



HILTON HEAD ISLAND
VISITOR & CONVENTION BUREAU

2015-2016

Destination Sales & Marketing Plan

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

Hilton Head Island Marketing Council

The Hilton Head Island Visitor & Convention Bureau's destination marketing programs have been clearly focused on the following short term and long term goals, as set by 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.

LONG TERM GOALS (UP TO TEN YEARS)

1. Drive shoulder and off-season business growth
2. Sustain focus on the affluent traveler
3. Build public and private funding for the DMO

SHORT TERM GOALS (NOW THROUGH CALENDAR 2016)

1. Expand meetings and group business, with special focus on corporate growth in shoulder and off-seasons
2. Align brand messaging with experiential travel in all market segments, domestically and internationally. Special emphasis on:
 - a. Culinary Travel
 - b. Cultural & Heritage Travel
 - c. Discovery Experiences
3. Support retention and growth of air service and packages travel
4. Sustain and grow digital footprint

Gen X + Gen Y + Boomers = Next Gen Travel Wide Open Opportunity

90 million U.S. Millennial generation travelers will begin to surpass the 72 million U.S. Baby Boomers in their collective buying power and influence as each year passes. Both generations, as well as the smaller Gen Xers “in between” these two generational groups, have significant commonality within the burgeoning NEXT GEN travel segment, for both group and leisure travel:

Next Gen Travelers are not defined by age, gender, income or status in life. Rather, they are defined by their attitudes toward technology as an enabler of travel experiences, facilitator of transactions and a social vehicle to share provocative insights, opinions and commentary on travel destinations, experiences and travel service suppliers.

The Hilton Head Island Visitor & Convention Bureau is engaged in long range strategic planning for the destination from a New Normal perspective, and focused on growing our appeal to today’s most influential and experiential travelers – Next Gen affluent travelers – a move that will benefit the destination now and through the next generation.

Our steps:

Proactive engagement with local stakeholders, influencers and industry thought leaders.

Elimination of single industry sector committees that silo our tourism community.

Direction from the Hilton Head Island Marketing Council with cross industry representation and voice.

Research Investment in understanding the motivations, decision making cycles, preferences and habits of today’s – and tomorrow’s - diverse and changing affluent travelers.

The job of embracing, understanding and serving today’s travel consumers is a **circle** that our organization has started, one that is dynamic & collaborative in nature and continuously moving forward as we work with the business community to lead along new pathways.

Renaissance Hilton Head Island

Over \$400 Million in New Investment in Tourism Product in the Hilton Head Island Region

FY 2013/14 brought the literal dawn of a new day on the Island and in the region in terms of tourism product development and redevelopment. The renaissance will continue as we go into 2015-16, included below is a recap of projects that have been completed to date along with others on the horizon.

RENAISSANCE ~ Hilton Head Island

Property	Description	Renovation
The Sea Pines Resort	Resort redesign including the rebuilding of The Sea Pines Resort's Plantation Club into The Sea Pines Plantation Golf Club, the new oceanfront Sea Pines Beach Club; and Harbour Town Clubhouse scheduled to be completed March 29, 2015.	\$62 Million
Hilton Head Marriott Resort & Spa	Guestroom renovation completed February 26, 2015.	\$14 Million
Omni Hilton Head Oceanfront Resort	Completion of Phase II of renovations was on March 6, 2015 focusing on each of the 323 guest rooms and suites. Phase I was completed April 1, 2013.	\$17 Million
Shelter Cove Towne Centre	Phase II included the addition of Kroger (Opened December 2013) along with other retail and restaurants opened December 2014 with others currently under construction in 2015.	\$74 Million
Shelter Cove Towne Centre Condo Development	220 luxury waterfront apartments To be completed in 2016	\$55 Million
Chaplin Linear Park (Town of Hilton Head Island)	Investment and exciting opportunity that will connect the proposed Shelter Cove Waterfront Park on Broad Creek, which will be the venue for many festivals, activities and entertainment throughout the year, to Collier Beach Park on the Atlantic Ocean. Integrated systems of boardwalks, platforms, pedestrian bridges, multi-purpose trails and more.	\$4.5 Million
Sonesta Resort Hilton Head Island	Complete renovation (flagship change in April 2012) of the resort finished in May 2013.	\$30 Million
The Westin Hilton Head Resort & Spa	Resort renovation that included all rooms, suites, common areas, meeting spaces, dining and pool decks completed April 17, 2013	\$30 Million

Beach House Hilton Head Island	Renovation of the Holiday Inn Oceanfront and name change to Beach House completed in Spring 2012	\$5 Million
Whole Foods	Complete renovations to the 30,000 square feet at The Plaza at Shelter Cove, grand opening July 30, 2014. (Formerly the Piggly Wigigly)	\$4.7 Million
Harris Teeter – Park Plaza	Complete rebuild 50,300 sq, ft, completed April 3, 2012 and newly enhanced parking lot servicing Harris Teeter and Park Plaza	\$6 Million
Hilton Head Island Rowing & Sailing Center (Town of Hilton Head Island)	Construction on a public sailing and rowing center that will offer boaters access to Skull Creek.	\$1.2 Million
TOTAL		\$303,400,000

Additional projects:

- Town’s acquisition of additional land and joint venture with USCB to develop a new Hilton Head Island campus of the University of South Carolina Beaufort (USCB) off Pope Avenue on the Island’s South End. The campus will house the university’s expanded Travel, Tourism and Hospitality School, including a potential professional tennis program.
- Longer term planning underway to develop a new historic and cultural site of national and international significance at the Historic Mitchelville Freedom Park by the Mitchelville Preservation Project on land leased from the Town of Hilton Head Island. Mitchelville was the first self-governed freedmen’s village in the United States, and is featured on the VCB’s Gullah microsite: www.HiltonHeadGullah.com
- Construction is underway for a new flyover on Highway 278 connecting the Bluffton Parkway to the Hilton Head Island bridges to improve traffic flow and safety for vehicles traveling between the Island and the mainland.
- Continued investment by the Town in bicycling and walking pathways to enhance our potential move toward “complete streets,” which a growing number of locals advocate.
- Opportunities continue to exist to create/improve:
 - Wi-Fi access and Fiber Optic Network, on Island and countywide
 - Interconnected Digital Wayfinder System
 - Vacation Home & Villa product – encouraging owners and regimes to renovate product that is outdated in some areas/ regimes
 - Historic, cultural, arts and parks experiences for visitors

Key Marketing Strategies

Strategically, the Visitor & Convention Bureau's marketing, sales and visitor services staff will execute the day-to-day tactical implementation and management of the destination marketing program driven by these key strategies:

1. **Invest in consumer research**, benchmarking and metrics that drive the foundation and engine of our DMO programs
2. **Sustain and grow market share** compared to other resort destinations nationally
3. **Keep up the renaissance brand voice while weaving in more experiential travel content** in all of our digital and brand message platforms
4. **Target affluent travelers** in media and promotions

5. Move the needle

: by beeline focusing our team on meeting the VCB's specific sales prospecting, lead and conversion goals, especially shoulder/off-season groups and corporate meetings.

: by continuing to enhance ways to measure the collective sales performance and success by the destination and our partners.

: by advocating for innovative experiential travel product development and packaging by our members/partners that own and sell the product.

: by advancing marketing promotions that target high value visitors with compelling, brand consistent messages.

: by doing our homework (research) to understand the changing consumer and the most powerful value proposition(s) we offer to meet their needs.

: by focusing on seasonal growth: focus destination marketing and sales programs on driving *new fall and spring shoulder season business* as well as new winter season business growth as funding and resources allow. Service peak season visitors. Monitor summer fill needs through the V-Trip pace reports and make adjustments to marketing campaign deployment if required.

: by energizing our partners to actively support and participate in co-op marketing and sales programs planned and executed by the DMO.

: by empowering our partners to network with each other to cross market the destination on their own, particularly in ways that support the overall destination brand.

: by championing authenticity and truth in advertising about Hilton Head Island as a travel destination and reflecting the community's and our organization's principles and core values in all we do.

: by continuing to enhance a strong working relationship with the directorate at the South Carolina Department of Parks, Recreation and Tourism, and leveraging state promotional opportunities and resources for our region.

: by developing a viable, long-term plan to grow public and private investment in destination marketing.

: by supporting sustainability and growth in travel and tourism jobs, economy and tax base, and quality of life benefits garnered by a strong and healthy Island tourism industry.

6. **Direct the Hilton Head Island Marketing Council** to actively and collaboratively engage our partners to work with us to help define changes needed in the local tourism marketplace. Give them the communications information and tools they need to become vocal advocates for the destination and organization.
7. **Through the Hilton Head Island Marketing Council** as well as the greater chamber membership, foster cross-industry networking, co-operation, cross-marketing, packaging and sales, and opportunities for innovation in pursuing new market segments.
8. **Expand our network of ambassadors for the travel and tourism industry and DMO** through the Hilton Head Island Marketing Council. Continue to invest time and resources in educational forums, workshops, research investment, spreading awareness of our www.thinkhiltonheadisland.com economic metrics portal, online dashboard metrics and ROI reporting, enhance local communications program and advocacy that gives a cohesive voice to common concerns.
9. **Champion development of a strong, collaborative plan for the future of tourism** on Hilton Head Island.

Research-Based Destination Marketing & Planning

The Hilton Head Island Visitor & Convention Bureau invests staff management time and resources, as well as significant budget investment with qualified research partners with these goals:

- Understand current and long term trends that drive consumer behavior.
- Develop strategic plans that weigh both local stakeholder input and the consumer's voice through quantitative and qualitative research.
- Follow the Destination Marketing Association International's DMO Best Practices in research, planning and reporting.
- Develop tools that both the VCB staff and the local tourism industry can use to improve marketing, sales and visitor services.
- Provide timely results metrics and tourism industry information, particularly through our economic and business metrics portal: www.ThinkHiltonHeadIsland.org
- Provide transparent accountability metrics and travel industry data that local and state government and related agencies can use to make better public policy and program decisions.

Budgeted programs for FY 2015-16 include:

1. Smith Travel: Monthly & Weekly Hotel Lodging Report and Monthly Competitive Set Report.
2. V-Trip: Monthly Home and Villa Lodging Report and Monthly Combined Home & Villa + Hotel Two-Source Report, including 6 month "on the books" booking pace report. Includes access to national travel and consumer trend reports for our "*ThinkHiltonHeadIsland*" web portal.
3. Raven / Google Analytics Web & Social Media: Year-long tracking tools.
4. Group Business Study – this "deep dive" analysis by Destination Analysts will be completed by Summer 2015. It's an assessment of the competitive market position and potential market share growth of the Island's group business sector compared to other resort destinations without a convention center. Recommendations for new sales and marketing strategies by the Visitor & Convention Bureau and destination partners will be included, along with an assessment of an on-island or off-island conference center's potential viability and impact.

Follow-up to the study will be needed to develop an action plan for group sales around results of the research.

5. The FYI on the Hilton Head Island and Bluffton Traveler White Paper Series. VCB staff will work with USCB to expand mining of data from the 2013 Visitor Profile Study in specialty and niche

market segments. The first white paper produced is “The FYI on Hilton Head Island’s Affluent Traveler.” Additional reports to be developed in the year ahead include:

- Cultural and Heritage Traveler
 - GenX and GenY Traveler
 - Boomer and Mature Traveler
 - Culinary Traveler
 - Eco & Nature-based Traveler
 - Bluffton Traveler
6. DMAI Group and Event Impact Calculator: Online tool to calculate economic impact of local meetings, groups and events, purchased through DMAI.
 7. Festival and Event Co-Ops: Co-op cost sharing with local festivals and events of USCB conducted on-site, online events survey. Current partners include: HHI Motoring Festival & Concours d’Elegance, Hilton Head Island Wine & Food Festival, Historic Bluffton Arts & Seafood Festival, and Island Rec Center events.
 8. Completion of Bicycling Study: An analysis of the impact of bicycling in the Hilton Head Island region to include a profile of bicycling visitors, followed by a Bicycling Summit in 2015.
 9. 2015 VISA International Travel Study: Partnership with the South Carolina Department of Parks, Recreation and Tourism to study spending patterns of international visitors through VISA transactions.
 10. www.ThinkHiltonHeadIsland.com: Operate and staff ½ FTE to provide constantly updated Business Metrics web portal for members and public to assess local, regional and national/international research, including special monthly VCB Destination Dashboard.
 11. 2014 Longwood’s International Study for HHI: Partnership between Savannah/Hilton Head International Airport and the Hilton Head Island –Bluffton Chamber of Commerce and VCB.
 12. Pop Polls: New series of short polls of our Insider database on current and future travel trends and media preferences.

Budget: \$108,000 TOTAL (\$98,000 – DMO budget and \$10,000 Beaufort County)

Facilitated by: VCB Marketing Staff managing projects with USCB Travel & Tourism Institute, Smith Travel, V-Trip, U.S .Travel, DMAI and SCPRT, and other potential research resources.

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 2015/16, here is a look American Express' 2015 Global Meetings Forecast, followed by our local destination situation and plan:

American Express Meetings & Events Predicts Global Expansion of Meetings Activity in 2015

Predicted Meeting Activity in North America Shows Strong Spending on Training, Above Other Meetings Types:

Meeting Planners Expected to Utilize Non-Traditional Meetings Facilities and Further Implement Virtual Technology

NEW YORK--(BUSINESS WIRE)--According to the American Express Meetings & Events 2015 Global Meetings Forecast ("the Forecast"), meetings are expected to play a critical role in a return to business fundamentals in 2015, a trend which should help drive the long-term health of the industry. Following a period of economic recovery for the meetings industry as well as new budget pressures in 2014, 2015 meeting budgets are likely to show positive movement, either through growth or less of a decline than was seen previously. This is due to powerful drivers, such as compliance, global expansion, and standardized processes that can help to reduce risk and elevate the visibility and strategic importance of meetings programs within companies. New for this year's edition, the 2015 Forecast breaks down predictions by meeting type to provide more insight into the purpose of meetings and where business priorities lie.

