

**HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE**

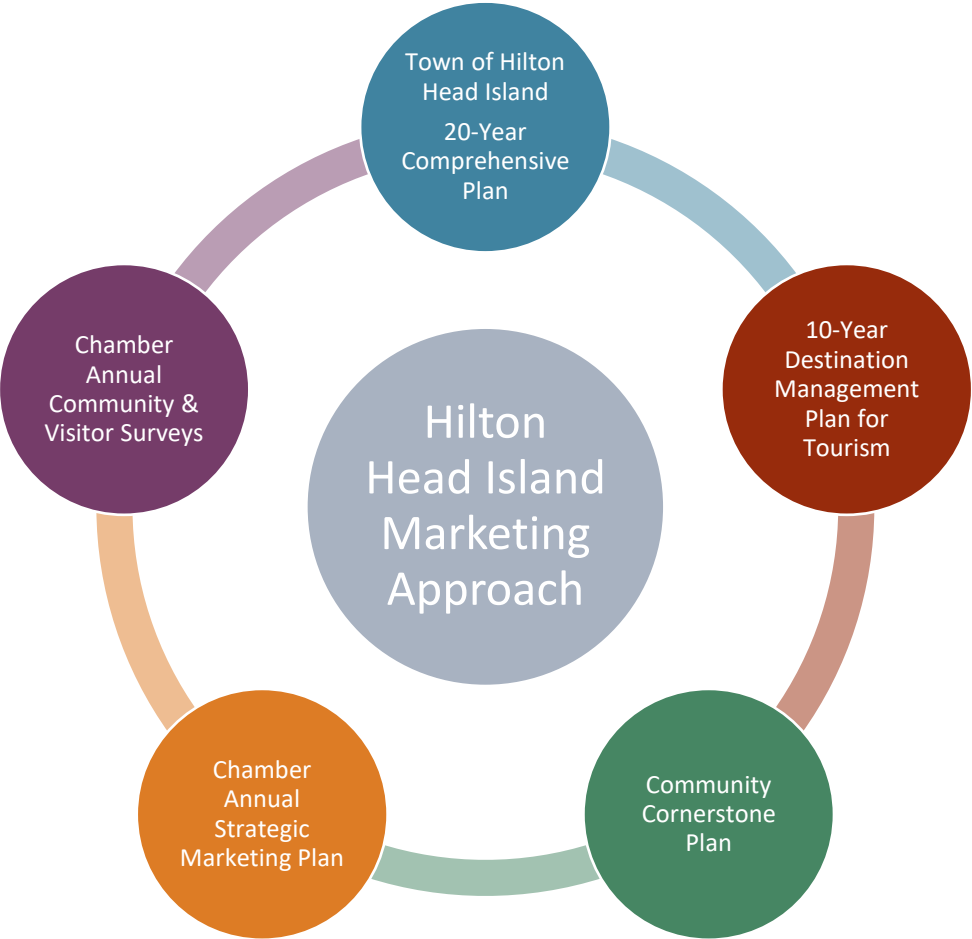
**FISCAL YEAR 2024-2025
DMO STRATEGIC MARKETING PLAN**

An aerial photograph of a coastal wetland area. In the foreground, a winding waterway flows through dense marshland with tall grasses. A wooden boardwalk or path runs along the left side of the waterway. In the background, a residential development with several houses is visible, surrounded by a thick forest of trees. The sky is clear and bright.

DMO TOURISM APPROACH

OBJECTIVES FOR TODAY

IT STARTS WITH A VISIT



VISION

A welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors.

MISSION

Stimulate the regional economy while enhancing the quality of life for all.

DESTINATION VALUES

In partnership with the town and in alignment with our community, our destination's core values support our out-marketing efforts.



