

2018 - 2019

# HILTON HEAD ISLAND

*Destination Marketing Plan*



HILTON HEAD ISLAND  
VISITOR & CONVENTION BUREAU  
*South Carolina*





# HILTON HEAD ISLAND MARKETING COUNCIL

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The Hilton Head Island Visitor and Convention Bureau continues to be the leader in promoting tourism in Southern Beaufort County. The 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 layered marketing, sales 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)
  - ◇ Growth of our image and video library
  - ◇ Telling Hilton Head Island's story and developing engaging content for our destination channels
- Ensure a layered marketing approach with all programs and platforms; digital, social, print, video and e-mail, delivering emotionally rich 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
- 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 effort



## 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.

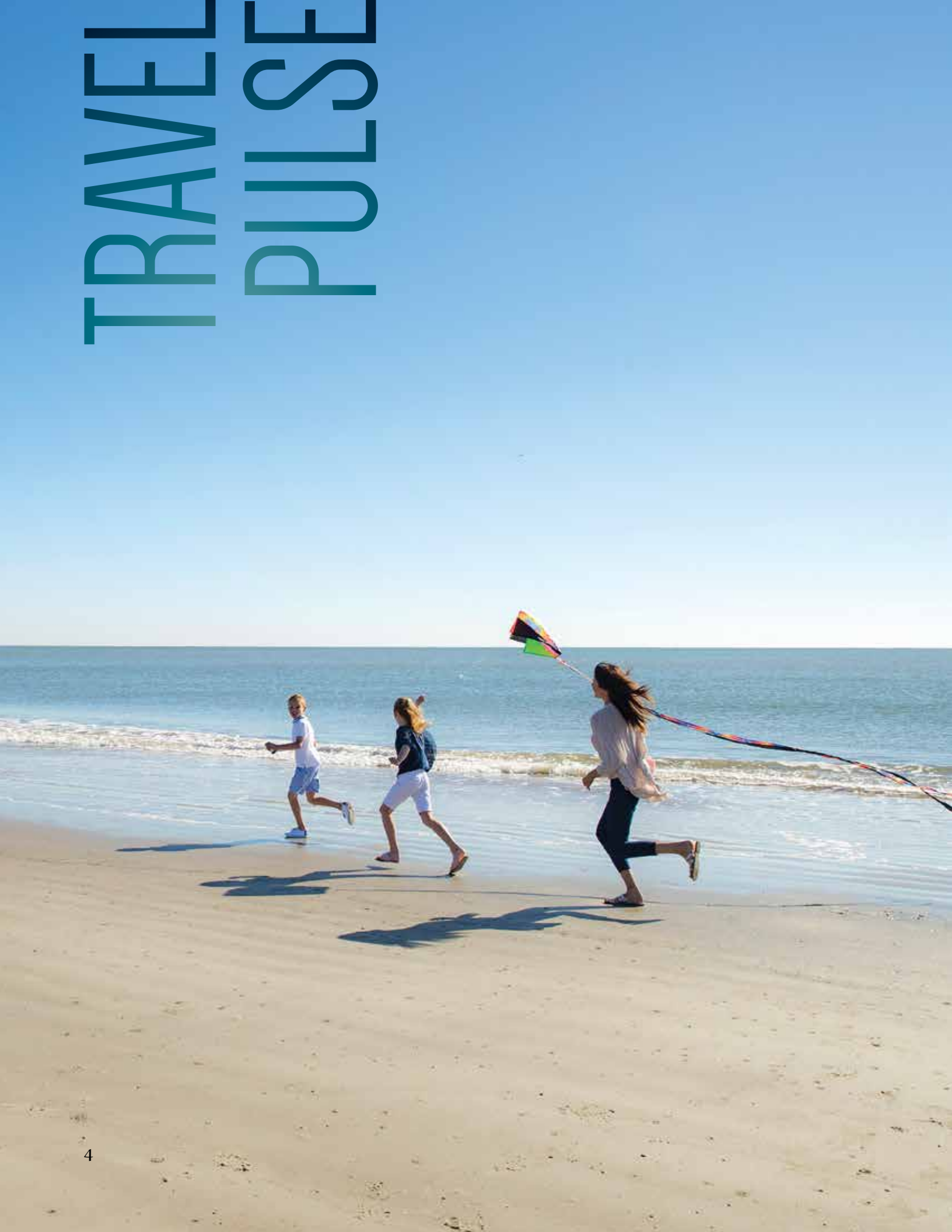
## BRAND COMMITMENT

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, 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





## THE PULSE OF TRAVEL

### *Travel Industry, 30,000-Foot View*

*Travel was on the rise in 2017, thanks to a rebound in domestic business travel.*

After edging up at a seasonally-adjusted annual rate of 1.2 percent during the first quarter of the year, U.S. economic growth accelerated to 3.0 percent growth during the latter three quarters of 2017. As a result, U.S. real Gross Domestic Product (GDP) increased by 2.3 percent in 2017, which was faster than 2016's 1.5 percent growth. The improvement in 2017 was largely thanks to upticks in business investment and exports.

#### **2017 Highlights**

- Consumer spending increased 2.7 percent, the same rate as 2016
- Business investment increased 4.7 percent, compared to a 0.6 percent decrease in 2016
- Residential investment increased 1.7 percent, compared to a 5.5 percent increase in 2016
- Exports increased 3.4 percent, compared to a 0.3 percent decrease in 2016
- Government spending increased 0.1 percent, compared to a 0.8 percent increase in 2016

As the new administration took office, America's share of domestic lodging searches declined, but also quickly recovered, peaking at 80.1 percent in September. For the full year, 76 percent of lodging searches from U.S. residents, on average, were for destinations within the United States. This share is nearly identical to 2016.

In 2017, solid consumer spending provided sound footing for domestic leisure travel. Additionally, growth in business investment sparked an improvement in business travel. This set the stage for a solid travel forecast for 2018.

*Source: U.S. Travel Association*

### *Lay of the Land*

#### *Outlook for 2018 - U.S. Travel Forecast*

After the U.S. economy accelerated and Gross Domestic Product (GDP) grew by 2.3 in 2017, GDP is forecast to increase by 2.7 percent in 2018. Continued solid economic growth will tighten the labor market further, with unemployment expected to average 3.8 percent in 2018. High consumer confidence and sturdy income growth, coupled with reduced tax burdens thanks to the recently-passed tax legislation, will likely have positive effects on both business and leisure travel in 2018.

Total travel volume is expected to grow at a healthy pace and travel expenditures are forecast to increase by 5.0 percent in 2018, to nearly \$1.1 trillion. However, running alongside the consumers ability to travel is the lack of consumer loyalty and resistance to use earned time off.

*Source: U.S. Travel Association*



## *Leisure Travel*

Strong economic growth and a tightening labor market are expected to sustain solid growth in domestic leisure travel in 2018, despite some downward pressure caused by rising travel prices (particularly motor fuel), which are expected to keep increasing for a second - consecutive year. With unemployment projected to fall to 3.8 percent (its lowest level since 2000) and consumer confidence on the rise-and despite a forecasted Travel Price Index (TPI) growth of 2.8 percent (well above the overall Consumer Price Index (CPI) estimate of 1.8 percent) - domestic leisure travel volume is expected to grow at a steady rate of 1.8 percent in 2018, followed by similar growth in subsequent years.

Domestic leisure travel is expected to remain steady in 2018 and beyond, thanks in part to strong consumer confidence and relatively low unemployment. In addition, domestic business travel is expected to retain its strong momentum from 2017, and grow even faster than leisure travel in 2018 and 2019, thanks to an increase in business optimism, higher fixed investment, and strong equity markets. The business community has reacted positively to the current administration, and is already enjoying the benefits of lower corporate taxes.

