

A photograph of a sunset over the ocean. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is filled with soft, golden clouds. The overall mood is serene and beautiful.

**2017-2018
HILTON HEAD ISLAND
DESTINATION
MARKETING PLAN**



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



HILTON HEAD ISLAND MARKETING COUNCIL

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EXECUTIVE SUMMARY

The Hilton Head Island Visitor & Convention Bureau continues to be the leader in promoting tourism in Southern Beaufort County. Hilton Head Island-Bluffton Chamber of Commerce staff along with the Hilton Head Island Marketing Council utilized national economic and tourism trends, consumer research, prior program performance and demographic considerations to strategize short and long term goals to achieve destination marketing success.

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

AT A GLANCE:

- Create a tailored plan to our target audience (HHI \$150K+, affluent women aged 25-64 who live in key Northeast, Midwest or Southeast markets)
- Ensure a layer marketing approach through all programs and platforms; digital, broadcast, social, print, video and e-mail, delivering emotionally rich creative content to our target audiences with a strong call to action to visit HiltonHeadIsland.org
- Enhance and customize the visitor journey through all destination touch points
- Comprehensive digital marketing campaign that includes:
 - ◇ Platform personalization
 - ◇ Broadening key search platforms and key search terms
 - ◇ Enhanced display banner advertising
 - ◇ Paid social media posts
 - ◇ Growth of our image and video library
 - ◇ Telling Hilton Head Island's story and developing engaging content for our website and social media outlets
- Continue our successful visiting journalist program
- Recruit qualified meetings and groups to our local partners by targeting and attending key trade shows, increasing in-market FAMS, maximizing partnerships and fostering industry relationships
- Develop targeted marketing programs in key drive, fly and international markets
- Maintain and expand our Hilton Head Insider database through strategic retention based efforts

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

「TRAVEL INDUSTRY」



TRAVEL INDUSTRY, 30,000-FOOT VIEW

Today's consumers are able and confident to spend and business travel is still on the rise. A transition into a new administration has left the international traveler a bit hesitant however, the U.S. Travel Association (USTA) forecast anticipates a quick recovery in the coming months. In the economic snapshot below we outline travel trends as a whole and adjust them to apply to the marketing efforts for Hilton Head Island.

Identifying global travel trends allows the DMO and Hilton Head Island an advantage when courting visitors to stay and play in the destination. The following sections outline the current state of the tourism industry as a whole, the needs and wants of our target demographics and how the Visitor & Convention Bureau plans to drive tourism with innovative partnerships and diverse marketing programs.

LAY OF THE LAND

Current State of the U.S. Economy

As we closed out 2016, many of the economic indicators reported growth within their segments. Looking at lodging specifically, Smith Travel Research (STR), the leading travel research firm that collects and tracks supply and demand data for the global hotel industry, reported positive year-over-year domestic results in the three key performance indicators for 2016:

- Occupancy +0.1% to 65.5%
- Average daily rate (ADR) rose 3.1% to U.S. \$123.97
- Revenue per available room (RevPAR) grew 3.2% to U.S. \$81.19

With the historic election behind us, there is still a great deal of uncertainty on the policy front as the new administration settles in. However, the underlying state of the U.S. economy is sound. Despite a durable downturn in exports that has persisted for two years, domestic demand remains on sure footing. According to the USTA, several segments are continuing to grow and improve including the labor market, wage growth and labor force participation rate. In addition, consumer confidence remains high, consumer spending is up and travel is top of mind. All great indicators for this coming year.

TRAVEL TRENDS

Travel to and within the U.S. grew by 2.4% from December 2015 to December 2016. This year the USTA forecasts stable travel growth through the first half of 2017, sustained by both domestic leisure and business travel. This is the eighth consecutive year of travel increase for the travel industry as a whole.

LEISURE TRAVEL

United States residents continue to show interest in traveling domestically for the coming months according to the USTA. In addition, USTA also states eight in 10 U.S. residents with near-term travel intent searched within the U.S. when searching for travel, travel offers and travel inspiration. This increase is being attributed to lower gasoline prices and affordable airfare.

In addition, a recent AAA survey states more than one-third of Americans, (35%) are planning to take a vacation of 50 miles or more away from home involving two or more immediate family members this year. The focus on family travel remains unchanged from 2015 to 2016, indicating that Americans continue to prioritize travel with family (multigenerational).

In addition to search and travel demand, leisure travel is in the midst of a generational shift, boomers to millennials. Boomers are making the transition into retirement and millennials, the largest generation in U.S. history, now make up the largest share of today's U.S. workforce, and have the power to significantly alter the economy based upon their buying habits.

- Boomers: defined as 51-69 years of age/23% of total U.S. population as of 2016
- Millennials: defined as 18-36 years of age/26% of total U.S. population as of 2016

The largest trend to emerge from this generational shift is the "Sharing Economy". The term is defined as a socio-economic system built around the sharing of resources. How does this apply to the day-to-day traveler and the industry as a whole? The "Sharing Economy" can be seen and felt in the use of Uber, Lyft, Airbnb and HomeAway versus their traditional counterparts. The tourism industry is being forced to look closely at these emerging platforms and understand how they are able to fit into their existing offerings. The opportunity that arises from this generational shift in regards to travel is to find the "sweet spot" for both generations. Identifying what either generation is seeking for travel and deliver it within the platform or platforms they use regularly.



BUSINESS TRAVEL

The USTA reports business travelers remain dedicated to staying on the road for work, with 64% of business travelers polled agreeing their employers feel business travel is very important to their organization's overall financial performance. In addition, nine out of 10 travelers polled (88%) say they would prefer to travel the same amount or more in the future for business.

Today's business traveler is also younger. The millennial business traveler is expected to drive the greatest year-over-year growth in business travel in the coming year by 12%. The millennials eagerness to travel directly contributes to the growth in the "Sharing Economy" trend.

- 50% of all corporate travel policies now include ride-sharing, with 21% of business travelers utilizing this option.
- Use of home-sharing services increased 20% from June 2016, despite only 30% of companies allowing this stay option.

Other key business travel needs identified by The Global Business Travel Association and American Express Global Business Travel are:

- Flexibility & Choice
 - ◇ Four-in-five business travelers said the flexibility to plan a business trip was their most satisfying booking experience.
- Connectivity
 - ◇ 73% of business traveler polled connected to Wi-Fi or high-speed Internet in a hotel common area in the past year. Of those who went online in their room, 55% spent at least an hour a day using that connection for work.
- Bleisure Travel
 - ◇ The term "Bleisure Travel" is defined as a leisure trip that has a business component. The percentage of leisure trips that have a business component jumped to 17% in 2016, compared to 14% in 2015.

INTERNATIONAL TRAVEL

Post-election years tend to weigh heavily on international travel, this year is no exception. The USTA report on international travel, covering through January 2017, showed that the United States' share of international lodging searches rose 12.7%. This was after three consecutive months of decline. The U.S. Department of Commerce (DOC) projects international travel to the United States will continue experiencing growth through 2021, based on the National Travel and Tourism Office's 2016 Fall Travel Forecast. This year should produce a 2.4% increase and a new volume record of 78.6 million international visitors. Close eyes will be kept on this travel segment as we continue to move through the first quarter of the new U.S. Administration.

CLOSER TO HOME

Hilton Head Island Marketing Council

The state of the U.S. economy, international and domestic travel trends, generational shifts along with regularly commissioned research, past program performance and listening to the needs of our tourism community all help to shape our marketing, sales and public relations plan for Hilton Head Island.

The Hilton Head Island Visitor & Convention Bureau’s destination marketing programs have been focused on the following short and long term goals. The goals are set by our Hilton Head Island Marketing Council, under the leadership of the Visitor & Convention Bureau Vice Chairman, Greg Kelly, Executive Director of the Savannah Airport Commission which oversees the Savannah/Hilton Head International Airport.

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

LONG TERM GOALS

.....

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

SHORT TERM GOALS

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1. Grow shoulder and off-season group business by increasing group room nights by 10%
2. Grow off season group business by increasing prospects by 12.5%
3. Increase conversions by 30% with the expansion of the Visitor & Convention Bureau’s Group Incentive Program
4. Grow partner relationships to expand brand opportunities/awareness within key markets of origin
5. Increase destination presence within new and current airline markets of origin
6. Increase destination presence within our key drive markets
7. Leverage Visitor & Convention Bureau digital assets to increase destination recall by 12%
8. Increase conversion rate for member referrals by 15%



「GOALS」

ALIGNMENT



ALIGNING TOURISM TRENDS & OUR GOALS

To ensure Hilton Head Island rises to the top through the many vacation choices the visitor has today, we will ensure a holistic approach to our marketing efforts for the destination. Leading the conversation with rich, emotional and experiential imagery allowing the consumer to dive deeper and find options that appeal specifically to them from our luxurious and restorative atmosphere, plethora of outdoor activities, to our vibrant arts, cultural and culinary scene. Our diverse landscape of offerings allows us to speak to a broad variety of potential visitors.

The Visitor & Convention Bureau will tell our story and increase our brand presence through media buys, targeted digital marketing placement, paid social media, public relations, trade shows and dedicated in market events to entice leisure visitors and business travelers alike. The 2017-2018 Marketing Plan aligns the efforts above with research and trends, as well as past program performance and partner needs. This research-based holistic approach to marketing will allow Hilton Head Island the opportunity to rise to the top in terms of a luxury resort destination for travel.

OUR LEISURE TRAVELER

SPECIALTY MARKETS

In today's "New Normal," travelers want more choices and options. They do not want to be "siloeed" into a one-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 all the more critical.

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

- Couples Getaways
- Multigenerational Family Vacations
- Millennial Travelers
- Culinary Travelers
- Avid Golfers
- Avid Tennis Players
- Nature-based Travel and Eco-tourism
- Arts, History & Cultural Travelers
- Outdoor Sports – active and passive
- Localized Immersion Experiences
- Spa and Wellness Travel
- Festival and Events
- Travel with Pets
- Weddings
- Singles Travel
- Travel for Learning
- Girlfriend Getaways

LEISURE MEDIA MARKETING CAMPAIGN

The 2017-18 leisure media partners were chosen based upon their brand reach and ability to target different segments of interest within their subscriber base, offline and online. In addition to this effort the Visitor and Convention Bureau will support each media partnership by ensuring our media is placed to compliment and amplify the brand reach during each specific in-market campaign timeframe (e.g. social, e-newsletter and digital ads).

SOUTHERN LIVING

Southern Living celebrates the best of Southern life. We share authentic experiences and advance Southern culture through core editorial pillars that include Home and Garden, Style/Beauty, Travel and Food.



Established in 1966, *Southern Living* was created to highlight the beauty and culture of the growing South. Since then, Southern Living, has become one of the largest lifestyle brands in the country and is committed to sharing the region we love with our fans through the magazine, website, social sites, videos, cookbooks, special editions and licensed products.

AUDIENCE

UNIQUE VISITORS	PAGE VIEWS	FEMALE	MEDIAN AGE	MEDIAN HHI	OWN HOME
6.3MM	47MM	83%	36.6	\$79,249	70%

Digital Campaign

- Placement: National Reach on the southernliving.com website
- Flight Dates: August to October, pushing fall and winter travel
- Website Integration touchpoints: Travel, Culture, Video categories

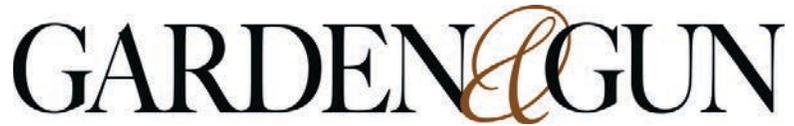
Our digital campaign will include digital brand ads placed on key pages of the southernliving.com website. We will also look to integrate video within the website touchpoints to increase engagement and promote click-throughs.

BUDGET: \$40,000



GARDEN & GUN

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



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

AUDIENCE

TOTAL AUDIENCE	AGE	MALE / FEMALE	AVERAGE HHI	AVERAGE NET WORTH
1.5M	90% = 35+	54% / 46%	\$370,800	\$2.6M

Garden & Gun Readers have the Means and Motivation to Live Well

- 43% own 2+ residences
- G&G readers take an average of 11 trips per year
- 84% own 2+ vehicles

The Garden & Gun Audience is Passionately Connected

- 83% read 4 out of 4 issues
- 82% read the magazine the day they receive it or within a few days

Gardenandgun.com is experiencing unrivaled growth as readers are flocking to the site in record setting numbers:

- 2 million+ average page views/month
- 500,000+ unique visitors/month
- 3.52 pages viewed per visit

Placement

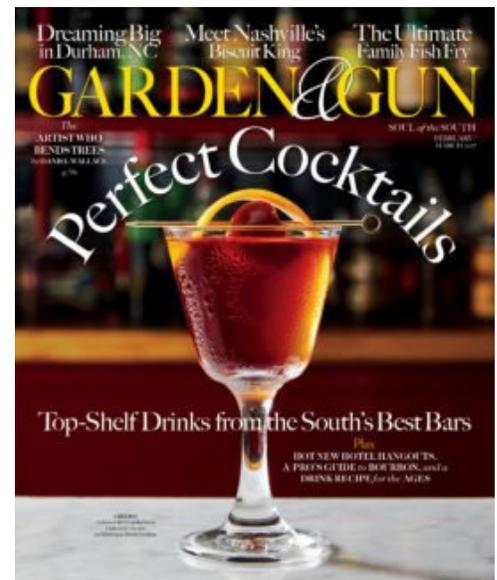
Regional reach, though this publication has a national reach its strongest readership is in the southeast at 60%

Integration

Garden & Gun will collaborate with Hilton Head Island to determine the perfect story that appeals to its audience of luxury travel enthusiasts whether it be outdoor activities, culinary experiences or arts and cultural.

One full page advertisement will run in the June/July travel issue pushing the fall timeframe for travel. In addition to the full-page print placement we will also receive a \$150,000 of impressions value on gardenandgun.com served through various ad banners throughout the partner site.

BUDGET: \$32,000



TRIP ADVISOR

TripAdvisor® is the world's largest travel site, enabling travelers to unleash the potential of every trip. TripAdvisor offers advice from millions of travelers, with 435 million reviews and opinions covering 6.8 million accommodations, restaurants and attractions, and a wide variety of travel choices and planning features -- checking more than 200 websites to help travelers find and book today's lowest hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 390 million average monthly unique visitors* in 49 markets worldwide. TripAdvisor: Know better. Book better. Go better.



AUDIENCE

PAGE VIEWS	UNIQUE SESSIONS	AVERAGE HHI	FREQUENCY OF TRAVEL	TRAVEL SPEND
15.3	3.6M	\$100,000+	3-4 TRIPS PER 12 MONTHS	\$2,500-\$5,000 ON ONLINE TRAVEL IN PAST 6 MONTHS

Campaign Overview

The campaign proposed will provide Hilton Head Island with a comprehensive offensive and defensive approach through a combination of traditional digital ads, custom content placements, and native placements across desktop, tablet, mobile and app environments. TripAdvisor will provide easy-to-navigate reporting showing impressions, clicks, content interaction, out-of-market arrivals and estimated economic impact.

The offensive approach will be reaching TripAdvisor users identified based on first-party data as Luxury and Ultra-Luxury travelers who reside in the markets most viewing Hilton Head Island on TripAdvisor, as well as using native placements to target Luxury and Ultra-Luxury travelers across the United States.

Timing: August – October, promoting fall and winter timeframe for travel.

The defensive approach will include reaching TripAdvisor users as they begin to research Hilton Head Island as a possible destination and retargeting them after they begin viewing competing content. Content for this will be evergreen, as anyone beginning to consider Hilton Head Island is a likely visitor, regardless of seasonality.

Campaign Added Value

- DMO Overview – a 100% SOV ad that runs on unsponsored South Carolina destination pages for one month.
- Targeted Banners – Run of Site during campaign length

BUDGET \$40,000

BUDGET | MEDIA MARKETING CAMPAIGN

Southern Living Digital Campaign	\$ 40,000
Garden & Gun Print and Digital Campaign	\$ 32,000
Trip Advisor Digital Campaign	\$ 40,000
SUBTOTAL	\$ 112,000
SCPRT Partner Programs	\$ 20,000
Advertisement Production	\$ 5,000
TOTAL:	\$ 137,000

DIGITAL MARKETING AND MEDIA CAMPAIGN

PLACEMENT STRATEGIES

Digital will be the primary media platform based upon our research findings. The digital platform also allows for us to offer efficient messaging to our target demographic. Preference will be given to measurable Search Engine Marketing (SEM) strategies and sites that skew towards the affluent female audience, as they are the primary decision makers and vacation planners of the household, unless we are targeting a male-oriented specialty market such as golf. Recent performance will also be considered in selecting sites and networks for the 2017-18 placements.

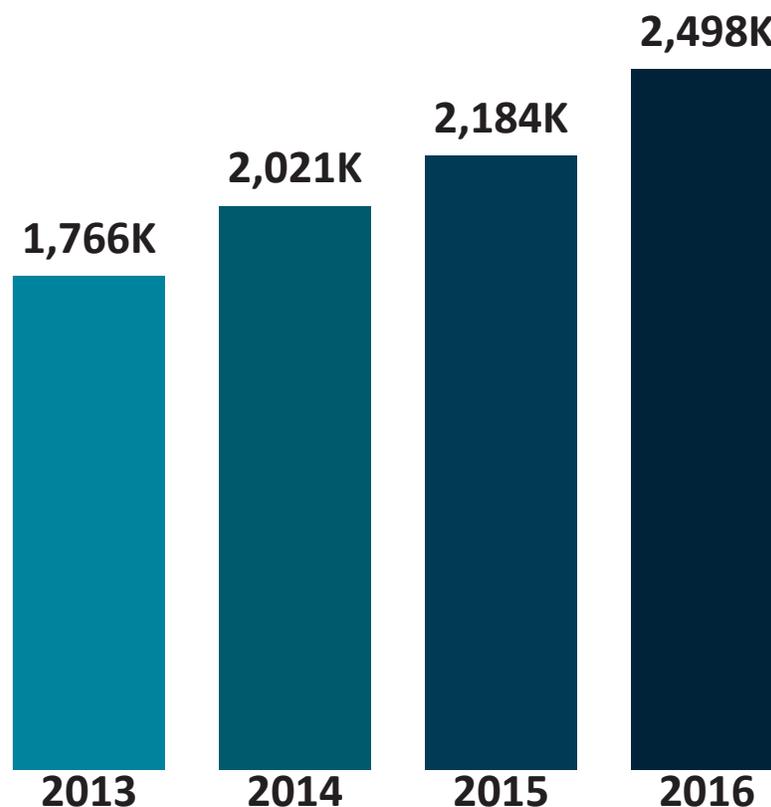
SEARCH ENGINE MARKETING (SEM)

The VCB will execute an aggressive program to expand and broaden our organic keyword search engine rankings on major search engines platforms 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 of record, the VCB accomplished one of its primary metrics goals in 2016; increased visits to HiltonHeadIsland.org to almost 2.5 million, or an increase of 14.6% year-over-year (see graph below).

This was on the heels of an 8% website visit increase in 2015. In both years, we simultaneously extended time on our site and improved our reach in both quantity and quality. A key focus area was keyword optimization by broadening and expanding our organic search engine marketing efforts.

HILTONHEADISLAND.ORG WEBSITE VISITATION



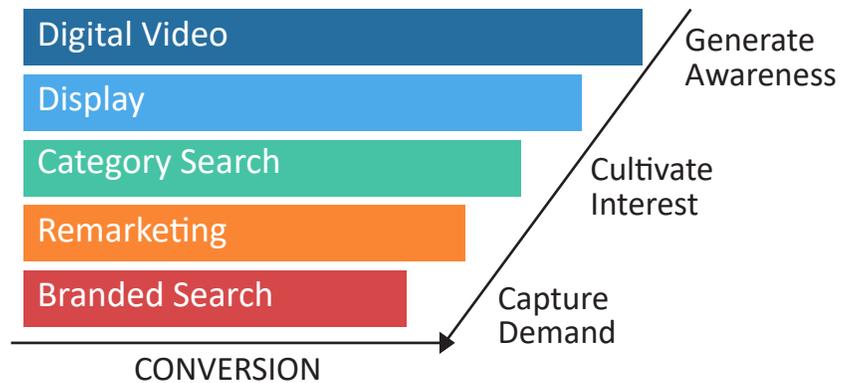
LEISURE MEDIA PROGRAM

12 MONTH COMPREHENSIVE DIGITAL MARKETING STRATEGY

The digital marketing strategy is built on the fundamentals of generating brand awareness and interest for Hilton Head Island, cultivating the demand and ultimately directing demand to partner businesses by delivering on the following:

- 1 Convey Unique Differentiators and Value of Hilton Head Island
- 2 Target Messaging to Highly Relevant and Qualified Consumers
- 3 Measure and Track All Responses within the Consumer Journey

The first step in executing tactics against the defined strategy is to align the tactics with the desired goals we wish to accomplish with our core consumers as it relates to the proven travel purchase funnel.



Once a strategic structure is established, we further refine the plan to clarify Consumer Mindset, Messaging, Channels and Key Metrics against each phase of the consumer journey.