"The meeting industry overall appears to be very much 'back in business', in particular as a key component of sales and marketing strategies for many organizations," said Issa Jouaneh, Vice President and General Manager, American Express Meetings & Events. "The last few years have given focus to meetings and events in a way that has driven a more disciplined approach around approvals processes, increased scrutiny on spend and a larger focus around accountability and expected outcomes for meetings.

"2014 has been an exciting year for American Express Meetings & Events, as we have worked with clients to help develop and expand their programs – often in response to global need and growth, and together identified strategies to capitalize on the opportunities presented by the changing technology landscape. In 2015, we look forward to continuing this momentum with existing clients and jointly designing and implementing meetings programs with new clients."

In North America, the positive sentiment for 2014 continued with a slight 0.3 percent increase in meetings activity expected in 2015. At the same time, many meetings have been reduced in size over

the past few years, increasing the demand for meetings at airport properties, as meeting owners try to maximize the productive time available for attendees. Overall, there is a continued push to stay close to home and host meetings where the largest number of attendees live. Attendee levels in North America seem to have stabilized, with no major changes expected next year. For the first time, respondents were also asked to answer questions on meeting activity, number of attendees, length and more by individual meeting type. Training meetings lead the pack in North America in terms of growth in number of meetings, and in regard to meeting length; the findings revealed that incentive and special events were reported to be the longest meeting by category, followed by conferences.

Below are high-level snapshots of the key 2015 predictions based on a survey of meetings professionals in each region.

Survey Highlights: Regional Meetings Professional Predictions

Prediction	North America
Number of Meetings	+0.3%
Number of Attendees per Meeting	+0.2%
Days per Meeting	2.3
Overall Meeting Spend w/in Organizations	+0.3%
Group Hotel Prices	+4.6%

Top 5 Meetings Destinations

1. Chicago
2. Orlando
3. Las Vegas
4. Atlanta
5. San Diego

(Source: Cvent, 2014, within the U.S.)

The Forecast reveals that in North America, Orlando, Florida slipped to second place this year, with Chicago, Illinois ranking as the number one meeting destination choice among meeting planners. Las Vegas, Nevada; Atlanta, Georgia; and San Diego, California rank in the top five meeting destinations in North America for the second consecutive year.

Survey Highlights: Predicted Change in Number of Meetings by Meeting Type

North America

Sales/Marketing	+0.5%
Training	+0.9%
Internal Team Meeting	0.0%
Product Launch (internal/external)	0.0%
Conferences/Tradeshows	+0.1%
Senior Leadership Meeting/Board Meeting	+0.7%
Advisory Board	+0.5%
Incentive/Special Events	-0.2%

Insights and Best Practices

Forecast participants also provided insight into what's top of mind for 2015 meetings and events planning. Key areas of consideration for 2015 include:

- **Empowering Digital Event Solutions** – Meeting professionals now have the opportunity to rethink meeting design and content delivery to capitalize on digital solutions and engage the audience in new and exciting ways. Four solutions – attendee management, event mobile applications, social media solutions and hybrid meeting solutions – can increase the prevalence and importance in digital event solutions.
- **Planning Meetings & Events in Emerging Countries** – The meeting business in emerging countries has grown significantly in recent years, as these economies have increased in importance. There are five aspects to meeting planning that are imperative for planners to focus on in order to ensure their meeting goes smoothly in an emerging country: security, technology, transportation, food & beverage, and payments.
- **The Benefits of Attendee Travel Management** – Best practices and customer feedback have demonstrated that integrating travel planning with meetings management can provide substantial benefits related to experience, cost, and duty of care. Integrating air travel as part of the overall planning process can benefit meeting planners and attendees alike. Air travel is an integral part of the logistical, financial, and experiential aspect of an event. In particular, group air planning can benefit a meeting at all stages, from destination evaluation, budgetary savings, and agenda optimization to improved communications, increased productivity, and risk reduction.
- **Event Production Trends and Insights** – As technology and the role of mobile apps, virtual/ hybrid meeting tools and more play an increasing role in meetings and events, event production agencies can serve as a guide to integration into the overarching event experience. Meeting owners should consider if

the use of technology is appropriate for the event experience and if it can serve a real purpose and not act as a distraction.

The Forecast findings are based on a comprehensive survey, extensive meetings and events data, and in-depth interviews of meetings professionals – including planners, buyers and hotel suppliers from around the world – conducted by American Express Meetings & Events. The Forecast examines predictions regarding budget, spend, the number of meetings, lead times and other meetings-specific metrics by geographic region. It also provides insight into key trends in meeting planning for 2015, and explores some of the key tactics meeting planners are expected to use to reduce costs and improve program efficiency. Please note that forecasts can change due to unforeseen circumstances. Please access the full report [here](#).

About the American Express Meetings & Events Forecast

The Forecast identifies key meetings activities and trends for 2015 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 2015 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. Surveys of meeting professionals were conducted via Cvent's proprietary web survey software to gather trends across North America, Europe (France, Benelux, Germany, Nordic, Spain and United Kingdom), Asia Pacific and Central/South America. A survey of leading hotel suppliers and follow-up interviews were also used to inform the finding in this Forecast.

Issa Jouaneh
Vice President and General Manager
American Express Meetings & Events

Local Situational Overview: With major investments of over \$158 million made by Hilton Head Island's major conference hotels and resorts in redevelopment, and more than an additional \$140 million in new retail and attractions investment, and an additional \$100 million plus by 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 HHI 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
- 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
- Silver level Bicycling Friendly Community – the highest rated in the state
- 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 America
- 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
- Turn-key CSR Program, The Hilton Head Island Difference, offered by the VCB
- Broadway theatre, the symphony, 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 Tournament, HHI Motoring Festival & Concours d'Elegance , Hilton Head Island Wine and Food Festival, and Music to Your Mouth Festival.

Sales Team Goals

The VCB Sales Team's purpose is to generate leads for group business from throughout the spectrum of market segments, with these overarching goals:

Short Term Goals:

1. Increase corporate meetings in the shoulder and off-season by 10%
2. Conduct 5 mini-FAMS starting in September of 2015 and run through January 2016
3. Market Hilton Head Island's unique point of difference as a meetings & group destination, with a focus on development of marketing and sales promotions of our destination's memorable and authentic Group Experiences.
4. Promote the Renaissance of the Island with over \$250 million of private sector reinvestment in product development.
5. Continue group sales initiatives to drive shoulder and off-season business (Flights for Sites, Cash Incentives for First Time Groups and creating a Group Closing Fund – see details to follow).
6. Assist our destination partners in their efforts to generate more meetings

Long Term Goals:

1. Develop long term goals based on perspectives gained from a competitive analysis of the Island's position as a group destination compared to other resort destinations (particularly those without a convention center), and the HHI/VCB's group strategies compared with comparable CVB destinations.
2. Drive shoulder/off-season group business with increased qualified leads, bids & bookings.
3. Keep the messages of the Renaissance going.

Planner Relationships and Service

The bureau's position is to represent the entire destination, identify lead 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. (16 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 2014, Meeting & Conventions magazine Gold Service Winner 2014)

Planners have also said that they "focus on destinations that are easy to work with and then we negotiate flexible attrition clauses and F & B costs." It all starts with service. And although technology is important, some planners indicate that service and a personal touch will still trump technology. One planner surveyed in Future Watch said "suppliers who want to get ahead need to focus on personal relationships instead of technology."

The VCB connects Hilton Head Island resources to site planners' facilities needs for retreats, educational seminars, state, regional and national meetings and conferences of all kinds.

Group Sales Goals

Goal: #1:

Increase the number of qualified leads by 16% in 2015

SALES	2012 Actual	2013 Actual	2014 Actual	2014 <i>Goal</i>	2015 <i>Goal</i>
# of Leads	88	64	74	85	85
Potential (room nights)	27,208	27,725	19,945	36,000	20,000
# of Definites	22	17	12	27	23
Definite (room nights)	3,975	3,153	5,693	5,550	6,000
Conversion (room nights)	16%	11%	36%	15%	30%

LEADS		2012	2013	2014
# of leads/Segment				
	Association	22	25	16
	Corporate	39	17	29
	SMERF	20	17	27
	Government	5	4	0
	Sports	2	1	2
		88	64	74
# of room nights/Segment				
	Association	10,094	10,763	6,993
	Corporate	10,768	4,723	6,060
	SMERF	1,852	1,146	1,867
	Government	2,094	1,093	0
	Sports*	2,400	10,000	5,025
		27,208	27,725	19,945
	*2013-Full IRONMAN			
	*2014-Half IRONMAN			
# of leads/by State				
	AL	2	0	0
	AZ	2	0	0
	CA	5	2	0
	CO	1	2	0
	CT	1	0	1
	D.C.	0	3	4
	FL	3	3	3
	GA	15	9	12
	IA	1	1	1
	ID	0	0	1
	IL	4	7	3
	IN	3	2	2
	KS	0	0	1
	KY	1	1	0
	LA	2	0	0
	MA	1	1	1
	MD	7	0	2
	MI	2	0	0

LEADS	2012	2013	2014
MN	1	0	4
MO	0	0	1
MS	1	0	0
NC	6	3	7
NE	0	0	1
NJ	4	0	1
NY	2	1	2
OH	3	1	5
OK	0	1	0
OR	1	0	0
PA	2	3	2
SC	5	16	10
TN	0	0	1
TX	4	3	3
VA	5	3	2
WA	1	1	2
WI	1	1	0
WV	0	0	1
Australia	1	0	0
Ontario	1	0	1
	88	64	74

of room nights/by State

AL	1,505	0	0
AZ	674	0	0
CA	1,029	200	1,110
CO	1,290	250	10
CT	180	0	336
D.C.	0	987	1,345
FL	2,106	10,275	5,059
GA	6,243	1,533	1,230
IA	400	475	0
ID	0	0	122
IL	838	3,589	168
IN	1,809	725	80
KS	0	0	500
KY	160	30	80
LA	403	0	0
MA	195	260	0
MD	2,455	0	60

LEADS	2012	2013	2014
MI	700	0	90
MN	180	0	997
MO	0	0	875
MS	240	0	0
NC	802	548	1,322
NE	0	0	60
NJ	1,098	0	20
NY	80	1,380	819
OH	250	20	350
OK	0	364	0
OR	295	0	0
PA	64	1,457	612
SC	739	4,449	2,482
TN	0	0	20
TX	213	375	255
VA	2,349	405	433
WA	150	353	825
WI	501	50	0
WV	0	0	85
Australia	220	0	0
Ontario	40	0	600
	27,208	27,725	19,945

of leads/by Source

HHI Website RFP	32	23	19
HHI Website Phone/email	23	16	16
Lead Prospecting	22	6	15
Tradeshows	6	7	11
Member	4	11	12
Online Concierge	1	1	1
	88	64	74

of room nights/by Source

HHI Website RFP	13,795	16,994	11,931
HHI Website Phone/email	4,010	2,396	767
Lead Prospecting	5,062	1,953	2,896
Tradeshows	4,127	4,697	1,755
Member	189	1,639	2,546
Online Concierge	25	46	50
	27,208	27,725	19,945

Tactics

1. The Hilton Head Island 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 and regional association events and for the corporate market MPI-Carolinas, when budgets allow, bolstering marketing and direct sales efforts.
4. Work trade shows that have the greatest amount of potential for generating leads and new contacts with particular emphasis on appointment-driven shows, including: Going on Faith Conference (GOF), American Bus Association (ABA) for the group tour market IMEX, DMAI Destination Showcase, Connect Marketplace & Collaborate Marketplace
5. Telemarketing/lead generation/market and prospect research: Work with telemarketing vendor for continued data-cleansing and target acquisition, prospect qualification and lead generation.
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.

Goal # 2:

Build on Hilton Head Island’s identity as a meetings destination and develop spheres of influence within networks of decision makers

Tactics

1. Use past and upcoming booked business to identify affinity groups that would be inclined to consider Hilton Head Island based on testimonials from planner peers, as well as research by SDR to identify and prospect new potential corporate and affinity groups for the Island.
2. Feature promotions to planners of investments by our local partners in hotel, resort and attraction redevelopment and upgrades.
3. Network on a local, state and regional basis to keep the Hilton Head Island message in front of our target markets. Association groups include SCSAE and AENC; corporate includes MPI-Carolinas and the New Carolina Council on Competitiveness which is a non-profit working to increase South Carolina’s economic competitiveness, through a cluster development strategy.
4. Produce electronic Meeting Planner Newsletters to update and engage our database of planners on new developments on Hilton Head Island in order to provide reasons to reconsider Hilton Head Island.
5. 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.
6. Promote the consistent message “Inspiration as nature intended” in all marketing and communications -- a call to action that is uniquely Hilton Head Island.
7. Measure visitation to the hiltonheadmeetings.org and evaluate meeting planner usage of our site through a monthly review of microsite analytics.

