



**HILTON HEAD ISLAND**  
**VISITOR & CONVENTION BUREAU**  
*South Carolina*

# **2016-2017**

# **Hilton Head Island**

# **Destination Marketing Plan**





## 2016-2017 Marketing Plan Summary

The Hilton Head Island Visitor & Convention Bureau is the industry leader for promoting tourism in southern Beaufort County. Hilton Head Island-Bluffton Chamber of Commerce staff and the Hilton Head Island Marketing Council utilized national economic and tourism trends, consumer research, prior program performance and demographic considerations to strategize short and long-term goals.

The following pages reflect a detailed, multi-pronged marketing and public relations strategy for the destination.

### At a glance:

- Tailored the plan to our targeted audience (HHI \$150K+, affluent women aged 25-64 who live in key Northeast, Midwest or Southern markets, and male golfers)
- Print/digital stand alone, brand advertisements strategically placed in *Condé Nast Traveler*, *Garden & Gun* and *The Palate*
- Comprehensive digital marketing campaign that includes:
  - Broadening key search terms to draw more people to our website
  - Display banner advertising
  - Paid social media posts
  - Digital video ads
  - Telling Hilton Head Island's story and developing engaging content for our website, social media outlets and Hilton Head Island Compass app
- Actively pitching to various media outlets and developing relationships with key publications (desk side appointments)
- Continue our successful visiting journalist program
- Recruit more meetings and group sales to our local partners by attending trade shows, maximizing partnerships and putting new programs in place to encourage group business to Hilton Head Island
- Capitalize our partnerships to market the destination to international markets
- Redesign our 2017 Vacation Planner to complement our website and become an inspiration guide for the destination
- Continue "Hilton Head Insider" email marketing plan to develop new relationships and foster our existing insider database

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## 2016-2017 Hilton Head Island Destination Marketing Plan

### I. Mission

Mutually lead our membership and travel and tourism industry by marketing and guiding the Hilton Head Island destination brand experience to generate sustainable economic vitality.

### Brand Commitment

Hilton Head Island renews and enriches a visitor's body and spirit through a sophisticated, relaxing, aesthetically beautiful and lush South Carolina seaside resort environment. The community offers a fun and restorative beach culture, world-class golf and tennis, vibrant arts, history and culture, and refreshing outdoor recreation in an ecologically sensitive setting.

### Guiding Principles

- Serve as a voice and advocate for the business community
- Maintain the highest ethical standards in all we do
- Work to preserve and enhance the prudent growth, quality of life and character of our region
- Develop collaborative partnerships only in areas where the partnership can accomplish that which our organization cannot do alone
- Develop and implement programs and services that benefit the economic well-being and common interests of our members
- Initiate programs for which there is funding and staffing resources
- Make decisions based on long-term perspective

## II. Travel Industry Trends: The 100,000-Foot View & Hilton Head Island

With more money in their pockets and a desire to have unforgettable experiences, the 2016 visitor looks different from years past. A brighter economic outlook will allow more people to travel for leisure. Corporations and businesses are more willing to spend on employee and group development. Both the individual and business visitor are looking for a variety of things to do in one location.

These nationwide trends give Hilton Head Island an advantage when courting visitors to stay and play here. The following sections outline the current state of the tourism industry, the needs and wants of our target demographics, and how the Visitor & Convention Bureau plans to drive tourism with innovative partnerships and diverse marketing programs.

### Current State of the Economy

United States economic growth in 2016 will look a lot like the last few years, but with a different texture. Housing will be stronger and eventually business spending will grow, but foreign trade will prevent too much economic expansion.

The Consumer Confidence Index average was 92.9% in 2015, the highest since 2004. This indicates that real consumer expenditures will grow in 2016. Consumers have been increasing their expenditures by fewer than four percent per year. If the economy were to surge forward next year, consumers should follow along. (U.S. TRAVEL ASSOCIATION)

### Leisure Travel Forecast

According to the U.S. Travel Barometer, close to four in 10 people said they planned to travel more for leisure in 2016. Expedia's Vacation Deprivation Study found that worldwide, the median number of paid vacation days available to workers is fewer than 25 per year. Collectively, workers take about 20 of them, leaving 20% unused. The Travel Technology Association has found that although some consumers take less vacation the percentage of Americans who participated in short term home rentals almost quadrupled to 23%.

Recent survey by Martini Media also showed that eight in 10 "affluents" would rather have a luxury experience than purchase a luxury item. The memories they make from their unique travel experiences are simply something money cannot buy. While baby boomers are more interested in the relaxed family vacation, millennials are actively seeking out new experiences to learn about other cultures. The common thread that is cross generational is that both groups would rather spend money on a vacation than material possessions and the amount of time and money they plan to spend is expected to increase over the coming year. (U.S. TRAVEL ASSOCIATION)

### Business Travel

Destination Hotels' 2016 trend forecast shows that meeting attendees are looking for the chance to engage in "leisure pursuits" such as spa appointments or bike tours and planners want flexible meeting spaces. Six in 10 meeting planners advise attendees to arrive early or stay late on property after meetings for leisure purposes. Still believing that technology could never replace face-to-face meetings, more business travelers and planners are looking for destinations with a variety of environments and unique local experiences.

## International Travel

According to U.S. Department of Commerce data, the U.S. dollar does pose some challenges for inbound travel from source markets where currencies have slumped. However, while the strong dollar does pose some hurdles for marketing the U.S., the dollar's strength makes Brand USA's marketing spend go further in markets where there is currency weaknesses.

The United States is still a desirable destination around the world. When currency is not in the international travelers' favor, Brand USA studies found they continue to travel to the U.S. and only change their travel patterns when they arrive.

The National Travel and Tourism Office (NTTO) recently released updated forecasts for travel to the U.S. through 2020. International inbound visitation in 2015 was revised upward to 75 million visitors from 74.8 million earlier in the year.

## A Generational Shift: From Millennials to Gen Z

Any discussion of the *next big thing* must start with the generational shift that will drive all other emerging trends in travel. While the millennial cohort will represent up to three quarters of the global workforce within 10 years, we begin to see a shift in a new consumer generation. Millennials take trips for experiences while collecting flashy photos with iconic backgrounds, but on the whole, Gen Z's travel for deeper purposes. In 2016, this generation ranges from age six to 20, and although many haven't reached college yet, Gen Z makes up one-sixth of the world's population. By 2020, they will have more than \$44 billion in spending power and in just five years they will make up 40% of the U.S. population. In the coming years, we will see them looking to take their entrepreneurial talents and embark on "cultural" trips to learn history, visit places for symposiums and knowledge sharing opportunities.

Naturally, this shift will ask that we move the spotlight away from millennials and focus on strategies that nurture their coming of age. The biggest number we should remember, however, is the number eight. Eight is the number of seconds that Gen Zs take to process information. Our destination has an eight second window to reach this generation of travelers – many times in images rather than words.

Although there is plenty of time for research and development surrounding this next generation of travelers – social media, digital efforts and other ideas are worth incorporating in the coming year since these strategies reflect the behavioral changes that cross demographic lines. These efforts also allow us to "stake our claim" in the digital world and lay the groundwork so we are not playing catch-up in future years.

## Closer to Home: Hilton Head Island Marketing Council

The economy, travel trends and demographics are all pieces of a puzzle to the bigger picture: VCB marketing goals. The Hilton Head Island Visitor & Convention Bureau's destination marketing program short term and long term goals are influenced by trends and economy, in partnership with our Hilton Head Island Marketing Council, under the leadership of VCB Vice Chairman Warren Woodard, Director of Sales and Marketing at the Omni Hilton Head Oceanfront Resort.

The Hilton Head Island Marketing Council is an advisory group made of a cross industry representation and voice from our tourism industry who come together in the development of the destination marketing strategic plan for Hilton Head Island. The council monitors the plan's effectiveness and agreed-upon goals and make recommendations for improvements or enhancements as necessary.

### **Long Term Goals: (Up to 5 years)**

- Drive year-round business growth by use of strategic initiatives and programming
- Research and develop branding for the destination
- Build public and private funding for the DMO through the pass-through, legislation, Tourism Improvement District and Visitor & Convention Bureau packaging programs

### **Short Term Goals: (Through Calendar year 2017)**

- Grow shoulder and off-season group business by increasing group room nights by 5%
- Grow off season group business by increasing prospects by 7%
- Increase conversions by 25% with the expansion of the Visitor & Convention Bureau's Group Incentive Program
- Grow partner relationships to expand brand opportunities/awareness within key markets of origin
- Increase destination presence within new and current airline markets of origin
- Increase destination presence within our key drive markets
- Leverage Visitor & Convention Bureau digital assets to increase destination recall by 12%
- Increase conversion rate for member referrals by 10%

### III. Aligning Tourism Trends & Our Goals

There are hundreds of Atlantic beachfront towns all competing for the same leisure and business visitor. But Hilton Head Island stands out and offers so much more than a beach. With our natural beauty, luxurious and restorative atmosphere, plethora of outdoor activity options, and vibrant arts, cultural and culinary scene, our slice of the Lowcountry is a true seaside resort town.

The Visitor & Convention Bureau will tell our story and increase our brand presence through targeted digital marketing, social media and public relations campaigns to entice leisure visitors, and aggressively participate in trade shows and conferences to bring more meetings and groups to our partners. This robust plan aligns national tourism trends, past research on our visitors and our goals to make Hilton Head Island an unforgettable destination.

#### A. The Leisure Traveler Specialty Markets

In today's "New Normal", travelers want choices and options. They do not want to be "siloe" into a uni-dimensional travel experience. This makes the travel marketer's job more complex, and the need to dig deeper to find and touch the emotional drivers of travel destination choices all the more critical.

Although any one of these types of vacations may be why people travel, the vast majority of travelers are seeking an overall trip and destination that offers a multi-dimensional travel experience that may touch on any combination of two or more of these segments:

- Couples Getaways
- MultiGen Family Vacations
- NextGen Travelers
- Deliberate Culinary Travelers
- Avid Golfers
- Avid Tennis Players
- Nature-based Travel and Eco-tourism
- Arts, History & Cultural Travelers
- Outdoor Sports – active and passive
- Localized immersion experiences
- Spa and Wellness Travel
- Festival and Event Attendees
- Travel with Pets
- Weddings
- Singles Travel
- Travel for Learning





## Leisure Marketing

### Condé Nast Traveler

*Condé Nast Traveler* shares the insider information that allows readers to feel at home in the world, whether they're around the corner or across the continent. It does so by asking an unparalleled group of contributors to report back on their travels through the lens of their passions, rather than asking travel writers to report back on the world as outsiders - and in doing so, challenges readers to use travel to explore their own passions. Travel becomes an entry point to celebrating who readers are and how they want to live - and as a result, in a time when traditional print publications are losing the consumer gaze, CNT thrives under it.

Our campaign includes:

#### Print:

- November 2016 Issue, Theme: Reader's Choice Awards

#### E-newsletter:

- Southeast email blast to compliment the November Reader's Choice Awards Issue
- Customized/ dedicated e-newsletter targeted to Northeast/ Southeast subscriber list

#### Digital:

- Homepage takeover with custom Hero Ad Unit, opportunity to pick specific page display (Web/ Mobile/ Tablet)
- Custom Crown Unit with Video
- In-line video unit

#### About Condé Nast Traveler:

- 60% of readers have a HHI of \$150K+
- 87% of readers are currently planning domestic travel
- 814, 833, Total Circulation
- 3,237,000, Total Audience
- 40% Male/ 60% Female
- 86%, Graduated College
- 71%, Management level or higher

**Campaign Budget:** \$67,000



cotraveler.com

**Condé Nast  
Traveler**

TRUTH IN TRAVEL

BUSINESS POLL  
TOP HOTELS,  
AIRLINES  
OCTOBER 2016

Wish You Were Here?  
35 THAI BEACH HOTELS UNDER \$200



20 MUST-SEE  
WONDERS  
FOLDDOUT EXTRA

INDIA  
ELEPHANT COUNTRY  
SINGAPORE  
SUDDENLY SIZZLING  
CHINA  
BUYERS' GUIDE TO

## Garden & Gun

*Garden & Gun* is the only magazine that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel, from food and drink to visual splendor. *Garden & Gun* is an idea about how to live a life that is more engaged with the land, the literature, the music, the arts, the traditions, and the food of the South. It is about appreciating the richness of the South and knowing how that understanding can enrich one's life and translate beyond Southern geography. It is about a life well lived.



A rapidly growing community of readers look to *Garden & Gun* for the magic of the South—whether their passion is the sporting culture, protecting the land, gardening, travel, the arts, or food and drink. Readers hail from all fifty states and know that *Garden & Gun* is relevant no matter where they live.

Our campaign includes:

- Full Page in the June/July Travel Issue
- Half Page in the August/September Issue
- Talk of the South e-newsletter
- Run of Site banner impressions up to 125,000 on GardenandGun.com

### About *Garden and Gun* Audience:

*Garden & Gun* magazine delivers a national audience of 1,312,500 educated and passionate readers. It gives them a place to connect and engage in their passions while providing a brand experience that offers a unique sense of travel, adventure, style, and sophistication.

- Rate base: 350,000
- Southeast: 60.73%
- 92% are 35+ or above
- 53% Male/ 47% Female
- \$332,000. Average HHI
- 2,225,000, Average Net Worth
- 26% have investable income of \$1.5 million+
- 43% own 2+ residences
- G&G subscribers take an average of 13 trips per year
- 68% plan to remodel/redecorate home or grounds
- 86% purchased 2+ vehicles THE G&G AUDIENCE IS PASSIONATELY CONNECTED
- 90% read 4 out of 4 issues
- 80% read the magazine the day they receive it or within a few days

**Campaign Budget:** \$40,000

## The Palate Magazine

*The Palate* readers are people who are interested in travel, dining, and overall culinary experiences. They are also interested in the unique history and lifestyle of the places they visit. They are people with disposable income and their spending is proportionate to the unique restaurants, venues, and attractions they visit.

Hilton Head Island will have the ability to be positioned as a destination to visit with advertorial/editorial style coverage. This is especially true as it pertains to its wonderful culinary experiences, chefs, sporting activities, historical/cultural activities and venues, special events and leisure activities.

Our strategy includes an integrated approach including print, online, digital media and social media. Moreover, *The Palate* will provide an excellent opportunity to tell our story with rich advertorials enticing people to visit your website to learn more. *The Palate* will provide empirical data as it relates to tracking the programs progress; visitor date, open rates and leads.

*The Palate* is a nationally distributed publication. We have strong distribution in the southeast, especially in those states where you desire coverage. Our greatest circulation is from Washington DC south to Florida, and west to Texas. Many of our southern distribution/subscription points are in ideal drive/fly markets ideal for Hilton Head Island.

### About The Palate Audience:

Gender ratio: 64% Female, 36% Male

Readership by age: (18-24) 7%, (25-49) 48%, (50-65) 32%, (65+) 13%

Average HHI: \$170,000+ (49% of audience \$150,000+ HHI)

Circulation: 82,000

Readership: 246,000

### Digital Statistics

Audience:

(Ages 25-44) 42%

Top Interests – cooking, home décor, travel, dining out, restaurants, cocktails, and entertaining

### Online Advertisements on ThePalate.com:

Average Monthly Page Views – 47,000

Pages per visit – 4.31

% of new visits – 79% average

Time per visit – 3.39 minutes

E-Newsletters – 40,000+ subscribers

Instagram – 21,000+ followers

**Print:** Hilton Head Island will run three full page ads within the magazine that are impactful, creative, artistic, and mirror the quality of the magazine.

**Digital:** With each insertion in the magazine, a digital ad will run on *thepalate.com*. This strategy would give the destination a presence with both the print demographic, as well as the digital demographic.



**Instagram Takeover:** During the campaign we will partner on a TP Takeover for Hilton Head Island on Instagram for up to three days during a peak promotional time for the destination. During this time we will be able to promote the Island, restaurants, chefs, musicians, artists, events and attractions.

**Hilton Head Island Giveaway:** *The Palate* will conduct a national sweepstakes to win a trip to Hilton Head Island. This sweepstakes will be promoted via e-newsletter and social media. This package includes the following: Social media promotion, sharing of email entries, E-newsletter (1)

**Campaign Budget:** \$10,000

**Total Leisure Budget:** \$117,000

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## Digital Marketing & Media Campaign Placement Strategies

Digital will be the primary media channel based on our budget parameters as well as its ability to offer cost-efficient message delivery to focused geography and lifestyle segments. Preference will be given to measurable Search Engine Marketing (SEM) strategies and sites that skew towards the affluent female audience, as they are the primary decision makers and vacation planners of the household, unless we are targeting a male oriented specialty market such as golf. Recent performance will also be considered in selecting sites and networks for the 2016-17 placements.

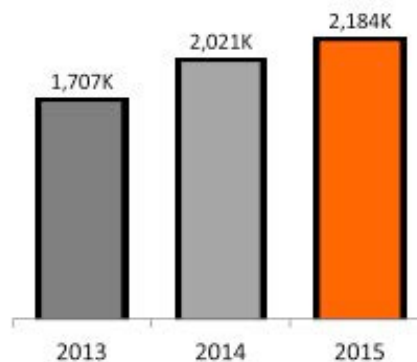
### Search Engine Marketing (SEM)

The VCB will execute an aggressive program to expand and broaden our organic keyword search engine rankings on the major search engines for a targeted list of key search terms that best correlate with the Hilton Head Island target visitor and visitor experiences.

In partnership with VERB Interactive, our digital marketing firm, the VCB accomplished one of its primary metrics goals in 2015; increased visits to [www.HiltonHeadIsland.org](http://www.HiltonHeadIsland.org) to almost 2.2 million, or an 8% year-over-year increase (see graph below).

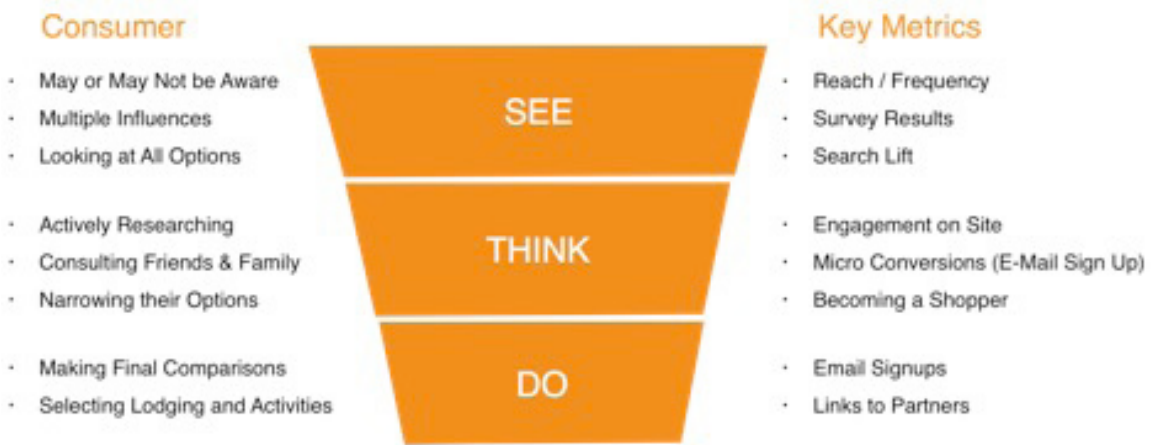
This was on the heels of an 18% visit increase in 2014. In both years, we simultaneously extended time on our site, and improved our reach in both quantity and quality. A key focus area was keyword optimization by broadening and expanding our organic search engine marketing efforts.