*Source: U.S. Travel Association*

## *Business Travel*

High business confidence, strong global demand, increasing stock prices and still-low interest rates - together with the positive effects of a recently-reduced corporate tax rate - bode well for increased business activity in 2018. Industrial production is estimated to grow by 3.6 percent in 2018, and business fixed investment is projected to grow by 6.5 percent.

After declining in 2016 and growing by 1.7 percent in 2017, domestic business travel volume is forecast to accelerate in 2018 and increase by 2.0 percent, outpacing the growth in leisure travel for the first time in over a decade.

*Source: U.S. Travel Association*

## *International Travel*

The U.S. Department of Commerce currently forecasts that total international inbound travel will increase by 3.9 percent in 2018. The opportunity to meet this forecast will be driven by the currency exchange rate and the competition between U.S. carriers and international low-cost carriers with airfare.

*Source: U.S. Travel Association*

## *Travel Growth*

Travel to and within the U.S. grew 2.2 percent in January 2018 compared to January 2017. Again, the U.S. Travel Association, Travel Trends Index (TTI) forecasts continued growth through the first half of 2018, as both domestic and international travel demand contribute to gains.

*Source: U.S. Travel Association*

## *The Travel Journey*

The travel journey is a continuum that begins with inspiration, which leads to purchase and sharing that inspires others and repeat visitations. Throughout the process, today's consumers evaluate numerous sources of information and inspiration across multiple devices - from mobile to tablet to desktop - often all within the same day. The ability to be nimble as a brand, track the use through multiple paths, and provide personalized content is key to connecting and influencing savvy travelers.

- **Ideas and Inspiration:** The American traveler casts a wide net, looking to family and friends; offline media - including print, broadcast, and outdoor; and search engines and social media posts for ideas and inspiration when starting their travel planning.
- **Option Envisioning:** Travel review websites top the list, followed by search engines and personal recommendations from family and friends. Social media plays a large role in distributing these recommendations. The impact of offline media declines, revealing its role primarily as awareness building, rather than reviews and preference building.
- **Research, Reviews, and Comparisons:** The internet continues to be at the forefront as travelers explore a variety of online resources to shop for fares and rates. Hotel/resort promotions top the list, followed by search engines and OTAs. Rounding out the top five sources at this stage are airline promotions and travel service provider websites.
- **Purchase:** When travelers are ready to make reservations, travel service provider websites top the list, followed by OTAs and hotel/resort promotions. Search engine results and car rental promotions round out the top five purchase points.
- **Pre-trip Preparation:** The internet is top of mind as traveler's line up their itinerary prior to their trip. Tablets and smartphones are used at this stage to download boarding passes, check out from hotels, read restaurant ratings, purchase attraction/event tickets, and download destination guides.
- **In-Market Travel Experience:** Mobile internet access comes to the forefront as travelers explore a variety of opportunities while they are in-market. Taking photos, accessing social media, looking up restaurants, and finding directions top the list.
- **Post-trip Sharing:** Social media sharing starts when in-market and continues post-trip as photos are shared with family and friends. Since so many visitors will come back based on a good experience, destination emails play a role in keeping visitors updated on activities and events for repeat visits.

*Source: MMGY GLOBAL | 2018 Portrait of American Travelers*



## TRAVEL TRENDS AND RESEARCH

### *Generations On the Move – Multi generational Travel*

By and large, Americans like to travel with family members—spouses, children, parents, or other family members are the preferred travel companions across generations. Gen Z, the youngest generation of travelers, is far more likely to travel with parents, with 54% saying they usually or always travel with their folks. Parents don't just make great travel companions; they also serve as good financial sponsors. The national study found that 58% of Gen Z respondents' parents paid for trip expenses when they traveled together over the past year. The phenomenon of parental sponsorship isn't applicable only to Gen Z, with 24% of millennials also stating parents pay for their travel costs when they go away together.

### *Culinary Travel*

When it comes to travel it always comes down to food at some point, doesn't it? Food tourism has become an emerging trend among travelers everywhere and tourism experts have taken notice.

Culinary experiences are not limited to simply dining out. It includes cooking courses, farm tours and the classic food markets, which make up about 95% of these experiences. These experiences are closely tied to the culture of the location. Many travelers consider it to be one of the best ways to get to know the story of the place they're traveling to and it works as a valuable resource for tourism companies.

### *“Bleisure Travel”*

This trend began a few years ago – the idea of combining a business trip with a leisure trip to strike a balance between work and play.

With millennials making up a majority of today's workforce, it is predicted that 2018 will be the year that this type of travel becomes the norm based upon the Millennial generations impact on how business is exchanged. Booking.com found that 49% of business travelers are already extending their corporate trips to have more time to enjoy the destination. According to a Chase Marriott Rewards study in 2016, 80% of millennials planned additional personal time around their travels while on a business trip. *Forbes* has also

reported that nearly 60% of companies are now starting to create policies that allow employees to combine vacation time and business travel. Bleisure travel allows employees to have the best of both worlds. They can still be high achievers in their careers while also getting many chances to travel and take mini-breaks in exciting destinations.







## *Wellness Travel*

The wellness travel sector continues to grow at a rapid pace. People's daily lives are consumed by emails, text messages, social media, and the strain of juggling work and personal responsibilities, leaving little time to focus on their well-being. They want a trip that allows them to return home feeling fresh, rested and rejuvenated. Many trips are now centered around spiritual, emotional or physical well-being.

Types of wellness travel:

- **Mindful Movement:** With increased awareness of the connection between the mind and body, a shift toward mindful exercises is happening.
- **Happy Retreats:** Travel is inspired by the desire to experience something that will have positive psychological impacts. Activities like morning hikes, beach yoga and meditation will work their way onto more itineraries.
- **Community Wellness:** The wellness tourism industry places emphasis on social responsibility and takes steps to give back to communities. By utilizing locally made commodities, supporting local farmers and implementing sustainable practices, travel companies focus more and more on the overall well-being of communities around the world.

Source: *The Global Traveler*

## *A Shift to Domestic Destinations*

Domestic travel is on the rise. Domestic vacations now make up 85 percent of American vacations, up 7 points from last year. That means that 13.9 million more vacations were taken within the U.S. compared to outside the country.

Travelers anticipate that 40% of their domestic travel this year will be to a new destination, creating opportunity within the U.S. for travel suppliers to influence consideration among new guests and visitors. And, those vacations are more likely to be a road trip, as 39% of U.S. leisure travel in the last 12 months included a road trip – up 17 points from the year prior.

## *Attractions Influence Where Travelers Go*

As these travelers increase their domestic vacations, attractions are becoming more relevant in influencing where those vacations are taken. More than half of all vacations (53%) included at least one visit to an attraction last year. And of those 41.5 million households, 68 percent say that they chose those attractions before their vacations began. This means that travelers are building attractions into their travel planning instead of making the decision while in the destination.

And, with Millennial families on the rise, one might assume that theme parks and amusement parks create the most interest among attractions. However, this year's research indicates that the top-ranking attractions are more educational and culturally based, with art and history museums (65%), aquariums (59%) and science museums (56%) coming before theme parks (55%).

## *Invest in Segmentation and Personalization*

Investing in tighter segmentation and personalized content, leveraging data and insights across multiple audience clusters to maximize marketing spend is imperative to connecting with the traveler. Ultimately, this custom approach to segmentation will drive incremental growth with the proper messaging.