Goal #3:

Leverage communications for planners and partners

Tactics

1. Provide partnership opportunities to our members for tradeshow, FAMs and other industry events
Upcoming co-op FAMs and joint promotions: (funded through public-private co-op)
 - a. **September 2015-January 2016** – HHI to host a monthly Meeting Planner FAMs of 10-15 planners per FAM
 - b. **September 2015** – HHI VCB to host the SMU-SE event
 - c. **October 2015** – HHI VCB to attend IMEX with resort partners
2. Develop plan with VERB to enhance search engine marketing, blogs, optimized press releases, video, social media integration and RSS feeds on our meetings microsite.
3. Update meetings microsite content regularly to ensure information is always current and accurate.

Goal #4:

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 want to offer them a “flight for a site” at their convenience – not ours
 - Goal is to support efforts of Hilton Head Island resorts & hotels targeting meetings and groups and to have 15 individual meeting planner sites during the fiscal year (*once the \$4,800 is gone, the program is done for the fiscal year*)
 - Would offer up to \$500 to pay for or subsidize a pre-qualified planners 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 direct to a property. A maximum of 1/3 of the funds can be used for any one particular property and/or company:
 - 5 meeting planners
 - 5 bookings
 - 750 room nights

- **Cash Incentive of up to \$5,000 when you book your first meeting in the Hilton Head Island/Bluffton, SC area**

Purpose:

The purpose of the Hilton Head Island Visitor & Convention Bureau's **First Time Group Fund (FTGF)** program is to generate group room nights and revenue by promoting group business, that is consumed during the shoulder and off seasons, to first-time groups or groups that have not returned to Hilton Head Island for a destination meeting/event in the past 5 years.

The FTGF is specifically intended to incentivize these groups to book our destination by providing funding to subsidize the group's overhead.

This document sets forth the guidelines and Standard Operating Procedure (SOP) of the Hilton Head Island Visitor & Convention Bureau's FTGF program. The guidelines detailed in this document must be followed in order to be eligible to receive this funding.

Eligible Groups:

Applicants eligible for the FTGF 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 and have not held this event on Hilton Head Island within the past 5 years.

Group Guidelines:

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

- The proposed meeting/event must consume a minimum of 100 total (paid) room nights, as documented by the host property's history of the group's stay. The funding will be based on a scale of the group's actual room night pick-up (see Funding Guidelines).
- The 'peak nights' for the room block cannot be on a Friday or Saturday night.
- The proposed meeting/event must take place on Hilton Head Island at a Hilton Head Island-Bluffton Chamber of Commerce member property.
- The FTGF program will only be available to groups holding their event during off- season dates through 2016:
 - November 1, 2014, through March 26, 2016
- An RFP for the proposed meeting/event has been distributed by the Hilton Head Island VCB and/or property has been contacted by the planner.

- 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.
- These funds cannot be used in conjunction with the Group Closing Fund (GCF).

Funding Guidelines:

FTGF 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. Once the budgeted funds for the FTGF program have been allocated for the 2015-2016 fiscal year, no additional sponsorships will be accepted until the next fiscal year.

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

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

All pertinent information must be provided to the HHI VCB in order to be considered:

- Dates
- Arrival & 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

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 FTGF dollars the organization qualifies for is based on their total room block (may change with actualization numbers). 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, based on the actualized room nights.

- **Create a 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 is intended to help offset some of the perceived disadvantages that meeting planners have when comparing the combined cost of airfare and ground transportation to SAV or HHI airports. This will be achieved by providing funding to subsidize ground transportation expenses for qualified groups.

This document sets forth the guidelines and Standard Operating Procedure (SOP) of the Hilton Head Island Visitor & Convention Bureau's GCF program. The guidelines detailed in this document 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 or Bluffton 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 through 2016:
 - - November 1, 2015 through March 26, 2016
- The GCF funding must be used for meetings not currently contracted with any Hilton Head Island property.
- GCF funds will only be considered for shoulder & off-season dates, and priority will be given to first time groups. Cannot be used in conjunction with the Cash Incentive for first time groups.
- The date of the meeting must take place prior to January 1, 2016, and the payment of the fund will be based on the actual group room night pick-up.
- An RFP for the proposed meeting has been distributed by the Hilton Head Island VCB or more than one property has been contacted by the planner.

- 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. Once the budgeted funds for the GCF program have been allocated for the 2015-2016 fiscal year, no additional sponsorships will be accepted until the next fiscal year.

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

Dollar 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 & departure pattern
 - Room block per night
 - Group's history with room pick-up for past 3 years, as documented by the host properties.
 - RFP

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 numbers). 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.

- 3 or more bookings
- 750 or more room nights

Conference Sales Initiatives

1. **Lead Prospecting:**

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

- Lead Generation
- Database Cleansing
- Trade Show and Seminar Follow Up
- Appointment Setting / Sales Blitz / Sales Mission
- Daybreak Email blast to just under 3 million people, with various titles within corporate & association organizations
- They send out about 5,000 to 8,000 emails per day over a 3-5 month period
- They do the sorting of hot/warm/referral replies and supply them back to the Hilton Head Island VCB for follow-up

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

- 2012 - 513 prospects
- 2013 - 197 prospects
- 2014 – 557 prospects

Total room nights connected to SDR prospects:

- 2012 - 30,443 total room nights
- 2013 - 28,385 total room nights
- 2014 - 34,637 total room nights

Total Daybreak & SDR prospects that converted to leads:

- 2012 - 15 leads
- 2013 – 1 leads
- 2014 – 7 leads
- **Appointment Format Trade Shows:** Attend appointment-driven trade shows, which provide one-on-one connections with buyers specifically interested in Hilton Head Island as a meetings destination.

- **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.

Sales Support Budget:

Lead Prospecting	\$ 42,000
FAMs for planners	\$ 40,000 (included in supplemental grant \$15,000 and co-op \$25,000)
Trade Sponsorships/ Affinity Groups	\$ 30,000
Flights for Sites	\$ 4,800
Select Service FAM	\$ 5,000
Site Inspections/ Out-of-Pocket	\$ 3,000
<u>Sales Industry Dues and Subscriptions</u>	<u>\$ 5,400</u>
TOTAL:	\$130,200

Group Sales Marketing

1. **Signature Experiences Initiative:** Signature Experiences Phase II-Development and Phase III-Implementation and marketing program outlined below.
2. **Weddings:** Promoting new weddings microsite for brides and wedding planners. Capture database for future re-targeting for anniversaries, etc.
3. **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. **NORTHSTAR Lead Generation Marketing Program:** The VCB is developing a multichannel Meetings & Group Marketing Program designed to capture and deliver prospects while generating awareness and preference for Hilton Head Island as a premier resort meetings destination. Key demographic target for lead capture will be the independent third-party planner as well as corporate, association and incentive meeting professionals.
5. **Promotional Giveaways:** Hilton Head Island logoed items for giveaways during site inspections, FAMS, trade shows and sales events.
6. **Trade Media:** Hilton Head Island Meetings & Groups full page ad + matching advertorial in key trade media awards issues where the Hilton Head Island VCB receives recognition in the form of an industry excellence award. (See trade media section of the media flowchart in the appendix for details keeping in mind that the trade media schedule remains nimble depending on industry awards received.)

Engineering Group Experiences

Phase I – in progress

In 2014-15 the Hilton Head Island Visitor & Convention Bureau's Marketing Council, in concert with the VCB staff, began the process of creating a signature group experiences program.

Experience Lab Minneapolis, MN

VCB staff attended the Experience Lab hosted by Joe Veneto with Opportunities Unlimited in Minneapolis, MN in May 2014 to evaluate how "Meet Minneapolis", the Minneapolis CVB's meetings and groups sector, developed and executed their signature group experiences program. During this intensive 3 day program, VCB staff engaged in Meet Minneapolis' signature group experiences first hand and learned the process Meet Minneapolis and the Minneapolis CVB staff, attractions partners and key stakeholders went through, along with Opportunities Unlimited, to develop these experiences that actively engage and immerse visitors by providing a deeper, richer and unforgettable destination experience.

Out of the Experience Lab came an understanding of the necessary process the Hilton Head Island VCB Marketing Council, VCB staff, along with our experiential tourism partners must go through to enhance our existing signature experiences and potentially develop new experiences for the groups and meetings sector that can also easily translate to the leisure sector.

Experiential Development Process

The Hilton Head Island VCB has partnered with Joe Veneto, of Opportunities Unlimited, to execute a three phase Experiential Development Program with the following goals and objectives in mind.

- Develop Group Experiences to package and wrap unique Island Experiences in an engaging way to drive meeting and convention business.
- Evaluate current signature experiences to enhance and innovate. Provide actionable ideas and insights to stage and script that capture the essence of the Island's culture and flavor.
- Collaborate with the VCB to integrate new experiences into the sales, marketing and booking process of customers (Meetings, Conventions, Group Tours, Reunions, Weddings and Local Market Groups).
- Assist the VCB with the Development of the Gullah Experience, Hilton Head Island's true uniqueness.

Phase I – Assessment

Project Scope & Objectives: January– October 2015

- Conduct on-site assessments of designated Hilton Head Island and the surrounding Lowcountry attractions and venues to assess the current state of the visitors' experience.
- Uncover strengths, weaknesses, gaps and opportunities for enhancing the current offerings as well as engineering new experiences.
- Collaborate to identify product gaps based on brand attributes and develop a list of new experience possibilities.
- Review brand attributes and research to align and map new experiences to the brand.
- Identify, recommend and discuss new offerings for destination development with select partners involved in the assessment.
- Meet with select stakeholders after the assessment visits to discuss the experiential process and potential development opportunities.
- Present a program on Engineering Experiences to designated attraction partners to introduce the Experiential Development process and gain commitment for Phase 2.

Deliverables include:

- On site visits completed of key attractions and destination drivers to assess visitor experiences.
- An Assessment Report with key findings on visitors' actual experience along with ideas, recommendations and product development opportunities.
- Meetings with key stakeholders are completed, obtaining conceptual agreement and buy-in to the Experiential Development process.
- Presentation to Tourism Partners on Engineering Experiences for visitors and the Experiential Development process.

Time Frame: Two on-site assessment visits, two to three days each (varies based on number of attractions) plus a third half-day presentation for potential Experiential Partners on the process and project. Phase 1 Assessment completion expected Fall 2015.

HiltonHeadMeetings.org Signature Experiences content development – March 2015

1. Development of content and design of a Signature Experiences section on our official meetings and groups microsite, HiltonHeadMeetings.org is due to go live in March 2015.

This section of the microsite will be updated following Phase II of the Experiential Development Process. Identified initial signature group experiences include:

- Zipline Hilton Head & Aerial Adventure Hilton Head
- Savor The Lowcountry (culinary and historic tours)
- Arts Center of Coastal Carolina (backstage tours)
- Coastal Discovery Museum at Honey Horn (eco and historic tours)
- Gullah Heritage Trail Tours
- Heritage Library (research library offering history genograms and classes)
- Outside Hilton Head
- Sea Pines Team Building Course
- Vagabond Cruises
- Shopping experience
- Golf Experience, HiltonHeadGolfIsland.com
- Tennis Experience, PlayHiltonHeadTennis.org
- Southern Beaufort County signature experiences:
 - Heyward House Historic Center and Official Welcome Center
 - Port Royal Sound Foundation
 - Santa Elena Foundation
 - Waddell Mariculture Center

2. Support Signature Group Experiences section with SEM campaign

Phase II– Development Phase

September 2015-February 2016

Design and develop selected attraction offerings into engaging and immersive Experiences along with tourism partners. Focus on enhancing the Signature Experiences of all designated partners. Design, craft, script and stage new Experiential Product offerings for visitors (in the Meetings, Conventions, Group Tour and Travel & Leisure Market segments) with the key partners.

Experiential Development:

- Hilton Head Island VCB along with the Marketing Council will identify key stakeholders to implement the Experiential Process beginning with the existing list of Signature Experiences outlined above which includes: Cultural and Arts Organizations, Signature Attractions, Sports & Recreation, Culinary Venues, Retail Sites, etc.
- Enhance the current offerings of the designated partners using the Experience Formula created by Opportunities Unlimited.
- Collaboration with the Hilton Head Island VCB, Opportunities Unlimited and tourism partners to develop new Experiential products.
- Monthly partner meetings with Joe Veneto to design, craft, script and stage new Experiences.

- Monthly partner meetings include action items and next step deliverables to be completed for subsequent meetings to move the development process along to meet the project timeframe.
- Partners will complete a series of four high-content workshops during the process.
- New Experiences will be incorporated into all collateral, promotional and online marketing materials of Hilton Head Island VCB and designated partners.
- Opportunities Unlimited will review and collaborate on Experiential product copy; pricing and operational aspects to ensure the products are market-ready.
- Hilton Head Island VCB and Partners will revamp Experiential web content to promote, sell and market the experiences.

\$60,000 (VCB contribution)

\$15,000 (Private sector investment, \$1,875 per partner
x 8 partners)

Budget: \$75,000

Phase III – Implementation and Promotion

Spring 2016

Measurement Metrics of Success Experiential Development Project:

We will know success has been achieved when the following has been accomplished:

- Hilton Head Island VCB and its partners have enhanced our current offerings to visitors.
- Hilton Head Island VCB Partners have engineered a collection of new Experiential offerings for multiple market segments.
- Hilton Head Island VCB Partners have completed four high-content workshops:
 - Possibilities and Stories
 - Staging & Scripting Experiences
 - Marketing and Selling Experiences
 - Best Practices for Delivering Experiences
- Monthly meetings and deliverables have been completed to engineer new experiences.
- Experiential Products have been tested with key clients, Hilton Head Island VCB associates and partners for feedback and insight before market launch.
- Experiences have been incorporated into promotional materials, web content and the Social Media strategies of Hilton Head Island VCB and their partners for the Conventions, Small Meetings, Tour & Travel and Consumer markets.
- Hilton Head Island VCB has created a tracking program to measure the R.O.I. of Experiential Products.