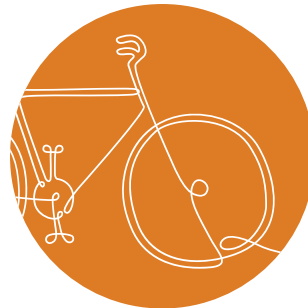
ECOTOURISM



HISTORY



ARTS & CULTURE





RECREATION




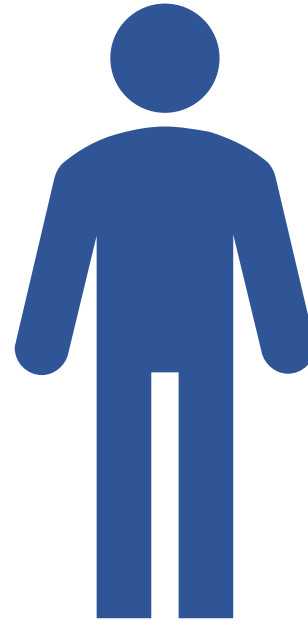
WELLNESS

OUR TARGET LEISURE TRAVELER

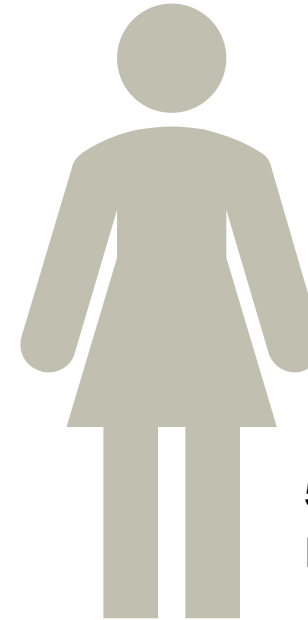
 **\$150K - \$250K+**
AFFLUENT TRAVELER

 **56.7%**
UNDERGRADUATE
DEGREE OR HIGHER

 **2- 4** TRIPS PER YEAR
7 NIGHTS AVERAGE
LENGTH OF STAY



45.7%
MALE



54.1%
FEMALE

0.3% SELF IDENTIFY **86.4%** MARRIED

DEMOGRAPHICS AND PERSONAS



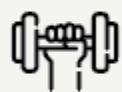
Weekenders



Families



Snowbirds



Sports
Enthusiasts



Culinary
Explorers



Wellness
Traveler



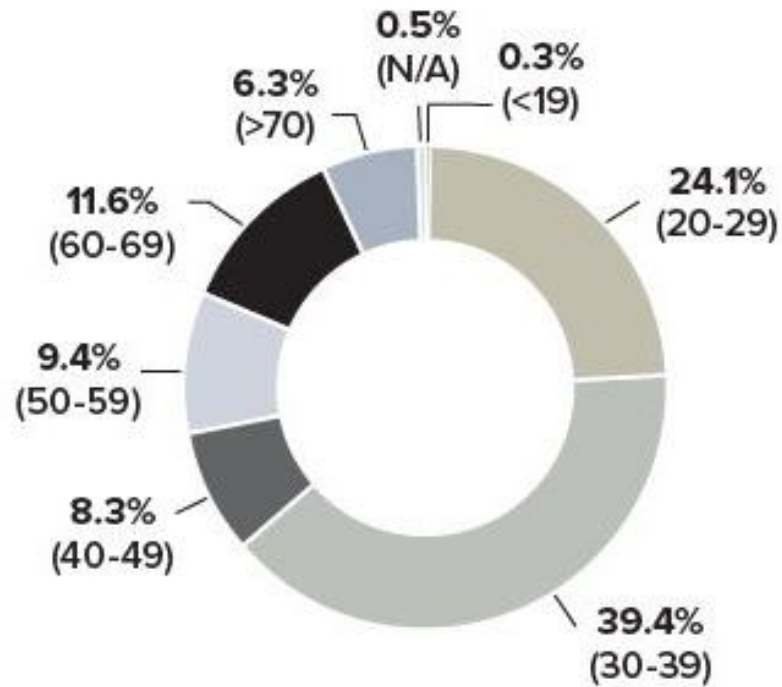