# GOALS

## CLOSER TO HOME

The state of the U.S. economy, international and domestic travel trends, consumer shifts along with regularly commissioned research, past programs 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 and Convention Bureau's destination marketing focus and programs target the following short and long-term goals. The goals are set by our Hilton Head Island Marketing Council, under the leadership of the Visitor and Convention Bureau Vice Chairman, Greg Kelly, A.A.E., 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 (up to 5 years)*

- .....
- 1. Drive year-round business growth by use of strategic initiatives and programming
- 2. Research and develop branding for the destination
- 3. Maintain and grow public and private funding for the DMO
- 4. Leverage emerging technologies to engage and elevate the visitors' travel experience

### *Short-Term Goals (through Calendar year 2019)*

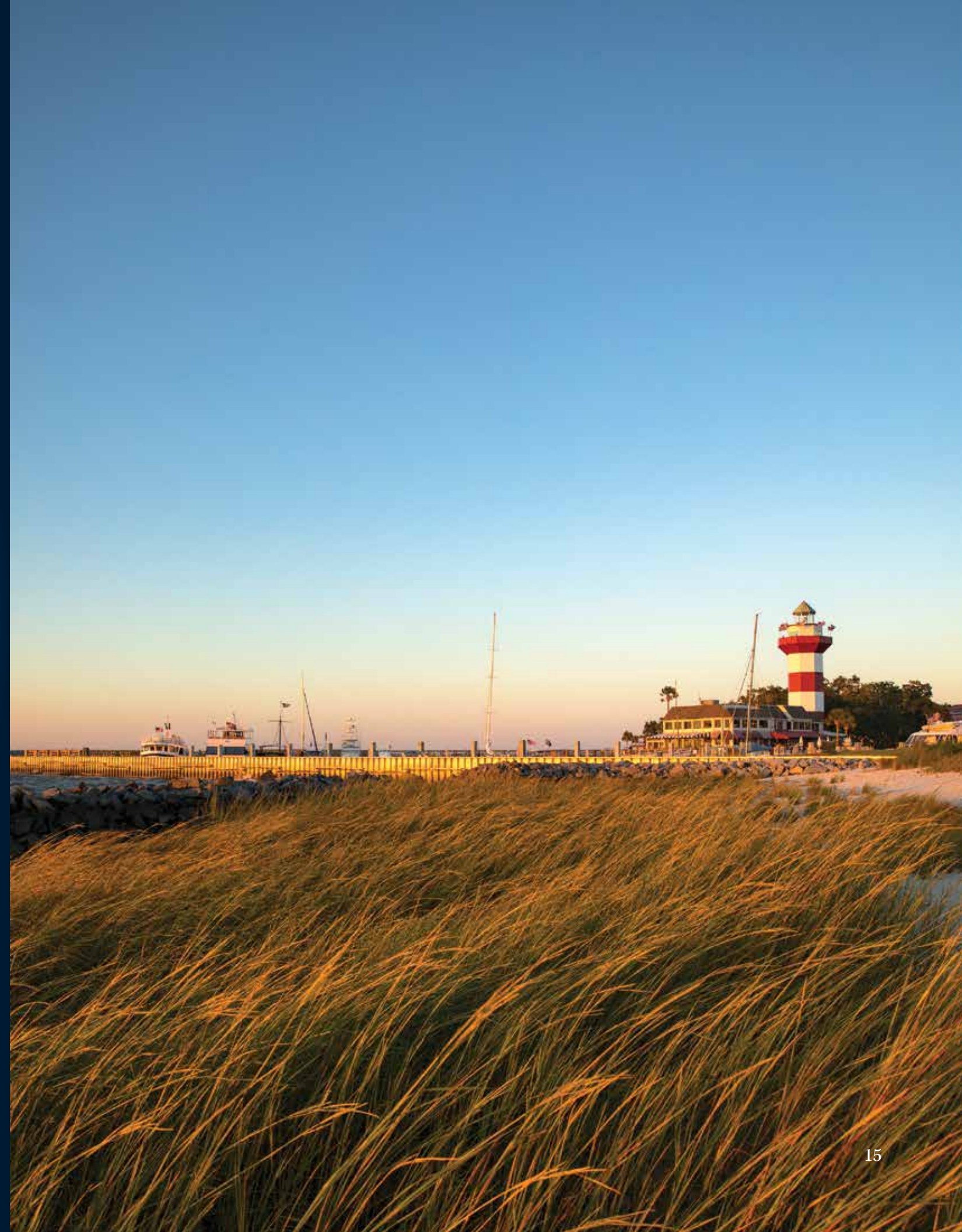
- .....
- 1. Grow shoulder and off-season group business by increasing group room nights by 10%
- 2. Grow off-season group business by increasing prospects by 12.5%
- 3. Increase conversions by 30% with the expansion of the Visitor and Convention Bureau's Group Incentive Program
- 4. Grow relationships with key industry partners to increase brand awareness through growing website conversions by 3%
- 5. Increase destination presence and demand through target campaigns with new and existing inbound fly markets
- 6. Increase destination website visits from our top 10 DMA's by 3%
- 7. Leverage Visitor and Convention Bureau digital assets and campaigns to increase website conversions/partner referrals by 5% and website sessions by 10%



## ALIGNING TRAVEL TRENDS AND TOURISM GOALS

To ensure Hilton Head Island rises to the top through the many choices the visitor has today, we will offer a layered and personalized 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 many options that might appeal 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 many different generations of potential visitors.

The Visitor and Convention Bureau will tell our story and increase our brand presence through layered media buys, targeted digital marketing, increased paid social media, public relations campaigns, trade shows and dedicated in market events to entice leisure visitors and business travelers alike. The 2018-19 Marketing Plan aligns the efforts above with research and trends, as well as past program performance, in-market and partner needs. This research based holistic approach to marketing will allow Hilton Head Island to rise to the top in terms of a resort destination choice for travel.





# OUR LEISURE TRAVELER

## *Leisure Traveler - On the Horizon*

Today's travelers want more choices and options. They do not want to be "siloe" 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 destination choices all the more critical.

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

- Couples Getaways
- MultiGen Family Vacations
- 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 Event Attendees
- Travel with Pets
- Weddings
- Singles Travel
- Travel for Learning

## LEISURE MEDIA MARKETING CAMPAIGNS

The 2018-19 leisure media partners were chosen based upon their brand reach and ability to target different segments of interest within their subscriber base; offline, online and through various marketing channels. In addition, to these media partnerships the Visitor and Convention Bureau will support each media partnership by utilizing our media channels to complement and amplify each specific in-market campaign.

In addition to these partners' brand recognition and reach they also have some of the largest and strongest readership within the world of publishing. Their readership is not only loyal, a rarity these days, but they are also influential in the world of travel. Their respective readers, annually, determine "the bucket lists" destinations for the coming year.

This past year Hilton Head Island received top accolades from both *Condé Nast Traveler* and *Travel + Leisure* publications. *Condé Nast Traveler* Readers voted Hilton Head Island as the *Best Island in the U.S.* and likewise *Travel + Leisure* Readers recognized the destination as the *#1 Island in the Continental U.S.* and *#2 in the World.*

Many destinations would love to garner the outpouring of recognition we've received and continue to receive from these trusted sources in travel. The destination is afforded the unique opportunity to advance our brand via accolade marketing and communicate to consumers that Hilton Head Island is a credible and worthy vacation experience.





# Condé Nast Traveler

As the most discerning, up-to-the-minute voice in all things travel, *Condé Nast Traveler* is the global citizen's bible and muse, offering both inspiration and vital intel. We understand that time is the greatest luxury, which is why *Condé Nast Traveler* mines its network of experts and influencers so that you never waste a meal, a drink, or a hotel stay wherever you are in the world.