### HiltonHeadIsland.org Website Visitation

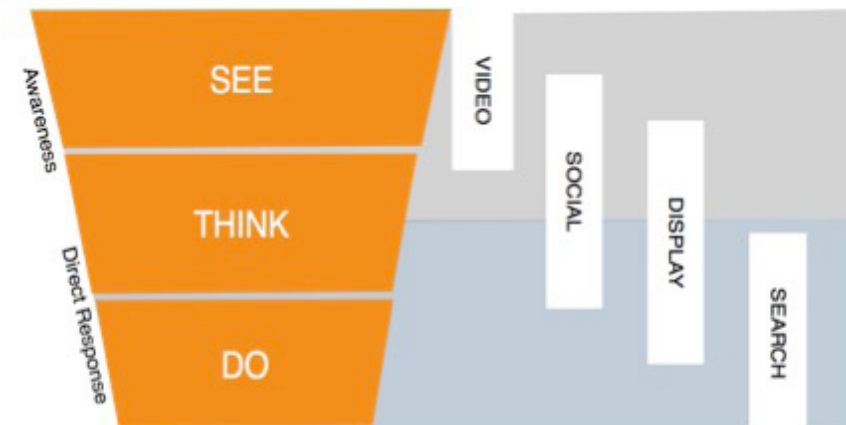


## Leisure Media Program 12 Month Comprehensive Digital Marketing Campaign

Digital Marketing efforts are built on the fundamentals of the travel planning funnel with specific metrics for each phase to measure effectiveness.



We will develop campaigns in the primary digital channels to drive through the travel planning funnel:



## Video

Starting from the top of the funnel, Digital Video is a valuable tool in driving consumer awareness and long-term demand. Digital video will primarily be deployed through the Google network, specifically in YouTube and Display since they reach more than 90% of total Internet users.

### Distribution Methods

30 Second Video – Utilized primarily via YouTube as video pre-roll

- Video is skippable after the first 5 seconds and we are only charged if the user watches the complete video
- Cost per completed View (CPCV) view to a targeted audience is typically between \$0.08 to \$0.15



15 Second Video – Utilized primarily via the Google Display Network

- Video is NON skippable and is efficient at driving targeted awareness
- Because we are only charged on cost-per-click engagement, which is not the normal consumer behavior when engaging with video advertising, views are often as cheap as \$0.01



### Video Targeting

As technology and tools evolve, we are now able to focus efforts to target consumer audiences within specific geographies who are more inclined to visit Hilton Head Island. With video, we will deliver ads to audiences based on the following criteria:

### Affinity Audiences

Affinity audiences are those consumers who have established an online profile that categorizes them as potentially interested in visiting Hilton Head Island to enjoy leisure or specialty offerings. It is important to stay in front of these consumers via video distribution to help pull them through the consumer funnel as they start to consider their next vacation experience.

Audiences include

- Travel Buffs
  - Beach bound Travelers
  - Family Vacationers
  - Luxury Travelers
    - Arts
    - History
    - Culture
- Outdoor Enthusiasts
- Sports Enthusiasts
  - Golf
  - Tennis
  - Bike

## In-Market Audiences

In-Market Audiences are defined, based on their online behavior, as consumers actively researching and likely to purchase in the near future. We have the capabilities to isolate the consumers who are specifically looking for travel near Hilton Head Island.

Audiences include:

- Air Travel to
  - Myrtle Beach
  - Atlanta
- Hotel Locations
  - Myrtle Beach
- Hotels By Star Rating
  - 3 Stars
  - 4 Stars
  - 5 Stars
- Vacation Rentals

## Demographics and Geography

In addition to audience targeting, we will also layer on demographic targeting to further refine and improve performance:

- Ages: 25-64
- Gender: Female for leisure and Male for golf
- Parental Status: Family & Multigenerational Units
- Household Income: Increase bids to reach those consumers in the top 20% of household income
- Geography: Top U.S. Markets with Key focus on Georgia, Illinois, Kentucky, Maryland, North Carolina, New Jersey, New York, Ohio, Pennsylvania, Tennessee, and Virginia. Along with International markets such as Canada, Brazil, Germany, France, and the United Kingdom.

## Video Key Metrics



When determining the success for video campaigns, we will look at metrics indicating that demand and interest is increasing. Over a longer period of time we expect to see increases in volume and performance in lower funnel initiatives.

- Reach
- Frequency
- Survey Results (pending volume minimums are met)
- Search lift for Brand related terms

## Paid Social

We view Paid Social as a very effective display network that generates both brand awareness and solicits a direct response. Because of this, we recommend integrating paid social tactics into the broader strategy for Hilton Head Island specific to the business needs of the constituents. We also understand that our efforts need to complement the efforts of organic social media, whose primary goal is to cultivate an audience of consumers with a high brand affinity.

## Paid Social Targeting

PAID SOCIAL IS GREAT FOR HIGHLY TARGETED ADVERTISING

Much like video targeting Paid Social is another channel that we can reach consumer audiences based on behaviors and interests. We have seen great results by implementing paid initiatives that align with organic efforts while targeting audiences based on the following:

### Geographic

Consistently place ads in front of consumers residing in markets that drive significant business for Hilton Head Island.

### Demographic

Refined targeting toward people who match the characteristics of your ideal consumer.

### Interest

Reach specific audiences by looking at their activities, interest, and pages they have liked.

### Behavioral

Reach people based on purchase behavior, intent, and device usage.

### Remarketing

Target audiences who have visited the websites and displayed an interest in the respective brand.

## Paid Social Key Metrics

With Paid Social having the capabilities to generate awareness and capture demand, we look at metrics that indicate success at both the top and bottom of the funnel.

- Reach
- Frequency
- Website Visitation and Engagement
- Assisted Conversions
- Last Click Conversion

## Display

We have an extensive background in Display Media and view it as an important method to effectively reach consumers. The channel has evolved considerably over the last several years through advancements in cost-per-click pricing and audience targeting capabilities. Display plays an awareness and direct response role throughout the travel planning / purchase funnel.

### Display Targeting

Our approach to Display involves targeting the same audience criteria outlined in the video portion of this plan to help reinforce the messaging, but also to extend reach through two incremental efforts: Topic Targeting & Remarketing via the Google Display Network (GDN).

Audience Targeting (Similar to Video)

- Affinity Audiences
- In-Market Audiences
- Demographics



Topic Targeting > Distribute banners and text ads through the Google Display Network to be placed contextually next to content related to Hilton Head Island. Often consumers start their vacation research by reading travel related content via websites and blogs. Our campaigns would work to help associate Hilton Head Island with increased consumer intent to visit.



Remarketing > Remarketing is used to reinforce Hilton Head Island as the perfect 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.

- 45 Days – Lower bids to stay in front of consumers who are researching but not yet ready to book
- 30 Days – Increase bids slightly since they are more likely to be closer to choosing a vacation destination
- 14 Days – Willing to pay a slight premium because these consumers have been to the site within the past two weeks with a higher likelihood of converting
- 5 Days – Willing to increase bids 20%-30% to close the deal with these recent visitors

### **Data Layers**

In creating sophisticated targeting for Hilton Head Island, we utilized both First and Second Party Data:

#### **First Party Data**

For 1st party data, we leverage extensive and refined remarketing lists layered with other targeting factors including geography, affinity, demographics and more to close the sales funnel.

#### **Second Party Data**

For 2nd party data, we utilize Lookalike Audiences, modeled off of remarketing lists, CRM database matches, behavioral, interest segments, in-market behavior, etc., to drive potential customers through the sales funnel.

### **Display Key Metrics**

Display 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
- Assisted Conversions
- Last Click Conversions

## Search (SEM)

**Paid Search** is the most **fundamental digital channel** and provides a foundation for nearly all digital marketing initiatives. Our deep expertise and experience would be directly applied to drive outstanding results for Hilton Head Island.

### THE TOP ATTRIBUTES OF PAID SEARCH CHANNEL INCLUDE

#### Targeting

Precise and customizable based on keyword, geography, and many other elements

#### Pricing

Auction-based, cost-per-click pricing model with no minimum commitments

Prominent role toward the end of the vacation planning/buying process

This was particularly important when all attribution was based on the last-click of branded search terms

#### Measurability and Optimization

From the initial click, through to the website, and all the way to desired conversion action

### WE LEVERAGE SEARCH FOR A VARIETY OF REASONS

#### Brand Protection

Ensure you appear above competitors and guard your brand keywords' top position at a low cost per click

#### Reach and Relevance

Non-Branded search keeps brands relevant when consumers search for related interests thus driving incremental traffic

#### Offer Promotion

Consumer-facing messaging should be determined by business factors. Brand ads offer the ability to target message and offer to drive incremental traffic volume to promotions

#### Destination Control

Paid ads allow marketers to test different landing pages to determine which best elicits an order

## Search Campaigns

When building search campaigns, there are three different types of search efforts to holistically influence consumers as they reach the end of the purchase journey:

- **Branded Search:** Campaign built to capture demand for Hilton Head Island and ensuring it is not lost to competition by purchasing keywords and serving ads to those specifically looking for Hilton Head Island.
- **Category Search:** Tightly themed ad groups and keywords around categories that target a consumer researching related types of vacations > beach vacation, golf vacations, family vacations, etc.
- **Competitor Search:** To drive purely incremental traffic, we would create competitor targeted campaigns to help capture demand from those researching competition > Myrtle Beach, Savannah, Charleston, etc.

## Enhanced Search

Recent advances in Search Engine Marketing via Google have allowed us to become even more refined in how we influence consumers. The following are ways we will enhance Hilton Head Island efforts:

- Remarketing Lists for Search Advertising (RLSA): Increasing or decreasing bids based on consumers past website visitation to the Hilton Head website
- Household Income: Google now allows us to increase bids to consumers who reside in zip codes that include the top 20% of income

## Search 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:

- Assisted Conversions
  - Last Click Conversions
- 

## SEO & Content Marketing

2016 is the year of producing great content across the entire Hilton Head Island platform. We will achieve this not only in the form of microsite development practices that were executed in the past, but more in the form of enhancing existing content across all platforms. Sharable content that is relevant to the user and will drive a more natural search and extend engagement.

Through optimizing the existing content on the Hilton Head Island platform, the brand will enhance the overall content strategy for the destination, the travel experience and each of our partners. As part of the ongoing strategy, it's critical that fresh quality content is curated by the brand to drive increased engagement and more natural search traffic to the website. Hilton Head Island conducts research to identify content marketing opportunities and enhancements that can be made to the website platform to enhance the overall communication strategy for the destination, while also opening the site to new opportunities to build traffic from a natural search traffic perspective.

In 2016, we will deploy a formal ongoing SEO program to improve the overall Hilton Head Island web platform from a natural search perspective. During the process, research will be conducted through keyword data mining and competitive analysis, which will help Hilton Head Island to identify gaps in the current content strategy. Monitoring the competitive set from a content and social media perspective will play a key role in the ongoing strategy as Hilton Head Island will need to determine how the competition is performing in comparison to our brand, what their share of voice of organic search is (e.g. desktop, mobile), and so forth. Upon creation of new content, Hilton Head Island will make content additions within the site architecture; be it new sections or hub-pages on the website, or enhancements to existing pages.

## The Approach

The approach to the ongoing SEO marketing initiative is multifaceted and comprehensive. SEO starts with the very basic concepts of accessibility and indexability and spans to site architecture and social media engagement. We assess, build a strong foundation, understand the results and continue to build on the hiltonheadisland.org platform over time. The proposed SEO program can be broken down into three core areas, which include:

- 1. Indexability:** An ongoing technical audit and comprehensive review of the existing website (e.g. pages, data, assets, performance, structure) to ensure current flaws or issues in the technical infrastructure are identified.

**2. Content Optimization/Creation:** The optimization and creation of new content and related web page elements that will drive increased exposure in the search engines, while also driving better engagement with website visitors. Initially, optimization is focused on identifying content areas on the website that require immediate attention, while also identifying gaps for future content creation that will need to be addressed based on ongoing competitive analysis and the monitoring of search interest trends.

**3. Connectivity and Distribution:** Link building with authority sites through a personalized outreach program, citation building and amplified exposure for brand content through influencer outreach and a targeted social media strategy.

### **Content Marketing Hub**

Focusing on the aforementioned process, Hilton Head Island will constantly be refreshing the site-wide content of the website and related microsites. Crafting the message that will persuade your target audience to choose Hilton Head Island over a competing destination is a critical part of the online success of the SEO program. To accomplish this, the current Island Vibe blog platform will be overhauled to become a more dynamic and robust content marketing platform.

The content marketing hub will be the home for topical articles related to the destination, user generated content, and curated content from other sources that are highlighting the Hilton Head Island experience. Users will be able to browse videos, share social content and opt-in to the Hilton Head Insider email marketing list to receive updates on future marketing programs related to the destination.

### **Hilton Head Island Compass**

2015 saw the launch of the Hilton Head Island Compass mobile application, which serves as a virtual concierge for in-market travelers. App users can use the app to access nearby restaurants, businesses, events and content that is pertinent to visitors who are on the Island. The app also serves as a navigation tool, as native mapping functionality helps visitors to navigate the Island to experience more of what Hilton Head Island has to offer.

### **Driving Engagement with Mobile**

The launch of the Hilton Head Island compass in 2015 saw over 7,300 users actively download the app to engage with Hilton Head Island businesses. During the course of 2016 the continued innovation and marketing of the Island Compass program will play an integral role in the overall marketing strategy for Hilton Head Island.

The Phase II release of the Hilton Head Island compass will focus on marketing initiatives to encourage increased app usage and downloads. This will consist of both digital marketing and traditional offline campaign activations to drive more exposure for the Island Compass program. In addition, a member focused campaign reactivation will be implemented to encourage partners throughout the Island to encourage visitors to use the app as a travel companion during their stay on the Island.

The content within the mobile app will be enhanced with a primary focus on building more value added content such as planned itineraries and vacation ideas and shared experiences from other guests. A stronger integration of the user generated content and social sharing tools will also be a key area of focus, as all app content is seamlessly connected to the main

HiltonHeadIsland.org platform, thus the app enables us to connect with visitors during each micro-moment they share across the Island.

### Push Notification and Geo-Zones

A key enhancement in the Phase II release of the Hilton Head Island compass will revolve around sending push notifications to guests who provide permission to receive them downloading the app. Hilton Head Island will be able to send both blanket notifications and triggered messaging from the different geozones established throughout the Island (e.g. festivals, events, etc.). The integration of a third party service will ensure the app is always using the latest geo-messaging technology which is evolving constantly, and will provide the brand with a robust platform for establishing a messaging matrix as guests move around the Island.

To illustrate the power of this technology, assume a guest has downloaded the app prior to visiting the Island and is driving to Hilton Head Island. As the user crosses the Georgia/South Carolina border they could receive a message via the app stating that they are only an hour away from paradise, and that Hilton Head Island is looking forward to their visit. This strategy will help us to build a tighter 1-to-1 connection with our visitors and can help to encourage increased usage of the app.

Daily Site Maintenance	72,000
Special Section Updates	20,000
SEO/AD Serve/ Hosting	42,000
SEM Leisure Marketing	280,000
SEM Sports (Tennis/Golf)	50,000
Signature Experiences Leisure	10,000
Wayfinder/App Updates	10,000
Digital Contingency	<u>5,000</u>
<b>Total Budget:</b>	<b>489,000</b>

### Social Media: The Platform-centric Approach Purpose

We are planning to gain a larger audience using an authentic voice within each platform. Attention to a single network will cultivate a more persuasive personality for the destination. We also plan to gain a deep understanding of each social network's idiosyncrasies and curate platform- specific content that is tracked in real-time. Users have developed sophisticated network-specific cultures. They can spot an "advertisement" from a mile away and this strategy allows us to avoid top-down conversations while curating ideas for posts and campaigns to be driven by a more bottom-up thought process to satisfy the end user specific to that social feed.

A platform-centric approach will drive better seasonal decisions and choices for sweepstakes, seasonal campaigns and more. If a single platform is prioritized, the search for strategy during a specific travel push and season becomes clearer. A deliberate platform-centric approach allows for more straightforward testing and tracking of results. If one platform focus doesn't work, another emphasis can be tried. But data will be cleaner and priorities will be easier to rearrange.

Our overall goal for this strategy is to increase referral traffic from social media to the website and drive engagement for Hilton Head Island. We have identified the three key elements to increasing referrals, based on our extensive experience and first-hand research:

1. Including links in every post
2. Using original, informal photography in most posts, as well as custom graphics
3. Combining an emotional connection with a tangible incentive

### **Objective**

We want to generate conversions on the Hilton Head Island website by sending qualified traffic and establishing an ongoing relationship with potential customers through social media content.

### **Process**

The process for developing and maintaining a social content strategy consists of:

- Developing an overall story to which all content ties
- Determining audiences and the online channels they use, and in what ways
- Creating a set of content units or categories that are consistent and measurable
- Developing a channel strategy for each major platform on which we will be posting content
- Sparking interest in existing content through online ads, contests, offers, etc.
- Measuring the relative success of each content unit and channel versus one another, and the absolute success of each based on number of qualified conversions versus level of investment
- On-going content creation and making adjustments based on measurement

### **Telling Our Story**

The overall story of a social campaign ties an emotional connection to a tangible incentive. This is so that we can effectively write consistent, regular content that will interest our target. Our primary story, then, is, “Enjoy a fun-filled, relaxing vacation at the best family-friendly destination in the world.” We will encourage people to visit Hilton Head Island to relax in a beautiful oceanfront Resort, enjoy the beaches and golf, experience our arts, culture and heritage along with tasting our Southern cuisine and have fun outdoors.

### **Gaining Momentum**

Our strategy for accomplishing our objectives will lead us to:

- Nurture existing profiles and grow the number of engaged followers and fans
- Seek out potential customers who have not considered Hilton Head Island yet or who are not aware of the brand
- Engage users and further develop as a trusted source of information about beaches and outdoor activities, family-friendly destinations, and romantic getaways
- Demonstrate to that potential customer by regularly engaging in a meaningful, heartfelt, warm, and genuine way

## Content Units

Content units are the major themes or categories of content that can be posted, updated regularly, and measured and monitored for success. These are initial examples, not an exhaustive list, and will be adjusted based on feedback and measurement.

**In-market advertising:** Consistency and familiarity

- Messages consistent with ads in market
- Copy lines/images from ads
- Content that expands/delivers on the teases in the ads

**Focus on family vacations:** The best family-friendly destination in the world

- Photos, videos, links
- Bike trails and other nature experiences
- Wildlife to see and photograph
- Family-friendly activities
- Testimonials from families who've visited

**12 Miles of Beaches:** What makes Hilton Head Island one of the most relaxing spots?

- Photos
- Inspirational quotes about the beach and living near the ocean
- Information on pet-friendly vacations
- What to see and do when you're heading out for a day at the beach

**Golf Packages & Courses:** Explore over 20-championship Hilton Head Island golf courses

- Facts and tips
- Testimonials from visitors
- History of the courses
- So many courses, something for everyone

**Deals / Offers / Packages:** Book your trip today!

- Golf packages
- Specials and discounts
- Variety of package options
- Meetings and events

## Lowcountry Culture

- Southern cuisine and Hilton Head Island restaurants
- Upcoming festivals & events
- Rich arts community
- History and culture
- Slow-paced lowcountry lifestyle

## Romance

- Weddings, honeymoons, getaways
- Pictures, videos
- Uplifting messages, quotes, etc.
- "Family" vacations don't necessarily mean vacations with children

## Partner Promotion

- Specific partner promotion based on their advertising tier
- Using photos generated by fans and visitors to promote partners

## Channel Strategy


Once the content units have been established and there is a stock of compelling, approved content categories and posts, we will need to roll out the content to each channel. These channels have unique requirements and, often, unique audiences. These audiences will need content that resonates with them and leads them to take action. Below are the major channels we may focus on, along with example updates and content.