Arts, History &
Cultural Enthusiasts



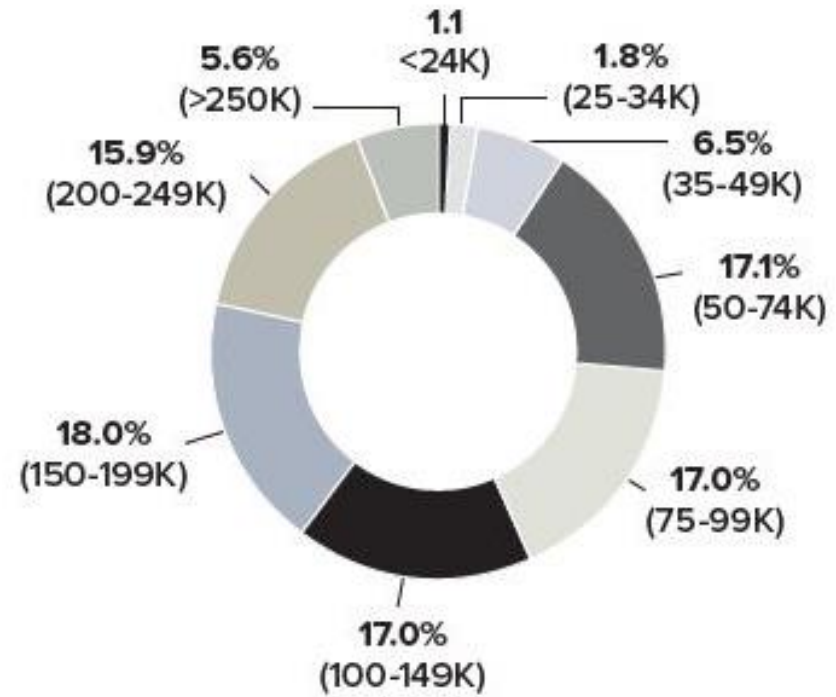
International
Travelers

OUR TARGET LEISURE TRAVELER

AGE DISTRIBUTION



HOUSEHOLD INCOME DISTRIBUTION

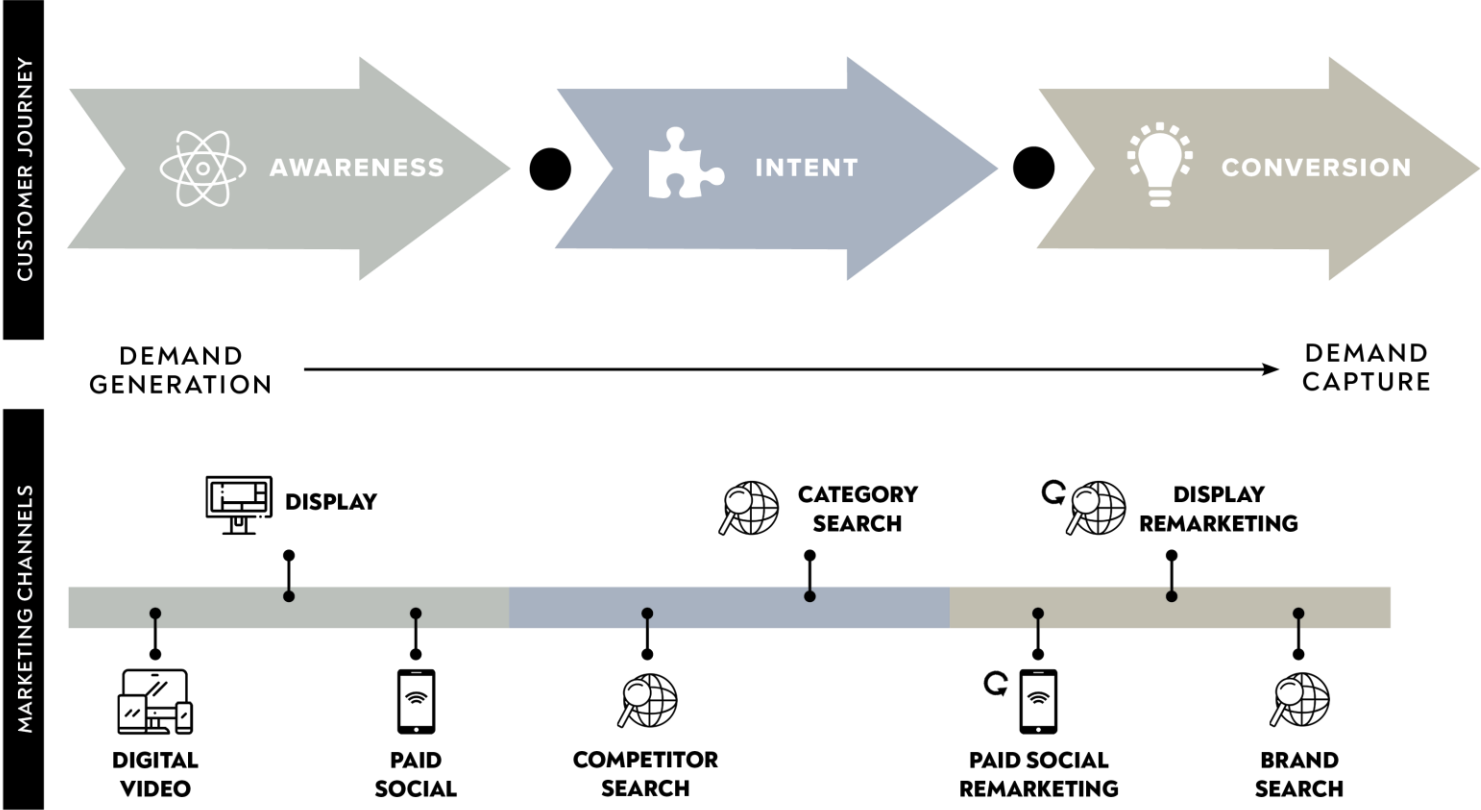


AN ALWAYS ON APPROACH



OUT-MARKETING STRATEGY

AUDIENCE TARGETING WITH DIGITAL MEDIA



An aerial photograph of a wetland area. In the foreground, a winding waterway flows through dense, green marsh vegetation. A wooden boardwalk or bridge crosses the waterway. In the background, a residential development with several houses is visible, surrounded by a thick forest of trees. The sky is a clear, light blue.