Signature Experiences Launch Marketing Plan:

1. Refresh of Signature Experiences landing page on HiltonHeadMeetings.org

Budget: Included in existing agreement with VERB Interactive
Facilitated by: VERB and VCB Marketing Staff

2. Support Signature Experiences with comprehensive SEM campaign
Budget: Included in NetConversion's Digital Media Brand Allocation
Facilitated by: NetConversion/VERB and VCB Marketing Staff
3. Support Signature Experiences with e-promotions to the VCB's Hilton Head Island Group Planner database, plus purchased access to trade media e-mail promotions.
Budget: Series of 6 e-promotions: \$6,000
Facilitated by: VCB Marketing Staff with local freelance writers (content) and VERB (deployment)
3. Support Signature Experiences with Social Media Promotions on LinkedIn, YouTube, Twitter and other social media as appropriate.
Budget: Included in VCB Social Media Budget
Facilitated by: VERB Interactive and Chamber Communications Staff
4. Support Signature Experiences with PR pitches to appropriate specialty and general travel writers/editors and media outlets.
Budget: Covered in general PR fees
Facilitated by: Weber Shandwick Worldwide and Chamber Communications Staff
5. Create Signature Experiences printed marketing pieces for VCB sales staff to use as a sales tool at trade shows and for site visits
Budget: \$10,000 (includes design and printing of 5,000)
Facilitated by: VCB Marketing Staff and selected printing company
6. Feature Signature Experiences and Results/ ROI in Local Business and Community Communications/PR.
Budget/ Facilitated by: Chamber Communications Staff

Phase 2 Experiential Development Process:	\$ 75,000
Signature Experiences e-promos	\$ 6,000
Signature Experiences printed piece:	\$ 10,000
Social Media Promotion:	\$ Included in Social Media budget
Signature Experiences PR:	\$ Included in PR budget
SEM and Local Mobile Promotions	<u>\$ Included in Digital Media budget</u>
SUB-TOTAL	\$ 91,000

(Town of HHI - \$68,250, Town of Bluffton - \$11,375, Beaufort County \$11,375)

NORTHSTAR Marketing Solutions Lead Generation Program

Goal: Generate qualified leads for the group sales team

Project deliverables:

- I. E-Whitepaper (focus on providing value to meeting planners via business development recommendations/training)
- II. Two webinars (focus on providing value to meeting planners via business development recommendations/training and use case studies to weave HHI in)
- III. Microsite to house assets, including registration page that will capture meeting planner profile information
- IV. Promotional opportunities to drive participation via NORTHSTAR meetings & events publications (banner/logo, ads, e-newsletters, e-blasts, etc.)

**Funding for NORTHSTAR Lead Generation comes from calendar year Hilton Head Island Supplemental Grant.*

Budget: **\$60,000**

Signature Experiences Initiative:	\$91,000
Meetings & Groups Microsite SEM Campaign:	\$25,000
Weddings Microsite SEM Campaign:	\$5,000
NORTHSTAR Marketing Solutions Lead Generation	\$60,000
	(included in HHI supplemental grant)
Group Social Media/ Linked In Promos:	\$2,000
Trade Media:	\$25,000
	(included in meetings co-op)
Promotional Giveaways:	\$6,000
Contingency	<u>\$2,000</u>
TOTAL:	\$216,000

Select Service Hotels

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 that are required to take some R&R once they return home. We intend to do this by participating in the annual **Travel EXPO Parris Island** hosts every March. The Visitor Bureau will be participating in this annual travel show, and select service partners will be able to partner and represent Southern Beaufort County. \$100 to exhibit

The Alliance of Military Reunions is a membership organization for the military reunion groups, and for DMOs, hotels, attractions, tour operators, and others who provide assistance in hosting reunions. Over

600 reunion groups are military members of the Alliance. They represent all U.S. services and all eras from WWII through Vietnam and the Cold War, to present day active duty groups. Collectively they have conducted over 10,000 military reunions. About 300 CVB's, accommodations, and attractions are supporting members of the Alliance. Membership includes a member listing on their website as well as in their printed membership directory. Once a member, you are then able to access potential military reunion RFPs or to host a FAM in our destination.

The VCB will become a member of this Alliance, and present this opportunity to the select service properties who wish to become a member as well. Leads generated will be tracked and reported as part of group sales metrics.

Group Tour

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

The American Bus Association (ABA), every January, ABA 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 2016, Visitor 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.

Motorcoach Association of South Carolina - MCASC is an affiliate member of the American Bus Association and the United Motorcoach Association to stay abreast of issues and concerns at the national level. In August 2015, their annual meeting and marketplace will be a joint meeting with the Virginia Motorcoach Association and the North Carolina Motorcoach Association. The VCB will attend and conduct one-on-one appointments along with network and information share with all 3 state representatives within this group tour industry.

Trade Shows

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 specialty and association meetings and events for three days of general sessions, boot camps, 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 (Incentive Travel, Meetings & Events Exhibitions)

Meet a vast array of U.S. exhibitors experiencing IMEX America's refreshing new model for doing business:

Be part of the world's largest gathering of American MICE professionals and a remarkable array of U.S. suppliers.

Expect to see all industry sectors represented: tourist offices and convention bureaus, major hotel companies, cruise lines and transportation, destination management companies and service providers.

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.

Trade Shows

Divergent trends surround the meetings trade show business these days. Planners who expressed preferences for face-to-face meetings seem at odds with recent deep declines in trade show attendance by the planners themselves. A relatively new approach – appointment-driven trade shows with transparent agendas and measurable touches has emerged. These are “hosted shows”, with the shows’ producers vetting planners to assure they qualify to attend and then paying their way. The Group Sales team will attend both traditional and appointment-driven shows in 2015-2016. The schedule has been determined through research into shows’ reputations for productivity and by reaching out to determine our partners’ preferences.

Hilton Head Island Visitor & Convention Bureau’s 2015-2016 Tradeshow

Tradeshow	Market	Dates	Location	\$
MCASC **	Group Tour	Aug/2015	Columbia, SC	2,300
Connect Marketplace	Sports/Assn	Aug/2015	Pittsburgh, PA	4,750
IMEX	Corporate	Oct/2015	Las Vegas, NV	21,500
AENC	Association	Dec/2015	Raleigh, NC	3,150
SCSAE	Association	Jan/2016	Columbia, SC	1,850
American Bus Association**	Group Tour	Jan/ 2016	Louisville, KY	3,250
Parris Island/Military**	Military	March/2016	Parris Island	100
SUB-TOTAL:				\$37,500

** Included in Beaufort County/Bluffton Budget

Group Sales & Marketing Budget Summary Recap:

Marketing Promotions:	\$ 60,500
Travel Trade Shows:	\$ 37,500
Destination Event Public Private Match	\$280,000 (pending SCPRT approval)
Sales Support:	\$130,200
Meetings Co-ops Public-Private Match:	\$128,000 (pending SCPRT approval)
RBC Heritage Group Co-ops:	<u>\$170,000</u> (included in meetings co-op)
Sub-total:	\$806,200

Leisure Target Brand & Specialty Interest Segments

Leisure Travel: Focus on growing our shoulder season to gain fall and spring business when there is greater available inventory of product and occupancy growth potential.

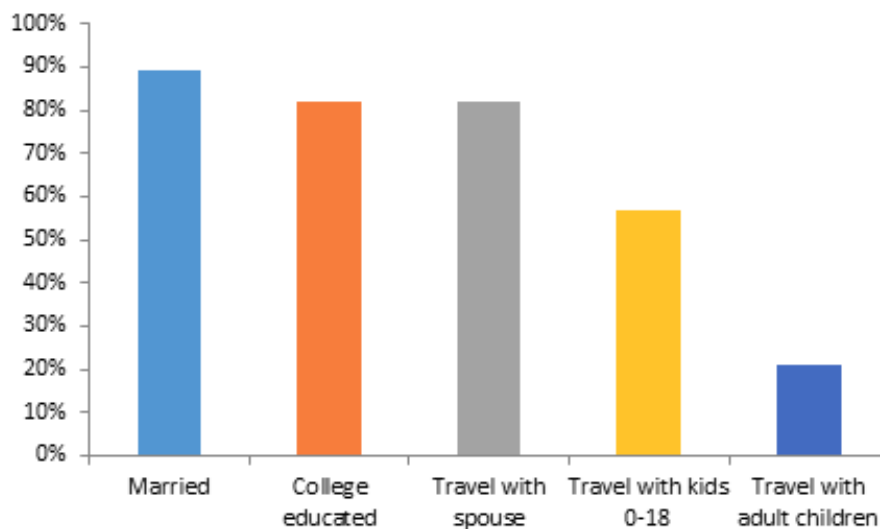
Target Audience: Affluent Leisure Travelers defined as having a household income of \$150,000+

Segmenting the scope of this market, the American Community Survey for 2013 reveals that almost 5% of U.S. population are in the \$150 - \$199K household income bracket and 5% are in the \$200K or higher bracket.

Overall, this is a narrow segment of the U.S. and global travel market. However, here on Hilton Head Island, we have a greater share of the \$150K+ market segment with 28% of our visitors having a combined household income of \$150K+.

What does the Hilton Head Island Affluent Traveler look like?

- Average age – 50-54
- 89% are married
- 82% are defined as being very educated having Bachelor degrees or higher
- Average party size – 4.6 people per party
- 82% travel with a spouse or significant other
- 57% travel with kids between the ages of 0-18
- 21% travel with adult children 19 or older
- Top MSA's: 1) Atlanta 2) Washington, DC 3) Pittsburgh 4) Philadelphia 4) Boston



Hilton Head Island Affluent Traveler Trip characteristics

- Length of stay – 6.7 days
40% traveled by plane, represents a larger percent of air travelers compared to the average visitor to the Island
- 28% Stayed in timeshare units
- 22% Stayed in a villa or condo
- 20% Stayed in a full service hotel or resort
- \$3,970 – estimated average spend per trip
- Top expense categories outside of Lodging, Dining and Groceries
 1. Shopping
 2. Golf
 3. Biking
 4. Museum/Historical Tours
 5. Performance/Visual Art

Affluent Traveler Trip Planning

- A spring 2014 study by Google and Ipsos Media CT found that individuals with household incomes of \$250,000+ are highly likely (70%) to research vacation destinations online.
- Upon deciding on a location, affluent travelers are even more likely (80%) to do online due diligence on the destination prior to their trip.
- Two-thirds of affluent travelers use smartphones or tablets for travel-related information
- 7 in 10 of the total \$150,000 population (both visitors and non-visitors to Hilton Head Island) surveyed by USCB used an online search engine – Google, Yahoo, Bing, etc. for travel planning.

Note: Demographic information gained from the 2013 Hilton Head Island Visitor Profile Study conducted in partnership with Dr. John Salazar of the University of South Carolina Beaufort and SurveyMonkey.

**See attached appendix with 2013 Hilton Head Island Visitor Profile Study and The FYI on the Hilton Head Island Affluent Traveler whitepaper prepared by USCB.*

While the local business community, as a whole, wants to target this affluent market, the consensus of the Hilton Head Island Marketing Council and professional DMO staff at the VCB is that the realities of our destination product set combined with the narrow size and scope of the luxury travel market in the U.S. mean that we must be prudent and also focus on marketing and sales to a wider demographic in particular gaining the loyalty of the younger generation in order to be successful in sustaining and driving growth in Island visitation.

Wider market segments (broadly) include:

- Younger travelers (Gen Xers and Millennials) that spend a higher portion of their discretionary income on travel.
- Mature travelers that spend a higher portion of their discretionary income on travel, and will only grow the multi-gen market as Boomers continue to retire.
- Next Gen visitors

- International visitors in targeted countries

Specialty Markets

Research points to a key to effectively marketing to specialty travel segments, in today's New Normal, travelers want choices and options. They do not want to be "siloed" 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 a travel passion, *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 | ▪ Outdoor Sports – active and passive |
| ▪ MultiGen Family Vacations | ▪ Localized immersion experiences |
| ▪ NextGen Travelers | ▪ Spa and Wellness Travel |
| ▪ Deliberate Culinary Travelers | ▪ Festival and Event Attendees |
| ▪ Avid Golfers | ▪ Travel with Pets |
| ▪ Avid Tennis Players | ▪ Weddings |
| ▪ Nature-based Travel and Eco-tourism | ▪ Singles Travel |
| ▪ Arts, History & Cultural Travelers | ▪ Travel for Learning |

Social Media: Embracing the *Next Gen* Communication & Digital Channels

Purpose

A social content strategy, similar to writing an outline for a novel or a movie, allows the writer to know what to write next and to make sure it aligns with the overall story. With a social content strategy, a communicator knows what to post next because he or she knows how the brand will behave, what it is passionate about, and what it seeks to accomplish. This social content strategy is meant to arm the brand, and the people who communicate about it online, with the knowledge, tools, and passion necessary to engage audiences and get them to convert on-site.

Our overall goal for this strategy is to increase referral traffic from social media to the website. 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 seaside resort, enjoy the beaches and golf, experience Southern cuisine, and have fun outdoors.