## Study Our Audience


- Study each platform's audience and their day-to-day habits
- Consistent schedule of research and user profiles for each platform should be reviewed several times each year
- By having a unique understanding of our individual audiences, it allows us to develop quality, engaging content, videos and stunning imagery with the single purpose of building and nurturing connections with followers
- Providing value to our audience with content that engages and encourages action—sharing, liking, showcasing in Lowcountry Life Gallery and our content hub

## Goals and Strategies by Platform

### Facebook

- Serves as an information powerhouse with everything you need to know about what to expect during your visit 
- Provide a tangible understanding of how a vacation and time spent with family can change your life - translate this passion to our Facebook page by featuring a lot of fan-provided content
- Position our marketing in a way that focuses much more on enjoying your time on Hilton Head Island versus stressful planning and travel
- Create a gallery of breath-taking photos that fans can download and use as their Facebook cover photo; tapping into our loyal fan base / 70% repeat visitor
- At the end of the summer each year fans can share an album consisting of mostly fan-shared photos; pictures of families enjoying time together and continue to encourage fans to share images with the hashtag #myislandtime
- Change the focus so that we are empowering fans to set 'vacation goals' that motivate travel
- Use more branded hashtags to connect social media platforms together as well as share fan-provided content that emphasizes collaboration and engagement. #myislandtime #lowcountrylife #novacationfilter


### Instagram

- Consistency within color, style and filters with limited use of posting images within 120 days of each other 
- Posting artistic style imagery with no text overlay or graphics – promote the luxurious aspects of the Island, the nature that surrounds it and establish our brand as THE modern classic getaway




- Focus on nurturing relationships by constantly regramming photos posted with related hashtags
- Use breathtaking imagery in each post that showcases the destination and creative images that tell powerful vacation and lifestyle stories
- Capitalize on the personalized experiences - creates buzz around them in a genuine way with #myislandtime. This contest was simple, yet effective, because it stimulated engagement by allowing people to illustrate their own personal creativity through photographs—all while enjoying their vacation
- Sells an experience rather than a product with more video content

## Pinterest

- Organization is key by keeping everything well organized so that it's easy to find what the user is interested in so that we can create more niche boards that serve all sectors of visitor experience from pre-planning, to visit to post-vacation 
- Continue to use Pinterest to push our identity - boards should cover all stages of travel, family memories, kids, dining, information, seasonal events and inspirational quotes
- Utilize branded listicle photos to push blog posts and top content
- Create more interaction with our online community and focus on the interests of our followers - play to the interests and hobbies of our followers (again focus on the user profile)
- Inspire travel and excitement - focus on getting visitors hooked on a unique idea or location where they can stay and then help them get there
- Photography that make it impossible to miss what our brand is all about - even if we have to be more selective and spend more on experience rich images that showcase the season, depth of activities and true vacation traditions unique to Hilton Head Island

## Twitter

- Present the content hub to twitter followers as a one-stop shop for real time information and newsworthy content 
- Budget for twitter chats on a regular basis (quarterly, if not more)
- Create a strategy and schedule for us to become the trusted concierge for visitors and promote our willingness to answer questions 24/7 - even random ones such as, “what is the water temperature right now?” Create a branded hashtag for the questions unique to us but motivational to all travelers (this will gain the trust and build relationships with top travel influencers)
- Create content that allows us to have a continuous conversation with airlines, popular travel brands (rainbow flip flops) and those that visitors seem to include most on their vacations
- Produce a ‘tweetathon’ that takes place on the first day of summer – hyper target users to promote their upcoming summer vacation. This year, the first day of summer is on a Monday (June 20, 2016), which may allow us to incorporate additional hashtags and conversations around escaping the everyday #mondayblues #manicmonday

## Primary Outreach

- Target travel, lifestyle and food blogs in the Northeast and Southern United States
- Engage with bloggers and influencers on Twitter and Instagram
- Target bloggers and influencers to attend Hilton Head Island events
- Engage online with influencers visiting Hilton Head during press trips, and continue the relationships afterward

## CrowdRiff: Social Media Storytelling Hub

Our top-performing content on social media continues to be guest-submitted photos and stories. The CrowdRiff gallery, and its continued integration with the rest of the website, is the ideal vehicle for capturing and sharing these photos and stories. CrowdRiff will help us in the following ways:

- Social media aggregator that provides user-submitted photos based on hashtag and location on a single platform
- Social hub displays images within a custom, branded and user-friendly gallery
- Multi-device compatibility for uninterrupted experience on desktop, tablet or mobile
- CrowdRiff will also accelerate the user acquisition with email and deep consumer insights
- Provides a simple and effective interface for fans to view popular and recent streams, share and like photos and highlight brand accounts and seasonal events
- Closed-loop social photo contests deliver more earned media value and higher user acquisition
- Engage website visitors in their travel experiences and target content creators in social contesting options
- We also plan to see approximately 50-80% increase in follower growth over our social channels after launching the hub

## Video Content: The YouTube Destination Channel

YouTube allows billions of people to discover, watch and share originally-created videos. It provides a forum for people to connect, inform, and inspire travelers across the globe. Travelers are using YouTube to search for information about travel, experiences within a location and to share their personal travel stories on their social networks.

Currently, the VCB has its own YouTube Channel, Visit Hilton Head Island, with the following URL address: <http://www.youtube.com/user/hiltonheadislandvcb>. On it, there are 49 videos we have produced over the past several years and 51,465 page views.

## Statistics Regarding YouTube

- The number of hours people are watching on YouTube each month is up 50% year over year
- 300 hours of video are uploaded to YouTube every minute
- 60% of a creator's views comes from outside their home country
- YouTube is localized in 75 countries and available in 61 languages
- Half of YouTube views are on mobile devices

## Digital Co-ops & My Island Time

Last year's "My Island Time" was a huge success, gaining us thousands of additional fans, hundreds of photos we can reuse and repurpose, and a large increase in referrals from social media.

Last year, we had a single partner, Palmetto Dunes, and they also saw large increases across their important social metrics. This year, we will reach out to multiple promotional partners throughout the length of the campaign, further sharing the success of this program with resorts around Hilton Head Island:

- The campaign will run throughout the summer
- Each week, another resort partner can offer prizing for photo submissions
- We will capture email addresses, and these will be shared with all of our partners (based on an opt-in system to be entered to win prizing)

### **Digital Video Engagement Tactics**

- Work with VERB to keep content updated / fresh and optimized
- Use local videographer to shoot new experiential video vignettes in 2016-17
- Work with NetConversion / VERB to optimize integration of our video assets on YouTube within the pre-roll and related digital campaigns
- Embed compelling video content into our website, mobile site, mobile app and social media platforms

### **Tone & Manner**

The voice of Hilton Head Island needs to match the voice of its target audience: family-centered and fun loving. That is, family-centered and fun loving. It says, “we believe vacations should be relaxing and fun for everyone in the family.” Every post should be written as if it is coming from someone who loves Hilton Head Island and knows everything about the area. She is passionate about the experiences, accommodations and amenities that can be found on Hilton Head Island and absolutely has to share it with everyone. This means, if a visitor asks us a question related to Hilton Head Island, our voice needs to truly be knowledgeable about the area, and take the time to ensure our response is accurate. Additionally, we would not post about it being a beautiful day in South Carolina if, in fact, the weather is miserable, or there is another impediment. Every post, then, should be written and reviewed through this lens. Questions should be posed, such as:

- Is this too serious or stuffy?
- Is this post genuinely interesting?
- Are we telling people things they don’t already know?
- Does this truly demonstrate our knowledge and excitement, or is it merely promotional?

Our Hilton Head Island personality should be the person at the party who’s so excited about what they do, and so knowledgeable about it, that people are interested and want to ask questions. We will develop a calendar of content ideas so that there is never a lack of posts or ideas. At any given moment, there will be a post that is ready to go live on every channel. By doing as much work up front as possible, we can demonstrate to our audiences that we care about them and want them to visit by keeping in touch often, and showing them things that they will be interested in. The calendar will include:

- Major events, promos, holidays, seasons that necessitate specific content
- Content ideas based on categories and channels
- Specific pre-approved posts that can be posted at any time
- Plans for integrating new or emerging channels
- Ways to align with in-market advertising

**Metrics: How Will Success Be Measured?**

It's 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's more than just online marketing – it's about results and understanding what is working and what is not. These social 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 each month following the model below:

- Continuously improving campaign performance over time
- Individual posts will be tracked based on channel engagement (Likes, Re-Tweets, etc.), traffic driven to the site, 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-site

**Budget:**

Social Media Promotions, Planning and Content Hub Management– monthly with VERB Interactive:	\$78,000
Blog Center/Content & Video Creation/Freelance Writers & Influencers:	\$15,000
TBEX Travel Conference & Social Media Strategies for Travel Conference	\$10,000
CrowdRiff Content Aggregator and Social Media Hub	<u>\$25,000</u>
<b>Total:</b>	<b>\$128,000</b>

Facilitated by: VCB Communications & Marketing Staff, Weber Shandwick, Local Freelance Writers, Local Videographers, Local Content Creators and VERB Interactive.

**Destination Public Relations**

Earned Media is a critical way that the Hilton Head Island VCB's destination marketing program puts brand voice into our overall marketing program. Our ongoing destination public relations program is a well-oiled machine that churns out national and international stories, features, broadcast vignettes and mentions, news coverage on top travel digital sites, blogs, and video, syndicated stories, and non-paid media coverage, that combined with organic coverage and exposure annually averages about \$10 million in ad equivalency value over the past 3 years.

In short, with limited media buying resources, we heavily depend on earned media/ Public Relations to sustainably generate brand voice for Hilton Head Island.

Several components remain critical to our Public Relations success:

- Media relationships our staff builds and nurtures over time with key editors, journalists and publishers
- Connections and opportunities leveraged daily by our New York based PR firm, Weber Shandwick Worldwide, one of the most influential travel PR firms on the planet
- Our seasoned professional staff and firm that partner together on a daily basis to serve up the right information at the right time to target media
- Weber Shandwick receives volume discounts through multiple vendors that are passed on to us as clients
- Access to a variety of experts in specific industries throughout the United States, Canada and more

We are planning new and ongoing public relations initiatives in the 2016-2017 fiscal year to support the overall destination marketing campaign:

**I. Integrating Social Media and Public Relations:** As discussed in the previous social media section, we consider travel social media and PR to be twin sisters – they both are all about telling compelling, relevant and authentic stories that impact target communities of travelers. Therefore, our PR firm will continue to help us develop strong and effective social media content.

We will look to build on this integrated program this year by identifying key influencers in the travel/lifestyle/fashion/culinary space across both traditional and non-traditional platforms (Instagram, Vine, Pinterest, blogs, SnapChat) to serve as advocates for the destination and help tell and share the Hilton Head Island story to a younger, connected audience (e.g. Millennials).

**2. Visiting Journalists Program:** The best way to secure significant feature coverage for the destination is to host media for first-hand experiences. Given that an increasing number of media outlets have lean newsrooms and staffers are highly scheduled, we have found that Individual Press Trips (IPTs) allow for a more fruitful press visit than a group trip, and allows the opportunity to customize an itinerary to a writer's specific editorial needs. We will actively continue to pursue pre-qualified media to visit Hilton Head Island and the surrounding region for coverage opportunities. Traditional print and broadcast media outlets, freelance travel journalists and well-qualified travel & lifestyle bloggers will be pursued. Weber Shandwick anticipates pursuing at least 10-12 journalists on individual visits in the coming year, while SCPRT, Buffalo Communications (the PR agency for LGCOA) and Chamber/VCB staff will also pursue visiting writers and influencers, as well as actively pitching and providing information to journalists to promote Hilton Head Island.

Hilton Head Island as a “modern classic” destination will continue to be an important key message, while other areas of media outreach focus will include targeted meetings and group media outlets.

**3. New York Media Outreach Program Expands:** Senior staff will visit New York for pre-arranged desk-side media visits in concert with Weber Shandwick, our PR firm. Traditional journalists, bloggers and other social media experts will also be considered. Staff will also work with South Carolina Parks, Recreation & Tourism and media events they plan for 2016-2017.

This year, we will execute an event with the New York travel enthusiast entity Travel Massive. Travel Massive is a monthly networking meet-up of travel media, bloggers, influencers and professionals that is sponsored by various travel brands. Past Travel Massive events – from 2013 into 2015 – continue to generate ROI by way of relationships fostered at the event, and the 2016 event provides a great opportunity for new contacts, press visits, partnerships and ultimately placements for Hilton Head Island.

#### **4. Broadcast monitoring:**

Cision Broadcast Monitoring Service: In today's media world, the screen is king. Whether on a mobile device, iPad, computer, television or even the media screens found in skyscrapers and the back seats of taxis in major cities worldwide, video imagery is the way to catch the eye of today's heavily distracted consumer. With that in mind, it's not only critical that our PR agency, Weber Shandwick, and our internal communications staff are pitching broadcast, but also when coverage results, there is a mechanism for tracking ROI and showcasing results to our stakeholders. We will continue with our contracted vendor to monitor for broadcast clips or provide ROI data for clips or provide the actual clip of coverage.

Engaging such a vendor on an ongoing basis allows for economies of scale when ordering coverage clips and provide for more accurate and consistent ROI tracking (for audience number and advertising equivalencies) rather than having to order these important assets ad hoc. Additionally, the vendor's continual monitoring better alerts our staff to serendipitous coverage that occurs without our direct involvement or knowledge—for example, a character on a television show mentioning Hilton Head Island in the script. Our annual contract is negotiated to include ongoing monitoring, a designated amount of coverage clips, ROI reporting for each clip and an end-of-year report.

#### **5. Broadcast Media** Working with Weber Shandwick, we will actively pitch and respond to broadcast media opportunities for travel related stories on national and regional broadcast outlets.

We will continue to reach out to producers and travel experts for inclusion in seasonal regional/national travel segments. We also see great value in pursuing on-air giveaway opportunities and Satellite Media tours (SMTs) when spokespeople and themes are appropriate.

#### **6. Destination Travel Package PR:** As covered in the package promotional section, the VCB will be developing a series of destination package promotion in concert with our partners to promote on a quarterly basis. Part of that promotion will be advanced long and short lead media pitches.

#### **7. Festivals and Special Events:** We will continue to work with local partners who produce area destination events to generate regional and national attention to the events and to support corresponding travel packages. Special Events that are being targeted include:

- RBC Heritage PGA TOUR Tournament
- Hilton Head Island Wine & Food Festival
- Hilton Head Island Motoring Festival & Concours d'Elegance
- Gullah Celebration
- International Piano Competition
- The Public Arts Exhibition

**8. Daily Communications Staff Management** Writing regional and local media releases, monitoring news clips from Burrell's news services, monitoring and responding to HARO requests for story development, hosting and coordinating visiting journalists and itineraries who are sourced from HARO, SCPRT and other sources, developing social media content that supports other destination initiatives (such as Peter Greenberg's, The Travel Detective, a national PBS television show and other national television commercial spots) and operational support.

**Budget for Destination Public Relations:**

Visiting Journalists, Broadcast Outreach, NY Media & PR Firm:	\$ 150,000
Photo and Video Online Library and Out-of-Pocket: (e.g. journalists' airfare)	\$ 20,000
Satellite Media Tour	\$ 15,000
Monitoring Services (Broadcasting & Print/Online Tracking)	\$ 18,000
<b>Total:</b>	<b>\$ 203,000</b>

**B. Meetings/Group Sales Marketing**

With the clear priority of group business development, particularly within the corporate meetings sector, set by the Hilton Head Island Marketing Council in FY 2016/2017, here is a look at American Express' 2016 Global Meetings Forecast, followed by our local destination situation and plan:

**American Express Forecasts Shows Continued Growth for the Meetings Industry In 2016**

According to the American Express Meetings & Events 2016 Global Meetings Forecast, positive economic trends combined with the global expansion of companies will drive continued growth for the meetings industry in 2016. Across all regions, the number of training and internal meetings is expected to experience high levels of growth as companies continue to invest in bringing their employees together for face-to-face meetings. Following a year of added capacity, an increased focus on compliance-related concerns and a growing need to manage risk across all meeting types, meeting owners are predicted to expand their budgets next year. In turn, hotels are expected to increase capacity in key cities, but lead times remain tight, so meeting planners who are able to plan further ahead have the best chance of securing their first choice property and dates. The 2016 Forecast also provides a look at three key areas of interest among meeting professionals: compliance, incentives and using mobile and social media for events, all of which are expected to continue to shape the meetings industry in 2016.

"The resurgence of meetings and events over the past few years has allowed meetings professionals to demonstrate the strong value that face-to-face meetings continue to offer globally," said Issa Jouaneh, Senior Vice President and General Manager, American Express Meeting & Events. "Our customers recognize this value of interaction and seek opportunities to engage, reward and build meaningful experiences for meeting professionals through their managed programs. At the same time, we have seen our customers also place a greater focus on compliance as they design their programs to meet the evolving needs of meeting planners while also ensuring accountability and process discipline throughout their programs."

In North America, 2016 points to continued increases in all meeting types across the region, further fueling the increased activity seen in 2015. Training and internal meetings are expected

to continue to experience strong growth and rise more than any other meeting type next year. As the number of meetings is predicted to increase, attendee levels in North America are also expected to trend upwards. As a result of recent economic growth, companies are renewing their focus on employee-centric meetings by planning a greater number of incentive meetings and special events next year; however, meeting planners are also implementing processes to ensure the right audiences are in attendance to further maximize their returns on their meetings investments and increase compliance. Although respondents are optimistic about growth, the length of meetings is predicted to remain largely unchanged in 2016. While overall program spend is expected to rise, marking the largest forecasted spend increase in three years, budgets remain tightly controlled as meeting planners increase their spend per attendee, where justified.

The Forecast identifies key meetings activities and trends for 2016 on a global and regional basis, to help meeting professionals and executives strategically direct and make effective use of their meeting investment. To develop the 2016 Meetings Forecast, a number of sources were used including proprietary American Express Meetings & Events data sources, licensed third-party data and industry information, as well as interviews with industry leaders. Information and data was gathered from actual and planned meetings activity of American Express Meetings & Events globally.

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**Local Situational Overview:** With major investments of over \$500 million made by Hilton Head Island's major conference hotels and resorts for redevelopment, new retail and attractions investment, and plus existing attractions and retailers, the Island is in a stronger product position than at any point in the last decade. We plan to leverage this newly refreshed product into new excitement about the Hilton Head Island brand and interest in booking group business.

In addition, the variety and quality of experiences for group visitors that the Island offers has never been more diverse, including attractions both natural and man-made:

- Fresh new shopping and retail at the Shelter Cove Towne Centre
- Complete rebuild at Pineland Station, renamed Sea Turtle Marketplace
- Culinary offerings that are winning regional and national acclaim for its locally sourced and farm or fish to table appeal
- One of only two ZipLines in the state
- Six public marina villages, each with its own charm, unique environment and ambiance
- Internationally recognized and significant place in Civil War to Civil Rights history, particularly through the Mitchelville Freedom Park, the first self-governed Freedmen's Village in the U.S.
- World class golf and tennis – for every player at every level of competition
- Gold level Bicycle Friendly Community – the only Gold award winner
- One of the top Farmers Markets in the U.S. in neighboring Bluffton and its charming Old Town
- One of the top Jazz Clubs in the world
- Eco-tours, bird watching, kayaking, paddleboarding and dolphin watch cruises – a thousand ways to explore our lush, subtropical environment
- Challenging and fun team building outings, health and wellness programs, historic and cultural tours and explorations



- Broadway theatre, the symphony orchestra, dance and music comparable to an urban setting, but all set on a beautiful and intimate resort Island
- Quality enhancements to signature destination events, particularly the RBC Heritage PGA TOUR Tournament, HHI Motoring Festival & Concours d'Elegance, Hilton Head Island Wine & Food Festival, Gullah Celebration, The Public Arts Exhibition, International Piano Competition and more.
- Customized group experiences launching July 2016.