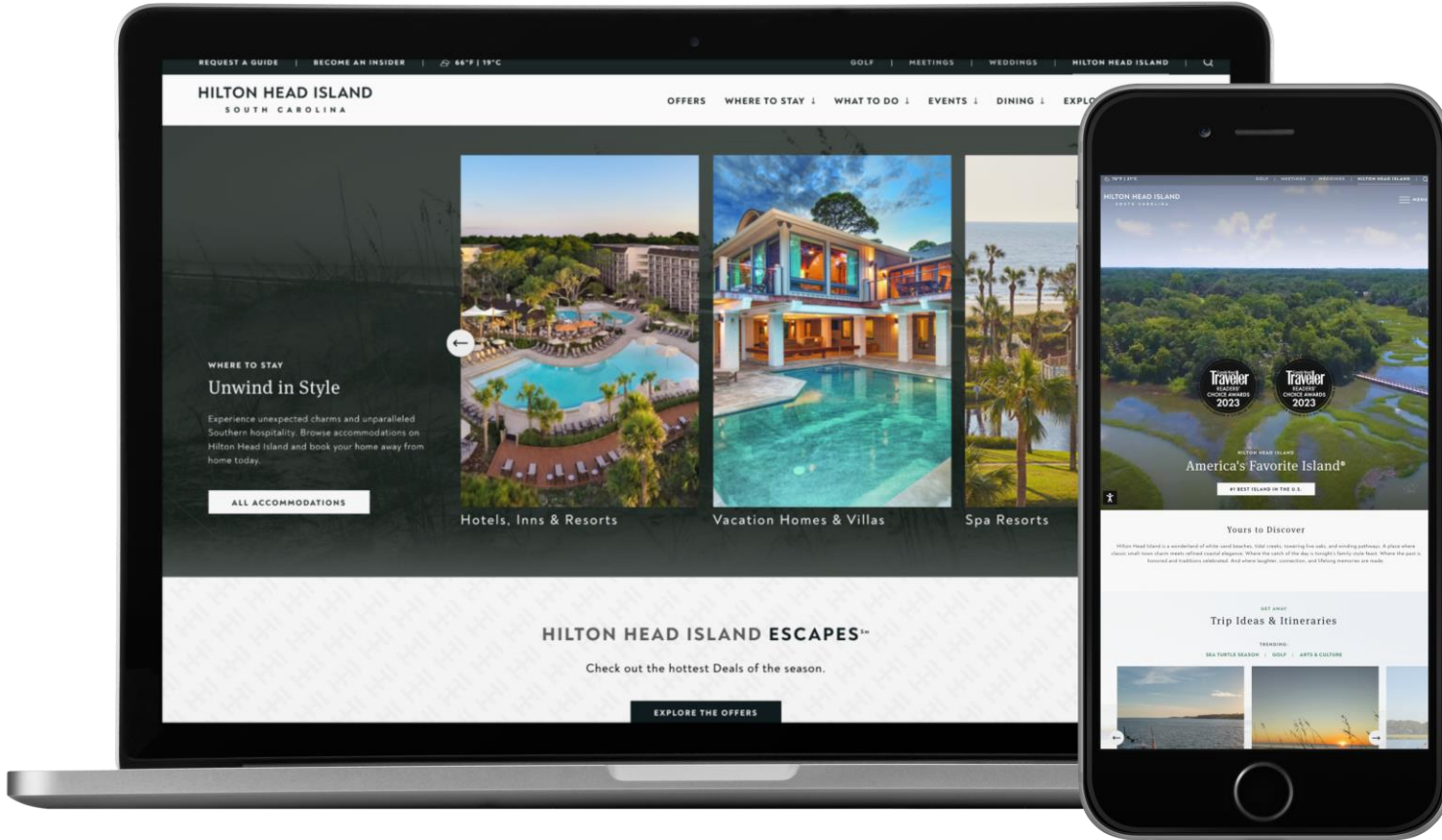
A LOOK BACK

2023 PERFORMANCE RESULTS

OBJECTIVES FOR TODAY

A LOOK BACK

2023 HiltonHeadIsland.org Website Performance



VISITS
3.2M

PARTNER
REFERRALS
1.2M

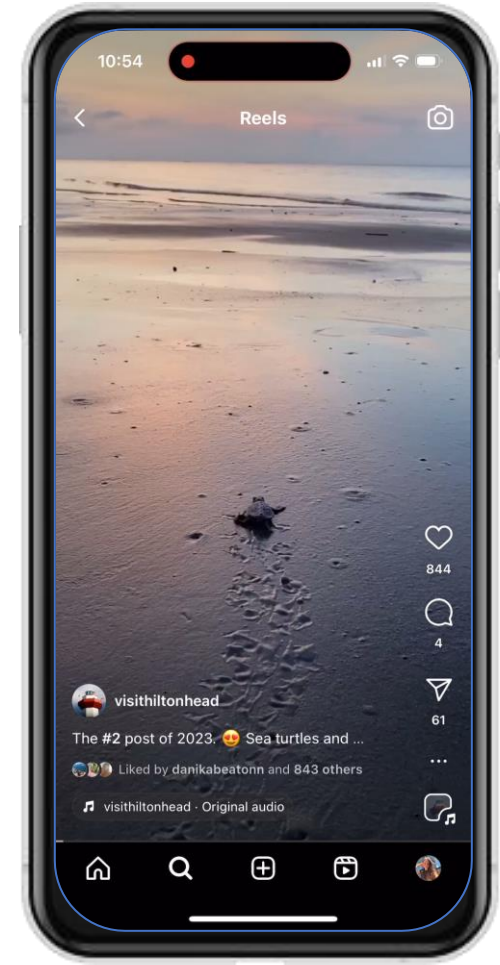
A LOOK BACK

2023 Hilton Head Island Social Performance



AUDIENCE
357K

SOCIAL SESSIONS
435K



Click to Play

A LOOK BACK

2023 Public Relations – What Others Are Saying About Us



6,376,960,959
IMPRESSIONS



2,138
STORIES & MENTIONS



\$21,028,150.43
AD EQUIVALENCY

A LOOK BACK

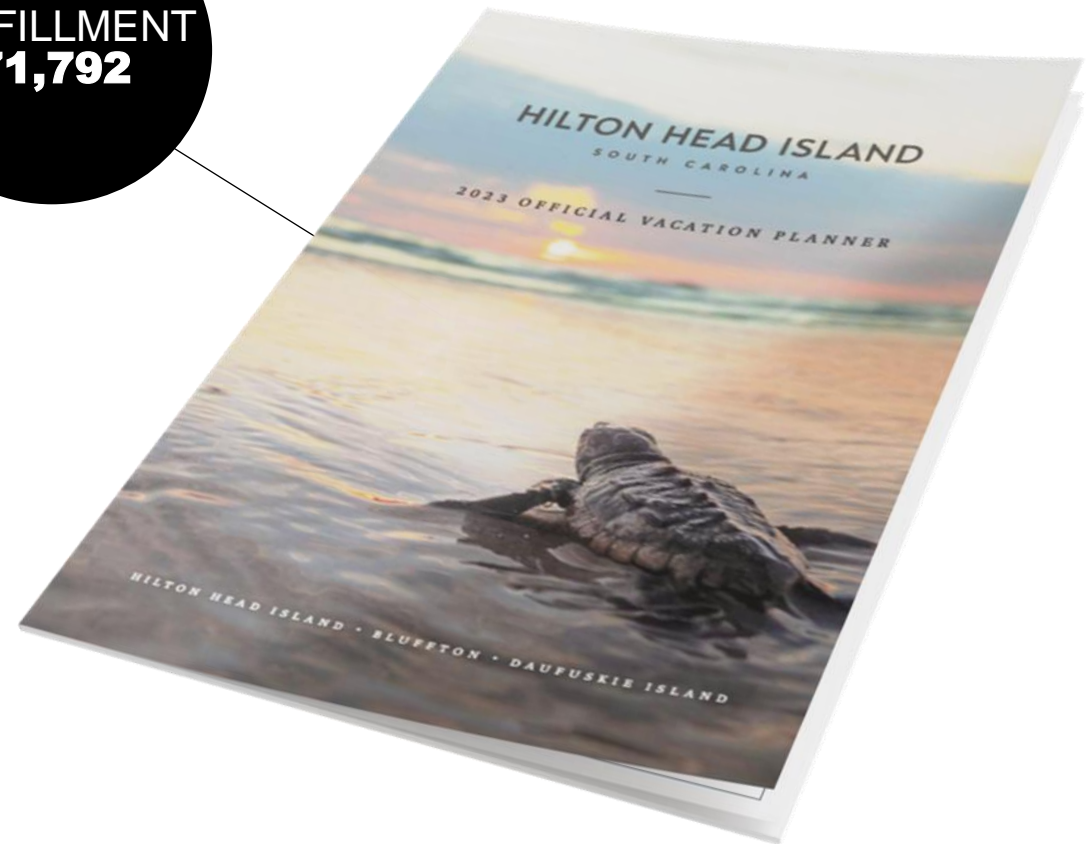
2023 Official Vacation Planner

The Official Vacation Planner for Hilton Head Island was mailed and distributed January through December of 2023.

Distribution touch points are:

- Hilton Head Island-Bluffton Chamber of Commerce
- All State Welcome Centers
- AAA Offices
- Email/ Phone Fulfillment Requests
- Tradeshows/ Events
- Media and Public Relations initiatives

FULFILLMENT
71,792



A LOOK BACK

2-SOURCE Performance
(Combined Home & Villa and Hotel Report)



WHY IT MATTERS

- 2021 Had Strong Demand which Resulted In an Increased Average Daily Rate
- 2022 We Saw the U.S. Opening Back Up Post COVID-19, Began to See Decrease in OCC, ADR, and RevPAR
- 2023 World Was Open, Rates Right Side, Inflation, Uncertainty in Economy



-3.0%



-3.0%



-6.0%



A LOOK BACK

Number of Visitors & Economic Impact



WHY IT MATTERS

- 2023 Overall Visitation Down
- Increased Spending by Visitors to Hilton Head Island
- Increased Economic Impact Based of Tourism on Hilton Head Island to Beaufort County