	AWARENESS	INTENT	CONVERSION
<u>Consumer</u>	<ul style="list-style-type: none"> Not Currently Aware Target Audience Has a General Interest 	<ul style="list-style-type: none"> Actively Researching Custom/Niche Targeting Narrowing their Options 	<ul style="list-style-type: none"> Definitely Aware At Point of Converting
<u>Messaging</u>	<ul style="list-style-type: none"> Broad Brand Message Destination Differentiators 	<ul style="list-style-type: none"> Offers Promotions Experiences (Golf, Tennis, Beaches, Arts, Culture) 	<ul style="list-style-type: none"> Offer Reinforcement Brand Differentiators Plan Your Vacation/Getaway
<u>Channels</u>	<ul style="list-style-type: none"> Video Enhanced Display Enhanced Social 	<ul style="list-style-type: none"> Display Advertising Paid Social Prospecting Category Search 	<ul style="list-style-type: none"> Remarketing Brand Search
<u>Key Metrics</u>	<ul style="list-style-type: none"> Reach/Frequency Search Lift Brand Interest 	<ul style="list-style-type: none"> Website Visits Shopper Rate Assisted ROAS 	<ul style="list-style-type: none"> Form Fills Partner Link-Outs App Downloads Phone Calls

TARGETING

Deploying a matrix of targeting methods will allow us to isolate video and display media to the most qualified consumers. It will also allow us to adjust bids within Search Marketing to ensure we serve ads to these same qualified consumers. In creating sophisticated targeting for Hilton Head Island, we utilize both First and Second Party Data:

First Party Data: Leverage extensive and refined remarketing lists layered with other targeting factors including geography, affinity and demographics detail to help close the sales funnel.

Second Party Data: Utilize Lookalike Audiences, modeled from remarketing lists, CRM database matches, behavioral detail, interest segments and in-market behaviors.

AFFINITY AUDIENCES	IN-MARKET AUDIENCES	CRM AUDIENCES	DEMOGRAPHICS
<p>Consumers who have established an online profile that categorizes them as potentially interested in visiting Hilton Head Island</p> <ul style="list-style-type: none"> • Beach-bound Travelers • Family Vacationers • Luxury Travelers <ul style="list-style-type: none"> ◊ Arts ◊ History ◊ Culture • Outdoor Enthusiasts • Sports Enthusiasts <ul style="list-style-type: none"> ◊ Golf ◊ Tennis ◊ Biking 	<p>Defined, based on recent online behavior, as consumers who are actively researching and likely to convert</p> <ul style="list-style-type: none"> • Air Travel to: <ul style="list-style-type: none"> ◊ Charleston ◊ Atlanta • Hotel Locations: <ul style="list-style-type: none"> ◊ Myrtle Beach • Hotels-Star Rating <ul style="list-style-type: none"> ◊ 4 Stars ◊ 5 Stars • Vacation Homes • Villa rentals 	<p>Established audiences built on internal database of consumers</p> <ul style="list-style-type: none"> • Past Converters by <ul style="list-style-type: none"> ◊ Month ◊ Quarter ◊ Season ◊ Interests/Product • Form Fillers • Similar Audiences 	<p>Identified as the most ideal consumer defined from age, sex, location, household income and parental status</p> <ul style="list-style-type: none"> • Age: 25-64 • Female • Families • HHI: \$150k+ • U.S. Markets <ul style="list-style-type: none"> ◊ Boston ◊ Connecticut ◊ Georgia ◊ Illinois ◊ Kentucky ◊ Maryland ◊ New Jersey ◊ New York ◊ North Carolina ◊ Ohio ◊ Pennsylvania ◊ Tennessee ◊ Virginia • International Markets <ul style="list-style-type: none"> ◊ Canada ◊ France ◊ Germany ◊ United Kingdom

AWARENESS PHASE

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



Awareness efforts will target all devices but have a *mobile prioritization* as consumers continue to use mobile for destination ideation and planning

TrueView Video

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

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

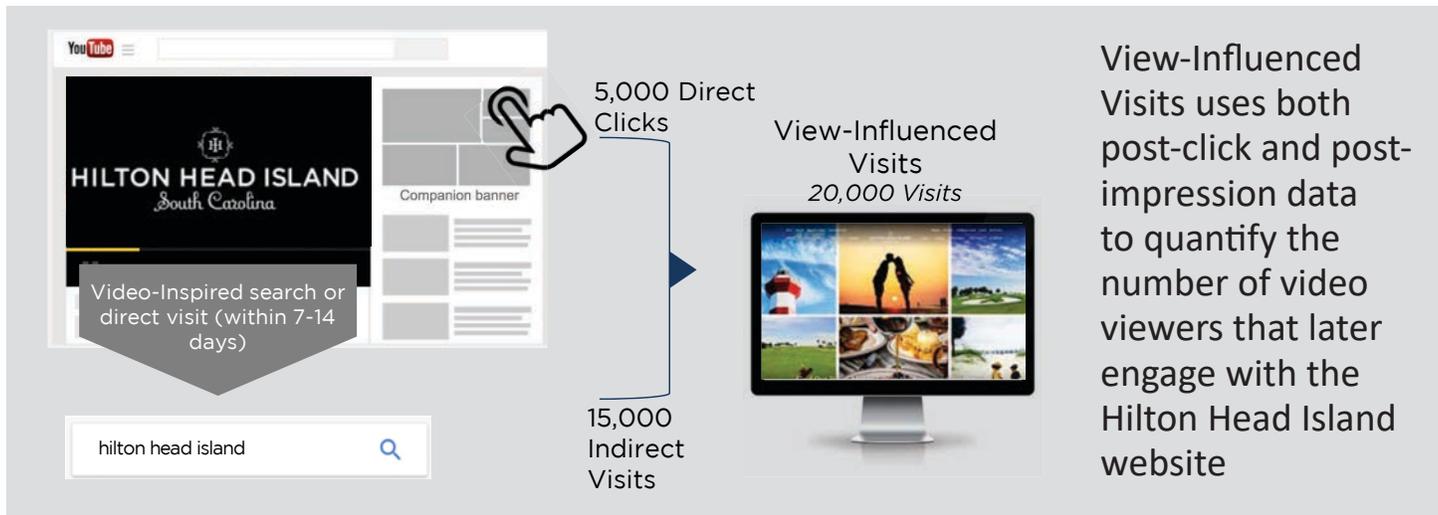


Facebook Video

15 Second Videos – Utilized primarily via Facebook

- Auto plays as users scroll through their newsfeed
- Can be purchased on a Cost-Per-Click at an efficient price of around \$1

New Partner

AWARENESS KEY METRICS

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

- Reach / Frequency
- View Influenced Visits
- Search lift for Brand related terms

INTENT PHASE

Within the Intent phase of the consumer funnel the primary goal is to cultivate consumers who have expressed an interest in visiting Hilton Head Island through their online behavior and get them to visit the website, hiltonheadisland.org.

Prospecting and Native Display Banners



Our recommended approach to display involves targeting the same audience criteria outlined in the video portion of this plan to help reinforce the messaging phase of the consumer funnel, but also to extend reach through paid social within Facebook and Instagram. We only purchase media based on a cost-per-click basis to help mitigate against fraud and limited viewability often seen in the industry.

Audience Targeting

- Affinity Audiences
- In-Market Audiences
- Demographics

Contextual Topic Targeting

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



NON-BRAND SEARCH

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



**INTENT
KEY METRICS**

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

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

OVERVIEW		SAMPLE AD GROUPS	
CATEGORY SEARCH	Themed ad groups and keywords around categories that target a consumer researching related types of vacations	<ul style="list-style-type: none"> • Beach vacation • Golf vacations • Family vacations • SC weddings 	<ul style="list-style-type: none"> • History/Culture • Arts • Culinary
COMPETITOR SEARCH	To drive purely incremental traffic, we would create competitor targeted campaigns to help capture demand from those researching competition	<ul style="list-style-type: none"> • Myrtle Beach • Savannah • Charleston 	<ul style="list-style-type: none"> • Amelia Island • Kiawah Island • Sea Island

CONVERSION PHASE

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

REMARKETING

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

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

BRANDED SEARCH

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

Key Benefit:

Brand search ensures consumers are exposed to the most current offer. It also helps capture all demand and limits erosion to competitors.



CONVERSION KEY METRICS

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

- Phone Calls
- Link-Outs to Partners
- Form Fills
- App Downloads

ADVANCED ANALYTICS

As we head into the next fiscal year we will partner with ADARA, a data driven partner that can track consumers who have engaged with the Hilton Head Island website and later shown up in market as a guest. This will help enhance media optimization as well as learn more about actual conversion behavior.

About ADARA

- ADARA can connect the Hilton Head Island website visits to travel-related purchases that occur on first party websites, including partner hotels, airlines, transportation (rental cars) and OTAs.



SEO & CONTENT MARKETING

2016 was the year of producing great content across the entire Hilton Head Island platform. This was achieved by enhancing existing content, increasing sharable content that was relevant to the user which led to a more natural search process and extended visitor engagement.

Through optimization, the overall content of the Hilton Head Island brand was enhanced and the overall experience for the visitor was improved ensuring stronger results for our partners. As part of the ongoing strategy, it's critical that fresh quality content is curated by the brand to drive increased engagement and more natural search traffic to the website. Hilton Head Island conducts research to identify content

marketing opportunities and enhancements that can be made to the website platform to strengthen the overall communication strategy for the destination, while also opening the site to new opportunities to build traffic from a natural search traffic perspective.

In 2017, we will continue to produce targeted content to grow the natural search footprint for the Hilton Head Island brand. During the process, research will be conducted through keyword data mining and competitive analysis, which will help us to identify gaps in the current content strategy. Monitoring the competitive set from a content and social media perspective will play a key role in the ongoing strategy as Hilton Head Island will need to determine how the competition is performing in comparison to our brand, what their share of voice of organic search is (i.e. desktop, mobile), and so forth. Upon creation of new content, Hilton Head Island will make content additions within the site architecture; be it new sections or sub-pages on the website, or enhancements to existing pages.

THE APPROACH

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

- 1. Indexability:** An ongoing technical audit and comprehensive review of the existing website (e.g. pages, data, assets, performance, structure) to ensure current infrastructure.
- 2. Content Optimization/Creation:** The optimization and creation of new content and related web page elements that will drive increased exposure in the search engines, while also driving better engagement with website visitors. Initially, optimization is focused on identifying content areas on the website that require immediate attention, while also identifying gaps for future content creation that will need to be addressed based on ongoing competitive analysis and the monitoring of search interest trends.
- 3. Connectivity and Distribution:** Link personalized outreach programs to citation building and amplifying exposure for brand content through influencer outreach and a targeted social media strategy.

BUDGET | DIGITAL MARKETING & MEDIA CAMPAIGN

Daily Site Maintenance	\$ 72,000
Special Section Updates	\$ 20,000
SEO/Ad Serve/Hosting	\$ 42,000
SEM Leisure Marketing	\$ 420,000
SEM Sports (Tennis/Golf)	\$ 50,000
Signature Experiences Leisure	\$ 5,000
Wayfinder/APP Updates	\$ 10,000
Digital Contingency	\$ 16,000
TOTAL:	\$ 635,000

SOCIAL MEDIA

2017-2018 SOCIAL PLAN

Facebook is increasingly restricting the organic reach of posts from brand pages. To combat this, we will devote a small monthly budget to promoting our top-performing social media posts to increase reach, engagement and referrals.

On Facebook, our strategy will incorporate a range of content. Approximately one third of content should be user-generated photos or videos, which lend an authenticity to the brand's voice and typically perform well. Another third of the content should be destination video – outlined in the section below. The final third should be a mix of custom imagery with inspirational quotes and promotional posts with clear calls to action.

Our strategy for Instagram differs from Facebook. Here, where there is less of an opportunity to click through to the website, the focus is on sharing beautiful photos and videos that inspire. The content will be almost 100% user-generated, from Hilton Head Island guests, residents and businesses. This keeps the content fresh and gives it an authenticity that appeals to the Instagram audience.

We should take advantage of our success thus far on Instagram by running content focused on that channel and organizing Instagram takeovers from visiting influencers to further grow our following.

Increasing our presence on Pinterest goes hand in hand with developing stronger blog content. This will help us connect with an audience who is further into the vacation planning process, as Pinterest users are often actively seeking out information about vacation planning. On Pinterest, impressions and referrals are valued above likes and followers. Writing engaging captions optimized for search is key to a successful strategy. Custom imagery, infographics and quizzes perform well here and will lead users to rich, evergreen blog content that will ultimately draw users even deeper into the website.

Data indicates that Twitter is becoming less useful in travel marketing. We will spend less time on this aspect of our strategy, while still maintaining a presence on the platform. We will focus more time on the two platforms where we are seeing growth: Instagram and Pinterest.

Summary:

- Make video content a key part of the Facebook strategy
- Focus on sharing excellent user-generated content on Instagram
- Run small contests and giveaways on Instagram, where we are seeing significant growth and engagement
- Plan for influencers to visit Hilton Head Island and take over the official Instagram for a day
- Focus on sharing custom imagery, infographics and quizzes on Pinterest, linking to blog content



VIDEO

Video content has proven to be very successful on social media, particularly on Facebook. Video content typically reaches a larger audience than photography and the right kind of video can generate incredible engagement.

In 2017-18, we will focus on building up a library of strong video content, as well as regularly producing high quality Facebook Live videos. Recent changes to Facebook's app and newsfeed algorithm mean Facebook Live videos are more likely to reach a larger audience. Facebook users spend three times longer watching Facebook Live video than they do prerecorded video.

Topics for videos, both live and prerecorded, include:

- Time-lapse videos, particularly of sunrises and sunsets
- Drone footage showcasing Lowcountry scenery
- Short, 15-30 second "atmosphere" videos, i.e. the ocean waves, a panorama of the view from the top of the lighthouse, a glass of wine being poured at sunset, etc.
- Activity videos: biking, kayaking, zip-lining, stand-up paddle boarding, etc.
- A video, with graphics, showing how to shuck an oyster
- Instructional golf videos
- Instructional tennis videos
- An educational video about sea turtles
- An educational video about dolphins
- An educational video on local food
- An educational video on local Gullah culture

BLOG AND CROWDRIFT

The Hilton Head Island blog saw spikes in referrals during last quarter of 2016, specifically when we were providing new, evergreen blog content. Archived blog posts that have strong SEO also continue to perform well. Top blog topics include: "Top 10", "How To" and "Events".

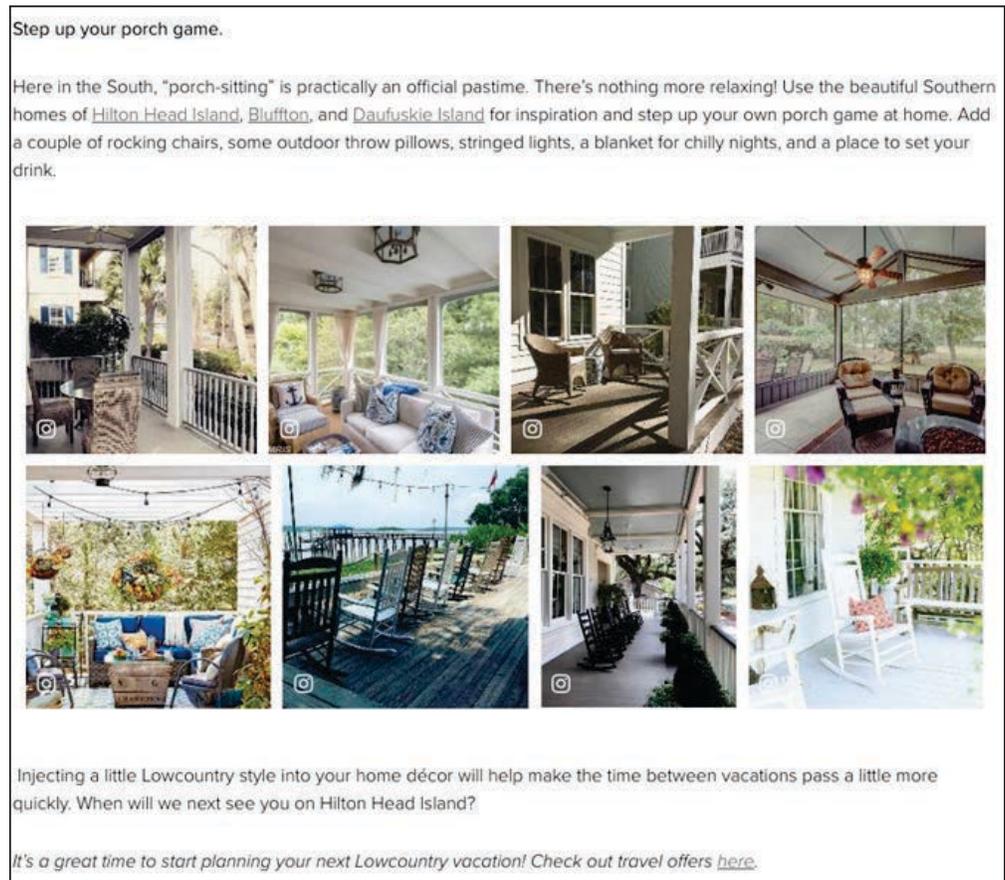


Diverse, blog content will also allow us to garner more value from our Crowdriff gallery. Building up a strong library of content related to popular topics will allow us to create a range of “call to actions” (CTAs), sending users from a beautiful photo in the gallery to a relevant page.

We can also integrate small galleries of user-generated photos directly into blog posts, as well as to key landing pages. The pages will be identified based on the most popular types of photos: dining, beaches, bicycling, dog-friendly, outdoors and nature, etc.

Summary:

- Regularly post interesting, long-form, evergreen content to the Hilton Head Island blog
- Use blog content to create a wider range of Crowdriff CTAs, leading to users spending more time on site
- Include small Crowdriff galleries in blog posts
- Create more topic-specific galleries on key landing pages



INFLUENCERS

During past influencer campaigns we have seen the best return on investment from working with influencers in the lifestyle space, who have some travel content on their blogs.

As evidenced in 2015’s #LowcountryStyle campaign, a well-planned influencer visit will grow our social following, increase engagement both short-term and long-term, and attract qualified users to the website. We will schedule several influencer visits this fiscal year. Every visit should include at least two posts on the influencer’s own blog, a guest post on the Hilton Head Island blog, daily social media posts to the influencer’s own channels and a day-long takeover of the Hilton Head Island’s Instagram channel.

Spring: Invite a lifestyle blogger to attend the RBC Heritage event in April 2018

Summer: Invite a family blogger to visit Hilton Head Island and help promote a summer contest

Fall: Invite an active/outdoorsy blogger to visit Hilton Head Island and focus on golf and tennis

CONTESTS

Contests are an excellent way to engage our existing audience as well as reach a new audience. We will implement three contests in 2017-2018.

“Illustrate My Island” Instagram Contest

This contest, targeted to past guests, would highlight the beauty of Hilton Head Island and evoke a sense of nostalgia in our audience.

Fans of Hilton Head Island will be asked to share their favorite photos of Hilton Head Island on Instagram, using the hashtag #IllustrateMyIsland. We will gather these photos in a special Crowdriff gallery on a dedicated contest landing page.

The winning photo will be developed into a custom piece of artwork featuring an inspiring travel quote. We will work with a local artist to create a time-lapse video of the artistic process, which we will post to social media. Working with an artist who has his or her own social media following will further amplify reach.

The final piece of artwork will serve as the contest prize, but can also be applied to merchandise for future contest prizing.

RBC Heritage Instagram Contest

This contest will be targeted to guests visiting Hilton Head Island for the annual RBC Heritage PGA Tour golf tournament.

During the contest, we will ask visitors to share their RBC Heritage photos on social media. We will create a landing page, complete with a dedicated Crowdriff gallery, where users can enter the contest by submitting their name, email address and a link to their social media post.

