.
- Organize and seek presentation opportunities to communicate tourism's impact on the business community.
- Produce a video vignette series highlighting how tourism matters and affects local government, businesses and residents.

## **D. Orchestrate staff participation in outreach programs with community groups and industry organizations.**

- Create an advocacy and awareness campaign.
- Continue the community calendar of events and ensure strong marketing to engage deeper into our community.



# BUDGET

Hilton Head Island-Bluffton Chamber of Commerce  
 Hilton Head Island Visitor & Convention Bureau Schedule of Functional Revenues and Expenditures  
 FY 2020-2021 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton	Beaufort Co	Membership
<b>Revenues</b>								
Town of HHI DMO	2,075,000	2,075,000						
Town of HHI Supplemental Grant	575,000	575,000						
Private Sector	360,000		360,000					
SCPRT Destination Specific	750,000			750,000				
SCPRT Coop	600,000				600,000			
Private Match Coop	1,200,000				1,200,000			
Town of Bluffton DMO	220,000					220,000		
B/C Bluffton & Daufuskie	265,000						265,000	
<b>Total Revenues</b>	<b>6,045,000</b>	<b>2,650,000</b>	<b>360,000</b>	<b>750,000</b>	<b>1,800,000</b>	<b>220,000</b>	<b>265,000</b>	
<b>Membership Revenue</b>								<b>1,700,000</b>
<b>Total Revenues with Membership</b>	<b>7,745,000</b>							
<b>Expenses</b>								
<b>Media Buys - Leisure</b>	100,000	58,192	13,430	28,378				
<b>Social Media</b>								
Partner Promotions	32,500	18,912	4,365	9,223				
Paid Brand Social Media	65,000	37,825	8,730	18,445				
Social Media Management	20,000	11,638	2,686	5,676				
Social Content Marketing & Strategy	75,000	43,644	10,073	21,283				
Crowdriff	20,000	11,638	2,686	5,676				
Sub-total	212,500	123,658	28,540	60,303				
<b>Digital Marketing</b>								
Digital Strategy, Web Maintenance & Support	96,000	55,864	12,893	27,243				
Technology Improvements	25,000	14,548	3,358	7,094				
SEO	30,000	17,458	4,029	8,513				
SEM / Display	430,000	250,225	57,751	122,024				
Managed Web Hosting and Content Delivery Network	7,500	4,364	1,007	2,128				
eNewsletter/Drip Campaign	35,600	20,716	4,781	10,102				
Digital Contingency	10,000	5,819	1,343	2,838				
Sub-total	634,100	368,995	85,162	179,943				
<b>Destination PR</b>								
PR Strategy, Maintenance & Support	204,000	118,711	27,398	57,890				
Journalists/Influencers	70,000	40,734	9,401	19,864				
Monitoring Services (Print/Online/Broadcast Tracking)	17,900	10,416	2,404	5,080				
PR Contingency	25,000	14,548	3,358	7,094				
Sub-total	316,900	184,410	42,561	89,929				
<b>Group Sales &amp; Marketing</b>								
Promotional Giveaways	15,000	8,729	2,015	4,257				
Site Inspections/ Flights for Sites	5,000	2,910	672	1,419				
VCB Dues and Subscriptions	28,000	16,294	3,761	7,946				
Trade Sponsorships	23,500	13,675	3,156	6,669				
Tradeshows	98,000	57,028	13,162	27,810				
FAM / In-Market Events	25,000	14,548	3,358	7,094				
Focused Service	1,500	873	201	426				
SC Sports Alliance	5,000	2,910	672	1,419				
SEM	16,640	9,683	2,235	4,722				
SEO	10,000	5,819	1,343	2,838				
Social Media	16,680	9,706	2,240	4,733				
Website	16,680	9,706	2,240	4,733				
Collateral	3,000	1,746	403	851				
Trade Media	20,825	12,118	2,797	5,910				
Sub-total	284,825	165,745	38,253	80,827				
<b>International</b>								
Coastal SC USA Coop	55,000	32,006	7,387	15,608				
International Promotions	159,625	92,889	21,438	45,298				
International Tradeshows	7,500	4,364	1,007	2,128				
Sub-total	222,125	129,259	29,832	63,034				

<b>Destination Photography &amp; Video</b>	20,000	11,636	2,679	5,686
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**Insiders/Collateral/Fulfillment**

Vacation Planner	207,000	120,457	27,801	58,742
Fulfillment	100,000	58,192	13,430	28,378
Toll-Free Phone	4,000	2,328	537	1,135
<b>Sub-total</b>	<b>311,000</b>	<b>180,977</b>	<b>41,769</b>	<b>88,255</b>

<b>Research &amp; Planning</b>	145,000	84,378	19,474	41,148
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**HHI Destination Marketing Operations & Management**

VCB Sales, Mkt, V Services & Ops:								
Personnel	1,190,000	537,425	40,810	78,750	407,400	56,980	68,635	
Benefits	170,000	76,775	5,830	11,250	58,200	8,140	9,805	
Operations	340,000	153,550	11,660	22,500	116,400	16,280	19,610	
<b>Sub-total</b>	<b>1,700,000</b>	<b>767,750</b>	<b>58,300</b>	<b>112,500</b>	<b>582,000</b>	<b>81,400</b>	<b>98,050</b>	

**HHI Supplemental Grant**

Golf	150,000	150,000
Meetings & Group	100,000	100,000
Accolade Marketing Initiative	200,000	200,000
Festival and Events	80,000	80,000
Multi-Channel Chatbot & Comm. Program	25,000	25,000
Island Arts & Cultural Video Promotion	20,000	20,000
VCB Sales, Mkt, Visitor Services & Operations	0	0
<b>Sub-total</b>	<b>575,000</b>	<b>575,000</b>

**SCPRT**

SC PRT - Leisure	565,000	565,000
SC PRT - Meetings & Groups	320,000	320,000
SC PRT - Sports	333,000	333,000
<b>Sub-total</b>	<b>1,218,000</b>	<b>1,218,000</b>

**Town of Bluffton DMO**

Promotions	138,600	138,600
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**B/C Bluffton & Daufuskie DMO**

Promotions	166,950	166,950	1,700,000
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<b>TOTAL VCB EXPENSES</b>	<b>6,045,000</b>	<b>2,650,000</b>	<b>360,000</b>	<b>750,000</b>	<b>1,800,000</b>	<b>220,000</b>	<b>265,000</b>	<b>1,700,000</b>
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Difference btw Revenue & Expense	0	0	0	0	0	0	0	0
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<b>Total Expenses with Membership</b>	<b>7,745,000</b>
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Expenses for Hilton Head Island Specific Programs

Expenses for other marketing programs

# DEMOGRAPHICS & PERSONAS

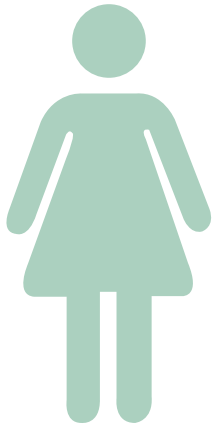
Hilton Head Island's visitor foundation was built on identified drive markets, ensuring overnight stays and from a long-term lens, home ownership. Today we nurture that foundation and look to our real-time data sources, Google Analytics and ADARA, in addition to deep research, partnering with LRITI, University of South Carolina Beaufort and Regional Transactions Concepts, LLC, Clemson University. Using this insight we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer. We have identified these persona groups as:

- Families
- Snowbirds
- Sports Enthusiasts
- Weekenders
- Culinary Explorers
- Arts, History and Cultural Enthusiasts
- International Travelers





## Our Target Leisure Traveler



**67.4%**  
Female



**32.6%**  
Male



**\$150K+**  
Affluent Traveler



**59.1%**  
Undergraduate  
Degree or Higher



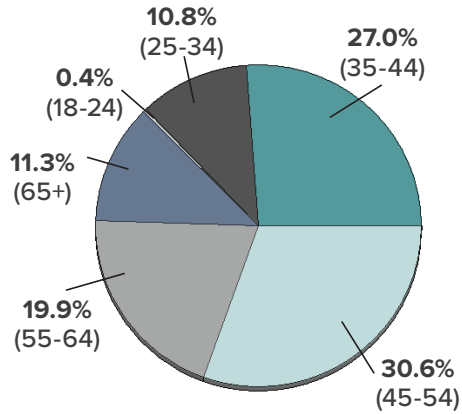
**2-7** Trips per Year  
**7** Nights Average  
Length of Stay

\*USCB/LRITI 2020 Visitor Profile Study

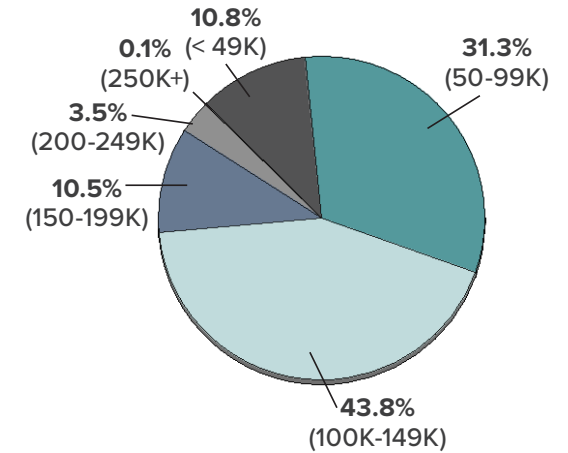
## ADARA Impact Analytics

HiltonHeadIsland.org Visitor Insight (January 1, 2019 to December 31, 2019)

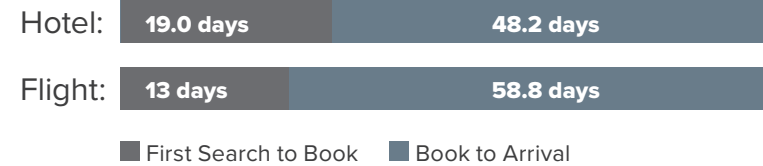
### Age Distribution



### Household Income Distribution



### Trip Planning Window



### Top Flight Origin Markets (SAV / HHH)

1. Boston, MA
2. New York, NY
3. Newark, NJ
4. Chicago, IL (ORD)
5. Philadelphia, PA
6. Dallas-Fort Worth, TX
7. Washington, DC (DCA)
8. Washington, DC (IAD)
9. Pittsburgh, PA
10. Hartford, CT

\*ADARA 1.1.2019 to 12.31.2019

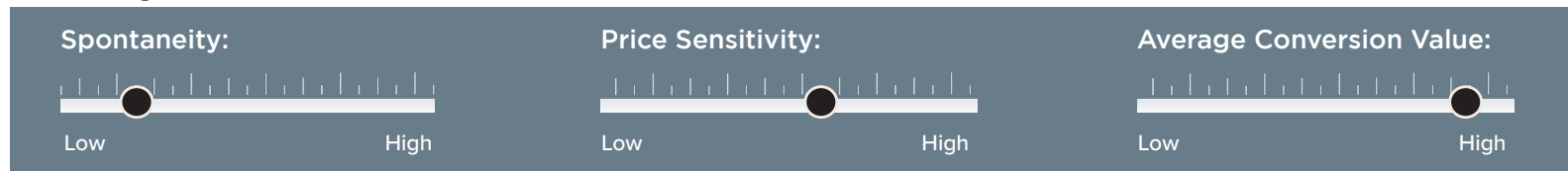
# Family

## Travel Objective:

Find a vacation spot they will please everyone during the school holidays.



# Family Travel Habits



## Who They Are

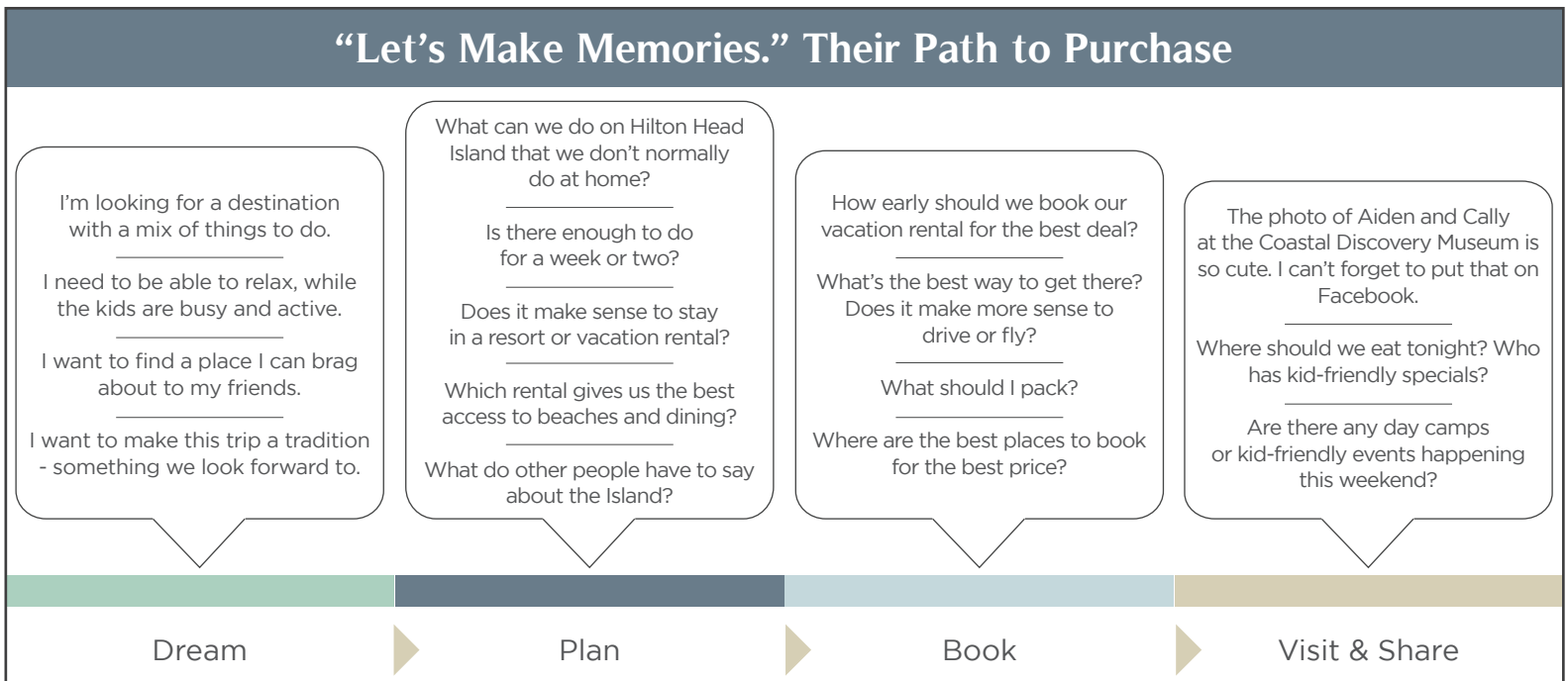
- ★ Upscale & Status Oriented
- 🏠 Values Family Time
- ❤️ Creating a Legacy
- 🍏 Active & Health Conscious

## Preferred Activities & Attractions

- Vacation Rentals & Resorts
- Beach & Water Activities
- Biking & Hiking
- Tennis & Pickleball
- Festivals & Events
- Kid-friendly Dining
- Museums & Day Camps

## Marketing Channels & Formats

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

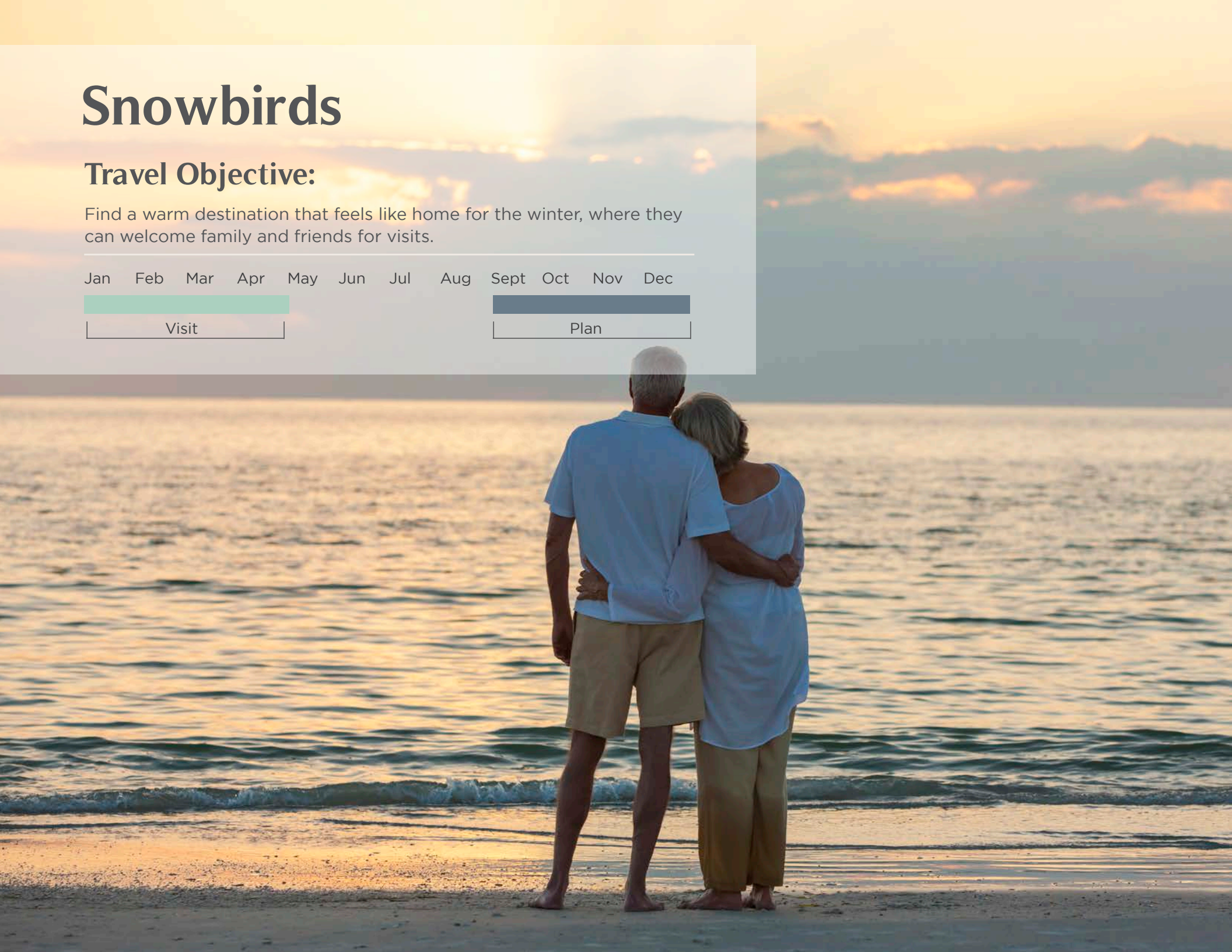


# Snowbirds

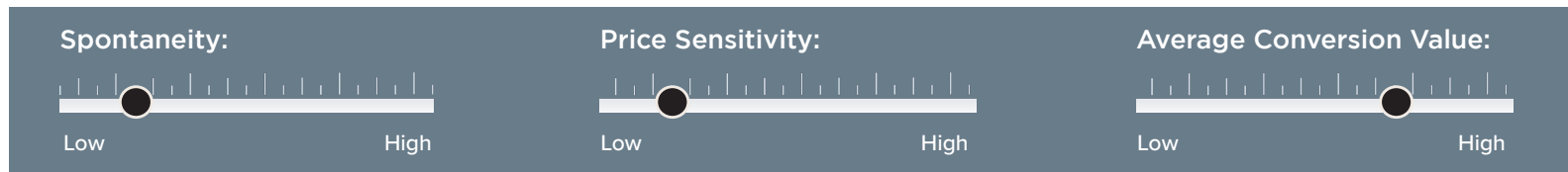
## Travel Objective:

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Visit								Plan			



# Snowbirds Travel Habits



## Who They Are

- Traditional
- Values Family Time
- Enjoys the Finer Things
- Active & Health Conscious

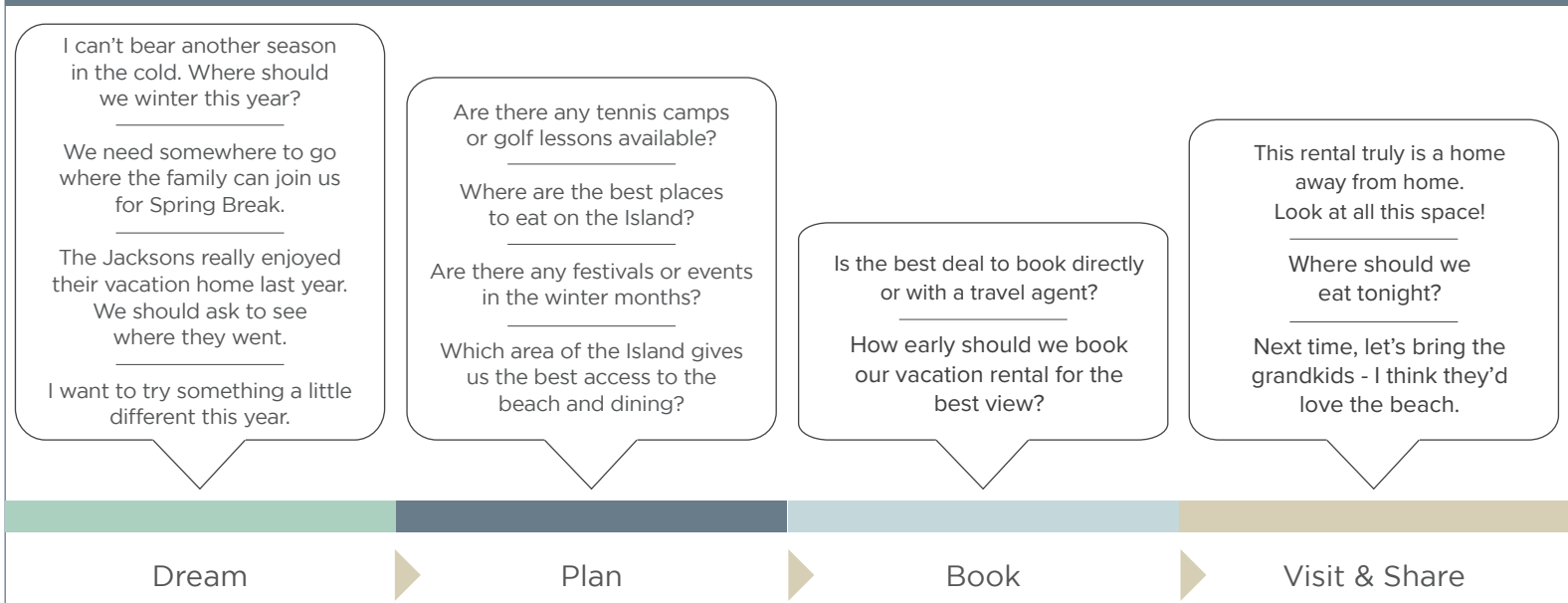
## Preferred Activities & Attractions

- Vacation Rentals
- Dining
- Golfing
- Tennis & Pickleball
- Biking

## Marketing Channels & Formats

- Facebook
- Print
- TripAdvisor
- Radio
- TV
- Online Video

## “Let’s Make this Feel like Home.” Their Path to Purchase

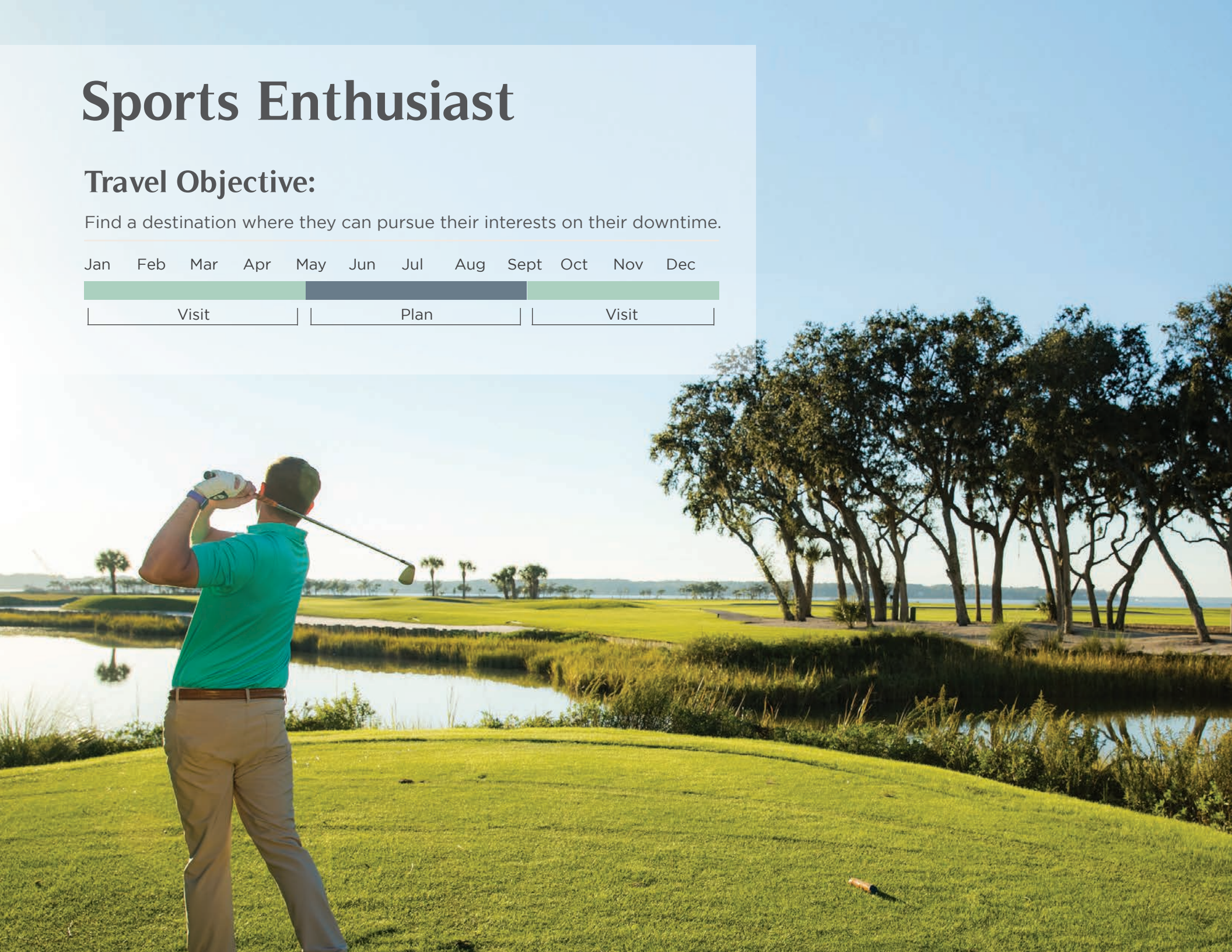
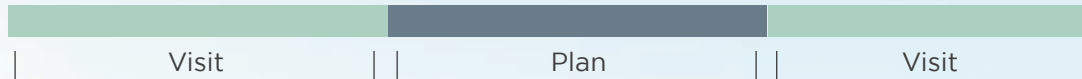


# Sports Enthusiast

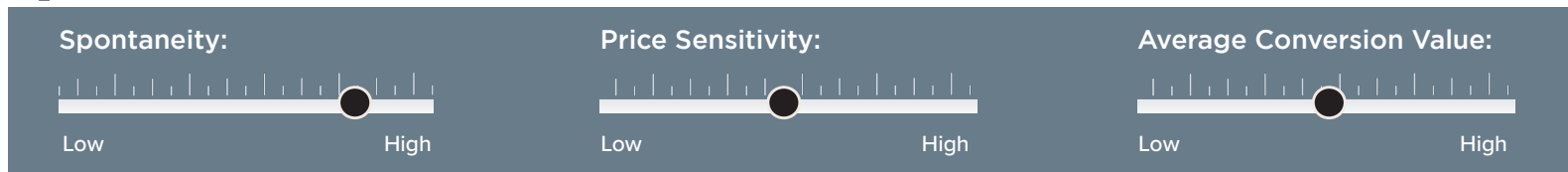
## Travel Objective:

Find a destination where they can pursue their interests on their downtime.