NUMBER OF VISITORS
2.98M

DOWN TO LY
-3.4%



ECONOMIC IMPACT

**\$3.61
BILLION**

 **13.5%**

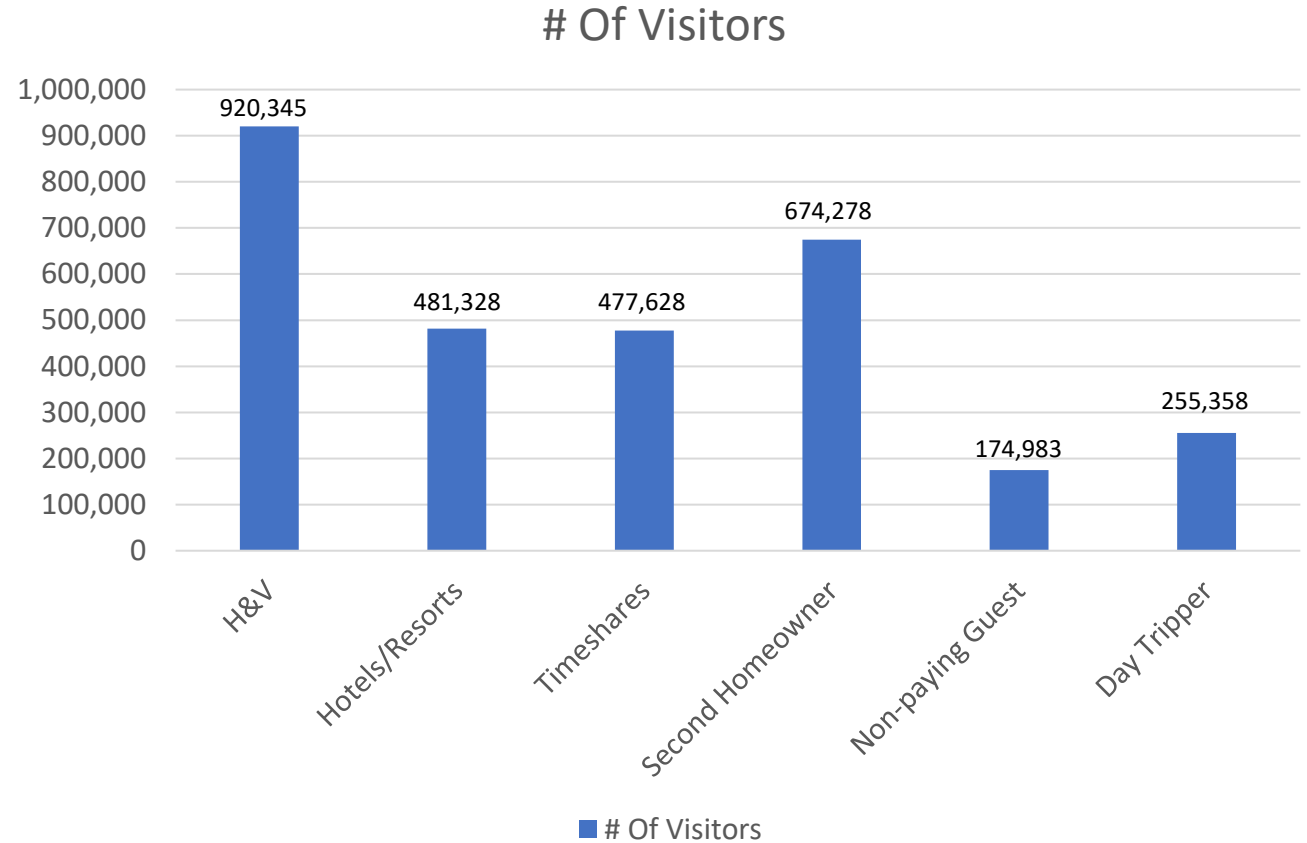
A LOOK BACK

Visitation by Segment and Segment Spend Breakout 2023



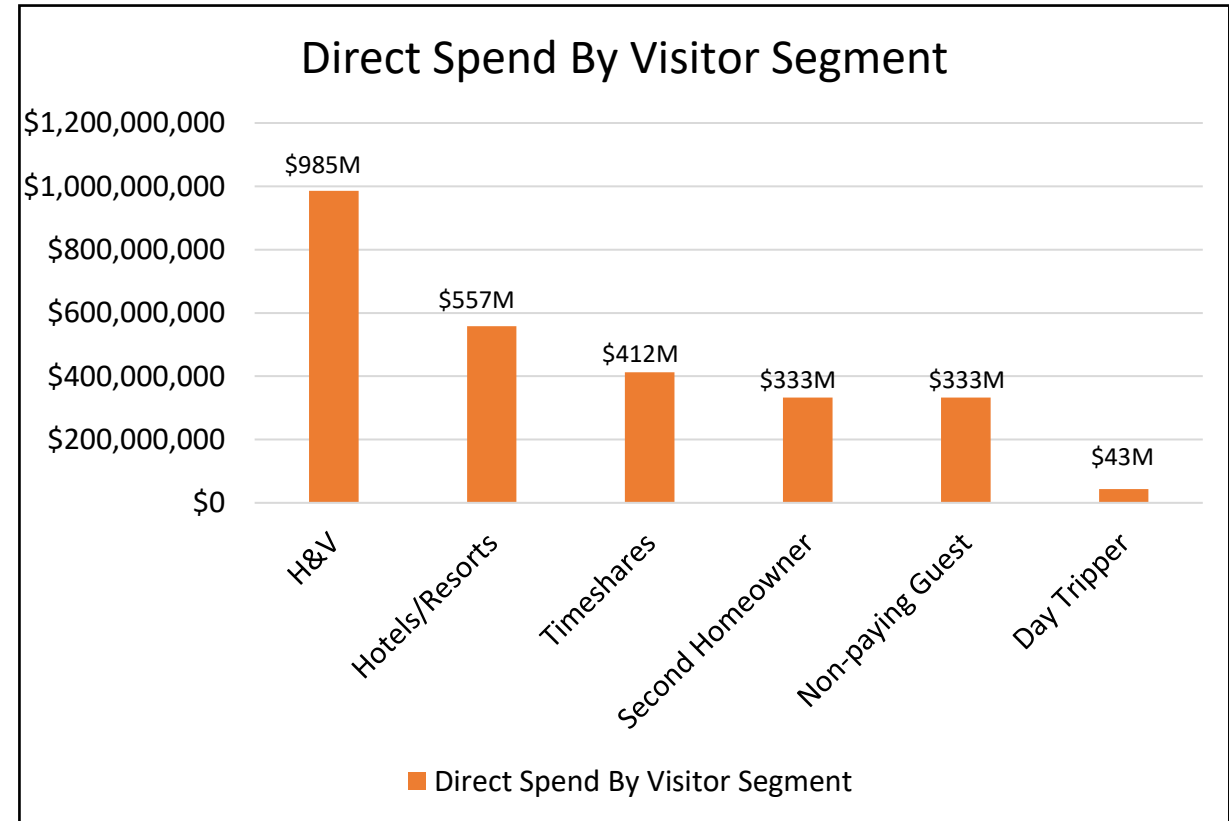
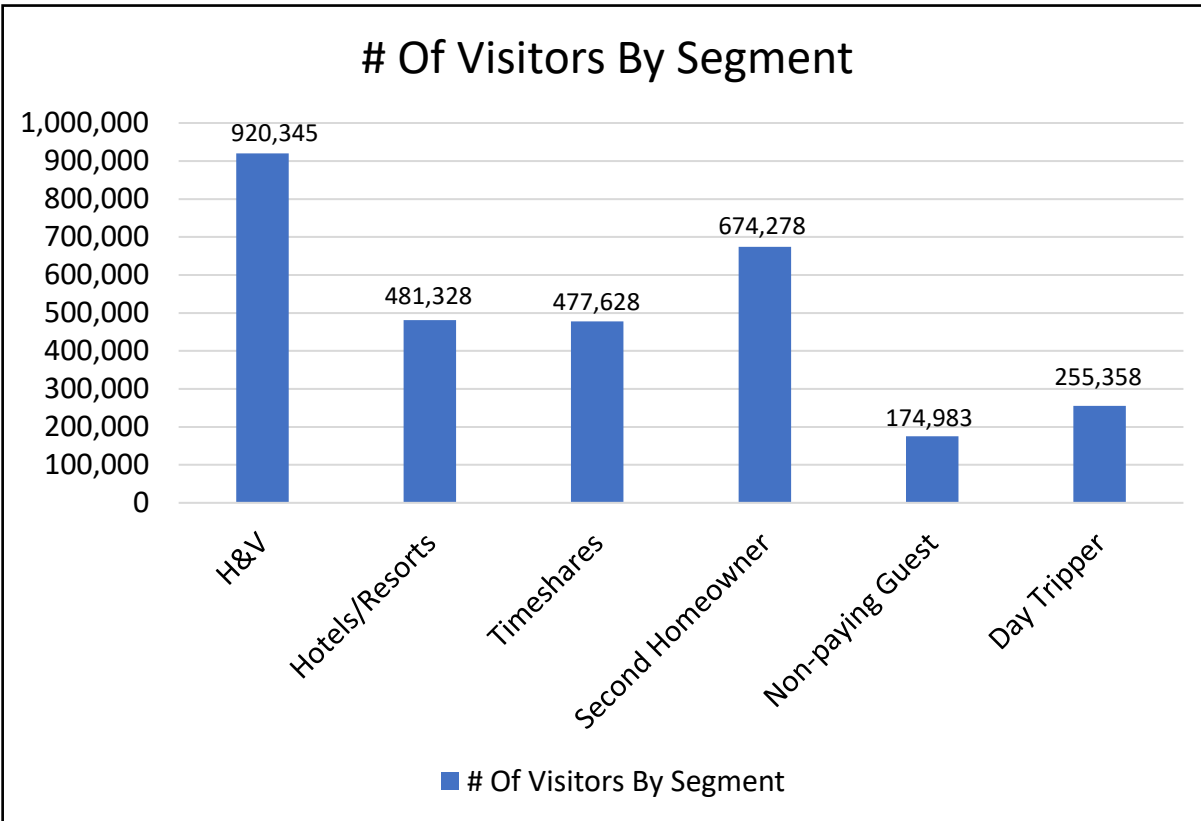
WHY IT MATTERS

- Understanding Visitor Segment Detail Helps To Determine Appropriate Strategy
- Visitation Across Segments is Down
- Visitor Spending Across Tourism Segments is Up
 - Inflation Taken Into Consideration



A LOOK BACK

Visitation by Segment and Segment Spend Breakout 2023





A LOOK FORWARD

OBJECTIVES FOR TODAY

FY 2024 – 2025 DMO STRATEGIC MARKETING PLAN INITIATIVES

GLOBAL TRENDS ON TRAVEL



**WELLNESS
TRAVEL**



**SUSTAINABLE
TRAVEL**



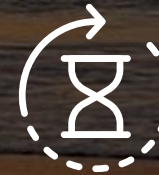
**ACTIVE
TRAVEL**



**PASSION
TRAVEL**



**SET-JETTING
TRAVEL**



**SLOW
TRAVEL**



**CULINARY
TRAVEL**

SHOULDER SEASON GETAWAYS, LONGER ITINERARIES, PERSONALIZATION

DESTINATION GOALS

A PLAN OF ACTION. A VISION FOR THE COMMUNITY.

1

CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE.

2

CREATE AN UNDERSTANDING OF, AND RESPECT FOR OUR DELICATE ECOSYSTEM (RESIDENTS & VISITORS).

3

DRIVE DEEPER DISCOVERY AND EXPLORATION OF OUR DESTINATION.

4

BUILD BRAND AWARENESS.

5

ENHANCE LEISURE & GROUP BUSINESS THROUGH QUALIFIED VISITATION.