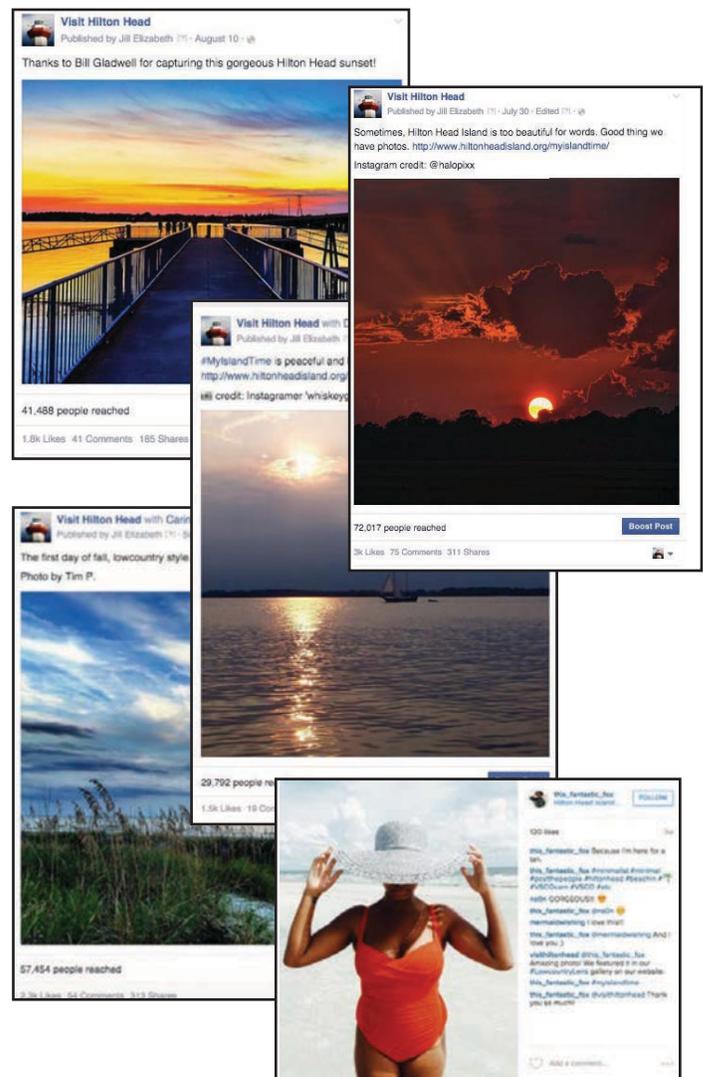
The contest will be promoted on social media, pre-tournament as well as during. The contest will take advantage of excitement surrounding the tournament and assist in collecting emails for our Hilton Head Insider database. Scheduling an

influencer visit during RBC Heritage PGA Tour will help increase the contest’s reach even further.

#MyIslandTime Crowdriff Contest

In 2015 the #MyIslandTime contest was successful in capturing hundreds of emails and thousands of photos from a broad, highly engaged audience. There were more than 10,000 website visits from 7,892 unique users from the campaign, with a 34% conversion rate.

Running this campaign again in 2017-2018 will help increase engagement and referrals during the high season.



METRICS

How Will Success Be Measured?

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

We will track and monitor each initiative to gauge overall support in pushing consumers to the website. Similar to other initiatives, primary website objectives that will be tied to each campaign are focused on conversion metrics, which are reported on each month following the model below:

- Continuously improving campaign performance over time
- Individual posts will be tracked based on channel engagement (Likes, Re-posts, 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



LOOKING FORWARD

HiltonHeadIsland.org

Looking forward to 2017-18, the digital marketing strategy and website platform will focus on building 1-to-1 connections with prospective visitors to the destination. In addition a reboot of the HiltonHeadIsland.org will be implemented with the goal of building an immersive, conversion focused platform that can personalize content delivery to the unique desires of each user.

Through integrating a robust personalization engine we can make our content and messaging more relevant to prospective visitors to Hilton Head Island. Personalization will ensure that the message we present to visitors resonates with their needs or desires and creates the most relevant consumer experience possible, which will bring the user deeper into the booking funnel, and ultimately to visiting the destination.

Continuing to invest in the content marketing strategy and social media efforts to drive qualified traffic to the web platform is another key priority. Supported by paid media exposure, prospective visitors engage with social content to learn more about the destination on the website. In 2017-18, the strategy will continue to evolve with the development of social focused video content and the increased use of user generated content to tell authentic stories on the web platform and through our various social channels.

BUDGET | SOCIAL MEDIA

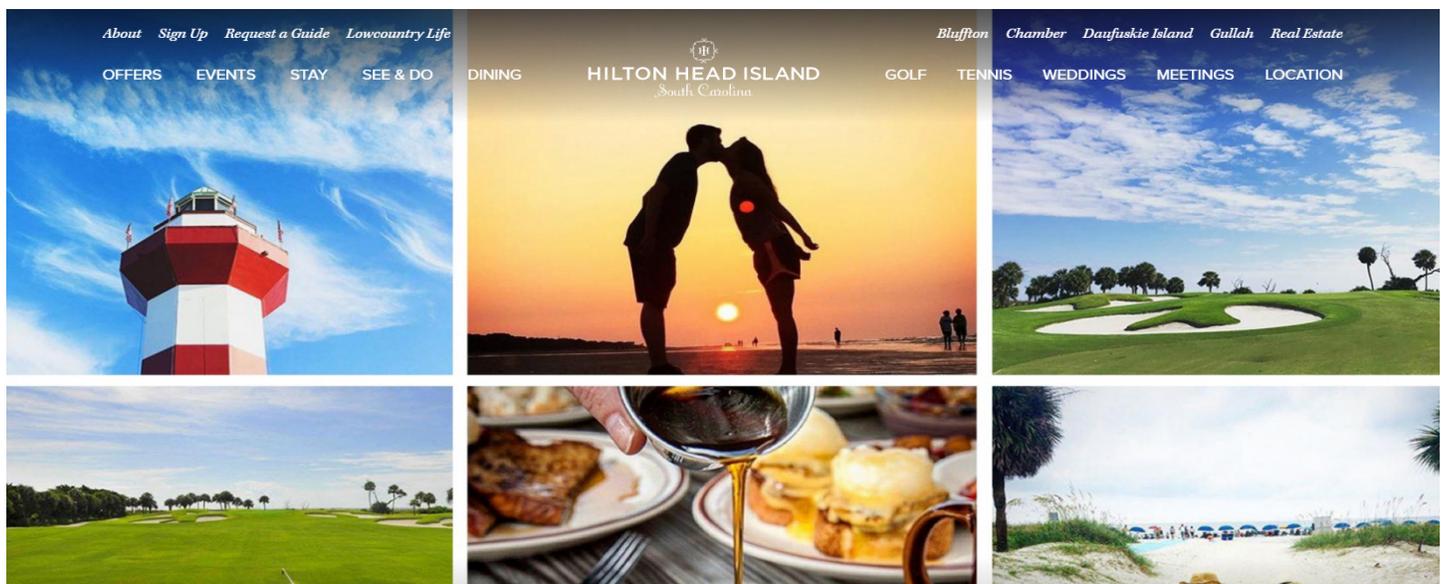
Social Media Promotions, VERB Interactive:	\$ 78,000
Blog Center/Content and Creation/Freelance Writers & Influencers:	\$ 15,000
CrowdRiff Content Aggregator and Social Media Hub	\$ 25,000

SUBTOTAL: **\$ 118,000**

Destination Photography and Video **\$ 35,000**

TOTAL: **\$ 153,000**

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



DESTINATION PUBLIC RELATIONS

Earned media is a critical way that the Hilton Head Island VCB's destination marketing program puts brand voice into our overall marketing program. Our ongoing destination public relations program is a well-oiled machine that churns out national and international stories, features, broadcast vignettes and mentions, news coverage on top travel digital sites, blogs, video, syndicated stories and non-paid media coverage, that combined with organic coverage and exposure has averaged approximately \$15 million in ad equivalency value over the past 3 years.

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

Several components remain critical to our Public Relations success:

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



weber
shandwick



BUFFALO
.AGENCY

South Carolina
Just right.

We are planning new and ongoing public relations initiatives in the 2017-18 fiscal year to support the overall destination marketing campaign:

1. Integrating Social Media and Public Relations: 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 (Facebook, Instagram, Pinterest) 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 and lifestyle bloggers will be pursued. Weber Shandwick anticipates pursuing at least 8-10 journalists on individual visits in the coming year, while South Carolina Parks Recreation and Tourism (SCPRT), Buffalo Communications (the PR agency for LGCOA) and Chamber/VCB staff will also pursue visiting writers and influencers, as well as actively pitching and providing information to journalists to promote Hilton Head Island.

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

3. New York Media Outreach Program: 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 as the team continues to forge and foster these important in-person relationships. Staff will also work with SCPRT and media events in the coming year.
4. Broadcast Monitoring: This year the team strategically made a centric switch over to Critical Mention for the destination’s broadcast monitoring service. In today’s media world, the screen is king. Whether on a mobile device, iPad, computer, television or even the media screens found in skyscrapers and the back seats of taxis in major cities worldwide, video imagery is the way to catch the eye of today’s heavily distracted consumer. With that in mind, it’s not only critical that our PR agency, Weber Shandwick, and our internal communications staff are pitching broadcast, but also when coverage results, there is a mechanism for tracking ROI and showcasing results to our stakeholders. We will continue with our contracted vendor to monitor for broadcast clips or provide ROI data for clips or provide the actual clip of coverage.

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



- 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.

- Destination Travel Package PR: As covered in the package promotional section, the VCB will be developing a series of destination package promotions in concert with our partners to promote on a quarterly basis. Part of that promotion will be advanced long and short lead media pitches.
- 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 destination and to support corresponding travel packages. Special Events that are being targeted include:



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

BUDGET | PUBLIC RELATIONS

Visiting Journalists, Broadcast Outreach, NY Media & PR Firm	\$ 175,000
Satellite Media Tour	\$ 10,000
Out-of-Pocket Promotions	\$ 22,000
Monitoring Services	\$ 8,000
TOTAL:	\$ 215,000

「OUR VERSION OF A MEETING SPACE」



MEETINGS & GROUP SALES

With the clear priority of group business development, particularly within the corporate meetings sector, set by the Hilton Head Island Marketing Council in FY 2017-18, here is a look at American Express' 2018 Global Meetings Forecast, followed by our local destination situation and plan:

Future of talent in meetings and events- Global Forecast

Meetings and events are about bringing people together. The meetings and events industry continues to grow and gain recognition within organizations as a key area of investment, a driver of growth and a critical component of a balanced sales and marketing strategy. The industry is well suited to match the interests of the millennial generation entering the workforce, providing flexibility, opportunities to travel and work in changing environments, creativity and more.

We're seeing more university hospitality programs that provide training specifically in the area of meetings and events. It is a priority to attract students to these growing programs for both the industry as a whole and universities. It's also crucial that the educational curriculum keeps up with industry needs, especially with a myriad of technological innovations and reporting requirements. In the survey, human resource professionals also stressed the importance of soft skills when hiring, such as the ability to read situations, communicate appropriately, troubleshoot, and build relationships. Internship programs remain important to the industry. This real-life experience allows students to gain the insights and perspective they need to make well-informed decisions about their career path.

In the 2017 forecast, there's a shift in sentiment, reflecting both continued global expansion and growth, balanced by political and economic uncertainty. A survey by American Express Meetings & Events shows respondents have indicated overarching program spend will likely be similar to 2016.

LOCAL SITUATIONAL OVERVIEW

With major investments of over \$324 million made by Hilton Head Island's major conference hotels and resorts for redevelopment, new retail and attractions investment, plus existing attractions and retailers, the Island is in a stronger product position than at any point in the last decade. We continue to leverage this newly refreshed product in our presentations about the Hilton Head Island brand and interested 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.

Unparalleled. Unforgettable.
Hilton Head Island. The Preferred Choice for
Meetings & Conventions

- Fresh new shopping and retail at the Shelter Cove Towne Centre
- Complete rebuild at Pineland Station, renamed Sea Turtle Marketplace
- Culinary offerings that are winning regional and national acclaim for its locally sourced boat to table appeal
- Six public marina villages, each with its own charm, unique environment and ambiance
- Internationally recognized and significant place in Civil War to Civil Rights history, particularly through the Mitchelville Freedom Park, the first self-governed Freedmen’s Village in the U.S.
- World class golf and tennis – for every player at every level of competition
- Gold level Bicycle Friendly Community – the only gold level community in the Southeast and one of two gold level communities on the East Coast
- One of the top “100 Great Jazz Rooms” in the world by *DOWNBEAT Magazine*
- Eco-tours, bird watching, kayaking, paddle boarding and dolphin watch cruises – a thousand ways to explore our lush, subtropical environment
- Challenging and fun team building outings, health and wellness programs, historic and cultural tours and explorations
- Broadway level theatre, the symphony orchestra, dance and music comparable to an urban setting, but all set on a beautiful and intimate resort Island
- Quality enhancements to signature destination events, particularly the RBC Heritage PGA Tour Tournament, Hilton Head Island Motoring Festival & Concours d’Elegance, Hilton Head Island Wine & Food Festival, Gullah Celebration, The Public Arts Exhibition, International Piano Competition and more
- Customized signature group experiences launched in late 2016

PLANNER RELATIONSHIPS AND SERVICE

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

One of the many strengths of the Hilton Head Island Visitor & Convention Bureau Meetings and Group Sales team has been its strong and loyal business relationships with clients and partners. Those relationships have been built on trust over the years and they have kept the Bureau as a key and critical component in the business of matchmaking. Those relationships are especially important in an era when it’s predicted that planners and suppliers will rely on existing relationships to work through challenges. Our accolades include 18 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 2016 and *Meeting & Conventions* magazine Gold Service Winner 2016.



GROUP SALES INITIATIVES

STRATEGY #1:

Increase the Number of Qualified Leads by 10% in 2017-18

SALES	2014	2015	2016	2016	2017
LEADS & BOOKINGS	ACTUAL	ACTUAL	GOAL	ACTUAL	GOAL
# OF LEADS	74	80	87	90	95
POTENTIAL (ROOM NIGHTS)	19,945	50,976*	24,500	14,464	15,900
# OF DEFINITES	12	24	27	27	30
DEFINITE (ROOM NIGHTS)	5,693	4,974	5,400	5,097	5,600

**27,300 ROOM NIGHTS WERE FOR IRONMAN*

CONSUMED GROUP	2014	2015	2016	2016	2017
ROOM NIGHTS	ACTUAL	ACTUAL	GOAL	ACTUAL	GOAL
# OF GROUPS	9	18	20	17	20
# OF ROOM NIGHTS	1,814	5,608	6,500	5,495	6,050
ECONOMIC IMPACT*	\$941,466	\$3,033,928	\$3,516,500	\$3,027,745	\$3,330,520

**DMAI EVENT CALCULATOR*

TACTICS

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

STRATEGY #2:

Leverage Communications for Planners and Partners

TACTICS

Provide partnership opportunities to our members for trade shows, FAMs, sponsorships and other industry events. Upcoming in market co-op FAMs and industry event sponsorships: (funded through public-private co-op)

- **October 2017** – Host HelmsBriscoe Eastern Region FAM
- **October 2017** – HHI VCB to attend IMEX Trade show with resort partners
- **November 2017** – Sponsor Luncheon for GSAE (Georgia Society of Association Executives)
- **December 2017** – HHI VCB to attend AENC (Association Executives of North Carolina) trade show with resort partners
- **January 2018** – HHI VCB to attend SCSAE (South Carolina Society of Association Executives) trade show with resort partners
- **Spring 2018** – Sponsor Luncheon for SCSAE (South Carolina Society of Association Executives)
- **May 2018** – Sponsor Luncheon for GAMPI (Georgia Association of Meeting Planners International)
- **June 2018** – Sponsor Luncheon for AENC (Association Executives of North Carolina)

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STRATEGY #3:

Programs

TACTICS

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

- **Flights for Sites**
 - ◊ Too many times the availability of a planner being able to attend a pre-arranged FAM trip are difficult at best; so we offer them a “flight for a site” at their convenience
 - ◊ Goal is to support efforts of Hilton Head Island resorts and hotels targeting meetings and groups and to have 10 individual meeting planner sites during the fiscal year
 - ◊ Offer up to \$500 to pay for or subsidize a pre-qualified planner’s airfare for a site visit
 - ◊ Planner must have a minimum of 100 room nights or more from their RFP and history
 - ◊ The site cannot be for a meeting or event that is held in peak season months
 - ◊ Hilton Head Island must be on the “short list” for consideration of this program
 - ◊ The meeting planner will be considered for this program regardless if they contacted the VCB first or a property directly
 - ◊ Goal of program

<u>2016 Goal</u>	<u>2016 Results</u>	<u>2017 Goal</u>
5 meeting planners	3 meeting planners	5 planners
3 bookings	3 bookings	4 bookings
550 room nights	1,160 room nights	1,500 room nights

- **Group Closing Fund (GCF)**
Purpose

The purpose of the Hilton Head Island Visitor & Convention Bureau’s Group Closing Fund (GCF) program is to generate group room nights and revenue by promoting group business that is consumed during the shoulder and off seasons. This fund will help offset some of the perceived disadvantages that meeting planners have when comparing the combined cost of airfare and

ground transportation from Savannah/Hilton Head International or Hilton Head Island Airport. This is being achieved by providing funding to subsidize ground transportation expenses for qualified groups.

Eligible Meetings/Programs

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

Group Guidelines

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

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

Funding Guidelines

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

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

Funding granted based upon:

- \$500 for 50 – 99 room nights actualized
- \$1,000 for 100 – 199 room nights actualized
- \$2,000 for 200 – 299 room nights actualized
- \$3,000 for 300 – 399 room nights actualized
- \$4,000 for 400 – 499 room nights actualized
- \$5,000 for 500 or more room nights actualized
- All pertinent information must be provided to the Hilton Head Island VCB to be considered:
 - ◊ Dates
 - ◊ Arrival and departure pattern
 - ◊ Room block per night
 - ◊ Group's history with room pick-up for the past 3 years, as documented by the host properties
 - ◊ RFP for the particular meeting being considered

Approval and Disbursement of Funds

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

Goal of program:

<u>2016 Goal</u>	<u>2016 Results</u>	<u>2017 Goal</u>
15 or more bookings	27 bookings	35 bookings
4,500 or more room nights	7,523 room nights	10,050 room nights

CONFERENCE SALES INITIATIVES

1. Maximize the VCB's 2 Diamond partnership with Cvent (electronic RFP website)

Cvent is the global meeting, event and travel technology leader. Cvent offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, e-mail marketing and web surveys. Cvent provides hoteliers with an integrated platform, enabling properties to increase group business demand through targeted advertising and improve conversion through proprietary demand management and business intelligence solutions. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events.

- Banner ads appear at the top of the meeting planner's search results
- HHI VCB's listing rotates among other 2 Diamonds partner pages and is immune to filters
- Keep the profile current with images, attractions, special offers, etc.
- Upload new collateral as developed
- HHI VCB banner ad will appear to the meeting planner to consider HHI when sourcing RFP's to:
 - ◊ Amelia Island, FL
 - ◊ Jacksonville Beaches, FL
 - ◊ Myrtle Beach, SC
 - ◊ Savannah, GA

• Results	:	<u>2016 Actual</u>	<u>2017 Goal</u>
◊ Number of RFP's received		162	180
◊ Number of room nights		74,846	84,200
◊ Number of booked groups		12	14
◊ Definite room nights		6,538	7,350
• RFP's received from other 3rd party planners (not including HelmsBriscoe and ConferenceDirect):			
◊ Number of RFP's received		54	60
◊ Number of room nights		21,059	26,320
◊ Number of booked groups		2	3
◊ Definite room nights		311	350

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

HelmsBriscoe is the global leader in meetings procurement and site selection. HelmsBriscoe streamlines the meeting planning process by managing the time-consuming task of researching, contacting and evaluating venues for organization’s events. Since 1992, HelmsBriscoe clients have benefitted from our global reach, unsurpassed experience and industry relationships. At HelmsBriscoe, we send the RFPs, track down the answers, follow-up with the hotels and manage the entire site selection process on your behalf. Whether you are booking a large-scale association event, or a smaller corporate function, our team of industry professionals will work to match your meeting with the best venue at the best value based on your specific needs.

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

• Actual Results from HelmsBriscoe RFP’s in	<u>2016 Actual</u>	<u>2017 Goal</u>
◇ Number of RFP’s received	79	99
◇ Number of room nights	41,180	46,325
◇ Number of booked groups	7	9
◇ Definite room nights	1,754	1,975

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

ConferenceDirect is one source for global meeting solutions. We help clients save time and money by securing the best hotel accommodations, meeting space, conference venues and hospitality services available at the most favorable terms possible. For more than 15 years, we’ve been passionate about achieving better results for our clients.

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

• Actual Results from ConferenceDirect RFP’s in	<u>2016 Actual</u>	<u>2017 Goal</u>
◇ Number of RFP’s received	26	29
◇ Number of room nights	12,768	14,350
◇ Number of booked groups	3	4
◇ Definite room nights	1,552	1,745

Qualified Prospecting

Strategic Database Research, Inc. (SDR) is an innovative market research company specializing in business-to-business, or business-to-consumer call programs. Our telemarketing group is designed as a proactive targeted outbound telesales group which “turns opportunities into business.” SDR uses a state-of-the-art call center system that enables our team to fully customize a promotion or campaign on your behalf. All scripts and questionnaires are developed based on our clients’ goals and objectives. Before any of our call programs go out to the floor, we conduct numerous tests on the flow, total understanding of the program, etc. This allows us to track and precisely record the results of each call.

Services they provide to the Hilton Head Island VCB are:

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

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

- 2013 197 prospects
- 2014 557 prospects
- 2015 207 prospects
- 2016 95 prospects
- 2017 Goal 107 prospects

Total room nights connected to SDR prospects:

- 2013 28,385 total room nights
- 2014 34,637 total room nights
- 2015 33,506 total room nights
- 2016 40,033 total room nights
- 2017 Goal 45,025

Luxury Meetings Summit

They host over 135 one day events all across the U.S. & Canada. The HHI VCB has entered into an agreement to have them represent us at all of their events and supply us with the prospects that expressed interest in our area.

