



2014-2015

Bluffton Marketing Plan

Hilton Head Island-Bluffton Chamber of Commerce's
Visitor & Convention Bureau

Mission

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

Bluffton's Brand Commitment

The Hilton Head Island-Bluffton Chamber of Commerce, in partnership with the Town of Bluffton, began working with research partners from the University of South Carolina Beaufort and USC as well as marketing firm Rawle Murdy Associates in May of 2013. In February of 2014, the new brand was revealed: Bluffton Heart of the Lowcountry, reflecting the deep emotional connection shared by Bluffton residents and the burgeoning business community. Mayor Lisa Sulka states it best: "The heart indicates we are a beating pulse of the Lowcountry, not just an afterthought or a two-hour detour for tourists. As a heart, we have our own beat as well as keeping other parts of the Lowcountry alive and well."

Bluffton Brand Positioning Statement

Bluffton, South Carolina, is a quintessential Southern town on the banks of the Historic May River. Dedicated to a strong, progressive economic future, Bluffton is the center of our Lowcountry coastal region, providing abundant opportunities for a desirable, work/life balance.

The Bluffton Branding project is described below by stage:

Stage One: Benchmark Establishment of Core Values

- Bluffton Marketing Audit-May and June 2013
- Interviews and charrettes-approximately 40 people were interviewed one on one in June and July 2013 and 4 public charrettes (100 people attended total) were held in June and July 2013.

- Social Media Monitoring June 19-August 31, 2013
- Interim Report Presentation given to Bluffton Branding Task Force on September 19, 2013

Stage Two: Brand Identity/Positioning Development

- Alternative Positioning Statement Development Approval-September 2013
- Quantitative Survey was deployed in October-November 2013 for the following groups:

- Existing businesses-survey emailed
- Potential Economic Development Prospects -survey emailed
- Local leaders-survey emailed
- Visitors to Bluffton-
- Town of Bluffton residents
- Over 500 surveys were completed.

Onsite Surveys at Bluffton Farmers Market and Kroger (Belfair) Grocery Store during October 2013

- Data analysis/report development-November-December 2013
- Presentation of quantitative survey findings given to Bluffton Branding Task Force December 2, 2013.

Stage Three: Creative Messaging/Marketing Recommendation Development

- Logo/ Theme Line Alternatives Development Approval-January 2014
- Marketing Recommendations Development/Approval-January 2014
- Brand Guideline Development-January 2014
- Creative Messaging Presentation to Bluffton Branding Task Force/Approval session-January 21, 2014
- Full Marketing Plan Presentation to Town of Bluffton and Bluffton Branding Task Force February 19, 2014
- Unveiling of the new Bluffton Brand at the Bluffton Regional Business Council Luncheon February 19, 2014

Bluffton is the heart of the Lowcountry. It speaks to the town's central location; its lovable characteristics; and Bluffton is the pumping, economic life force of the Lowcountry. Most importantly, it's a tone and a feeling. When you're in Bluffton, you can see and feel the love. It's real and authentic. It's the heart symbol in your logo, on a window, the pride residents have in their downtown or the warmth shared with strangers at an oyster roast. The town of Bluffton is a well-kept secret. Nowhere else in the Lowcountry do you feel the love like you do in Bluffton.

Bluffton's core distinctions:

- Old Town Charm
- Bluffton Attitude
 - Authentic/Realness
 - Eclectic/Expressive
 - Unique/Pride
 - Town on the Move/Progressive
- Nature
- May River
- Live Oaks
- Location

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

Bluffton Marketing Committee

The Visitor & Convention Bureau's destination marketing plan recognizes the fact that major socio-political and economic forces on the macro/global level as well as changing consumer cultural and behavioral trends on the micro level have significantly impacted the travel and tourism industry, along with the entire business community – both globally, across the US and locally here in Beaufort County, South Carolina.

The Hilton Head Island Visitor & Convention Bureau has approached long range strategic planning for Bluffton as a destination. Our steps:

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

Expansion of the Bluffton Marketing Committee representing lodging, sports, cultural, retail, restaurants, attractions and Town of Bluffton local stakeholders.

Bluffton Marketing Plan

A. Bluffton Creative Brief Highlights

Main Idea

Bluffton is the Heart of the Lowcountry.

Brand Personality

Authentic and real, eclectic and expressive, unique and pride

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
- Bluffton is open for Business: Economic Development

Key Attributes:

- Rich history and heritage
- Legacy of creative and cultural appreciation
- Strong arts presence
- Independent spirit
- May River
- Balance of tradition and new ideas
- Bluffton retail, business and residential centers
- Complementary contrast to resort luxury image of Hilton Head Island
- Fast growing residential community with a new brand identity

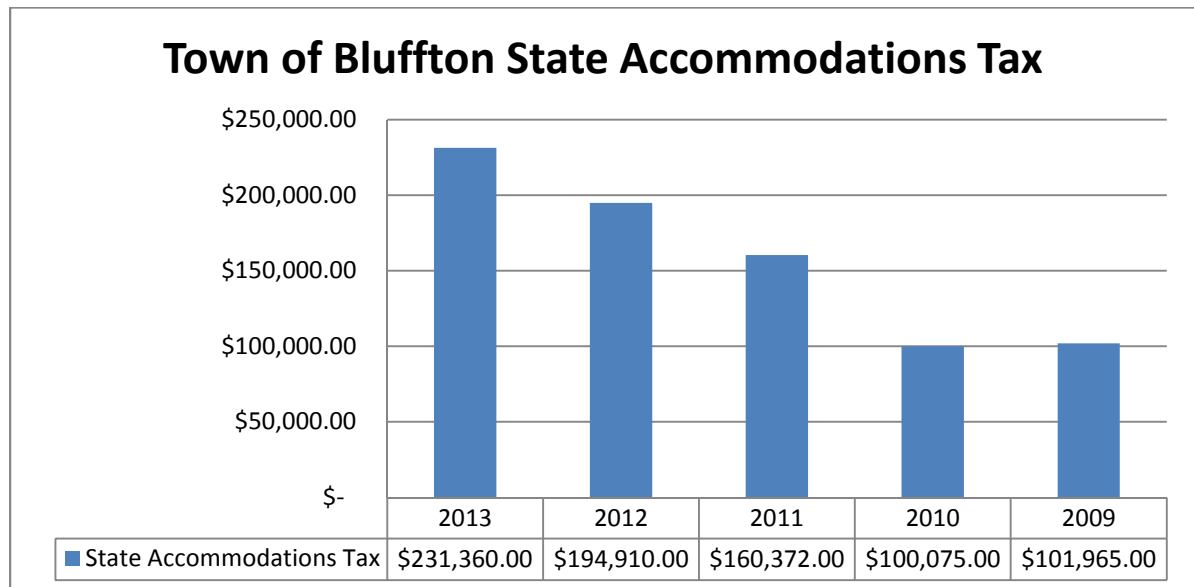
Bluffton Marketing Committee Goals and Markets