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec



# Sports Enthusiast Travel Habits



## Who They Are

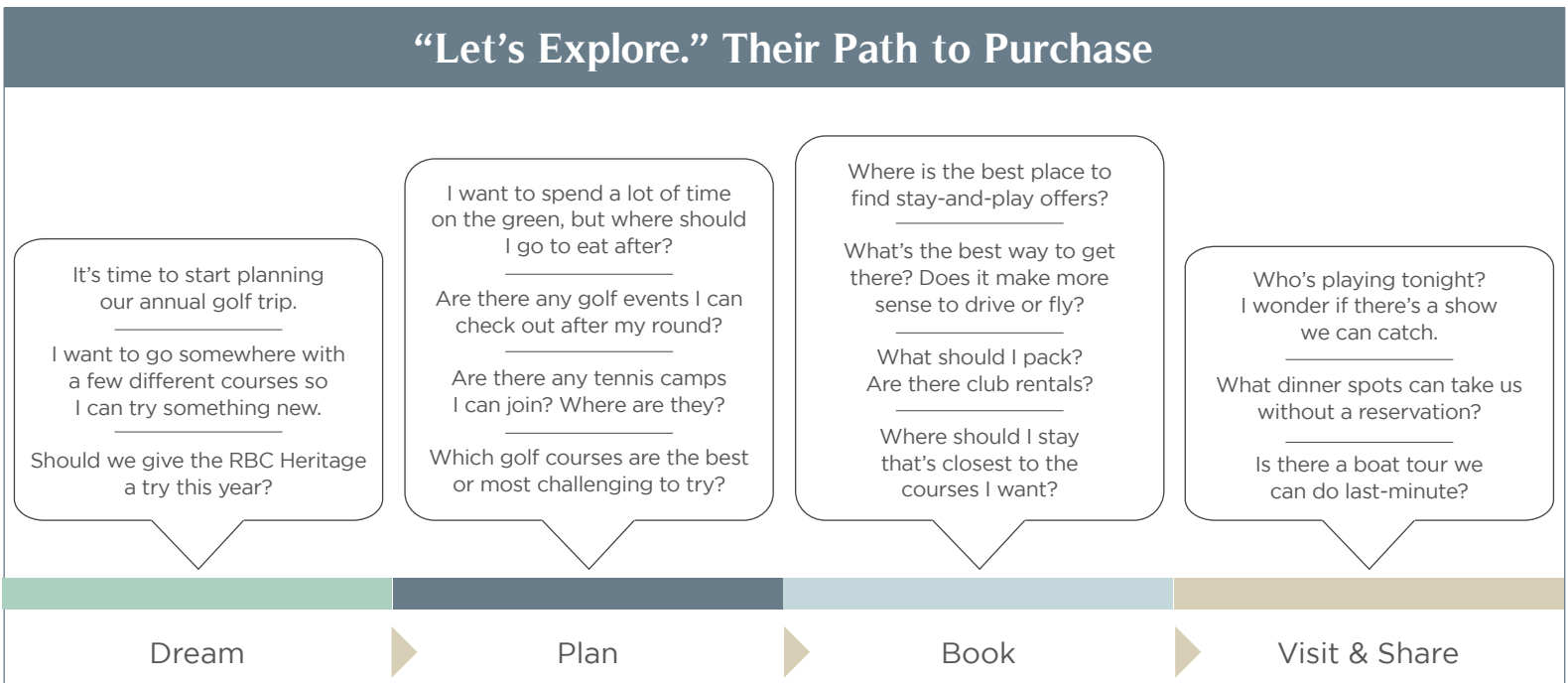
-  Sports Fans  
(Golf & Tennis)
-  Leisure Lovers
-  Spontaneous  
& Social
-  Active & Health  
Conscious

## Preferred Activities & Attractions

- Golf
- Tennis & Pickleball
- Boating & Water Activities
- Hiking & Biking
- Nightlife

## Marketing Channels & Formats

- Facebook
- Instagram
- Twitter
- TripAdvisor
- TV
- Online Video
- Forums & Blogs



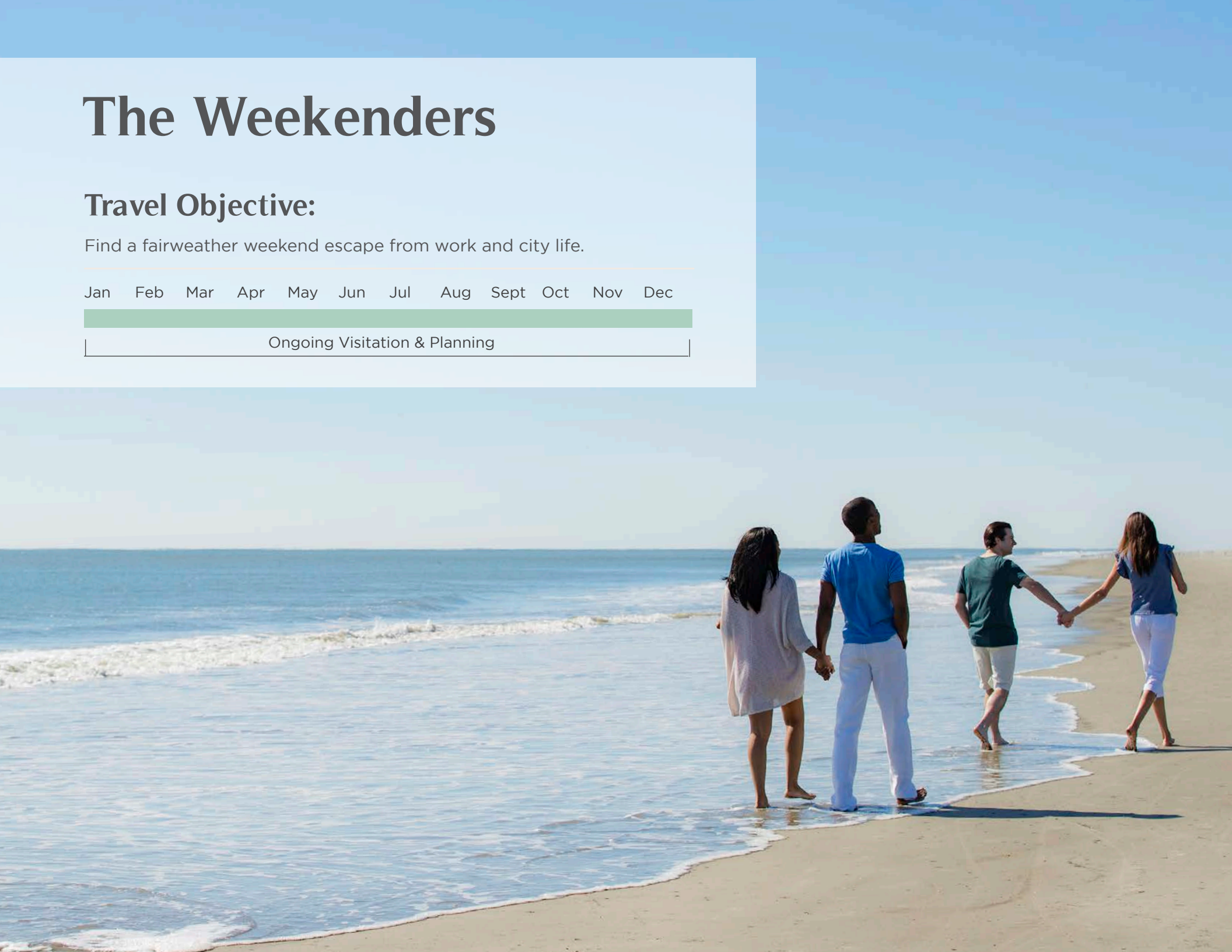
# The Weekenders

## Travel Objective:

Find a fairweather weekend escape from work and city life.

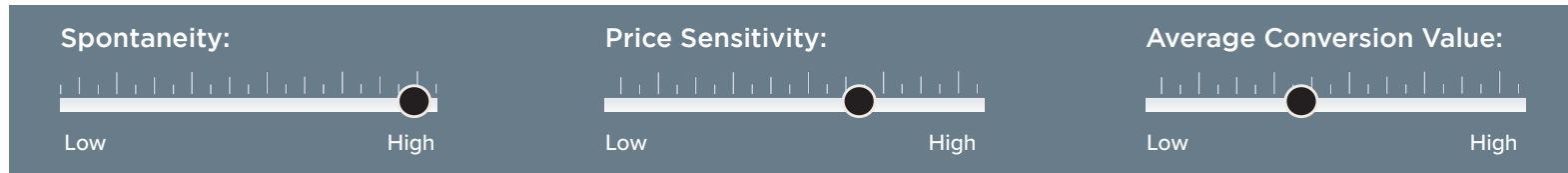
Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Ongoing Visitation & Planning





# The Weekenders Travel Habits



## Who They Are

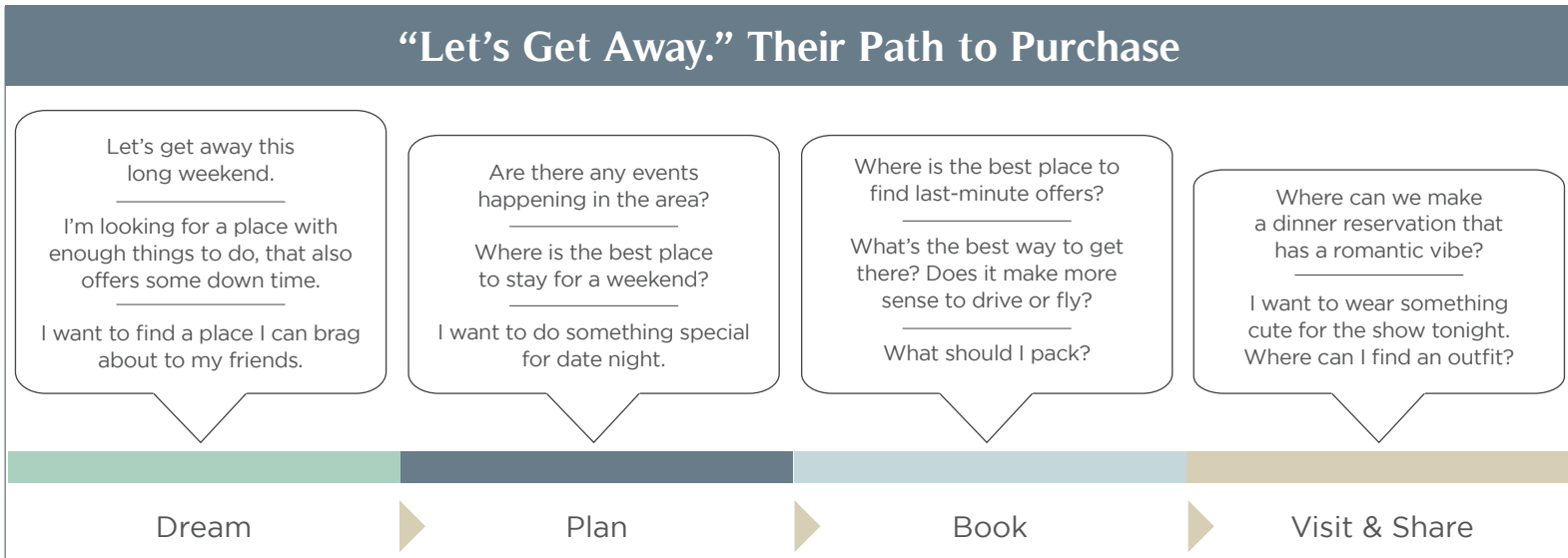
- Upscale & Status Oriented
- Urban Dwellers
- Spontaneous & Social

## Preferred Activities & Attractions

- Vacation Rentals & Resorts
- Beach & Water Activities
- Dining & Shopping
- Romantic Things to Do
- Festivals & Events
- Weddings

## Marketing Channels & Formats

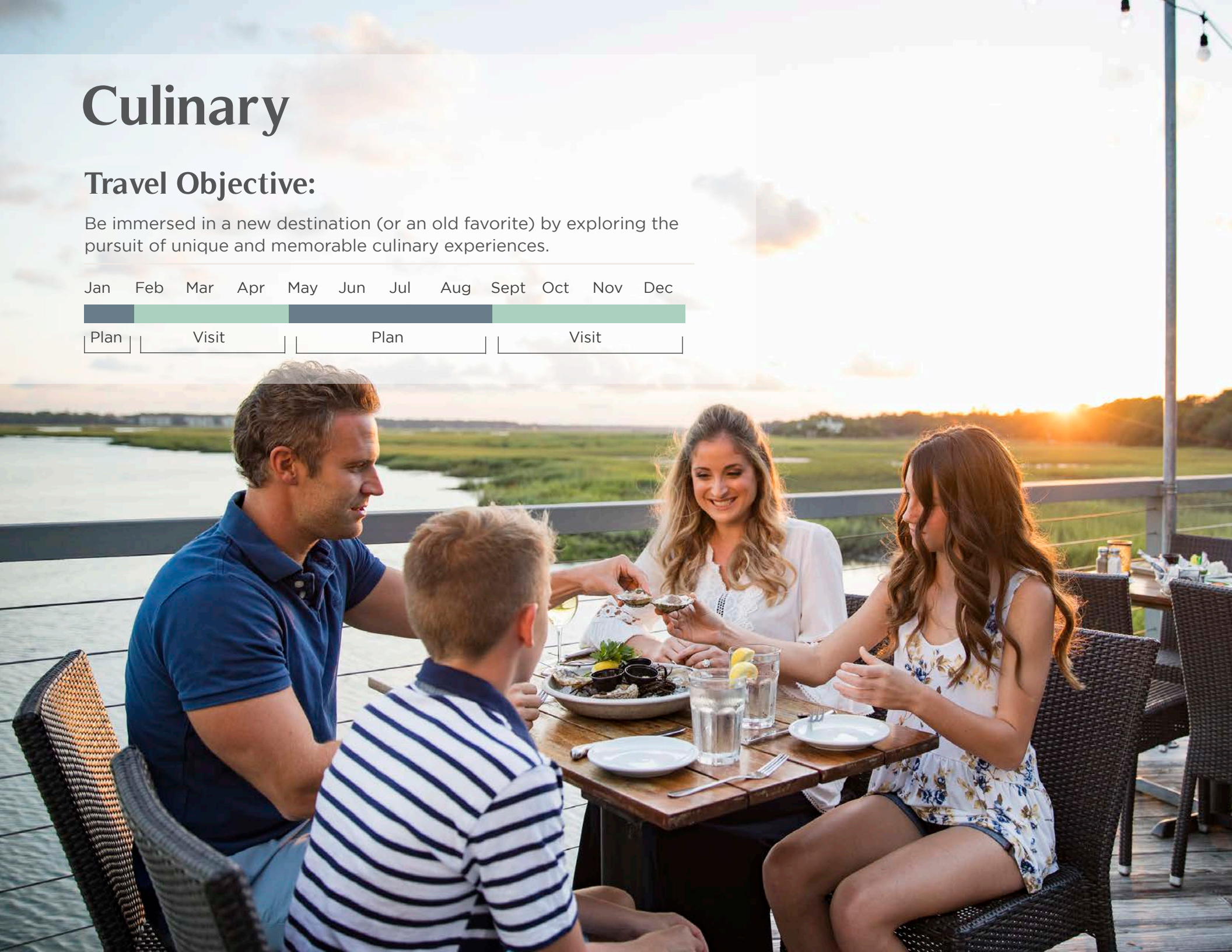
- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest



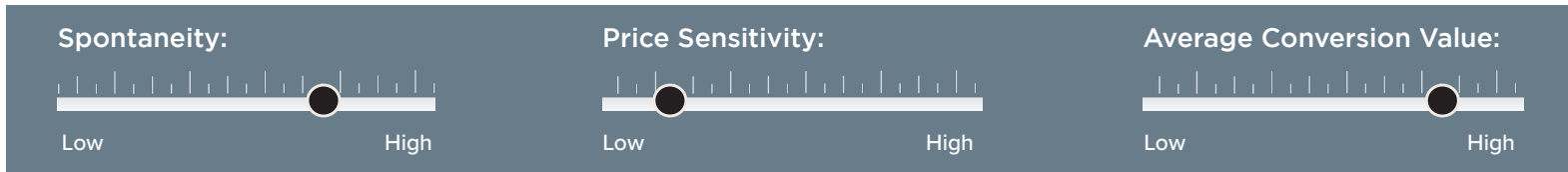
# Culinary

## Travel Objective:





Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.



# Culinary Travel Habits



## Who They Are

-  Values Authenticity
-  Seeking an Immersive Experience
-  Spontaneous & Social
-  Unconventional

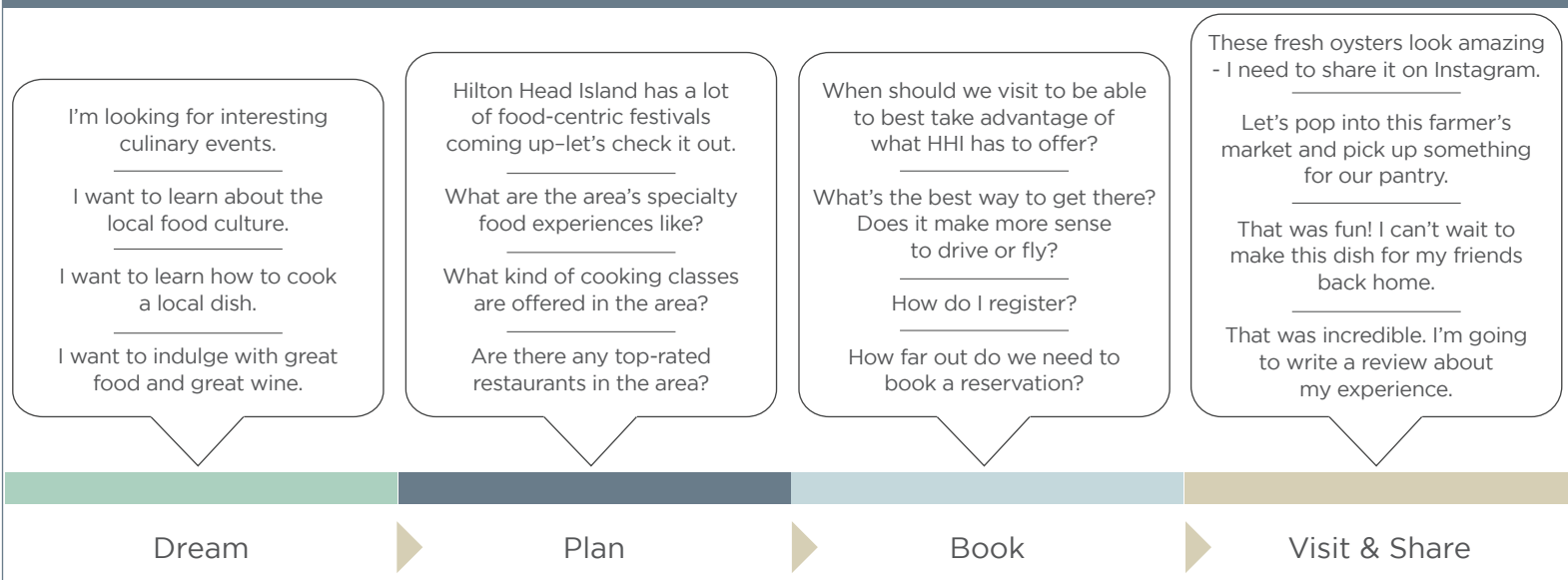
## Preferred Activities & Attractions

- Cooking Classes
- Food Tours
- Wine, Beer and Food Festivals
- Specialty Dining Experiences

## Marketing Channels & Formats

- Facebook
- Instagram
- TripAdvisor
- Forums & Blogs
- Pinterest

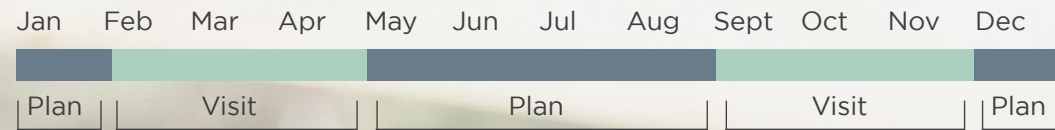
## “Experience Authentic, Local Cuisine.” Their Path to Purchase



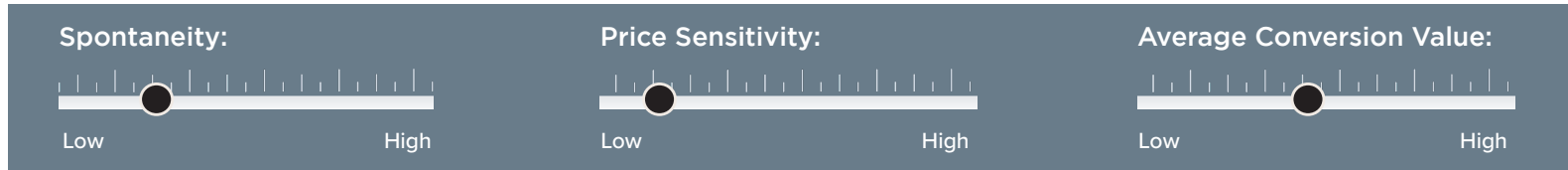
# Arts & Culture

## Travel Objective:

To explore cultural attractions, historical sites and the local arts scene.



# Arts & Culture Travel Habits



## Who They Are

- Values Learning & Authenticity
- Image Conscious
- Seeking an Immersive Experience
- Upscale & Status Oriented

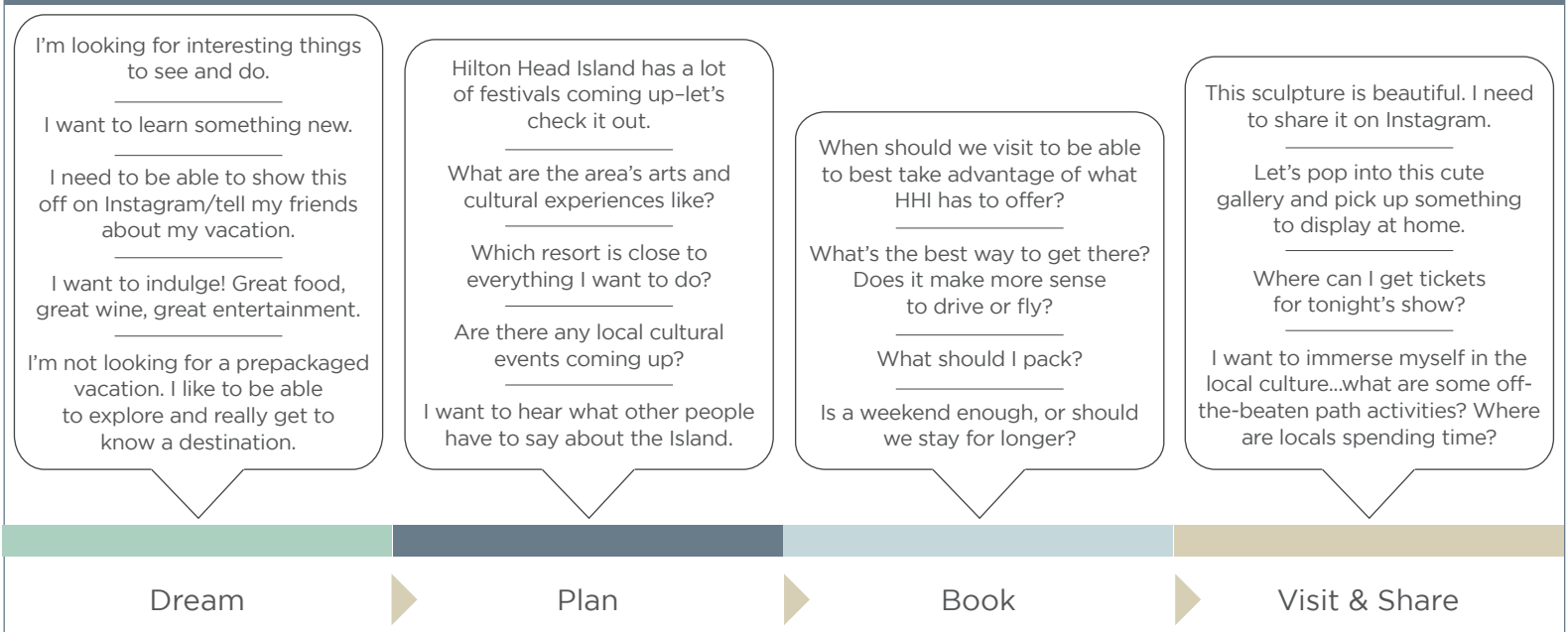
## Preferred Activities & Attractions

- Historical Attractions
- Art Galleries
- Local Culture
- Culinary Experiences
- Festivals & Events
- Theater
- Music

## Marketing Channels & Formats

- Facebook
- Instagram
- TripAdvisor
- Online Video
- Forums & Blogs
- Pinterest
- Earned Media (Print/Digital)

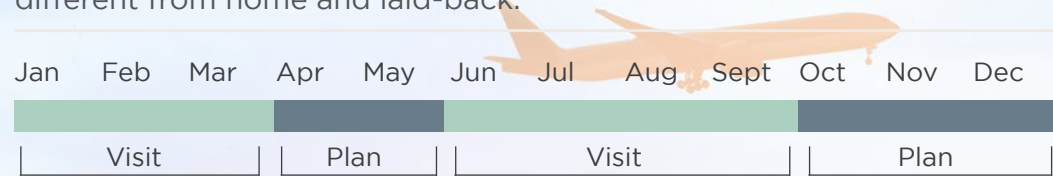
## “Experiences are Greater than Things.” Their Path to Purchase



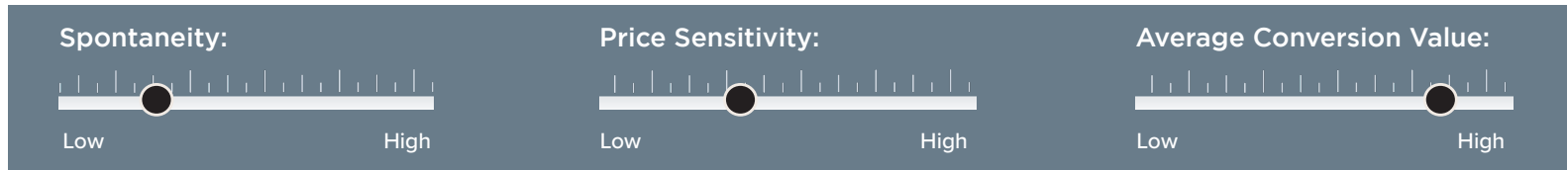
# International Visitors

## Travel Objective:

Escape the everyday, relax and recharge in a destination that's fresh, different from home and laid-back.