Audience (Our Fans and Followers)

Our primary outreach target for social media is “Affluent Leisure Travelers”:

- Household income \$150,000+ who have taken at least one leisure trip requiring overnight accommodations in the last 12 months
- 92% are married
- 51% are Boomers (born 1946-64)
- 29% are Gen Xers (born 1965-78)
- 11% are Matures (born before 1946)
- 9% are Echo-Boomers (born 1979-97)
- Evenly split, female (51%) to male (49%)

Additionally, we would target:

- Younger travelers (Gen X and Eco-Boomers) who spend a higher portion of their discretionary income on travel
- Mature travelers who spend a higher portion of their discretionary income on travel, and will only grow the multi-gen market as Boomers retire
- NextGen visitors
- Hilton Head Island locals who are vocal online supporters.
- Passionate visitors who make a tradition of vacationing in Hilton Head Island every year.

Gaining Momentum

Our strategy for accomplishing these 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.

1) In-market advertising – Consistency and familiarity

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

2) Focus on family vacations – The best family-friendly destination in the world

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

3) 12 miles of beaches – What makes Hilton Head Island one of the most relaxing spots

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

4) Golf packages and courses – Explore over 20 championship Hilton Head Island golf courses

- a. Facts and tips
- b. Testimonials from visitors
- c. History of the courses
- d. So many courses, something for everyone

5) Deals/Offer/Packages – Book your trip today!

- a. Golf packages
- b. Specials and discounts
- c. Variety of package options
- d. Meetings and events

6) Lowcountry Culture

- a. Southern cuisine and Hilton Head Island restaurants
- b. Upcoming events and festivals
- c. Rich arts community
- d. History and culture
- e. Slow-paced Lowcountry lifestyle

7) Romance

- a. Weddings, honeymoons, getaways
- b. Pictures, videos
- c. Uplifting messages, quotes, etc.
- d. “Family” vacations don’t necessarily mean vacations with children

8) Partner Promotion

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

Channel Strategy

Once the content units have been established and there are 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.

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

- 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 galleries
- 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

Twitter

- Custom photos
- Interesting links to other sites
- News and events
- Ask questions to begin individual conversations
- Monitor and interact with community
- Drive qualified traffic with compelling links
- RT visitors/potential visitors' tweets, photos, questions, etc.
- Participate in relevant Twitter chats

Facebook

- Undeniable, irresistible photos
- User-submitted content
- Branded content, using testimonials and inspirational quotes
- Offers, contests/super shareable content
- Interact with people who ask questions, or post comments

Pinterest

- Continue to nurture existing account
- Regularly add photos and create new Pinboards for the different core areas of Hilton Head Island
- Focus on beaches, family-friendly activities, user-generated content, cuisine and vacation style.
- Repinning other Hilton Head Island photos, or photos that are relevant to potential Hilton Head Island customers

Instagram

- Post incredible photos of Hilton Head Island, using relevant hashtags to expand reach
- Focus on sharing great user-generated content
- Search relevant hashtags to find user-generated content to share across all channels

Video Content -The YouTube Destination Channel

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube 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 Video Engagement Tactics

1. Work with VERB to keep content updated/fresh and optimized.
2. Use local videographer to shoot new experiential video vignettes in 2015-16
3. Work with NetConversion/VERB to optimize integration of our video assets on YouTube within the pre-roll and related digital campaigns.
4. Embed compelling video content into our website, mobile site, mobile app and social media platforms.

Tone and Manner

The voice of Hilton Head Island needs to match the voice of its target audience. 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 in 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 success will be measured?

As always, 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 need to 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, RTs, 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 – monthly with VERB Interactive:	\$60,000
Blog Center/Content & Video Creation/Freelance Writers & Influencers:	\$38,000
CrowdRiff Content Aggregator and Social Media Hub	\$20,000
TBEX Travel Conference & Social Media Strategies for Travel Conference	<u>\$ 8,500</u>
Total:	\$126,500

Facilitated by: VCB Communications & Marketing Staff, Weber Shandwick, Local Freelance Writers, Local Videographers, 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 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. The \$10 million in ad equivalency is the result of roughly 4% of that investment in total PR firm and communications staff investment.

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 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 2015-2016 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. We anticipate hosting at least 10-12 journalists on individual visits in the coming year.

The Hilton Head Island Renaissance of redevelopment will continue to be an important key message, while other areas of media outreach focus will include targeted Group and Meetings 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 2015-2016.

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. The ROI from the 2013 event continues to be seen from relationships fostered at the event, and the 2015 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 cell phone, 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 for 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 would 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 lead 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
1. 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 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:	\$ 175,000
Cision Broadcasting Tracking	\$ 8,000
Satellite Media Tour	\$ 10,000
Photo and Video Online Library and Out-of-Pocket: (e.g. journalists’ airfare)	\$ <u>22,000</u>
TOTAL:	\$ 215,000

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 SEM marketing 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 2015-2016 placements.

SEO Keyword Search

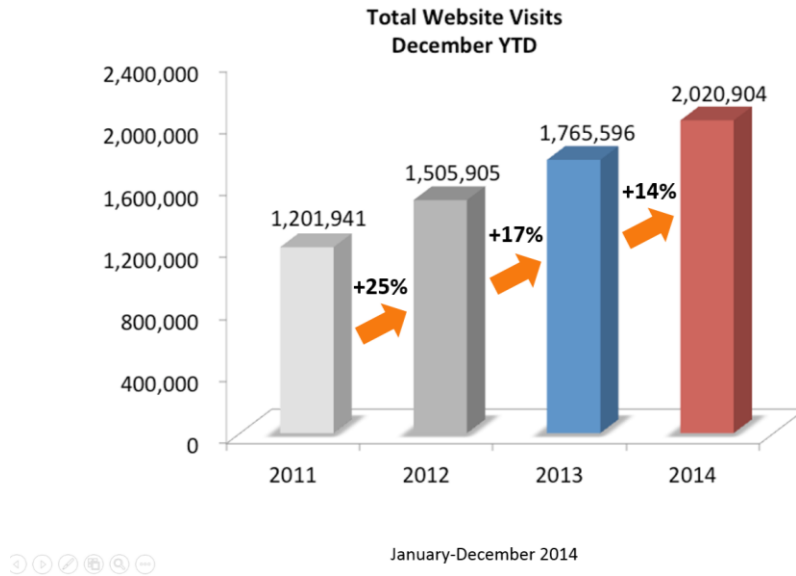
The VCB will execute an aggressive program to expand and broaden our organic keyword search engine rankings on the major search engines for a targeted list of key search terms that best correlate with the Hilton Head Island target visitor and visitor experiences.

In partnership with VERB Interactive, our digital marketing firm, the VCB accomplished one of its primary metrics goals in 2014 - increasing unique visitors to www.HiltonHeadIsland.org to over 2 million consumers, or a 14% year-over-year increase (see graph below).

This was on the heels of a 17% user increase in 2013, and a 25% user increase in 2012. In both years we simultaneously extended time on our site, we 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.

Total Website Visitation – HHI.org

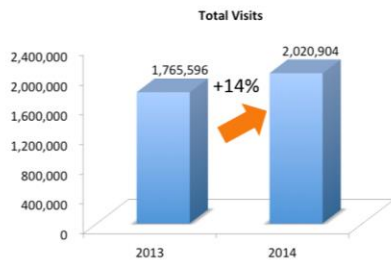
- ▶ December YTD: 2,020,904 Visitation is up +14% vs. PY



Key Engagement Metrics – HHI.org

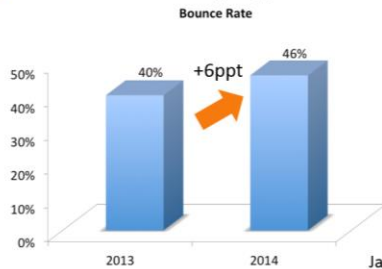
- 2,020,904 Visits up +14% vs. PY

- ▶ 3.4 Pages/ Visit down -16% vs. PY



- ▶ Bounce Rate of 46% up +6ppt vs. the PY

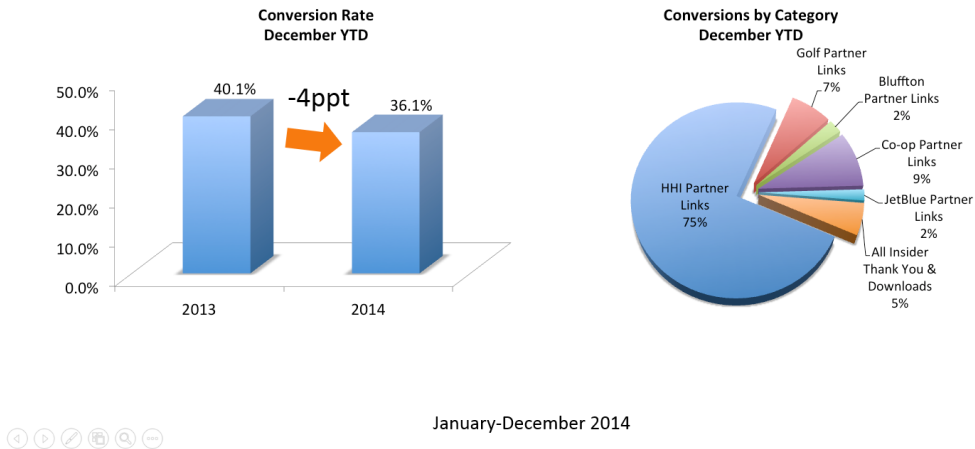
- ▶ Average Visit Duration of 3:04 down -20% vs. PY



January-December 2014

HiltonHeadIsland.org – Conversion Rate Overview

- December YTD, HHI.org has had 2,020,904 visitors and ~730,177 conversions
- The majority of Conversions are Outgoing links to Partners
 - Golf, Bluffton, and Co-op Partner Links account for 18% of conversions



Website & Monthly Web Content Audits

In addition to keyword content and search strategies, the VCB staff directs and manages the blog, newsletter, site content and social media strategy to constantly add new content on our website and social media outlets, in order to boost our search engine rankings, drive more qualified traffic, and drive the conversion rate to our members' websites.

Special Project/ Target Content Overhaul Areas of Site in FY 2015-16:

- Social Media Storytelling Hub (CrowdRiff) site integration: Summer 2015 (included in social media budget)
- Comprehensive Blog Integration into site: Fall 2015
- Golf site redesign: Winter 2015
- Refresh Bicycling Microsite: Winter 2015
- Refresh Culinary Microsite: Spring 2016
- Daufuskie Island site redesign: Spring 2016 (included in Beaufort County budget)

Hosting/Enhanced Analytics

Through Google Analytics and VERB/Net Conversion we receive enhanced reporting and tracking to understanding our visitor behavior and tracking results. With enhanced reporting and tracking, our

campaigns, site navigation patterns, PPC, and SEO patterns are reviewed and reported weekly and in a comprehensive report each month.

Leisure Database

The VCB's Tourism Database feeds all of our digital platforms – our website, mobile site, Digital Wayfinder System – and is used for business listings for the Vacation Planner. It pulls basic partner data from Ungerboeck (Chamber Membership database), allows for non-member's listings to be added, and includes an admin tool to empower town businesses to add dynamic additional information (description, photos, videos, amenities, etc.). For example, the VCB wanted to show which lodging partners allow pets, and we have added that attribute to the lodging listings under "Amenities". In 2015, we launched the Partner Management Center portal on our site, which allows members to log in and update all of their listing information, events and travel deals at any time.

The Leisure Database pushes information to the VCB Website HiltonHeadIsland.org to feed the Partner Listings, Interactive Google Maps, Event Calendar, Vacation Packages & Coupons Database; to the listings on the mobile site.

Digital Wayfinder System

The VCB's Digital Wayfinder system will launch in 2015 and all points of interest will be powered by the VCB leisure database. The Digital Wayfinder will include: points of interest based on location, ability to sort Island experiences, Island tours, build your own itinerary, read and write reviews of local businesses and share your Island vacation photos through social media. This system is meant to be used by the visitor in-market and we will be working with local accommodations partners to market the app to visitors at time of check-in (or reservation confirmation), as well as other leisure partners to help spread the word on the system by encouraging their guests to use it to find their way around the Island and discover all that Hilton Head Island has to offer during their vacation. Physical signage for this project is in our plans, but is unfunded at this point.

Launch marketing: \$10,000

WEBSITE CONTENT MANAGEMENT & DATABASE BUDGET

VERB daily site work \$3,000 per month x 12	\$	36,000
Site hosting \$1,000 per month X 12	\$	12,000
Photography to support web initiatives	\$	20,000
Digital Wayfinder Launch Marketing	\$	10,000
SPECIAL PROJECTS/ Target areas	\$	<u>45,000</u>
TOTAL:	\$	123,000

Facilitated by: VCB Marketing Staff and VERB Interactive

Leisure Media Program

Media Objectives

- Continue to build upon the growth in website traffic to HiltonHeadIsland.org that we've seen over the past 3 years by driving qualified inquiries to the site with the goal of increasing conversion rates with link outs to our partner's sites.
- Generate interest in brand Hilton Head Island as a preferred resort travel destination.
- Continue to leverage the story of the Island's Renaissance and its unique cultural and recreational offerings in our creative to entice the affluent traveler (\$150K+) to discover Hilton Head Island for the first time and to invite repeat visitors to experience our revitalization.
- Utilize the data received from the 2013 Visitor Profile Study conducted by USCB in December 2013 to make educated researched based marketing decisions.
- Expand and improve Hilton Head Island's online presence and performance, as measured by key metrics.