The Bluffton Marketing Committee became an official Chamber standing committee under the Bluffton-Okatie Business Council in early 2003, with two appointed co-chairs, and became a standing committee of the Chamber's Visitor and Convention Bureau in 2008.

The group is committed to the following goals:

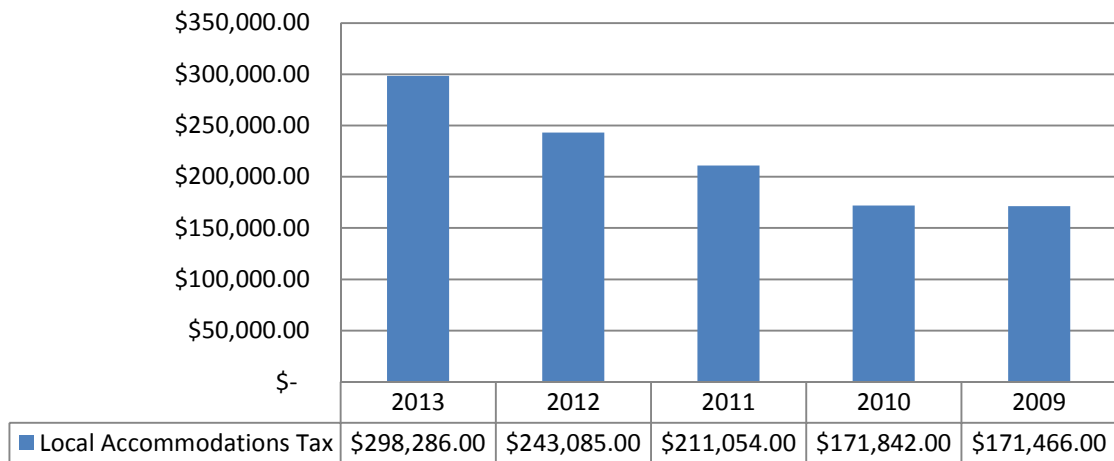
1. Support the destination's brand position throughout all marketing programs.
2. Increase overnight visitation in Southern Beaufort County, particularly Bluffton and Daufuskie Island, which together contribute over 50% of the county's accommodations taxes collected.
3. Increase visitor's expenditures at Beaufort County attractions, retail and dining facilities, particularly in Bluffton. Thus, increase Bluffton and Beaufort County's attraction, hospitality, and sales taxes collected.
4. Goal for 2014-2015 is 2% overall visitor spending increase and visitor tax base

Research and data related to Bluffton



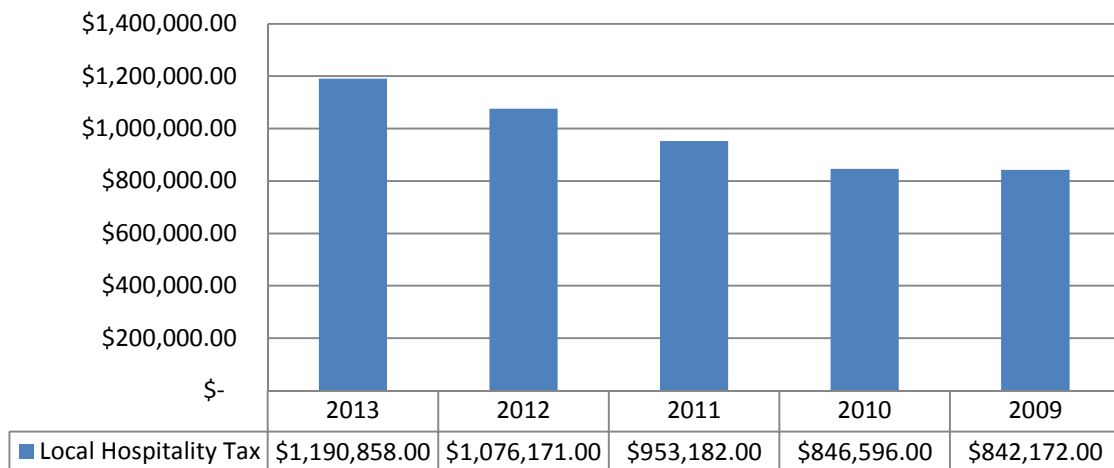
Source: Town of Bluffton Finance Department, Special Revenues