Trade Sponsorships

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

Southeast Focus

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

Select Service Co-op

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

GROUP SALES

1. **Cvent Sponsorship:** Electronic RFP website
2. **ConferenceDirect:** Second largest third party meeting planning company
3. **HelmsBriscoe:** Largest third party meeting planning company
4. **Meeting Collateral:** printed & electronic collateral
5. **Trade-Sponsorships:** Judiciously utilize sponsorship and bid fees to secure business opportunities (recognizing budget limitations) to score special groups with high potential impact for the whole destination.
6. **Select Service Co-op:** Hotels partner with the VCB to work on various initiatives throughout the year in targeting religious, military, government, and group tour markets.
 - Will conduct a motorcoach FAM during the fiscal year to showcase the rich culture & events that will appeal to group tours
7. **SC Sports Alliance:** Hilton Head Island Visitor & Convention Bureau is a member of this organization whose primary goal is the growth and enhancement of the sports economy in the state of South Carolina and its local communities. The alliance was created by the state of South Carolina Parks, Recreation & Tourism Department and currently has 28 destination organizations as members. Other benefits of membership:
 - Attending sports trade shows as a state alliance and sharing the cost of participation
 - Discounted advertising rates with related sport publications
 - Sharing prospects/leads with member organizations to attract and keep events in the state
 - Receive prospects/leads from SCSA conferences and events
8. **Hilton Head Island Recreation:**
 - Commit to a close working partnership with the Island Rec Center to help promote and foster sports groups coming to the island for events and tournaments
 - Commit to building a closer working partnership with local/regional organizations (First Tee, USCB, NAIA, USTA, Boys and Girls Club). Help to explore & develop other possible events like the Disc Golf, Beach Volleyball, Pickleball, Marathons, Triathlons

BUDGET | GROUP SALES

Sales Budget:	VCB Budget	Town of HHI Supplemental
Cvent Sponsorship	---	\$ 29,000
ConferenceDirect Sponsorship	---	\$ 19,500
HelmsBriscoe Sponsorship	---	\$ 17,500
Luxury Meetings Summit Prospecting	---	\$ 24,000
Lead Prospecting	\$ 42,000	---
Trade Sponsorships/ Affinity Groups	\$ 50,000	---
Flights for Sites/Site Inspections	\$ 6,000	---
Sales Industry Dues and Subscriptions	\$ 13,000	---
SC Sports Alliance	\$ 10,000	---
Select Service Programs	\$ 5,000	---
TOTAL:	\$ 126,000	\$ 90,000

GROUP MARKETING

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

BUDGET | GROUP MARKETING

Group/wedding SEM	\$ 25,000
Group Experiences Initiative	\$ 3,000
Group Social Media / LinkedIn Promos	\$ 5,000
Trade Media	\$ 35,000
Promotional Giveaways	\$ 10,000
Contingency	\$ 2,000
TOTAL:	\$ 80,000



TRADE SHOWS

Focused Service Hotel Markets

Military

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

Group Tour

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

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

American Bus Association (ABA)

Every January, welcomes the travel and tourism community to the first conference of the year, the industry's premier business event, Marketplace. More than 3,500 tour operators, suppliers and exhibitors come together to kick off a new year of business opportunity and growth. Marketplace is truly a marketplace, an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year's worth of sales meetings in one week. And with legendary networking and social events, attendees turn conversations from the conference floor into long-term business relationships. Couple this with leading education seminars and the industry's largest exhibit hall and Marketplace is really unmatched as the best industry event each year.

In January 2018, The Visitor & Convention Bureau staff will attend the ABA Marketplace, and take advantage of up to 60 pre-scheduled appointments with pre-qualified operators to promote and sell the Hilton Head Island and Bluffton region.

Full Service Resort/Hotels

Connect Marketplace

An annual education conference and appointment-only trade show, is a highly respected event that brings together the most active planners, suppliers and experts in corporate, association and specialty association meeting markets for three days of general sessions, roundtables, workshops, pre-set appointments and networking. The appointment-only trade show is the business marketplace, where

RFPs are placed, dates are secured and relationships are developed for future business. The focus on education at Connect Marketplace allows you to brush up on your skills, learn about trending topics, get great business advice from speakers, and enjoy networking with other industry professionals.

IMEX America

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

- *The Size and Scale of the Hosted Buyer Program:* The largest in the industry in North America, this Hosted Buyer Program qualifies and brings key buyers to the show, with IMEX America covering travel and accommodations. This program guarantees thousands of highly qualified buyers from the association, corporate and agency sectors.
- *Online Scheduling System:* This convenient system lets you reach out before the show and get business lined up with people you want to see at IMEX America. With tens of thousands of appointments made in advance, everyone comes to the show focused on serious business.
- *No-cost Registration and So Much More:* IMEX America has none of the costs typically associated with attending and getting the most out of a trade show. IMEX America registration, show entry and education sessions are all at no cost, yet this show delivers matchless returns.
- *The Number and Depth of Industry Partnerships:* Industry associations have shown unprecedented confidence in IMEX America. Examples include a Strategic Partnership with MPI, (our Premier Education Provider) endorsement by DMAI, Site and ICCA, an Industry Partnership with PCMA and close ties with every major association including ASAE and the U.S. Travel Association.
- *The Scale and Quality of Education Programs:* IMEX America hosts an unprecedented number of industry educational events. Participants can choose from hundreds of lively learning sessions and seminars throughout the trade show, all at no cost.
- *Dedicated Attention to Association and Corporate Buyers:* Association Focus, a "conference within a conference" on Smart Monday, is dedicated to educating association executives and is followed by an Association Evening, a great event for socializing and networking.

ConferenceDirect Annual Partners Meeting

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

HelmsBriscoe Annual Partners Meeting

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

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.

SportsTravel Magazine's TEAMS '17 Tradeshow

TEAMS: Travel, Events and Management of Sports, is the world's leading conference and expo for the sports-event industry. Presented by *SportsTravel* magazine, TEAMS '17 will be held October 30–November 2, 2017, in Orlando, Florida. Launched in 1998, TEAMS attracts more than one thousand attendees including CEOs, executive directors and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers and other hospitality industry opinion leaders. Now in its 18th year, TEAMS has helped define the sports-event and appointment-based trade show industries.

Hilton Head Island Visitor & Convention Bureau's 2017-2018 Trade Shows

Tradeshow	Market	Dates	Location	Investment
Connect Marketplace	Corp/Assn	Aug./2017	New Orleans, LA	\$11,500
IMEX America	Corporate	Oct./2017	Las Vegas, NV	\$34,000
Sports Travel's TEAMS Expo	Sports	Oct./2017	Orlando, FL	\$3,500
AENC	State Assn	Dec./2017	Raleigh, NC	\$1,750
SCSAE	State Assn	Jan./2018	Columbia, SC	\$1,500
American Bus Assn.*	Group Tour	Jan./ 2018	Charlotte, NC	\$4,000
Parris Island Expo*	Military	March/2018	Parris Island, SC	\$300
ConferenceDirect APM	Third Party	April/2018	TBD	\$4,500
HelmsBriscoe APM	Third Party	May/2018	TBD	\$4,500
TOTAL:				\$65,550

* Included in Beaufort County/Bluffton Budget

BUDGET | TRADE SHOWS

Group Sales:	\$ 126,000
Group Marketing:	\$ 80,000
Travel Trade Shows:	\$ 65,550
TOTAL	\$ 271,550



INTERNATIONAL
MARKETING

INTERNATIONAL MARKETING

Hilton Head Island partners with Brand USA to market the destination to international visitors reaching them through print, digital, social and other channels throughout the UK, Germany, Canada and more.

About Brand USA: Brand USA is the destination marketing organization for the United States with the mission of increasing incremental international visitation, spend and market share for the United States of America to fuel the nation's economy and enhance the image of the USA worldwide. Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. entry policies, Brand USA began operations in May 2011. As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly & indirectly) and benefits virtually every sector of the U.S. economy. Brand USA works in close partnership with more than 600 partner organizations to invite the world to explore the exceptional, diverse and virtually limitless travel experiences and destinations available in the United States of America.

Multi-Channel Campaigns: An extraordinary 3-to-1 value through Brand USA's Official Multi-Channel Program, creating our own targeted, international campaign. A robust digital, print and social media campaign, with a traffic generator and an activation partner (Expedia) that will reach international travelers in a call to action, taking consumers from inspiration level to activation, providing us with measurable results.

Canada: \$8,000

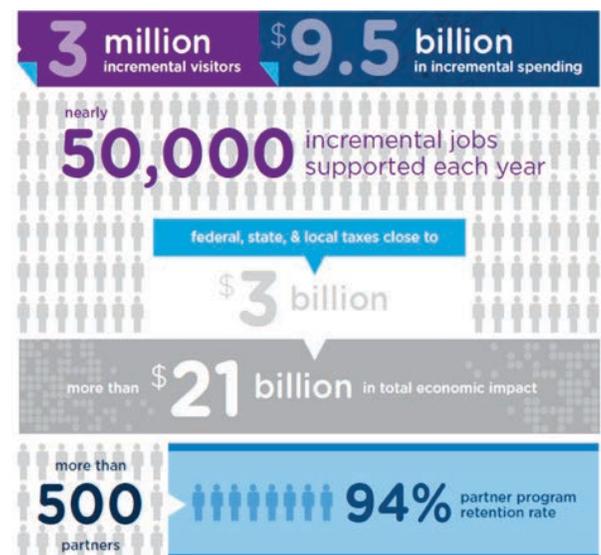
- Digital media and print insertions through *Macleans*, *Toronto Star*, and *Chatelaine* in glossy *Discover America* Magazine with geo-targeted circulation of 350,000
- Estimated 1,400,000 impressions on digital campaign
- Activation Partner: Expedia

Germany: \$11,000

- Digital media and print insertions through *Bunte*, *In-Style*, *Star* and *FOCUS* in a glossy *Discover America* Magazine with geo targeted circulation of 600,000
- Estimated 1,000,000 impressions on digital campaign with 1000 guaranteed clicks
- Activation Partner: Expedia

United Kingdom: \$13,000

- Digital media and print insertions through *The Time*, *Sunday Times*, *National Geographic Traveller*, and the *Guardian* in a glossy *Discover America* Magazine with geo-targeted circulation of 800,000
- Estimated 1,000,000 impressions on digital campaign
- Activation Partner: Expedia



Daily Telegraph: \$18,000

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

The Times: \$25,000

The Sunday Times Magazine

- Launch editorial 6-page feature on US, reverse front cover, campaign launch piece, print and digital hosting. Equivalent of minimum half page of editorial for Hilton Head Island; featured within 5 pages, editor writes all content; not advertorial.
- Circulation 764,562
- 1.9 million readers

Sunday Times Travel Magazine

- Full page advertorial
- Circulation 56,000
- 140,000 readers

Sunday Times Travel Supplement

- 12-page tabloid supplement includes digital hosting on tablet version
- Image of Hilton Head Island and Charleston on Cover
- Equivalent of one full-page of editorial for Hilton Head Island
- ¼ page ad or ad listing with offers from tour operator
- Remainder of content will be on U.S. with focus on urban experiences; Brand USA back cover ad
- Circulation 764,562
- 1.9 million readers

The Times Travel Section + Digital hosted on tablet

- Visit the USA content hub
- All content produced above editorial, advertorial and ads will be hosted plus each destination can supply up to three in language videos to be hosted

Time/Sunday Times Sites

- Shutter Display Ads
- 100,000 impressions for Hilton Head Island

Global Inspiration Guide: \$12,000

- Brand USA's 'Travel USA' Inspiration Guide helps U.S. destinations attract visitors from the most valuable international markets through a smart mix of online and print exposure.
- This upscale travel guide showcases U.S. experiences in stunning photos and enticing copy, as well as in Featured Photo Essays from Brand USA's partners.
- For 2017, the Inspiration Guide will continue to evolve its content and distribution strategies to target more consumers and travel trade through digital and in-person channels. Over 575,000 guides, created in 13 languages will be distributed to more than 21 international audiences:
 - ◇ Canada
 - ◇ Mexico & Latin America
 - ◇ Brazil
 - ◇ United Kingdom & Ireland
 - ◇ Northern Europe & Scandinavia
 - ◇ France
 - ◇ Germany, Austria & Switzerland
 - ◇ Australia & New Zealand
 - ◇ India
 - ◇ The EMEA countries
 - ◇ Mainland China
 - ◇ Hong Kong
 - ◇ Taiwan
 - ◇ South Korea
 - ◇ Japan
- In addition to the global print distribution strategy, each language-specific guide will also have a dedicated digital campaign. Interactive eBook editions with actionable links will be created for each version. The combined global digital distribution is a minimum 30 million promotional impressions.

UK Golfbreaks.com: \$12,250

- In partnership with Coastal South Carolina campaign is targeted to golf prospects via the media they consume the most: digital & email blasts

Sojern: \$22,500 (Brand USA will match dollar for dollar on this program)

- Sojern is travel’s leading data-driven performance marketing engine. Through its Sojern Traveler Platform and billions of traveler intent signals across online and mobile channels, Sojern puts more heads in beds and travelers in towns for its clients worldwide. Sojern works with top travel brands and independent hotels around the world.
- We will be targeting Germany, UK, and Canada
- In terms of KPI/Performance goals
 - ◊ Primary focus will be to drive visitor guide requests
 - ◊ Secondary focus will include the below:
 - * Website clicks (sending people to investors websites)
 - * Featured offers clicks (located on the categories page)
 - * Homepage retargeting (remarketing to drive people to the hotels page)
 - * Packages page retargeting (special offers, vacation packages)

2017-2018 International Tradeshows

Tradeshow	Dates	Location	Investment
World Travel Market	November/2017	London	\$ 6,750
Travel South International Showcase	December/2017	Atlanta	\$ 2,500
ITB – Berlin	March/2018	Berlin	\$ 3,000
IPW	June/2018	Washington, DC	\$ 8,000
IAGTO (Int’l Assn of Golf Tour Operators)	June/2018	TBD	\$ 3,000
SUB-TOTAL:			\$23,250

BUDGET | INTERNATIONAL MARKETING

Coastal South Carolina USA	\$ 50,000
Brand USA Co-ops	\$ 121,750
International Trade Shows	\$ 23,250
TOTAL	\$ 195,000

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 2018 grant have not yet been finalized (the Destination Specific Match Grant will be submitted by the VCB in August 2017 for 2018 programs), preliminary plans call for match grants in these focus areas:

- RBC Heritage PGA Tour Tournament Promotions
- Air service and packages
- Group Sales Incentive Programs and 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 Travelers
- New Air Service Development Promotions
- Destination Affluent Lead Generation Co-ops with print media
- Cultural/Heritage Travel Promotion
- Hilton Head Island Motoring Festival & Concours d’Elegance, Hilton Head Island Wine & Food Festival and other Marquee Destination Event Sponsorship Promotions
- Social Media Promotions
- Affinity and Sports Event Promotions

MARKETING OUR DESTINATION



DESTINATION INSIDERS, COLLATERAL & FULFILLMENT

2018 Vacation Planner

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

In today's more visual world, telling a story through pictures and graphics appeals more to our target demographic. To further entice these target markets, we have redesigned the Vacation Planner so visitors can better visualize themselves here and discover what Hilton Head Island has to offer.

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

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

Quantity: 125,000

Promotions/ Brochure Distribution at Airports

Included in our budget for fulfillment costs is a \$500 monthly fee to support brochure distribution for all area tourism businesses at the Savannah/Hilton Head International Airport's welcome center. A \$334 monthly fee is also included in our budget for a four-sided display board and fulfillment distribution point in the lobby of the Hilton Head Island Airport.

BUDGET | COLLATERAL & FULFILLMENT

Creative, Content Development, Production & Printing:	\$ 220,000
Fulfillment/Envelopes/Mail	\$ 150,000
<i>(All fulfillment except golf*)</i>	
Airport Displays	\$ 10,000
Toll-free phone number <i>(annual cost)</i>	\$ 4,000
TOTAL:	\$ 384,000

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

Hilton Head Insider Program: Building on a Strong Foundation

In 2017-2018, we will continue our successful “Hilton Head Insider” a newsletter campaign to drive opt-in subscribers to our database for ongoing Customer Relationship Marketing (CRM). Our website visitors are encouraged to become a Hilton Head Insider and subscribe to our monthly e-newsletter in order to access travel offers and VIP benefits from our partners when they travel to Hilton Head Island.

We have an opportunity to sustain and grow our list of 140,000+ Insiders with our continued retention campaign. The redesigned e-newsletter will continue to entice subscribers to Vacation like an Insider while also ensuring segmentation and customized content for each visitor, and foster all levels of engagement.

Hilton Head Island Insider Email Marketing

Goals for leisure e-newsletters and e-blasts

- Build a following for our content
- Position the VCB as an expert
- Educate and inform about events and activities
- Drive traffic to our website, mobile site, and social media outlets
- Drive traffic to our leisure partners’ websites
- Promote download of the Digital Wayfinder System
- Promote packages tied to editorial content when appropriate

Strategies and Tactics

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

Some of the themes include:

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

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

Promote Sharing

Each of our Hilton Head Insider e-newsletters offers the subscriber the ability to share it through Facebook, Twitter, Pinterest or Instagram. Additionally, throughout the year, we run special Sharing Contests that are promoted through e-newsletters and social media to encourage users to share photos of their Hilton Head Island experience. This will also be cultivated in 2017-2018 through the Social Media Storytelling Hub.

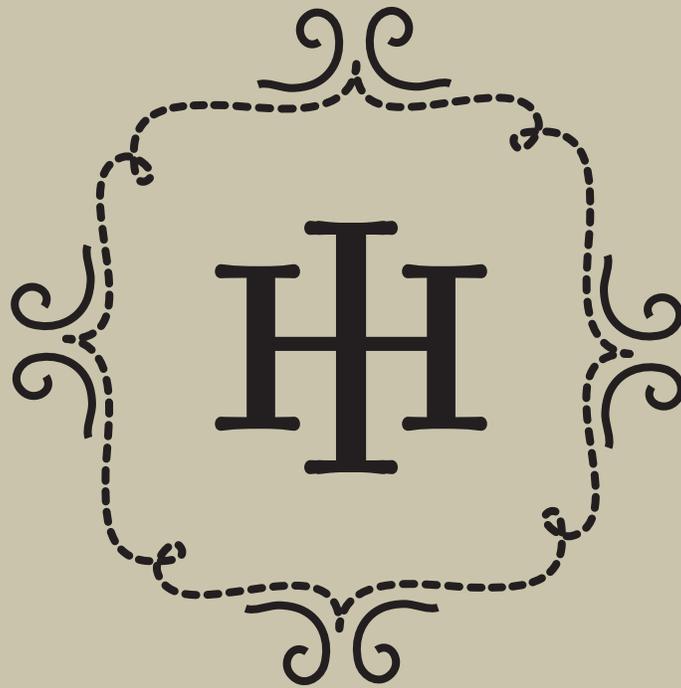
Specific Conversion and Open Goals

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

BUDGET | INSIDERS

E-Promos/E-news	\$ 17,000
TOTAL:	\$ 17,000

Facilitated by: VCB Marketing Staff, VERB and MailChimp



2017-2018 MARKETING PLAN SOURCES

American Automobile Association

American Express Travel

MMGY Global

NetConversion

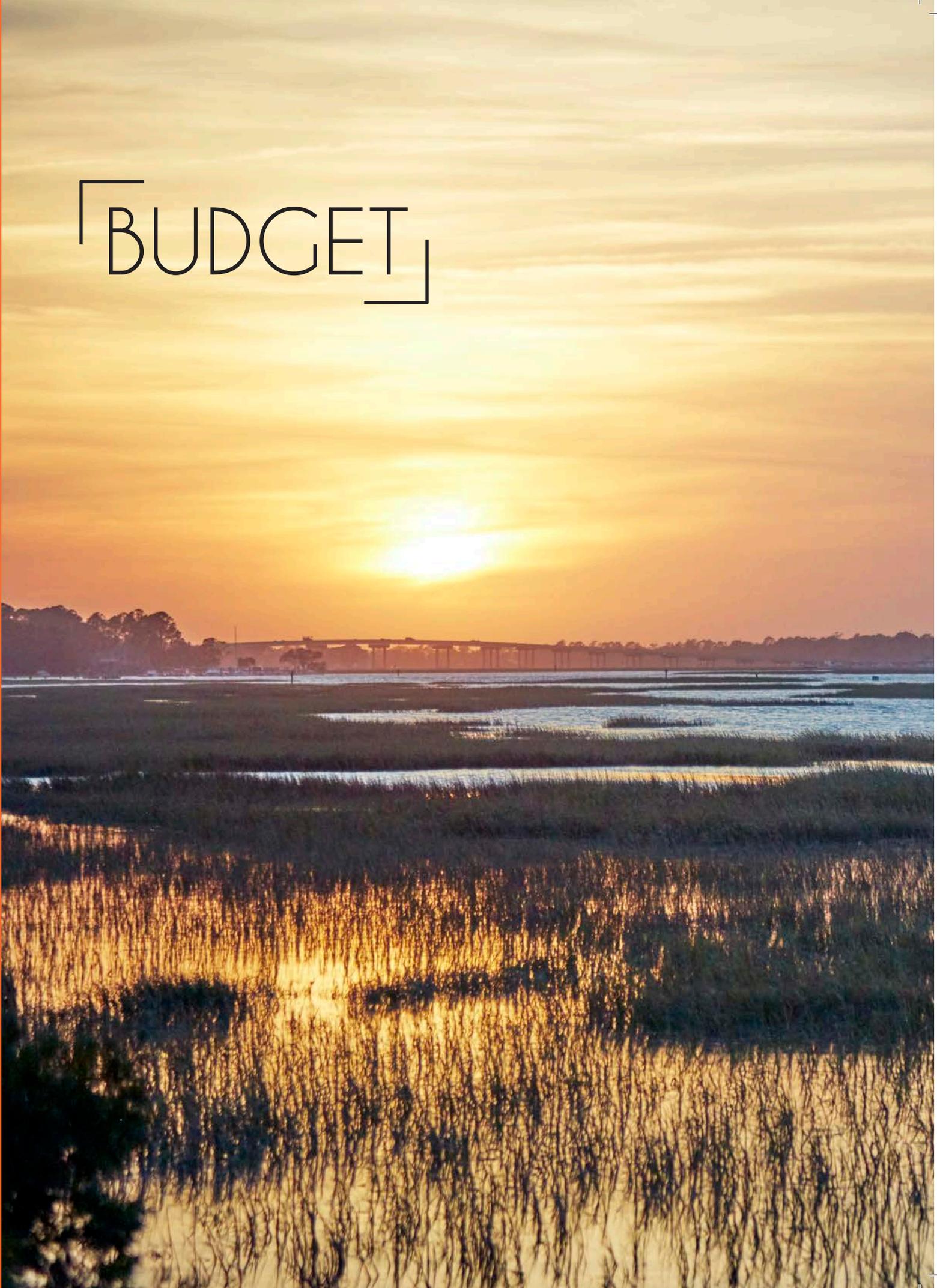
Regional Transactions Concepts, LLC/ Economic Modeling