Media Strategies

The following factors were weighed in selecting the high potential target markets for 2015-16:

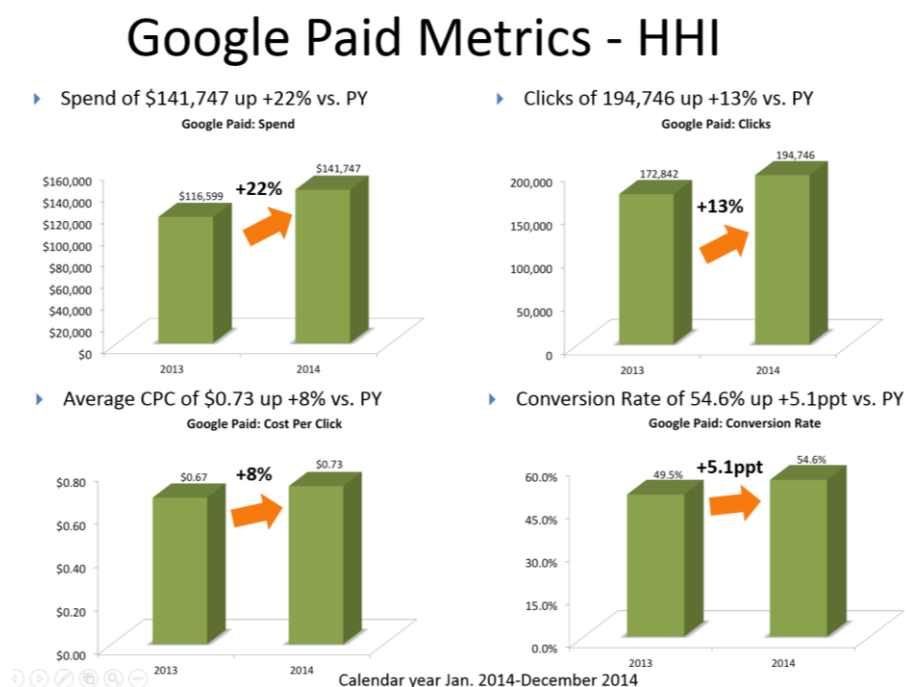
- Percentage of market that is considered high income (\$150K+ HHI)
- Number of households meeting target criteria including HHI of \$150K+, lifestyle preferences, etc.
- Select vehicles that index well with the affluent target audience and have performed well in the past; and test new online vehicles to see which prove to be the most responsive for Hilton Head Island
- Evaluate past performance against market trends and new opportunities
- Weigh overall media costs and frequency/reach
- Penetrate highest-potential Eastern U.S. markets with a mix of digital and traditional media.
- Support secondary markets with a digital presence as budget allows
- Time flights to run during key planning times for spring and fall travel; winter travel as budget allows

12-month Comprehensive SEM Campaign

Search Engine Marketing (SEM) and Pay-Per-Click (PPC) Campaigns

SEM and PPC campaigns represent some of the most targeted, measurable, efficient and effective marketing options available. They represent a key ingredient in any successful online marketing effort and will form a fundamental component to the 2015-16 HHI efforts.

We plan to sustain and expand our successful monthly PPC / contextual ad campaign with Net Conversion/VERB, with more concentration during August through November to promote fall and winter travel and December through March to promote spring travel.




We will be driving traffic to existing and specific pages/sections of the HHI.org website and track the traffic against specific conversion metrics. Our PPC program will be weighted to promote:

- 50% Hilton Head Island brand promotions
- 25% Cultural Heritage, Culinary, Festivals, and Major Events Promotions
- 15% Outdoor/Sport Activity Promotions – emphasis on biking and boating
- 10% Eco-tourism/Spas & Wellness

Note: Golf and Tennis microsite promotions are separately covered through the special golf and tennis grant program. International promotions will be covered in the international marketing section. Weddings and Group & Meetings covered in Group Sales Marketing section.

The 2014 Traveler's Road to Decision: Destination Insights



Key Takeaways: Destinations

Digital is the primary source of travel inspiration: More than family and friends online or offline (62%), digital predominantly drives travel (65%) with social/video sites and search being the top online inspiration sources.

Destinations can win incremental travelers: Roughly half of travelers aren't completely certain about their vacation destination for family trips (54%), life event celebrations (45%) or honeymoons (66%).

After inspiration, the Internet and search are also key components of travel planning: Over half of travelers (57%) **always** start their travel research with search, and destination-related terms top their query lists in early phases of research.

Travelers are filling television commercial air time with other activities: One in three travelers (38%) watch television outside of live programming. Of those watching live, only 58% watch the commercial. The rest leave the room (52%) or pick up another device (30%).

Children have a big influence on family vacations: The vast majority of the time (87%) children's preferences influence family travel decisions, usually beginning around age 8.

Source: Google Travel Study, June 2014, Ipsos MediaCT

Google Confidential and Proprietary 2

We plan to run PPC/contextual ad campaigns to promote the four marquee destination events that drive overnight stays, including the RBC Heritage, the Hilton Head Island Motoring Festival and Concours d'Elegance and the Hilton Head Island Wine & Food Festival. Additional Hilton Head Island events to be promoted through PPC include:

- Hilton Head Island Gullah Celebration
- Tennis events
- Hilton Head Island Art Festival at Shelter Cove
- Arts Center of Coastal Carolina performances
- Hilton Head Island Public Art Exhibits
- Heritage Library special events
- Hilton Head Island St. Patrick's Day Parade

- Various food festivals; WingFest, Seafood Festival, Oyster Festival, etc.
- Performing & Visual arts events
- Swim, Run and Bicycling events
- Harbour Fest at Shelter Cove Harbour and Marina

Included in our fee to Net Conversion/VERB are weekly and monthly reports on the measurable metrics of the SEM programs. We will measure cost per click, resulting time/pages viewed on our website, conversion to the VCB Insider visitor database, fulfillment ordered, and where appropriate, conversion to partner websites.

Contextual Campaigns via the Google Display Network (GDN)

Google users are actively searching/ready to search content online about travel or planning their next vacation. Google Display ads communicate across all devices and media platforms, featuring an effective combination of placement, contextual and audience targeting tools. Hilton Head Island will target consumers utilizing GDN with contextual display ads on a CPC basis. Placements on the Google Display Network will be used for branding and direct response efforts, increasing awareness about Hilton Head Island's Insider programs; as well as, targeting niche markets through the use of keywords, audience targeting, and remarketing. According to independent 3rd party Comscore, Google Display Network is the largest global ad network reaching:

- 1 trillion impressions served every month across over 2 million websites
- Ads reach 94% of all U.S. internet users (90% of global users)
- Comprehensive ability to target multiple combinations of consumer geography, interests, behaviors and more coupled with response-based, efficient, cost-per-click (CPC) pricing
- Also target similar users: targets users with similar profiles to current hhi.org visitors
- Placement Strategy for Hilton Head Island:
 - Late summer/fall 2015 flight pushing fall and winter travel
 - Early 2016 flight to promote spring travel and travel packages
 - Target leisure and other niche markets
 - Geo-target Hilton Head Island's main feeder markets

Remarketing campaigns

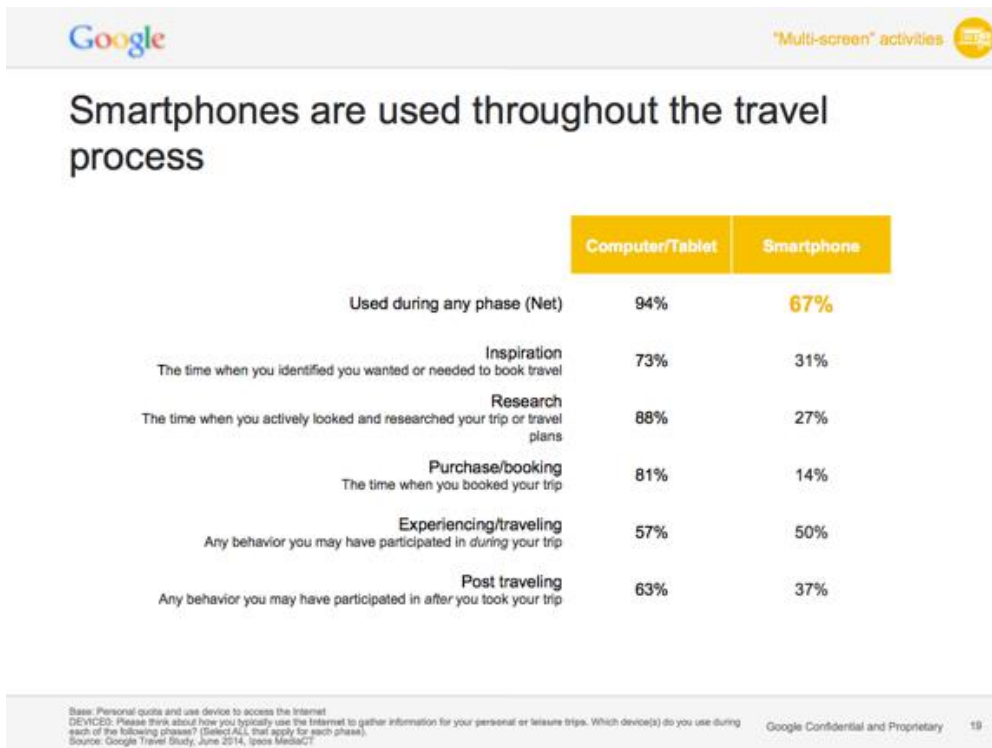
This technique enables HHI to remain in front of qualified consumers after they leave the www.HiltonHeadIsland.org website. Advancements in targeting will allow more refinement of site visitors into multiple audiences. Consumer market origin, website content viewed, HHI video viewers and combinations of targeting elements will be used. The focus will remain on driving conversion.

NEW Search Remarketing

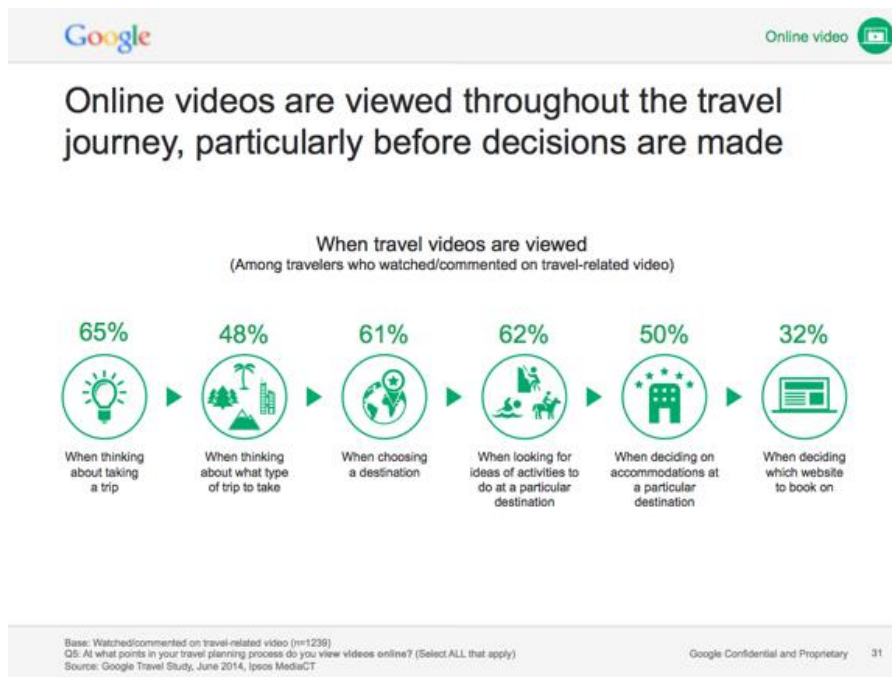
Remarketing lists for search ads (RLSA) is a feature that enables customization of search campaigns targeting users who have previously visited the HHI site, and tailor your bids and ads to these visitors when they're searching on Google.

Mobile Campaigns

Mobile devices, specifically smart phones currently represent approximately 1 in 5 visitors of overall website traffic to www.HiltonHeadIsland.org. Continued robust growth in the use of these devices by traveling consumers is expected in 2015-16. These users are also much more likely to visit our URL while in the destination, which reinforces the need for more in-destination relevant content and tools.



Mobile targeted efforts leading to the updated, responsive HHI.org website will play an increasing role with the 2015-16 budget to take advantage of this important consumer trend and buying audience.



Travelers engage heavily with online video, and watch more than just travel content.

Utilizing TrueView pre-roll video via the YouTube network, Net Conversion/VERB is able to deliver engaging video to a targeted audience for very low cost. With updated video asset(s), TrueView video will play a key awareness role in the 2015-16 plan. Since the videos are skippable after :05 seconds, we only paid for the completed :30 views, as low as \$0.05 - \$0.20 per completed view.

It represents a cost effective, upper-funnel branding, reach and engagement marketing channel. The spend level is recommended \$30,000 .

SEARCH ENGINE MARKETING BUDGET:

SEM/PPC Marketing: **\$250,000**

Facilitated by: Net Conversion/VERB Interactive, and VCB Marketing Staff.

TOTAL DIGITAL MARKETING & MEDIA BUDGET:

VERB daily site work \$3,000 per month X 12	\$	36,000
Site hosting \$1,000 per month X 12	\$	12,000
Photography to support web initiatives	\$	20,000
SPECIAL PROJECTS/ Target areas	\$	45,000
SEM Marketing	\$	250,000
Digital Wayfinder Launch Marketing	\$	10,000
Digital Media Contingency	\$	5,000
TOTAL:	\$	378,000

Facilitated by: VCB Marketing Staff, VERB Interactive and Net Conversion

Consumer Promotions

Leveraging Partnerships

SCPRT

Each year SCPRT produces the *South Carolina Official Vacation Guide* which features maps, listings, calendar of events and contains consumer magazine-style articles that inspire travelers to experience all South Carolina has to offer.