Town of Bluffton Local Accommodations Tax



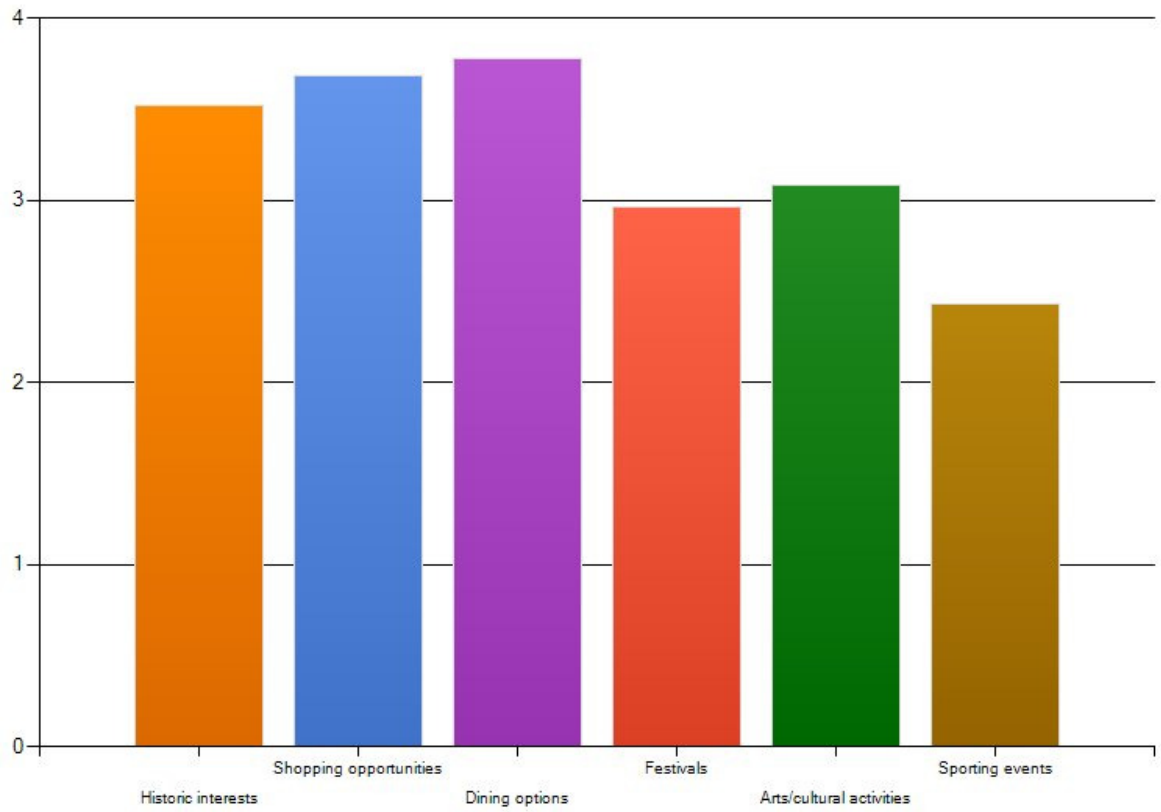
Source: Town of Bluffton Finance Department, Special Revenues

Town of Bluffton Local Hospitality Tax



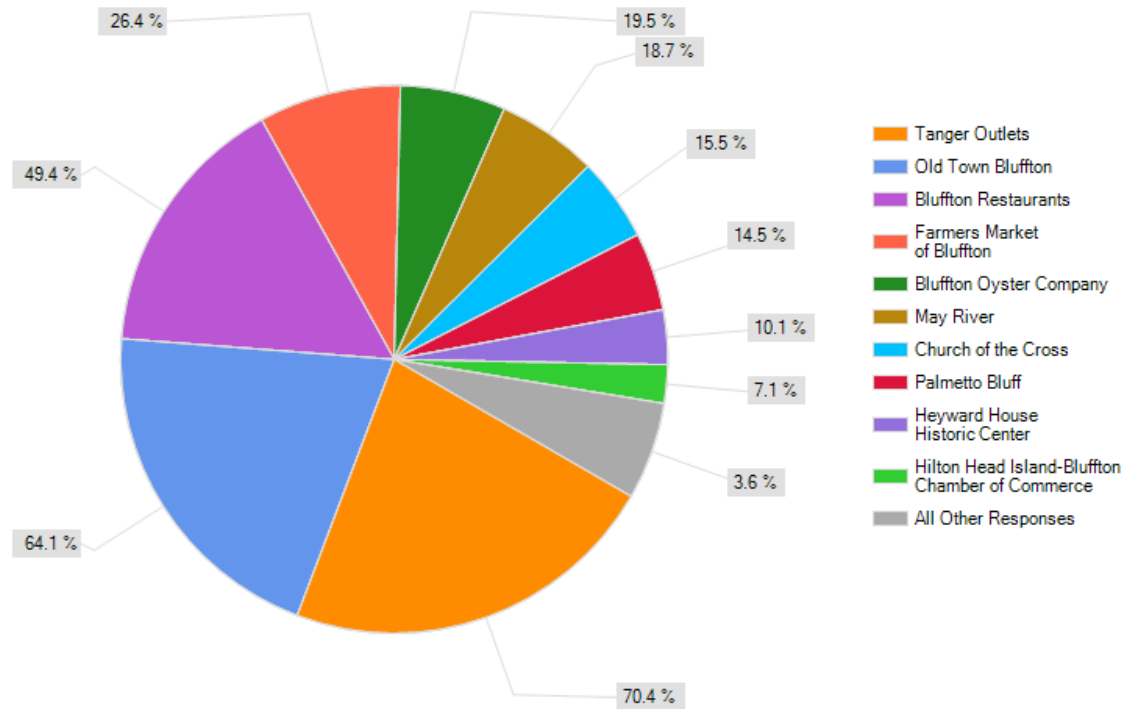
Source: Town of Bluffton Finance Department, Special Revenues

How important were the following factors in deciding to visit the Bluffton area?



Source: 2013-2014 Bluffton Visitor Profile Study

Which specific areas of Bluffton did you visit?



Source: 2013-2014 Bluffton Visitor Profile Study

B. Marketing Tactics

Marketing tactics and strategies will focus on the following markets:

1. Affluent consumers visiting Old Town Bluffton for cultural, historic, tours, shopping and culinary activities as day visitors.
2. Overnight stays in Bluffton for new visitors as well as repeat visitors to region.
3. Group Tour Planners and their customers with interest in Southeastern destinations, particularly as a central location for hub and spoke coastal, historic, shopping, cultural, heritage, cuisine, and environmental tours.