# International Visitors Travel Habits



## Who They Are

- Upscale & Status Oriented
- Values Family Time
- Craves Downtime
- Active & Health Conscious
- Making Memories
- Wellness-Focused

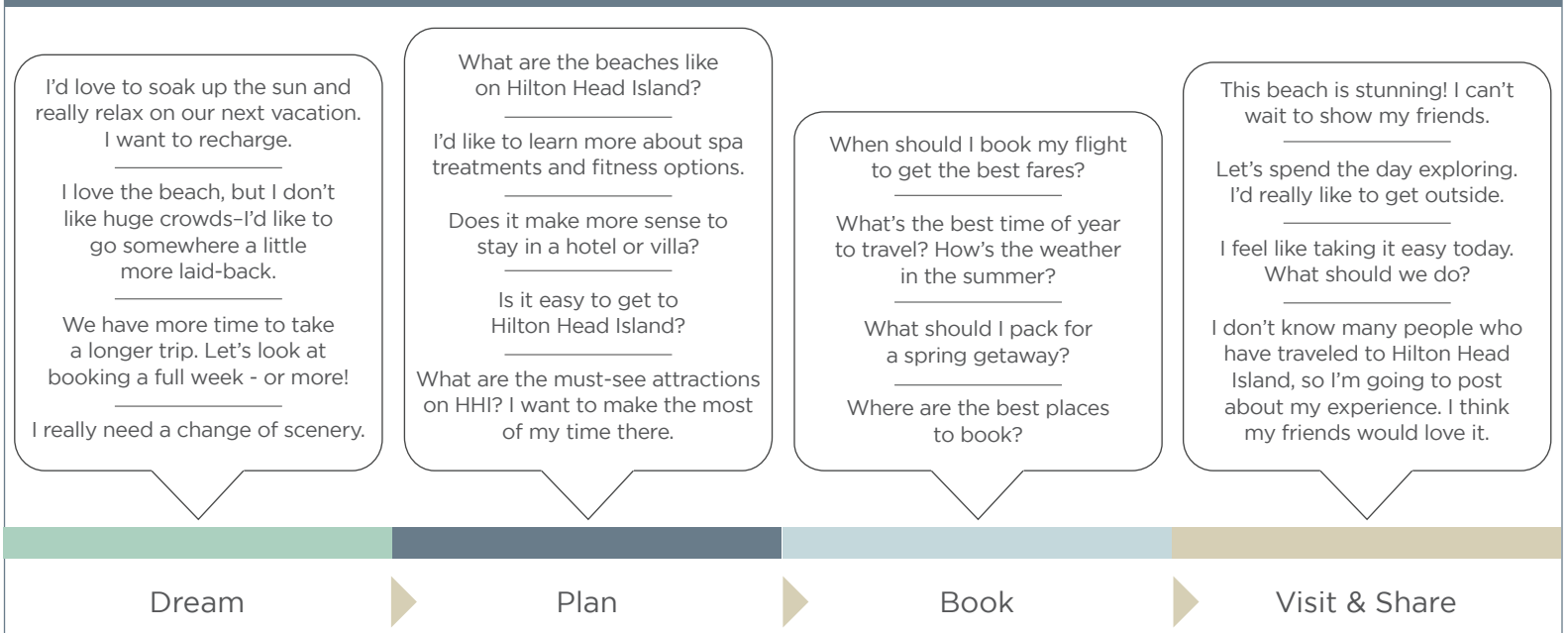
## Preferred Activities & Attractions

- Homes & Villas
- Beach & Water Activities
- Biking & Hiking
- Food & Drink
- Festivals & Events

## Marketing Channels & Formats

- Facebook
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

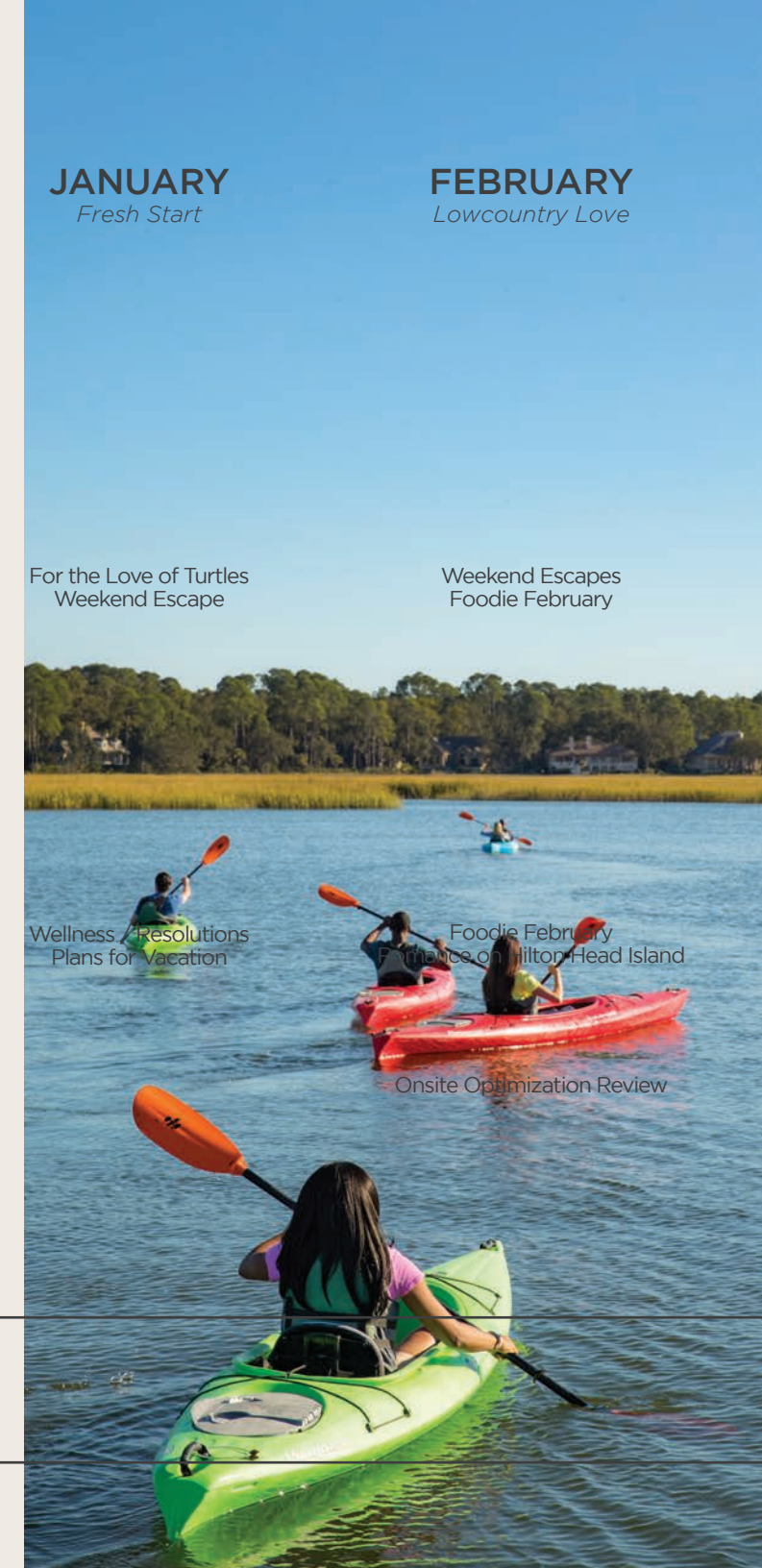
## “It’s Time to Get Away from it All.” Their Path to Purchase



# 2020 CONTENT CALENDAR

	JANUARY <i>Fresh Start</i>	FEBRUARY <i>Lowcountry Love</i>	MARCH <i>Signs of Summer</i>	APRIL <i>Hit the Links (1st half is golf/2nd half is biking)</i>	MAY <i>Spring's in Full Swing</i>	JUNE <i>Beachin' It</i>	JULY <i>Lowcountry Cool Down</i>	AUGUST <i>Extended Summer</i>	SEPTEMBER <i>Weekend Warrior &amp; Road Trips</i>	OCTOBER <i>The Flavors of the Lowcountry</i>	NOVEMBER <i>Get Outside &amp; Get Together (Wellness Month)</i>	DECEMBER <i>Lowcountry Look Back</i>
<b>MARKETING CAMPAIGNS</b>	Travel + Leisure Voting Hilton Head Island Wine & Food Festival Hilton Head Island Seafood Festival				Condé Nast Traveler Voting		Southern Living 2020 South's Best Voting Travel + Leisure 2020 Best Island Accolade Promotion			Condé Nast Traveler 2020 Best Island Accolade Promotion Crescendo		Hilton Head Island Wine & Food Festival Hilton Head Island Seafood Festival
<b>TRADITIONAL MEDIA BUYS</b>		Club Choice Magazine (International) Travel + Leisure February Issue Island Edition		Full-Time Travel	AmericanExpress.com The Points Guy - Digital		Travel + Leisure Campaign			Condé Nast Traveler and Concours d'Elegance Campaign		
<b>PROACTIVE PITCHING ANGLES</b>	Wellness + Active Adventure Foodie February	Shoulder Season Travel HHI Seafood Festival Proactive and reactive short term and long term pitching all year	Shoulder Season Travel Lowcountry Cocktails Proactive and reactive short term and long term pitching all year	Eco-friendly Hilton Head Island Spring Break	National Bike Month National BBQ Day	Summer Road Trips July 4th Best Beaches	Where to go in 2021 Get to HHI Faster than the Hamptons Proactive and reactive short term and long term pitching all year	National Oyster Day The Perfect Labor Day Getaway	Empty Nesters - Back to (Cool) Shoulder Season is the Best Season	Calling all Car Fanatics A Hilton Head Halloween Proactive and reactive short term and long term pitching all year	Lowcountry Eats Romantic Getaways (V-Day)	Hilton Head Expert Wellness Thankful for Southern Cooking
<b>BLOG POSTS</b>	For the Seafoodie: Your Guide to Hilton Head Island Seafood Refresh: Plan for Vacation Day Hilton Head Island Vacation Rentals Things to Do on Hilton Head Island in January	Spring Golf Itinerary A Lowcountry-inspired Wedding Refresh: 10 Must-try Lowcountry Restaurants Things to do in Hilton Head Island on February Refresh: How to Pack for your Family Beach Vacation	Q & A with Clayton Rollison Refresh: A Hilton Head Island Golf Tradition: the RBC Heritage is Back! Written in the Stars: What You Should do on Hilton Head Island based on your Star Sign Things to Do in Hilton Head Island in March	Refresh: RBC Heritage Concert List Hilton Head Island Trivia: 5 Fun Facts Top 8 Must-Try Dishes on Hilton Head Island Things to Do in Hilton Head Island in April	Refresh: Family Guide to Summer on Hilton Head Island Your Beach Bag Must-Haves Planning the Perfect Friends' Trip to Hilton Head Island Things to Do on Hilton Head Island in May	Refresh: Hilton Head Island Beach Reads Refresh: July 4th Free Download: 5 Hilton Head Island-Inspired Phone Backgrounds Things to Do on Hilton Head Island in June	Refresh: HHI Shell-icious Oysters 5 Unforgettable Date Nights on Hilton Head Island Top 5 Cocktail Hot Spots on HHI How to Build the Perfect Sandcastle: Inspiration for Your Next Beach Day Things to Do on Hilton Head Island in July	Things to Do on Hilton Head Island in August The First Timer's Guide to Hilton Head Island Refresh: Planes, Trains and Automobiles: Your Guide to Concours d'Elegance 10 Reasons to Visit Hilton Head Island in the Fall	Things to Do on Hilton Head Island in September 5 Activities for Fall Family Fun on Hilton Head Island Refresh: Your Guide to Crescendo A Hilton Head Island Photo Scavenger Hunt	Our Favorite Photos from Summer 2020 5 Must-Try Lowcountry Coffee Shops Refresh: Celebrate the Holidays on Hilton Head Island Things to Do on Hilton Head Island in October	Your Guide to Shopping on Hilton Head Island 5 Daufuskie Island Photos that will Make You Want to Visit Right Now Refresh: What to Do on New Years Eve in Hilton Head Island and Bluffton Things to Do on Hilton Head Island in November	The Lowcountry Gift Guide for the Whole Family Social Round-up: Our Guests Favorite Memories of 2020 on Hilton Head Island Last Minute Gifts for the Traveler on your List Things to Do on Hilton Head Island in December
<b>ENEWSLETTERS</b>	Foodie February	Romance	Summer is on its way RBC Heritage	Golf The Great Outdoors	Wildlife & Nature Spring is in Full Swing	Summer is Here School's out for Summer	How to Relax in the Summer Heat Summer Bucket List	Summer Weekend Getaways How to Spend Fall on HHI	Crescendo Fall Festivals	Fall Golf Seafood on Hilton Head Island	Holidays on Hilton Head Island Gift Guide	Happy Holidays 2020 Throwback / 2021 Planning
<b>SEM / DISPLAY</b>	Always On: Brand, Co-Op, Golf (Search, Display, Social) all year Seafood, Gullah, Wine & Food, Foodie February			RBC Heritage, Wine & Food		Always On: Brand, Co-Op, Golf (Search, Display, Social) all year			Concours, Crescendo	Always On: Brand, Co-Op, Golf (Search, Display, Social) all year		
<b>SEARCH ENGINE OPTIMIZATION (SEO)</b>		Onsite Optimization Review	Image Audit & Optimization Review	Onsite Optimization Review URL Optimization & Indexing Review Full Technical Audit	Ongoing Year Round: Technical SEO Maintenance & Updates as Required, Keyword Monitoring, Dashboard Reporting, GMB Optimization and Posts, Link Outreach			Onsite Optimization Review			Onsite Optimization Review Content Optimization Recommendations Schema Review & Implementation Keyword Research & Strategy	URL Optimization & Indexing Review
<b>MEETINGS &amp; GROUPS</b>	SCSAE Tradeshow American Bus Association	Cvent & HelmsBrisco Year Round Meetings & Groups Campaign				Cvent & HelmsBrisco Year Round Meetings & Groups Campaign				IMEX America Tradeshow	Sports Travel's TEAMS Expo	
<b>LINKEDIN CAMPAIGN</b>		Lowcountry Love. Organic posts will incorporate messaging that entices wedding and event planners to consider Hilton Head Island for destination weddings.	Signs of Summer. We will highlight Hilton Head Island's year-round balmy weather and easily accessible airports from around the U.S.	Hit the Greens. We will tailor our organic posts to feature our desirable golf clubs and partners as a major draw for holding a business event on the Island.	Spring's in Full Swing. Our organic posts will pay special attention to the precious wildlife and great outdoors on Hilton Head Island.	From the Beach to the Boardroom/Ballroom. With UGC, we will encourage event planners to consider Hilton Head Island for their next corporate event or wedding.	Lowcountry Cool Down: Organic posts will highlight the many leisure activities, cool cocktails, and ways to take a break on Hilton Head Island after the day's work is done.					
<b>INTERNATIONAL</b>	UK Winter Multi-Channel and Canada East Multi-Channel		Global Inspiration Guide and The Times UK				IPW Las Vegas			Brand USA Road Show London UK	UK Multi-Channel and The Telegraph UK	

2020 CONTENT CALENDAR





# BRAND COMMITMENT

The moment visitors cross the bridge from the mainland, they are greeted by the breathtaking beauty of Hilton Head Island. It is a refined, welcoming destination for travelers who yearn for its warm, all-encompassing embrace – from the crisp, clean ocean air, to the feel of the sun on their face and gentle sand beneath their toes. In an ecologically sensitive setting, Hilton Head Island offers genuine experiences – high quality resorts, local coastal cuisine and a vibrant arts, history and cultural community, all in the spirit of Lowcountry hospitality. Hilton Head Island is where visitors come to relax, refresh and reconnect.





# DESTINATION MARKETING PLAN 2020-2021

The Visitor & Convention Bureau will continue to position the Town of Hilton Head Island as an upscale luxury escape filled with genuine experiences of all kinds. For those looking to travel and immerse themselves in a new vacation experience or repeat memories of the past, Hilton Head Island is where they will find natural beauty, culture, historical traditions and culinary delights.

With local tourism leaders, the Hilton Head Island-Bluffton Chamber of Commerce/ Visitor & Convention Bureau has done extensive customer research and garnered detailed insight into these key areas of interest that define Hilton Head Island:

- Beach
- Natural Beauty/Excursions
- Golf/Tennis
- Culinary
- Biking
- Arts, History and Culture

## **Target markets:**

- Mature travelers who spend a higher portion of their discretionary income on travel and will only grow the multi-gen market as Boomers continue to retire
- Younger travelers (GenX and Millennials) who spend a higher portion of their discretionary income on travel
- NextGen visitors
- International visitors in targeted countries

The Visitor & Convention Bureau invests in destination digital content management, qualified staff, content managers/editors and a professional, well-executed public relations and digital promotions program. These investments are key to operating a robust destination marketing program globally in today's competitive and cluttered travel communication environment.

This aspect of our work has become increasingly important as new communications channels emerge and evolve to give consumers more choices, more channels and more content. As the Town of Hilton Head Island's Designated Marketing Organization, we are committed to the following:

- Supporting the destination's brand position throughout all marketing programs.
- Increasing overnight visitation within the shoulder and off-season timeframes on Hilton Head Island.
- Increasing visitor expenditures at Hilton Head Island accommodations, attractions, retail and dining facilities. Thus increasing Hilton Head Island's accommodations, hospitality and sales taxes collected.

In addition, we will continue to provide a powerful set of services and award-winning strategic marketing solutions for the Town of Hilton Head Island that will drive measurable results.

Specifically, these include:

### **Technical Capabilities**

- Social Media Content Strategy & Channel Management
- Paid Digital Strategy & Management
- SEO, Local Search & SEM Strategies
- Blog Strategy & Implementation
- Responsive Web Platform Development
- CRM, Email Marketing Content Strategy
- Web Analytics & Conversion Studies
- User Experience Design
- Mobile App Development
- B2B Content Strategy Development

### **Marketing Capabilities**

- Influencer & Brand Partnership Strategy & Management
- Branding & Voice Guide Development
- Executive Profile Building Strategy & Implementation
- Video Production & Digital Video Advertising Strategies
- Creative Concept Development, Copywriting & Production
- Event Activations

### **Public Relations & Communications Capabilities**

- Media Relations
- Crisis Planning, Management & Communications
- Community Management
- Active pitching of Hilton Head Island to Top-Tier Media Outlets





# LEISURE MEDIA PARTNERSHIPS

It is no secret that the popularity of Hilton Head Island as a destination continues to increase. Recent accolades from *Travel + Leisure*, *Condé Nast Traveler* and *Southern Living* are proof that Hilton Head Island is now a global brand in regards to visitors wishing to experience the Lowcountry. Visitors are looking to explore the culture, history, cuisine and natural beauty of the destination. For these reasons, now is the time to embrace the recent accolades earned by the destination, expand our reach and grow our share into new markets which will further help to enhance the popularity of Hilton Head Island as a “must-visit” destination.

*Travel + Leisure* and *Condé Nast Traveler*, with their recognizable and highly coveted Reader’s Choice Award accolade platforms, assist in the destination’s efforts to cut through the ever increasing noise within the global travel sector. Securing a third party endorsement, at this level further solidifies the destination and establishes Hilton Head Island top of mind of a traveler’s consideration set.

Today’s travelers, especially those upscale, shoulder-season travelers we target, have a myriad of destination choices. By utilizing these platforms and endorsements to further amplify our voice, we will tell our brand story in a positive way and also serve to leverage our overall marketing on a global scale to help differentiate the destination from the competitive set and drive awareness and visitation to Hilton Head Island.

# Travel + Leisure

*Travel + Leisure* is the preeminent voice for the sophisticated, insatiable traveler, serving up expert intelligence and the most immersive, inspiring travel lifestyle content anywhere.

The *Travel + Leisure* brand captures the pure joy of discovering the pleasures the world has to offer—from art and design to shopping and style to food and wine. Whether the experience is presented in print or digital, *Travel + Leisure* offers compelling reasons to get up and go.

The *Travel + Leisure* plan is a robust integrated marketing program to help increase brand awareness and drive conversions to our partners among our audience of affluent consumers, cultural connoisseurs and avid travelers.

## Strategy

The plan with *Travel + Leisure* will focus on print and digital assets including native content and social integration. Leveraging the editorial look and feel of *Travel + Leisure*, we will create immersive pieces that organically bring the unique qualities of the Island and its partners to life. The ultimate goal of this program will be to drive bookings and raise awareness for Hilton Head Island.



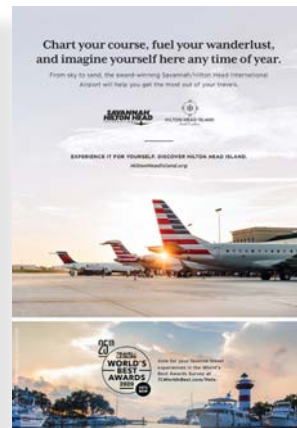
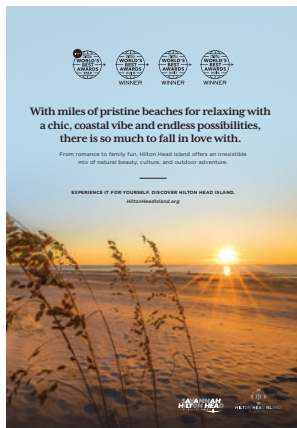
## By the Numbers

**\$329K**  
Average  
HHI

**6.7M**  
Total Print  
Audience

**\$1.1M**  
Average Net  
Worth

**97%**  
Plan to Travel  
Domestically





### Travelers at a Glance

**\$7.7B**  
Spent on  
Domestic  
Vacations

**81%**  
Culinary  
Enthusiasts

**1.8X**  
More Likely  
to Attend Art  
Galleries

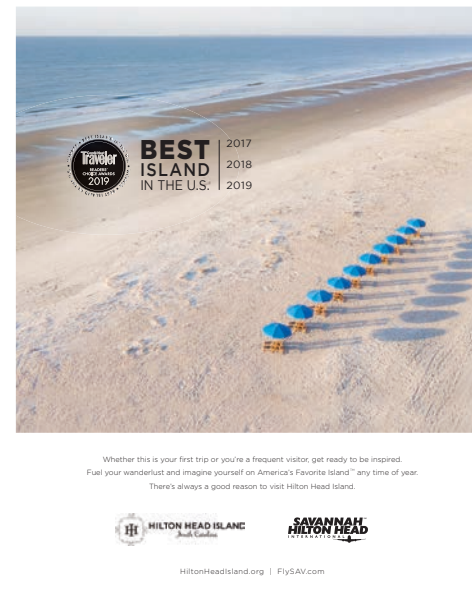
**1.6X**  
Plan to Travel  
Domestically

## Condé Nast Traveler

Condé Nast Traveler is a globally recognized authority in travel, offering both inspiration and vital intel. They understand time is the greatest luxury, which is why Condé Nast Traveler mines its network of experts and influencers so that you never waste a meal, a drink, or a hotel stay wherever you are in the world. Hilton Head Island will partner with Condé Nast Traveler attracting the affluent leisure traveler from all over the world.

### Strategy

We will leverage the editorial expertise and premium environment of Condé Nast Traveler to integrate Hilton Head Island into custom content and high-impact media placements across platforms including digital and social. The focus will encourage audiences to enrich their travel experience with Hilton Head Island.



# American Express

Targeted media campaign across AmericanExpress.com offers Hilton Head Island a unique and valuable channel to target and engage active, travel-minded and affluent consumers.

Robust targeting options are based on first-party Card Member spend data and strategic placements promoting special offers and benefits.