MARKETING PLAN STRATEGIES & TACTICS



2024-2025 STRATEGIC MARKETING ROADMAP

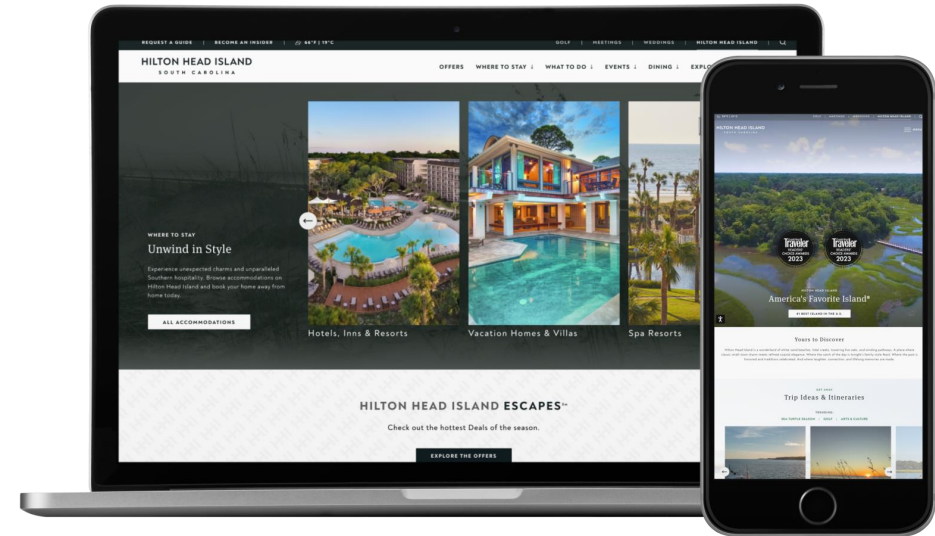


MARKETING PLAN STRATEGIES & TACTICAL DETAILS



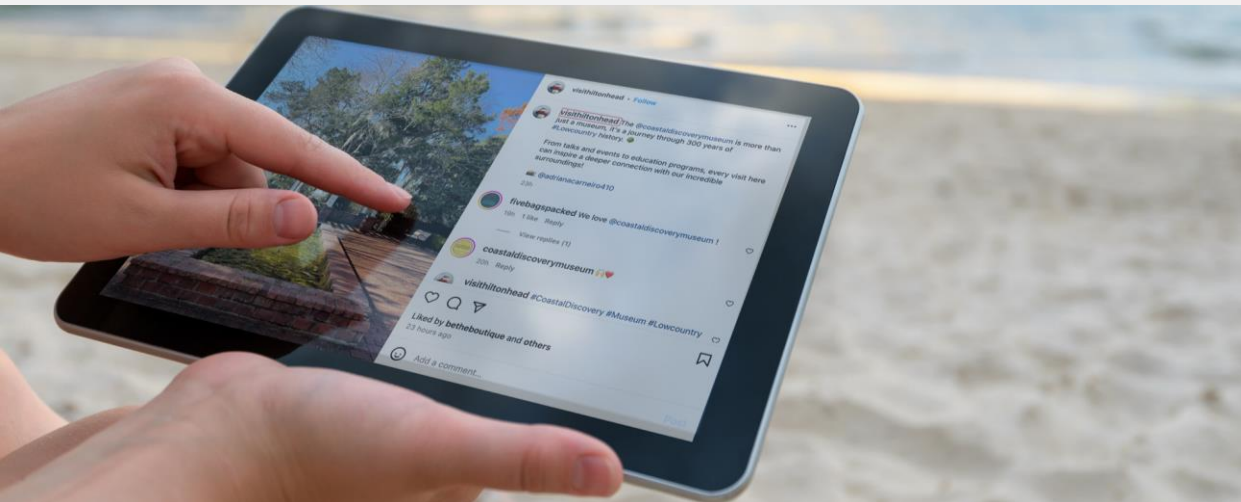
DESTINATION WEBSITE

The release of the new HiltonHeadIsland.org has allowed us to lay the foundation for further enhancements and optimizations to better connect our potential visitors to our Island. Throughout all areas of the website, the destination pillars showcase our unique offerings.



ORGANIC SOCIAL MEDIA

With a total audience of over 357K across platforms, social media allows us to strategically connect with our engaged audience, and share our brand in an authentic and engaging way through photos, videos, stories and more.



MARKETING PLAN STRATEGIES & TACTICAL DETAILS

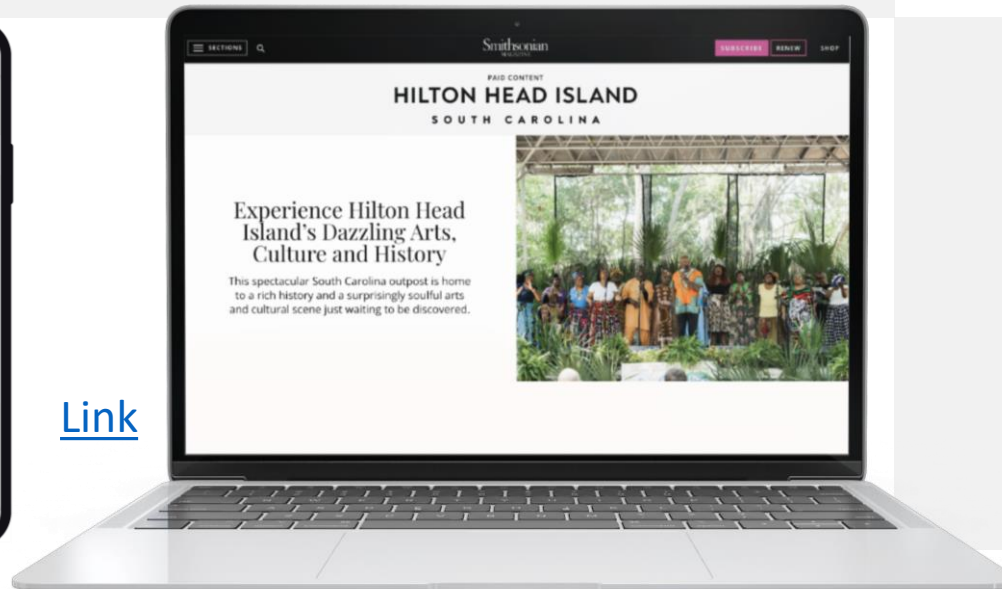


DIGITAL ADVERTISING

The focus on qualified yet efficient digital media channels continues to be our core focus going into FY 2025. Working media dollars will be allocated towards performance channels such as Brand/Category Search, Performance Max, and Social Remarketing, supported by digital video to bring awareness to the destination.



[Link](#)



MEDIA PARTNERSHIPS

Aligning the Hilton Head Island brand with top luxury media outlets and their readership ensures we're consistently creating awareness of the destination amongst our target audience of \$150K-\$250K+ household income, averaging 2 to 4 trips per year.