Hilton Head Island's Visitor & Convention Bureau's investment in destination digital content management, capable and qualified staff content managers/ editors and a professional, well executed public relations, digital social media and promotion program is key to operating a robust destination marketing program in today's competitive and cluttered travel communications environment – particularly with limited funding available for paid space media – this aspect of our work has become increasingly important – even over the past 12 months -- as new communications channels emerge and evolve to give consumers more choices, more channels and more content.

Leisure Brand Marketing

Over the past eleven (11) years of managing the Bluffton Marketing Committee and destination marketing program for the Town of Bluffton, the Chamber's VCB has expanded our branding efforts through buys in national historic/cultural niche publications and websites in key drive markets targeting travel and cultural enthusiasts with a HHI of \$100,000.

In 2014-2015 we plan to continue this national branding campaign with a core focus on digital platforms and a scaled back print presence.

Print & Digital Ad Production: Budget \$2,500

We plan to use a local graphic designer/agency to produce all print and digital advertising components.

1. Bluffton-specific e-newsletter: Budget \$10,000

September 2014 issue: 10th Annual Bluffton Arts and Seafood Festival sent to full Insider database (Bluffton and Hilton Head Island)

Below newsletters will be sent to Bluffton Insider database

November 2014 issue: Bluffton Christmas Parade Weekend events

January 2015 issue: Spring Art Walk

March 2015 issue: 36th Annual Bluffton Village Festival

May 2015 issue: May River/On the water

2. Bluffton's Facebook page: Budget \$4,000

Bluffton's Facebook page will be launched in the second half of 2014.

Facebook Audience

55% Female as compared to 45% Male

Key Age Ranges: 43% are between the ages of 18-34; 20% are between the ages of 35-49

Somewhat Affluent: 30% earn between \$60 - \$100K; 32% earn \$100K or more

Engagement Tactics

- User Generated Content
- Contests/Sweeps
- Interactive/ Targeted Apps
- Follow local attractions & events to re-post

Facebook “Like” Campaign

With more than 750 million users worldwide, Facebook is the leading social network. The average Facebook user spends 50 minutes on Facebook a day. We will continue to use Facebook as an opportunity to efficiently drive “Like” fans that we can then market to via our ongoing social media program.

3. Website Search Engine Optimization (SEO): Budget \$7,400

The VCB plans to continue the program for expanding and broadening our organic keyword search engine rankings on Google, Yahoo, YouTube and Bing for a targeted list of key search terms that best correlate with Bluffton’s target visitor and visitor experiences.

4. Monthly Bluffton Blog: Budget \$5,500

The Chamber’s VCB plans to continue the monthly Bluffton Blog and connect it to **VisitBluffton.org**. We will feature local freelance bloggers and bi-monthly posts with interviews of locals, Bluffton local events and happenings, photography, storytelling and interactive online engagement with Bluffton aficionados.

Identify key influencers, affinity groups, associated blogs and Facebook/ Google+ communities to share and syndicate blog stories to attract engagement and content consumption

- Encourage partners to re-post blog content
- Add more visual content to blogs – larger photos, more video, infographics
- New posts in each category twice per month= 16 posts per month and 192 posts per year.

5. Search Engine Marketing (SEM) PPC Campaign: Budget \$37,400

SEM/PPC marketing is a key driver of VisitBluffton.org website visitation and measurable conversions. 2014-2015 campaigns will include the following:

- Local Search
- US Search
- Contextual
- Remarketing
- Interest categories

We will expand the PPC effort to build on the most efficient and effective channels plus banner ad campaigns. We will add mobile and video campaigns.

- Additional ad groups and keywords-Consumers continue to search in new ways resulting in the need to continually expand and optimize.
- This SEM program will drive traffic to specific pages on **VisitBluffton.org** based on the messaging in the PPC ads. We will also set up tracking for the PPC ads to measure success for these ads.

Bluffton Search Ad Example 2013

Google bluffton vacation packages

Web Maps News Shopping Images More Search tools

Any time All results Orlando, FL

Bluffton Vacation Package - HiltonHeadIsland.org
www.hiltonheadisland.org/Bluffton
 Plan Your Bluffton Vacation and Find the Best Packages Here!
 Hilton Head Island has 372 followers on Google+
 Festivals & Events - Shopping & Antiques - Hotels & Lodging - History & Museums

Bluffton Vacation Rentals, Condo Rentals & more in Bluffto...
www.vrbo.com > ... > Hilton Head Island > Off Island Areas
 Browse and book Bluffton South Carolina vacation rentals on VRBO - Vacation Rentals By Owner. Inquire directly with owners and plan your next vacation here.

Visit Bluffton South Carolina! The Official Travel & Tourism ...
www.bluffton.com/
 A complete Bluffton, SC Travel & Tourism Guide specializing in hotels, real estate, restaurants, attractions and local business ... Savannah Vacation Rentals ...

Bluffton Contextual Ad Example 2013

TRANSFORMERS THE RIDE-3D JOIN THE FIGHT NOW OPEN AT UNIVERSAL ORLANDO RESORT

About.com Southeast US Travel

Southeast US Travel Plan a Trip Things to Do Best of the Southeast

Inn at Palmetto Bluff - Bluffton, South Carolina
 By Sheridan Alexander

Free Southeast US Travel Newsletter!
 Enter email address Sign Up

Ads: South Carolina Travel Luxury Travel Savannah Airport US Scenic Travel Palmetto Bluff SC

Description:
 Located about 12 miles from Hilton Head and 30 miles from Savannah Airport along the picturesque May River, the Inn at Palmetto Bluff offers a haven for relaxation in the beautiful South Carolina Lowcountry. Accommodations include an array of cottages and village homes, many with fireplaces and scenic water views. The May River Golf Club, an 18-hole Jack Nicklaus signature course, meanders through the May River Forest and along the banks of the river and the Spa at Palmetto Bluff offers a delicious list of therapies and treatments.