United States Travel Association (USTA)

VERB Interactive

「BUDGET」

BUDGET





BUDGET

BUDGET

Hilton Head Island-Bluffton Chamber of Commerce Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues and Expenditures FY 2017-18 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton D/ Beaufort Co DMO	Membership
Revenues							
Town of HHI DMO	1,815,000	1,815,000					
Town of HHI Supplemental Grant	405,000	405,000					
VCB Private Sector	350,000		350,000				
SCPRT Destination Specific	850,000			850,000			
SCPRT Coop	500,000				500,000		
Private Match Coop	1,000,000				1,000,000		
Town of Bluffton DMO	98,000					98,000	
B/C Bluffton & Daufuskie	260,000						260,000
Total Revenues	5,278,000	2,220,000	350,000	850,000	1,500,000	98,000	260,000
Membership Revenue							1,600,000
Total Revenues with Membership	6,878,000						

Expenses

Research & Planning	110,000	59,125	13,475	37,400			
Destination PR							
Agency Fees	175,000	94,063	21,438	59,500			
Out-of-Pocket/ Promos	22,000	11,825	2,695	7,480			
Satellite Media Tour	10,000	5,375	1,225	3,400			
Monitoring Services (Print/Online/	8,000	4,300	980	2,720			
Sub-total	215,000	115,563	26,338	73,100			
Destination Photography & Video	35,000	18,813	4,288	11,900			
Social Media							
Agency Promotions	78,000	41,925	9,555	26,520			
Content Hub	15,000	8,063	1,838	5,100			
Crowd Riff & SM Hub	25,000	13,438	3,063	8,500			
Sub-total	118,000	63,425	14,455	40,120			
Digital Marketing							
VERB Daily Site Work	72,000	38,700	8,820	24,480			
Special Section Updates	20,000	10,750	2,450	6,800			
SEO/Ad Serve/Hosting	42,000	22,575	5,145	14,280			
SEM Leisure Marketing	420,000	225,750	51,450	142,800			
SEM Sports (Tennis/Golf)	50,000	26,875	6,125	17,000			
Signature Experiences Leisure	5,000	2,688	613	1,700			
Wayfinder/App Updates	10,000	5,375	1,225	3,400			
Digital contingency	16,000	8,600	1,960	5,440			
Sub-total	635,000	341,313	77,788	215,900			

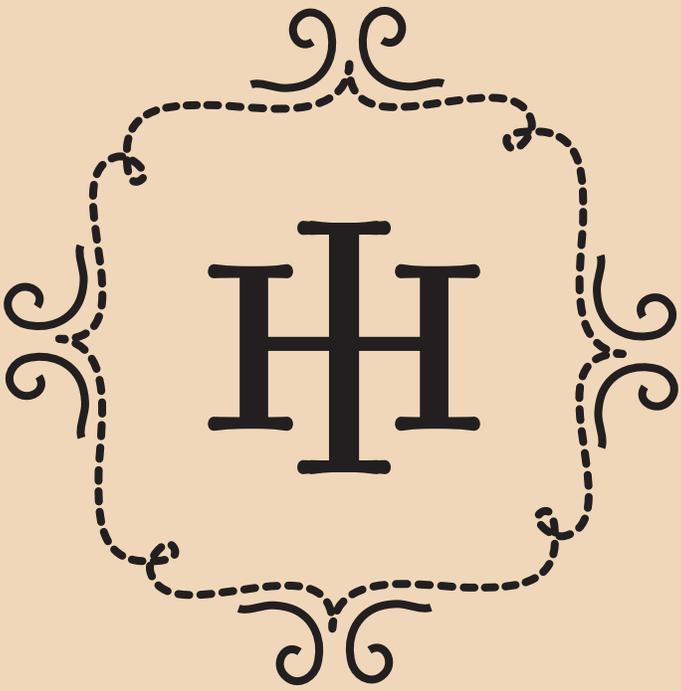
Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues and Expenditures
FY 2017-18 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DI Beaufort Co DMO	Membership
Consumer Promos & Lead Gen							
SCPRT Coops	20,000	10,750	2,450	6,800			
Leisure Publication Promotion	112,000	60,200	13,720	38,080			
Ad Production	5,000	2,688	613	1,700			
Sub-total	137,000	73,638	16,783	46,580			
Insiders/Collateral/Fulfillment							
E-Promos/E-News	17,000	9,138	2,083	5,780			
Vacation Planner	220,000	118,250	26,950	74,800			
Airport Displays	10,000	5,375	1,225	3,400			
Fulfillment/Envelopes/Mail	150,000	80,625	18,375	51,000			
Toll-Free Phone	4,000	2,150	490	1,360			
Sub-total	401,000	215,538	49,123	136,340			
Group Sales & Marketing							
Corp. Lead Prospecting	42,000	22,575	5,145	14,280			
Select Service FAM	5,000	2,688	613	1,700			
Promotional Giveaways	10,000	5,375	1,225	3,400			
Site inspections/ Flights for Sites	6,000	3,225	735	2,040			
Sales Industry Dues	13,000	6,988	1,593	4,420			
Trade/ Affinity Sponsorships	50,000	26,875	6,125	17,000			
Trade Shows	65,550	35,233	8,030	22,287			
Trade Media Co-op	35,000	18,813	4,288	11,900			
Group Signature Experiences	3,000	1,613	368	1,020			
SEM - Group	20,000	10,750	2,450	6,800			
SEM - Weddings	5,000	2,688	613	1,700			
SC Sports Alliance	10,000	5,375	1,225	3,400			
Social Media Promotions	5,000	2,688	613	1,700			
Contingency	2,000	1,075	245	680			
Sub-total	271,550	145,958	33,265	92,327			
International							
Coastal SC USA Coop	50,000	26,875	6,125	17,000			
Brand USA Coops	121,750	65,441	14,914	41,395			
ITB Trade Show	3,000	1,613	368	1,020			
Travel South Intl Show	2,500	1,344	306	850			
WTM - London	6,750	3,628	827	2,295			
IAGTO	3,000	1,613	368	1,020			
IPW	8,000	4,300	980	2,720			
Sub-total	195,000	104,813	23,888	66,300			
VCB Contingency	11,555	5,267	3,755	2,533			

BUDGET

Hilton Head Island-Bluffton Chamber of Commerce Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues and Expenditures FY 2017-18 Budget

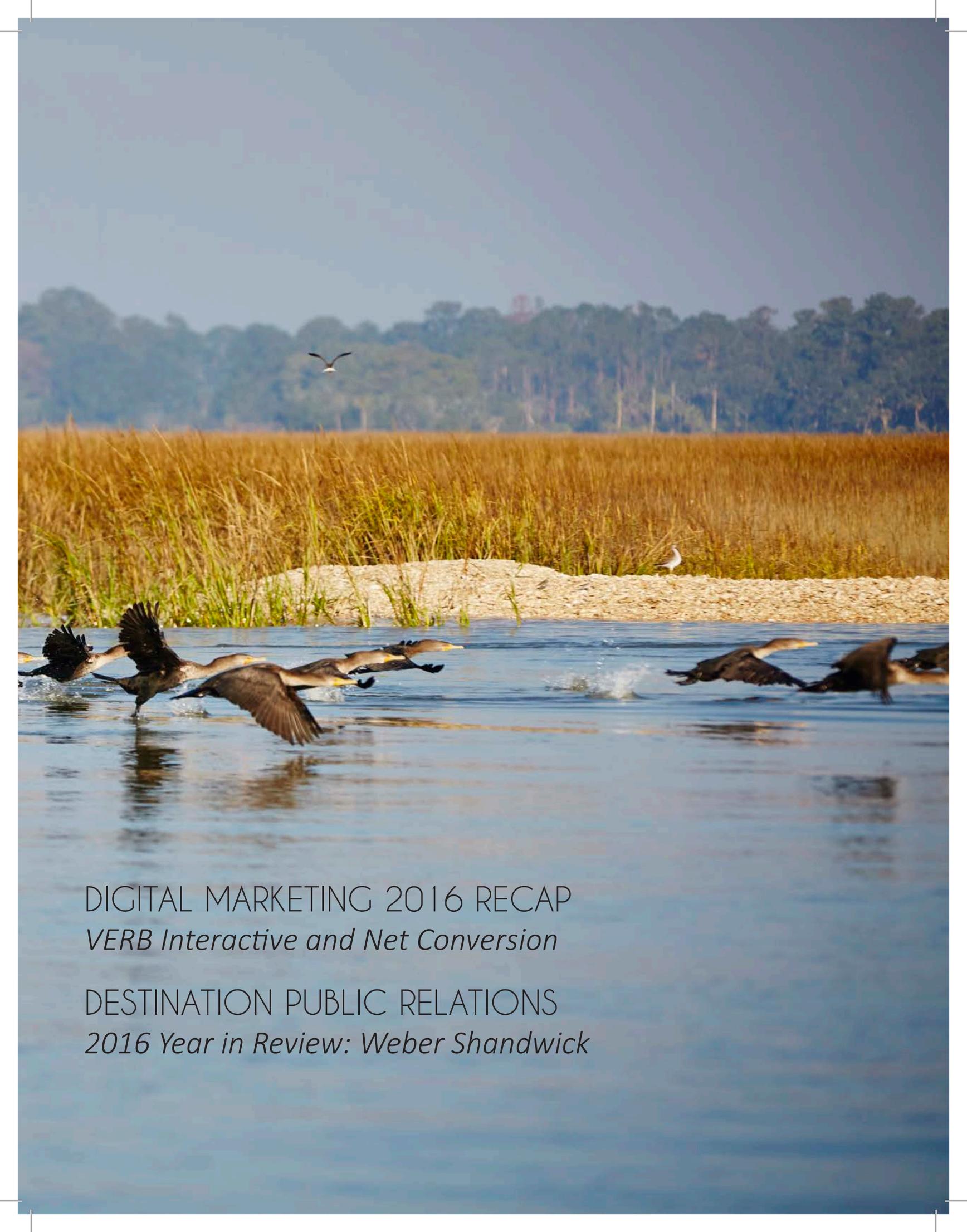
	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DJ Beaufort Co DMO	Membership
HHI Destination Marketing Operations & Management							
VCB Sales, Mkt, V Services & Ops:							
Personnel	971,750	436,508	56,449	82,875	309,819	23,569	62,530
Benefits	224,250	100,733	13,027	19,125	71,497	5,439	14,430
Operations	299,000	134,310	17,369	25,500	95,329	7,252	19,240
Sub-total	1,495,000	671,550	86,845	127,500	476,645	36,260	96,200
HHI Supplemental Grant							
Golf	210,000	210,000					
Military Marketing	30,000	30,000					
Festival & Event Promotions	25,000	25,000					
Accolades & Marketing Initiative	50,000	50,000					
Meetings & Group	90,000	90,000					
VCB Sales, Mkt, Visitor Services & Operations	0	0					
Sub-total	405,000	405,000					
SCPRT							
Meetings/ RBC	240,000				240,000		
Group Co-ops	150,000				150,000		
Air Service Promos	100,000				100,000		
SEM Coop	273,355				273,355		
Leisure Mini Social Coops	15,000				15,000		
Leisure Coops	150,000				150,000		
Select Service	25,000				25,000		
Destination Events	70,000				70,000		
Sub-total	1,023,355				1,023,355		
Town of Bluffton DMO							
Promotions	61,740					61,740	
B/C Bluffton & Daufuskie DMO							
Promotions	163,800						163,800
TOTAL VCB EXPENSES	5,278,000	2,220,000	350,000	850,000	1,500,000	98,000	1,600,000
Total Expenses with Membership	6,878,000						6,878,000
Revenues Minus Expenses:	0						
Expenses for Hilton Head Island Specific Programs							
Expenses for other marketing programs							



MARKETING PLAN APPENDIX

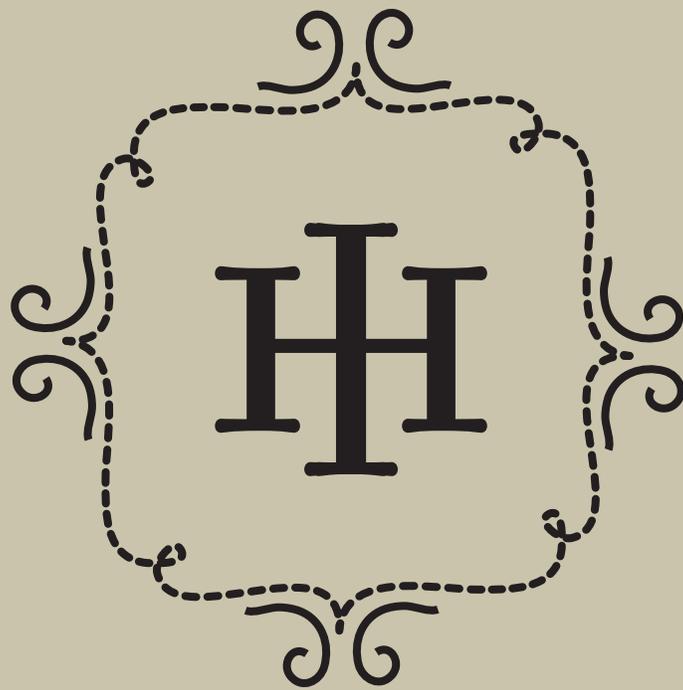
MMGY: KEY FINDINGS AND RECOMMENDATIONS
Affluent Traveler: MMGY Global

TOURISM ECONOMIC IMPACT REPORT
*Robert T. Carey, Ph.D.,
Regional Transactions Concept, LLC
John Salazar, Ph.D., USCB, LRITI*

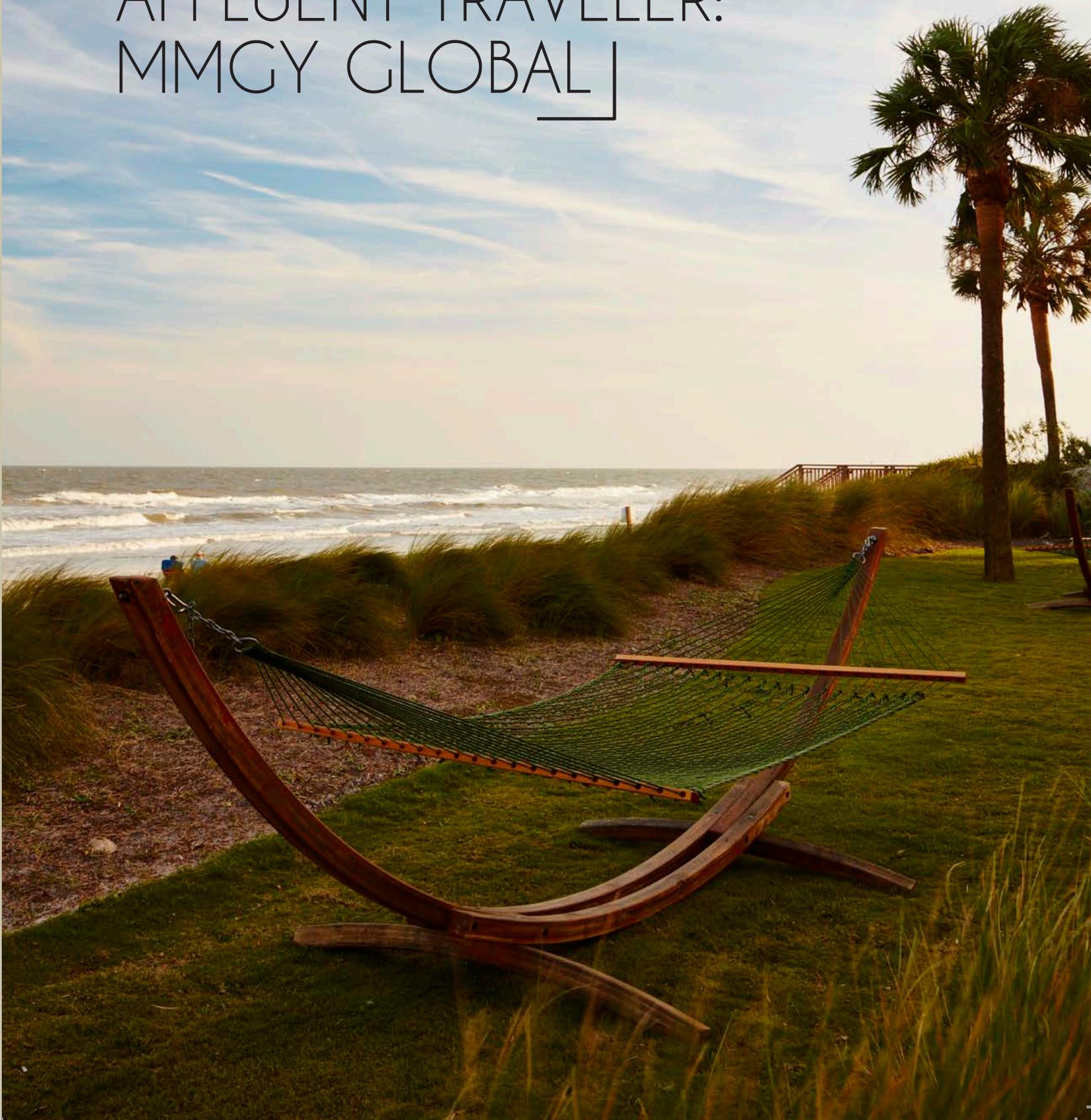


DIGITAL MARKETING 2016 RECAP
VERB Interactive and Net Conversion

DESTINATION PUBLIC RELATIONS
2016 Year in Review: Weber Shandwick



MMGY: KEY FINDINGS AND
RECOMMENDATIONS -
AFFLUENT TRAVELER:
MMGY GLOBAL



KEY FINDINGS

- Travelers interested in visiting HHI have taken significantly more vacations on average during the past 12 months compared to those not interested in visiting HHI. Also, significantly more travelers interested in visiting HHI than those who are not interested in visiting are planning to take more vacations in the next 12 months.
- Significantly more travelers interested in visiting HHI have vacationed with children during the past 12 months compared to those not interested in visiting.
- Travelers interested in visiting HHI took a significantly higher percentage of domestic vacations to new destinations compared to those not interested in visiting.
- Significantly more travelers interested in visiting HHI compared to those not interested in visiting took at least one last-minute vacation during the past 12 months and significantly more of them plan to take more last-minute vacations in the next 12 months.
- Beautiful scenery, ease of getting to the destination and safety of the destination are the most desirable vacation attributes among travelers interested in visiting HHI.
- Online travel agencies are the preferred method of booking for travelers interested in visiting HHI. They feel they get the best prices and the most convenience when booking with an online travel agency.
- Significantly more travelers interested in visiting HHI than those who are not interested in visiting are interested in staying at a condominium resort or a vacation home rental during the next two years.
- Significantly more of those interested in visiting HHI than those who are not indicate they often read unexpected promotions or offers they receive via email or that they always look at travel offers they receive in the mail. Four in ten of those interested in visiting indicate they have purchased a travel service as a result of receiving an unexpected email from a travel service provider.
- The most used websites to obtain travel information and prices among those interested in visiting are Expedia, TripAdvisor, Google and specific hotel brand websites.
- Significantly more travelers interested in visiting than those who are not follow a vacation destination and interact with that vacation destination through social media.
- Significantly more travelers interested in visiting HHI than those not interested in visiting are open to receiving regular communications from a favorite vacation destination, assuming control over message frequency. They are open to receiving communications involving upcoming special offers and discounts for the destination, travel articles and blogs about the attractions of the destinations and weather updates.

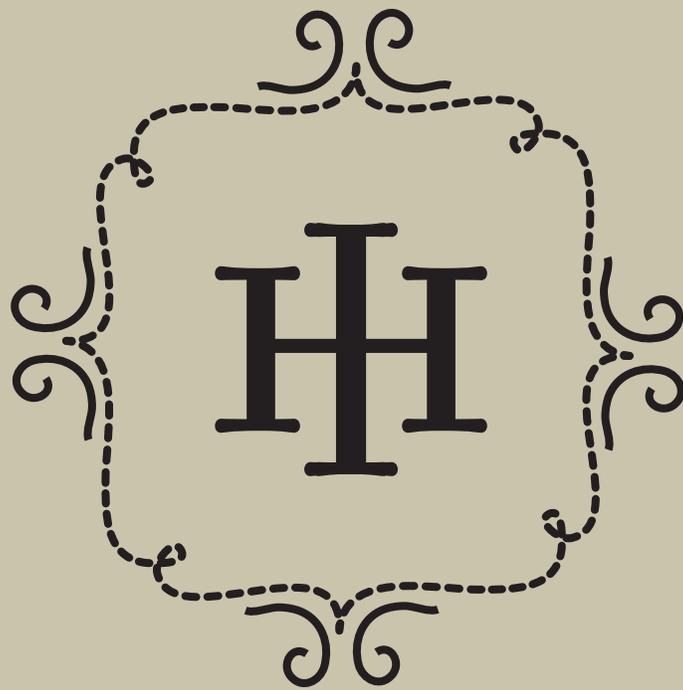


RECOMMENDATIONS

- **Consider an increased focus on families with children in marketing materials.** Ensure that marketing communications include the activities for children to participate in while on vacation in Hilton Head Island (HHI). Six in ten travelers interested in visiting HHI have traveled with children during the past 12 months and among those with children under 18, four in ten plan to take more trips with their children during the next 12 months. More than three quarters of travelers interested in visiting HHI indicate their children have influence in picking the family vacation destination and activities while on vacation.
- **Explore the opportunity to bring in travelers with last-minute deals.** Four in ten travelers interested in visiting HHI took at least one last-minute vacation during the past 12 months and half of them plan to take more during the next 12 months. Four in ten travelers interested in HHI who have taken a last-minute vacation indicated they did so because they need a break. Consider hosting a promotion for these last-minute travelers with special pricing while promoting that travelers can “take a break” in HHI.
- **Continue to improve and expand interactions with past and future visitors through social media.** More than half of travelers interested in visiting HHI indicate they use social media to share a record of their travel experiences. One quarter follow a vacation destination on social media while two in ten interact with the destinations they follow on social media. Four in ten travelers interested in visiting HHI who follow a destination indicate they started doing so when looking for general vacation ideas not attached to a specific, upcoming vacation or when they see an appealing ad on social media. Among those who follow, nearly seven in ten want to see beautiful pictures and more than half want to see insider information and access from the destination. HHI needs to foster the conversation, on its own feeds as well its followers’ and interact by posting, sharing and liking visitors’ posts from the destination.
- **Explore a variety of media options in marketing efforts.** When travelers interested in visiting HHI are looking for travel ideas and inspiration, printed visitor guides and magazine articles are considered as frequently as search engine results and television advertising. Additionally, significantly more of those interested in visiting HHI than those not interested in visiting indicate that they often read unexpected promotional email offers and look at travel-related material sent directly to their homes.

For full report please go to ThinkHiltonHeadIsland.org







TOURISM
ECONOMIC
IMPACT REPORT



Economic and Fiscal Impact Analysis

Estimated Impact of Hilton Head Island Tourism in 2015 on Beaufort County, South Carolina

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Regional Transactions Concepts, LLC

John Salazar
University of South Carolina Beaufort
Lowcountry and Resort Islands Tourism Institute

March 31, 2016

I. Introduction

This study of the economic and fiscal impact of spending by tourists to Hilton Head Island in the year 2015 was performed by Regional Transactions Concepts, LLC, in association with Dr. John Salazar of the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina, Beaufort.

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

II. Model and Assumptions

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

Visitor spending for each visitor segment was determined by a survey conducted by LRITI. Respondents reported spending in 23 categories, including lodging, food, transportation, and entertainment. The total number of visitors in each segment is listed in Table 1. A list of spending categories reported in the survey is presented in Table 2. For purposes of generating inputs to the

model, the mean expenditures reported by each group for each category were weighted according to the proportion of survey respondents reporting spending in that category; this was then divided by the average number of persons per party reported by the respondents. Finally, this weighted average spend per person in each category was multiplied by the total number of visitors to the island for each group reported by the Convention and Visitors Bureau for 2015.

Note that this study uses a different modeling system than did previous visitor impact estimates. This change was necessary due to the REDYN model, which was used for previous reports, coming under proprietary use and therefore unavailable to us. The REMI model is more conservative in its estimates than the previous model for several reasons.

First is the change in employment patterns observed over the past several years following the most recent recession. REMI data, which is current through 2014, reflects this ongoing shift in the utilization of labor. Since the end of the recession, employers overall have been doing more with less with regard to hiring employees. The model used previously, since much of this change has occurred within the past few years, did not yet reflect this change.

Secondly, the REDYN model was used only in its IO capacity; IO models are the standard tool for economic impact analysis, but it is important to realize that they utilize a number of simplifying assumptions, most notably fixed factor prices. In other words, when additional economic activity creates demand for additional workers for example, IO models assume that this will have no impact on local wage rates. The

Segment	Count
Villa Rental	775,025
Timeshare	463,208
Second Homeowner	598,777
Non-Paying Guests	159,137
Hotel	429,045
Day Trip	226,606
Total Visitors	2,651,798

Impact of HHI Tourism on Beaufort County—2

Table 2 – Survey Results: Total Tourist Expenditures, All Visitor Segments			
Question	N	Avg. Spend per Person	Total Spend (\$1000s)
Transportation (around the Hilton Head Island area) - Estimated dollar amount spent	1,424	\$61.12	\$87,032.3
Lodging - Estimated dollar amount spent (excluding day visitors and non-paying guests)	1,477	\$268.17	\$396,081.7
Food-dining out - Estimated dollar amount spent	1,870	\$83.12	\$155,443.4
Food-groceries - Estimated dollar amount spent	1,625	\$53.84	\$87,497.7
Beaches - Estimated dollar amount spent	507	\$14.89	\$7,549.4
Shopping - Estimated dollar amount spent	1,663	\$59.44	\$98,849.9
Spas - Estimated dollar amount spent	248	\$39.29	\$9,743.2
Golf - Estimated dollar amount spent	579	\$65.64	\$38,006.6
Biking - Estimated dollar amount spent	612	\$18.50	\$11,322.0
Parks - Estimated dollar amount spent	307	\$18.43	\$5,656.8
Performance/visual arts - Estimated dollar amount spent	329	\$34.71	\$11,421.1
Festivals - Estimated dollar amount spent	248	\$23.56	\$5,844.0
Museum/historical tours - Estimated dollar amount spent	503	\$18.85	\$9,479.1
Boating/sailing - Estimated dollar amount spent	310	\$32.34	\$10,024.2
Nature based activities - Estimated dollar amount spent	332	\$18.02	\$5,984.0
Dolphin tours - Estimated dollar amount spent	309	\$28.50	\$8,807.8
Tennis - Estimated dollar amount spent	137	\$24.89	\$3,409.9
Fishing - Estimated dollar amount spent	183	\$37.96	\$6,946.6
Sporting events - Estimated dollar amount spent	118	\$32.63	\$3,849.9
Other cultural activities - Estimated dollar amount spent	264	\$30.55	\$8,064.0
Other sport activities - Estimated dollar amount spent	145	\$30.13	\$4,368.1
Other outdoor activities - Estimated dollar amount spent	351	\$26.52	\$9,309.6
Other expenses - Estimated dollar amount spent	816	\$52.69	\$42,992.8
Total			\$1,027,684.1

REMI model used in this current study, however,, also includes a CGE component, which does away with the assumption of fixed factor prices. As a result, the model adjusts local wage rates, using the previous example, in response to increased demand for labor. These changes in wage rates create their

own “ripples” of economic impact within the county. This results in a more conservative estimate of job creation and as a result compensation. Because of these factors, the estimates generated by the REMI model are similar to but not directly comparable to those generated by the REDYN model.

Impact of HHI Tourism on Beaufort County—3

Additionally, the previous reports used the internal fiscal impact modeling component of the REDYN model to estimate net impacts on government finances. This current study uses our own fiscal impact model that utilizes outputs from the REMI model to approximate changes in local (county and municipal) government revenue and expenditures. Our fiscal model uses US Census of Governments data for local governments *within South Carolina* to provide the baseline for our projections. The estimates generated by our model are therefore more specific to South Carolina local government finances, and are therefore significantly more conservative than those generated by REDYN's internal fiscal model. ATAX and hospitality tax revenue impacts are estimated separately using REMI projections of the impact of visitor spending on total sales by restaurants and hotels within the county.

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

- *Employment* is the number of jobs or job equivalents created by economic activities resulting through direct, indirect, and induced effects from tourist expenditures.
- *Total compensation* is the aggregated impact on wages paid in Beaufort County, including fringes. This includes wages paid to workers holding jobs in the county who may reside elsewhere; likewise, it excludes wages earned by Beaufort County residents who work outside of the county.
- *Output* is the dollar value of all goods and services produced within the county per year.
- *Net local government revenue* is the revenue collected by local (county and municipal) governments from all sources, including taxes, licensing, and fees, less expenses. Detailed impact estimates for *gross* local government revenues are presented in the Appendix.

III. Results

Impact estimates for each visitor segment and the total tourism impact are presented in the Appendix. The total output multiplier was estimated from the model estimates. The output multiplier is the ratio of

total economic impact to direct spending for each segment. The estimated multiplier for combined tourist spending for Beaufort County by all five segments is 1.08; this means that every dollar spent by tourists in Hilton Head increases output in the Beaufort County economy by a total of \$1.08.

The size of the multiplier is due to several factors, including the number of vendors and suppliers in the county to generate indirect impacts. Additionally, the model contains U.S. Census commuter data, so that it is “aware” that many workers in the hospitality industry in Hilton Head do not reside in Beaufort County; as much of the consumer spending by workers will occur in their county of residence, this impacts the size of the multiplier.

Total economic impact (output) on Beaufort County from tourist spending was approximately **\$1.1 billion** in 2015. Tourist spending generated a positive impact on net revenues (i.e., net of the impact on expenditures) to local governments in Beaufort County of approximately **\$11 million**, not including revenues generated by state and local ATAX and local hospitality taxes.

As the ATAX is assessed on lodging, it can be counted as being entirely attributable to visitor spending, unlike the hospitality and recreation taxes, which are partly borne by local residents. Actual ATAX revenue reported in 2015 was **\$5.3 million** for the state portion, of which the Hilton Head Island-Bluffton Chamber of Commerce receives **\$1.6 million** (30 percent); the local ATAX (1 percent) plus beach renourishment fees (2 percent), generated a reported revenue of **\$9.2 million**.

The gross estimated impact on the 2 percent county hospitality tax revenue, estimated from the model's estimates of impact on food services, was **\$2.9 million**, which was equivalent to approximately 47 percent of total hospitality tax revenue reported by the Town. The 2.5 percent county tax on recreation activities yielded an estimated **\$2.2 million**. Note that both of these estimates are only the portion of the hospitality and recreation tax that were *paid by visitors*.

Adding these revenues (excluding the state portion of the ATAX) to the model's \$11 million fiscal impact estimate yields an estimated net fiscal impact on lo-

cal government revenues of **\$26.9 million**. Economic and fiscal impact estimates for each visitor segment and the total estimated impact from all visitors are presented in the Appendix in Table 1. Additionally, Table 2 in the Appendix presents a detailed breakdown of estimated impacts on *gross* revenues (i.e., not net of expenses).

Based on these estimates, the net return on tax investment (ROTI) on direct marketing spending was approximated. Direct marketing expense reported by the Town of Hilton Head was **\$1.4 million** in 2015. Given the previously cited net fiscal impact of \$26.9 million for the county from spending by visitors to Hilton Head Island, the net ROTI for 2015 is estimated to be **\$19.10** for every dollar spent on direct marketing.

IV. Conclusion

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

The **12,740** jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2015 represent **13.4 percent** of all jobs in Beaufort County.¹ Given this impact, tourism is clearly a major driver in the Beaufort County economy.

¹ Total employment in Beaufort County, South Carolina was 94,723 according to the Bureau of Economic Analysis (BEA), Table CA4, in 2014, the most recent year for which county employment data are available.

Impact of HHI Tourism on Beaufort County—5

Appendix

Table 1 – Estimated Visitor Spending Impact by Segment Beaufort County (2015)		
Segment	Concept	Estimate
Villa Rental	Employment	4,664
	Total Compensation (\$1000s)	\$144,200
	Output (\$1000s)	\$434,774
	Net Local Government Revenue (\$1000s)	\$4,615
Timeshare	Employment	2,162
	Total Compensation (\$1000s)	\$63,597
	Output (\$1000s)	\$184,508
	Net Local Government Revenue (\$1000s)	\$1,630
Second Homeowner	Employment	2,819
	Total Compensation (\$1000s)	\$81,688
	Output (\$1000s)	\$233,564
	Net Local Government Revenue (\$1000s)	\$2,036
Non-Paying Guests	Employment	645
	Total Compensation (\$1000s)	\$18,385
	Output (\$1000s)	\$53,262
	Net Local Government Revenue (\$1000s)	\$489
Hotel	Employment	2,274
	Total Compensation (\$1000s)	\$63,303
	Output (\$1000s)	\$187,462
	Net Local Government Revenue (\$1000s)	\$1,735
Day Trip	Employment	175
	Total Compensation (\$1000s)	\$5,002
	Output (\$1000s)	\$13,745
	Net Local Government Revenue (\$1000s)	\$78

Impact of HHI Tourism on Beaufort County—6

Table 1 (continued) – Estimated Visitor Spending Impact by Segment Beaufort County (2015)		
	Concept	Estimate
Total Impact	Employment	12,740
	Total Compensation (\$1000s)	\$379,602
	Output (\$1000s)	\$1,107,599
	Net Local Government Revenue (\$1000s)*	\$26,905.2
<p>* Includes revenue from county and county portion of state accommodations tax and hospitality and recreation taxes.</p>		

Impact of HHI Tourism on Beaufort County—7

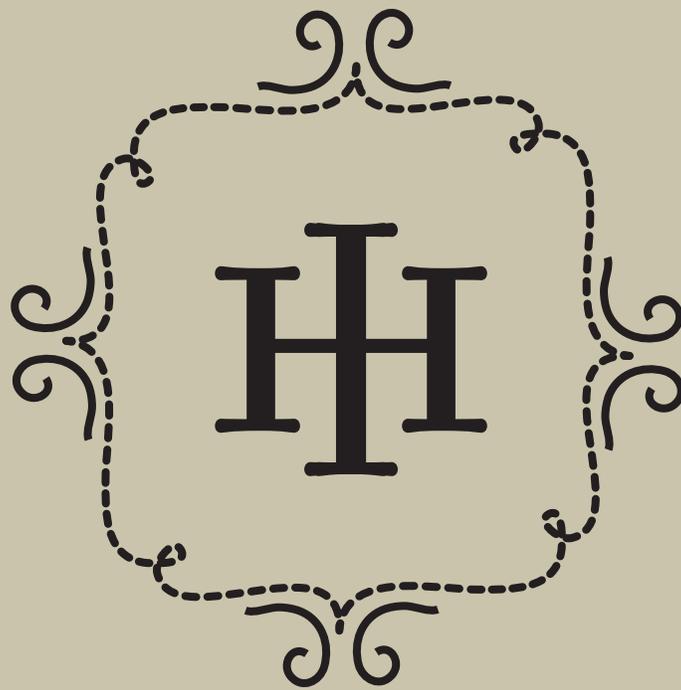
Table 2 – Estimated Gross Local Governments Revenue from Visitor Spending, All Visitors, Beaufort County (2015)		
Revenue Type	Description	(\$1000s)
Charges	Air Transportation	\$329.6
Federal Intergovernmental	Air Transportation	\$106.4
Tax	Alcoholic Bev Sales	\$3.0
Charges	All Other	\$147.3
Federal Intergovernmental	All Other	\$28.0
State Intergovernmental	All Other	\$97.2
Tax	Amusements Lic	\$0.2
Intergovernmental to State	Correctional Institutions	\$0.2
Tax	Death and Gift	\$0.1
Tax	Documentary and Stock Transfer	\$6.8
Misc	Donations from Private Sources	\$14.8
Employee Retirement	Earnings on Investments (calculated)	\$3.5
Federal Intergovernmental	Education	\$1.6
State Intergovernmental	Education	\$2,193.3
Revenue	Electric Utilities	\$1,906.2
Federal Intergovernmental	Electric Utilities	\$2.0
Intergovernmental to State	Electric Utilities	\$1.5
Intergovernmental to State	Elementary-Secondary Ed	\$5.7
Charges	Elementary-Secondary Ed - Other	\$76.4
Charges	Elementary-Secondary Sch Lunch	\$44.8
Charges	Elem-Sec Ed Tuition and Transportation	\$5.5
Misc	Fines and Forfeits	\$54.2
Employee Retirement	From Other Governments	\$0.1
Revenue	Gas Utilities	\$752.3
Intergovernmental to State	General - Other	\$4.0
Federal Intergovernmental	General Local Gov Support	\$4.4
State Intergovernmental	General Local Gov Support	\$127.7
Misc	General Rev, NEC	\$244.6
Tax	General Sales/Gross Rcpts	\$689.0
Intergovernmental to State	Health - Other	\$3.2

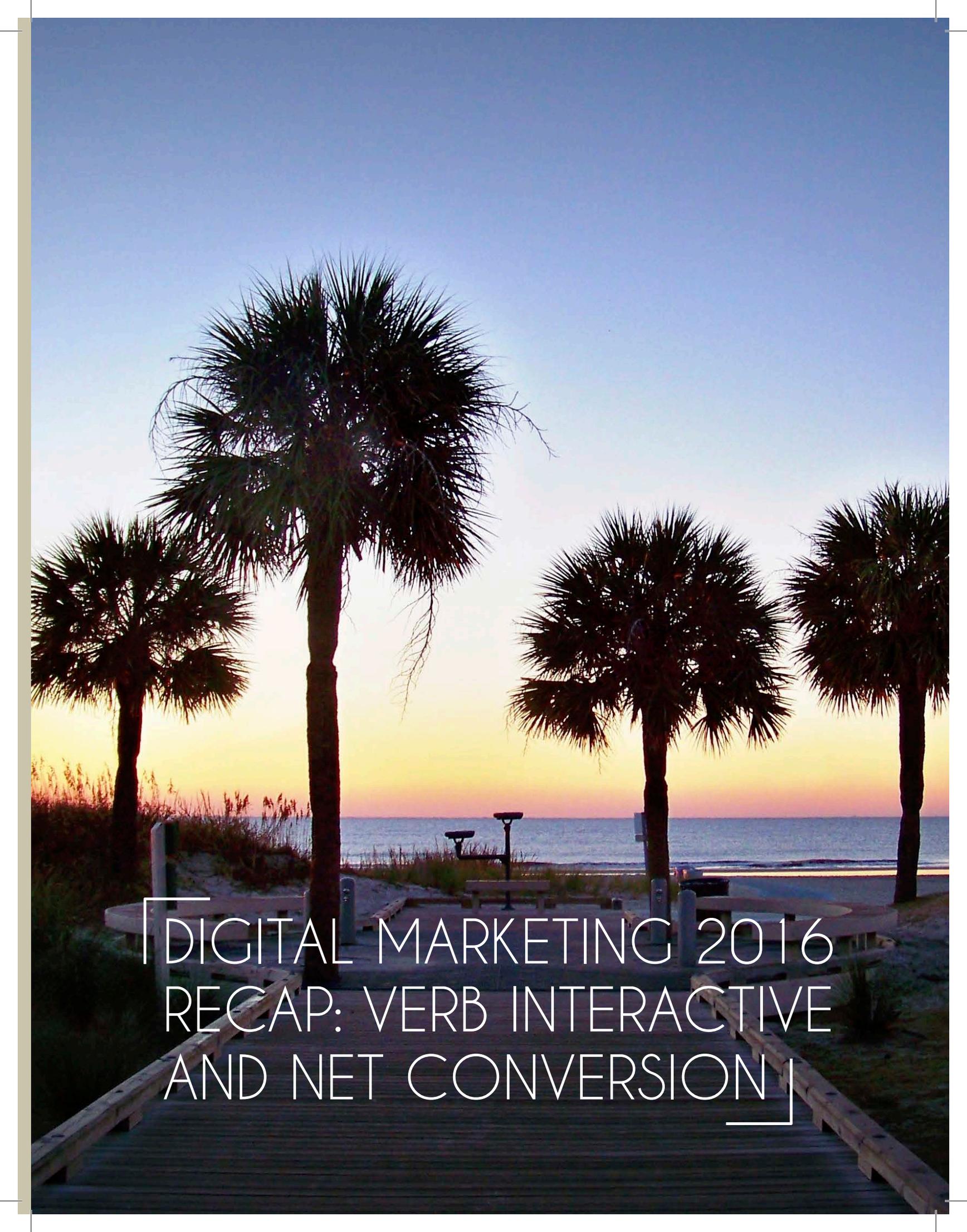
Impact of HHI Tourism on Beaufort County—8

Table 2 (cont.) – Estimated Gross Local Governments Revenue from Visitor Spending, All Visitors, Beaufort County (2015)		
Revenue Type	Description	(\$1000s)
Federal Intergovernmental	Health and Hospitals	\$77.9
State Intergovernmental	Health and Hospitals	\$69.0
Federal Intergovernmental	Highways	\$5.3
State Intergovernmental	Highways	\$30.5
Charges	Hospital Public	\$5,680.3
Charges	Housing and Community Dev	\$14.4
Federal Intergovernmental	Housing and Community Dev	\$126.8
State Intergovernmental	Housing and Community Dev	\$10.1
Misc	Interest Earnings	\$277.5
Intergovernmental to State	Judicial and Legal Serv	\$3.1
Intergovernmental to State	Libraries	\$0.1
Employee Retirement	Local Empl Contribution	\$0.1
Charges	Misc Commercial Activities	\$3.8
Tax	Motor Vehicle Lic	\$213.4
Federal Intergovernmental	Natural Resources	\$20.1
Charges	Natural Resources - Other	\$2.5
Tax	Occupation/Business Lic	\$881.4
Intergovernmental to State	Other Higher Ed	\$0.0
Tax	Other Licenses	\$29.4
Tax	Other Selective Sales	\$379.7
Charges	Parking Facilities	\$16.5
Charges	Parks and Rec	\$21.5
Tax	Property	\$2,020.2
Tax	Public Utilities Sales	\$216.0
Tax	Public Utility Lic	\$222.4
Federal Intergovernmental	Public Welfare	\$4.6
State Intergovernmental	Public Welfare	\$7.1
Intergovernmental to State	Public Welfare	\$1.1
Charges	Regular Highways	\$20.9
Intergovernmental to State	Regular Highways	\$0.5

Impact of HHI Tourism on Beaufort County—9

Table 2 (cont.) – Estimated Gross Local Governments Revenue from Visitor Spending, All Visitors, Beaufort County (2015)		
Revenue Type	Description	(\$1000s)
Misc	Rents	\$21.7
Misc	Sale of Property	\$128.8
Charges	Sea and Inland Port Facilities	\$4.3
Charges	Sewerage	\$2,027.8
Federal Intergovernmental	Sewerage	\$100.7
State Intergovernmental	Sewerage	\$32.0
Intergovernmental to State	Sewerage	\$0.1
Charges	Solid Waste Mgt	\$658.6
Misc	Special Assessments	\$11.9
Tax	Tax, NEC	\$399.4
Revenue	Transit Utilities	\$37.8
Federal Intergovernmental	Transit Utilities	\$65.6
State Intergovernmental	Transit Utilities	\$59.1
Revenue	Water Utilities	\$1,899.7
Federal Intergovernmental	Water Utilities	\$37.9
State Intergovernmental	Water Utilities	\$62.9
Intergovernmental to State	Water Utilities	\$0.2
Revenue	County Accommodations Tax (3%)	\$3,948.0
Revenue	Town Share of State ATAX	\$1,588.0
Revenue	Hospitality Tax	\$2,917.1
Revenue	Recreation Tax	\$2,190.0
Total		\$38,658.2





DIGITAL MARKETING 2016
RECAP: VERB INTERACTIVE
AND NET CONVERSION



Hilton Head Island Website and Online Marketing Performance 2016



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

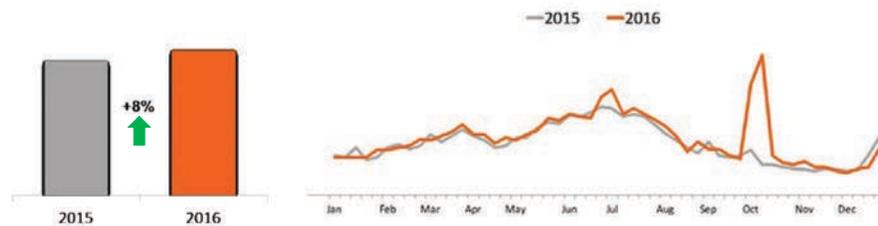


Online Search Interest Trends



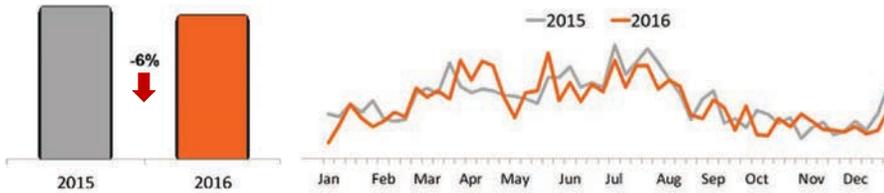
Hilton Head Island - Search Interest

- During 2016, Google search volume is up +8% vs PY
- The highest volume of Brand search was local, from South Carolina
 - Other top Brand Interest markets include Georgia, North Carolina, Kentucky and West Virginia



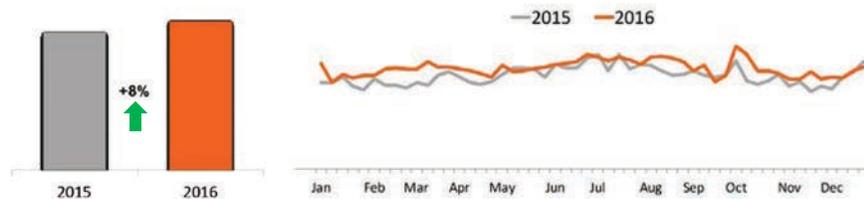
Hilton Head Island Golf - Search Interest

- In 2016, Google search volume is down -6% vs 2015
- Search Interest for Hilton Head Golf has been down the majority of 2016. South Carolina drives the majority of search interest as well as search interest from Georgia, North Carolina and Ohio



Hilton Head Island Bluffton - Search Interest

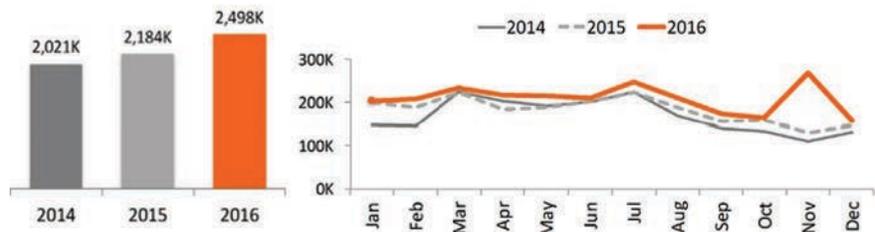
- During 2016, Google search volume is up +8% vs 2015
- The highest volume of Brand Interest was driven from local interest in South Carolina. Other top interest markets include North Carolina, Georgia and Indiana



Website Performance

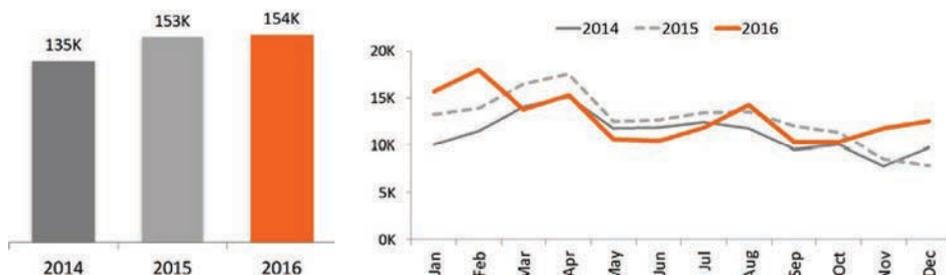
Hilton Head Island - Total Website Visitation

- Website visitation has increased every year
- In 2016, the HHI website had ~2.5M visits, up +14% vs PY
- Website visitation peaks in July. We also saw a high number of visits in November with additional spend after the hurricane



Hilton Head Island Golf - Total Website Visitation

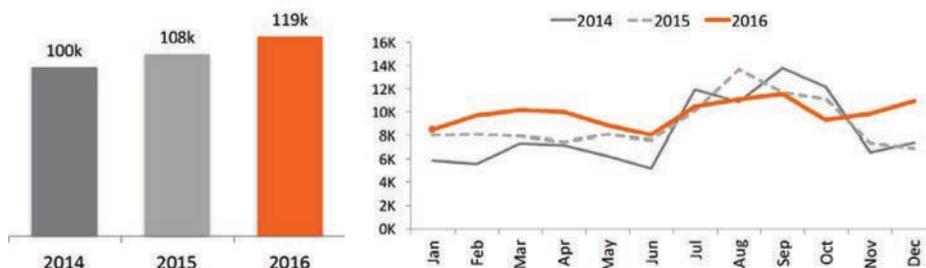
- Website visitation has increased every year
- In 2016, the HHI Golf website had 154k visits, up +1% vs PY



9

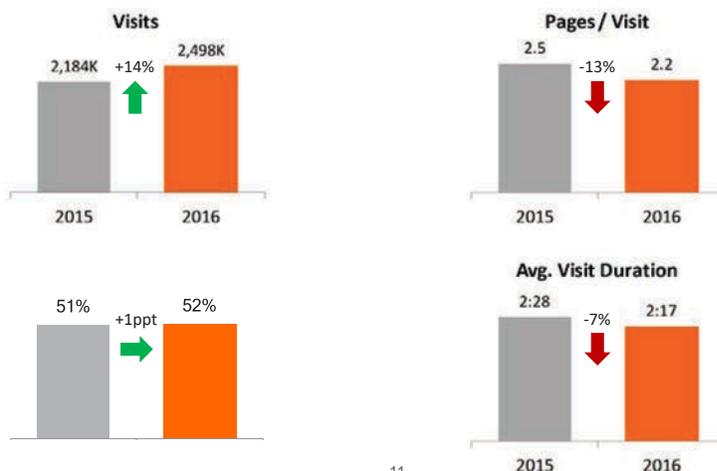
Hilton Head Island Bluffton - Total Website Visitation

- In 2016, the Bluffton website had 119k visits, up +10% vs PY
- Peak visitation occurs in the late summer to early fall



10

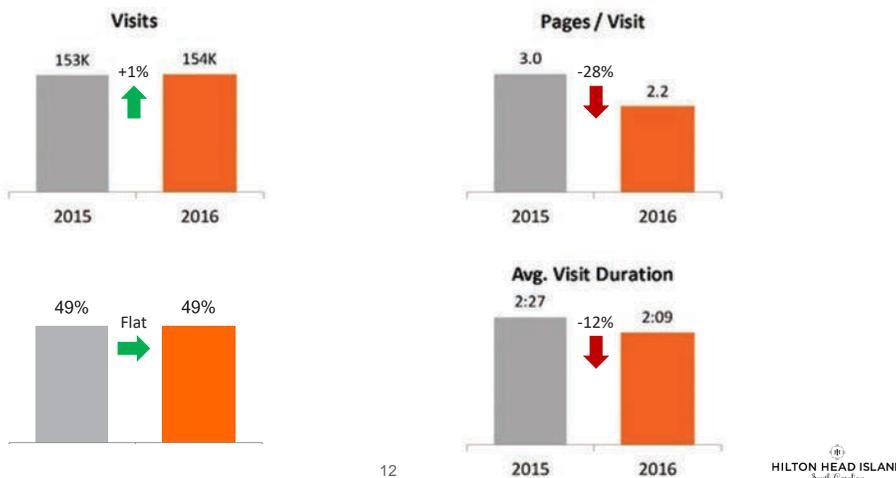
Hilton Head Island – Key Engagement Metrics



11



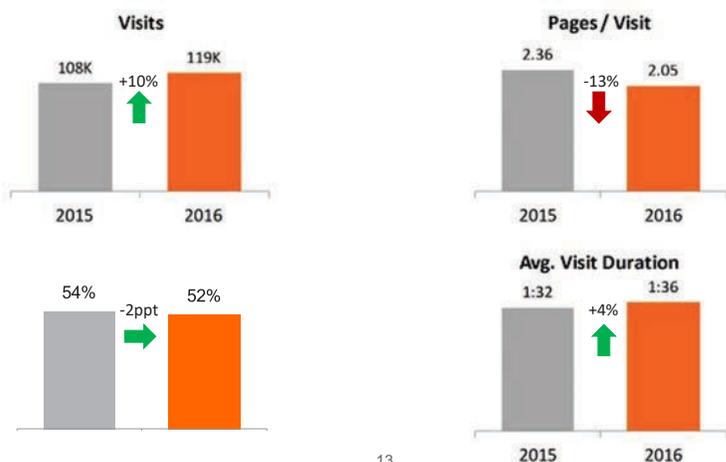
Hilton Head Island Golf – Key Engagement Metrics



12



Hilton Head Island Bluffton – Key Engagement Metrics

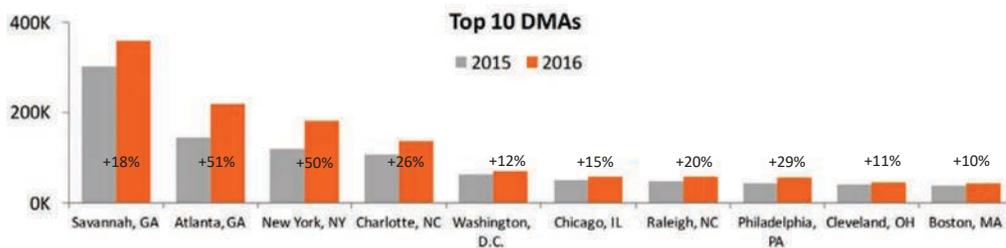


13



Hilton Head Island – DMAs

- In 2016, top DMAs saw a +27% increase in visits vs the PY
- The Top 10 DMAs drive 49% of all traffic to the website
 - Atlanta, GA and New York, NY had the largest increases in traffic vs the PY



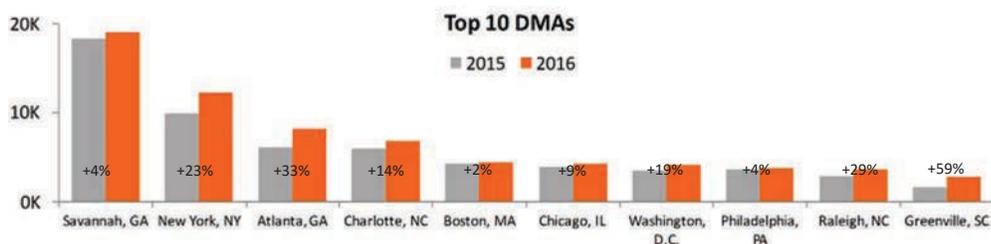
14





Hilton Head Island Golf – DMAs

- In 2016, top DMAs saw a +15% increase in visits vs the PY
- The Top 10 DMAs drive 45% of all traffic to the website
 - Greenville, Atlanta and New York all saw large increases in visits vs the PY



15



Hilton Head Island Golf – Canada

- In 2016, Canada made up 4% of all Visits, with -35% less visits vs the PY
 - Ontario drives the majority of Canadian traffic
 - All provinces within Canada saw decreases in visitation vs the PY

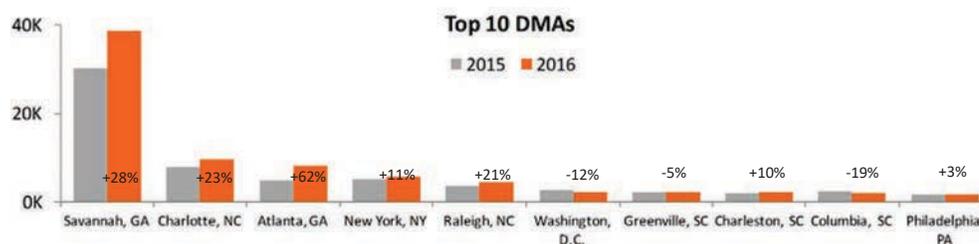


16



Hilton Head Island Bluffton – DMAs

- In 2016, top DMAs saw a +22% increase in visits vs the PY
- The Top 10 DMAs drive 65% of all traffic to the website
 - While most DMAs saw an increase vs the PY, Atlanta, Savannah and Charlotte saw the largest increases in visits vs the PY



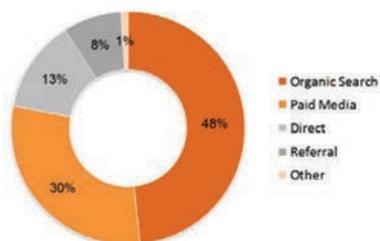
17





Hilton Head Island – Visits by Source

- Search Traffic drives, 78% of website traffic
- Organic Search is the primary source of traffic to the website
- In 2016, Paid Media has driven an incremental 741k visits

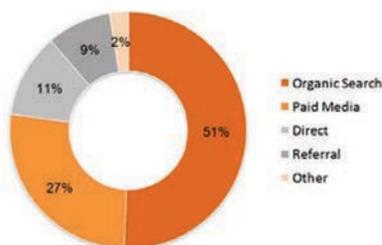


18



Hilton Head Island Golf – Visits by Source

- Search Traffic drives, 78% of website traffic
- Organic Search is the primary source of traffic to the website
- In 2016, Paid Media has driven an incremental 41k visits

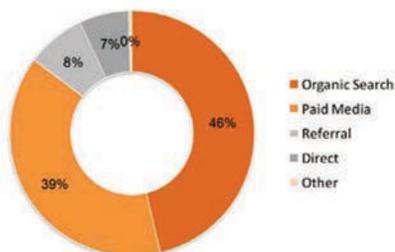


19



Hilton Head Island Bluffton – Visits by Source

- Search Traffic drives, 85% of website traffic
- Paid is the primary source of traffic to the website
- In 2016, Paid Media has driven an incremental 46k visits



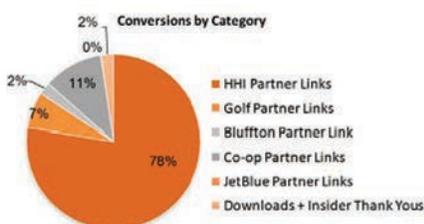
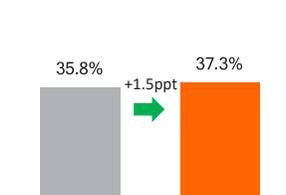
20





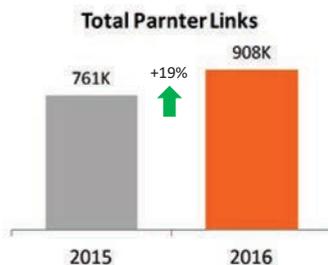
Hilton Head Island – Conversion Rate Overview

- In 2016, HHI had 932,313 conversions up +19% vs the PY
 - For a Conversion Rate of 37.3%, up +1.5ppt vs the PY
- The majority of conversions are Outgoing links to partners
 - Golf, Bluffton and Co-op Partner Links account for 20% of conversions



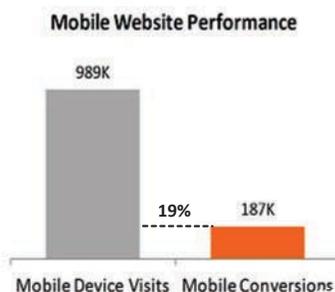
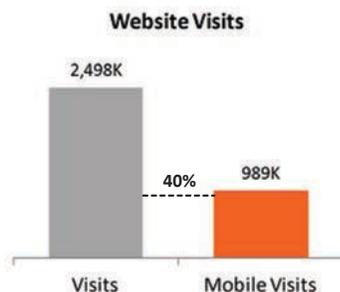
Hilton Head Island – Partner Link Detail

- In 2016, HHI drove 908k Partner Links, up +19% vs the PY



Mobile Website Performance

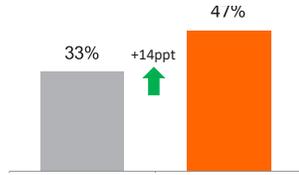
- Mobile drove 40% of all visits during 2016
 - Mobile visitation is up +52% vs the PY
- Mobile traffic has driven 187k conversions at a 19% Conversion Rate



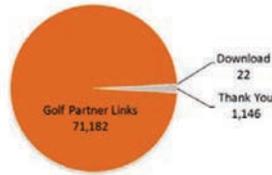


Hilton Head Island Golf – Conversion Overview

- During 2016, HHI Golf had 72.3k Conversions for a Conversion Rate of 47%, up +14ppt vs PY
- 98% of conversions are Outgoing Partner Links