20M+

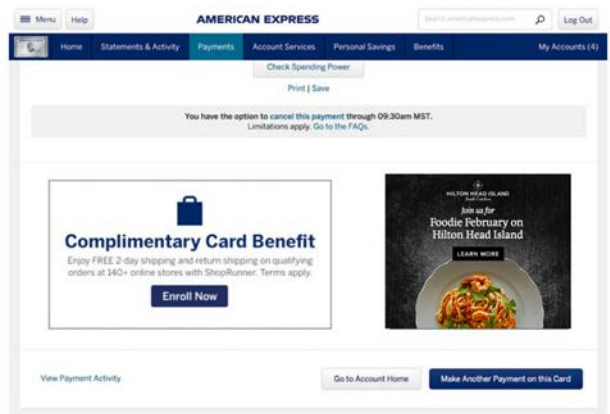
Unique Visitors Monthly

2-5x

Higher Response Rate than Industry Average

### Strategy

Capitalizing on the strong brand of American Express, we will deploy a targeted media campaign to travel-minded Card Members on AmericanExpress.com reaching a highly coveted consumer. The campaign will focus on travelers in key feeder markets with passions for culinary, romance, family and luxury travel experiences.



# The Points Guy

The Points Guy is the leading platform for consumers to gain knowledge on how to obtain and redeem rewards across multiple industries, with a strong focus on travel.

The platform has built unparalleled trust with consumers by sharing tips and reviewing travel experiences in an authentic way, and is now expanding their relationships to promote products that will continue to enhance our readers' lives.

75M

Unique Visitors Yearly

8M

Unique Visitors Monthly

\$150K

Average HHI

33%

Ages 25-34

### Strategy

We will utilize The Points Guy's for creating custom content for the destination as well as sponsored social posts and display media targeting specific travel guides and tips. We will be one of the first-to-market on this platform and reach a valuable, engaged audience in an uncluttered environment.



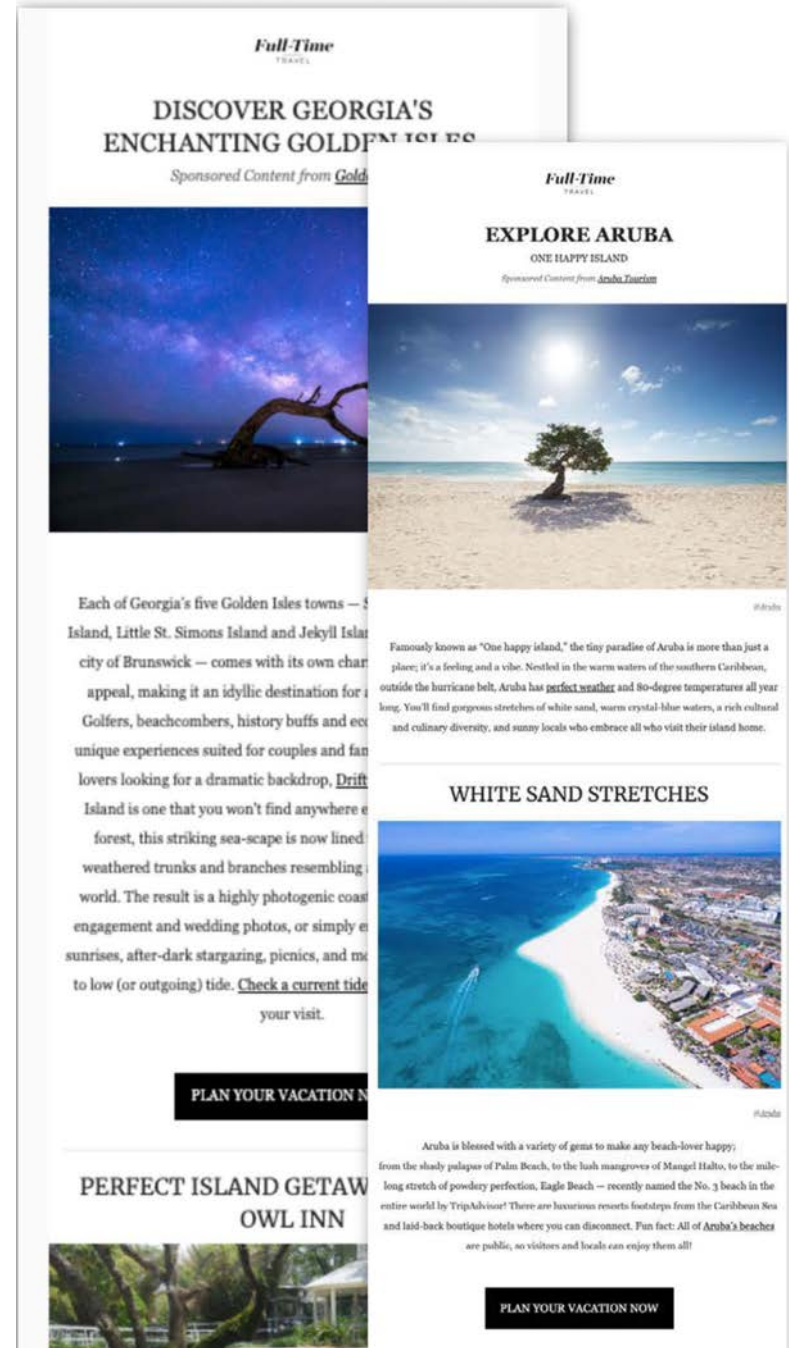
# Full-Time Travel

From classic favorites to up-and-coming finds, Full-Time Travel unearths the best locations around the world to inspire their audience for travel and booking their next vacation.

## Strategy

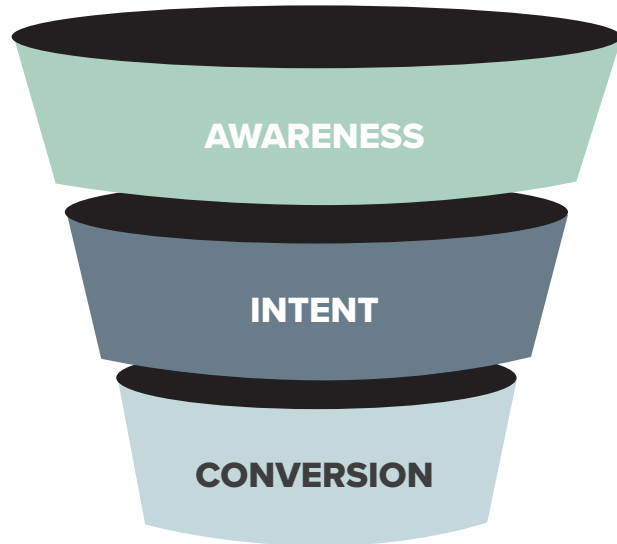
The Editor-in-Chief of Full-Time Travel will bring the beauty of the destination to life when they travel to Hilton Head Island to experience the Lowcountry Life. Content captured in-market will be used in an immersive online article that will also be sent to 100k subscribers via a dedicated email. Articles will live on FullTimeTravel.com and be distributed across relevant channels.

Full-Time Travel will continue to generate buzz and conversation around Hilton Head Island through a takeover across their social media channels including an Instagram post and story and amplified social posts across Facebook and Instagram.



# DIGITAL MARKETING STRATEGY

## A Full Funnel Approach



The Visitor & Convention Bureau works closely to complement and build upon the existing brand and align it with the overall customer journey. Based on research, data and campaign results, we analyze and constantly evolve our marketing efforts to fit the needs of the consumer and how they digest information. The full-funnel marketing strategy supports each core stage of the customer journey by using specific channels, messaging and tactics to drive exposure, engagement and conversion for the brand.

As each phase is focused on a different goal and intent, measurements and benchmarks unique to awareness, intent and conversion are established to provide a holistic view of success.

### Awareness

Upper funnel tactics drive initial awareness to prospects who are new to the brand and/or new to the category with a specific focus on video advertising, targeted display and social content creation/syndication. These tactics can be complemented by earned media, out-of-home and other traditional tactics.

### Intent

Mid-funnel strategy captures demand from audiences who are actively searching and are in-market for our product and are not necessarily looking for our brand across search, display and social advertising. Remarketing/retargeting based on previous online behavior plays a critical role in this phase of the funnel. Long-form owned content and paid distribution of this content is another complementary part of this phase.

### Conversion

Bottom funnel strategy captures demand for our brand through targeted display and social remarketing and brand search across Google and Bing. The digital strategy is simple; regardless of the channel strategy, each campaign is continuously optimized to drive increased conversion for the brand. The strategy remains nimble and scalable, and all media purchased to drive exposure for the Hilton Head Island brand is 100% measurable.

## Placement Strategies

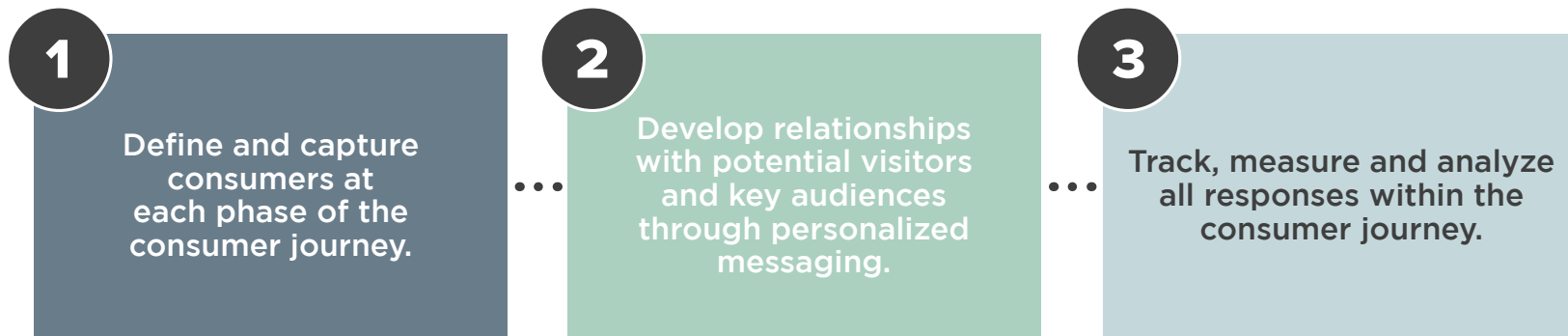
Given its ability to offer cost-efficient messaging across geographic and lifestyle-focused segments, digital media will continue to be the primary channel for Hilton Head Island's 2020-2021 marketing strategy. With a key objective of growing partner referrals, preference will be given to Search Engine Marketing (SEM) and placements targeted for our primary audience: the decision makers and vacation planners of the household (who skew predominantly female, unless the target is a male-oriented specialty market such as golf). When planning 2020-2021 placements, the performance of previous partner sites will be considered to ensure optimal reach, relevancy and results.

## Search Engine Marketing (SEM)

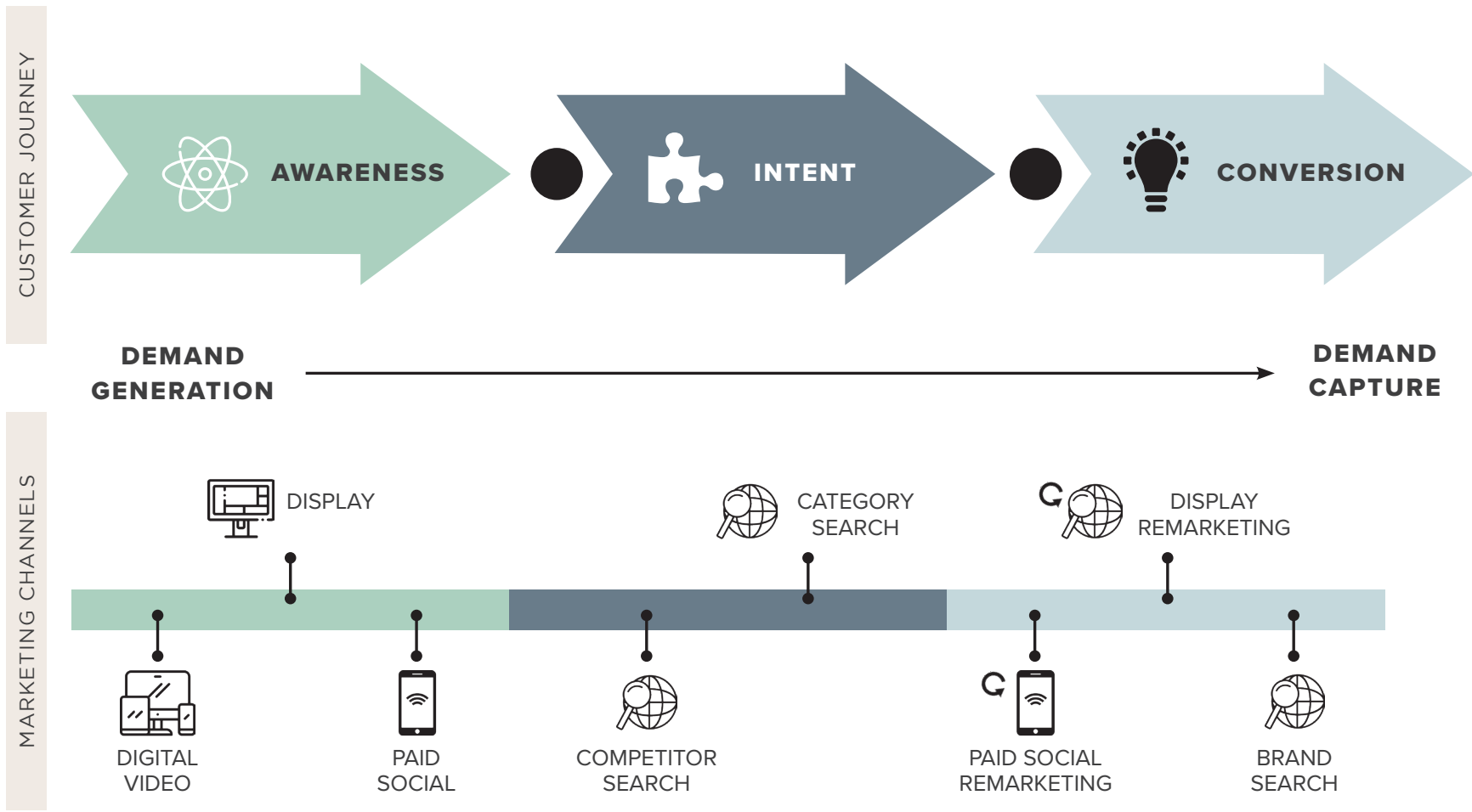
In order to capitalize on its ability to help expand and broaden organic keyword rankings, we will continue to build on the strategic SEM program in 2020-2021. This will include a targeted list of keywords that best align with Hilton Head Island's target visitor and experiences.

A custom digital marketing plan will be deployed to align consumers and influence them to visit the Hilton Head Island website, ultimately, directly increasing demand to visit partner pages.

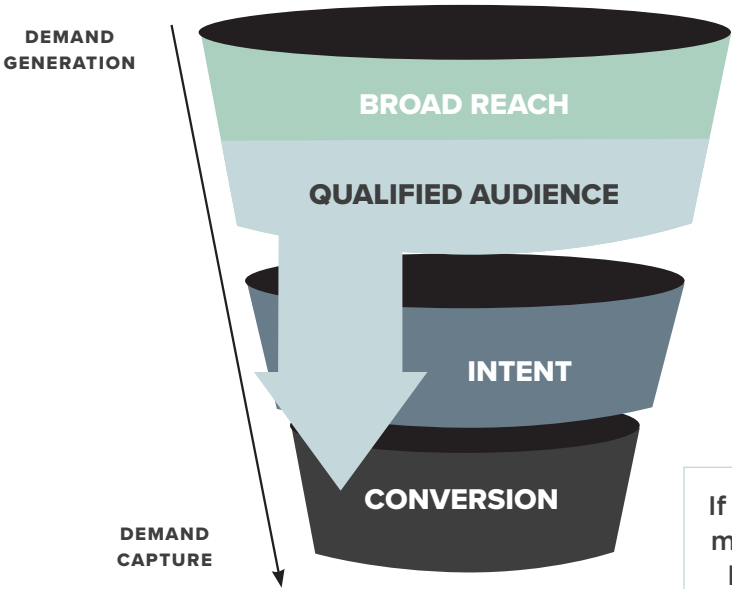
This plan will be executed by aligning the below tactics with the desired goals we want to accomplish with our core consumers. Once a strategic structure is established, we will further refine the plan to clarify messaging, channels, key metrics and consumer mindset against each phase of the consumer journey as seen on the following page.



# AUDIENCE TARGETING WITH DIGITAL MEDIA



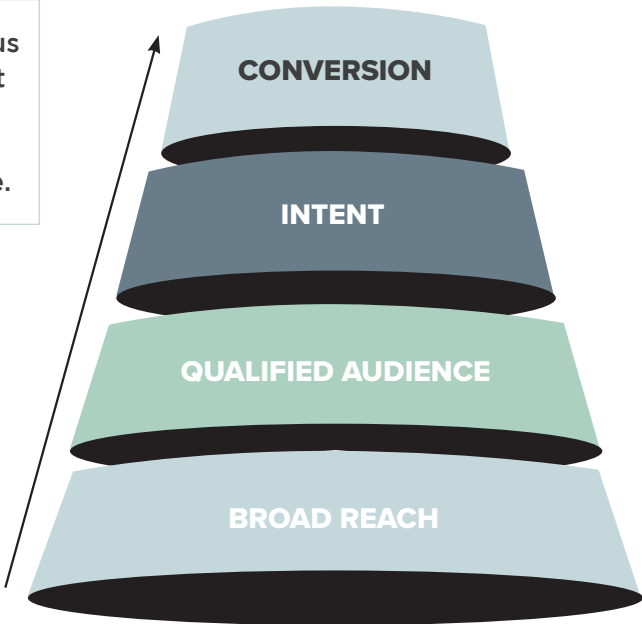
# THE CONSUMER JOURNEY



This approach allows us to assess how current demand is driving total site and overall business performance.

If business goals are not met due to low interest, budget is flowed into intent and awareness driving efforts.

# MEDIA BUDGET



## Leisure Digital Media Program

The ultimate goal of the 2020-2021 digital marketing plan is to directly increase the demand to community businesses. To achieve this, marketing efforts will work to influence consumers to visit the Hilton Head Island website and create the handshake between visitors and partners by converting link-outs to partner websites.

Core goals will be aligned with the below tactics, targeted towards our key audiences. This approach will reach new users who are not yet aware of Hilton Head Island and its unique offerings, as well as re-engage those who are already familiar with our marketing campaigns and website. With this strategic structure established, we will further refine the plan to clarify channels, key metrics, messaging and consumer mindset against each phase of the consumer journey as seen below:

### Targeting

Leveraging a strategic mix of targeting methods will assist in identifying and reaching the most qualified users. Bids will also be adjusted within search to ensure we serve ads to the same qualified users. Both first and second party data will be used in creating sophisticated targeting for Hilton Head Island.

### First Party Data:

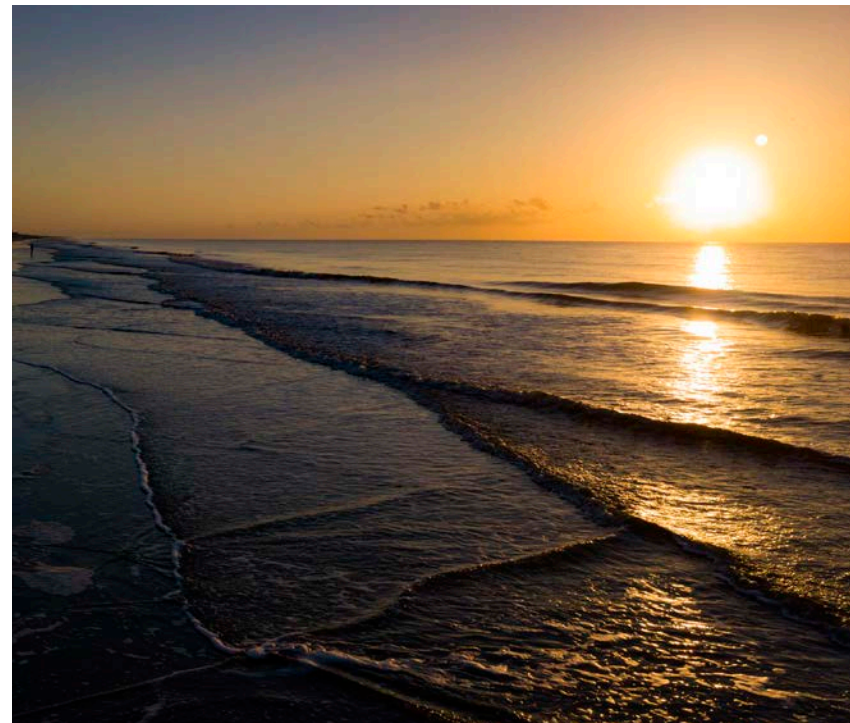
To close the consumer journey, we leverage extensive and refined remarketing lists layered with other targeting factors including geography, affinity, demographics and more.

### Second Party Data:

We utilize lookalike audiences, modeled from remarketing lists, CRM database matches, behavioral, interest segments, in-market behaviors, etc.

## Awareness Phase

Digital video continues to be an integral tool in attracting and connecting with our audiences while showcasing the beauty and amenities on Hilton Head Island. To build awareness at the top of the funnel in 2020-2021, digital video will be implemented predominantly across YouTube—the second-largest search engine in the world, with a network that reaches more than 90% of total Internet users. To increase reach, video will also be utilized across Facebook Video, Instagram, and Instagram Stories. In addition, prospecting display ads will be used across the Google Display Network (GDN), to entice users to visit the website.



### YouTube TrueView and TrueView for Action Videos

Utilized as video pre-roll

- Video is skippable after the first 5 seconds and you are only charged if the user watches the complete video (>30 seconds) or clicks through to site, whichever occurs first.
- Cost per view (CPV) to a targeted audience is typically between \$0.02 to \$0.04 making this channel wide-reaching and cost-effective.
- With different video messages and varying lengths, the videos can be targeted at specific audiences to increase awareness and drive traffic to the site using a Trueview for Action Overlay.



### Facebook Network (including Instagram)

15 seconds or less videos

- Auto plays as users scroll through their newsfeed.
- Can be purchased on a cost-per-click basis at an efficient price (around \$1), or on a cost-per-10-second view, most comparable to Trueview's Cost Per Completed View (CPCV).



### Instagram Stories: 15 seconds or less videos

Utilize unique assets

- Plays within feed, along with images and videos shared by consumers' friends, family and other Instagram accounts they follow.
- Stories' ads provide a full-screen immersive experience with the goal to drive interest and traffic to HiltonHeadIsland.org.



### Prospecting Display

Utilized via the Google Display Network (GDN)

- Appears within web content to qualified users.
- Purchased on a cost-per-click basis at an efficient price to drive interest and users to the website for future remarketing.



### Awareness Key Metrics



When determining the success of the Awareness Phase, metrics indicating an increase in demand and interest are monitored. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives.

- Reach/frequency
- Website visitation and engagement
- Percent new users
- Search lift for brand-related terms

## Intent Phase

The primary goal of the Intent Phase is to foster consumers who have previously expressed an interest in visiting Hilton Head Island via the website or through past engagement with the Awareness Phase advertising efforts.

### Prospecting and Native Display Banners Partners:



Along with Google display ads we will extend reach through paid social within Facebook and Instagram. Media will only be purchased based on a cost-per-click basis to help mitigate against fraud and limited viewability often seen in the industry.

### Audience Targeting

- Affinity Audiences
- In-Market Audiences
- Custom Affinity
- Custom Intent
- Similar to/Lookalike Audiences
- Demographics
- Geography

## WHAT IS THE Google Display Network?



Text Ads on websites



Image Ads on websites



Video Ads on websites



Ads on Mobile Websites



## Non-Branded Search

When cultivating consumer interest, non-branded search targeting category and competitor keywords allow us to raise our hand as a viable option. Similar to display, all search media is purchased on a cost-per-click basis which allows us to cost-effectively serve ads to drive future return on our search media spend.

Prospecting and Native Display Banners Partners:



	OVERVIEW	SAMPLE AD GROUPS
<b>CATEGORY SEARCH</b>	Themed ad groups and keywords around categories that target a consumer researching related types of vacations.	<ul style="list-style-type: none"><li>• Beach vacation</li><li>• Golf vacations</li><li>• Family vacations</li><li>• Couples vacation</li><li>• SC weddings and events</li></ul>
<b>COMPETITOR SEARCH</b>	To drive purely incremental traffic, we will create competitor targeted campaigns to help capture demand from those researching competition.	<ul style="list-style-type: none"><li>• Myrtle Beach</li><li>• Savannah</li><li>• Charleston</li><li>• Florida</li></ul>



### Intent Key Metrics

Intent advertising is also measured against awareness and demand to capture specific metrics that indicate success at both the top and bottom of the funnel.

- Website visitation and engagement
- Percent returning users
- Assisted conversions
- Link-outs to partners

## Conversion Phase

To capture the demand generated and cultivated through awareness and engagement, digital efforts will rely on the proven tactics of Remarketing and Branded Search.

### Remarketing

Remarketing is used to reinforce Hilton Head Island as the ideal vacation destination by serving ads to those who have visited HiltonHeadIsland.org. By implementing multiple windows, we can adjust bids and messages depending on where the consumer is in the funnel.

#### Remarketing (Potential) Partners:



For increased relevance, people who have visited the website from all sources will be sorted into lists so that secondary messaging can be shown to them based on their interest in the website. Those visiting the golf pages can be shown golf display ads to entice them to return for more information or to click on partner links. Users to the site will also be shown display ads for seasonal events.

### Branded Search

Branded search is the most fundamental digital channel and provides a foundation for nearly all digital marketing initiatives.

#### Branded Search Partners: (Google Ads and Microsoft Advertising)



#### Key Benefit

Brand Search ensures consumers are exposed to the most current offer. It also helps capture all demand and limits erosion to competitors. With Branded Search ads, you can control the message and highlight attributes seasonally, geographically and by keywords.



#### Conversion Key Metrics

Search is typically one of the last actions consumers take prior to converting, and we hold it to a higher expectation and measure it based on our plan focusing on:

- eNewsletter sign-ups
- Form fills
- Link-outs to partners

## Advanced Analytics

ADARA provides the travel and tourism industry with greater visibility into the needs and wants of in-market travel consumers. The platform helps attract high-value visitors and measures the marketing effectiveness of our website, digital, social campaigns and third party media buys. ADARA provides the data and insights we need to optimize our strategy in real-time and drive quality visitation and interest to the destination.