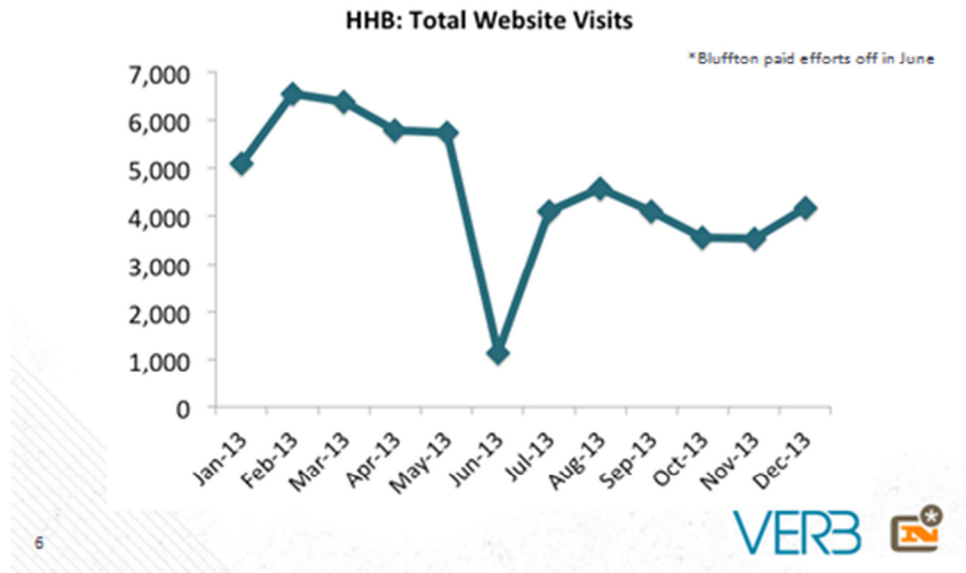
Address:

Ads:
Bluffton Vacation Package
www.hiltonheadisland.org/Bluffton
 Discover Bluffton - Local Insight & Great Hotel Deals.
 Plan Your Trip!
Harry Potter™ Theme Park
universalorlando.com/harrypotter
 FL Residents Save Over \$30! Buy Tickets Now for Harry Potter & More

Included in our fee by the digital agency are monthly reports on the measurable metrics of the SEM program. We will measure cost per click, resulting time/pages viewed on our website, conversion to the VCB visitor database, fulfillment ordered, and where appropriate, conversion to partner websites.

Total Website Visitation – HHI Bluffton

► December 2013: 4,177 Website Visits



6. South Carolina Parks, Recreation and Tourism (SCPRT) 2014-2015 co-op plan: Budget \$12,200

Through the SCPRT co-op marketing program we are able to leverage the buying power of the State in order to place cost-effective media buys with the goal of driving visitation to Bluffton.

Digital: A digital display banner campaign which will utilize a combination of strategies to include behavioral targeting, and contextual targeting in order to deliver the Bluffton brand messaging to qualified prospective visitors interested in visiting the area.

Television: We will use the :30 second spot created by Rawle Murdy and Crescent Moon Pictures to run a :30 second spot schedule in multiple near-drive markets to include Augusta, Charleston, Columbia, Florence-Myrtle Beach, Greensboro-High Point-Winston-Salem, Greenville-Spartanburg-Andersonville-Asheville and Raleigh-Durham. There will be a maximum reach of TV audiences by combining local broadcast stations (FOX, CBS, NBC, ABC) and cable (NCC).

7. *Southern Living* 2014 Idea House (Palmetto Bluff) Sponsorship/*Southern Living* Weddings Sponsorship Campaign

Budget: \$39,000

**Remaining portion of the total cost to come from Town of Bluffton Supplementary Grant

Part One: Sponsorship of the 2014 *Southern Living* Idea House in Palmetto Bluff

The *Southern Living* Idea House program has been in existence for 24 years and has built 58 upscale beautiful homes. The purpose of the annual Idea House is to provide design inspiration to *Southern Living's* loyal followers. Strategically, the location of the *Southern Living* Idea House being at Palmetto Bluff allows for the entire community of Bluffton to leverage the tremendous earned media reach of the *Southern Living* Idea House with the promotion of the new Bluffton brand to target visitors.

As the official travel sponsor of the *Southern Living* Idea House, Bluffton will be spotlighted through exposure on SouthernLiving.com, in the printed magazine, and onsite at the Idea House located at Palmetto Bluff.

In 2013 the *Southern Living* Idea House was in Nashville, Tennessee. The 2013 Idea House campaign generated over 34.4 million public relations (PR) impressions and that number is still growing. In addition there were 110 media mentions in over 50 publications, blogs and broadcast outlets. Online the Nashville *Southern Living* Idea House webpage garnered 3,400,785 total page views, 378,332 visitors, 2,647,764 photo gallery views and 246,805 video views. The *Southern Living* August 2013 special issue had a readership of 16 million.

The sponsorship of the 2014 *Southern Living* Idea House in Palmetto Bluff is designed to create exposure for Bluffton through the following components:

Digital Strategy

- A digital display banner campaign will run on SouthernLiving.com
- The Idea House will be featured on SouthernLiving.com and blog posts on The Daily South with links to the 2014 Idea House main page. The Bluffton Heart of the Lowcountry logo will be featured on the 2014 Idea House main page on SouthernLiving.com. This will click-through to the VisitBluffton.org website.
- The Idea House editorial photos will be featured on a dedicated *Southern Living* Pinterest board with links back to the 2014 Idea House main page on SouthernLiving.com where the Bluffton Heart of the Lowcountry logo will appear.
- Bluffton Heart of the Lowcountry listing will be included in the online room by room resources guide at SouthernLiving.com

Onsite at the Idea House from June 2014 until December 2014

Estimated visitors to the Idea House: 25,000. Source: *Southern Living*

- Bluffton will be featured with dedicated signage throughout the kitchen
- A 5 foot by 5 foot dedicated space in the Idea House will be provided to display Bluffton visitor and relocation information
- Bluffton photos will be displayed throughout the Idea House
- Bluffton video looping on the Idea House TV(s)
- Sponsor listing will be included in the room by room resources guide distributed to visitors as they enter the Idea House
- Opportunity to host an event at the Idea House

Print Strategy

- The new Bluffton logo: Bluffton Heart of the Lowcountry will be featured in a sponsor listing in the August 2014 *Southern Living* Idea House issue. The listing will include the VisitBluffton.org website and Bluffton logo. The tablet version of the August issue will include a hyperlink to VisitBluffton.org

Part Two: Sponsorship of *Southern Living* Weddings

The *Southern Living* Weddings sponsorship is designed to increase awareness of Bluffton as a premier wedding destination. Bluffton's surroundings, including the May River and majestic live oaks, make it an ideal location for destination weddings. The recently released new Bluffton brand (Bluffton Heart of the Lowcountry) with its romantic undertones, is perfectly suited for a wedding centric campaign.

With the sponsorship of *Southern Living* Weddings, Bluffton will be spotlighted through exposure on SouthernLiving.com. *Southern Living* brides are between the ages of 18-34 with a median household income of \$83,500.

The sponsorship of the 2014 *Southern Living* Weddings is designed to create exposure for Bluffton through the following components:

- Sponsor logo will be featured on the 2014 *Southern Living* Weddings main page on SouthernLiving.com
- Comprehensive banner ad rotation will be featured across SouthernLiving.com
- Sponsor will receive all opt-in data captured through the sweeps entry form (name, address, email, wedding date, fiancé name) and a list of attendees from each of 6 *Southern Living* Wedding Workshops.

Part Three: SouthernLiving.com Digital campaign

- Video Interstitials on SouthernLiving.com
- 2 *Southern Living* main page ads: the only featured advertiser on the SouthernLiving.com homepage for 24 full hours
- Editorial e-newsletter sponsorship ad on one weekly e-newsletter
- Desktop and tablet geotargeted banner rotation across SouthernLiving.com in NC, SC, TN, OH, NY, MA and GA

Added Value

- Run of SouthernLiving.com-2 banner ad sizes (728x90 and 300x250)

8. Religious Market: Budget \$3,000 (Rejuvenate and Going on Faith Conferences)

**Portion also budgeted from Beaufort County/Hilton Head Island

VCB staff will attend two religious conferences and then use those one on one appointments to qualify planners, who will then be invited to participate in a religious FAM trip in fall of 2014.

- **Going on Faith (GOF)** is an association of 3,000+ religious travel planners, serving the religious travel community. Travel Industry of America (TIA) reports that the religious travel community travels twice as often on a group package tour as the population as a whole and GOF acts the source between these Travel Planners and the Travel Industry. GOF offers access to over 20,000 travel planners who organize tours for 4.5 million seniors and boomers who belong to AARP Chapters, Bank Travel Clubs, Church Groups, and Retirement Villages.

The GOF conference is being held in Charlotte, NC in August 2014 and partners will have the option to attend the conference either as an appointment taker (separate from the DMO) or attend as a networking attendee and have access to the conference social events and workshops.

\$895 –cost for hotel properties to attend all social, and workshop events – No appointments

- **Rejuvenate Marketplace**, a religious based conference and trade show offering in-depth, targeted content for planners of faith-based events. The conference encompasses three days of educational seminars with continuing education units available, panel discussions and roundtables, well-known keynote speakers, networking and top-notch entertainment. It is an exciting gathering where planners, suppliers and experts in many fields have the opportunity to share ideas and best practices, as well as develop valuable relationships. Business gets done on the Marketplace floor as RFPs are placed and dates booked for future meetings, making the event a success for all parties. The Rejuvenate Conference is scheduled to be held in Atlanta, GA in October 2014.

9. **Military Budget \$400**

With Parris Island in our own backyard, it is important that we reach out and strengthen our destination's relationship with the many families who come to attend graduations, as well as those soldiers on active leave that are required to take some R&R once they return home. We intend to do this by participating in the annual **Travel EXPO Parris Island** hosts every March. The visitor bureau will be participating in this annual travel show, and select service partners will be able to partner and represent Southern Beaufort County. \$100.00 to exhibit.

- **The Alliance of Military Reunions** is a membership organization for the military reunion groups, and for DMO's, hotels, attractions, tour operators, and others who provide assistance in hosting reunions. Over 600 reunion groups are military members of the Alliance. They represent all U.S. services and all eras from WWII through Vietnam and the Cold War, to present day active duty groups. Collectively they have conducted over 10,000 military reunions. About 300 CVB's, accommodations, and attractions are supporting members of the Alliance. Membership includes a member listing on their website as well as in their printed membership directory. Once a member, you are then able to access potential military reunion RFP's or to host a FAM in our destination.

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

10. **Group Tour Budget \$1,750** **portion also budgeted from Beaufort County/Hilton Head Island

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

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

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

a market-place – an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year’s worth of sales meetings in one week. And with legendary networking and social events, attendees turn conversations from the conference floor into long-term business relationships. Couple this with leading education seminars and the industry’s largest exhibit hall, and Marketplace is really unmatched as the best industry event each year.

In January 2015, Visitor Bureau staff will attend the ABA Marketplace, and take advantage of up to 60 pre-scheduled appointments with pre-qualified operators to promote and sell the Hilton Head Island and Bluffton region.

11. VisitBluffton.org upgrades, Insiders Program & mobile site

Budget \$12,000

Bluffton Insiders Program: Continue growing our specific e-mail marketing distribution list. Visitors will sign up to become a Bluffton Insider and receive our bi-monthly Bluffton “insider” blog posts, Bluffton e-newsletters plus an information package including a regional vacation planner and our Bluffton walking tour map.