MARKETING PLAN STRATEGIES & TACTICAL DETAILS



PUBLIC RELATIONS

Despite economic challenges, travel has returned to pre-pandemic levels, and the Hilton Head Island-Bluffton Chamber of Commerce will employ a strategic and thoughtful PR approach designed to distinguish Hilton Head Island from competitors and convert first-time visitors to repeat guests.

Condé Nast
Traveler

BRIDES

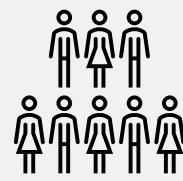
VOGUE

THE
POINTS
GUY

Southern Living

Smithsonian
MAGAZINE

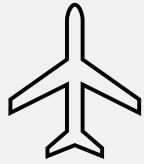
TRAVEL+
LEISURE



MEETINGS & GROUPS

Hilton Head Island is well positioned to provide the ideal environment for groups of various sizes and across multiple segments as a destination that leads with sustainability and ecotourism.

MARKETING PLAN STRATEGIES & TACTICAL DETAILS



INTERNATIONAL MARKETING

Potential visitors from Canada and Europe are eager to visit our destination. By maintaining strong partnerships with the U.S. Travel Association and Brand USA, we continue to tap into the international market through tradeshows and accommodations partners.



VACATION PLANNER

The Official Hilton Head Island Vacation Planner is a critical first touchpoint with potential visitors. This “coffee table” piece allows our visitors to visualize their vacation and discover the destination, the reason for our many accolades, and imagine themselves here on America’s Favorite Island®.

COMMUNITY CORNERSTONE PLAN

As the Town's Designated Marketing Organization (DMO) we have the unique privilege to steward the community's identity to the world. Aligning our destination out-marketing messaging and initiatives with our destination core values of Arts/Culture, History, Culinary, Wellness, and Recreation, we are aligned with the Town and residents in efforts to ensure, enhance, and protect the quality of life for our community.



ECOTOURISM



HISTORY



ARTS & CULTURE

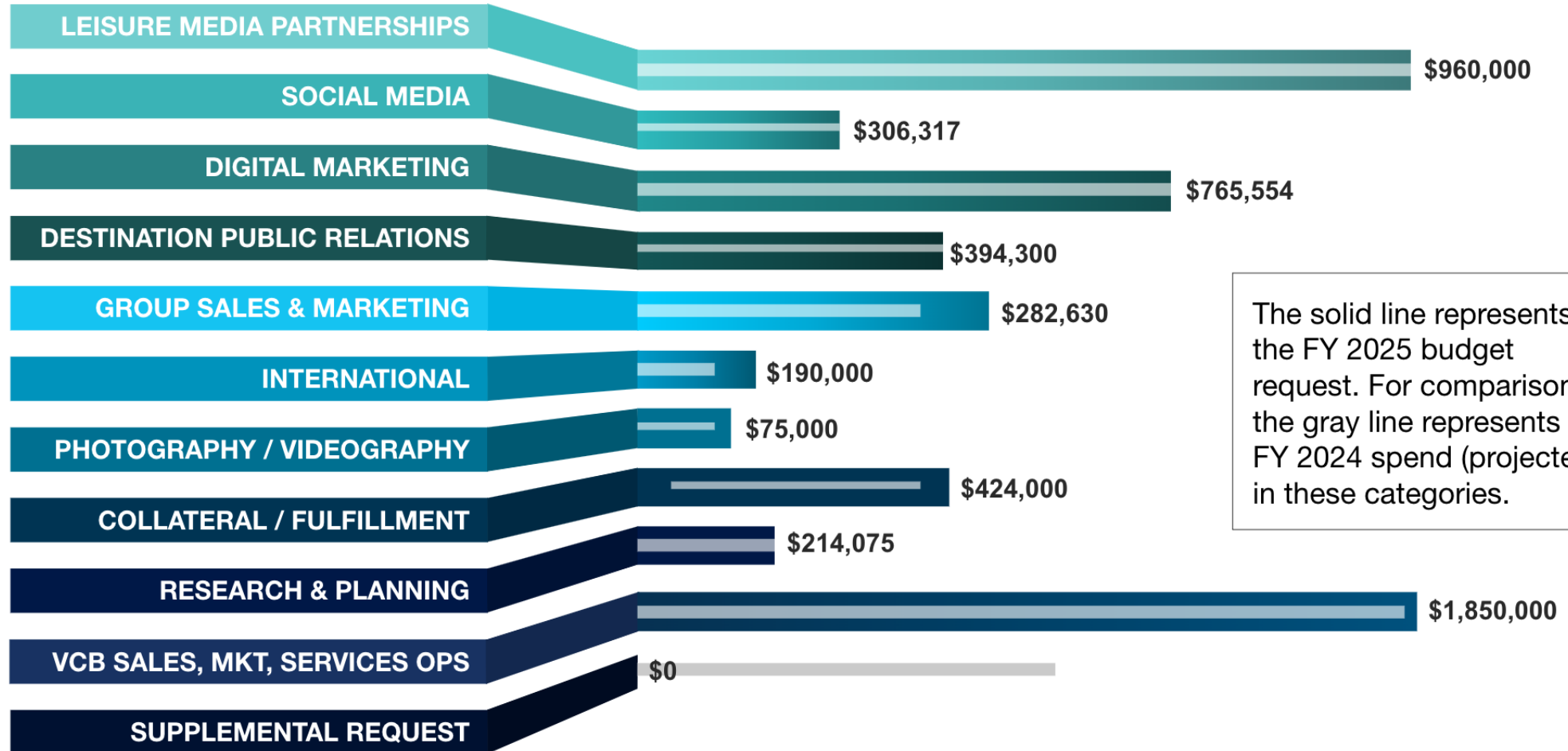


RECREATION



WELLNESS

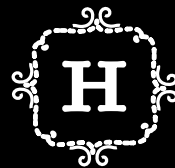
FY 2024-2025 PROPOSED BUDGET



The solid line represents the FY 2025 budget request. For comparison, the gray line represents FY 2024 spend (projected) in these categories.

There will be an additional \$3,131,249 in SCPRT expenses

THANK YOU



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE