



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

2012-13 FY Bluffton Destination Marketing Plan

Visitor & Convention Bureau
May 23, 2012



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CHAMBER OF COMMERCE

Bluffton Marketing Committee
Chairman Maureen Richards



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Bluffton Destination Marketing Goals

- Consistently support the destination's brand position throughout all marketing programs.
- Increase overnight visitation in Southern Beaufort County, particularly Bluffton.
- Targeting overall 5% lodging revenues and related tax increase.
- Increase visitor's expenditures at Southern Beaufort County attractions, retail and dining facilities, particularly in Bluffton.
- Increase Bluffton and Beaufort County's attraction, hospitality, and sales taxes collected.
- 5% overall visitor spending increase and visitor tax base increase.





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Bill Miles
President & CEO



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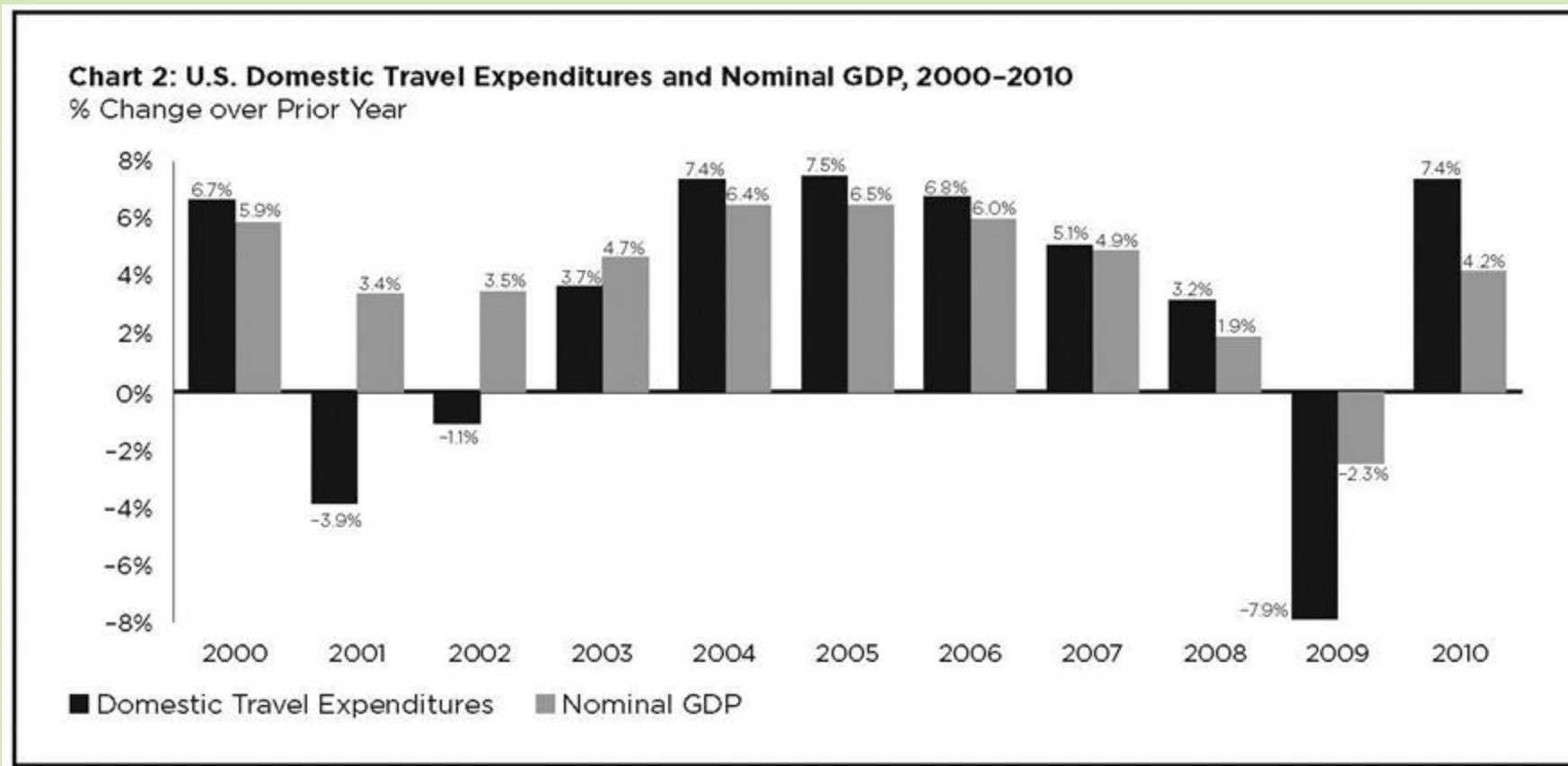
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Susan Thomas
Vice President, Visitor & Convention Bureau



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US Travel Economy 2000-2010

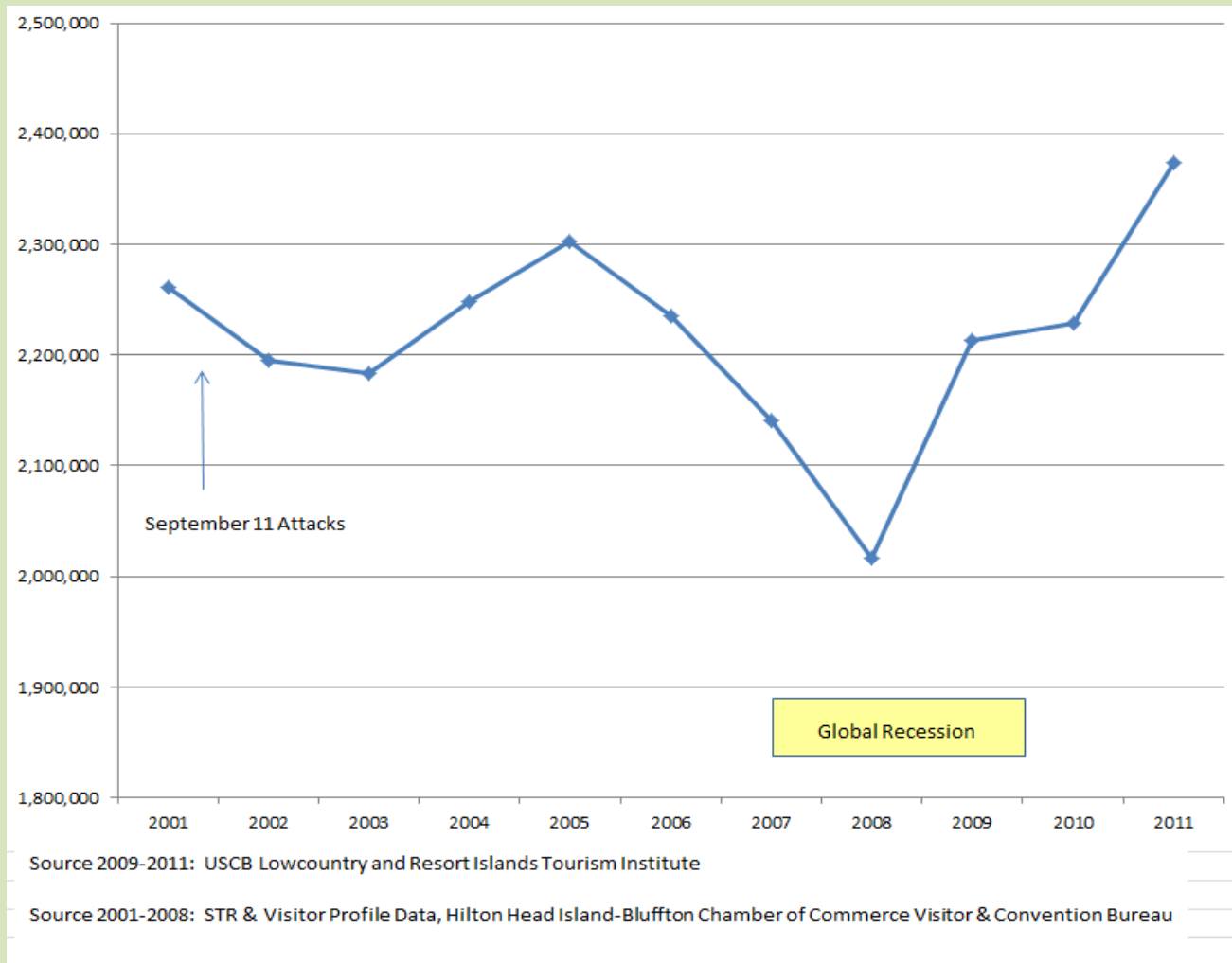


Sources: U.S. Travel Association, U.S. Department of Commerce



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Total Visitors to Southern Beaufort County per Year



Lodging Metrics:

Jan-March 2012 vs Jan-March 2011

- Two-Source Occupancy: Up + 14.2%
- Two-Source ADR: Up + 13%
- Two-Source RevPAR: Up + 29%

Source: STR & V-trip Two-Source Report



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Who will we target?

- Affluent consumers visiting Old Town Bluffton for cultural, historic, tours, shopping and culinary activities as day visitors.



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Overnight stays in Bluffton
for Next Gen visitors

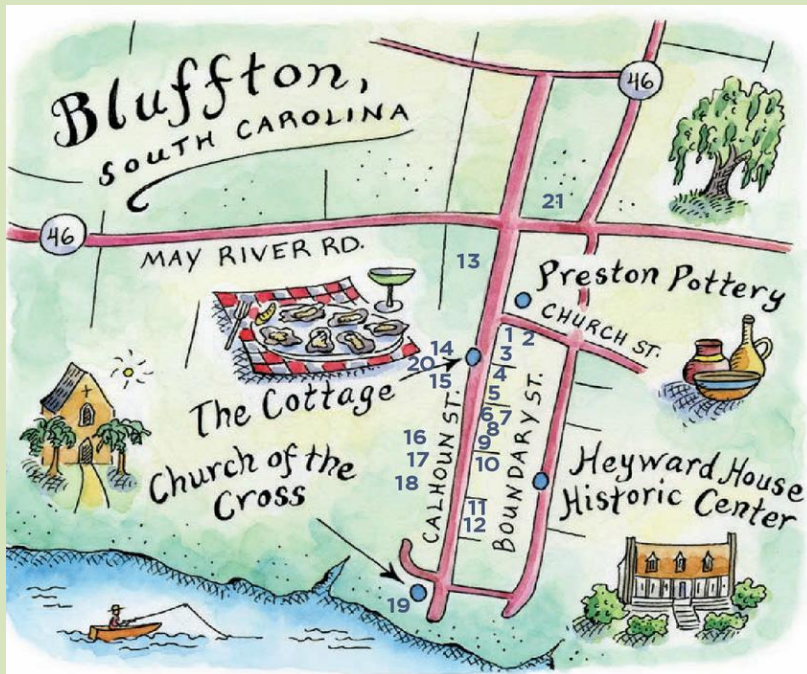
As well as Boomer visitors
to region



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Group Tour Planners with interest in Southeastern destinations:

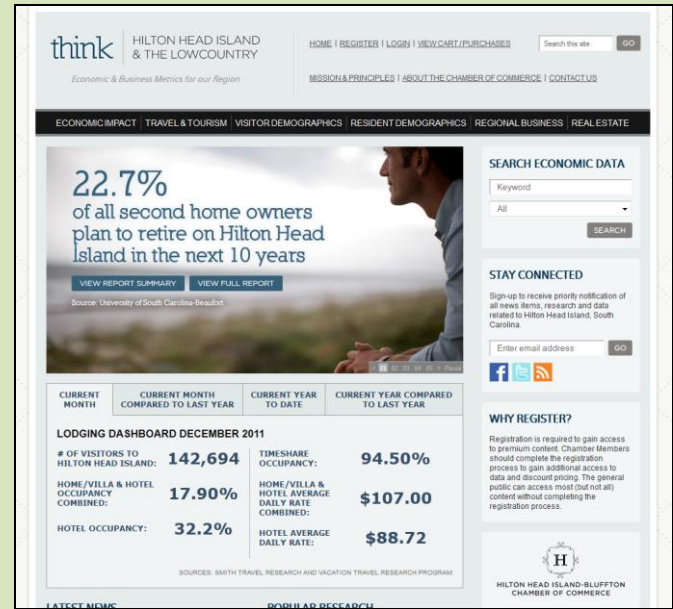
- Hub & Spoke Coastal Tours



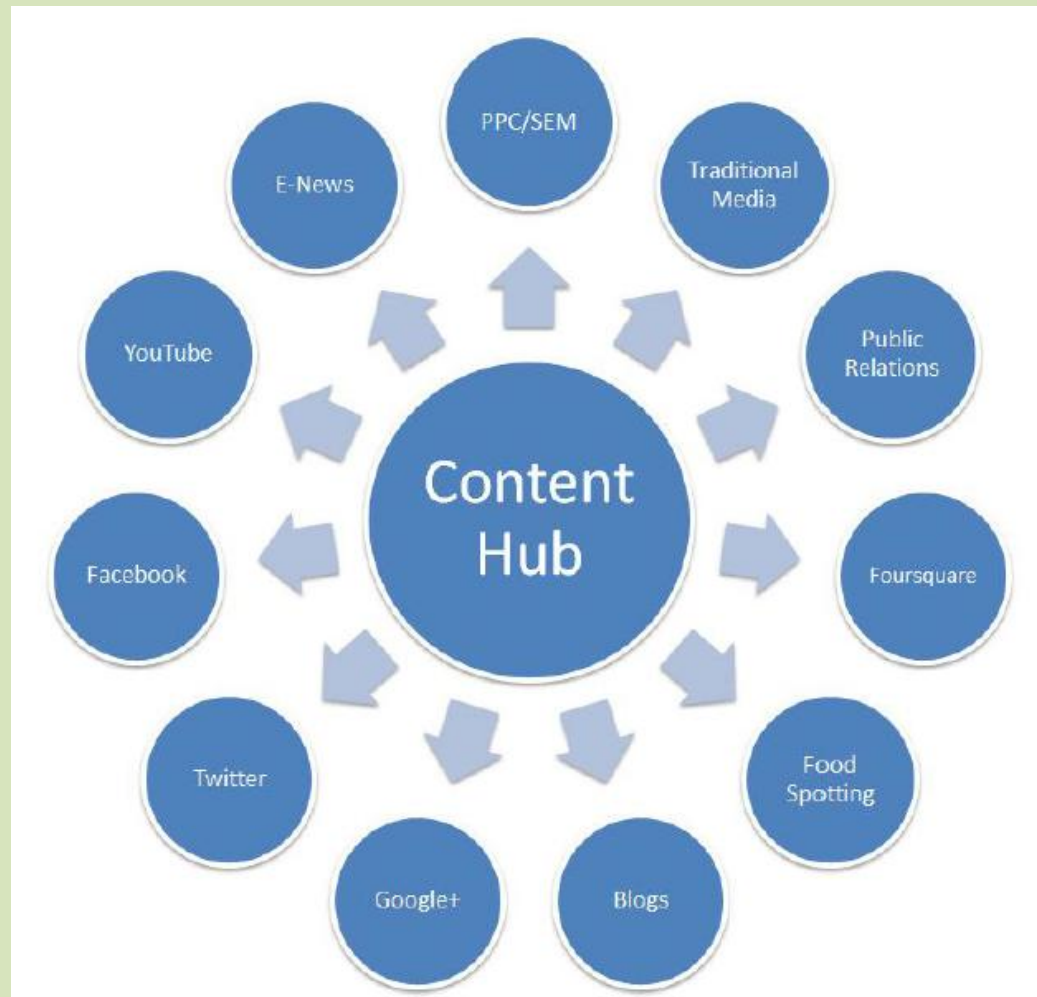
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Bluffton Visitor Research

- Dashboard
- Bluffton Virtual Guest Book Surveys
- Bluffton Visitor Economic Impact Study
- Economic Metric Portal:
www.thinkbluffton.org



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Media Promotions

- Bluffton Blog
- SEM/ PPC Campaign



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YouTube
Broadcast Yourself™



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Bluffton's Authentic Brand Personality

Main Idea

- Enrich yourself with arts, history, dining, shopping and authentic Coastal South Carolina culture

Brand Personality

- Warm and relaxed, historic, artsy, eclectic, independent-minded

Support:

- Old fashioned Southern Hospitality with a coastal flair
- Tapestry of eclectic arts, crafts and shops
- Historic sites, characters and stories
- Lowcountry cuisine – local, coastal and fresh
- Natural beauty of the May River and Lowcountry environs
- “New Bluffton” entrepreneurial spirit



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I'm in a...

Bluffton State of Mind

VisitBluffton.Org



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Exit 8



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CHAMBER OF COMMERCE

Group Tour Marketing

Brenda Ciapanna
Sales & Marketing Manager



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We will continue to focus on the group tour market for Bluffton as well as unincorporated areas of Beaufort County as the 'central hub' for group tour adventures.

We intend to draw group tour visitors by:

- Building relationships with operators by attending various industry meetings (ABA, OMCA, Travel South, SC Motorcoach Assoc.) through one on one, pre-qualified appointments.
- Offer tiered pricing/packaging attractions with accommodations



Select Service Co-Op

The Select Service Co-Op is made up of various limited service hotels both from Hilton Head Island and Bluffton. They work on several initiatives throughout the year in targeting:

- Religious
- Military
- Government
- Group Tour
- Small corporate transient business markets





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Golf & Group Sales Update

David Zunker

Associate Director of Sales and
Marketing



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Group Sales Overview 2012/2013


Leads 2012 vs. 2011

- Lead up +18%
- Room nights from leads up +74%
- Definite room nights up +75%




Lead Prospecting

- SDR
- 73 qualified prospects from 1,918 outgoing phone calls



HILTON HEAD ISLAND
VISITOR & CONVENTION BUREAU
doing business gracefully



HILTON HEAD ISLAND

This 12-mile island is unlike most other meeting destinations. There are no neon signs, skyscrapers or billboards. From the opening of its first bridge to the mainland in 1956, Hilton Head Island planners insisted that development blend with the island's natural beauty. It remains that way today.

Hilton Head Island's windswept shores are a beautiful place for invigorating new ideas and relaxing in luxury. The South Carolina Lowcountry rewards and refreshes all who visit with championship golf, brand-new spas, world-class resorts and pristine beaches. Providing space to accommodate 10 to 2,000 attendees and a convenient, environmentally planned location, Hilton Head Island is an ideal choice for meeting in style.

What's more, you can save time by working with the Visitor & Convention Bureau. Whether your group is large or small, we can gather information and make recommendations. We're committed to responding to all requests expediently, usually within 24 hours, and are fully equipped to help you create the meeting experience you need.


Closer than you think
Hilton Head Island is a great value and is easily accessed by air, on land, or even by boat via the Intra-coastal Waterway. Savannah-Hilton Head International Airport (SAV) is widely acclaimed as one of the most beautiful and welcoming airports anywhere, along with the Hilton Head Island Airport (HHI), where you can land right on the island via scheduled air service or private jets.

Meet & refresh
In addition to Hilton Head Island's luxurious hotels and resorts, consider relaxing in one of 6,000 well-equipped homes or villas for your next executive gathering or meeting.

Rejuvenating retreats
After a day of business, rejuvenate in any of Hilton Head Island's luxury spas and enjoy soothing massages and cleansing treatments amid the Island's natural beauty.

Jack Reed, Director of Sales
843.341.8361 | 866.278.0937 | JackReed@HiltonHeadIsland.org

www.HiltonHeadMeetings.org

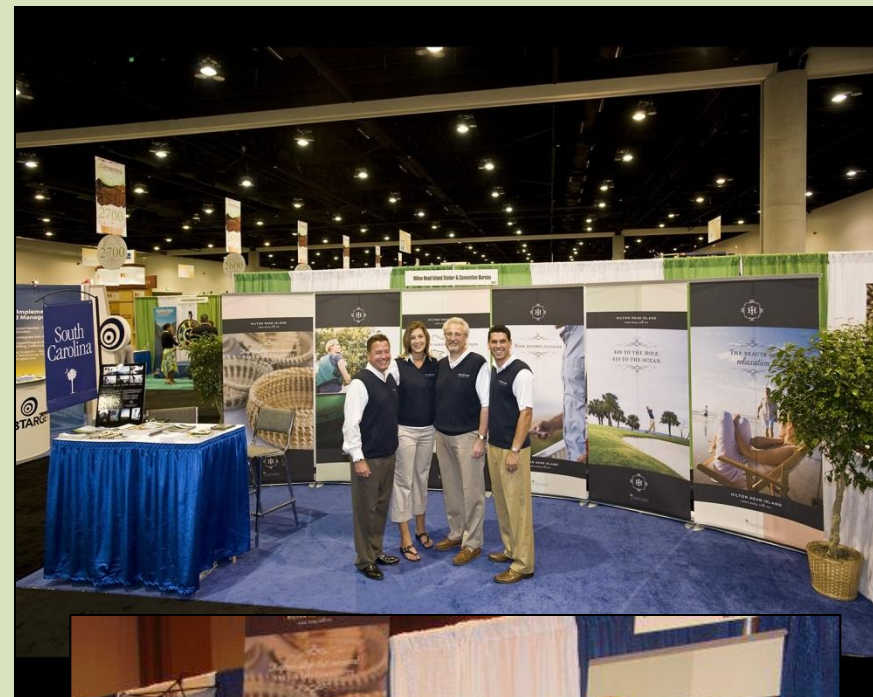




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Tradeshows

- SMU
- Meeting Quest
- GSAE
- Rejuvenate Marketplace
- AENC
- SCSAE
- ASAE/Springtime
- Collaborate Marketplace