## Planner Relationships and Service

The VCB's position is to represent the entire destination, identify prospect possibilities in all meetings and group 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 make the sale. Referrals to other local businesses that service groups are also a focus of the VCB sales staff.

One of the many strengths of the Hilton Head Island Visitor & Convention Bureau Meetings and Group Sales team has been 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 Bureau as a key and critical component in the business of business matchmaking. Those relationships are especially important in an era when it's predicted that planners and suppliers will rely on existing relationships to work through challenges. Our accolades include 17 straight years of receiving the Pinnacle Award of Excellence for service to the Meetings Industry by the Visitor & Convention Bureau staff, Smart Meetings Platinum Choice Award Winner 2015, Meeting & Conventions magazine Gold Service Winner 2015.

## Group Sales Goals

**Goal: #1:**

**Increase the number of qualified leads by 9% in 2016**

<b>SALES</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Leads &amp; Bookings</b>	Actual	Actual	Actual	Goal
# of Leads	64	74	80	87
Potential (room nights)	27,725	19,945	50,976*	24,500
# of Definites	17	12	24	27
Definite (room nights)	3,153	5,693	4,974	5,400

\*27,300 room nights were for IRONMAN

<b>Consumed Group</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Room Nights 2015</b>	Actual	Actual	Actual	Goal
# of groups	10	9	18	20
# of room nights	4,126	1,814	5,608	6,500
Economic impact*	\$2,058,874	\$941,466	\$3,033,928	\$3,516,500

\*DMAI Event Calculator

## Tactics

1. The Hilton Head Island Group Sales Team is committed to respond to all group inquiries the same day they are received. The goal is to be the first responder to the client and deliver a clear service message that Hilton Head Island values their business and appreciates their consideration.
2. Commitment to continue to follow DMAI “best practices” for sales and marketing services.
3. Continue to attend AENC and SCSAE state association events bolstering marketing and direct sales efforts.
4. Attend trade shows that have the greatest amount of potential for generating leads and new prospects with particular emphasis on appointment-driven shows, including:
  - American Bus Association (ABA) for the group tour market
  - IMEX
  - Connect Marketplace
  - ConferenceDirect
  - HelmsBriscoe
  - Luxury Meetings Summit
5. Telemarketing/lead generation/market and prospect research: Changed how we distribute the qualified prospects, they now go directly to the appropriate properties so they can follow up in a more timely fashion.
6. Explore online marketing presence opportunities: Create enhanced destination profiles and actionable marketing offers in key planner search and source sites enabling destination searches of potential properties and direct RFP opportunities for new and existing customers.
7. Work with VERB to develop the use of social media, specifically LinkedIn, as a portal to extend the Hilton Head Island message to targeted prospects.
8. Measure visitation to the hiltonheadmeetings.org and evaluate meeting planner usage of our site through a monthly review of microsite analytics.

## Goal: #2:

### Leverage communications for planners and partners

#### Tactics

1. Provide partnership opportunities to our members for trade shows, FAMs and other industry events. Upcoming co-op FAMs and joint promotions: (funded through public-private co-op)
  - a. **September or October 2016** – Host FAM
  - b. **October 2016** – HHI VCB to attend IMEX Trade show with resort partners
  - c. **December 2016** – HHI VCB to attend AENC (Association Executives of North Carolina) trade show with resort partners
  - d. **January 2017** – HHI VCB to attend SCSAE (South Carolina Society of Association Executives) trade show with resort partners
  - e. **Spring** – 2017 – Host FAM

**Goal: #3:****Initiatives**

**Tactics:** VCB Sales Staff has developed and manages the application and award process for all of these incentive programs in cooperation with local partners:

**• Flights for Sites**

- Too many times the availability of a planner being able to attend a pre-arranged FAM trip are difficult at best; so we offer them a “flight for a site” at their convenience.
- Goal is to support efforts of Hilton Head Island resorts and hotels targeting meetings and groups and to have 10 individual meeting planner sites during the fiscal year.
- Would offer up to \$500 to pay for or subsidize a pre-qualified planner’s airfare for a site visit.
- 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 VCB first or a property directly.
- Goal of program
  - 5 meeting planners
  - 3 bookings
  - 550 room nights

**• Group Closing Fund (GCF)****Purpose:**

The purpose of the Hilton Head Island Visitor & Convention Bureau’s 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 seasons. 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 Savannah or Hilton Head Island Airports. This is being achieved by providing funding to subsidize ground transportation expenses for qualified groups.

The guidelines detailed below must be followed in order to be eligible to receive this funding.

**Eligible Meetings/Programs:**

Applicants eligible for the GCF program are established organizations or businesses that are considering Hilton Head Island for their upcoming destination meeting, conference, trade show, 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 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 in the Hilton Head Island area be competing for the same program, all of those properties will receive the same incentive to include in their proposals.

### **Funding Guidelines:**

GCF funding is available on a first come, first served basis and is subject to availability. The maximum amount of funding that can be awarded to one group is \$5,000.

The GCF program will be funded solely by pass-through money collected from participating accommodation properties. Town of Hilton Head Island or SCPRT grant money cannot be used for this program. The dollar amount granted through the GCF program is based on the following scale of actualized (paid) group room nights:

### **Dollars granted is based on:**

- \$500 for 50 – 99 room nights actualized
- \$1,000 for 100 – 199 room nights actualized
- \$2,000 for 200 – 299 room nights actualized
- \$3,000 for 300 – 399 room nights actualized
- \$4,000 for 400 – 499 room nights actualized
- \$5,000 for 500 or more room nights actualized

All pertinent information must be provided to the Hilton Head Island VCB to be considered:

- Dates
- Arrival and departure pattern
- Room block per night
- Group's history with room pick-up for the past 3 years, as documented by the host properties.
- RFP for the particular meeting being considered

### **Approval and Disbursement of Funds:**

Group submissions will be reviewed by the Hilton Head Island VCB to determine whether they meet the guidelines set forth in this document. The amount of GCF dollars the organization qualifies for is based on their total room block (may change with actualization/consumed room nights). Once the group is accepted and the meeting has occurred, payment will be made to the organization within 30 days of the group's departure, after receiving the hotel's group room pick up report, based on the actualized room nights.

- 15 or more bookings
- 4,500 or more room nights

## Conference Sales Initiatives

### 1. Maximize the VCB's 4 Diamond partnership with Cvent (electronic RFP website)

- a. Banner ads appears at the top of the meeting planner's search results
- b. HHI VCB's listing rotates among other 4 Diamonds and is immune to filters
- c. Keep the profile current with images, attractions, special offers, etc.
- d. Upload new collateral as developed
- e. HHI VCB banner ad will appear to the meeting planner to consider HHI when sourcing RFP's to:
  - i. Amelia Island, FL
  - ii. Jacksonville Beaches, FL
  - iii. Myrtle Beach, SC
  - iv. Savannah, GA

### 2. Partner with HelmsBriscoe (HB) at the Preferred Partner level. HelmsBriscoe is the largest third party meeting planning company in the industry

- a. Included in the "Local Destination Expert" pop-up at the end of the RFP process with recommendation to HB Associates to include DMO on RFP
- b. HB intranet custom partner profile and partnership recognition with hyperlinks
- c. HB InSite – custom partner profile and partnership recognition with hyperlinks and ability to attach PDF's
- d. Link to custom HB dedicated website in Partner Destinations Library
- e. List destination offers/promotions on HB Promotions site & HB InSite; list on HB Connect (Cvent) if offer is HB exclusive
- f. Feature in Partner+Plus eNewsletter for exposure to HB Associates with destination exclusive edition
- g. Give local hotel/resort partners visibility to help with distressed inventory or a last minute cancellation
- h. Destination featured in HB Partner Buzz eNewsletter after joining the HB Destination Partner Program
- i. Rotating banner ad on HB intranet home page with hyperlink
- j. HB program team to proactively monitor content with suggestions to improve
- k. Attend the HelmsBriscoe Annual Partner Meeting which includes one-on-one appointments

### 3. Partner with ConferenceDirect (CD). They are the second largest third party meeting planning company in the industry

- a. Top Banner placement on CD associate search page in Cvent (3 month linkable banner ad)
- b. Print advertising in their Meeting Mentor Magazine summer issue
- c. Digital advertising in their Meeting Mentor eNewsletter for 2 months
- d. Attend the ConferenceDirect Annual Partner Meeting that includes one-on-one appointments

**Qualified Prospecting:**

SDR (Strategic Database Research) - the services they provide to the Hilton Head Island VCB are:

- Prospect Generation
- Database Cleansing
- Trade Show and Seminar Follow Up
- Appointment Setting / Sales Blitz's / Sales Missions

**Total SDR prospects that they have provided to the Hilton Head Island VCB:**

- 2013 - 197 prospects
- 2014 - 557 prospects
- 2015 - 207 prospects

**Total room nights connected to SDR prospects:**

- 2013 - 28,385 total room nights
- 2014 - 34,637 total room nights
- 2015 - 33, 506 total room nights

**Total SDR prospects that converted to leads:**

- 2013 - 1 lead
- 2014 - 7 leads
- 2015 - 10 leads

**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.

**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 VCB to work on various initiatives throughout the year in targeting religious, military, government, and group tour markets.

**Group Sales**

- 1. Cvent Sponsorship:** Electronic RFP website
- 2. ConferenceDirect:** Second largest third party meeting planning company
- 3. HelmsBriscoe:** Largest third party meeting planning company
- 4. Meeting Collateral:** printed & electronic collateral
- 5. 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.
- 6. Select Service Co-op:** Hotels partner with the VCB to work on various initiatives throughout the year in targeting religious, military, government, and group tour markets.

<b>Sales Budget:</b>	<b>VCB Budget</b>	<b>2016 Town of HHI Supplemental</b>
Cvent Sponsorship	----	\$ 30,000
Conference/Direct Sponsorship	----	\$ 22,000
Helms/Briscoe Sponsorship	----	\$ 20,000
Meeting Collateral	----	\$ 18,000
Lead Prospecting	\$ 40,000	----
Trade Sponsorships/ Affinity Groups	\$ 25,000	----
Flights for Sites/Site Inspections	\$ 6,000	----
Sales Industry Dues and Subscriptions	\$ 5,400	----
Select Service Programs	\$ 5,000	----
<b>TOTAL:</b>	<b>\$ 81,400</b>	<b>\$ 90,000</b>

**Group Marketing**

- 1. Group/wedding SEM** – Key search word maximization
- 2. Group Experiences Initiative:** Workshops, Content and Digital development and digital e-promotions.
- 3. Group Social Media:** Develop an editorial plan and allocate resources to train and manage a more robust strategy for LinkedIn with our sales staff toward relationship building.
- 4. Promotional Giveaways:** Hilton Head Island logoed items for giveaways during site inspections, FAMs, trade shows and sales events.

Budget:

Group/wedding SEM	\$ 25,000
Group Experiences Initiative	\$ 20,000
Group Social Media / LinkedIn Promos	\$ 5,000
Trade Media	\$ 20,000
Promotional Giveaways	\$ 7,000
Contingency	\$ 2,000
<b>TOTAL:</b>	<b>\$ 79,000</b>

## Trade Shows

### Select Service Hotel Markets

#### Military

With Parris Island in our own backyard, it is important that we reach out and strengthen our destination's relationship with the many families who come to attend graduations, as well as those soldiers on active leave who are required to take some R&R once they return home. We intend to do this by participating in the annual Travel EXPO that Parris Island hosts every March. The VCB will be participating in this annual travel show, and select service partners will be able to partner and represent Southern Beaufort County. \$125 to exhibit

#### Group Tour

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:

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

The **American Bus Association (ABA)**, every January, welcomes the travel and tourism community to the first conference of the year – the industry's premier business event – Marketplace. More than 3,500 tour operators, suppliers and exhibitors come together to kick off a new year of business opportunity and growth. Marketplace is truly a market-place – 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 really unmatched as the best industry event each year.

In January 2017, 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

### Connect Marketplace

Connect Marketplace, an annual education conference and appointment-only trade show, is a highly respected event that brings together the most active planners, suppliers and experts in corporate, association and specialty association meeting markets for three days of general sessions, roundtables, workshops, pre-set appointments and networking. The appointment-only trade show is the business marketplace, where RFPs are placed, dates are secured and relationships are developed for future business. The focus on education at Connect Marketplace allows you to brush up on your skills, learn about trending topics, get great business advice from speakers, and enjoy networking with other industry professionals.

### IMEX America

Meet over 3,000 corporate, incentive, association and third party planners experiencing IMEX America's refreshing new model for doing business.



#### *The Size and Scale of the Hosted Buyer Program*

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.

#### *Online Scheduling System*

This convenient system lets you reach out before the show and get business lined up with people you want to see at IMEX America. With tens of thousands of appointments made in advance, everyone comes to the show focused on serious business.

#### *No-cost Registration and So Much More*

IMEX America has none of the costs typically associated with attending and getting the most out of a trade show. IMEX America registration, show entry and education sessions are all at no cost, yet this show delivers matchless returns.

#### *The Number and Depth of Industry Partnerships*

Industry associations have shown unprecedented confidence in IMEX America. Examples include a Strategic Partnership with MPI, (our Premier Education Provider) endorsement by DMAI, Site and ICCA, an Industry Partnership with PCMA and close ties with every major association including ASAE and the U.S. Travel Association.

#### *The Scale and Quality of Education Programs*

IMEX America hosts an unprecedented number of industry educational events. Participants can choose from hundreds of lively learning sessions and seminars throughout the trade show, all at no cost.

#### *Dedicated Attention to Association and Corporate Buyers*

Association Focus, a “conference within a conference” on Smart Monday, is dedicated to educating association executives and is followed by an Association Evening, a great event for socializing and networking.

### ConferenceDirect Annual Partners Meeting\*

Being a preferred partner, it includes participation at their most important Associate Networking educational event. Involves a reverse tradeshow format where the attendee gets quality time with each CD Associate and attendance to training sessions on sales development.



### HelmsBriscoe Annual Partners Meeting\*

HelmsBriscoe allows member participation at their most important Associate Networking educational event. Designed in a reverse tradeshow format where the attendee get quality time with each HB Associate and attendance to training sessions on sales development.



### Luxury Meetings Summit\*

Unique and efficient appointment format with 45 – 75 meeting planners in attendance for a 1/2 day marketplace in back-to-back cities.

HHI VCB will be attending this event in Atlanta, Charlotte and Raleigh/Durham in the first rotation and Minneapolis, Chicago (downtown) and then Chicago (suburbs) in the second rotation.

### Association Executives of North Carolina (AENC)

The AENC Trade Show is your source for information and contacts on meeting venues, programs products and services. Spend time with over 200 exhibitors and learn how they can help you bring more value and be more efficient. Meet with others from a wide variety of organizations and share ideas as you go through the show.

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

SCSAE's Trade Show 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.

\*New trade shows that were either suggested and /or approved by the Marketing Advisory Committee

### Hilton Head Island Visitor & Convention Bureau's 2016-2017 Trade Shows

Tradeshow	Market	Dates	Location	\$
Luxury Meetings Summit	Corp/Assn	July/2016	ATL, CLT & RDU	5,500
Connect Marketplace	Corp/Assn	Aug./2016	Grapevine, TX	11,500
Luxury Meetings Summit	Corp/Assn	July/2016	MSP, CHI & ORD	7,000
IMEX America	Corporate	Oct./2016	Las Vegas, NV	33,695
AENC	State Assn	Dec./2016	Raleigh, NC	1,750
SCSAE	State Assn	Jan./2017	Columbia, SC	1,500
American Bus Assn.*	Group Tour	Jan./ 2017	Cleveland, OH	4,000
ConferenceDirect APM	Third Party	March/2017	TBD	6,500
Parris Island Expo*	Military	March/2017	Parris Island	300
HelmsBriscoe APM	Third Party	June/2017	TBD	3,255
<b>TOTAL:</b>				<b>\$75,000</b>

\* Included in Beaufort County/Bluffton Budget

**Group Sales & Marketing Budget Summary Recap:**

Group Sales:	\$ 81,400
Group Marketing:	\$ 79,000
Travel Trade Shows:	\$ 75,000
<b>Total DMO Budget:</b>	<b>\$235,400</b>

**Other Source of Funding:**

Meetings Co-ops Public-Private Match:	\$350,000
Beaufort County	\$137,500
RBC Heritage Group Co-ops:	\$180,000
Town of HHI Supplemental Grant	\$ 90,000

**C. International Marketing**

There is a big tourism market prime for tapping: international travelers. Though news and economic reports are not always sunny, there is a robust population of high-end travelers in Canada, Europe and beyond looking for the type of luxury vacation Hilton Head Island can offer.

To get our message and story to these potential visitors, the VCB partners with Travel South, Coastal Carolina and South Carolina Parks, Recreation and Tourism department to help market Hilton Head Island to potential international travelers. But our main partnership is with Brand USA, the national organizations to lure visitors to the states. Brand USA marketing activities includes promotion through print, digital and social media outlets, out of home and other channels throughout the UK, Germany, Canada and more.

Brand USA partners with Hilton Head Island to market the destination to international visitors. The marketing activities includes promotion through print, digital and social, out of home and other channels throughout the UK, Germany, Canada and more.

**About Brand USA** - Over the last two years, Brand USA's marketing initiatives have helped welcome more than 2 million incremental visitors to the United States, which generated \$6.5 billion in additional visitor spending. With the additional visitors and the money they spend during their travels have fueled our economy by generating nearly \$15 billion in business sales, \$7.2 billion in (GDP), more than \$4 billion in personal income, and \$1.9 billion in federal, local and state tax revenues. And the program has supported an average of 50,000 incremental U.S. jobs per year. The ROI is 28 to 1 (for every \$1 we spend on marketing efforts, we receive \$28 return in benefits to the USA.)

Brand USA's mission:

Brand USA was created for the purpose of encouraging travelers from all over the world to visit the United States of America. In doing so, we aim to bring millions of new international visitors, who spend billions of dollars, to the United States, creating tens of thousands of new American jobs.

The public-private marketing entity was created to work in close partnership with the travel industry maximizing the social and economic benefit of travel in communities around the

country. Brand USA, through its call-to-action “Discover America,” encourages and inspires travelers to explore America’s boundless possibilities.

Hilton Head Island’s Top 5 Target Markets for International Visitors:

1. Canada
2. UK and Ireland
3. Germany, Switzerland and Austria
4. France
5. Brazil

**International Microsites:** The VCB has developed a series of microsites for Hilton Head Island as well as on the Brand USA website. Currently, we have microsites for the Canada, the UK & Ireland, German-speaking countries, France, and Brazil in Portuguese. Each site is fully translated and is tailored to the specific interests of each market. Updates to the content of these sites will be ongoing.

International SEM: Net Conversion manages a search engine marketing program for each of our in-country URLs for these microsites. We plan to invest \$10,000 per year in SEM for Canada and \$15,000 per year for SEM for the other four international microsites, or a total of \$ 25,000.