Official Visitor's Guide (OVG) Influence

- 8 out of 10 people who were undecided about a destination prior to ordering an OVG were influenced to choose the destination after reviewing the guide.
- More than half surveyed used the OVG prior to arrival, and many of them used it during their visits.
- People increased the number of attractions visited during the visits, and some visitors increased the length of their stay by an average of 1.9 days.

(Sources: Temple University Laboratory for Tourism and e-Commerce, Western Association of CVBs, Destination Analysts, 2013)

Hilton Head Island will continue to have both an advertising presence as well as key editorial throughout the guide. We plan to run a full page ad within the guide and on the iPad version which includes integrated video as well as a lead generation program.

Budget: \$16,000

Facilitated by: VCB Marketing Staff, SCPRT and Madden Media

Air Service Marketing Support

In partnership with the Savannah/Hilton Head International Airport and Hilton Head Island Airport we plan to design an air service media support program that highlights the growing air service to our area.

We will continue with our JetBlue air service specific landing page and add a landing page for Allegiant Air on www.HiltonHeadIsland.org that features air service and ground transportation options with prominent placement for our partner's air service/accommodations packages along with hyperlinks for the user to click-thru and book. To drive traffic to our site and the air service landing pages we will execute fall/winter 2015 integrated marketing campaigns in Boston & NYC to continue to create awareness of Hilton Head Island and the daily nonstop JetBlue Airways service. Since the inaugural JetBlue launch in 2014 we have seen visits to our website increase by 53% from Boston and 27% from New York which shows that we're making an impact.

The Hilton Head Island VCB, Savannah/Hilton Head International Airport and Visit Savannah will partner with Allegiant Air and their advertising agency to execute a marketing campaign targeting travelers in Columbus, Cincinnati and Akron-Canton, Ohio to promote the new seasonal service to begin in May 2015 to the Savannah/Hilton Head International Airport.

Boston/NYC Air Service marketing campaign:	\$	50,000
Allegiant Air Ohio marketing campaign:	\$	<u>50,000</u>
TOTAL	\$	100,000 (included in leisure co-op)

Key Media Partnerships & Lead Generation

The print media prospect is typically in the planning stage of travel funnel, and orders a Vacation Planner. They are prospects that may not be ready to book, like those who visit our website, as **they are often on the front end planning cycle of their vacation.**

Destination Marketers do well to leverage the opportunity to promote our destination on the front end of the planning cycle, as well as at the end. Otherwise, we lose the opportunity to build demand.

In order to sustain this balance back in our media mix, we are recommending integrated marketing partnerships with a few key publications that match our affluent leisure traveler profile and their interest.

Conde Nast Traveler (CNT)

The New Conde Nast Traveler

- August 2013 – New Editor-in-Chief of Conde Nast Traveler Pillar Guzman begins
- March 2014 – Print redesign debuted
- August 2014 – CNT.com, now platform-independent, relaunched – with a new design, new contributors, and content built around passion points

CNT in 2014

Most Acclaimed Brand of the Year

- Named to AdAge A-List, AdAge Editor of the Year and Adweek Hot List
- 7 Billion press impressions in 2014 (highest ever, up 60% vs. 2013)

Fastest Growing Cross-Platform Brand

- Total brand audience up 39%, outperforming all other travel titles
- Digital audience more than doubled in the past year

Source: MPA 360 Audience Report, 2014; Omniture December 2014; Skift

Conde Nast Traveler Audience

- Median household income - \$167,491
- CNT consumer takes an average of 9 domestic trips per year to 6 different destinations
- \$8,669 average spent on domestic travel in the past year
- 81% are currently planning a domestic trip

Sources: MediaRadar 2014, Ipsos Doublebase 2013; 2014 Comscore//GfK MRI Media + MMx Fusion (9-14/S14) Competitive set includes Architectural Digest, Bon Appetit, Food and Wine, National Geographic Traveler, Town and Country, Leisure, Vanity Fair

Hilton Head Island Conde Nast Traveler Marketing Plan

PRINT:

Circulation: approx. 305,600 per insertion. Markets include: AL, FL, GA, LA, MS, NC, SC, TN, VA, DC, MD, NY Metro, Eastern PA/Southern NJ

CNT will create custom advertorials for Hilton Head Island, highlighting the destination's offerings and will include co-op partners. Full page custom ads will run in the America's Southeast special advertising section in two key issues.

- November 2015: Readers' Choice Awards
- February 2016: Romance Travel

DIGITAL

Hilton Head Editorial Destination Guide Sponsorship on CNTraveler.com including:

CONDE NAST TRAVELER

HILTON HEAD ISLAND

DESTINATION GUIDE INTEGRATION

stay

Where To Stay In Austin

Austin's range of hotels reflect the different facets of the city, from the swanky to the rustic, to the family to just plain historic. There's a place to stay for everyone.

HOTELS WE LOVE

HAUSMAN FARMS GUESTHOUSE	W HOTEL
10000 Gaudin Ave. Austin, United States 78702	300 Lavaca Street Austin, United States 78701

HOTEL SAINT GEORGIA

122 Academy Drive
Austin, United States
78704

THE ORISKANY

104 Brown Street
Austin, United States
78704

don't miss now

1/ EAT
If you're in Austin, you can't forget to eat some barbecue. Everyone knows *Franklin* barbecue, even President Barack Obama. Pro tip: Check out Twitter account @FranklinBBQ to see how bad the wait is for premier Austin barbecue. Franklins' deliciously rich and moist brisket.

2/ EAT MORE
It's a similar situation over at *Barbeque*, where pitmaster John Lewis' smoked ribs are well worth the lines. Expert advice said, if you're lucky, live music will help kill the time. If you can't wait, try *Barbe* BBQ. John Mueller Meat Co. (Midtown) Craft Meats, Salt Lick, or remnants of *Barbe*'s barbecue and Terry Black's.

3/ FYI
The main veins of Austin's traffic – the I-35, Mopac, and U.S. Highway 290 – are jammed during rush hours and the Capital Metro – which includes the city's buses and MetroRail – can't handle commuter demands. Prep it would have created 9.5 million of new highways, but the city voted it down, in response the Austin

728x90 Brand Ad

300x600 Brand Ad
Hotel Co-Op Listing (subject to editorial approval)

- Sponsorship logo placement
- 100% SOV for one month 728x90 and 300x250 ads on landing page
- Co-branded promotional ads
- High impact Homepage Hero Unit driving to Destination Guide
- One (1) sponsored listing per category—hotel, restaurant, shop—for co-op partners (subject to editorial approval)

ADDED VALUE

Two (2) Full Page Advertorials

- CNT will create advertorials with supplied assets

Two (2) Southern Escapes E-blasts

- A multi-branded e-blast featuring Southeast travel offers to 5,000 targeted readers each deployment

Two (2) Travel Intel Newsletter Sponsorships

- Deliver Hilton Head messaging to 200,000 opt-in subscribers each deployment

Print	\$	52,000 net (DMO budget)
Digital	\$	100,000 net CNTraveler.com (included in co-op budget)
TOTAL	\$	152,000 net

Southern Living

The 2013 Hilton Head Island Visitor Profile Study, showed that *Southern Living* was the most read magazine for Hilton Head Island visitors with a household income of \$150K+. In 2014-15 we ran in-book Travel Directory ads in *Southern Living* for the destination with digital added value and generated 2,915 leads from October-February 24, 2015 which were fulfilled with our main fulfillment piece, the Official Hilton Head Island Vacation Planner.

In 2016 we plan to run an in-book Hilton Head Island branded Travel Directory Co-op program to use as a lead generation tool for the destination and participating partners that will be accompanied with digital added value exposure.

***Southern Living* Travel Audience**

- Total spent on vacation travel in the last 12 months: \$16.7 billion
- Total Domestic Trips in the last 12 months: 23 million
- 70% participate in sports/outdoor activities
- 56% agree: I frequently choose active vacation with lots to do
- 43% agree: I like to learn about art, culture & history
- 31% more likely to participate in fine dining while traveling
- 34% more likely to go shopping while traveling

Sources: 2014 comScore// GfK MRI Media MMX Fusion (11-14/S14); Time Inc. Research & Insights

***Southern Living* Consumers agree**

- 98% agree: *Southern Living* is a credible source when it comes to travel
- 96% agree: *Southern Living* gives me vacation ideas
- 83% agree: *Southern Living* is one of the best sources for travel information

Sources: Kantar Media YTD October 2014 vs. 2013 Southern Living Media Engagement Study

Hilton Head Island *Southern Living*- Travel Directory Co-op

- Ads will appear under a special Hilton Head Island heading within the “Points South”
- Six – 4” 4C ads per page
 - Two 4” 4C ads – Hilton Head Island VCB
 - Four 4” 4C ads – Co-op partners
- Timing: January & February 2016

Circulation:

- South Atlantic/Mid-Atlantic = 1,218,000 Circ.
(GA, FL, SC, NC, VA, MD, DC, DE, NJ, NY, PA)

Special Net Rate: \$6,490 per ad – 19% discount from rate card

Added value:

- In-book listing and lead delivery for one full year from print date.
Leads are sent weekly via e-mail.
- SouthernLivingTravelPlanner.com – Travel Planner listing includes copy, link to advertiser site, and downloadable brochure

Hilton Head Co-op Dedicated Newsletter:

- Bonus advertising space in a Hilton Head Island dedicated travel newsletter sent to travel enthusiasts.
- Each co-op partner will receive an image, logo, copy and click-thru URL.

Budget: \$39,000 total net media

National Geographic Traveler

In an effort to target affluent travelers interested in traveling for cultural heritage experiences, we plan to execute an integrated marketing program with *National Geographic Traveler*.

***National Geographic Traveler* Audience**

- *National Geographic Traveler* readers have taken the most domestic trips in the past year and the most international trips in the past three years (as compared to those who read any other major travel magazine).
- 7.7 million domestic vacations taken in the past year (#1)
- 4.7 million international vacations taken in the past three years (#1) and Spent \$11.7 billion on vacations in the past year
- Nearly one-third of all readers believe advertising to be more credible just because it is in *National Geographic Traveler*
- 79% visited websites mentioned in the magazine
- 71% save their issue for future reference

- 78% do not read any other major travel magazine

Source: MRI Fall 2013: National Geographic Traveler versus Travel + Leisure and Condé Nast Traveler; National Geographic Traveler Reader Panel 2008 – 2014

Median HHI:	\$159,997
Average HHI:	\$228,231
Average HH Net Worth:	\$1,227,847

PRINT:

National Geographic Traveler will create full page custom advertorials for Hilton Head Island, highlighting the destination’s cultural offerings and will include co-op partners in the December 2015/January 2016 edition.

Circulation: 340,000, East of the Mississippi

- October 2015: Traveler 50 World’s Great Experiences - HHI Destination full page, full color cultural advertorial
- November 2015: Travelers of the Year – HHI Destination full page, full color cultural advertorial
- December 2015/January 2016: Best of the World – Co-op full page, full color cultural advertorial with Gullah focus promoting the Gullah Celebration and Black History Month in February 2016.

DIGITAL:

- NationalGeographic.com Travel ad rotation – December 2015/January 2016
- *National Geographic Traveler* Newsletter, reaches 1.4 million subscribers – January 2016
Total estimated impressions: 580,045

ADDED VALUE:

- *National Geographic Traveler* Cultural Heritage Sweepstakes
 - Create a Win a “Trip to Hilton Head Island” contest
 - Custom Microsite to Capture Sweeps entries with opt-in database capture
 - Prizing Information
 - Hilton Head Island messaging and branding
 - Partner opportunities to be showcased within the prizing
 - Promoted by *National Geographic* on *Next Stop* promo page
- Timing of sweeps: Late October-November, 2015

Print:	\$	90,000 Net
Digital:	\$	25,000 Net on NationalGeographicTraveler.com
TOTAL:	\$	115,000 (included in leisure co-op budget)

Garden & Gun

325,000 Circulation

Newsstand Sales: +9.4%

Adweek's 2014 Hottest Lifestyle Magazine

THE G & G READER

- 92% are 35+
- 53% Male / 47% Female
- Average HHI: \$332,000
- Average Net Worth: \$2,255,000

G & G READERS HAVE THE MEANS AND MOTIVATION TO LIVE WELL

- 26% have investible 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 G&G the day they receive

*Source: Alliance for Audited Media December 2014. 2013 Subscriber Study—IPSOS Mendelsohn Custom Division, base HHI \$100,000. *Based on proprietary data.*

GARDENANDGUN.COM

- 2.6 million average page views/month (up 65%)
- 455,000+ average unique visitors/month (up 127%)
- 4.32 pages viewed per visit

SOCIAL MEDIA

- 450,000+ fans across Facebook, Twitter, Instagram, and Pinterest

Source: Google Analytics, full year 2014. Percent increase based on 2013 vs. 2014 Social Media as of March 2015.

To build off of the success of the Hilton Head Island *Garden & Gun* promotion that ran August 2014-February 2015, *Garden & Gun*, Hilton Head Island, Bluffton and Daufuskie Island plan to collaborate to produce a three-part advertorial series highlighting all that Hilton Head Island and the surrounding area has to offer.

Through custom in-magazine content, *Garden & Gun* puts a new twist on our area and positions it as the premier destination to visit right now. *Garden & Gun* will secure a top-caliber photographer and stylists to produce the photography for the series, with the VCB assisting to secure talent and locations. In addition to the in-magazine sections, *G & G* enhances the consumer-branding program with an event this fall in conjunction with the Hilton Head Island Motoring Festival & Concours de'Elegance.