In partnership with *Condé Nast Traveler*, the Hilton Head Island Visitor and Convention Bureau plans to highlight Hilton Head Island as a cultural hot-spot for travelers of any age and entice users to experience #LowcountryLiving for themselves.

Our approach will be to leverage *Condé Nast's* authority in travel and to celebrate Hilton Head Island's history, culture, and why it's a must-visit destination for all generations via branded storytelling in-book and online.

## Digital

- All-new digital product
- Next generation travel utility
- Enhanced search and navigation
- Mobile-first experience focus on viewability
- Digital Verticals
- The Bests: Annual awards and lists
- The Places: 20 Curated destination guides
- The Intel: Travel news and utility

## Native Package

*Condé Nast Traveler* will create Hilton Head Island: *The Complete Guide to Lowcountry Living*, a custom online branded package surrounding all-things Hilton Head Island, ultimately influencing the travelers' interest and consideration of the destination.



## Lowcountry Living High-Impact Units

Large-format units on cntraveler.com connects our users with additional supplied/custom content from Hilton Head Island.

- **Crown Unit**
  - ◇ High-impact unit draws users to the top of the page to engage with supplied static or video assets
- **Helios Unit**
  - ◇ Large video unit "pushes down" over edit content capturing the attention of browsing users
  - ◇ Unit contracts after video play is complete and can click thru to Hilton Head Island



## Lowcountry Living

- **E-Newsletter**
  - ◇ 100% SOV messaging in CNT's daily e-newsletter, *The Daily Traveler*, showcases Hilton Head Island around top content—deployed to 750,000 engaged opt-in subscribers
- **Video Package**
  - ◇ *Pre-Roll Video*: Runs prior to editorial content, engaging with CNT's users
  - ◇ *Mobile Vertical Video*: 10-second video messaging on mobile takes over the whole screen and includes an end card with click thru capabilities
- **First Impression Homepage Takeover**
  - ◇ Users see Hilton Head Island messaging the moment they visit cntraveler.com and on the homepage throughout each 24-hour takeover





# TRAVEL+ LEISURE



Hilton Head Island's Visitor and Convention Bureau plans to partner with *Travel + Leisure*, a publication under the Meredith Corporation in an effort to drive interest and travel during shoulder and off season periods. Through a unique parallel strategy rooted in custom content and *T+L's* World's Best Awards Voting packages, we'll connect with a hyper-targeted segment of affluent travel intenders through the voice of the brands they love and trust.

*Travel + Leisure* reaches the largest U.S. audience of affluent frequent travelers (1+ domestic leisure trip per year) with an HHI over \$150K. They leverage first and third-party data to reach your target on and off our network.

Campaign will consist of custom content to include:

- Custom Video Series
- Seasonally Driven Content
- Influencer Integration Options
- Targeted Media and Social
- Cross-Platform Distribution at Scale
- Powerful Print Alignments

## THE RIGHT BRANDS WITH THE RIGHT AUDIENCE



### Living the Southern Lifestyle

Celebrates the best of the South - sharing authentic experiences and advance Southern culture by fostering creativity, community, commerce and pride of place.

Digital Reach // 5.8MM

Social Reach // 4.8MM

Print Reach // 15.5MM



### Ultimate Experience

The preeminent voice for the sophisticated, insatiable traveler, serving up expert intelligence and immersive travel lifestyle content.

Digital Reach // 6.9MM

Social Reach // 11.4MM

Print Reach // 6.3MM



### Your Best Food Life

The ultimate authority on the best of what's new in food, drink, travel, design and entertaining.

Digital Reach // 8.5MM

Social Reach // 12MM

Print Reach // 7.8MM



### Living on the Coast

"Coastal" is not just a unique geographic place, decorating style, or type of food. Coastal is a state of mind - an escape to the good life (to be enjoyed barefoot, of course.)

Digital Reach // 894,000

Social Reach // 2.3MM

Print Reach // 4.1MM

## Where to Escape: A Video Series

**What We Know:** *Travel + Leisure's* travel trends research shows that for affluent travelers, most shoulder season travel is booked within 30-45 days of departure. They are not price hunting, they are looking for an escape now.

**Our Strategy:** This can't be a "branding campaign" loaded with banners and units. We have to show travelers why they should visit Hilton Head Island during shoulder and off seasons. Targeting key booking periods and reasons to go, *Travel + Leisure*, *Southern Living*, *Coastal Living* and *F&W* will create a timely video series focused on Hilton Head's key shoulder and off-season activities (and VCB partners). The series will inform travelers why Hilton Head is the place to escape to.

## Social Amplify

Through our powerful Amplify products, Meredith Corporation, will push destination custom video content to users as they scroll through their social newsfeeds via our editorial Facebook and Instagram handles.

Timed with each flight and season, each participating brand will drive targeted fans and followers to Hilton Head Island's site or directly to partners using our Where to Escape videos in-feed.

### Social Amplify Includes:

- Hilton Head Island will tap into Meredith Corporation's proprietary 1<sup>st</sup> party data set to target Meredith Corporation subscribers and users on social
- Posts will drive users directly to the brand's website or custom content landing page

## Stay #1 Year after Year

- World's Best Awards (WBAs) is now entering its 23<sup>rd</sup> year
- WBAs are the leading barometer of travel trends and the most recognized benchmark of excellence for travelers worldwide
- Expected to hit 400,000+ respondents in 2018
- Stay on top as Best Island in the U.S.
- Announcement of the 2018 WBAs in NYC in July
- Voting begins for the 2019 WBAs in November

## And the winner is...

As the votes are tallied, *Travel + Leisure* will begin reaching out to winners to help promote and amplify their win with custom programming that will coincide with the announcement and event in mid-July.

### Winners Circle Promotions Include:

- Event integration in NYC puts you front and center
- Facebook Live Announcement from *T+L* editors on location in Hilton Head Island
- WBA 2018 Seal for use across your brand campaigns



## BUDGET | MEDIA MARKETING CAMPAIGN

Condé Nast Traveler Campaign	\$ 56,000
<i>Travel + Leisure</i> Campaign	\$ 56,000
<b>SUBTOTAL</b>	<b>\$ 112,000</b>
SCPRT Partner Programs	\$ 20,000
Advertisement Production	\$ 5,000
<b>TOTAL</b>	<b>\$ 137,000</b>



# DIGITAL MARKETING & MEDIA CAMPAIGN

## Placement Strategies

Digital will be the primary media channel based on our budget parameters and its ability to offer cost-efficient message delivery to focused geographic and lifestyle segments. Preference will be given to measurable Search Engine Marketing (SEM) strategies and sites that skew towards the affluent female audience, given 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 2018-19 placements.