In FY 2016/17, we will continue to partner with Brand USA through Miles Media to participate in their multi-channel, integrated marketing promotions in the UK, Germany, Brazil and Canada. Each of these programs also has a tour operator activation partner that carries Hilton Head Island travel packages, based on investment in the program.

In the coming year, we plan to participate in:

1. Eastern Canada Fall Multi-Channel Program:
2. German Fall Multi-Channel Program
3. UK Fall Multi-Channel Promotion

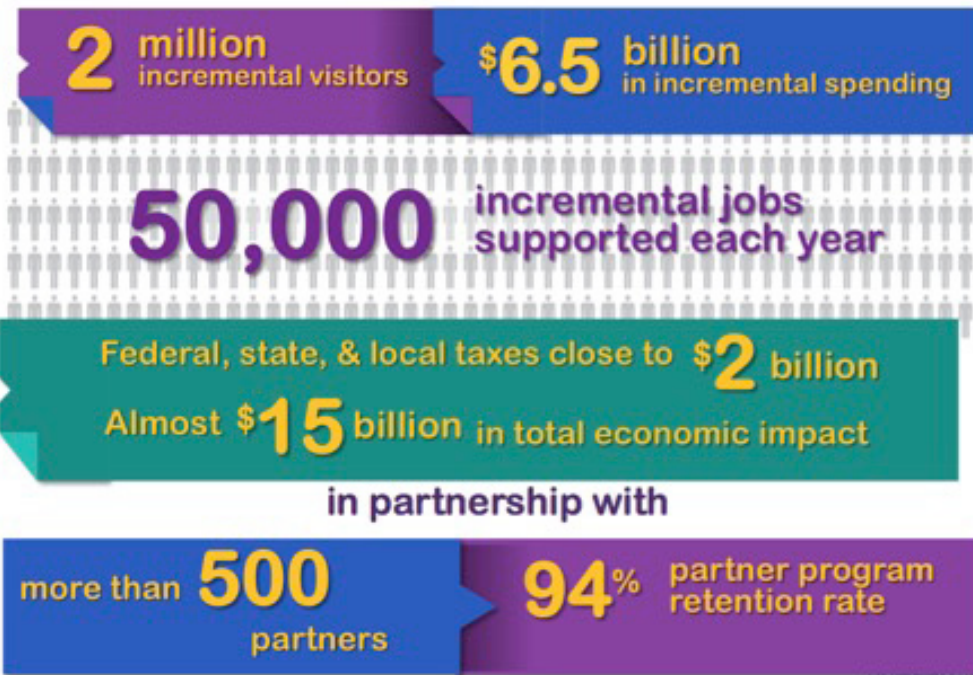
### **In-Language Videos**

The destinations In-Language Video Program creates and distributes in-language multimedia content to help U.S. destinations promote their experiences to international travelers. Video content is customized to the specific international audience’s point of view and targeted to interest (Culture, Indulgence, Great Outdoors or Urban Excitement) and country (Australia, Brazil, Canada, China, France, Germany, Japan, Mexico, the United Kingdom and more).

Participating destinations may distribute video content through their own marketing channels. Additionally, Brand USA distributes the content through its own digital channels:

- On a dedicated ‘Video Journal’ page on the language-appropriate site of either DiscoverAmerica or GoUSA
- Through a featured tile on the language-appropriate City, State and/or Region page
- On Discover America’s YouTube channel

Over the past two years, Brand USA's marketing efforts have generated:



**Travel Channel Chef Vignette** - The vignette featuring Red Fish is live on Brand USA's YouTube page, and you can find them here <https://www.youtube.com/watch?v=Ylb86-ZmEt4>.

You are free to use on our own destination channels. This feature accompanies an episode and includes a sweepstakes element.

Some top line results from Food Network for the vignette viewings in the UK only:

- Overall, the chef vignettes attracted 44% more viewers than the other commercial spots on Food Network International in the month of July
- In total, the vignettes reached 1.85 million adults
- On average, a person saw 5 vignettes, the highest of any spot on Food Network International in the month of July
- Total impressions: 37.2 million
- The campaign reached more people than any other campaign on Food Network International in the month of July

**The Telegraph Campaign** - Reaching millions of potential travelers through exposure in The Telegraph, a UK daily newspaper that is distributed internationally and in the UK. The newspaper's readership relies on The Telegraph for travel inspiration. This inspiration subsequently generates a spend of \$15.4 billion on holidays year round. Through this partnership with The Telegraph, Brand USA partners have the opportunity to tap into a readership that is 41% more likely to travel to North America than any other destination.

### **The Telegraph Readers**

- Spend an average of \$2,400 on each holiday
- Take three+ overseas holidays a year
- With 19% of the readership more likely to agree with the statement of “I enjoy planning holidays”, readers of The Telegraph carefully plan their trips

### **Distribution for Print & Online**

- Saturday The Telegraph - 1.7 million readers
- Sunday The Telegraph - 1.4 million readers
- 56 million global page views a month
- 21 million UK page views a month

### **Hilton Head Island’s participation includes:**

- Full page advertorial in The Telegraph Saturday Magazine
- Full page iPad advertisement over one week
- Sponsored article on iPad app
- Online display within special interest sections (e.g. gardening, life, food and drink) reaching 635,000 impressions each
- Exclusive 1 week online display on Travel reaching 160,000 impressions (Brand USA-led creative)
- Destination included in dedicated bespoke USA supplement
- All of the above to be produced for inclusion in the dedicated USA section online: 100,000 unique users

### **UK Golfbreaks.com**

The Golfbreaks.com campaign in partnership with Coastal South Carolina is targeted to golf prospects via the media they consume most. The GolfBreaks.com campaign reached over 14.85 million total impressions in the Fall of 2015.

**About GolfBreaks.com:** The UK’s leading golf vacation provider with proven history and success in bookings to the U.S. Golfbreaks.com will be providing a booking incentive - free Callaway driver/golf club - in September 2015 and January 2016 to drive better results by tapping into Golfbreaks.com proprietary digital assets to engage and reinforce to this targeted audience the premium golf product in the U.S.

### **4-Month Digital Campaign:**

- Promotion of the digital version of the golf section distributed to 200,000 consumers
- Millions of targeted emails deployed to support partner messaging during the course of the campaign
- 200,000 display ad impressions across key targeted landing pages on Golfbreaks.com
- 200,000 impressions for adverts targeting golfers via social media channels - Golfbreak.com’s Facebook page has the largest following in UK Golf Travel - 23,000 followers

### **Discover America ESPN Sports Hub:**

- Brand USA is partnering with ESPN to promote the U.S. sporting experience and showcase partners’ unique sports offering.

- Interactive content will live on the “United States of Sports” hub on DiscoverAmerica.com
- Global media campaign to drive traffic and engagements
- Promotions on the ESPN Hub link to your golf-related content on DiscoverAmerica.com or your website

### TV Advertising:

- Sky Media Shared or dedicated spots via Golfbreaks.com TV adverts reaching captive golf audience
- 119 Sky TV channels including sports and dedicated golf channels with a focus on 4 key sports channels including European Tour Golf.

In addition, the VCB will work with Coastal South Carolina, USA, SCPRT and Brand USA :

- Visiting international journalists throughout the year
- Trade Shows (see 2016-2017 International Tradeshows below)
- Annual Sales Mission and training programs for reservation agents.
- Specialty website for consortium
- Receptive operator services for smaller tour operators through Coastal SC USA
- Hilton Head Island booth and one-on-one operator and media marketplace appointments at IPW, the largest U.S. Travel international trade show
- Co-op support for high producing tour operators with our product, in concert with Coastal partners, SCPRT and/or Brand USA
- Participation in Travel South International and WTM Latin America.
- Support LGCOA booth at Toronto Golf & Travel Consumer Show 2016

### 2016-2017 International Trade Shows

Tradeshow	Dates	Location
World Travel Market	November/2016	London
Travel South International Showcase	December/2016	Atlanta
ITB – Berlin	March/2017	Berlin
World Travel Market – Latin America	March/2017	Sao Paulo
IPW	June/2017	Washington, DC
IAGTO	June/2017	TBD

(International Association of Golf Tour Operators)

### Budget:

Coastal South Carolina USA	\$ 60,000
Brand USA Co-ops	\$ 80,000
SEM	\$ 20,000
ITB Trade Show	\$ 6,500
WTM Latin America	\$ 4,000
Travel South International	\$ 2,500
IAGTO	\$ 3,500
Travel South Pan European Mission	\$ 8,750
IPW	\$ 8,000
<b>TOTAL</b>	<b>\$193,250</b>

## Destination Specific Grant: Public-Private Sector Match Dollar Co-ops

Based on a strong track record of proven performance, the Visitor & Convention Bureau works with the South Carolina Department of Parks, Recreation and Tourism as a partner in the state's Destination Specific Match Grant program. This program provides much needed funding for a wide variety of destination promotions and includes a fund targeted at public-private sector match dollar promotions.



While programs for the 2017 grant have not yet been finalized (the Destination Specific Match Grant will be submitted by the VCB in July 2016 for 2017 programs), preliminary plans call for match grants in these focus areas:

- RBC Heritage PGA TOUR Tournament Promotions
- NYC and Boston Promotions to support JetBlue air service and packages
- Group Sales Incentive Programs & Promotions
- Customer Facing Group Sales Events and FAMs
- Group Sales Trade Media Co-op
- Partner Advertising on VCB's new Group & Meetings Website and E-Promos
- 12 Month Digital Co-op Targeting Affluent Next Gen Travelers
- New Air Service Development Promotions, with Allegiant Air in Baltimore, MD; Lexington, KY; Pittsburg, PA; Indianapolis, IN markets
- Hilton Head Island Motoring Festival & Concours d'Elegance, Hilton Head Island Wine & Food Festival, and other Destination Event Sponsorship Promotions
- Social Media Promotions
- Affinity Sports & Wellness Event Promotions

## D. Insiders, Collateral & Fulfillment

### 2017 Vacation Planner

The Hilton Head Island Vacation Planner, our comprehensive guide to what to see and do here, is our primary print fulfillment piece. We receive many online, as well as media and home inquiries, and distribute the Planner to state and local welcome centers, along with trade shows and promotional events with media.

In today's more visual world, telling a story through pictures and graphics appeals more our target demographics. To entice these target markets, we will redesign the Vacation Planner so visitors can better envision their vacations here and discover what Hilton Head Island has to offer.

Our area's natural beauty is what sets Hilton Head Island apart from other beach resort communities. By tapping into our portfolio of stunning photography and combining it with updated content, we will transform the Vacation Planner into a "look book" destination discover piece so visitors can imagine themselves experiencing everything Hilton Head Island.

In addition to working with a digital and print publisher, our in-house marketing staff provides the business directory, local photography and editorial content management, editorial review and proofreading.

Quantity: 85,000



### Promotions/ Brochure Distribution at Airports

Included in our budget for fulfillment costs is a \$500 monthly fee to support brochure distribution for all area tourism businesses at the Savannah/Hilton Head International Airport's welcome center. A \$295 monthly fee is also included in our budget for a four-sided display board and fulfillment distribution point in the lobby of the Hilton Head Island Airport.

### Vacation Planner & Mail Fulfillment Budget & Airport

Creative, Content Development, Production & Printing:	\$170,000
Mail Operations, Postage, Envelopes & Airport Promotional Expenses (All fulfillment except golf*)	\$100,000
Update Airport Displays	\$ 10,000
Toll-free phone number (annual cost)	\$ 4,000
<b>TOTAL:</b>	<b>\$284,000</b>

\*Golf fulfillment is covered in the golf specialty marketing grant

### Hilton Head Insider Program: Building on a Strong Foundation

In 2016-17, we will continue our successful "Hilton Head Insider" campaign to drive opt-in subscribers to our database for ongoing Customer Relationship Marketing (CRM). Our website visitors are encouraged to become a *Hilton Head Insider* and subscribe to our monthly e-newsletter in order to access travel offers and VIP benefits from our partners when they travel to Hilton Head Island.

We have an opportunity to sustain and grow our list of 140,000 Insiders by refreshing the look and feel of the e-newsletter. The redesigned e-newsletter will continue to entice subscribers to Vacation like an *Insider* while also ensuring segmentation and customization for each visitor, and foster all levels of engagement.

### Hilton Head Island Insider Email Marketing

Goals for leisure e-newsletters and e-blasts

- Develop relationships and retain existing repeat visitors to Hilton Head Island
- Build a following for our content
- Position the VCB as an expert
- Educate or inform about events and activities
- Drive traffic to our website, mobile site, and social media outlets
- Drive traffic to our leisure partners' web sites
- Promote download of the Digital Wayfinder System
- Promote packages tied to editorial content when appropriate

### Strategies and Tactics

Each year, we set a robust content calendar of monthly (and sometimes bi-monthly) e-newsletters around themes to highlight key seasonal events and our membership. We also will continue to send emails/epromos that cross market the whole destination to the entire Insider database.

**Some of the themes include:**

- Family Vacations
- Golf, Tennis & Outdoor Adventures
- Culinary Travel and Events
- Cultural & Heritage Travel
- Marquee Events & Festivals

This content in each e-newsletter will have a shelf life beyond the email by being housed in our content hub of [www.HiltonHeadIsland.org](http://www.HiltonHeadIsland.org) as well as through Facebook posts and its own tab.

**Promote Sharing**

Each of our *Hilton Head Insider* e-newsletters offers the subscriber the ability to share it through Facebook, Twitter, Pinterest or Instagram. Additionally, throughout the year, we run special Sharing Contests that are promoted through e-newsletters and social media to encourage users to share photos of their Hilton Head Island experience. This will also be cultivated in 2016-17 through the Social Media Storytelling Hub.

**Specific Conversion and Open Goals**

Our marketing team on staff will develop the editorial plan, write/manage the content and program the e-newsletters.

**Email Budget**

Content Development	\$ 8,500
MailChimp Email Annual COST:	<u>\$ 8,500</u>
<b>TOTAL:</b>	<b>\$17,000</b>

**Total Insider/Collateral/Fulfillment**

Vacation Planner	\$170,000
Airport Displays	\$ 10,000
Fulfillment / Envelopes / Mail	\$100,000
Toll-Free Phone	\$ 4,000
E-Promo / E-News	<u>\$ 17,000</u>
<b>TOTAL:</b>	<b>\$301,000</b>

Facilitated by: VCB Marketing Staff, VERB and MailChimp



# 2016-2017 Budget

**Hilton Head Island-Bluffton Chamber of Commerce**  
**Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues and Expenditures**  
**FY 2016-17 Budget**

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton I	Beaufort Co DMO	Membership
<b>Revenues</b>								
Town of HHI DMO	1,665,000	1,665,000						
Town of HHI Supplemental Grant	385,000	385,000						
VCB Private Sector	340,000		340,000					
SCPRT Destination Specific	650,000			650,000				
SCPRT Coop	650,000			650,000				
Private Match Coop	1,300,000			1,300,000				
Town of Bluffton DMO	85,000				85,000			
B/C Bluffton & Daufuskie	240,000					240,000		
<b>Total Revenues</b>	<b>5,315,000</b>	<b>2,050,000</b>	<b>340,000</b>	<b>650,000</b>	<b>1,950,000</b>	<b>240,000</b>	<b>240,000</b>	<b>1,700,000</b>
<b>Membership Revenue</b>	<b>7,015,000</b>							
<b>Total Revenues with Membership</b>								

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton I	Beaufort Co DMO	Membership
<b>Expenses</b>								
<b>Research &amp; Planning</b>	<b>110,000</b>	<b>62,700</b>	<b>14,850</b>	<b>32,450</b>				
<b>Destination PR</b>								
Agency Fees	150,000	85,500	20,250	44,250				
Out-of-Pocket/ Promos	20,000	11,400	2,700	5,900				
Satellite Media Tour	15,000	8,550	2,025	4,425				
Monitoring Services (Print/Online/B	18,000	10,260	2,430	5,310				
<b>Sub-total</b>	<b>203,000</b>	<b>115,710</b>	<b>27,405</b>	<b>59,885</b>				
<b>Destination Photography &amp; Video</b>	<b>35,000</b>	<b>19,950</b>	<b>4,725</b>	<b>10,325</b>				
<b>Social Media</b>								
Agency Promotions	78,000	44,460	10,530	23,010				
Content Hub	15,000	8,550	2,025	4,425				
TBEX & Skift Forum	10,000	5,700	1,350	2,950				
Crowd Riff & SM Hub	25,000	14,250	3,375	7,375				
<b>Sub-total</b>	<b>128,000</b>	<b>72,960</b>	<b>17,280</b>	<b>37,760</b>				
<b>Digital Marketing</b>								
VERB Daily Site Work	72,000	41,040	9,720	21,240				
Special Section Updates	20,000	11,400	2,700	5,900				
SEO/Ad Serve/Hosting	42,000	23,940	5,670	12,390				
SEM Leisure Marketing	280,000	159,600	37,800	82,600				
SEM Sports (Tennis/Golf)	50,000	28,500	6,750	14,750				
Signature Experiences Leisure	10,000	5,700	1,350	2,950				
Wayfinder/App Updates	10,000	5,700	1,350	2,950				

**Hilton Head Island-Bluffton Chamber of Commerce**  
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	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton I	Beaufort Co DMO	Membership
Digital contingency	5,000	2,850	675					1,475
Sub-total	489,000	278,730	66,015					144,255
<b>Consumer Promos &amp; Lead Gen</b>								
SCPRT Coops	20,000	11,400	2,700					5,900
<b>Air Service Promotions</b>								
Boston/ NYC JetBlue	See coop budget							
Ohio/ Allegiant Air	See coop budget							
Leisure Publication Promotion	117,000	66,690	15,795					34,515
National Geo/ Cultural	see leisure coop budget							
Co-op Publication TBD	see leisure coop budget							
Ad Production	5,000	2,850	675					1,475
Sub-total	142,000	80,940	19,170					41,890
<b>Insiders/Collateral/Fulfillment</b>								
E-Promos/E-News	17,000	9,690	2,295					5,015
Vacation Planner	170,000	96,900	22,950					50,150
Airport Displays	10,000	5,700	1,350					2,950
Fulfillment/Envelopes/Mail	100,000	57,000	13,500					29,500
Toll-Free Phone	4,000	2,280	540					1,180
Sub-total	301,000	171,570	40,635					88,795
<b>Group Sales &amp; Marketing</b>								
Corp. Lead Prospecting	40,000	22,800	5,400					11,800
Group Closing Fund	0	0	0					0
First Time Groups	0	0	0					0
Select Service FAM	5,000	2,850	675					1,475
Promotional Giveaways	7,000	3,990	945					2,065
Site inspections/ Flights for Sites	6,000	3,420	810					1,770
Sales Industry Dues	5,400	3,078	729					1,593
Trade/ Affinity Sponsorships	25,000	14,250	3,375					7,375
Website Updates - included in digital		0	0					0
Trade Shows	75,000	42,750	10,125					22,125
Trade Media Co-op	20,000	11,400	2,700					5,900
Group Signature Experiences	20,000	11,400	2,700					5,900
SEM - Group	20,000	11,400	2,700					5,900
SEM - Weddings	5,000	2,850	675					1,475

**Hilton Head Island-Bluffton Chamber of Commerce**  
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**FY 2016-17 Budget**