Part I: Culinary and Arts Scene in the Lowcountry

In-Magazine Section

- August/September, The Food Issue
- Two (2) advertorial pages + one (1) brand ad
- *G & G* creates a custom advertorial section dedicated to the culinary and arts scene in Bluffton and on Daufuskie Island.
- Will showcase the variety of unique and unforgettable dining and arts experiences in the area
- Spotlights an established or up-and-coming chef
- Three (3) to four (4) additional hot spots featuring participating partners.
- Impactful unit drives readers to VisitBluffton.org and VisitDaufuskie.org to learn more

Part II: Lifestyle and Culture of Hilton Head Island

In-Magazine Section

- October/November, Style & Design Issue
- Two (2) advertorial pages + (1) one brand ad
- *G & G* creates a custom advertorial dedicated to the lifestyle and culture of Hilton Head Island
- Spotlights notable local talent such as a gallery owner, shop curator, musician or event
- Three (3) to four (4) additional hot spots featuring participating partners
- Advertorial drives readers online to HiltonHeadIsland.org to learn more

Part III: Outdoor Adventure on Hilton Head Island

In-Magazine Section

- December/January, The Sporting Issue
- One (1) advertorial pages + one (1) brand ad
- *G & G* creates a custom advertorial section dedicated to Hilton Head Island's outdoor activities

- Positions Hilton Head Island as the perfect place to explore the outdoors with family and friends
- Highlights two (2) to three (3) unforgettable outdoor adventures featuring participating partners
- Impactful unit drives readers online to HiltonHeadIsland.org to learn more about the outdoor experiences available for visitors.

ADDED VALUE:

G & G Event:

- As part of the VIP dinner to kick off the 2015 Hilton Head Island Motoring Festival & Concours d'Elegance weekend, *G & G* will host a private cocktail hour
- Enhances the VIP experience
- Approximately 60 guests
- Specialty cocktails prepared by one of *G & G*'s favorite mixologists
- Festive hors d'oeuvres
- *G & G* representative to co-host

Digital Program:

1. Talk of the South e-newsletter

Written by *G & G* editors, Talk of the South e-newsletters are weekly extensions of the magazine with 60,000+ opt-in subscribers.

Details

- Timing: Fall 2015
- Ad placement on one (1) editorial e-newsletter
- 160 x 600 pixels right rail ad linking to the brand's website

2. Sponsored Edition: Talk of the South e-newsletter

Once a month, *G & G* editors create a sponsored e-newsletter spotlighting a special destination, event or product to their readers. Editors will collaborate with the VCB to include brand messaging and engaging content.

Details

- Timing: Fall/Winter 2015
- Will coincide and include similar content to one of the custom in-magazine advertorials
- Includes brand photos and links
- 160 x 600px right rail ad linking to the brand's website

CONSUMER-BRANDING PROGRAM

August/September

Two (2) advertorial pages + One (1) brand ad

Budget: \$57,224 net

October/November

Two (2) advertorial pages + One (1) brand ad

Budget: \$57,224 net

December/January

One (1) advertorial page + One (1) brand ad

Budget: \$40,454 net

One (1) G & G event – ADDED VALUE

Creative Fee

Budget: \$15,000

Note: G & G will photograph all advertorials in one photo shoot for time and budget efficiency.

Digital Program

Budget: \$15,000 net

TOTAL COMMITMENT \$184,902

SCPRT Official Vacation Guide:	\$	16,000 (includes production cost)
Air Service Marketing:	\$	100,000 (included in leisure co-op)
Conde Nast Traveler:	\$	152,000 net
		(\$52,000 DMO budget and \$100,000 leisure co-op budget)
Southern Living:	\$	39,000
		(\$19,000 DMO budget and \$30,000 leisure co-op budget)
National Geographic Traveler:	\$	115,000 net (leisure co-op budget)
Garden & Gun:	\$	184,902 net (leisure co-op budget)
Production:	\$	5,000
Consumer Promotions Total:	\$	611,902

Insiders, Collateral & Fulfillment

Hilton Head Insider Program: Building on a Strong Foundation

In 2015-16, we will sustain and grow our successful “Hilton Head Insider” campaign to drive opt-ins to our database for ongoing Customer Relationship Marketing (CRM). We now have over 150,000 opt-in Hilton Head Island Insiders. Our website visitors are encouraged to opt-in to become a *Hilton Head Insider* and a subscription to our monthly e-newsletter in order to access travel offers and VIP benefits from our partners when they travel to Hilton Head Island. Our media messaging includes this value proposition with the call to action to *Vacation like an Insider*.

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 series of monthly (and sometimes bi-monthly) e-newsletters around broad themes. We also will continue to send emails/epromos that cross market the whole destination to the entire *Insider* database.

Some of the broader segmented themes may include:

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

Promote Sharing

Each of our *Hilton Head Insider* e-newsletters offers the subscriber the ability to share the e-newsletter 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 2015-16 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 newsletters.

Email Budget

Content Development	\$ -0- (in house)
MailChimp Email Annual COST:	<u>\$12,000</u>
TOTAL:	\$12,000

Facilitated by: VCB Marketing Staff, VERB and MailChimp

Event Promotion

Marquee Events

In 2015-16, we will support our Special Contract Marketing Agreements with (3) event holders, including:

- RBC Heritage PGA TOUR Tournament
- Hilton Head Island Motoring Festival & Concours d’Elegance
- Hilton Head Island Wine & Food Festival

These are events that have a research-based, proven track record of generating significant overnight visitation to Hilton Head Island by consumers who came to the Island specifically to attend the event. Our promotion of these events will include:

- Rotational Website Features in current “Events” main page
- Special editorial features and callout section(s) in our Vacation Planner
- Social media promotion via Facebook, Twitter, Instagram and Island Vibe Blog Center feature stories
- Promotion via the Digital Wayfinder System
- RBC Heritage is promoted within co-ops with local resorts to host planners during the event and our social initiatives with #SocialCentral during the event
- HHI Motoring Festival & Concours d’Elegance is promoted with special motoring media promotions and the Affinity PR promotion to host media during the event as well as themed tie-in with our Atlanta co-op sales mission.

- The Hilton Head Island Wine & Food Festival is promoted within the culinary promotion, media support and sponsorship co-op.
- Event holders can supply video and photo content for use on VCB website and social channels.

Other Island Festivals & Special Events

There are dozens of other engaging events and festivals on Hilton Head Island that offer rich experiences for visitors, some of which are noted below:

- Chamber Restaurant Week in January
- Hilton Head Island Gullah Celebration in February
- Hilton Head International Young Artist Piano Competition in March
- Arts Center major performances year-round
- Picnic & Pops Concerts and Orchestra Performance Series year-round
- Choral Society Series
- Chamber Bike & Dine Week in May, with the Town of HHI and Bicycling Advisory Committee
- Hilton Head Island Art Festival, Memorial Day Weekend
- HarbourFest at Shelter Cove Harbour & Marina
- Hilton Head Island Seafood Festival
- Hilton Head Island Oyster Festival
- Hilton Head Farmers Market
- Run, Bicycling, Swim and Tri-athlete events year-round
- Coastal Discovery Museum special programs year-round
- Historic Mitchelville Forums and Events year-round
- Heritage Library events year-round
- Taste of the Season in October
- Public Art Events
- Celebrity Golf Tournament,
- Other opportunities that may develop in the year ahead

These events will be promoted a variety of ways:

- Vacation Planner
- Online Calendar
- Facebook, Twitter, Pinterest, Instagram and Blog Center

- Rotating features on hiltonheadisland.org
- E-newsletters to Insiders
- Mobile site

2016 Vacation Planner

Our primary print fulfillment piece offers a comprehensive look at planning a vacation to the Hilton Head Island area. 81% of VCB visitor inquiries said the Hilton Head Island information they received was somewhat or very useful in planning their trip. 56% of VCB visitor inquiries tell us that the Vacation Planner and related fulfillment was effective or very effective in persuading them to visit Hilton Head Island. Many online, as well as media and home inquiries, still order our planner, as well as on-site use at state and local welcome centers, at trade shows and promotional events and with media.

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 proofing.

Qty: 100,000 printed Vacation Planners

Promotions/ Brochure Distribution at Airports

Included in our budget for fulfillment costs is a \$500/per month fee to support brochure distribution for all area tourism businesses at the Savannah/Hilton Head International Airport's welcome center. A \$295/per month 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:	\$	120,000
50,000 Fulfillment Envelopes:	\$	6,000
Mail Operations, Postage & Airport Promotional Expenses	\$	85,000
(All fulfillment except golf*)		
Update Airport Displays	\$	4,000
Toll-free phone number (annual cost)	\$	<u>5,000</u>
TOTAL:	\$	220,000

*Golf fulfillment is covered in the golf specialty marketing grant

International Marketing

BRAND USA and HILTON HEAD ISLAND

The U.S. Travel Promotion Act, passed by the U.S. Congress and signed by President Obama in early 2010, has truly opened the door for a new world of opportunity for the U.S. in promotion of our country to international markets. This landmark act will be up for re-authorization this year, and our DMO calls on all travel and tourism industry partners to become informed about the benefits this would bring to our destination. We need to encourage our South Carolina Congressional delegation to support re-authorization of the U.S. Travel Promotion Act.

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 been working with Brand USA and their agency, Miles Media, as well as VERB Interactive to develop 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.

This past year, we saw a strong ROI on this SEM investment, coupled with promotions via Brand USA in the UK, Germany and France. (Canada and Brazil microsites launched at the end of 2014).

In FY 2014/15, we have been able 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:
 - a. 6 week digital campaign driving travel consumers in-country to our microsite with 12 million impressions guaranteed
 - b. Full page ad in Discover America insert in *Canadian Living*, Air Canada's *enRoute*, and the *Toronto Star*, with combined reach of 460,000 travel consumers
 - c. Email campaign to 500,000 targeted travelers in-country, with three promotion positions per row
 - d. Activation partner is Air Canada VacationsCost: \$12,500
2. UK Fall Multi-Channel Promotion
 - a. 6 week digital campaign driving travel consumers in-country to our microsite with 14 million impressions guaranteed
 - b. Full page ad in Discover America insert in *The Daily Telegraph*, *The Sunday Times*, *National Geographic Traveller* UK version, and *The Guardian*, with combined reach of 750,000
 - c. Email campaign to 500,000 targeted travelers in-country, with three promotion positions per row
 - d. Activation partner is Thomas CookCost: \$15,960
3. UK Multi-Channel with Retail – similar media elements to program 3, with retail partner component. To be launched in Winter 2015/16.
Cost: \$15,960
4. German Fall Multi-Channel Program
 - a. 6 week digital campaign driving travel consumers in-country to our microsite with 13.1 million impressions guaranteed
 - b. Full page ad in Discover America insert in *GeoSaison*, *Frankfurter Allgemeine*, and *Bunte*, with combined reach of 570,000
 - c. Email campaign to 500,000 targeted travelers in-country, with three promotion positions per row
 - d. Activation partner is Meier's WeltreisenCost: 15,950

5. Brazil Spring Multi-Channel Promotion

- a. 6 week digital campaign driving travel consumers in-country to our microsite with 12.8 million impressions guaranteed
- b. Full page ad in *Discover America* inserts in *Viagem* and *Folha de S Paulo*, with combined reach of 267,000.
- c. Email campaign to 500,000 targeted travelers in-country, with three promotion positions per row
- d. Activation partner is Meier's Weltreisen

Cost: \$14,450

6. Culinary Initiative

Develop and curate content with Brand USA of 2 webpages hosted in the new Culinary Hub on all DiscoverAmerica and GoUSA site.

- o Content to focus on unique food stories relevant to our destination.
- o Visuals, content and translations included.
- o Minimum guarantee of 4,000 engagements via Outbrain culinary campaign
- o Includes posts on social media channels of Brand USA

Cost: \$ 9,525

Brand USA promotions total: \$91,845

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

1. Tour operator FAMs throughout the year, with special emphasis on an international tour operators, particularly an international planner FAM during the RBC Heritage PGA TOUR Tournament 2015 in concert with South Carolina PRT's international office.
2. Visiting international journalists throughout the year
3. Trade Shows:
 - IAGTO (International Association of Golf Tour Operators) in June 2015
 - World Travel Market with Travel South in Brand USA pavilion in London, November 2015
 - ITB (International Travel Berlin) with SCPRT in Brand USA pavillion, March 2016
 - World Travel Market Latin America in Brazil with Travel South in Brand USA pavilion, April 2016
 - Travel South International in December 2015
4. Annual Sales Mission and training programs for reservation agents.
5. Specialty website for consortium
6. Receptive operator services for smaller tour operators through Coastal SC USA
7. Hilton Head Island booth and one-on-one operator and media marketplace appointments at IPW, the largest U.S. Travel international trade show
8. Co-op support for high producing tour operators with our product, in concert with Coastal partners, SCPRT and/or Brand USA

9. Participation in Travel South International and WTM Latin America.
10. Support LGCOA booth at Toronto Golf & Travel Consumer Show 2015

Budget:

Coastal South Carolina USA	\$ 60,000
Brand USA Co-ops	\$ 80,000
SEM	\$ 25,000
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
TOTAL	\$198,250

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 2016 grant have not yet been finalized (the Destination Specific Match Grant will be submitted by the VCB in July 2015 for 2016 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 Ohio markets
- Destination Affluent Lead Generation Co-ops with *Conde Nast, Traveler, Southern Living* and *Garden & Gun*
- Cultural Travel Promotion with *National Geographic*
- 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 Event Promotions