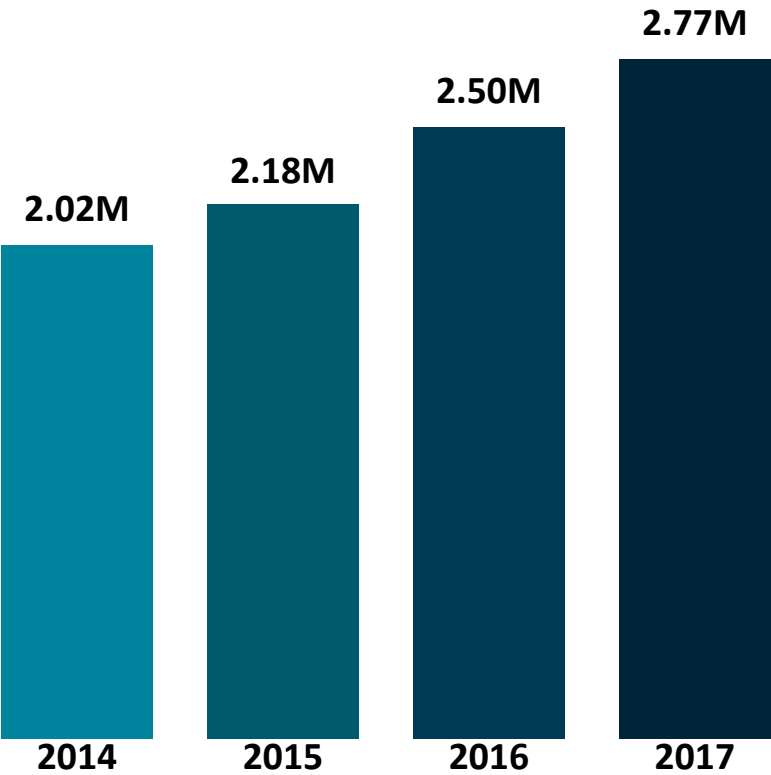
## Search Engine Marketing (SEM)

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

In partnership with VERB Interactive, our digital marketing firm, the Visitor and Convention Bureau accomplished one of its primary metrics goals in 2017: increasing visits to HiltonHeadIsland.org to almost 2.8 million, or an 11% year-over-year increase (see graph below).

This was on the heels of a 14% visit increase in 2016. A key focus area was keyword optimization, and increasing site visits post-hurricane Matthew in 2016, which we achieved by broadening and expanding our paid marketing campaigns.

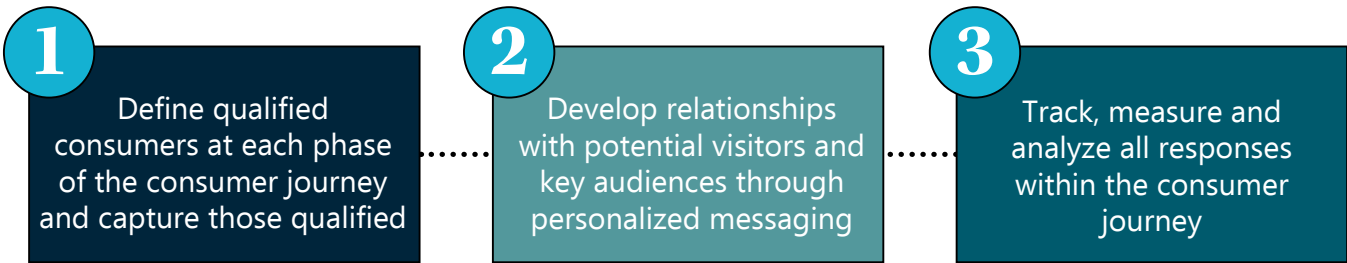
HiltonHeadIsland.org Website Visitation



## Leisure Media Program

### 12 Month Comprehensive Digital Marketing Strategy

A custom digital marketing plan will be deployed to align and influence consumers to visit the Hilton Head Island website, and directly increase demand to partner properties by delivering on the following principles:



This plan will be executed by aligning the tactics with the desired goals we want to accomplish with our core consumers, building from those already most engaged with Hilton Head Island, to those who are not yet aware of Hilton Head Island and its unique differentiators.

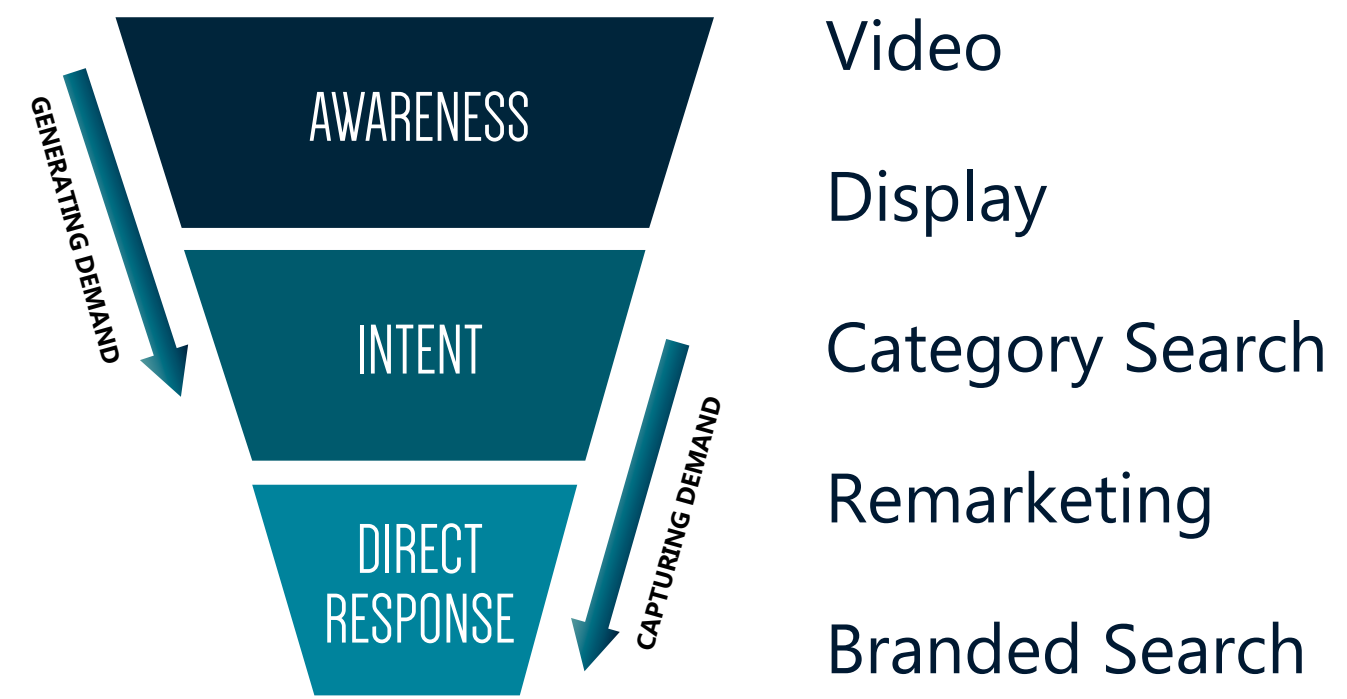
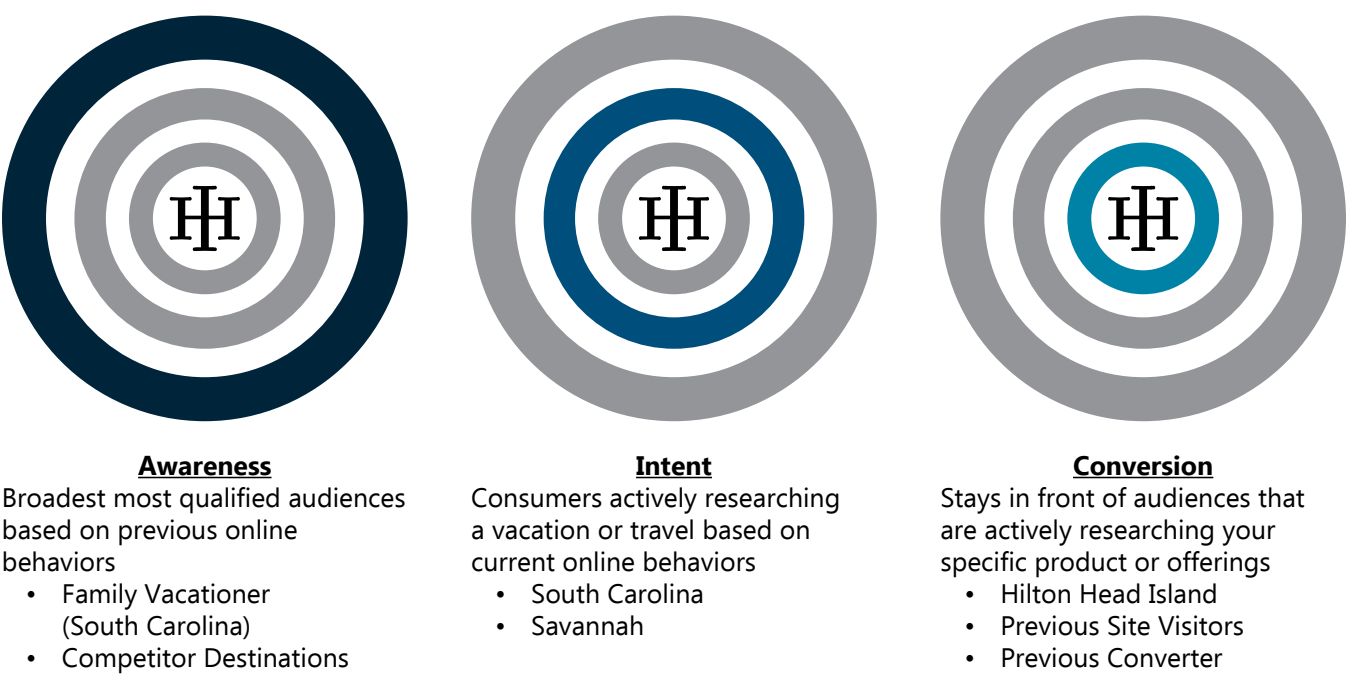
Once a strategic structure is established, we will further refine the plan to clarify messaging, channels, key metrics, and consumer mindset against each phase of the consumer journey.





# Audience Alignment

## THROUGH CUSTOMER JOURNEY



### 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 to ensure we serve ads to these same qualified consumers. In creating sophisticated targeting for Hilton Head Island, both first and second party data are utilized:

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

**Second Party Data:** Utilize lookalike audiences, modeled from remarketing lists, CRM database matches, behavioral, interest segments, in-market behaviors, etc.

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



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 network, specifically on YouTube, as the network reaches more than 90% of total internet users. Additional tactics will include utilizing Facebook Video and Instagram Stories to further drive awareness for Hilton Head Island.

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 (>30 seconds) or clicks through to site
- 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 newsfeeds
- Can be purchased on a cost-per-click basis at an efficient price (around \$1), or on a cost-per-10-second view, most comparable to Trueview's CPCV

Instagram Stories

**15-Second Videos** – Utilize unique assets New for 2018-19

- Plays within feed, along with images and videos shared by consumers' friends, family, and other Instagram accounts they follow
- Stories ads provide a full-screen immersive experience with the goal to drive interest and traffic to site

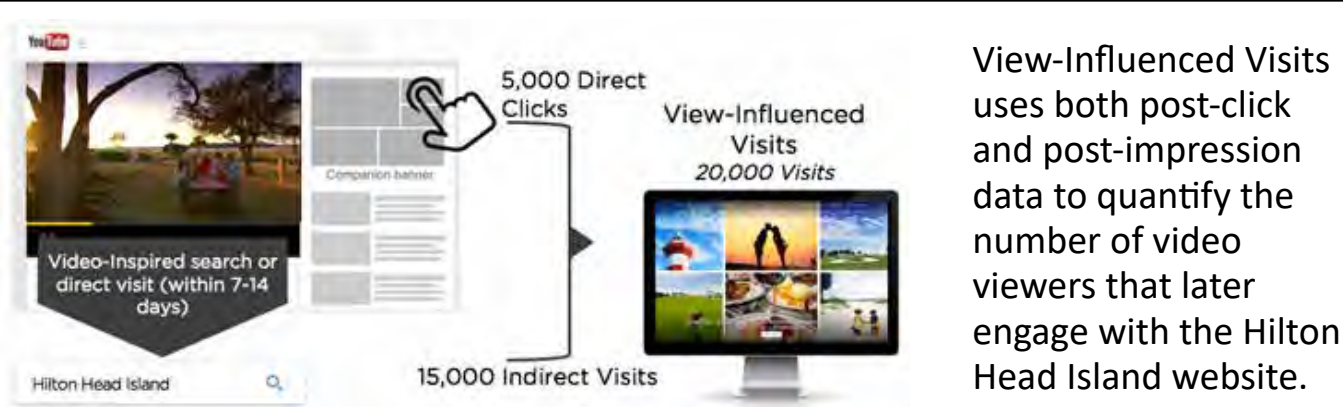
Awareness

Awareness efforts will target all devices with a mobile prioritization as the majority of consumers in this phase are likely to interact with Hilton Head Island when on their mobile device.

## 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 drive them to visit the website.

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, 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 (See Earlier Table)

- Affinity Audiences
- In-Market Audiences
- Demographics
- Custom Intent - New for 2018-19





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 on websites and blogs. Our campaigns would work to help associate Hilton Head Island with increased consumer intent to visit.

Non-Branded Search

When cultivating consumer interest, non-branded search 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"><li>• Beach vacation</li><li>• Golf vacations</li><li>• Family vacations</li><li>• SC weddings</li></ul>	<ul style="list-style-type: none"><li>• History/Culture</li><li>• Arts</li><li>• Culinary</li></ul>
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"><li>• Myrtle Beach</li><li>• Savannah</li><li>• Charleston</li></ul>	<ul style="list-style-type: none"><li>• Amelia Island</li><li>• Kiawah Island</li><li>• Sea Island</li></ul>

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. By implementing multiple windows, we can adjust bids and messages depending on where the consumer is in the funnel.

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

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
- Form Fills

- Link-Outs to Partners
- App Downloads





## Advanced Analytics

As we head into the next fiscal year we will continue to utilize ADARA, a data partner that tracks consumers who have engaged with the Hilton Head Island website and later show up in market as a guest. This platform was instrumental in further optimizing our media in 2017 as well as gain invaluable consumer and market insight.

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



GridQuire Labs, a new partner for 2018-19, is a leading data and technology provider that powers critical business and marketing investment decisions with location intelligence, smart data, and advances visualization insights.

With GridQuire Labs, we gain further insights to our visitor's journey. Partnering will allow for learning and connecting through location intelligence and applying visitor insights to ensure personalized media distribution.

## SEO & CONTENT MARKETING

New branding. New campaigns. New digital platform. 2018-19 is a big year for Hilton Head Island. Our content marketing will be big enough to match.

To reach new audiences and continue to grow engagement and reach we need to build momentum. We will accomplish this by combining exciting and unique quarterly initiatives with targeted paid social and blog distribution support.

### *Content priorities for 2018-19*

- 1. Focus on content we can own:** With changes coming to platforms like Facebook, we need to create content that helps us build an audience on our owned properties (blog, email, etc.).
- 2. Distribute that content effectively:** Use our social channels to bring our content to life in creative, effective ways.
- 3. Test and try content partnerships:** Partner with new voices to grow our audience and expand our reach (i.e. guest blog posts, Instagram takeovers).
- 4. Boost our efforts with paid dollars:** To exceed our 2017-2018 benchmarks and take our content even further, we need to boost our organic efforts through paid social.

2017 was the year of producing great content across the entire Hilton Head Island platform. Moving forward we will enhance existing content and focus on sharable content that is relevant to the user. This approach will drive a more natural search journey and extend engagement.