12. Festivals and Special Events

We will continue to work with local partners who produce area destination events to generate regional and national attention to the events and to support corresponding travel packages. There are many special events in Greater Bluffton including:

- Bluffton Arts and Seafood Festival
- Palmetto Bluff Music to your Mouth
- Bluffton International & Craft Beer Fest
- Bluffton Village Festival
- Art Walks
- Palmetto Bluff Half Marathon
- Bluffton Christmas Parade
- Bluffton Historic Preservation Society/Heyward House events
- Historic Bluffton Farmers Market
- Buckwalter Place Farmers Market
- Hampton Lake Market Days
- Bluffton Sunset Party Series
- Palmetto Bluff Concerts on the Green
- Other opportunities that may develop in the year ahead

Visitor focused events are promoted in a variety of ways:

- Vacation Planner
- Online Calendar of Events

- Facebook, Twitter, Google+ , Blogs
- Rotating features on VisitBluffton.org
- E-newsletters to insiders
- Mobile site & app

C. Bluffton Collateral and Fulfillment

1. 2015 Vacation Planner Print and Online: Budget \$16,000

The Visitor & Convention Bureau completed, refreshed and expanded content promoting Bluffton in our 2015 Vacation Planner, including a 10 page color section with a map of Calhoun Street and all merchants, art galleries, restaurants, and shops highlighted. In 2015, we would like to expand this map.

2. Fulfillment: Budget \$8,500

Postage, Shipping and Mail Operations for Bluffton fulfillment for 12 months.

3. Greater Bluffton Map Budget \$2,000

Maps would be provided to the Heyward House Historic Center/Official Bluffton Welcome Center, the Bluffton and Hilton Head Island Chamber offices. The map would include the call to action: VisitBluffton.org. This map would incorporate the new Bluffton brand: Bluffton Heart of the Lowcountry.

Pages 1 and 2 of the map plan to be used to promote the new brand for Bluffton with images and content reflecting Bluffton's core distinctions:

- Old Town Charm
- Bluffton Attitude
- Authentic/Realness
- Eclectic/Expressive
- Unique/Pride
- Town on the Move/Progressive
- Nature
- May River
- Live Oaks
- Location

Budgeted research programs for FY 2014-2015: Budget \$10,000

- Updating and maintenance of www.ThinkBluffton.com, the Chamber's online economic metrics portal.
- Smith Travel Research weekly and monthly reports. Measures lodging occupancy, average room rates, room demand and RevPAR for hotels only. Includes monthly comparative report with competitive destinations.
- V-Trip monthly Home & Villa lodging reports on occupancy, average room rates, RevPAR and six month forward booking pace reports. Two-source V-Trip report crunches back end Smith Travel hotel data with V-Trip back end home and villa data to produce a monthly destination report on total destination accommodations tax paying occupancy, average room rates and RevPAR.
- Monthly and YTD Visitor Traffic and Segmentation Reports by USCB's Dr. John Salazar.
- Economic Impact of Tourism on Hilton Head Island, Bluffton and Southern Beaufort County Study. A comprehensive study of the past 10 years of tourism in our region and its economic impact. The study will include comparatives with South Carolina, Southeast and US Travel economic impact data. We will also include US Travel forecast information for the next several years, as available, and our own V-Trip booking pace data.
- Subscription to the US Travel Association's Travel Monitor Program and related reports.

Appendix A

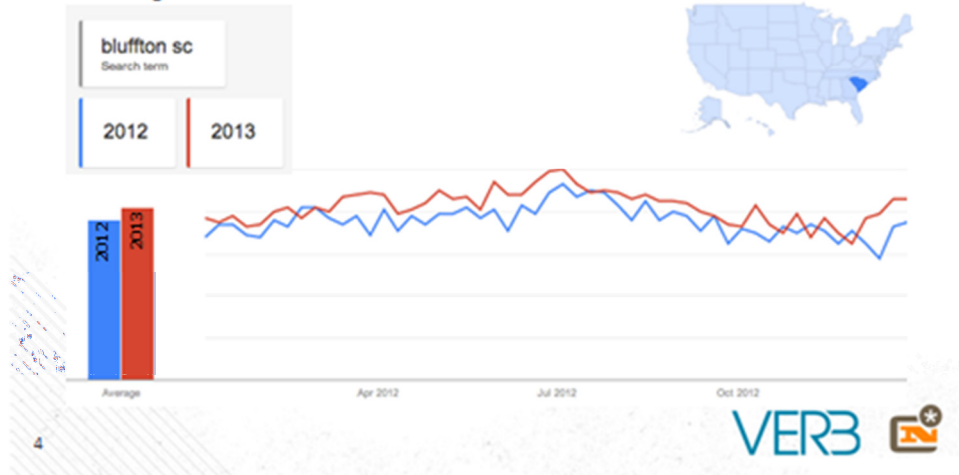


Overview

- ▶ Online Search Trends
- ▶ Website Performance
 - ▶ Visitation
 - ▶ Origin Markets
 - ▶ Conversion Rate Overview
- ▶ Online Marketing Performance
 - ▶ Bluffton Paid Media
 - ▶ Trends
 - ▶ Packages YTD