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton	I Beaufort Co DMO	Membership
CVENT & Lead Gen - supplemental grant		0	0	0				
Social Media Promotions	5,000	2,850	675	1,475				
Contingency	2,000	1,140	270	590				
Trade/ PR	See PR Budget	0	0	0				
<b>Sub-total</b>	<b>235,400</b>	<b>134,178</b>	<b>31,779</b>	<b>69,443</b>				
<b>International</b>								
Coastal SC USA Coop	60,000	34,200	8,100	17,700				
Brand USA Coops	80,000	45,600	10,800	23,600				
SEM	20,000	11,400	2,700	5,900				
ITB Trade Show	6,500	3,705	878	1,918				
Travel South Intl Show	2,500	1,425	338	738				
Travel South Euro	8,750	4,988	1,181	2,581				
WTM - Latin America	4,000	2,280	540	1,180				
IAGTO	3,500	1,995	473	1,033				
IPW	8,000	4,560	1,080	2,360				
<b>Sub-total</b>	<b>193,250</b>	<b>110,153</b>	<b>26,089</b>	<b>57,009</b>				
<b>VCB Contingency</b>	<b>15,245</b>	<b>2,060</b>	<b>2,497</b>	<b>10,688</b>				
<b>HHI Destination Marketing Operations &amp; Management</b>								
VCB Sales, Mkt, V Services & Ops:								
Personnel	952,250	400,433	58,211	63,375	352,069	20,443	57,720	
Benefits	219,750	92,408	13,433	14,625	81,247	4,718	13,320	
Operations	293,000	123,210	17,911	19,500	108,329	6,290	17,760	
<b>Sub-total</b>	<b>1,465,000</b>	<b>616,050</b>	<b>89,555</b>	<b>97,500</b>	<b>541,645</b>	<b>31,450</b>	<b>88,800</b>	
<b>HHI Supplemental Grant</b>								
Golf	200,000	200,000						
Community Calendar	40,000	40,000						
Sports Marketing (Tennis/Bike)	34,500	34,500						
Culinary & Culture	20,500	20,500						
Meetings & Group	90,000	90,000						
VCB Sales, Mkt, Visitor Services & Operations	0	0						
<b>Sub-total</b>	<b>385,000</b>	<b>385,000</b>						
<b>SCPRT</b>								
Meetings/ RBC	180,000						180,000	
RBC Heritage	400,000						400,000	
Group Co-ops	150,000						150,000	

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	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton I	Beaufort Co DMO	Membership
Air Service Promos	125,000				125,000			
SEM Coop	273,355				273,355			
Leisure Mini Social Coops	20,000				20,000			
Leisure Coops	160,000				160,000			
Smithsonian	30,000				30,000			
Destination Events	70,000				70,000			
<b>Sub-total</b>	<b>1,408,355</b>				<b>1,408,355</b>			
<b>Town of Bluffton DMO</b>		<b>53,550</b>				<b>53,550</b>		
Promotions		53,550				53,550		
<b>B/C Bluffton &amp; Daufuskie DMO</b>							<b>151,200</b>	
Promotions							151,200	
<b>TOTAL VCB EXPENSES</b>	<b>5,315,000</b>	<b>2,050,001</b>	<b>340,000</b>	<b>650,000</b>	<b>1,950,000</b>	<b>85,000</b>	<b>240,000</b>	<b>1,700,000</b>
<b>Total Expenses with Membership</b>	<b>7,015,000</b>							
<b>Revenues Minus Expenses:</b>	<b>0</b>							
		Expenses for Hilton Head Island Specific Programs						
		Expenses for other marketing programs						







# Marketing Plan Appendix

**Tourism Economic Impact Report**

**2015 Digital Marketing Recap**

**2015 Public Relations Highlights**





# Tourism Economic Impact Report



**REGIONAL**  
**RT** **TRANS** **CTIONS**  
**C** **ONCEPTS, LLC**  
ECONOMIC MODELING

## Economic and Fiscal Impact Analysis

# Estimated Impact of Hilton Head Island Tourism, Updated for 2014 on Beaufort County, South Carolina

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**September 17, 2015**

## Impact of HHI Tourism on Beaufort County—

### I. Introduction

This study of the economic and fiscal impact of spending by tourists to Hilton Head Island in the year 2014 was performed by Regional Transactions Concepts, LLC, in association with Dr. John Salazar of the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina, Beaufort.

The study examines spending by tourists classified into six segments according to their lodging arrangement while visiting the island: villa rental, timeshare, hotel, second homeowners, non-paying guests of second homeowners, 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 tourists to the island have on Beaufort County, South Carolina. This report is an update to the May 2014 study analyzing the impact of tourist spending in 2013.

### II. Model and Assumptions

The original models generated by Regional Transactions utilized the input-output (IO) function of the Regional Dynamics (REDYN) economic modeling engine. The current analysis updated the results of the original IO model using 2014 visitor counts.

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 for 2013 and 2014 is listed in Table 1.

The numbers reported in the following include direct, indirect, and induced impacts. Direct impacts are the most immediate effects that an economic activity has on the local economy; for example, direct impacts in this study would include income to hotels from those visitors lodging in hotels during their stay on the island. Indi-

rect impacts are the jobs, income, and output created by suppliers to the directly-impacted businesses; continuing the previous example, indirect impacts would include revenue to local companies that service the vending machines located in the hotels where visitors are lodging. Induced impacts are the “ripples” that expand out into the local economy as a result of consumer spending of the wage income generated by the direct and indirect impacts.

**Table 1 – Number of Visitors by Segment**

Segment	2013	2014
Villa Rental	728,994	754,649
Timeshare	462,266	465,136
Second Homeowner	598,777	598,777
Non-Paying Guests	159,137	159,137
Hotel	420,759	440,945
Day Trip	221,080	225,951
<b>Total Visitors</b>	<b>2,591,013</b>	<b>2,644,595</b>

Impacts 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 within the county per year.
- *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 gov-

ernment revenues are presented in the Appendix.

- *Net state government revenue* is the estimated impact on revenue collected by state government net of expenses. This impact is aggregated to the state level.
- *Return on tax investment (ROTI)* is the estimated impact on net local government revenue for the county divided by spending of accommodations tax revenue by the Destination Marketing Organization (DMO) on promoting tourism in the region.
- *Total return on investment (ROI)* is total estimated impact on output for the county divided by spending by the Destination Marketing Organization (DMO) on promoting tourism in the region.

Both the ROI and the ROTI are computed separately for Hilton Head Island and Beaufort County, then for both combined.

### III. Results

Impact estimates for each visitor segment and the total tourism impact for 2013 and 2014 are presented in Table A-1 in the Appendix. Note that 2013 visitor impact numbers have been inflated to 2014 dollars for purposes of comparison.

Total economic impact (output) on Beaufort County from tourist spending in 2014 was approximately \$993.6 million. Tourist spending generated a net positive impact on revenues to local governments in Beaufort County of approximately \$59.5 million. South Carolina state government realized an estimated net positive impact on revenue of \$123 million due to economic impacts within Beaufort County and those spilling over into surrounding counties.

The estimated ROTI (ratio of the estimated impact on net local government revenue to DMO spending) for the \$1.15 million spent by the Town of Hilton Head Island on promoting tourism returned an estimated **\$49.37** for every dollar spent.

### Impact of HHI Tourism on Beaufort County—2

The ROI (ratio of the estimated impact on county output to DMO spending) was **\$824.35** for the Town of Hilton Head Island.

### IV. Conclusion

Spending by visitors to the island generate income to local businesses and households. Because tourist spending is undertaken by individuals who live outside of the county, it is a true export industry and therefore represents a net inflow of funds to the region.

The 15,665 jobs that comprise the estimated total employment impact generated by the five combined Hilton Head visitor segments in 2014 represent **16.9** percent of all jobs in Beaufort County.<sup>2</sup> Given this impact, Hilton Head tourism is clearly a major driver in the Beaufort County economy.

<sup>1</sup> DMO spending was reported for the fiscal year ending June 2014; economic impacts are based upon calendar year 2014.

<sup>2</sup> Total employment in Beaufort County, South Carolina was 92,955 according to the Bureau of Economic Analysis, in 2013, the most recent year for which annual employment data are available.

## Impact of HHI Tourism on Beaufort County—3

## Appendix

Table A-1 – Estimated Visitor Spending Impact by Segment, Beaufort County

Visitor Segment	Concept	2013*	2014
Villa Rental	Employment	5,544	5,739
	Total Compensation (\$1000s)	\$ 171,300	\$ 177,328
	Output (\$1000s)	\$ 386,471	\$ 400,071
	Net Local Government Revenue (\$1000s)	\$ 22,119	\$ 22,898
Timeshare	Employment	2,797	2,814
	Total Compensation (\$1000s)	\$ 80,702	\$ 81,203
	Output (\$1000s)	\$ 173,903	\$ 174,983
	Net Local Government Revenue (\$1000s)	\$ 10,421	\$ 10,486
Second Homeowner	Employment	2,765	2,765
	Total Compensation (\$1000s)	\$ 76,587	\$ 76,587
	Output (\$1000s)	\$ 158,854	\$ 158,855
	Net Local Government Revenue (\$1000s)	\$ 9,890	\$ 9,890
Non-Paying Guests	Employment	1,241	1,241
	Total Compensation (\$1000s)	\$ 33,819	\$ 33,819
	Output (\$1000s)	\$ 69,057	\$ 69,057
	Net Local Government Revenue (\$1000s)	\$ 4,367	\$ 4,367
Hotel	Employment	2,697	2,827
	Total Compensation (\$1000s)	\$ 80,416	\$ 84,274
	Output (\$1000s)	\$ 167,520	\$ 175,557
	Net Local Government Revenue (\$1000s)	\$ 10,385	\$ 10,882
Day Trip	Employment	274	280
	Total Compensation (\$1000s)	\$ 7,469	\$ 7,633
	Output (\$1000s)	\$ 14,785	\$ 15,112
	Net Local Government Revenue (\$1000s)	\$ 964	\$ 986
<b>Total Impact</b>	<b>Employment</b>	<b>15,318</b>	<b>15,665</b>
	<b>Total Compensation (\$1000s)</b>	<b>\$ 435,912</b>	<b>\$ 460,845</b>
	<b>Output (\$1000s)</b>	<b>\$ 939,593</b>	<b>\$ 993,635</b>
	<b>Net Local Government Revenue (\$1000s)</b>	<b>\$ 56,289</b>	<b>\$ 59,509</b>
<b>Total, South Carolina</b>	<b>Net State Government Revenue (\$1000s)</b>	<b>\$ 120,200</b>	<b>\$ 123,013</b>

\* All dollar values stated in 2014 dollars







# Digital Marketing 2015 Recap



# Hilton Head Island Website and Online Marketing Performance 2015

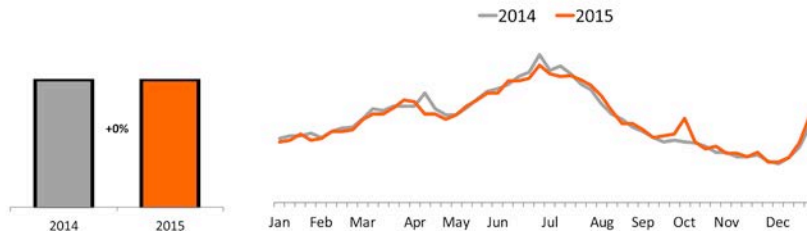
- Online Search Trends
  - Branded | Golf
  - Website Performance
  - Key Engagement – HHI & HHI Golf
  - Visitation | HHI Organic | HHI Golf Organic | HHI Visits
  - Conversion Rate Overview & Partner Link Performance
    - Mobile
- Online Marketing Performance
  - Hilton Head Island
    - Mobile
  - Hilton Head Golf
  - Hilton Head Bluffton
  - Facebook
  - TrueView

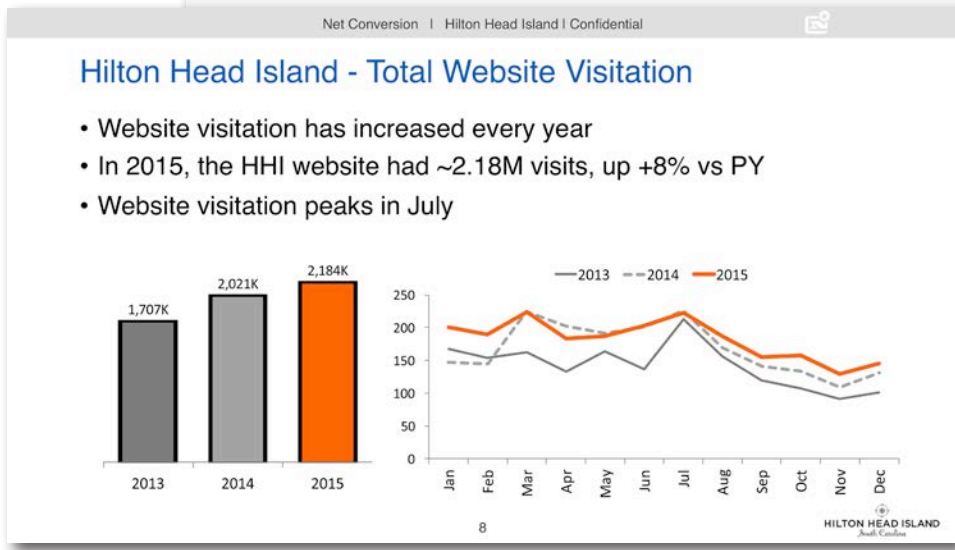
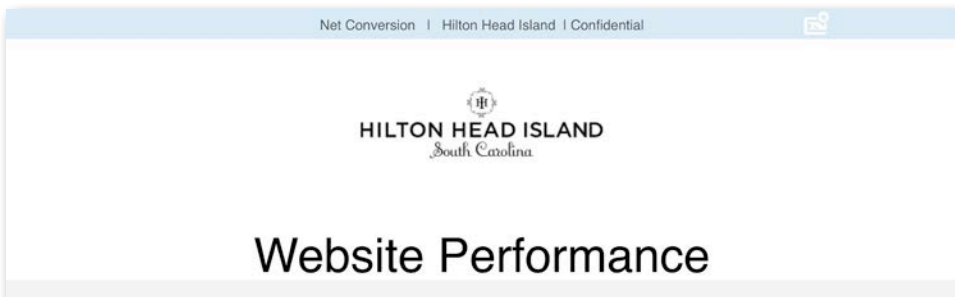
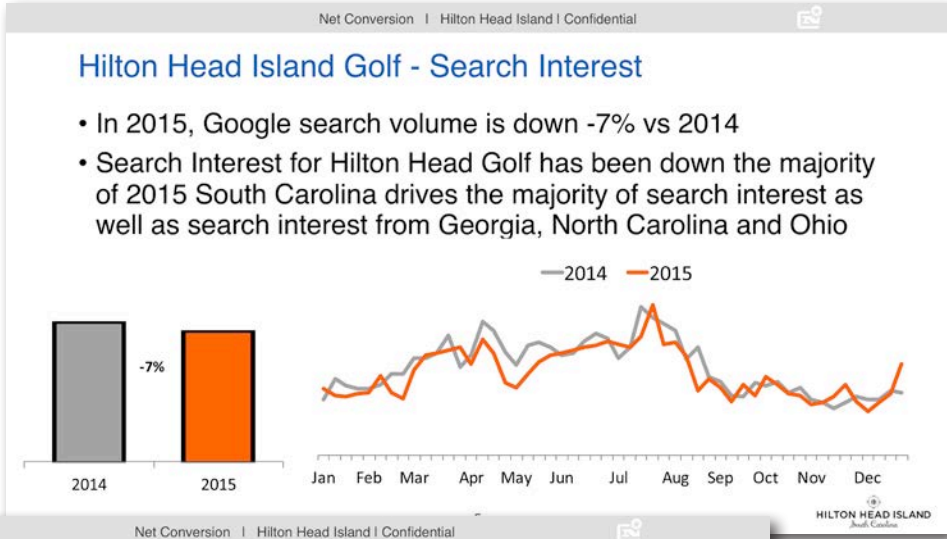


# Online Search Interest Trends

## Hilton Head Island - Search Interest

- During 2015, Google search volume is flat vs 2014
- The highest volume of Brand search was local, from South Carolina
  - Other top Brand Interest markets include Georgia, North Carolina and Ohio







### Hilton Head Island Golf - Total Website Visitation

- Website visitation has increased every year
- In 2015, the HHI Golf website had 153k visits, up +13% vs PY

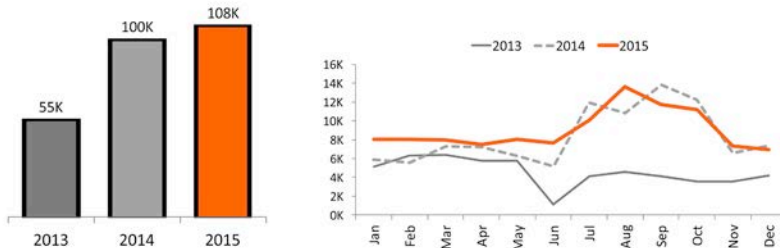


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### Hilton Head Island - Total Website Visitation

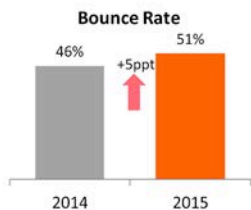
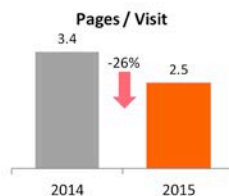
- In 2015, the HHI website had 108k visits, up +8% vs PY
- Peak visitation occurs in the late summer to early fall