**Drive  
Strong ROI**



**Increase  
Visitation**



**Prove Economic  
Impact**



**Increase Spend with  
Top Performing  
Campaigns**

**\$58,625,806**

Total Revenue Generated by  
HiltonHeadIsland.org  
in Calendar Year 2019

## Search Engine Optimization (SEO) and Content Marketing

For years, Hilton Head Island has been a renowned family vacation destination. As Hilton Head Island's high-quality visitor offerings continue to grow, the region is increasingly recognized as a vibrant cultural center and culinary destination.

In 2020-2021 we will be focusing on our seven key personas (pages 16-31) to target with our SEO and content marketing efforts.

We have adapted our holistic content calendar (page 32-34) for 2020-2021 to coincide with the vacation planning cycle for each of these groups. Content has been planned to align with each persona's interests and goals at the time of year that is most relevant to their planning journey, while capitalizing on relevant festivals, events and activities that are happening on Hilton Head Island. By ensuring that our content themes are aligned across all channels (website, blog, social, display, email, etc.) we will deliver clear, consistent and relevant messages throughout the year for increased conversions and engagements.

Throughout 2019-2020, our focus was on developing and enhancing fresh, high-quality content across all platforms to boost search performance and user experience. We will continue to develop content in 2020-2021 to ensure it's optimized for performance and aligned with our consumer - making it easy for visitors to find the information they need, when they need it (and be entertained and engaged, too).

Moving into 2020-2021 we will ensure that the website is compatible with accessibility tools and platforms. Using social listening, we can determine what kinds of conversations are taking place online with regards to accessibility of properties and attractions and ensure that our content addresses those visitor questions.

## Search Engine Optimization (SEO)

In 2019-2020, organic search traffic contributed 46% of total site traffic, making it the primary method of visitation. This is an increase from 38% obtained in 2018, and indicates that SEO efforts made during 2019 improved organic visibility substantially. Search engines continued to drive qualified visitors to the website as indicated by high engagement metrics including 32% more time spent on the website, and the highest goal conversion rate of all traffic channels at 41%.

Additionally, organic search continued to post the highest number of assisted conversions in 2019, meaning it was the most popular traffic channel visitors took before visiting and completing a goal on the website.

In 2020-2021, the SEO strategy is about optimizing existing content to ensure valuable content continues to be indexed by search engines and that content is formatted to provide answers for user search queries. SEO strategies will focus on continually improving the visibility of HiltonHeadIsland.org in search results of both search engines and social networks for branded key phrases and emerging search queries, with the intention of increasing awareness of Hilton Head Island as a vacation destination.

## The SEO strategy can be broken down into five core areas:

- 1. Technical SEO:** Ongoing technical audits and comprehensive reviews of the website to ensure content on the website remains crawlable and indexable by search engines.
- 2. Content Creation and Optimization:** Identify target keywords for content and blog production and regularly highlighting optimization opportunities for existing content to ensure it remains fresh and relevant for search engines. SEO research and optimization will be expanded to social networks as they are also becoming popular search engines.
- 3. Building a Foundation of Authoritative Referrals:** Links to a website and citations continue to send strong signals to search engines that a website is authoritative on a particular topic and should rank well for searches. There will be campaigns to identify and attract high quality links from high authority websites, along with sharing of content through influencer outreach and a targeted social media strategy.
- 4. Local SEO:** Google My Business (GMB) continues to influence user behavior in organic search results with additional service categories, offers, products and more features that enable users to interact with business information outside the website. Optimizing and taking advantage of new GMB features where relevant will ensure users interest is captured both on and off the website.
- 5. Identifying New Opportunities:** Research to find new opportunities for content that, once indexed by search engines, will drive qualified searchers to the website. This research will focus on finding popular search queries that people perform when considering a vacation, trip or activity, and where Hilton Head Island would meet the needs of those searchers. This research will be applied to new content creation and to existing content where optimizations can be implemented.



## Social Media

In 2019-2020, our social media channels performed very strong and the quality of website traffic increased across the board. Our Instagram audience increased by 40.2%, Pinterest audience increased by 8.6%, Facebook audience increased by 7.9% and our Twitter audience increased by 6.1%. Our key website goals, driven by social media, also performed very well. Vacation Planner requests were up by 17.5%, and our lead generation efforts via our sign-up and contact form increased by 34.2%. Our brand social media program, influencer partnerships, and forward-thinking content campaigns all contributed to strong year-over-year growth on our social media channels.

Looking ahead to fiscal year 2020-2021, social media continues to be a “pay to play” landscape. Each newsfeed prioritizes paid advertisements and boosted content over organic content posted by brands. This means our approach to content creation and measurements must accommodate.

### Strategically, this means:

- Placing a higher value on the quality of traffic we create for our website, in addition to the quantity.
- Posting less frequently on platforms that do not favor organic content (Facebook and Twitter especially), and focusing that effort on creating more content for platforms that are growing more quickly, like Instagram Stories.
- Integrating our paid and organic social efforts, ensuring content boosting on Facebook when budget permits.
- Making multipurpose content work across all channels—quality over quantity. We will repurpose the highlights of blog content across social media to ensure efficiency and maximize exposure of our content.

These are the channels that best support Hilton Head Island's goals and will be our focus for 2020-2021:



Facebook is our primary traffic source and we do not see this changing any time soon. We will incorporate a range of content, focusing on blog articles, user-generated content, co-op partnerships, marquee events and campaigns.



Instagram's primary focus will continue to be curating user-generated content and sharing those channels across Hilton Head Island's digital properties.



We will post more frequently on Instagram Stories and IGTV to drive referrals back to HiltonHeadIsland.org from our fastest-growing channel.



Pinterest is a visual search engine, perfect for distributing our articles and infographics. We will build niche boards related to Hilton Head Island's offering, and create new infographics and custom pins to drive traffic back to HiltonHeadIsland.org.

## New Tactics for 2020-2021

Social's primary role will continue to be the distribution of our editorial content on the Island Time blog and creating calls for engagement. To keep things fresh, to drive engagement and to try new things, we will implement:

1. **Social video:** Curating user-generated video, partnering with video creators and shooting our own video to make an emotional connection with potential guests.
2. **Participatory Content:** Creating content our audience can save, build on, and add to, like Instagram Story templates and placing a primary focus on creating posts.
3. **Influencer/Local Celebrity Partnerships:** Partnering with organic brand ambassadors, local celebrities and relevant content creators to bring new, authentic stories to the "Visit Hilton Head" channels and reach new audiences.



## Paid Social Media Strategy

To stay competitive and to win, Hilton Head Island should continue its “always-on”, branded paid social program. Our recommendation prioritizes driving qualified traffic back to the Hilton Head Island website, while continuing to grow our social audiences.

Our annual budget is weighted more heavily in shoulder and off-season. We will aim to divide the spend between the following platforms and tactics, but allow for some movement of funds and tactics based on performance and optimizations:

- Facebook/Instagram Traffic Campaigns (40%)
- Facebook Boosted Posts (20%)
- Facebook Growth (20%)
- Instagram Promoted Posts (15%)
- Facebook and Instagram Stories (5%)

The paid tactics and targeting will vary depending on what part of the funnel the user is in.



### Awareness Phase

Starting from the top of the funnel, the focus will be on capturing the attention of interested, yet new-to-brand audiences to showcase Hilton Head Island as an ideal location for their next vacation.

These audiences will be created utilizing Lookalike Audiences, modeled from remarketing lists and behavioral and interest segments layered with other targeting factors including geography, affinity and demographics.

Awareness and engagement advertising will be the focus of this stage of the customer journey and will include:

- Facebook Boosted Posts
- Facebook Growth
- Instagram Promoted Posts
- Facebook and Instagram Stories

### Awareness Key Metrics

When determining success for awareness-based campaigns, we will look at metrics indicating demand and interest are increasing. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives.

- Reach/Frequency
- View-Influenced Visits
- Social Media Platform Growth
- Engagement Rates





## Planning Phase

Within the planning phase of the consumer funnel, the primary goal is to cultivate consumers who have expressed an interest in visiting Hilton Head Island through their online behavior and get them to visit the website and/or collect their information for future marketing efforts.

These planning-stage audiences will be created utilizing retargeting efforts based on consumers who have engaged with our Awareness Phase advertising and those who have visited the website.

Capturing leads and driving traffic to content-rich pages of the website will be the focus of this stage of the customer journey and tactics will include:

- Facebook Boosted Posts
- Facebook/Instagram Traffic Ads
- Lead Generation Ads

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### Planning Key Metrics

When determining success for awareness-based campaigns, we will look at metrics indicating that eNewsletter signups and website traffic are increasing.

- Website Visitation and Engagement
- Assisted Conversions
- eNewsletter Signups
- Link-Outs to Partners



## Booking Phase

Within the booking phase of the consumer funnel the primary goal is to get consumers who have expressed an interest in visiting Hilton Head Island through their online behavior and get them to visit the website and link-out to partners to book their trip to the destination.

These booking-stage audiences will be created utilizing retargeting efforts based on consumers who have engaged with our Planning Phase advertising and those who have visited the website within a recent time period.

Driving traffic to the booking and package-focused pages of the website will be the focus of this stage of the customer journey and will include:

- Facebook Boosted Posts
- Facebook/Instagram Traffic Ads

---

### Booking Phase Key Metrics

When determining success for awareness-based campaigns, we will look at metrics indicating that booking and traffic to the island are increasing.

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### Purchase Key Metrics

- Phone Calls
- Form Fills
- Conversions and Assisted Conversions
- Link-Outs to Partners

# Blog

In 2019-2020, our blog strategy was to make our content specific to individual customers and distribute those posts on social. We developed a strong bank of evergreen content for our audience and now we can focus on more topical content for specific audiences. Formats we will test and create in 2020-2021 include:

- Long-form, editorial pieces
- More interviews and guest posts
- Quizzes
- Persona-specific itineraries
- Top listicles which can be repurposed across social in bite-sized pieces
- Pop-culture related content that will perform well via search and directly ties back to the destination

We have informed our content calendar with Google search trend data and have assessed top-performing historical content to develop a comprehensive blog strategy that speaks to the interests and needs of our audience.

The screenshot shows a blog layout for Hilton Head Island. At the top left, there is a section titled "Island Time" with the sub-header "Live the Lowcountry Life on Hilton Head Island". The text describes the island's amenities: "Beautiful beaches, award-winning dining experiences, world-class golf and tennis, unparalleled natural beauty, all served up with a side of Southern charm and hospitality - Hilton Head Island is a vacation destination that's truly one of a kind. Live the #LowcountryLife and get inspired for your next getaway on Hilton Head Island with travel tips, itineraries, news, events, planning tools and more." To the right of this text is a photograph of a large tree overhanging a body of water with a small boat.

Below this is a grey bar with the text "Explore by Interest" and a row of buttons: "Art", "Bluffton", "Eco & Wellness", "Family", "Foodie", "Golf", "Outdoor", and "Trending".

The main content area features two trending posts. The first is titled "Trending WHAT'S HAPPENING ON HILTON HEAD ISLAND THIS MARCH". The text says: "March is right around the corner here on Hilton Head Island, and with it comes the promise of warm weather, spring flings, and plenty of things to do!" To the right is a photo of a person sitting on a balcony looking at a red and white lighthouse. Below the text is a "READ MORE" button.

The second trending post is titled "Trending WHAT'S HAPPENING ON HILTON HEAD ISLAND THIS FEBRUARY". The text says: "Ah, February. The month of love, romance, and on Hilton Head Island, delicious food and phenomenal cultural celebrations." To the left of this text is a photo of a marina at sunset with a lighthouse in the background. Below the photo is a caption: "Photo by @alanboyardjr\_photo". Below the text is a "READ MORE" button.

# Special Content Projects

## Denver Activation

Thanks to the continued success of activations like the Toronto Air Canada event, the next city we will be visiting is Denver, Colorado, another growing direct fly market. The exclusive event will include influencers, press and personalities who will get a taste of #LowcountryLife. One attendee will win a trip to experience the Island for themselves. During the event video will be captured and used afterwards via paid advertising to promote flight purchases for a seasonal visit.

## Brand Partnership

Hilton Head Island will team up with a relevant, Southern brand to promote Hilton Head Island through a forward-thinking, mutually beneficial partnership. Details are dependent on the brand chosen.

## Blogger Reunion

In 2015, in the early days of Influencer and blogger trips, Hilton Head Island and the Sonesta Resort partnered with 5 original bloggers from around the U.S. for a girls' weekend away. They have each grown their audiences exponentially and continue to embody our ideal millennial visitor and 'weekender' personas.

We propose hosting as many of the original influencers as possible to bring them back to Hilton Head Island for a "5 Years Later Reunion Trip".

- We would be one of the first destinations to combine nostalgia marketing with an influencer activation.
- A trip like this will make a great story on all channels, including Hilton Head Island assets. The influencers get to reflect together on their growth, experiences and memories to the destination.
- It will generate creative and unique assets and make a splash. Bloggers can recreate their old photos, show their transformation, and the destination will be featured across five wide reaching blogs, Instagram accounts and YouTube channels.
- It helps us establish the destination as a place for millennials to return to with their family, their besties and their loved ones.
- Potential to tie this back to a brand partnership.

# Email Marketing

Creating and distributing personalized, informative and strategic email content is a great way to further engage visitors with the Hilton Head Island website. Effective email communication helps keep the destination top of mind for consumers. Keeping email strategy closely tied to content strategy and the overall vision of the website, will be very important to ensure that certain elements of each interaction with the destination are familiar, but always adding new information.

Our abilities to share amazing content, personalize based on subscriber interests or location (i.e. drive markets versus fly markets), testing and measuring will be key factors in bringing our email strategy to the next level.

## Review and Clean Up Subscriber Lists

We will re-engage lapsed subscribers or eliminate these subscribers from our list. This will help with deliverability, optimization and our metrics. We will start by reviewing our current subscriber list and MailChimp data, asking questions such as:

- How many subscribers are classified as inactive (i.e. have not engaged in six months or more?)
- How and where are people currently subscribing?
- How are people viewing emails - on a desktop, on a mobile device?
- What are our open rates and how much time are people spending reading our emails?

## Run a Re-engagement Campaign

We will re-engage lapsed users and give subscribers a chance to choose what type of content they are most interested in receiving. Removing inactive subscribers means our bounce rates will decrease and engagement will increase and email service providers will be much less likely to mark Hilton Head Island emails as spam. In the long run, our email metrics will improve considerably. Tactics for this campaign include:

- Identify inactive subscribers (have not engaged with an email in six months or more).
- Develop a drip campaign (a series of three emails) to encourage subscribers to re-subscribe.

## Measuring and Testing Email

We will see what resonates with our subscribers and find out how we can better engage with our captive audience.

With every email, we will employ testing to help us determine the best way to interact with subscribers. We will experiment with subject lines, pre-header text, copy length and format, CTAs, and incorporating video.

We will also use Return Path, an email optimization and deliverability platform, giving us insight into:

- Where our emails are landing (inbox/promo/social)
- Track blacklist issues and resolve them
- Track audience data down to zip code
- Built-in litmus testing

## Refresh Email Template

With the redesign and relaunch of the website in 2018 it allows us to now refresh the Hilton Head Island email template, making it even more dynamic and ensuring it aligns with the website creative.

## Make Email Signup Easy and Rewarding

We will make it easy to sign up for the eNewsletter and reassure visitors that they will receive information tailored to their interests. We will implement:

- A signup window when a new user arrives on the website.
- A signup message to the footer of new blogs and throughout the website.
- Refreshed content on the email signup page to articulate subscription benefits.

Once a person submits their email address, they should receive a welcome email within 24 hours this email will be a hard-working, compelling piece that showcases Hilton Head Island's best content.

## Develop Drip Campaigns

This series of automated emails is designed to move subscribers through a conversion funnel. This lead nurturing tactic will activate when someone subscribes and is a great way to introduce a new subscriber to the brand. It might look like this:

### Email 1: Welcome

- End with simple yes/no Call to Action (e.g. Want to receive personalized content? Click here, choose content).

### Email 2: Segmented Content

- Content is refined based upon the content selections made after receiving the welcome email.

### Email 3: A Bolder Ask

- A singular ask/Call to Action prompts the recipient to take action: book an activity, request a visitor's guide, complete a survey, share content on social, etc.



## Destination Website

The HiltonHeadIsland.org website is the single most important touchpoint next to the destination experience itself. A responsive web platform, content strategy and overall creative should virtually transport a visitor to Hilton Head Island. It is for this reason that the creative and content strategy needs to bring the destination to life through the interface of mobile, tablet and desktop devices.

In 2020-2021, Hilton Head Island's digital marketing strategy and website tactics will continue to build on the solid foundation established to further enhance the visitor experience. By broadening our audience personas, we are able to deliver targeted, strategic messaging to more niche groups of new and repeat visitors. Continuing to focus on and optimize high-quality content copy, photography, videos, and offers that are engaging, entertaining and conversion-driven will result in more partner referrals, higher engagement metrics and increased conversions overall.

Evolving our content and social strategy to include more "insider" content - Q&As with prominent Hilton Head Island business owners and personalities and implementing more user-generated content - offers visitors a more intimate glimpse at a Hilton Head Island getaway. Using paid media and social media to help drive our content strategy will amplify our message and ensure it is being seen by the right people at the right time, across the board, while SEO will ensure that visitors are able to find the information they need quickly and efficiently. Introducing special content projects is a great way to test new forms of storytelling and partnerships to see what resonates with our audiences and engage with them in a fresh, unexpected way, while employing tried-and-true tactics and focusing on legacy events.

## Metrics: How Will Success Be Measured?

It is critical that all online marketing that is deployed to drive exposure for Hilton Head Island is based on driving business results for its partners and exposure for the destination. It is more than just online marketing – it is about results and understanding what is working and what is not. These content initiatives need to be viewed both on a standalone basis and holistically, as each strategy will ripple up into the overall Hilton Head Island digital marketing plan.

We will watch how one initiative helps to push the needle forward for the website as a whole. Similar to other initiatives, primary website objectives that will be tied to each campaign are focused on conversion metrics, which are reported on regularly following the model below:

- Continuously improving campaign performance over time with partner referrals taking top priority for success.
- Individual posts will be tracked based on channel engagement (Likes, Retweets, etc.), traffic driven to the website, and conversions from that traffic. We will look for correlations between these metrics to determine the best way to adjust content and increase conversions.
- Content units or categories will be similarly measured. Determining the aggregate success of a category will help us refine our focus.
- Each month, based on the previous month's data, we will revisit and refine the proposed content.
- We will measure levels of conversations over time, examine spikes and what caused them, and determine how conversation topics and volume relate to conversions on the website.







# DESTINATION PUBLIC RELATIONS

In 2020-2021, the Hilton Head Island Visitor & Convention Bureau will employ a strategic public relations plan with a number of tactics designed to increase visibility and consideration among the next generation of travelers, while appealing to loyal, repeat guests who are important advocates for the destination.

This will include:

- Inspiring the next generation of travelers to create new traditions on Hilton Head Island.
- Enticing repeat visitors to keep coming back by highlighting what is new throughout the year.
- Maintaining our status as #1 while absorbing share of voice from our competitors.
- Showcasing hidden gems travelers crave by going off the beaten path.
- Leveraging new developments to cut through the clutter and stay top of mind.

Through public relations efforts, we have laid the foundation by telling stories that go off the beaten path accompanied by Island favorites delivering a steady drumbeat of media coverage and social chatter, allowing us to move the needle and maintain a competitive edge among like-minded destinations. We will continue to keep travelers crossing over the bridge year-round and experience why Hilton Head Island continues to rank as America's Favorite Island™.

## Target Audiences:

Knowing our audience is key to our success. We will hyper focus our efforts on the audiences that matter to Hilton Head Island to tell the right stories, to the right people, at the right time appealing to a variety of prospective visitors.

- **Family/Multi-Gen Traveler:** Family travel will remain a primary target audience for Hilton Head Island, we will put PR efforts behind keeping the Island top of mind for family escapes.
- **Millennial/Next Gen Traveler:** Millennials are ripe for becoming Hilton Head Island's next generation of loyal visitors and we need to capture their attention as they look to create their own vacation traditions.
- **Regional:** While national top-tier coverage is always a priority, we will tap into key regional opportunities including both tried and true and emerging markets.



## Priority Focus Areas:

As we look to place Hilton Head Island in top-tier publications across platforms, we have prioritized where we see the most growth opportunity, high consumer interest and strong mediability.

There is much more to Hilton Head Island than meets the eye and our hidden gems stories continue to be strong fodder for media opportunities. We will explore hidden gems across a number of verticals focusing on shoulder season need periods.



**Culinary:** We will tell culinary stories year-round with a focus on celebrating Foodie February in the fall. We will also uncover recipes, chef stories, signature dishes and more to bring Hilton Head Island culinary experiences to life for consumers.



**Wellness:** Wellness trends are here to stay - we will tout Hilton Head Island's active adventure offerings as well as on-island experts to showcase the variety of wellness experiences available.



**History & Culture:** Mitchelville's recent grant and untold Gullah Heritage stories will open the door for us to tap into the rich historical storylines on Hilton Head Island.



**Shoulder Season/Marquee Events:** We will drive visitation to the destination during the spring and fall by leveraging access to marquee events and on-Island offerings. We will focus on fan favorites in addition to more off the beaten path events to appeal to our target audiences and align with priority storytelling pillars.



## 2020 - 2021 Public Relations Tactics:

We will employ a number of public relations tactics to seamlessly spread destination news far and wide throughout the year. Public relations efforts will include:

- **Visiting Journalist/Influencer Program:** Firsthand on-island experiences spark meaningful feature stories for the destination. Through both individual visits and themed group trips that marry back to the Island's priority pillars, we will help to customize itineraries that drive in-depth feature coverage and real-time social content from the Island.
- **Paid Influencer Program:** Now more than ever, consumer habits are changing, especially when it comes to travel. People are turning to platforms like Instagram to make vacation choices based on picture perfect backdrops, food, activities and more. Capturing that "Insta-worthy" moment has become a crucial factor in deciding where to travel to next. With this evolving social culture, we will take influencer relations to the next level, leveraging them to share real-time experiences from Hilton Head Island with their followers. We will explore both trade and paid influencer partnership opportunities to infiltrate consumer feeds with Hilton Head Island visual posts and key messages to deliver experiences across priority focus areas.
- **Exporting Hilton Head Island:** We will keep Hilton Head Island top of mind among media and influencers by bringing a taste of the Lowcountry directly to them. It is harder than ever for the media to get away from their offices and to cut through the clutter of influencer partnership opportunities. In-person relationship building opportunities allows the team to plant important seeds for future trips and potential coverage.
- **Always on Media Relations:** In an effort to keep Hilton Head Island top of mind throughout the year, we will keep an always-on news bureau pipeline full through proactive and reactive media outreach. The team will leverage two-way media relationships to both proactively and reactively keep the destination in the news. Story angles will be identified to satisfy both long lead and short lead story opportunities, and the media will receive a steady flow of news to keep them apprised of new developments, new flight routes, marquee events, Lowcountry recipes, destination packages and more.
- **Strategic Partnerships and Special Projects:** We will align with like-minded brands to execute partnerships and campaigns that elevate Hilton Head Island among target audiences. These ongoing opportunities will be evaluated and explored.





# MEETINGS & GROUPS MARKETING STRATEGY

## Economic Outlook / Forecast

### Optimism and Steady Growth

I'm pleased to present our ninth annual Global Meetings and Events Forecast. While this is the ninth annual Forecast, it is the first for me as the head of American Express Meetings & Events. I am so excited to be part of this dynamic and growing industry. From technology and data to experience creation and exciting event activations, the events industry brings people together to create connections and prosperity, and that's something I'm passionate about.

The outlook of this year's global respondent base is consistent with last year's Forecast and the performance of the industry that we saw in 2019, including moderate growth, a focus on the attendee experience and delivering experiential events, and an increase in strategic meetings management in Europe.

We found that overall, our survey respondents are "very optimistic" about the meetings and events industry when looking to 2020. While there is quite a bit of talk about economic uncertainty and the impact of political change and instability, including the upcoming US elections in 2020 and the impact of Brexit in the UK, our respondents are predicting the industry will remain steady going into 2020.

## 2020 Global Meetings & Events Forecast

That optimistic outlook seems to be evident in the proliferation of technology companies that are investing in the meetings industry, delivering technology solutions designed to serve all aspects of the meetings life cycle. The challenge for planners now lies in creating a seamless experience for meeting attendees by using technology for a purpose, not just tech for tech's sake. Striking this balance is necessary as attendees expect meeting and event experiences to mirror their own experiences with technology in the rest of their lives.

The attendee experience continues to grow in focus with meeting owners and planners, indicating that they spend more time focused on the experiential elements of their events and meetings than on the logistics. Make no mistake, logistics remain important—they are integral to the experience—but theming and content are beginning to take on more of the planner's mindshare, which is great news for attendees.

Globally, respondents indicate growth in all meeting types. While there are some shifts with internal meetings reducing in some regions and product launches growing in others, it is clear that events and meetings have cemented their place as a critical driver of communications, growth, and engagement for organizations globally.

From an activity perspective, spend is predicted to see very modest increases that in many cases are outpaced by the anticipated increase in costs. The ongoing challenge faced by the meetings industry is one of competing expectations. The creation of immersive experiential events means that other aspects of an event will need to be compromised to help fund the necessary elements. Some look to constrain the number of days, others the number of attendees. In any case, meeting owners must provide the clear "why" and desired outcomes for the event that will drive decisions throughout the planning process.

Hotel supply, demand, and commissions continue to be in focus. While there seems to be agreement that available meeting space will increase in 2020, it will likely not be enough to relieve the pressure, particularly in major-tier cities. This pressure is increased in countries where the economy is thriving, as business and leisure travelers compete for space.

Meeting owners continue to work to meet growing compliance and data privacy demands. In 2019, we saw the first large penalties associated with General Data Protection Regulation (GDPR) violations. Fines are stiff and awareness is high, but only one-quarter of our respondents in Asia Pacific and North America are familiar with GDPR requirements. There is room to tighten up processes in these regions, where it is not uncommon to have a European attendee in the meeting mix.

Globally, respondents indicate growth in all meeting types. While there are some shifts with internal meetings reducing in some regions and product launches growing in others, it is clear that events and meetings have cemented their place as a critical driver of communications, growth and engagement for organizations globally.