Through optimizing the existing content on the Hilton Head Island platform, the brand will enhance the overall content strategy for the destination, the travel experience and each of our partners. As part of the ongoing strategy, it is 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 build 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 2018-19, 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. Monitoring the competitive set from a content and social media perspective will play a key role in the ongoing strategy as we will need to determine how the competition is performing in comparison to our brand, what their share of voice and share of organic search is (e.g. desktop, mobile). Upon creation of new content, Hilton Head Island will make content additions within the site architecture; be it new sections or hub-pages on the website, or enhancements to existing pages.

### *Search Engine Optimization*

In 2017-18, organic search contributed 38% of all visits to the site making it one of the primary ways by which people found their way to the destination website. Search engines continued to drive qualified visitors to the site as indicated by high engagement metrics.

Organic search also had the highest number of assisted conversions in 2017, meaning it was a popular channel along the multi-channel journey many visitors took before visiting and completing a goal on the site.

The 2018-19 SEO strategy is about ensuring relevant, valuable content continues to be indexed by search engines, that appropriate content is retrieved and presented to searchers, and they are persuaded to click on that content. All SEO marketing initiatives will focus on ensuring the visibility of HiltonHeadIsland.org in the search results of both search engines and social networks for branded searches and a full spectrum of other relevant search queries, with the goal of increasing the overall awareness of Hilton Head Island as a destination.

*The SEO program can be broken down into four core areas:*

- 1. Technical SEO:** Ongoing technical audits and comprehensive reviews of the website to ensure content on the site remains crawlable and indexable by search engines.
- 2. Content Creation and Optimization:** Creation of content is an important aspect of the SEO strategy. Ongoing keyword research will support content marketing by informing new site content and blog posts, and regular SEO reviews of content will highlight optimization opportunities to ensure content remains fresh and relevant. Timing and topics for SEO research will be aligned with the 2018-19 content calendar, and ongoing image and video optimization will ensure visibility within image and video search results.

SEO research and optimization will be expanded to social networks as they are also becoming popular search engines.



- 3. Building a Foundation of Authoritative Referrals:** Links to a site and citations continue to send strong signals to search engines that a site is authoritative on a particular topic and should rank well for searches. There will be campaigns to identify and attract high quality links from high authority sites, along with sharing of content through influencer outreach and a targeted social media strategy.
- 4. Identifying New Opportunities:** A significant component of the SEO program will be research to find new opportunities for content that, once indexed by search engines, will drive qualified searchers to the site. This research will focus on finding popular search queries that people perform when considering a vacation, trip or activity, and where Hilton Head Island would meet the needs of those searchers. Other content opportunities will continue to be investigated by conducting GAP analysis between HiltonHeadIsland.org and other destination marketing organizations.

# SOCIAL MEDIA

In 2017-18, referrals from social media increased by 28% and our key goals (clicks through to member sites) did very well. Our Facebook following grew by 38%, our Twitter following grew by 13%, our Instagram following grew by 37%, and our Pinterest following grew by 5%.



Referrals from all social channels grew in 2017. This includes Twitter, which reversed the declining trend that was seen in 2016. However, Facebook engagement continued to decline slightly, a result of Facebook’s algorithm regularly changing to reward paid support. Both Instagram and Pinterest continued significant growth in 2017, indicating that we should be devoting more time and budget to these channels in 2018. We also saw incredible results from our Bachelorette and Accolade campaigns.

Facebook - and by extension, Instagram - will continue to tweak their algorithms to limit organic reach and engagement for brands. That means our approach and how we invest in these channels needs to change as well to ensure our brand relevance within these channels. Investing in paid tactics, continue efforts to build a loyal readership on our blog and newsletter, and bringing our audience into experiences we own will be key tactics for 2018-19.

## The Future of Social Is Paid

Brands across the board have experienced decreases as large as 20% in organic reach and engagement over the past year due to algorithm changes on platforms like Facebook, Instagram, and Pinterest. These changes continue to come.

To compete, and to win, Hilton Head Island will ensure a paid social program is in place. Our solution prioritizes driving traffic back to the Hilton Head Island website, while growing our audience and engagement.

## Channel Priorities for 2018-19

These are the channels that best support Hilton Head Island’s goals, and will be our focus for 2018-19:

- 1. Facebook:** Facebook is our primary traffic source and we do not see this changing any time soon. Our approach to Facebook will be to incorporate a range of content, focusing on our blog articles, user-generated content shared by our locals and guests, co-op partnerships, marquee events, and campaigns. A second priority for 2018-19 will be to infuse Facebook Live video.
- 2. Pinterest:** Pinterest is a visual search engine, perfect for distributing our articles and infographics. Our approach to Pinterest will be tied closely to our blog’s content calendar. This year’s focus will be building niche boards related to Hilton Head Island’s offering, and creating new infographics and custom pins to drive traffic back to HiltonHeadIsland.org.
- 3. Instagram:** Instagram’s primary focus will continue to be curating user-generated content from talented guests and locals, sharing those channels across Hilton Head Island’s digital properties. A second priority for 2018-19 will be investing further in Instagram stories and Instagram Live video.

# BUDGET | DIGITAL MARKETING & MEDIA CAMPAIGN

VERB: Daily Site Work	\$ 72,000
Island Compass App	\$ 25,000
SEO	\$ 42,000
SEM Leisure Marketing	\$ 440,000
Hosting & Management	\$ 7,500
Digital Promotions	\$ 17,600
Digital Contingency	\$ 11,000
<b>TOTAL:</b>	<b>\$ 615,100</b>





*New Tactics for 2018-19*

Social’s primary role will continue to be the distribution of destination articles. To keep things fresh, to drive engagement, and to try new things, we also implement:

- 1. **Social video:** Curating user-generated video, partnering with video creators, and shooting our own video to make an emotional connection with potential guests.
- 2. **Account takeovers:** Leveraging the voices of prominent digital content creators and locals to expand our reach.
- 3. **Facebook Live & Instagram Story interviews**

*Building Our Audience Through Social Listening*

To gauge our guests’ perception of the Hilton Head Island brand, identify digital conversations to participate in, and add value to our partners, we will implement a social listening strategy.

Using Brandwatch, our preferred social listening tool we will:

- Develop a Social Response Bank
- Keep on top of breaking/emerging news or trends relevant to Hilton Head Island
- Flag any negative reviews or comments regarding Hilton Head Island and its partners
- Identify interesting and noteworthy data trends or problem/positive properties within Hilton Head Island
- Note common pain points and questions to inform our content strategy

*Video: #LowcountryLife Video Series*

To build on our success last year, we will create a branded, story-driven lifestyle videos under the #LowcountryLife umbrella. These

blogs would live on YouTube and the blog for SEO value, and be distributed through our social channels on a regular basis.

These videos would be aligned with our content calendar themes. These series will utilize relevant footage such as biking, outdoor, beaches, and golf.

Video is not going away any time soon. The natural progression is for our brand to take larger ownership of the video content we distribute. For 2018-19, we will engage in topics close to the Hilton Head Island brand of biking, beaches, dining, golf, wildlife, water activities, family activities, history and then build out niche topics on top of our core attributes.

*Blog and Crowdriff*

In 2017-18, a focus for our blog was content, schedule, and building evergreen topics that cover our product pillars. In 2018-19, we intend to dig deeper into how we tell stories. By creating a refined, inspirational digital space travelers trust to learn about what interests them, with the goal of converting these visitors into customers.