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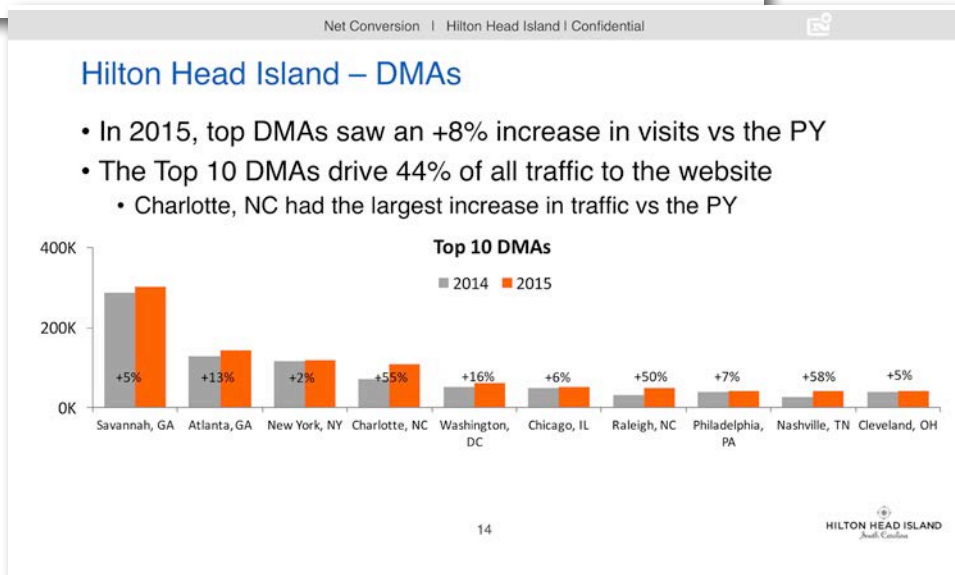
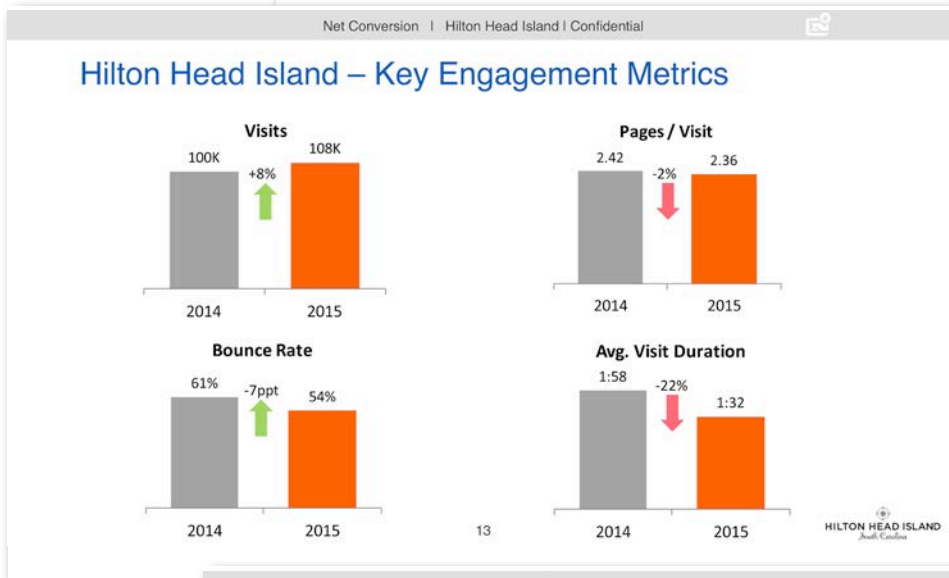
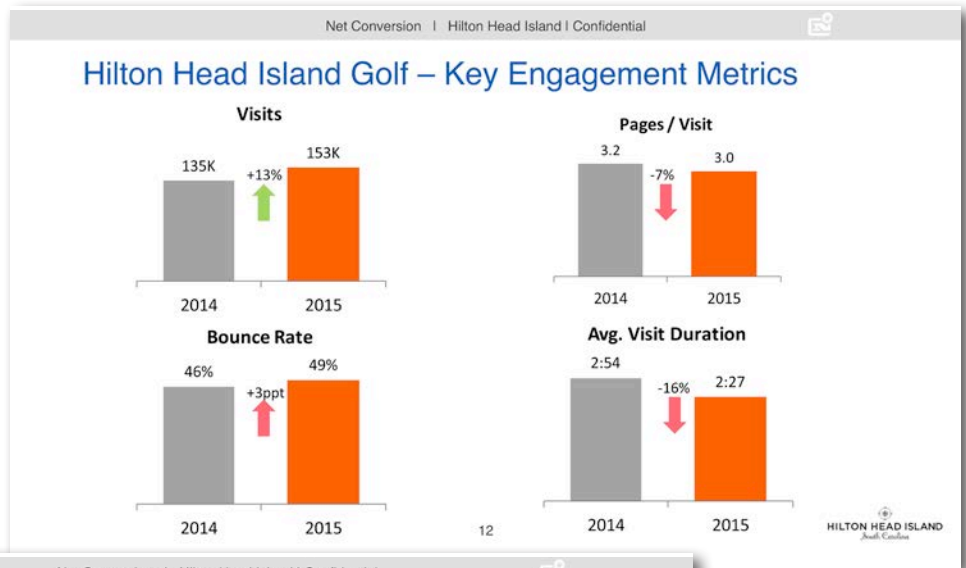


### Hilton Head Island – Key Engagement Metrics



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### Hilton Head Island Golf – DMAs

- In 2015, top DMAs saw a +13% increase in visits vs the PY
- The Top 10 DMAs drive 40% of all traffic to the website
  - New York, Charlotte, and Raleigh all saw large increases in visits vs the PY

Market	2014 Visits (K)	2015 Visits (K)	% Change
Savannah, GA	~18	~19	+6%
New York, NY	~8	~10	+28%
Atlanta, GA	~6	~6.3	+5%
Charlotte, NC	~4	~5.2	+63%
Boston, MA	~4	~4.7	+16%
Chicago, IL	~4	~4.5	+13%
Philadelphia, PA	~3	~3.4	+13%
Washington, DC	~3	~3.7	+22%
Raleigh, NC	~2	~3.1	+54%
Cleveland, OH	~2	~2.1	+7%

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HILTON HEAD ISLAND  
South Carolina

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### Hilton Head Island Golf – Canada

- In 2015, Canada made up 7% of all Visits, with +43% more visits vs the PY
  - Ontario drives the majority of Canadian traffic
  - All provinces within Canada saw increases in visitation vs the PY

Province	2014 Visits	2015 Visits	% Change
Ontario	~4,500	~6,000	+32%
Quebec	~1,000	~1,400	+46%
Nova Scotia	~500	~900	+81%
Alberta	~500	~650	+30%
British Columbia	~500	~750	+148%

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HILTON HEAD ISLAND  
South Carolina

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### Hilton Head Island– DMAs

- In 2015, top DMAs saw an +8% increase in visits vs the PY
- The Top 10 DMAs drive 58% of all traffic to the website
  - While all DMAs saw an increase vs the PY, Charlotte and Raleigh saw the largest increases in visits vs the PY

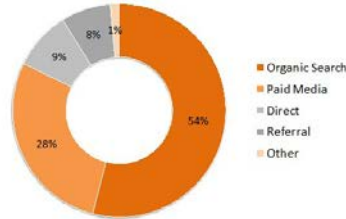
Market	2014 Visits (K)	2015 Visits (K)	% Change
Savannah, GA	~28	~31	+12%
Charlotte, NC	~5	~11	+116%
Atlanta, GA	~5	~5.5	+11%
New York, NY	~5	~5.9	+18%
Raleigh, NC	~2	~2.2	+11%
Washington, DC	~2	~2.6	+32%
Columbia, SC	~2	~2.7	+35%
Greenville, SC	~2	~2.4	+19%
Nashville, TN	~2	~3.6	+81%
Charleston, SC	~2	~2.2	+12%

17

HILTON HEAD ISLAND  
South Carolina

### Hilton Head Island – Visits by Source

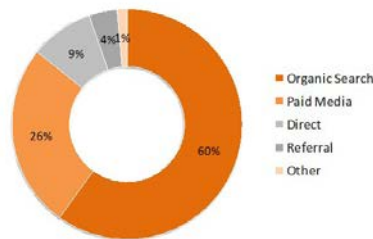
- Search Traffic drives, 82% of website traffic
- Organic Search is the primary source of traffic to the website
- In 2015, Paid Media has driven an incremental +615.9k visits



18

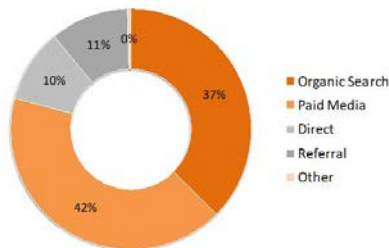
### Hilton Head Island Golf – Visits by Source

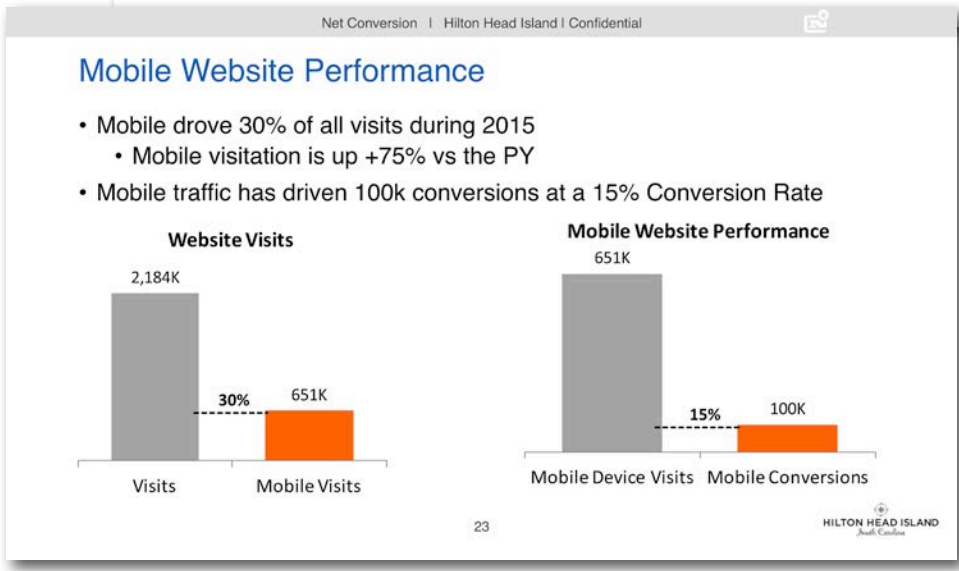
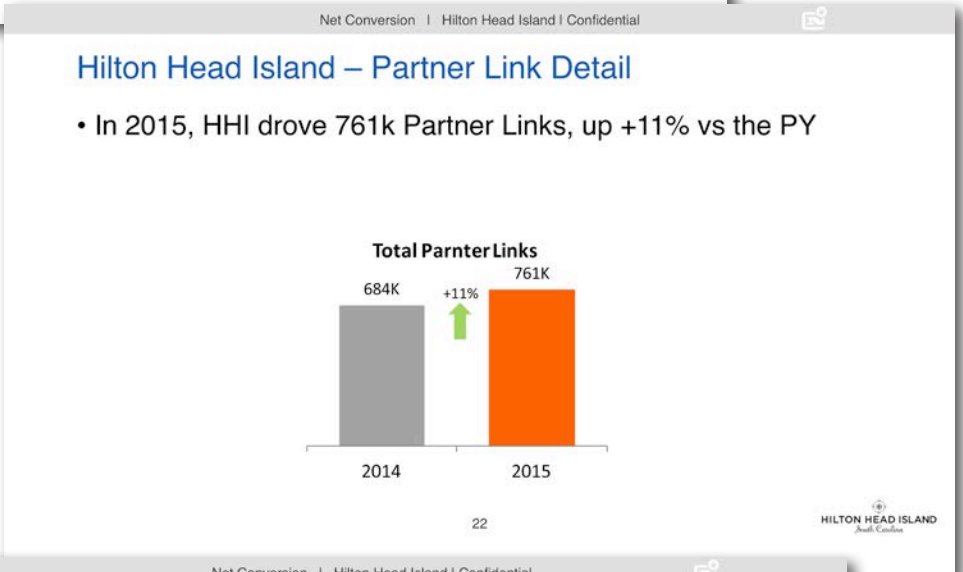
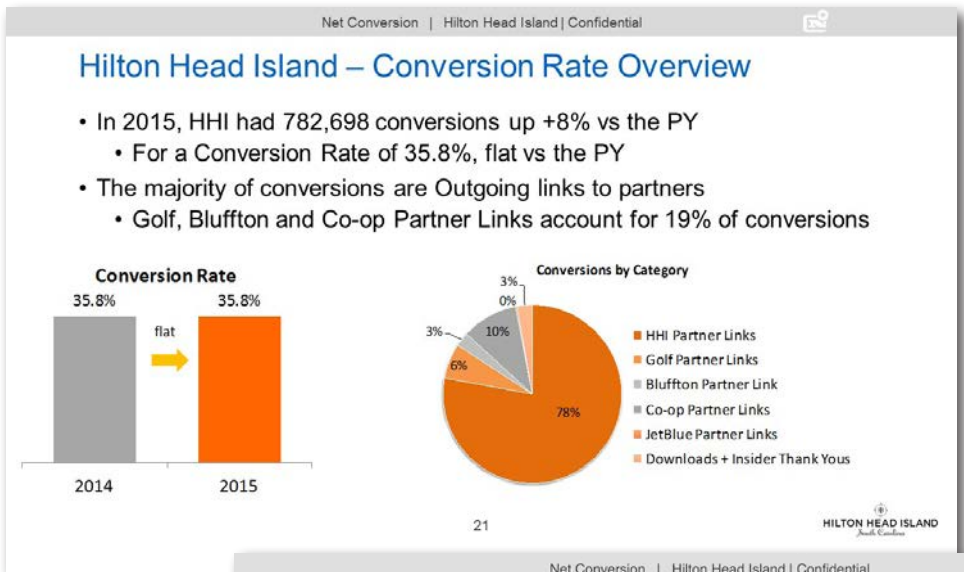
- Search Traffic drives, 86% of website traffic
- Organic Search is the primary source of traffic to the website
- In 2015, Paid Media has driven an incremental +39.4k visits



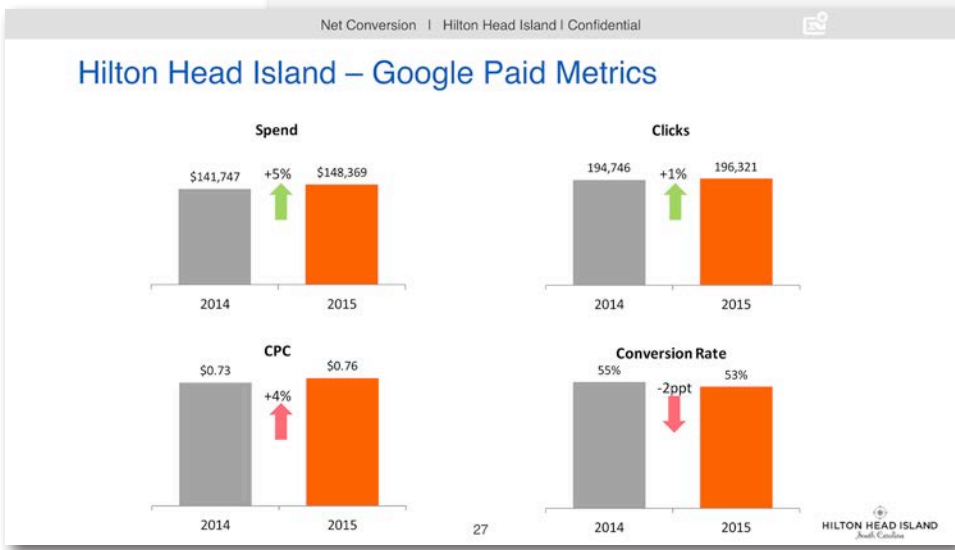
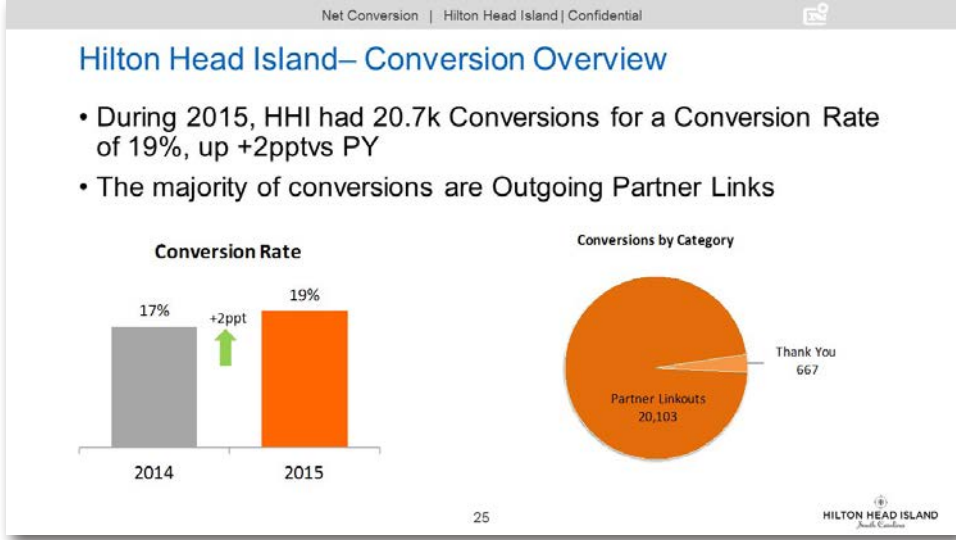
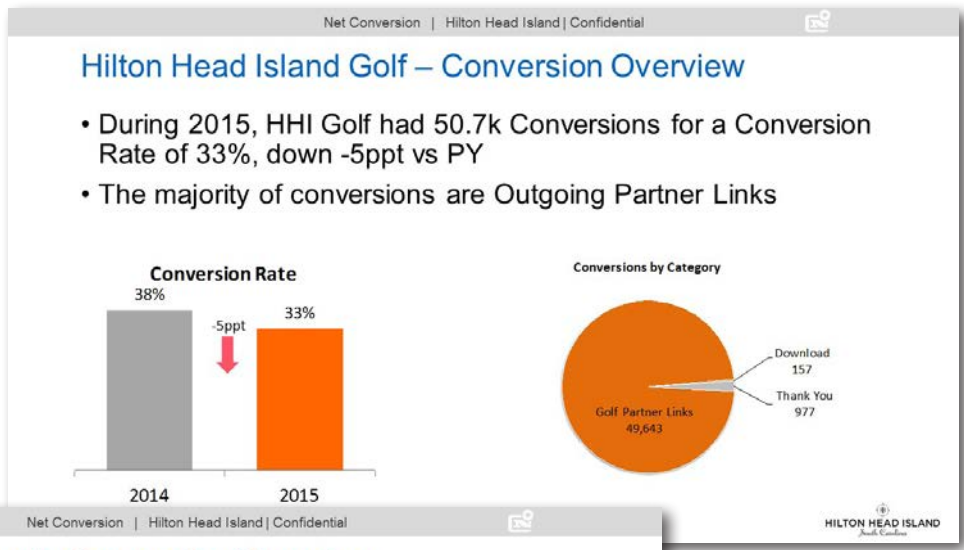
### Hilton Head Island – Visits by Source

- Search Traffic drives, 79% of website traffic
- Paid is the primary source of traffic to the website
- In 2015, Paid Media has driven an incremental +45k visits



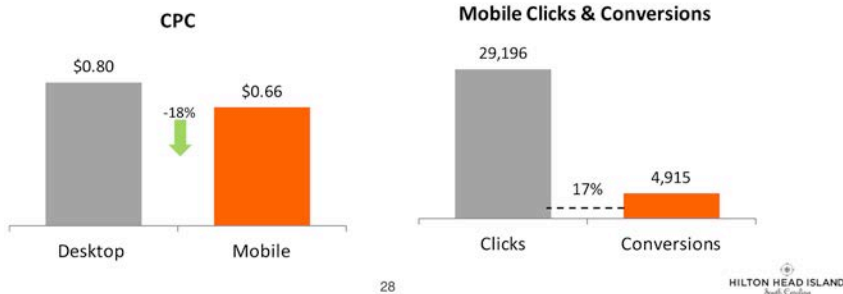




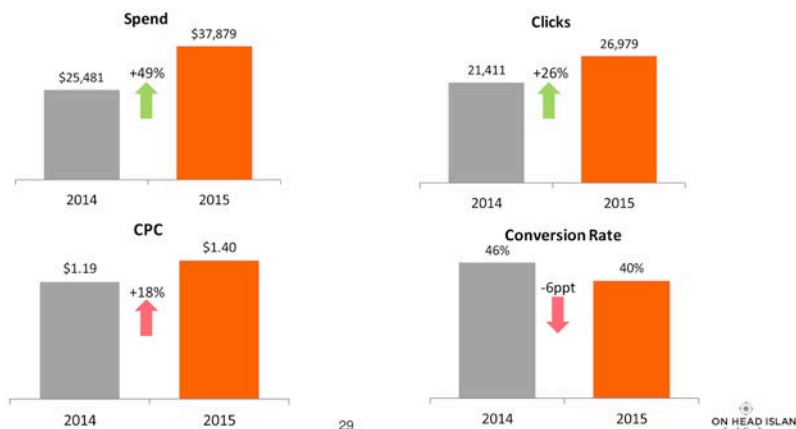


### Hilton Head Island – Paid Mobile Performance

- CPC for Mobile efforts is down -18% compared to Desktop
- Mobile efforts convert at 17% and have driven 4,915 conversions