### **American Express Meetings & Events**

Personalization continues to be a buzzword throughout the industry. But the demand for personalized experiences—spurred on by the technology in our daily lives—is a reality.

The results of our survey mirror my optimism for the meetings industry and reinforce that it is a vibrant and growing place to be. I wish you all much success as we close out 2019 and look to 2020.

### **Gerardo Tejado**

General Manager, American Express Meetings & Events, a division of American Express Global Business Travel



## Relationships and Service

The Hilton Head Island Visitor & Convention Bureau's position is to represent the entire destination, identify prospect possibilities in all meetings and groups market segments, predispose our contacts to strongly consider Hilton Head Island for their meeting or group event and prepare our lodging partners, first and foremost, to secure group business. Referrals to other local businesses that service groups are also a focus of the Visitor & Convention Bureau sales team.

One of the many strengths of the Hilton Head Island Visitor & Convention Bureau Meetings and Groups sales team is its strong and loyal business relationships with clients and partners. Those relationships have been built on trust over the years and they have kept the organization as a key and critical component in the business of business matchmaking. Those relationships are especially important in an era when it is predicted that planners and suppliers rely on existing relationships to work through challenges.

Our accolades include Successful Meetings and Meetings & Convention Magazine's Stella Award of Excellence for Service to the Meetings Industry by the Visitor & Convention Bureau staff, ConventionSouth Reader's Choice Award and Smart Meetings Platinum Choice Award Winner 2019.



## Group Sales Strategy

Hilton Head Island continues to grow and position itself as a group destination. The variety and quality of experiences for group visitors has never been more diverse, offering a robust arts, historical and cultural scene, with growing culinary experiences.

The Visitor & Convention Bureau sales staff has developed and manages the application and award process for incentive programs in cooperation with local partners to help grow shoulder and off-season business. These programs include:

### Flights for Sites (FFS)

"Flights for Sites" is an incentive for planners to travel to Hilton Head Island prior to selecting a location for their meeting or event. The program allows for up to \$500 in airfare for a meeting planner to visit during the fiscal year. In order to participate in the program, the following must apply:

- Planner must have a minimum of 100 room nights or more from their RFP and history.
- The site cannot be for a meeting or event that is held in peak season months.
- Hilton Head Island must be on the "short list" for consideration of this program.
- The meeting planner will be considered for this program regardless if they contacted the Visitor & Convention Bureau first or a property directly.

## Group Closing Fund (GCF)

The purpose of the Group Closing Fund (GCF) program is to generate group room nights and revenue by promoting group business that is consumed during the shoulder and off-season. This fund will help offset some of the perceived disadvantages that meeting planners have when comparing the combined cost of airfare and ground transportation from the Savannah/Hilton Head International Airport or Hilton Head Island Airport. This is being achieved by providing funding to subsidize ground transportation expenses for qualified groups.

Applicants eligible for the GCF program are established organizations or businesses that are considering Hilton Head Island for their upcoming destination meeting, conference, tradeshow, reunion or similar group event.

### Group Guidelines

Groups must adhere to the following basic guidelines to be eligible for funds through the GCF program:

- The proposed meeting must have a minimum of 100 total paid room nights to qualify as documented by the host property.
- The proposed meeting/event must take place on Hilton Head Island at a Hilton Head Island-Bluffton Chamber of Commerce member property.
- The GCF program will only be available to groups holding their event during shoulder and off-season dates.
- The GCF funding must be used for meetings not currently contracted with any Hilton Head Island property.
- GCF funds will only be considered for mid-week during the shoulder and mid-week or weekend during off-season dates
- The payment of the fund will be based on the actual group room night pick-up.
- Should more than one property on Hilton Head Island area be competing for the same meeting/event, all those properties will receive the same incentive to include in their proposals.

### Funding Guidelines

The Group Closing Fund is on a first come, first serve basis and is subject to availability. The maximum amount of funding that can be awarded to one group is \$6,500.

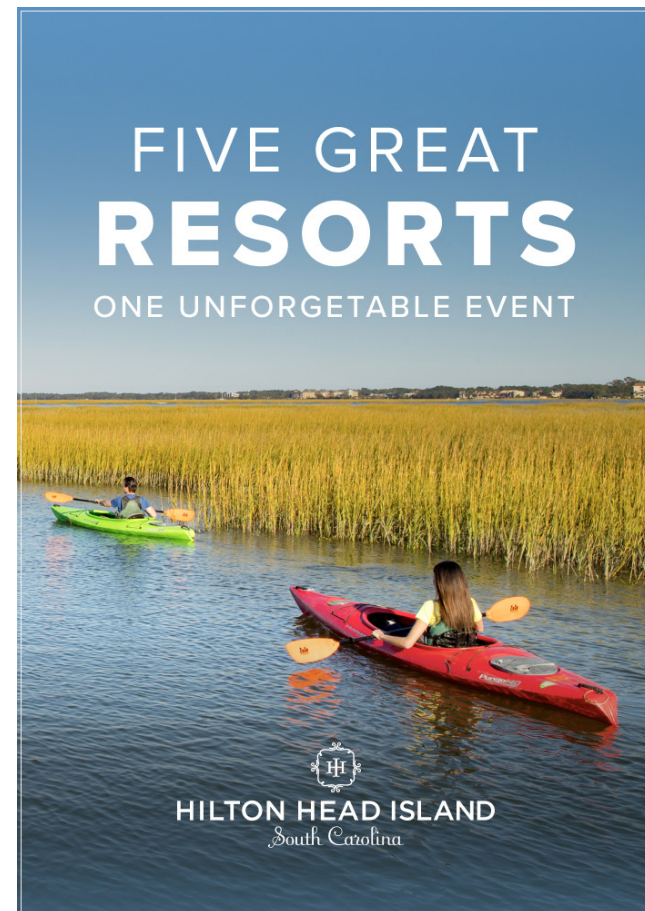


## All Island Special Meetings Offer

Building off the success of the “Five Great Resorts. One Unforgettable Event.” campaign run in 2019-2020, we will once again implement this program. The goal is to drive RFPs for fall/winter season group business, and to generate awareness of the brand to national visitors and planners while highlighting partner resorts, venues, dining options, experiential offerings and all that is available to groups choosing to meet on Hilton Head Island.

The campaign will run throughout the year promoting the offer September 2020 – March 2021. The promotion includes:

- 20% off on golf green fees
- 15% off on in-house audio-visual services
- 10% off on banquet menu pricing
- 10% off on in-house spa services
- 10% off on local DMC services (Destination DMC & RMC DMC)
- 10% off on entertainment services
- 10% off at over 20 local restaurants
- Complimentary welcome beverage for your guests
- Up to \$6,500 credit to the groups master bill account based on total room night nights picked-up



## Conference Sales Initiatives

The Hilton Head Island Visitor & Convention Bureau will partner with third party organizations specific to the meetings and groups industry to build awareness of the destination. These organizations including Cvent and HelmsBriscoe will give us a platform to help further tell our story of why Hilton Head Island is the perfect location for their next meeting.

### Cvent

Cvent, Inc. is the leading cloud-based enterprise event management platform. With an active user database of over 74,000, Cvent offers software solutions to event planners for online venue selection, event management, mobile apps for events, email marketing and web surveys. Cvent provides DMO's with an integrated platform, enabling destinations to increase group business demand through targeted advertising and improve conversion through proprietary demand management and business intelligence solutions.

### Strategy

- Banner ads appear at the top of the meeting planner's search results.
- Hilton Head Island Visitor & Convention Bureau listing that rotates among other 2 Diamonds.
- Current profile on Cvent website with images, attractions, special offers, etc. with option to upload new collateral throughout the year.
- Hilton Head Island Visitor & Convention Bureau banner ad to appear to meeting planners to consider Hilton Head Island when sourcing RFP's to these competitive destinations:
  - Amelia Island, FL
  - Jacksonville Beaches, FL
  - Myrtle Beach, SC
  - Savannah, GA

<b>Results from Cvent:</b>	<b>2019 Goal</b>	<b>2019 Actual</b>	<b>2020 Goal</b>
# of RFP's received	975	1,375	1,450
# of room nights	365,633	416,539	420,000
# of booked groups	125	122	130
Definite room nights	24,363	17,946	20,000

## HelmsBriscoe (HB)

As the global leader in meeting procurement, HelmsBriscoe leverages the experiences of more than 1,300 associates spanning more than 55 countries to deliver world-class solutions. The sheer volume of room nights booked and the collective insights shared among their seasoned associates is beyond comparison. HelmsBriscoe process gives valuable time back to the meeting planner.

<b>Results from HelmsBriscoe:</b>	<b>2019 Goal</b>	<b>2019 Actual</b>	<b>2020 Goal</b>
# of RFP's received	250	289	300
# of room nights	48,000	55,734	60,000
# of booked groups	35	33	39
\$ room revenue	\$1.5 Million	\$.58 Million	\$1.0 Million

## Strategy

- Included in the “Local Destination Expert” pop-up at the end of the RFP process with the recommendation to HB Associates to include Hilton Head Island on their RFP.
- HB intranet custom partner profile and partnership recognition with hyperlinks.
- HB InSite - custom partner profile and partnership recognition with hyperlinks and ability to attach PDF's.
- Link to custom HB dedicated website in Partner Destinations Library.
- List destination offers/promotions on HB Promotions site & HB InSite; list on HB Connect (Cvent) if offer is HB exclusive.
- Feature in Partner+Plus eNewsletter for exposure to HB Associates with destination exclusive edition.
- Give local hotel/resort partners visibility to help with distressed inventory or a last-minute cancellation.
- Destination featured in HB Partner Buzz eNewsletter after joining the HB Destination Partner Program.
- Rotating banner ad on HB intranet homepage with hyperlink.
- HB program team to proactively monitor content with suggestions to improve.

### **Trade Sponsorships**

Judiciously utilize sponsorship and bid fees to secure business opportunities (recognizing budget limitations) to score special groups with high potential impact for the whole destination.

### **Targeting**

Southeast focus on vertical markets within the overall corporate sector, including incentive, pharmaceutical, healthcare and technology. Association focus geo-targets include South Carolina, Georgia and North Carolina along with the regional and national association market.

### **Select Service Co-op**

Hotels partner with the Visitor & Convention Bureau to work on various initiatives throughout the year in targeting religious, military, government and group tour markets.

### **FAM trip & In-Market Events**

Throughout the year, the Visitor & Convention Bureau's sales team and partners will host a FAM trip to Hilton Head Island as well as execute events in key drive and fly markets.

### **SC Sports Alliance**

The Visitor & Convention Bureau is a member of this organization whose primary goal is the growth and enhancement of the sports economy in South Carolina and its local communities. The alliance was created by the State of South Carolina Parks, Recreation & Tourism (SCPRT) Department and currently has 28 destination organizations as members. Other benefits of membership include:

- Attending sports tradeshow as a state alliance and sharing the cost of participation.
- Sharing prospects/leads with member organizations to attract and keep events in the state.
- Receive prospects/leads from SCSA conferences and events.

### **Hilton Head Island Recreation**

The Visitor & Convention Bureau will commit to a close working partnership with the Island Rec Center to help promote and foster sports groups coming to the Island for events and tournaments.

We will also look to build a partnership with local/regional organizations (First Tee, USCB, NAIA, USTA, Boys and Girls Club, etc) to help explore and develop other possible events like Disc Golf, Beach Volleyball, Pickleball, Marathons and Triathlons.

### **Meeting Collateral**

Printed and electronic collateral specific to meeting and group planners with information on partners' accommodations and available space for hosting a meeting or event.

## **Group Marketing**

- Keep the meetings website current to increase business and leads generated via key search word optimization.
- Develop an editorial plan and allocate resources to train and manage a more robust strategy for LinkedIn with our sales staff toward relationship building.
- Advertise in select meeting publications when the editorial is showcasing our area, either South Carolina, Southeast or Resort Destinations.
- Procure Hilton Head Island logoed items for promotional giveaways during site inspections, FAMs, tradeshow and sales events.



# Tradeshows

## Select Service Hotel Markets

Group Tour remains an important market to maintain current and new relationships. Hilton Head Island and Bluffton continue to be an attractive destination for a hub and spoke opportunity. With Savannah 40 miles away, Beaufort 30 miles and Charleston just under 2 hours, the Hilton Head Island-Bluffton region is ideal for groups to stay in one location for up to a week and focus on day trips from one central area. We intend to draw group tour visitors by these key initiatives:

- Build relationships with tour operators through American Bus Association.
- Leverage group tour.
- Educate our partners on what it means to be a group friendly community.
- Offer tiered pricing/packaging attractions with accommodations.
- Expand promotion of group experiences on our website and special group ticket pricing.

## The American Bus Association (ABA)

More than 3,500 tour operators, suppliers and exhibitors come together at the American Bus Association (ABA) Marketplace - the industry's premier business event. Marketplace is truly a marketplace - an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year's worth of sales meetings in one week. And with legendary networking and social events, attendees turn conversations from the conference floor into long-term business relationships. Couple this with leading education seminars and the industry's largest exhibit hall, and Marketplace is unmatched as the best industry event each year.

In January 2021, the Visitor & Convention Bureau staff will attend the ABA Marketplace and take advantage of up to 60 pre-scheduled appointments with pre-qualified operators to promote and sell the Hilton Head Island and Bluffton region.



## Full Service Resort/Hotels

### IMEX America

IMEX America hosts over 3,000 corporate, incentive, association and third-party planners.

The largest in the industry in North America, this Hosted Buyer Program qualifies and brings key buyers to the show, with IMEX America covering travel and accommodations. This program guarantees thousands of highly qualified buyers from the association, corporate and agency sectors.

### South Carolina Society of Association Executives (SCSAE)

SCSAE's tradeshow is your one stop location for meeting and greeting with association CEOs/Executive Directors, Meeting Planners, Membership Directors, Communication Directors and Corporate Meeting Planners. Association professionals can meet with more than 70 exhibitors including hoteliers, convention centers, technology vendors and more.

### SportsTravel Magazine's TEAMS

TEAMS: Travel, Events and Management in Sports, is the world's leading conference and expo for the sports-event industry. Presented by SportsTravel magazine, TEAMS '20 will be held in October, in Houston, Texas. Launched in 1998, TEAMS attracts more than one thousand attendees including CEOs, executive directors and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers and other hospitality industry opinion leaders. TEAMS has helped define the sports-event and appointment-based tradeshow industries.

## Hilton Head Island Visitor & Convention Bureau's 2020-2021 Tradeshows

TRADESHOW	MARKET	DATES	LOCATION
IMEX AMERICA	Corporate	Sept. 2020	Las Vegas, NV
SPORTS TRAVEL'S TEAMS EXPO	Sports	Oct. 2020	Houston, TX
SCSAE	State Assn	Jan. 2021	Columbia, SC
AMERICAN BUS ASSN.	Group Tour	Jan. 2021	Baltimore, MD

# INTERNATIONAL MARKETING

As the destination continues to receive third party recognition through accolades and public relations, it is important that we continue to grow our international presence. Our strategy is to partner with Brand USA, whose mission is to increase incremental international visitation, spend and market share to fuel the nation's economy and enhance the image of the USA worldwide.

According to studies by Oxford Economics, over the past five years Brand USA's marketing initiatives have helped welcome 6.6 million incremental visitors to the USA, benefiting the U.S. economy with \$21.8 billion in total economic impact, and supporting, on average, 52,000 incremental jobs a year.

## Strategy

Brand USA offers an extraordinary minimum two-to-one value through their Official Multi-Channel Program, creating our own targeted, international campaign. This includes robust digital, print and social media, with a traffic generator and an activation partner (Expedia) that will reach international travelers in a call to action, taking consumers from inspiration level to activation, providing us with measurable results.

Our focus will be on the following target markets and programs:

## Canada Multi-Channel

- Digital media and print insertions through *Macleans*, *Toronto Star* and *Chatelaine in Discover America Magazine* with a circulation of 900,000.
- Digital campaign with an estimated 2,300,000 impressions and 4,600 guaranteed clicks.

## Germany Multi-Channel

- Digital media and print insertions through *Bunte*, *In-Style*, *Star*, *FOCUS magazine* and in *Discover America Magazine* with a circulation of 600,000.
- Digital campaign with an estimated 650,000 impressions and 2,500 guaranteed clicks.
- Storytelling and website traffic with Facebook.

## United Kingdom Golfbreaks.com

Partner with Coastal South Carolina for inclusion in their campaign targeted towards golf prospects via these channels:

- Digital and email blasts
- Sky Television advertising
- U.S. Golf Travel Guide
- Banner advertising
- Social campaigns



# COLLATERAL & FULFILLMENT

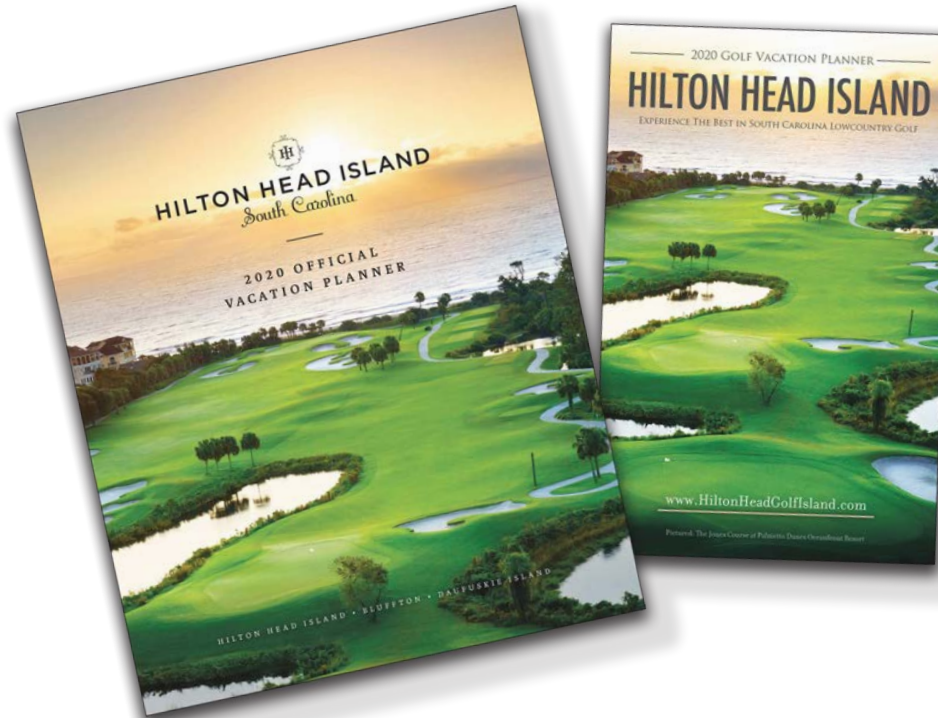
The Hilton Head Island Visitor & Convention Bureau develops and produces the Official Hilton Head Island Vacation Planner. This print and digital publication is our primary fulfillment piece and is a comprehensive guide to what to see and do on Hilton Head Island and in our region. We receive many online, as well as phone inquiries, and distribute the planner to elected officials, state Welcome Centers, airports, AAA offices nationwide along with tradeshow, events and media. In partnership with the Lowcountry Golf Club Owners Association (LGCOA), we also distribute their official Golf Vacation Planner with our planner when requested.

In today's more visual world, telling a story through stunning photography and compelling content is an imperative component to the travel journey process. This "coffee table" piece allows our

visitors to visualize their vacation and discover the destination, through this first touchpoint, the reason for our many accolades, ultimately imagining themselves here vacationing on America's Favorite Island™. In addition to working with a publisher, our in-house marketing staff provides the business directory, event calendar, local photography editorial content management, editorial review and proofreading for this asset.

## Promotions and Brochure Distribution at Airports

Included in our budget for fulfillment costs is a monthly fee to support brochure distribution at the Savannah/Hilton Head International Airport's Welcome Center. A monthly fee is also included in our budget for a fulfillment distribution in the lobby of the Hilton Head Island Airport.



# APPENDIX

## REPORTS

2019 Tourism Economic Impact Report  
LRITI Regional Transactions Concepts, LLC

2019 Digital and Social Marketing Recap  
VERB Interactive

2019 Public Relations Year in Review  
Weber Shandwick







## Economic and Fiscal Impact Analysis

### **Estimated Total Impact of Tourism in Hilton Head Island, 2019 on Beaufort County, South Carolina**

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**March 5, 2020**

**I. Introduction**

This study of the economic and fiscal impact of tourism in the Town of Hilton Head Island in the year 2019 was performed by Regional Transactions Concepts, LLC, in association with Dr. John Salazar of the University of Georgia and Dipl.-Soz. Anton Abraham of the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina Beaufort. These impacts result from spending by tourists during their visit to the island.

The study examines spending by tourists classified into five segments according to their lodging arrangement while visiting the island: villa rental, timeshare, hotel, second homeowners and their non-paying guests, and finally those who visit for the day and do not lodge overnight. The estimated impact from spending by each of these groups is summed in order to indicate the total impact that Hilton Head Island tourism had on Beaufort County, South Carolina in 2019.

**II. Model and Assumptions**

The models generated by Regional Transactions utilized the Regional Economic Models, Inc. (REMI) P1<sup>®</sup> economic modeling engine. The REMI model is an input-output (IO) and computable general equilibrium (CGE) model; it is also a New Economic Geography model, taking into account transportation and labor and resource availability in order to more accurately model economic activity across geographic regions. The model forecasts a baseline level of activity assuming all things constant except for normal economic growth. Changes to employment, income, or demand for products or services by either the private or the public sector can be input to the model. Based on these inputs, the REMI model generates a county level estimate of the resultant variation from the projected baseline, as well as the effects on every industry.

Visitor spending for each visitor segment was determined by a survey conducted by LRITI. Respondents reported spending in 23 categories, including lodging, food, transportation, and entertainment. The total number of visitors in each

segment is listed in Table 1. A list of spending categories reported in the survey is presented in Table 2. For purposes of generating inputs to the model, the mean expenditures reported by each group for each category were weighted according to the proportion of survey respondents reporting spending in that category; this was then divided by the average number of persons per party reported by the respondents. Finally, this weighted average spend per person in each category was multiplied by the total number of visitors to the island for each group reported by the Convention and Visitors Bureau for 2019.

Output from the REMI model is then input to our own fiscal impact model in order to estimate the impact on local government revenue and expenditures.

**Table 1. Number of HHI Visitors  
By Segment (2019)**

Segment	Count
Villa Rental	755,953
Hotel	473,679
Timeshare	454,093
Second Homeowner	613,216
Non-Paying Guests	159,137
Day Trip	228,250
<b>Total Visitors</b>	<b>2,684,328</b>

The numbers reported in the following include direct, indirect, and induced impacts. Estimates are reported using the following metrics:

- *Employment* is the number of jobs or job equivalents created by economic activities resulting through direct, indirect, and induced effects from tourist expenditures.
- *Total compensation* is the aggregated impact on wages paid in Beaufort County, including fringes. This includes wages paid to workers holding jobs in the county who may reside elsewhere; likewise, it excludes wages earned by Beaufort County residents who work outside of the county.
- *Output* is the dollar value of all goods and services produced in the county per year.

**Table 2. 2019 Estimated Direct Spend by Spending Category  
(Current Dollars)**

Spending Category	HHI
Transportation (around your trip destination)	\$ 48,988,724
Lodging	\$ 437,655,947
Food-dining out	\$ 235,557,433
Food-groceries	\$ 113,488,645
Beaches	\$ -
Shopping	\$ 152,415,891
Spas	\$ 13,938,986
Golf	\$ 41,301,449
Biking	\$ 17,225,261
Parks	\$ -
Performance/visual arts	\$ 8,405,742
Festivals	\$ 8,906,406
Museum/historical tours	\$ 9,897,489
Boating/sailing	\$ 26,957,486
Nature based activities	\$ 8,958,388
Dolphin tours	\$ 11,664,801
Tennis	\$ 1,631,332
Fishing	\$ -
Sporting events	\$ -
Other cultural activities	\$ -
Other sport activities	\$ -
Other outdoor activities	\$ -
Other expenses	\$ 33,637,118
<b>Total</b>	<b>\$1,170,631,100</b>

### Impact of HHI Tourism on Beaufort County, 2019—3

- *Net local government revenue* is the revenue collected by local (county and municipal) governments from all sources, including taxes, licensing, and fees, less expenses. Detailed impact estimates for *gross* local government revenues and expenditures are presented in the Appendix.

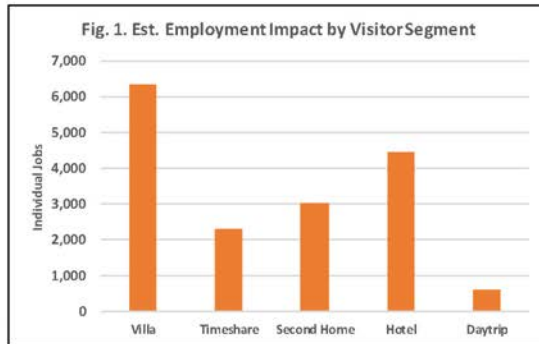
#### III. Results

Total visitation to the island in 2019 was slightly greater than 2018 by around 50,000 persons. The overall economic impact to the county from Hilton Head Island visitors was higher in 2019 relative to 2018, showing recovery from the impact of the major weather events in 2018.

Impact estimates for each visitor segment are presented in the Appendix and represented by visitor segment in Figure 1. The total output multiplier for tourist spending was estimated from the model estimates. The output multiplier is the ratio of total economic impact to direct spending for each segment. The estimated output multiplier for total Hilton Head Island tourist spending for Beaufort County by all five segments is **1.38**; this means that every dollar spent by tourists in Hilton Head increases output in the Beaufort County economy by a total of \$1.38. This is higher than that observed in 2017 and 2018 due to changes in the mix of spending reported by visitors. In order to facilitate comparison to earlier years' analyses, the following results are stated in constant 2015 dollars.

Total economic impact (output) on Beaufort County from tourist spending was approximately **\$1.5 billion** in 2019. Tourist spending generated a positive impact on net revenues (i.e., net of the impact on expenditures) to local governments in Beaufort County of approximately **\$12.9 million**, not including revenues generated by state and local ATAX and local hospitality taxes.