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Monthly Lead Review Meetings



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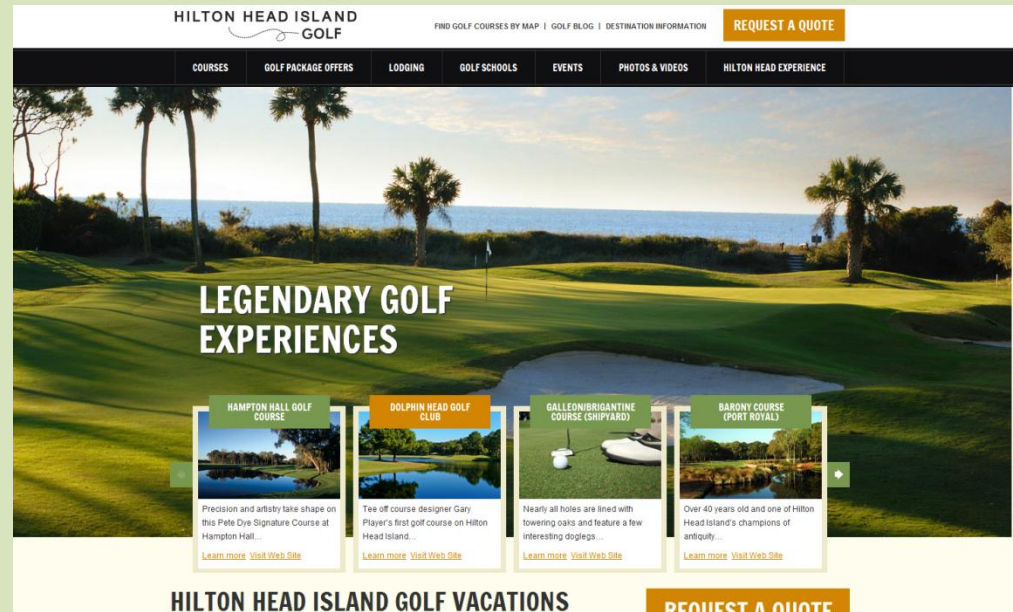
Golf Marketing Plan in Partnership with Lowcountry Golf Course Owners Association (LGCOA)



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Primary Marketing Goals:

- Drive traffic to www.hiltonheadgolfisland.org
- Cross market golf on visitbluffton.org
- Drive traffic to complete an online golf trip quote request
- Increase marketing database



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Primary Targets:

- Georgia, Ohio, North Carolina, Pennsylvania and Toronto

Secondary States:

- New York, Illinois, South Carolina



Elements:

- Limited print
- Direct marketing
- Digital
- Broadcast
- Travel shows
- Database and fulfillment



Toronto Golf Show

- Approximately 15,000 attendees in three days
- Shared booth with State of South Carolina Parks, Recreation and Tourism
- Collected 567 sign-ups, entered and folded into golf database



Website Dashboard

- Tracking website performance monthly
- Current trends

Website Performance

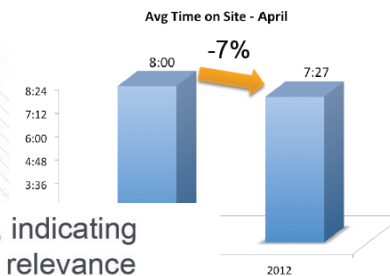
Visits are up +50% vs prior year



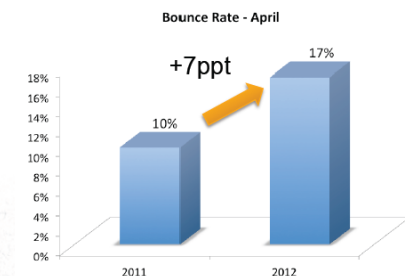
Pages per Visit are down slightly -6% vs prior year



Avg Time on Site is down -7% vs prior year



Overall Bounce Rate is up +7ppt vs prior year, driven by increased link outs to partner properties



Ad clicks have grown 18% y/y, indicating increased user engagement & relevance

Travel queries containing "hilton head golf"



Source: Google Internal Data, US. Indexed query volume for top travel category queries containing "hilton head"

VERB N



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Andy MacLellan
President, VERB Interactive



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