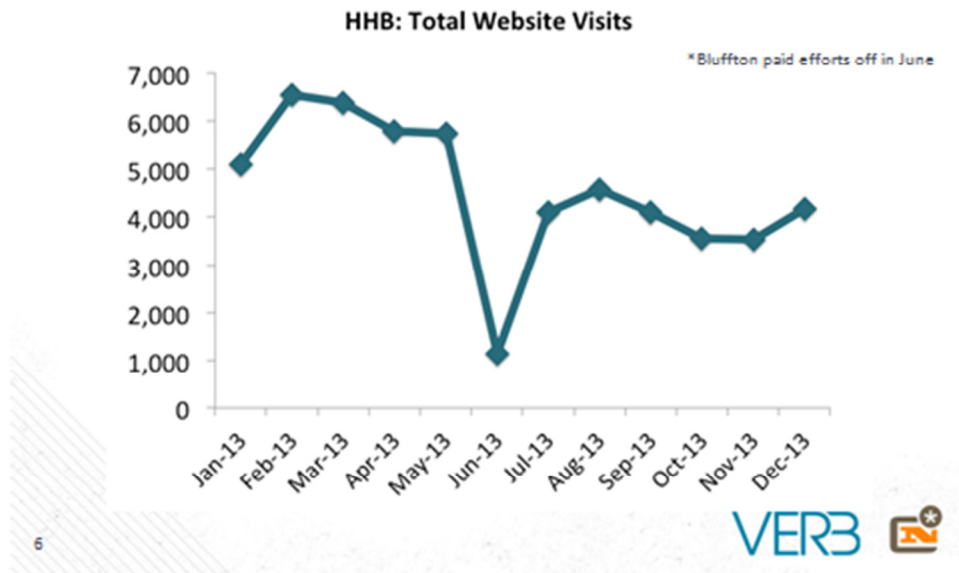
Google Bluffton Brand Interest

- ▶ YTD, Interest as measured by the average of US Google searches for branded 'bluffton sc' related terms are up vs. 2012
- ▶ Most Regional Interest came from South Carolina



Total Website Visitation – HHI Bluffton

- ▶ December 2013: 4,177 Website Visits



Top US DMA Visitation - HHI Bluffton

- ▶ YTD, The US drives 98% of Total Website Traffic
- ▶ The Savannah GA DMA drives 28% of Total Website Traffic

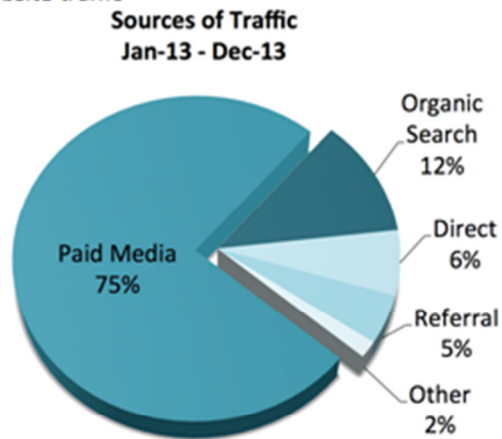


7

VERB

Hilton Head Island Bluffton - Visits by Source

- ▶ Search Traffic drives 87% of total website traffic
- ▶ Paid Media has driven an incremental +40k visits to the site and is the largest source of website traffic

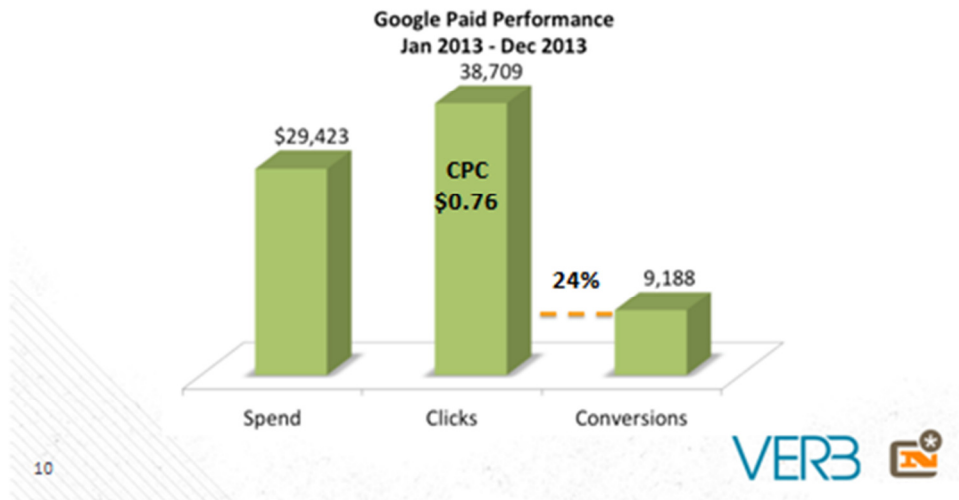


8

VERB

Bluffton – Online Marketing Performance

- YTD, Bluffton Google Paid Campaigns drove Clicks at \$0.76 and Converted at 24%.
| December 2013 CPC of \$0.71 and Conversion Rate of 24%
- 97% of Google Paid Bluffton Conversions were Outgoing Links to Partners



Google Paid Metrics – Bluffton

*Bluffton off in June
Fiscal June includes days in May

- YTD, Spend of \$29,423



- YTD, Clicks of 38,709



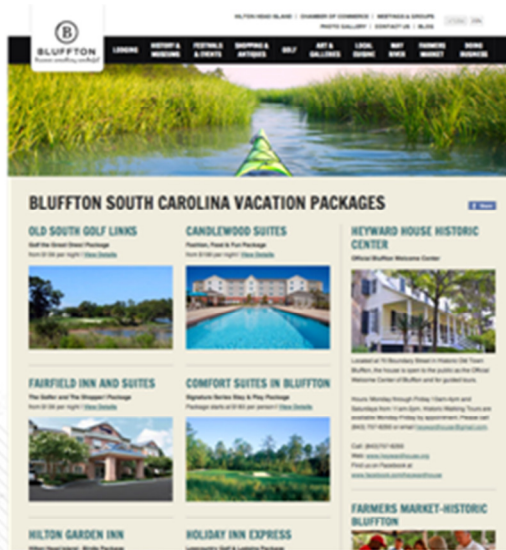
- YTD, Cost per Click of \$0.76



- YTD, Conversion Rate of 24%



Bluffton Packages Page



Jan-13 - Dec-13

Bluffton Packages Page

- ▶ YTD, 4,934 Total Pageviews
- ▶ 2,920 from Paid Campaigns
- ▶ 59% of Total

Partner Link Outs

- ▶ YTD, 2,202 Total
- ▶ 973 from Paid Campaigns
- ▶ 44 % of Total



Appendix B

Digital Ad results

Charlestonmag.com digital ad:

of impressions: 23,493

Click thru rate: 26%