Including the hospitality tax, ATAX, and beach re-nourishment fee, net local revenue is estimated to have been impacted by **\$32.9 million**. Using this impact to estimate the return on tax investment (ROI), given the \$2.07 million spent on destination marketing in 2019, yields an estimated return of **\$15.90** in



local government revenue for every dollar spent by the DMO.

#### IV. Conclusion

As visitors to the island bring their income with them to spend during their visit, they create a net inflow of funds to the region that generates income to local businesses and households. In this way, tourism is a true export industry. The **16,654** jobs that comprise the estimated total employment impact generated by Hilton Head Island tourists in 2019 represent **14.7 percent** of all jobs in Beaufort County.<sup>1</sup>

<sup>1</sup> Total employment in Beaufort County, South Carolina was 113,001 according to the Bureau of Economic Analysis (BEA), Table CAINC4, in 2018, the most recent year for which data are available.

### Impact of HHI Tourism on Beaufort County, 2019—4

#### Appendix

Table A1. Villa - Estimated Economic Impact (Beaufort County)

Category	Units	2019
Total Employment	Individuals (Jobs)	6,342
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 192,986
Output	Thousands of Fixed (2015) Dollars	\$ 634,473

Table A2. Timeshare - Estimated Economic Impact (Beaufort County)

Category	Units	2019
Total Employment	Individuals (Jobs)	2,300
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 66,932
Output	Thousands of Fixed (2015) Dollars	\$ 206,440

Table A3. Second Homeowner & Guests - Estimated Economic Impact (Beaufort County)

Category	Units	2019
Total Employment	Individuals (Jobs)	3,021
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 84,210
Output	Thousands of Fixed (2015) Dollars	\$ 239,658

Table A4. Hotel Visitors - Estimated Economic Impact (Beaufort County)

Category	Units	2019
Total Employment	Individuals (Jobs)	4,436
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 124,706
Output	Thousands of Fixed (2015) Dollars	\$ 388,900

Table A5. Daytrippers - Estimated Economic Impact (Beaufort County)

Category	Units	2019
Total Employment	Individuals (Jobs)	580
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 15,875
Output	Thousands of Fixed (2015) Dollars	\$ 44,579

Impact of HHI Tourism on Beaufort County, 2019—5

Table A6. Total, All Segments - Estimated Economic Impact (Beaufort County)

Category	Units	2019
Total Employment	Individuals (Jobs)	16,654
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 487,197
Output	Thousands of Fixed (2015) Dollars	\$ 1,511,241
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$ 12,925
Net Local Gov Rev incl ATAX/HTAX*	Thousands of Fixed (2015) Dollars	\$ 32,917

\* Local portion of ATAX includes beach renourishment fee plus portion of state ATAX returned to DMO

Impact of HHI Tourism on Beaufort County, 2019—6

Table A7. Est. Local Gross Revenue Impact (\$1000s), Beaufort County

Category	Revenue Type	2019
Charges	Air Transportation	\$ 614.6
Federal Intergovernmental	Air Transportation	\$ 198.4
Tax	Alcoholic Bev Sales	\$ 38.1
Charges	All Other	\$ 246.4
Federal Intergovernmental	All Other	\$ 46.8
State Intergovernmental	All Other	\$ 162.7
Tax	Amusements Lic	\$ 0.4
Intergovernmental to State	Correctional Institutions	\$ 0.4
Tax	Death and Gift	\$ 0.1
Tax	Documentary and Stock Transfer	\$ 11.3
Misc	Donations from Private Sources	\$ 24.8
Employee Retirement	Earnings on Investments (calculated)	\$ 5.8
Federal Intergovernmental	Education	\$ 2.7
State Intergovernmental	Education	\$ 3,672.0
Revenue	Electric Utilities	\$ 1,958.8
Federal Intergovernmental	Electric Utilities	\$ 2.0
Intergovernmental to State	Electric Utilities	\$ 1.5
Intergovernmental to State	Elementary-Secondary Ed	\$ 9.6
Charges	Elementary-Secondary Ed - Other	\$ 128.0
Charges	Elementary-Secondary Sch Lunch	\$ 74.9
Charges	Elem-Sec Ed Tuition and Transportation	\$ 9.3
Misc	Fines and Forfeits	\$ 90.7
Employee Retirement	From Other Governments	\$ 0.1
Revenue	Gas Utilities	\$ 773.1
Intergovernmental to State	General - Other	\$ 6.6
Federal Intergovernmental	General Local Gov Support	\$ 7.4
State Intergovernmental	General Local Gov Support	\$ 213.7
Misc	General Rev, NEC	\$ 409.3
Tax	General Sales/Gross Rcpts	\$ 1,059.0
Intergovernmental to State	Health - Other	\$ 5.6

Impact of HHI Tourism on Beaufort County, 2019—7

Table A7. (cont'd) Est. Local Gross Revenue Impact (\$1000s), Beaufort County

Category	Revenue Type	2019
Federal Intergovernmental	Health and Hospitals	\$ 135.2
State Intergovernmental	Health and Hospitals	\$ 119.7
Federal Intergovernmental	Highways	\$ 8.9
State Intergovernmental	Highways	\$ 51.0
Charges	Hospital Public	\$ 9,858.0
Charges	Housing and Community Dev	\$ 24.2
Federal Intergovernmental	Housing and Community Dev	\$ 212.2
State Intergovernmental	Housing and Community Dev	\$ 16.9
Misc	Interest Earnings	\$ 464.4
Intergovernmental to State	Judicial and Legal Serv	\$ 5.1
Intergovernmental to State	Libraries	\$ 0.1
Employee Retirement	Local Empl Contribution	\$ 0.1
Charges	Misc Commercial Activities	\$ 6.3
Tax	Motor Vehicle Lic	\$ 293.2
Federal Intergovernmental	Natural Resources	\$ 23.3
Charges	Natural Resources - Other	\$ 2.9
Tax	Occupation/Business Lic	\$ 1,202.6
Intergovernmental to State	Other Higher Ed	\$ 0.0
Tax	Other Licenses	\$ 49.2
Tax	Other Selective Sales	\$ 583.6
Charges	Parking Facilities	\$ 27.6
Charges	Parks and Rec	\$ 35.9
Tax	Property	\$ 3,032.2
Tax	Public Utilities Sales	\$ 222.0
Tax	Public Utility Lic	\$ 228.5
Federal Intergovernmental	Public Welfare	\$ 7.8
State Intergovernmental	Public Welfare	\$ 11.8
Intergovernmental to State	Public Welfare	\$ 1.8
Charges	Regular Highways	\$ 35.0
Intergovernmental to State	Regular Highways	\$ 0.9

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Impact of HHI Tourism on Beaufort County, 2019—8

Table A7. (cont'd) Est. Local Gross Revenue Impact (\$1000s), Beaufort County

Category	Revenue Type	2019
Misc	Rents	\$ 40.1
Misc	Sale of Property	\$ 194.7
Charges	Sea and Inland Port Facilities	\$ 5.8
Charges	Sewerage	\$ 2,083.7
Federal Intergovernmental	Sewerage	\$ 103.5
State Intergovernmental	Sewerage	\$ 32.9
Intergovernmental to State	Sewerage	\$ 0.1
Charges	Solid Waste Mgt	\$ 920.1
Misc	Special Assessments	\$ 19.9
Tax	Tax, NEC	\$ 534.0
Revenue	Transit Utilities	\$ 38.9
Federal Intergovernmental	Transit Utilities	\$ 67.4
State Intergovernmental	Transit Utilities	\$ 60.7
Revenue	Water Utilities	\$ 1,952.1
Federal Intergovernmental	Water Utilities	\$ 38.9
State Intergovernmental	Water Utilities	\$ 64.6
Intergovernmental to State	Water Utilities	\$ 0.2
Tax	ATAX (Local + Beach Renourishment)	\$ 11,220.2
Tax	ATAX (DMO share of State)	\$ 2,799.0
Tax	HTAX	\$ 4,217.6
Tax	Recreation Tax	\$ 1,755.9
<b>Total</b>		<b>\$ 52,585.1</b>

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Impact of HHI Tourism on Beaufort County, 2019—9

Table A8. Est. Local Expenditure Impact (\$1000s), Beaufort County

Category	Expenditure Type	2019
Current Ops	Air Transportation	\$ 60.3
Construction	Air Transportation	\$ -
Other Capital Outlay	Air Transportation	\$ 2.3
Employee Retirement	Benefit Pmts	\$ -
Current Ops	Central Staff Serv	\$ 219.9
Construction	Central Staff Serv	\$ -
Other Capital Outlay	Central Staff Serv	\$ 3.6
Current Ops	Correctional Institutions	\$ -
Construction	Correctional Institutions	\$ -
Other Capital Outlay	Correctional Institutions	\$ -
Current Ops	Corrections - Other	\$ -
Other Capital Outlay	Corrections - Other	\$ -
Current Ops	Electric Utilities	\$ 411.5
Construction	Electric Utilities	\$ -
Other Capital Outlay	Electric Utilities	\$ 2.3
Interest on Debt	Electric Utilities	\$ -
Current Ops	Elementary-Secondary Ed	\$ 5,555.7
Construction	Elementary-Secondary Ed	\$ -
Other Capital Outlay	Elementary-Secondary Ed	\$ 282.6
Current Ops	Financial Admin	\$ 200.5
Construction	Financial Admin	\$ -
Other Capital Outlay	Financial Admin	\$ 2.3
Current Ops	Gas Utilities	\$ 178.1
Construction	Gas Utilities	\$ -
Other Capital Outlay	Gas Utilities	\$ 3.1
Interest on Debt	Gas Utilities	\$ -
Interest on Debt	General	\$ -
Current Ops	General - Other	\$ 268.0
Construction	General - Other	\$ 58.4
Other Capital Outlay	General - Other	\$ 72.8

Impact of HHI Tourism on Beaufort County, 2019—10

Table A8. (cont'd) Est. Local Expenditure Impact (\$1000s), Beaufort County

Category	Expenditure Type	2019
Current Ops	General Public Bldgs	\$ 81.1
Construction	General Public Bldgs	\$ -
Other Capital Outlay	General Public Bldgs	\$ 23.0
Current Ops	Health - Other	\$ 139.3
Construction	Health - Other	\$ -
Other Capital Outlay	Health - Other	\$ 6.3
Current Ops	Hospitals	\$ 2,846.7
Construction	Hospitals	\$ -
Other Capital Outlay	Hospitals	\$ 120.5
Current Ops	Housing and Community Dev	\$ 246.4
Construction	Housing and Community Dev	\$ 32.4
Other Capital Outlay	Housing and Community Dev	\$ 4.3
Current Ops	Judicial and Legal Serv	\$ -
Construction	Judicial and Legal Serv	\$ -
Other Capital Outlay	Judicial and Legal Serv	\$ -
Current Ops	Libraries	\$ 96.2
Construction	Libraries	\$ -
Other Capital Outlay	Libraries	\$ 2.0
Current Ops	Local Fire Protection	\$ 340.1
Construction	Local Fire Protection	\$ -
Other Capital Outlay	Local Fire Protection	\$ 19.2
Current Ops	Misc Commercial Activities, NEC	\$ 4.1
Construction	Misc Commercial Activities, NEC	\$ -
Other Capital Outlay	Misc Commercial Activities, NEC	\$ 0.1
Current Ops	Natural Resources - Other	\$ 10.9
Construction	Natural Resources - Other	\$ -
Other Capital Outlay	Natural Resources - Other	\$ 5.9
Current Ops	Parking Facilities	\$ 11.9
Construction	Parking Facilities	\$ 0.5
Other Capital Outlay	Parking Facilities	\$ 0.8

Impact of HHI Tourism on Beaufort County, 2019—11

Table A8. (cont'd) Est. Local Expenditure Impact (\$1000s), Beaufort County

Category	Expenditure Type	2019
Current Ops	Parks and Rec	\$ 205.6
Construction	Parks and Rec	\$ -
Other Capital Outlay	Parks and Rec	\$ 42.9
Current Ops	Police Protection	\$ 670.0
Construction	Police Protection	\$ -
Other Capital Outlay	Police Protection	\$ 35.7
Current Ops	Protective Inspection and Reg NEC	\$ 35.2
Construction	Protective Inspection and Reg NEC	\$ -
Other Capital Outlay	Protective Inspection and Reg NEC	\$ 2.0
Assistance & Subsidies	Public Welfare - Fed Categorical Assistance Progs	\$ 0.3
Current Ops	Public Welfare - Other	\$ 30.3
Construction	Public Welfare - Other	\$ 0.2
Other Capital Outlay	Public Welfare - Other	\$ 0.1
Current Ops	Public Welfare - Vendor Pmts for Medical Care	\$ 0.7
Current Ops	Public Welfare Institutions	\$ 24.7
Construction	Public Welfare Institutions	\$ -
Other Capital Outlay	Public Welfare Institutions	\$ 0.1
Current Ops	Regular Highways	\$ 179.2
Construction	Regular Highways	\$ 174.4
Other Capital Outlay	Regular Highways	\$ 32.4
Current Ops	Sea and Inland Port Facilities	\$ 4.5
Construction	Sea and Inland Port Facilities	\$ -
Other Capital Outlay	Sea and Inland Port Facilities	\$ 0.0
Current Ops	Sewerage	\$ 358.8
Construction	Sewerage	\$ 136.3
Other Capital Outlay	Sewerage	\$ 16.1
Current Ops	Solid Waste Mgt	\$ 250.8
Construction	Solid Waste Mgt	\$ -
Other Capital Outlay	Solid Waste Mgt	\$ 23.9
Salaries and Wages	Total	\$ 5,649.6

Impact of HHI Tourism on Beaufort County, 2019—12

Table A8. (cont'd) Est. Local Expenditure Impact (\$1000s), Beaufort County

Category	Expenditure Type	2019
Current Ops	Transit Utilities	\$ 62.0
Construction	Transit Utilities	\$ -
Other Capital Outlay	Transit Utilities	\$ 7.0
Interest on Debt	Transit Utilities	\$ -
Current Ops	Water Utilities	\$ 383.7
Construction	Water Utilities	\$ -
Other Capital Outlay	Water Utilities	\$ 27.9
Interest on Debt	Water Utilities	\$ -
Employee Retirement	Withdrawals	\$ 0.0
<b>Total</b>		<b>\$ 19,667.8</b>



# 2019 DIGITAL & SOCIAL MARKETING RECAP





### HILTON HEAD ISLAND PROPER

#### SEARCH INTEREST

- In 2019, Search interest was up 5% vs PY. Demand spiked in June, September, and December. The June search trend was related to 4th of July searches, while the September search trend was related to Hurricane Dorian. December's search interest was about Christmas and New Year's events.
- Outside of South Carolina, the top Brand interest markets are consistent with PY. Georgia, North Carolina, Ohio, and West Virginia were the top search markets.
- Top terms used to search for Hilton Head Island were hilton head, hilton head island, daufuskie island, hilton head south carolina, hilton head sc, hilton head resorts, hilton head golf courses, hilton head golf packages, things to do in hilton head, and may river golf club.

2018      2019

2019: +5% YoY

2018      2019

Dec 31, 2018    Mar 11, 2019    May 20, 2019    Jul 29, 2019    Oct 7, 2019    Dec 16, 2019  
Feb 4, 2019    Apr 15, 2019    Jun 24, 2019    Sep 2, 2019    Nov 11, 2019

HILTON HEAD ISLAND  
South Carolina

### HILTON HEAD ISLAND GOLF

#### SEARCH INTEREST

- In 2019, Search interest for Hilton Head golf courses was up 19% vs PY.
- Outside of South Carolina, the top Brand interest markets were North Carolina, Georgia, Ohio, and New York.
- Top terms used to search for Hilton Head Island were hilton head golf courses, hilton head golf packages, may river golf club, hilton head golf, harbour town golf links, golf hilton head, hilton head island golf courses, robbers row golf, golf courses in hilton head, and hilton head island golf.

2018      2019

2019: +19% YoY

2018      2019

Dec 31, 2018    Mar 11, 2019    May 20, 2019    Jul 29, 2019    Oct 7, 2019    Dec 16, 2019  
Feb 4, 2019    Apr 15, 2019    Jun 24, 2019    Sep 2, 2019    Nov 11, 2019

HILTON HEAD ISLAND  
South Carolina

### HILTON HEAD ISLAND BLUFFTON

#### SEARCH INTEREST

- In 2019, Search interest was up 16% vs PY. Outside of South Carolina, the top Brand interest markets were North Carolina, Georgia, Connecticut, and Tennessee.
- Top terms used to search for Hilton Head Island were bluffton sc, bluffton south carolina, things to do in bluffton sc, bluffton events, bluffton farmers market, bluffton sc events, bluffton sc upcoming events, bluffton, and old town bluffton.

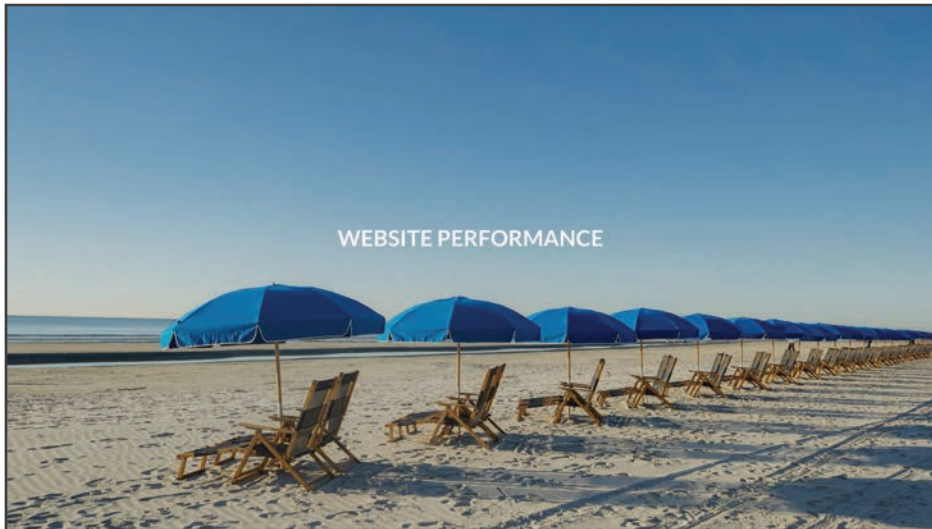
2018      2019

2019: +16% YoY

2018      2019

Dec 31, 2018    Mar 11, 2019    May 20, 2019    Jul 29, 2019    Oct 7, 2019    Dec 16, 2019  
Feb 4, 2019    Apr 15, 2019    Jun 24, 2019    Sep 2, 2019    Nov 11, 2019

HILTON HEAD ISLAND  
South Carolina

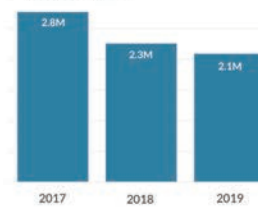


## HILTON HEAD ISLAND PROPER

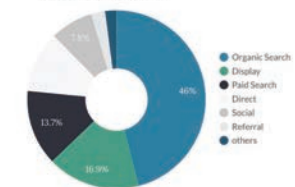
### TOTAL WEBSITE VISITATION

- In 2019, there were 2.1M visits to the hiltonheadisland.org website. Search traffic (organic and paid) contributed a major share of traffic to the website (60%). The decline in traffic, compared to the previous year was contributed by a decrease in paid spend.
- The share of tablet traffic increased 4pts, with desktop traffic down 4pts, and mobile traffic remaining flat at 53%.

Website Visitors

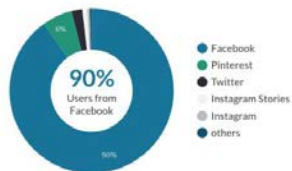


Visitors by Channel



## HILTON HEAD ISLAND

### SOCIAL TRAFFIC



- Facebook is the key driver for the majority of the social traffic to the website, accounting for 90% of the social sessions.
- The volume of traffic from Instagram is lower in comparison to Facebook, although users from Instagram have a higher average sessions duration once they land on the website. On average, users spend about one additional minute in comparison to Facebook. The bounce rate for Instagram is lower than other social channels and users are more likely to click on partner listings.

### Social Traffic Engagement

Social Network	Users	% Δ	Sessions	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
1. Facebook	113,819	-9.0% ↓	140,346	-12.5% ↓	1.38	-0.7% ↓	00:00:45	5.4% ↑
2. Pinterest	7,585	-22.2% ↓	9,712	-15.0% ↓	1.65	-2.9% ↓	00:01:05	-1.4% ↓
3. Twitter	2,684	-38.6% ↓	3,714	-49.7% ↓	1.37	-1.1% ↓	00:00:49	2.7% ↑
4. Instagram Stories	1,204	-55.8% ↓	1,274	-55.9% ↓	1.3	-18.2% ↓	00:00:33	-37.0% ↓
5. Instagram	619	-77.4% ↓	657	-76.7% ↓	2.14	43.1% ↑	00:01:36	167.3% ↑



## HILTON HEAD ISLAND PROPER

### PAGE PERFORMANCE

- The HHI Escapes page is the most popular page visited, aside from the expected homepage. The HHI Escapes page went live Mar 16, 2018. Looking at Mar 16-Dec 15 YoY, there is a 56% page view increase. Display, Organic Search and Social are all contributing to the large increase in page views.
- The Golf page has an increase of 20% in pageviews YoY. Users are spending more time on the page in comparison to last year with a lower bounce rate indicating a higher level of quality traffic viewing the page.

### Top Pages

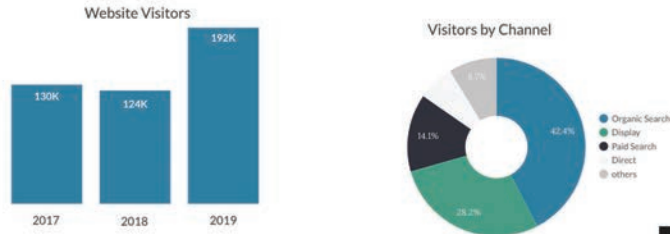
Page	Pageviews	% Δ	Avg. Time on Page	% Δ	Bounce Rate	% Δ
1. /	404,846	-36.5% ↓	00:01:29	9.8%	40.01%	-7.1% ↓
2. /offers/hilton-head-island-escapes	220,138	63.9%	00:03:53	-11.9% ↓	74.17%	-0.1% ↓
3. /see-do	189,952	18.0%	00:01:19	4.9%	45.33%	3.1%
4. /2019-awards-best-awards	163,259	-	00:03:26	-	83.04%	-
5. /events	150,300	-14.2% ↓	00:01:31	10.2%	39.3%	21.0%
6. /stay/hotels-lux-resorts	70,013	-24.6% ↓	00:04:28	-2.1% ↓	51.25%	-9.5% ↓
7. /hond-natl-traveler-readers-choice2019	63,634	-	00:03:01	-	88.72%	-
8. /golf	61,204	-41.7% ↓	00:00:38	-7.4% ↓	32.37%	-40.9% ↓
9. /food-drink/restaurants	58,960	-10.0% ↓	00:04:26	-1.3% ↓	59.98%	7.3%
10. /dineable	54,599	2.8%	00:02:07	19.5%	47.1%	-1.6% ↓



## HILTON HEAD ISLAND GOLF

### TOTAL WEBSITE VISITATION

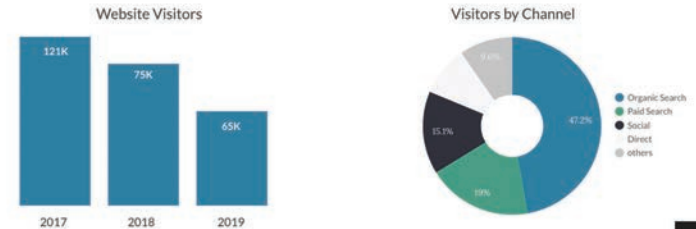
- In 2019, there were 192K visits to the golf website, an increase of 56% vs the previous year. The growth in traffic was primarily driven by paid display campaigns, social referrals, and organic search interest. Paid display campaigns resulted in 300% increase in traffic over the PY.
- The golf site saw an increase in tablet usage, with tablet usage growing in share of website traffic by +12pts vs PY. The share of mobile and desktop is down -10 points, and -2pts, respectively.
- Similar to the main website, search remains one of the most important sources of traffic. A combination of paid and organic search traffic drove 56.5% of all traffic.



## HILTON HEAD ISLAND BLUFFTON

### TOTAL WEBSITE VISITATION

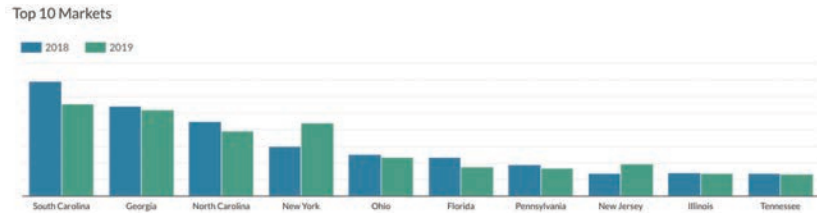
- There have been 65K visits to the Bluffton sections of the website, predominantly by search traffic (organic and paid). Traffic is down 13% vs PY, driven by all traffic sources, but the biggest decline came as a result of a decrease in paid traffic.
- The share of tablet traffic increased +5pts, with desktop and mobile traffic seeing smaller shares.
- Organic and paid search drive the majority of traffic to the site, accounting for over 66% of traffic.



## HILTON HEAD ISLAND PROPER

### DMAs

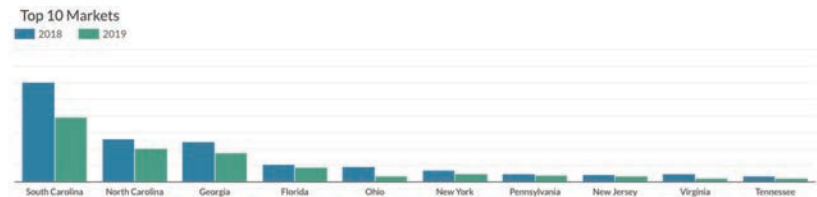
- In 2019, the top 10 DMA traffic remained fairly steady compared to the PY. The top 10 DMAs drive 70% of all traffic to the website. New York and New Jersey had the top growth YoY, with 48%, and 40% increases vs PY, respectively. Florida traffic saw the largest decline.



## HILTON HEAD ISLAND BLUFFTON

### DMAs

- In 2019, the top 10 DMA traffic declined by 30% compared to the PY. The top 10 DMAs drive 82% of all traffic to the website. South Carolina and North Carolina are the top DMAs, indicating that Bluffton content appeals most to users after they arrive to the destination.