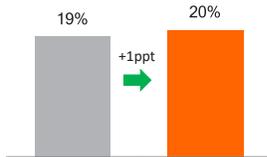


Conversions by Category

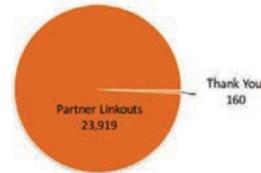


Hilton Head Island Bluffton – Conversion Overview

- During 2016, Bluffton had 24k Conversions for a Conversion Rate of 20%, up +1ppt vs PY
- 99% of conversions are Outgoing Partner Links



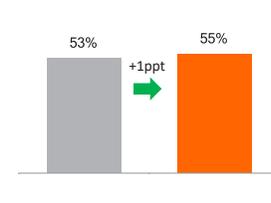
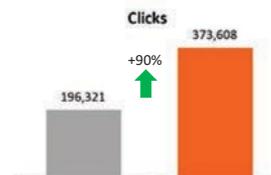
Conversions by Category



Online Marketing Performance

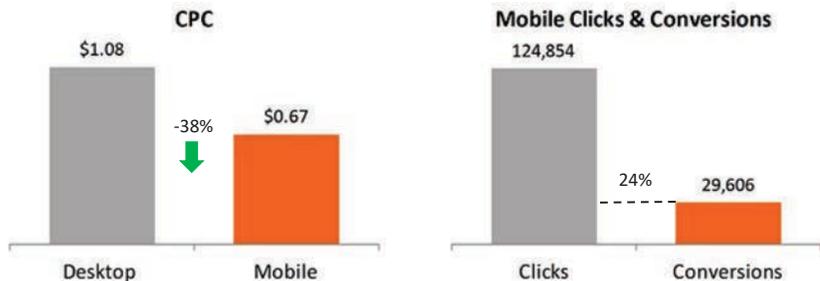


Hilton Head Island – Google Paid Metrics

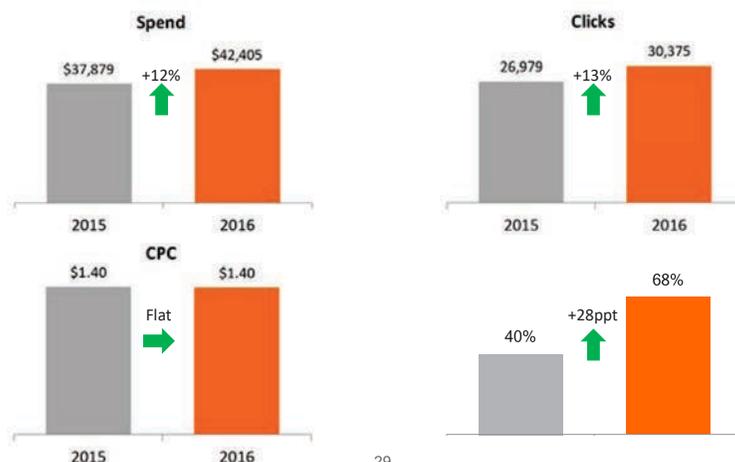


Hilton Head Island – Paid Mobile Performance

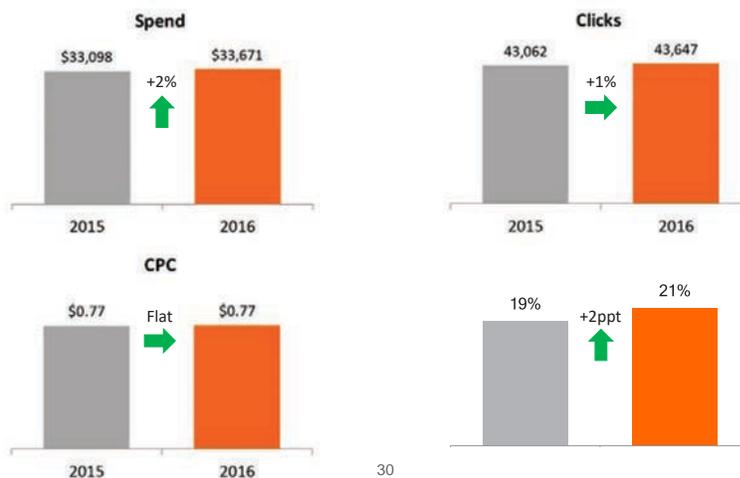
- CPC for Mobile efforts is down -38% compared to Desktop
- Mobile efforts convert at 24% and have driven 29k conversions



Hilton Head Island Golf – Google Paid Metrics



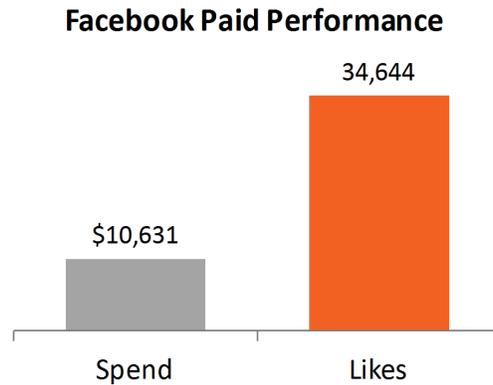
Hilton Head Island Bluffton – Google Paid Metrics





Facebook– Online Marketing Performance

- About \$10.6k was spent on Facebook campaigns driving 34.6k Likes for a Cost per Like of \$0.31
 - Facebook campaigns targeting the US drive lower CPL vs locally targeted ads

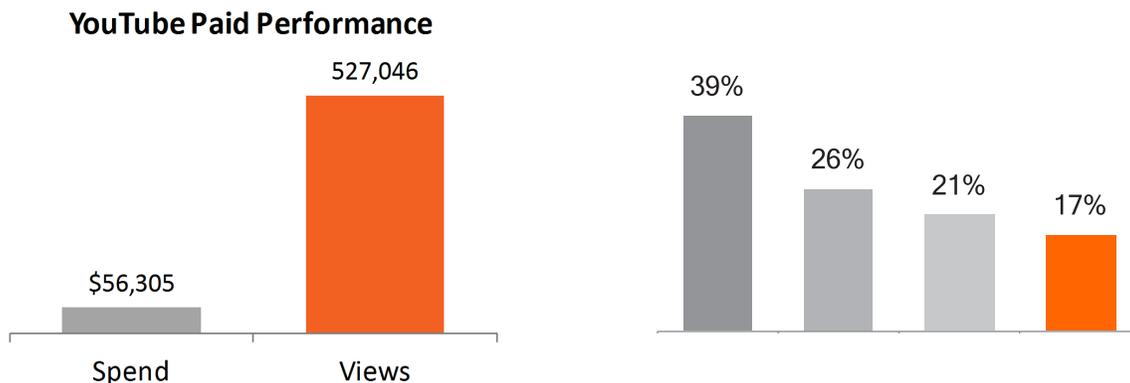


31



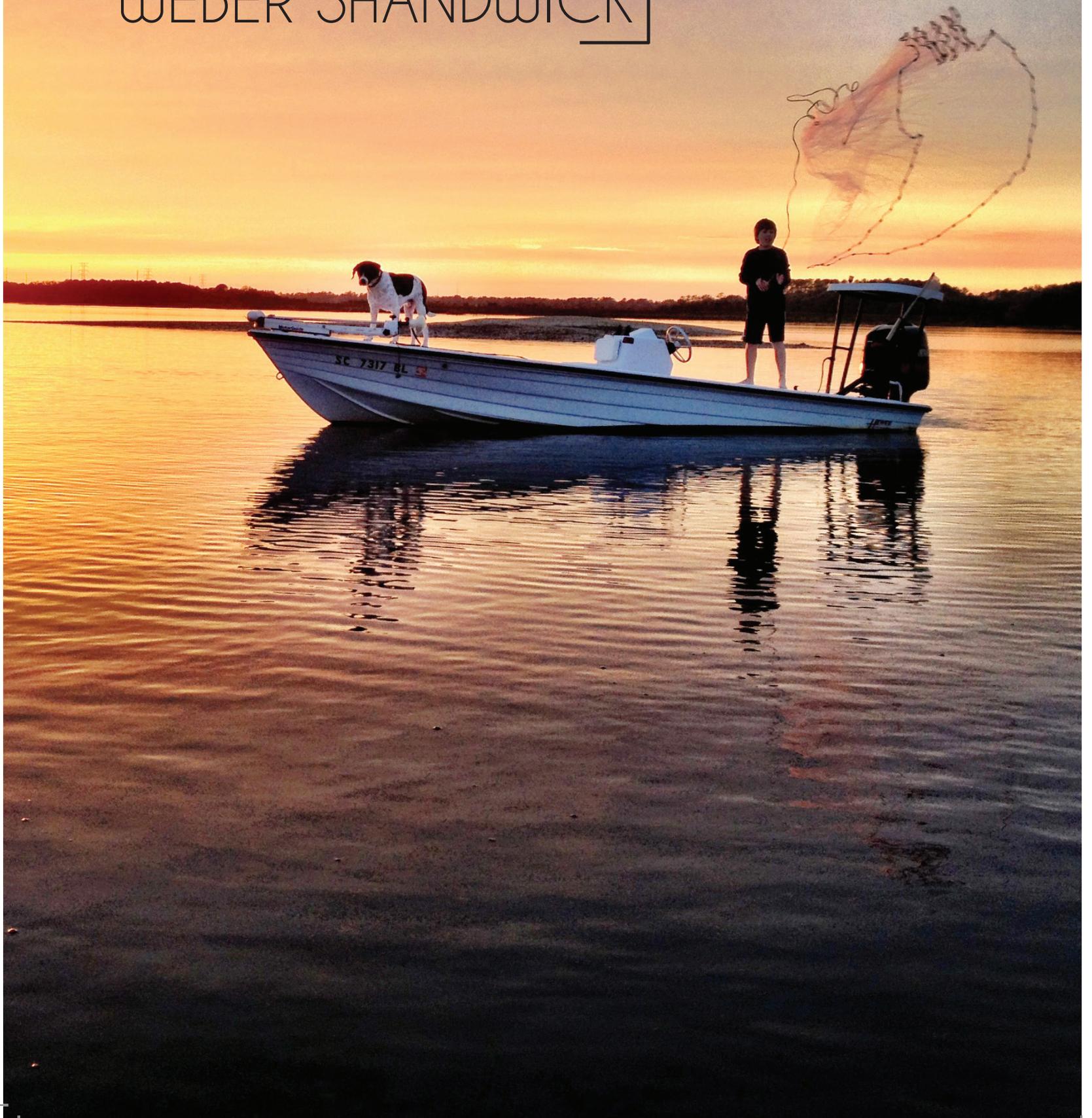
YouTube – Online Marketing Performance

- Just slightly over \$56k was spent on TrueView, driving over 527k Views for a Cost per View of \$0.11
 - Of those who saw the video, 17% watched 100% of the ad



32

DESTINATION PUBLIC RELATIONS
2016 YEAR IN REVIEW -
WEBER SHANDWICK



Destination PR Coverage at a Glance

Print/Online:

- 997 placements
- 1,181,413,509 impressions
- \$5,931,806 ad value

Broadcast:

- 870 placements
- 141,097,447 impressions
- \$7,016,024.54 ad value

Total Placements: 1,867

Total Impressions: 1,322,510,956

Total Ad Value: \$12,947,830.54



Coverage Highlights



Value the the Cities on Hilton Head Island, www.hilton.com.
You don't need a passport to enjoy these U.S. islands where you can leave winter behind.

Fodor's Travel

Hilton Head Island
South Carolina claims its fair share of outdoor activities (most notably golf), but this island has more going for it than most when it comes to cultural opportunities and upscale restaurants. After a day of beach hiking, tennis or kayaking, catch a performance by the Hilton Head Choral Society, the Hilton Head Symphony Orchestra, dance or theater at the Arts Center of Coastal Carolina.

Insider Tip: For great views of the island, visit the red-tipped lighthouse, on the remote side enclave of Sea Pines.

Photographic and relax the walk, enjoying the the history of the area you climb the tower's steps.
Catalina Island
In summer, Catalina Island is a favorite for tourists who've taken the 20-mile ferry ride from Los Angeles. In winter, with comfortable average temperatures in the mid-60s, you'll feel like you're in a tropical paradise. Catalina severely restricts car you can rent and you can't walk in the highway to discover Area—the little town of Catalina Village has From the center of town, head inland to climb the Hermit Co. Trail for expansive views of the town below as the Pacific Ocean on both sides of you.
Insider Tip: The Catalina Conservancy, which owns nearly 50 percent of the

GOTHAM

Escape to These 4 US Islands Not Too Far from NYC This Winter

By Michela Papadopoulos | January 19, 2017 | [Lifestyle](#)

As the weather outside turns frightful, it's time to retreat to a more delightful place—but without the hassle of dealing with long flights and customs. Here are four nearby islands within the USA that provide an ideal reprieve from another nasty NYC winter.

Hilton Head, SC



2017 TRIPADVISOR TRAVELERS' CHOICE

Top 25 Hotels — United States

UNITED STATES WORLD REGIONS EXPAND LIST

16 Inn & Club at Harbour Town - Sea Pines Resort
Hilton Head, South Carolina

"Excellent Accomodations and service"
"Above and Beyond!"

[View deals](#)

USA TODAY

50 state road trip: Beautiful small towns in each state

South Carolina: Unique shops and apartments. View photos on Facebook. South Carolina's Pinnacles. [View photos on Facebook.](#)

Coverage Highlights

travel
Your Guide to Hilton Head Island, South Carolina

SHARE | TWEET | PIN | EMAIL

Discover Resort: Hilton Head Island

BY MAUREE CORNERS
TAGS: SOUTH CAROLINA, UNITED STATES, NORTH AMERICA, BEACH

oyster.com
The Best Retail

5 Healthy Spring Break Getaways That Will Change Your Life

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

5. Hilton Head, South Carolina

USA TODAY
The Best Retail

Memorial Day: 10 beaches to start summer off right

Celebrate Memorial Day at one of these 10 beaches

30 Photos

SMARTERTRAVEL

Fresh SEA FOOD

FOOD & DRINK Jun 3, 2016

Seafood Shacks Worth the Drive

3 of 10

Hudson's on the Docks, Hilton Head, SC

Perched atop a peninsula created entirely by discarded oyster shells from the original 1920s processing facility, this renowned

Emily Kaufman - Holiday Travel Ideas 11/18/16

3 wkyc Cleveland, OH

Harbour Town WELCOME

www.HiltonHeadIsland.org

Coverage Highlights

matadornetwork

EXPERIENCING GULLAH CULTURE ON THE COAST OF SOUTH CAROLINA

Matador was hosted for a weekend by Hilton Head Island Tourism and was blown away by the local Gullah culture.

IN THE LATE SEVENTEETH until the mid-eighteenth century, thousands of Africans taken as slaves from what is now Sierra Leone survived the middle passage to be traded in Charleston, South Carolina.

Thousands of acres in the Georgia and South Carolina Lowcountry and the Sea Islands were developed as rice fields. Those from West Africa brought a strong rice farming skill set with them, as well as heightened immunity to the malaria and yellow fever which began to run rampant throughout the area.

Fearing disease, many white planters left the Lowcountry during the rainy spring and summer months when fevers spiked. Others lived practically year round in cities such as Charleston and left their African "rice drivers", or overseers in charge of the hundreds of slaves per plantation. The Gullah people, which they were called, were able to preserve their African languages, cultures, and community life much better than other enslaved African-Americans who lived in smaller groups and had more sustained and frequent interactions with whites.

family vacation critic

10 Best Family Travel Bets for 2017

As you start to think about your next family vacation and where to go in 2017, take a look at these unique destinations. Each one offers a plethora of memorable experiences, ranging from horseback riding in the Rocky Mountains to watching the 2016 World Series-winning Cubs play in Wrigley Field. Some destinations, like South Dakota, are celebrating unique others, like Scotland, are celebrating unique topography (think all that matter which destination you choose, you and the kids are in store for a

by Kaitlyn

TORONTO STAR

REASONS TO LOVE HILTON HEAD ISLAND

While pretty just off South Carolina's southeast coast, Hilton Head Island has recently been voted Best Island in the Continental U.S. by Travel + Leisure readers in the magazine's annual World's Best Awards. With its semi-tropical climate, easy access to scenic beaches, it's not hard to see why. **Brenda Varley** reports.

Hilton Head Island is one of the most beautiful islands in the world... it's a beautiful island with a rich history and a vibrant culture. The island is known for its beautiful beaches, historic sites, and world-class golf courses. It's a perfect destination for a family vacation or a romantic getaway.

KELLY FERRO

How to Spend a Day on Hilton Head Island

By Trishella Hensmaker Kelley. This South Carolina island is a treasure trove for fun in the sun, sand, and sea. It's a beautiful island with a rich history and a vibrant culture. The island is known for its beautiful beaches, historic sites, and world-class golf courses. It's a perfect destination for a family vacation or a romantic getaway.

HILTON HEAD ISLAND
South Carolina

coverage highlights



Meeting the Media

Top tier editorial meetings secured in 2016

A tried and true tactic, pounding the pavement of NYC to spread the news about Hilton Head Island continues to pay dividends and results in the opportunity to forge invaluable relationships with traditional and emerging media alike.

Following the aftermath of Hurricane Matthew, the team visited NYC to assure media the destination was back to business while sharing the latest developments from the Island



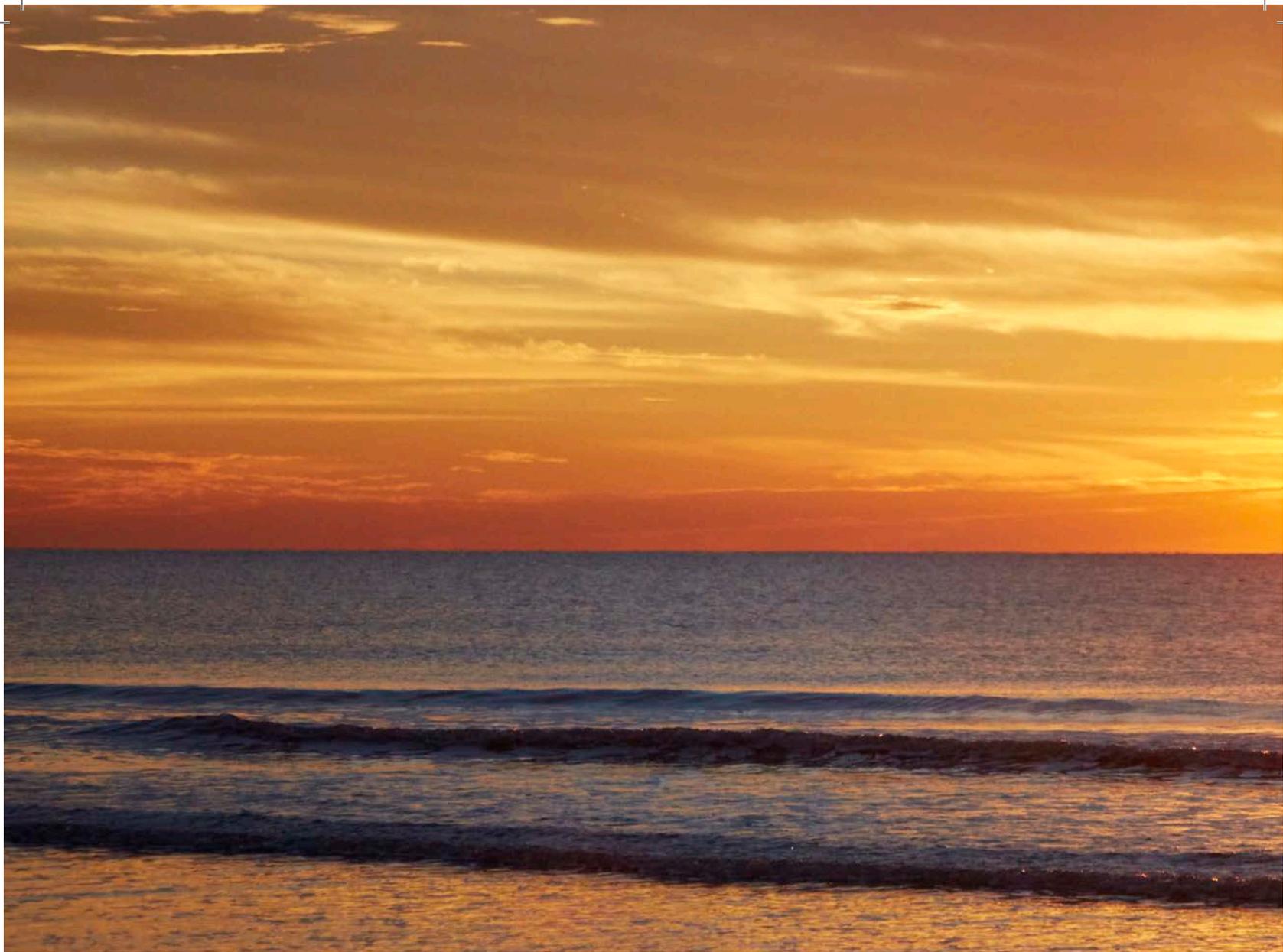
Southern Hospitality in NYC

In partnership with the Savannah Hilton Head Island International Airport the team hosted two exciting Travel Massive events sharing news and exporting Hilton Head Island experiences to over **220** media, influencers and enthusiasts reaching a combined total of **1.4 million** impressions to date.





「THANK
YOU」



THINKHILTONHEADISLAND.ORG