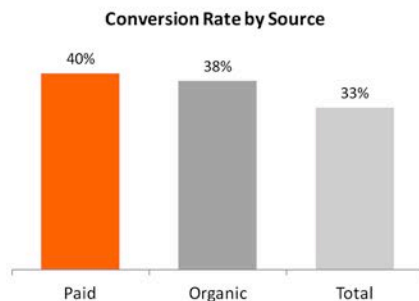


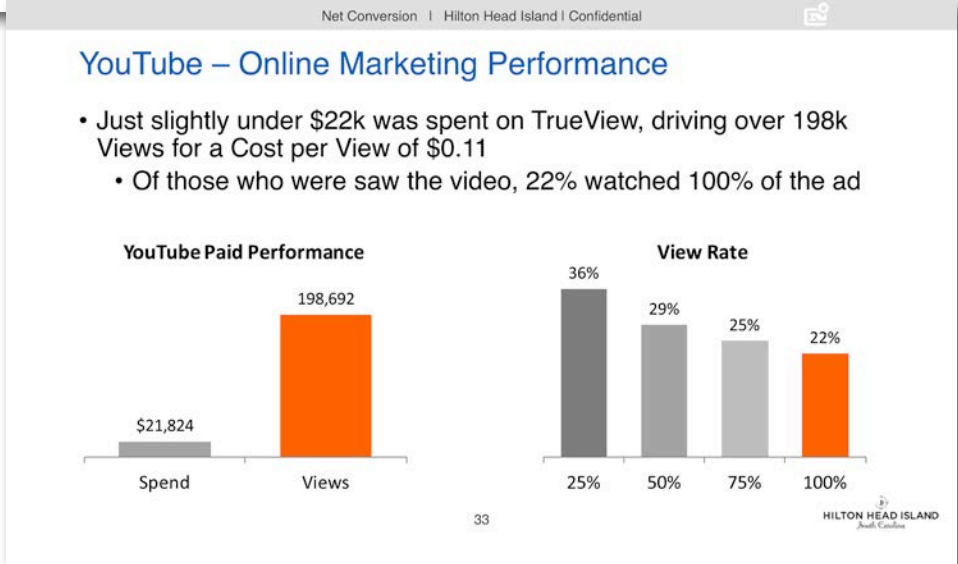
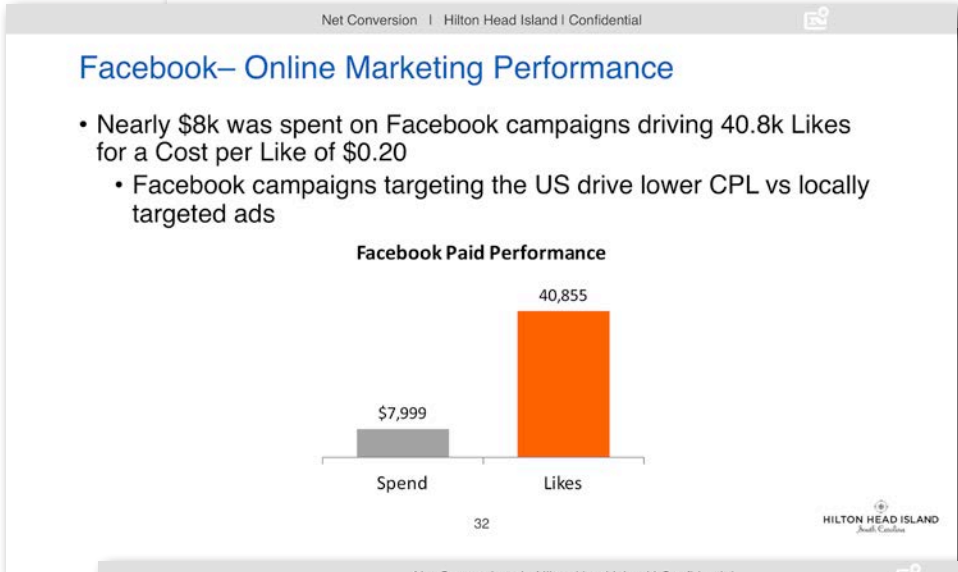
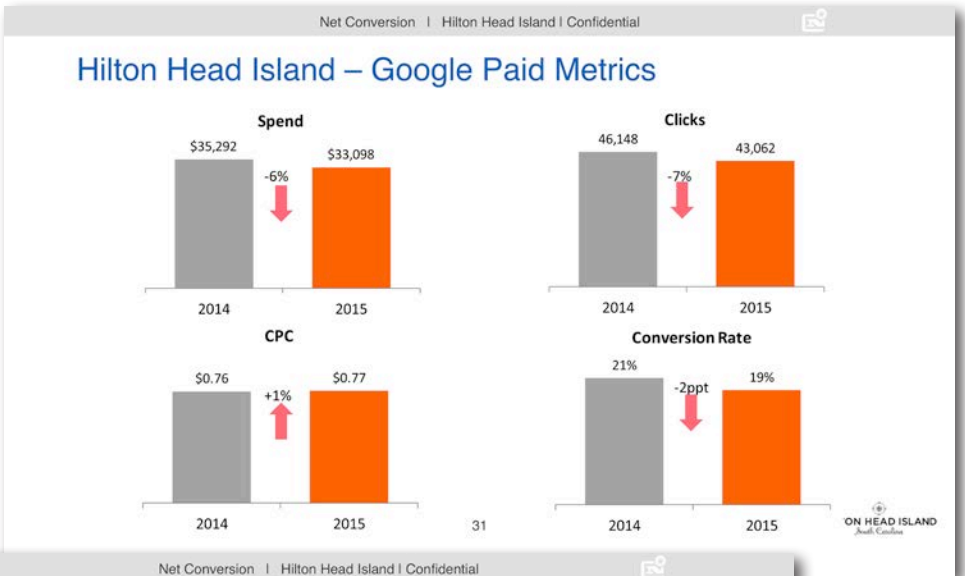
### Hilton Head Island Golf – Google Paid Metrics



### Hilton Head Island Golf – Conversion Rate by Source

- While Paid conversion Rate is down vs the PY, Paid traffic converts at a higher rate than Organic and Total website traffic









# 2015 Public Relations Highlights



## By The Numbers To-Date

Year	Hits	Impressions	Ad Value
2010-2011	473	287,594,700	\$5,554,952.00
2011-2012	719	272,163,433	\$9,213,495.00
2012-2013	990	1,378,545,941	\$6,186,743.46
2013-2014	1,624	1,727,841,145	\$12,417,424.55
2014-2015	1,259	862,989,094	\$22,750,834.34
2015-2016	599	563,569,693	\$4,913,024.70

\*2015-2016 results as of January 31, 2016

## 2015-2016 results to-date

### media hits that sparked

415 print and online placements  
 garnering 513,324,986 impressions  
 ad value = \$3,063,272.00



### 5 Healthy Spring Break Getaways That Will Change Your Life

Spring break is all about booze, late nights, and partying...right? Well, maybe when you were in college. Now, any chance many get to have some much-needed time off, the last thing they want to do is spend it with a raging hangover. That's why an impressive handful of spring break destinations are offering healthy options to help you relax, regenerate, and reboot before heading back to real life — versus coming back and needing another week off just to recover. Here are our five healthy getaway picks for Spring Break 2016 that might even change your life.

### tv placements that sizzled

184 broadcast clips  
 reaching 50,244,707 viewers  
 ad value = \$1,849,752.70



## 2015-2016 results to-date

### promotions that shined

1 promotion  
 reaching 3.2 million potential travelers



### press trips that produced

6 journalists and influencers secured  
 garnering 2,172,000 total impressions  
 to-date



### media/influencer engagements that buzzed

met with 10 writers through editorial  
 appointments



### Hilton Head Island coverage highlights



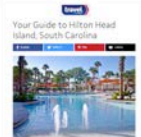
“The resilience and perseverance of the freedmen’s influence lasts until today, with Gullah cuisine providing one of the best ways to start learning about this unique people of the Low Country.”

Circ: 20,000



“Hilton Head island is known as a beach destination, but with a number of renowned spas and wellness centers, 60 miles of uncrowded multi-use trails and a range of fitness classes, there’s no better place to treat your body, mind or soul this spring.”

UVPM: 375,900



“The island’s unmistakable lowcountry charms permeate all corners, from Spanish moss draping stately live oaks to the classic cuisine, like hush puppies and shrimp and grits.”

UVPM: 1,551,057



“With average daily temperatures in Hilton Head in the 70s and the lowest precipitation during the year in October, your family can enjoy the beaches on Hilton Head Island long after you’ve traded in your sandals for sneakers at home.”

UVPM: 1,300,000



“Nearby Hilton Head Island is a classic American beach town and a very family-friendly destination year-round with plenty of activities to choose from, including kayaking, stand up paddling, dolphin watching, bicycling, golfing and so much more.”

UVPM: 432,900

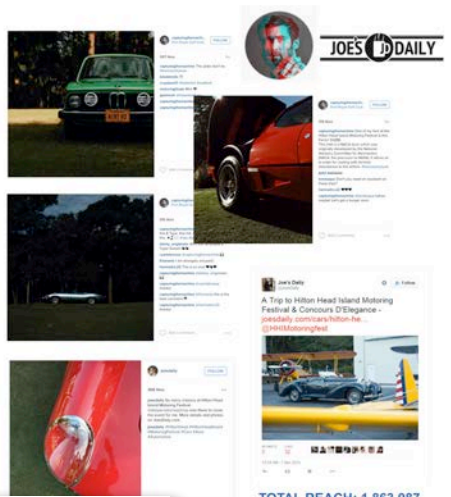
### Hilton Head Island coverage highlights



REACH: 51,392 viewers  
PUBLICITY VALUE: \$49,370



REACH: 4,310,996  
PUBLICITY VALUE: \$400,000



TOTAL REACH: 1,863,987

### editorial appointments

We pitched and secured 10 editorial appointments with top-tier New York City media, influencers and freelancers to discuss the buzz surrounding the island’s refresh, why Hilton Head Island remains a go-to destination for shoulder season travelers and all there is to offer those seeking #LowCountryLife.

bon appétit

EVERYTHING EVERETT

Esquire



Wanderlust GIRLS

WORKING MOTHER

Robb Report  
MAGAZINE FOR THE LUXURY LIFESTYLE™

THRILLIST

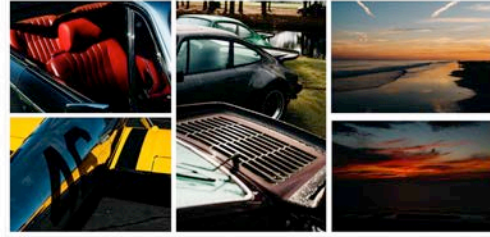
TRAVEL+ LEISURE

redbook  
ShermansTravel

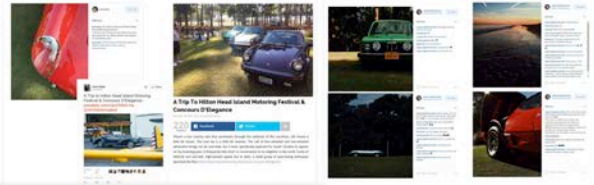


## Concours d'Elegance

We identified two male-focused influencers to attend Hilton Head Island's annual Concours d'Elegance to promote the motoring festival and increase engagement across the Island's social handles. The influencers attended a number of events held throughout the weekend and showcased the motoring festival and Island, revving up our social reach!



The social posts combined reached over **1,863,987** followers



## shoulder season broadcast tour with The Travel Mom

To promote shoulder season travel, Hilton Head Island partnered with Emily Kaufman, The Travel Mom and Steve Harvey's resident travel correspondent, to spread the word about Hilton Head Island's fall travel offerings to key, drive-to market audiences in this five city broadcast tour.

Emily's natural delivery of our messages and engaging conversations around the benefits of off-season travel drove home key messages on why Hilton Head Island is the ideal choice for a fall vacations.

The timely and hyperlocal coverage reached travelers with the most opportunity to book a fall trip. A call to action was given for viewers to go to [HiltonHeadIsland.org](http://HiltonHeadIsland.org) to book packages and low, seasonal rates.

5 broadcast segments secured in **Cleveland, Columbus, Charlotte, Philadelphia and Atlanta**

reaching **51,392** viewers and garnering a publicity value of **\$49,370**

Segments were shared on news station websites receiving a total of **1,187,993** unique monthly visitors

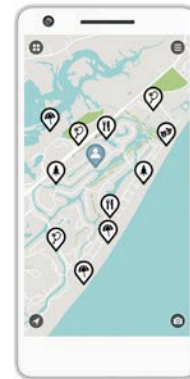


## Island Compass app video

To promote the launch of Hilton Head Island's new Island Compass app, we tapped travel TV Host and Vlogger Kelley Ferro to capture a video showcasing the app's many features which makes planning a trip and discovering all that Hilton Head Island has to offer a breeze for travelers on-the-go.

Shot through the lens of Ferro during the ultimate weekend on Hilton Head Island, the engaging video demonstrates the ease, convenience and insider tips accessible in the palm of the hand for active, millennial travelers, as well as those rediscovering Hilton Head Island for the first time since it's renaissance.

The video is set to launch in 2016 and will be syndicated via Ferro's social media channels, TripFilms, MSN and Bing, with potential for organic media pickup.

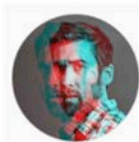


## IPT program

We targeted key travel, culinary, family, drive-market and lifestyle media, as well as influencers, for destination immersions resulting in feature traditional and blog coverage for Hilton Head Island.

Custom itineraries showcased the island's new amenities, updated resorts, arts and Gullah culture, Lowcountry cuisine, festivals, outdoor adventure and more.

Secured 6 IPT's to-date, resulting in 1 feature article, 3 blog posts and 3 anticipated articles in 2016.



## quarterly communique

A new initiative to advance and inspire media interest and conversation, we distributed a quarterly newsletter in Q2 and Q3 to national and regional markets highlighting the destination's latest news and story angles to complement ongoing seasonal pitching. Topics included why shoulder season is the best season to visit the Island and reasons to make Hilton Head Island your next wellness and family vacation destination.



Hi there -

2016 has brought with it new beginnings, new attractions and new trends to Hilton Head Island. With lots to share from the Island, including seasonal deals and offerings, the unveiling of the Hilton Head Island Compass App, a lineup of spring festivals and events, and an excess of adventure, we welcome you to explore Hilton Head Island like never before and find out why this modern classic should be on every traveler's bucket list this year.

Five Reasons You Need To Go To Hilton Head Island Now



As travelers look to escape the chilly temperatures and rejuvenate in the new year, Hilton Head Island is an ideal destination for a spring refresh. Here are a few reasons to head to Hilton Head Island now.



still to come

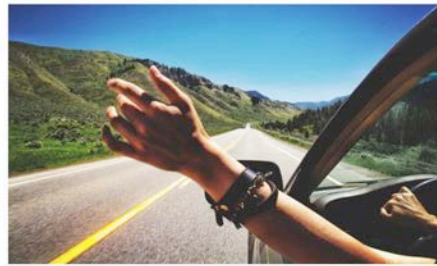
from the FY2015/2016 plan

### pimp my road trip | #followmetoHHI



Just when the Northeast is begging to defrost from a long, brutal winter, host an influential group of bloggers for the ultimate road trip to enjoy the sunny skies and Southern hospitality of Hilton Head Island.

- Begin the trip in NYC and head south through primary East Coast markets
- Potential to pick up additional influencers along the way
- Influencers encourage fans to follow their adventure with exclusive trip giveaways and Hilton Head Island content
- Upon arrival influencers are hosted on island for a few days of authentic, off-the-beaten path experiences



\* Note: exploring partnership with GM to provide the "wheels" for this road trip and help boost social media engagement

HILTON HEAD ISLAND water adventures | 15

### allegiant air | airlift markets



In partnership with Hilton Head Island, Allegiant Air has announced the addition of three seasonal nonstop flights from Indianapolis (IND), Pittsburg (PIT) and Lexington (LEX), along with year-round nonstop service from Baltimore-Washington (BWI), to Savannah-Hilton Head International Airport (SAV).

- Secure in-market radio promotions
- Identify media/influencers in each market for IPT and/or press trip
- Partner with Allegiant Air for July NYC Travel Massive Event



Indianapolis Airport Authority



Pittsburgh International Airport Allegheny County Airport Authority

### travel massive | networking in New York

This July, Hilton Head Island will return to New York to host its best Travel Massive event yet. Targeted media outreach, a hip venue, enviable trip giveaway and unique touches of the destination will bolster attendance and spark social media conversations surrounding the destination.

Tapping into the influential network of Travel Massive New York has proven successful in building new editor and blogger relationships, fostering existing relationships and keeping Hilton Head Island top of mind within this group of social media savvy and well-connected journalists, bloggers and industry professionals.



Jessica Festa @JessicaJourney May 28 My dream summer is already starting! Great time tonight with @hiltonheads in NYC! #takemetoHHI



View photo

## always on PR | ongoing media relations

Additional ongoing PR activities throughout the remainder of the 2015/2016 fiscal year will include:

- Proactive outreach to national and regional broadcast outlets (e.g. Steve Harvey, Travel Channel)
- Seeking out promotion opportunities with media partners and brands that align with Hilton Head Island
- Quarterly communiqués
- Proactive and reactive pitching
- Meetings with editors and influencers
- Pitching and securing a minimum of 4 additional IPT's



## travel-shaping trends | aligning HHI with current travel behaviors

1. **Culinary Tourism** – culinary travel experiences, with emphasis on native cuisine and local products/producers, are now the most popular method for driving tourism business.

- **What it Means for Hilton Head Island:** The time is "ripe" to tell the story of Andrew Carmines of Shell Ring Oyster Co. and Hudson's Seafood House on the Docks



3. **Low Oil Prices** – record low oil prices will make both drive-to and fly-to vacations more attainable, resulting in an uptick in domestic travel in 2016.

- **What it Means for Hilton Head Island:** Continue heralding Hilton Head Island as the "Modern Classic" destination with emphasis on shoulder season travel; spotlight options ranging from road trips to spontaneous getaways made possible by current and new airlift partners

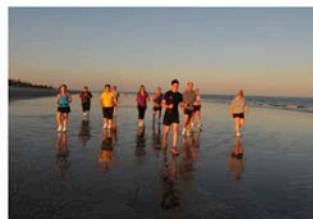


HILTON HEAD ISLAND | WEBER SHANDICK | 20

## travel shaping trends | aligning HHI with current travel behaviors

3. **Wellness Travel** – Wellness travel is growing 50% percent faster than regular travel with travelers recognizing that a healthy work-life balance requires recharging; spa and wellness programs directed at children are also on the rise.

- **What it Means for Hilton Head Island:** It's important to shine a spotlight on active adventures, tours and programs that promote healthy lifestyles, as well as further advance conversations & relations with Hilton Head Health



5. **The "New" Family Vacation** – As the Millennial generation becomes parents, they are beginning to question why family and friend vacations have to be separate, and are instead combining the two

- **What it Means for Hilton Head Island:** Our "Modern Classic" island is an ideal destination for multi-family vacations; this trend fits nicely into our goal of turning "used to go" into "have to go" among Millennials and Gen-X



HILTON HEAD ISLAND | WEBER SHANDICK | 21



**HILTON HEAD ISLAND**  
**VISITOR & CONVENTION BUREAU**  
*South Carolina*

***THANK YOU.***

For more information on economic and business metrics for  
Hilton Head Island, Bluffton, and Beaufort County please visit:

[www.thinkhiltonheadisland.org](http://www.thinkhiltonheadisland.org)