## HILTON HEAD ISLAND GOLF

### DMAs

- The top 10 DMA traffic increased 61% compared to the PY. The top 10 DMAs drive 67% of all traffic to the website. New York and New Jersey drove the largest increases.

#### Top 10 Markets

■ 2018 ■ 2019

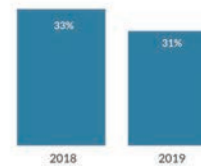


## HILTON HEAD ISLAND PROPER

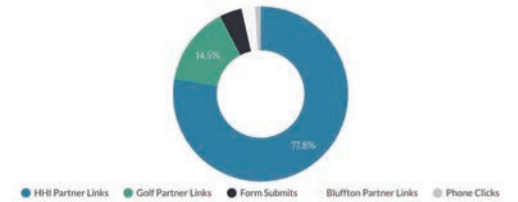
### CONVERSION RATE OVERVIEW

- HHI drove 650K conversions, down -12% vs the PY, for a conversion rate of 31%, down -2 pts vs the PY.
- There were several factors impacting conversion volume this year, such as a decrease of paid media budget and inclement weather events, such as Hurricane Dorian.
- The majority of conversions are outgoing links to partners. Golf and Bluffton account for 17% of conversions. Form Submits and Click to Call actions drove 5%.

#### Conversion Rate



#### Conversion Breakdown

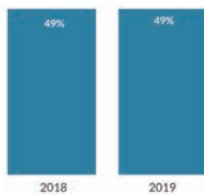


## HILTON HEAD ISLAND GOLF

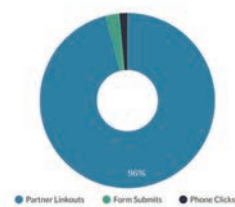
### CONVERSION RATE OVERVIEW

- In 2019, the HHI Golf conversion rate was flat compared to the previous year, with a 49% conversion rate.
- 96% of conversions were Outgoing Partner Links.

#### Conversion Rate



#### Conversion Breakdown

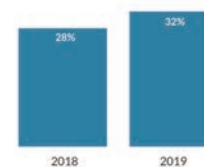


## HILTON HEAD ISLAND BLUFFTON

### CONVERSION RATE OVERVIEW

- In 2019, the HHI Bluffton conversion rate was up +4ppts compared to the previous year.
- The majority of conversions were Outgoing Partner Links (93%).
- There were also 472 phone clicks and 539 form submits.

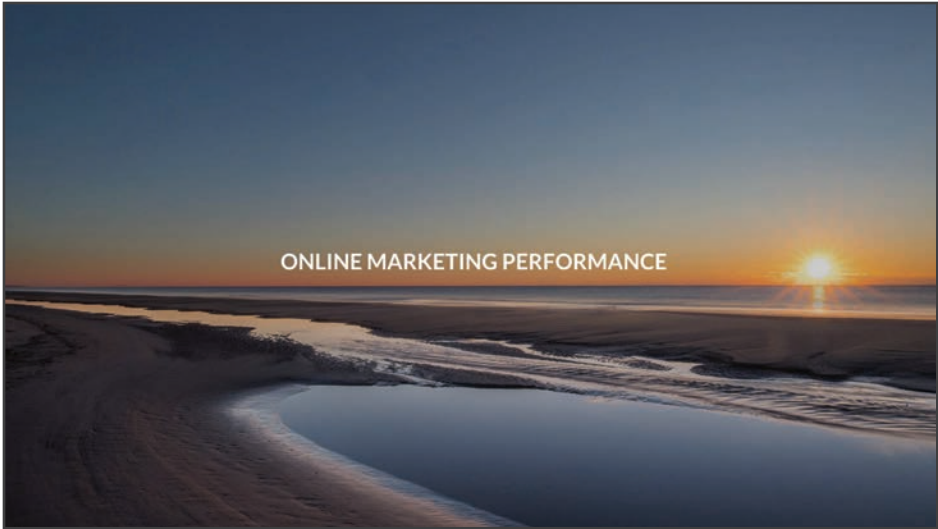
#### Conversion Rate



#### Conversion Breakdown







### HILTON HEAD ISLAND PROPER

#### GOOGLE PAID METRICS

- The cost per click was reduced by 9% vs PY allowing for more clicks for less spend. While there was less ad spend in 2019, Google Ads brought over 400K users to the website and drove over 71K goal completions.
- December of 2019 was the top month for website traffic from Google Ads, surpassing December 2018 for visits.



**121K Conversions**  
(Down -49% vs 2018)

**\$2.72 Cost/Conv**  
(Up 28% vs 2018)



### HILTON HEAD ISLAND GOLF

#### GOOGLE PAID METRICS

- From 2018 to 2019 the cost per click remained consistent with a 1% decrease. The overall ad spend was increased by 18% YoY, with a corresponding 19% growth in ad clicks and 5K more sessions from 2018.
- 35K people visited the golf pages from Google Ads in 2019, with July as the top month for traffic.



**186K Conversions**  
(Up +9% vs 2018)

**\$2.42 Cost/Conv**  
(Up 7% vs 2018)



### HILTON HEAD ISLAND BLUFFTON

#### GOOGLE PAID METRICS

- Google Ads for Bluffton were not in market all of 2019. As a result, spend and traffic are down year over year.
- The Search Ads in 2019 brought 16K people to the website, with October of 2019 being the most popular month for Google Ads activity.



**3.5K Conversions**  
(Down -68% vs 2018)

**\$3.71 Cost/Conv**  
(Up 7% vs 2018)



# 2019 PUBLIC RELATIONS YEAR IN REVIEW



# HILTON HEAD ISLAND PUBLIC RELATIONS 2019 RESULTS



**WEBER  
SHANDWICK  
WE SOLVE**

## BY THE NUMBERS: JAN - DEC 2019

PRINT/ONLINE	3,081 STORIES	TOTAL	3,751 STORIES
	6,630,391,993 IMPRESSIONS		6,900,983,718 IMPRESSIONS
	\$5,811,104.53 AD VALUE		\$21,947,349.50 AD VALUE
BROADCAST	670 STORIES		
	270,591,725 IMPRESSIONS		
	\$16,136,243.97 AD VALUE		

## COVERAGE HIGHLIGHTS

"Hilton Head may not get the same national attention as Myrtle Beach, but don't sleep on the sleepy town that boasts a flourishing food & drink scene that rivals its Savannah & Charleston neighbors."

### Aol.

Over 40 festive cocktails perfect for St. Patrick's Day

**Featured Item:** Old Cypher Factory Hilton Head Island D.C.

**Headlines:**

- 1. Celebrate St. Paddy's
- 2. Celebrate St. Paddy's
- 3. Celebrate St. Paddy's
- 4. Celebrate St. Paddy's
- 5. Celebrate St. Paddy's
- 6. Celebrate St. Paddy's
- 7. Celebrate St. Paddy's
- 8. Celebrate St. Paddy's
- 9. Celebrate St. Paddy's
- 10. Celebrate St. Paddy's

### GOLF

Travel Guide 2019

#### TOP 100 RESORTS NORTH AMERICA

Photo credit: Hilton Head Island

### Chowhound

#### Take 5: What to Eat and Drink in Hilton Head

Photo credit: Hilton Head Island

### Reader's Digest

#### 50 Most Romantic Hotels in Every State

Photo credit: Hilton Head Island

### Forbes

#### TRAVEL GUIDE

When To Travel In April

Photo credit: Hilton Head Island

## COVERAGE HIGHLIGHTS

### Credit Traveler

#### Daufuskie Is a Laid-Back Island With No Stoplights

Photo credit: Hilton Head Island

### Credit Traveler

#### Why You Should Visit Hilton Head Island in the Fall

Photo credit: Hilton Head Island

### TRAVEL+LEISURE

#### The Best Weekend Road Trips to Take This Summer

Atlanta, Georgia to Bluffton, South Carolina

Photo credit: Hilton Head Island

### Forbes

#### The Top 10 Home Rental Locations For The July 4th Holiday

Photo credit: Hilton Head Island

### family VACATION

#### 9 Best Family Spring Break Vacations for 2019

Photo credit: Hilton Head Island

"Just off the coast of South Carolina and Georgia is a 12-mile-long, 5-mile-wide island featuring 14 miles of sandy beaches, 20 world-class golf courses and more than 100 miles of bike paths. This is the place to wile away your days in peace and quiet during your spring break family vacation."

# COVERAGE HIGHLIGHTS

"Although Charleston, South Carolina is a beautiful and well-known wedding destination, Hilton Head Island brings that same southern charm with a more unique, off-the-beaten-path twist. There's something for every type of couple and budget."

## THE ZOE REPORT

6 Unexpected Destination Wedding Locations That Are Non-Cliché In The Best Way

Hilton Head Island, South Carolina



"Although Charleston, South Carolina is a beautiful and well-known wedding destination, Hilton Head Island brings that same southern charm with a more unique, off-the-beaten-path twist. There's something for every type of couple and budget."

Some of the island's clearest assets include the ocean, beach, historic properties, compatible with most-liked bars and a renowned position for water-view hospitals. The Palmetto Beach Golf Club, where brides and grooms can exchange elegant wedding vows, and the Four Seasons Resort Hilton Head for an all-inclusive celebration where friends and family can spend the weekend in their own homes.

**AMICA:**  
best travel destinations in the states for beauty lovers

**Hilton Head Island, South Carolina**  
One of a Beach Island's South Sea Islands, Hilton Head Island, South Carolina, is a beautiful and well-known wedding destination. Hilton Head Island brings that same southern charm with a more unique, off-the-beaten-path twist. There's something for every type of couple and budget."

**Hilton Head Health named Best Wellness Retreat / Resort**

Hilton Head Health is nationally recognized as the leading health and wellness resort in the Southeast. Hilton Head Health's award-winning fitness program provides a holistic weight loss approach that includes healthy eating, strength training, and cardiovascular exercise. Hilton Head Health's award-winning fitness program provides a holistic weight loss approach that includes healthy eating, strength training, and cardiovascular exercise.

**BRIT+CO**  
North America's 8 Best Island Escapes

**Hilton Head Island, SC** Consistently making top 10 lists as one of America's most beautiful, Hilton Head Island, South Carolina, is a beautiful and well-known wedding destination. Hilton Head Island brings that same southern charm with a more unique, off-the-beaten-path twist. There's something for every type of couple and budget."

**Southern Living**  
The South's Best Winners 2019

The South's Best Beach Towns: Hilton Head Island, South Carolina. Hilton Head Island, South Carolina, is a beautiful and well-known wedding destination. Hilton Head Island brings that same southern charm with a more unique, off-the-beaten-path twist. There's something for every type of couple and budget."

# HHI IN THE NEWS

**tripadvisor**  
Hilton Head Island, South Carolina



**Forbes**  
75 Best Travel Deals For Black Friday, Cyber Monday And Travel Tuesday

Montage Palmetto Bluff - Bluffton, South Carolina

For a vacation full of southern charm and picturesque nature experiences, head to Montage Palmetto Bluff located in the Lowcountry of South Carolina. The Deal: Guests can receive a free third night when booking any cottage, guest house or inn suite. The Details: Book on Cyber Monday for stays between Nov. 20 to Mar. 31, 2020.

**The Washington Post**  
Travel deals: A sale on Spain's Camino de Santiago and biking in South Carolina

With Great Bike Tours, save \$200 on two departures of its South Carolina Bike & Boat Tour. The six-day adventure from Hilton Head to Charleston starts at \$2,695 per person double and includes five nights' lodging in Hilton Head, Beaufort and Charleston; 10 meals; bikes; full van support and three guides; water transport; activities, such as a storytelling performance about the Gullah-Geechee culture; and taxes. Depart April 21 or 28. Info: 802-777-2099, greatbiketours.com.

**FOOD & WINE**  
These Are the 50 Most Kid-Friendly Restaurants in America, According to OpenTable

35. Old Oyster Factory - Hilton Head Island, South Carolina  
40. Skull Creek Dockside Restaurant - Hilton Head, South Carolina

**COSMOPOLITAN**  
Justin Bieber and Hailey Baldwin's Wedding Was Last Night, and the Pics Are Unreal

The Bieber wedding is being held at Palmetto Bluff, a private South Carolina hotel that Austin and Hailey have owned ever since. A source told E! News that they "loved the property and fell in love with Palmetto Bluff and the area," and it's pretty easy to see why!

# HHI IN THE NEWS

**People**  
HGTV's 2020 Dream Home Is Officially Here! Find out Where It Is and How You Can Win It

**COUNTRY LIVING**  
23 Most Charming Beach Towns in the United States

Hilton Head Island, South Carolina

Not only can you get your golf or beach fix on the sandy shores of Hilton Head, but you can also enjoy the island's natural beauty and stroll up the scenic Skidaway Town Lighthouse, or enjoy a neighborhood walk in nearby Seaside.

**Travel**  
Weather Trends: Best Beaches for Memorial Day

**Head Network**  
Hilton Head Island, SC

What to Eat in Hilton Head, SC: The Gula-Geechee. The Gula-Geechee is a traditional Gullah-Geechee festival that celebrates the island's rich cultural heritage. It's a great way to experience the island's history and enjoy some of the best food in the South.

**TRAVEL+LEISURE**  
The World's Best Hotels and Resorts for Families

**Southern Living**  
Our Favorite Family-Friendly Resorts in South Carolina

# HHI IN THE NEWS

**CBS**  
RBC Heritage: Harbour Town Golf Links

**Head Network**  
Hilton Head Island, SC

What to Eat in Hilton Head, SC: The Gula-Geechee. The Gula-Geechee is a traditional Gullah-Geechee festival that celebrates the island's rich cultural heritage. It's a great way to experience the island's history and enjoy some of the best food in the South.

**THE GREAT FOOD TRUCK RACE**

**3RD HOUR TODAY**  
Hilton Head

"It's such a family friendly destination, you've got those beautiful beaches and golf courses, there's something for everyone"

## MEDIA VISITS

The best way to bring the destination to life for media and influencers is to have them experience it firsthand. This year, we focused on driving shoulder season travel, showcasing culinary offerings and marquee events and more.

The team strategically selected media and influencers that fit into the travel, lifestyle and culinary spaces to reach our key markets and shed light on the Island's top offerings.



## MEDIA VISITS

Throughout 2019, the team worked with top-tier lifestyle media to coordinate individual visits to the Island. The firsthand experiences paved the way for meaningful feature coverage for the destination honing in on priority pillars and key messaging.



Joey Skladany  
LUVPM: 1,211,938

**Chowhound**

Chowhound Senior Editor, Joey Skladany visited the Island in April 2019 to explore the destination's vast culinary offerings while on a road trip through Savannah, Hilton Head and Charleston.

As a result, Joey placed three stories following his visit, highlighting every stop on his customized itinerary, as well as shared his experiences on his own IG, and Chowhound's IG stories for a takeover. His firsthand experience allowed him to over deliver in his coverage, producing not one, but three stories that were cross-promoted on all Chowhound social channels. Joey later shared that his Hilton Head Island feature story digitally out-performed his Savannah and Charleston features. The trip resulted in over **30M impressions**.



Amanda Ogle  
LUVPM: Various

**TRAVEL+LEISURE**  
**VIRTUOSO**  
**OZY**

Amanda Ogle is a freelance writer, contributing to Travel + Leisure, Virtuoso, Ozy and more. She visited the island on May 7-10 and experienced first-hand the environmental wonders the destination has to offer, including the relocation of a turtle nest (which she shared on her personal IG) among other activities.

Amanda is looking to produce a turtle conservation story with one of her outlets by April of 2020.

## RESULTING MEDIA COVERAGE

**Chowhound**

**Take 5: What to Eat and Drink in Hilton Head**



Hilton Head may not get the same national attention as Myrtle Beach, but don't sleep on the sleepy town that boasts a flourishing food and drink scene that rivals its Savannah and Charleston neighbors. It's here you'll find some of the best seafood that the Deep South has to offer. Try landing itself to the concept of an "island escape." We rounded up my top five picks below, tailored to five completely different types of diners. It's the first time in this Florida boy's life when food took priority over the beach, but after a trip to the places below, you'll soon see why.

**Chowhound**

**Battle of the BBQ: Where Can You Find the Best in the South?**



It's all about the ribs, baby! Whether for someone related to an all-time ribbit, sampling the baby back ribs, or for those who love to eat ribs for a crowd. Firstly, ribs aren't exactly as much as pulled pork or brisket, but it'll never turn down a recipe that has been dubbed as "the best." And we were more than pleased with the outcome. There is a touch to these ribs that separates them from the rest of the BBQ landscape, and with a healthy complexion about the ribs to use as something, number of ribs eaten, the ribs worthy (or not) the tender meat is best, making it a chewier experience that was best about the ribs and meat about the ribs. (This is something the ribs worthy to use as a can't miss barbecue sauce straight from the bottle.)

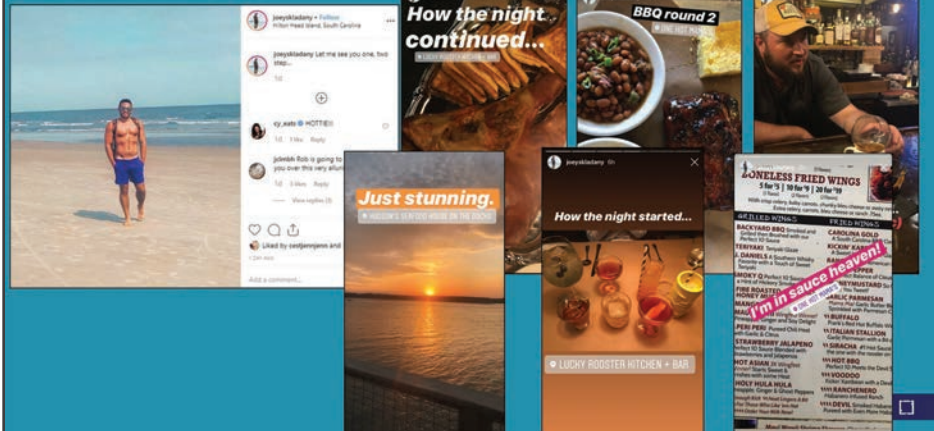
**Chowhound**

**Road Trip! The Best Bars and Restaurants in Savannah, Hilton Head, and Charleston**



The Deep South may be known for its Spanish moss, antebellum mansions, and literary way of life, but it's also home to some of the most hospitable people, cooperative history, and best food and drink in the country. There are cities that continue to thrive with the culture and Savannah, Hilton Head, and Charleston, and they're all within driving distance to one another (95 minutes from Savannah to Hilton Head and less than an hour from Hilton Head to Charleston). Such close proximity demands an epic week long culinary road trip to experience all of your, some of the cuisine and cocktails this area has to offer.

## RESULTING SOCIAL COVERAGE



## RESULTING SOCIAL COVERAGE

13

## INFLUENCER RELATIONS

In 2019, the team hosted travel and foodie influencers to share their on-island experience with their followers. Influencers drove awareness to inspire visitation during key shoulder season travel periods.

**Hungry Blonde**  
Food, Lifestyle & Wellness

Gracie Gordon of Hungry Blonde is a food, lifestyle and wellness influencer who visited Hilton Head Island in February to showcase the annual Seafood Festival through her culinary lens in exchange for accommodations, travel and access to the festival and events.

As a result, Gracie featured the Island on her Facebook, IG stories and feed, and her blog, "A Lowcountry Weekend at the Hilton Head Island Seafood Festival." Her trip resulted in a **total reach of over 334K**.

**Gracie Gordon, Hungry Blonde**  
Followers: 68K

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The Traveling Newfyweds are a married influencer travel duo. The couple visited the Island in April 2019 as part of a paid collaboration with the destination, with their furry friend, Sally in tow. Through this paid partnership, the couple showcased the activities, dining and accommodations that offer pet-friendly options for the whole family to enjoy. Their glowing review left their followers eager to check out the Island themselves.

As a result, the couple generated content that reached over **690K impressions**, which included countless IG stories, static IG posts, a **featured blog post**, as well as hi-res images for the Chamber's marketing use.

**Traveling Newfyweds, Bobby & Ally Talley**  
Followers: 85.4K

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**ASTUTE ATTIRE**

Mustafa Kacar is a menswear and men's lifestyle influencer who was set to visit the Island for Concours d'Elegance in April 2019. Due to a family emergency, Mustafa had to cancel his trip last-minute, but is hoping to have a chance to visit the Island in 2020.

**Mustafa Kacar**  
Followers: 282K

14

## INFLUENCER COVERAGE HIGHLIGHTS

15

## INFLUENCER COVERAGE HIGHLIGHTS

**Hungry Blonde**  
Food, Lifestyle & Wellness

A Lowcountry Weekend at the Hilton Head Island Seafood Festival

Last weekend I got the opportunity to be a foodie writer in my own right & I'm glad I didn't count on my own talent. I had always heard great things about Hilton Head but had never visited, and I was excited to see what it was like.

Thanks to my visit here for having me this weekend! A recap of the Hilton Head Island Seafood Festival is in the blog post on my blog: [Hungry Blonde Lowcountry Weekend at Hilton Head Island Seafood Festival](#)

Lowcountry Weekend at Hilton Head Island Seafood Festival

the shrimp slider @hiltonheadseafood

Had the best day at @bhianfoodfest!

16

## EVENT EXPERIENCES

In 2019, we kept Hilton Head Island top of mind among media and influencers by bringing a taste of the lowcountry directly to them in NYC.

It's harder than ever for media to get away from their offices and to cut through the clutter of influencer partnership opportunities. This relationship building opportunity allowed us to plant important seeds for future trips and potential coverage.

In 2019, we hosted two intimate events:

- Liquor Lab
- Golf & Body NYC



## LIQUOR LAB

On May 1, media and influencer guests experienced a step-by-step cocktail making class at Liquor Lab in SOHO led by expert mixologists. We worked with our partners at the Savannah Hilton Head International Airport as well as select local spirit companies, including Bulrish Gin, Aermoor Vodka, and Burnt Church Bourbon to quite literally bring a taste of the South to New York.

Media and influencer guests learned how to mix four cocktails featuring local spirits and inspired by #LowcountryLife accompanied by southern bites like shrimp and grits as they took in the latest news from the destination.

The team is exploring a number of leads following the event including individual visits with Elite Daily and Astute Attire and potential story inclusion with Romper and Good Housekeeping with much more to come.



ROMPER    GOOD HOUSEKEEPING    Woman'sDay    Parents

SEXBOOK OF STYLE    6 DANDY IN THE BRONX    ASTUTE ATTIRE    ELITE DAILY

**8 MEDIA & INFLUENCERS**  
**TOTAL POTENTIAL REACH:**  
**44 MILLION IMPRESSIONS**

16 □

## GOLF & BODY NYC

Increased millennial interest in golf inspired a hole-in-one themed experience featuring a simulated drive challenge set against the backdrop of the famed Harbour Town Golf Links, a putting contest and expert one-on-one instruction – all while learning what's new on Hilton Head.

Guests spanned top regional and national media targets across print, online, broadcast and social channels.

A number of leads have transpired following the Golf & Body intimate media experience. The team is exploring IPTs with top-tier regional lifestyle outlet New York Family, segment opportunities with syndicate producers from CBS Newspath, and staying top of mind with weekend producers from the Today Show for on-air mentions and much more.



CBS NEWS NEWSPATH    The New York Times    Donald Maier Traveler

family    THE GOLFER    CBS SPORTS RADIO    TODAY

By Carla Vianna    GOLFERS Digest    Drew Jessup

**8 MEDIA & INFLUENCERS**  
**TOTAL POTENTIAL REACH:**  
**62+ MILLION IMPRESSIONS**

19 □

## SPECIAL PROJECTS

To celebrate Hilton Head Island as HGTV's Dream Home 2020 location, the team began outreach to top-tier travel and lifestyle media to invite them to exclusive events in the home and around the Island. The team secured two media including People Magazine and Lonely Planet, with additional interest from Food & Wine, Robb Report and MyRecipes.



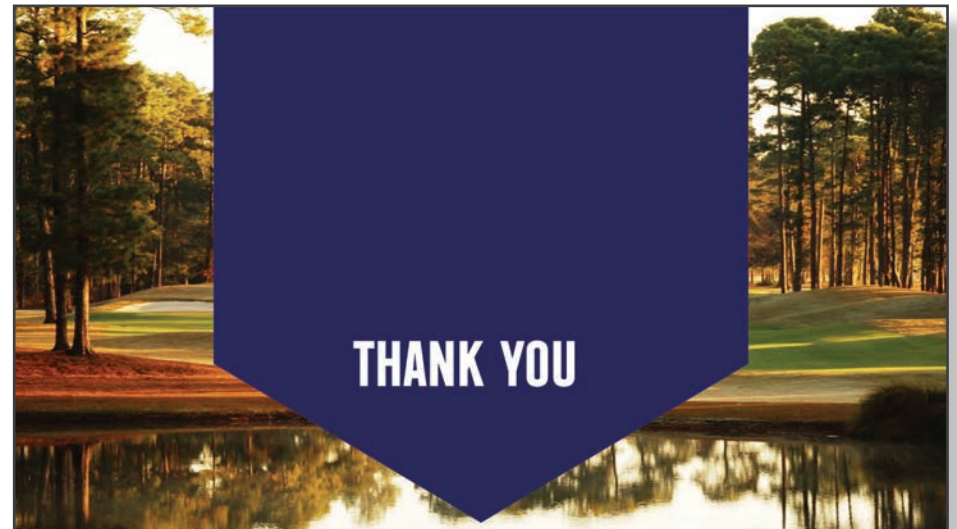
HGTV DREAM HOME

People    lonely planet

20 □

## CHEERING ON AMERICA'S #1 ISLAND

Among other top-tier accolades, including Conde Nast Traveler Readers' Choice award-winning Island, Hilton Head Island was also voted #1 Island in the Continental U.S. for four years in row (2016-2019) and #2 Island in the World in 2017 by readers of Travel + Leisure Magazine.









**HILTON HEAD ISLAND**  
*South Carolina*

HILTON HEAD ISLAND VISITOR & CONVENTION BUREAU  
PO Box 5647  
Hilton Head Island, SC 29938

(800) 523 3373 | [HiltonHeadIsland.org](http://HiltonHeadIsland.org)