*In 2018-19, priority will be given to storytelling:*

- Long-form, editorial pieces
- Interviews, features, and Q&A’s
- Quizzes, infographics, and videos
- Lead-generation pieces

*2018-19 Social Media Content Projects:*

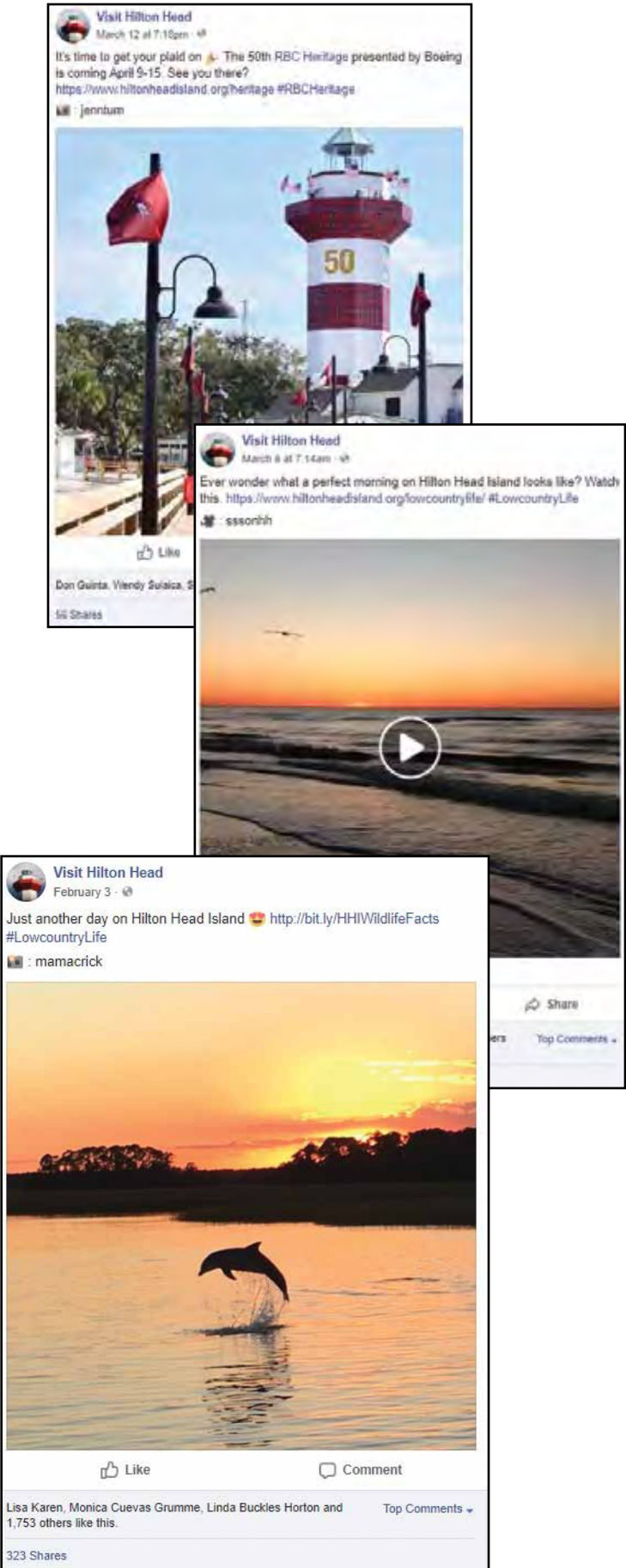
- Spring Break Content Partnership
- RBC Heritage Presented by Boeing
- Spring and Fall Asset Shoots
- Summer Instameet
- Pin It To Win It Contest

*Metrics: How Will Success Be Measured?*

It is critical that all online marketing that is deployed to drive exposure for Hilton Head Island is based on driving conversions for our partners, and exposure for the destination. Social content initiatives will be viewed both on a standalone basis and holistically, as each strategy will ripple up into the overall Hilton Head Island digital marketing plan.

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, Retweets, 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

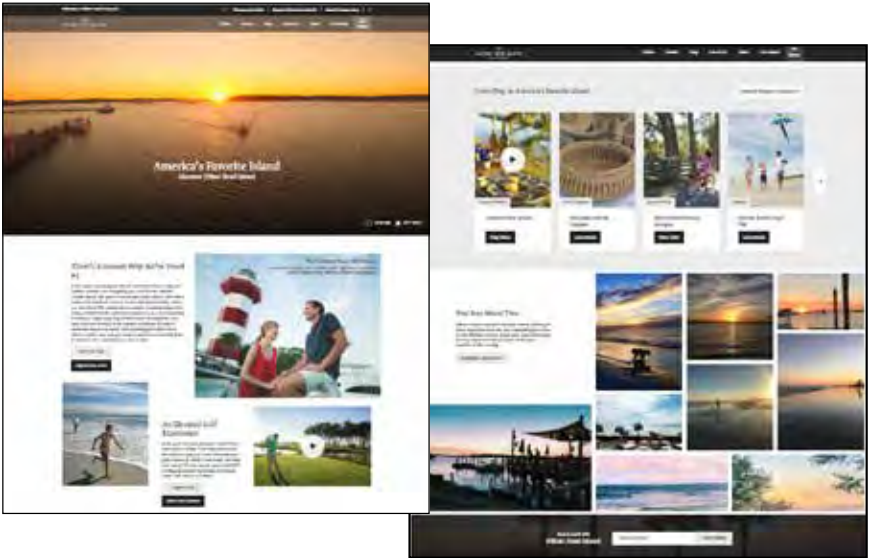




HiltonHeadIsland.org Looking Forward

Looking forward to 2018-19, the digital marketing strategy and website platform will focus on building 1-to-1 connections with prospective visitors to the destination via the new HiltonHeadIsland.org web platform. The personalization strategy will enable the destination to improve the overall communication strategy for the destination to make the content, visuals, offers and video more relevant to each visitor. Website testing will also be a key component of the strategy as we place an emphasis on optimizing the platform to drive more referrals to our partners.

Investing in the content marketing strategy, influencer marketing and the holistic social media strategy will continue to be a big priority for the destination. In 2018-19, we will continue to evolve with the development of social-focused video content and the increased presence of user-generated content to tell authentic stories across destination channels. All social media efforts are focused on driving increased awareness for the destination and referrals to the website, thus increased paid media support for this upper funnel channel is a great way to connect with past guests and those who are new to the destination.



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 plan. Our ongoing destination public relations program is a well-oiled machine that churns out national and international stories, features, broadcast vignettes and mentions, news coverage on top travel digital sites, blogs, and video, syndicated stories, and non-paid media coverage. These efforts combined with organic coverage and exposure annually averages about \$20 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, influencers and publishers
- Connections and opportunities leveraged daily by our New York based PR firm, Weber Shandwick Worldwide
- 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

Public Relations Highlights

HOSTED VISITING JOURNALISTS FROM MEDIA OUTLETS SUCH AS:



The Charlotte Observer



“A TWO HOUR AD” FOR HILTON HEAD ISLAND & BLUFFTON

THE BACHELORETTE

created a Hollywood-like buzz in the Lowcountry as the crew filmed in the spring. It aired over two episodes in the summer, reaching

19.3M VIEWERS

WELCOMING WARM WEATHER

9 MILLION

viewers tuned in on the first day of spring as THE WEATHER CHANNEL broadcast its morning segments live from Hilton Head Island.



BUDGET   SOCIAL MEDIA	
Partner Promotions	\$ 35,000
Paid Brand Social Media	\$ 60,000
Accolade Marketing	\$ 3,000
Social Media Management	\$ 20,000
Social Content Marketing	\$ 78,000
<hr/>	
SUBTOTAL:	\$ 196,000
Destination Photography and Video	\$ 35,000
<hr/>	
TOTAL	\$ 231,000
Facilitated by: VCB Communications & Marketing Staff, Weber Shandwick, Local Freelance Writers, Local Videographers, Local Content Creators and VERB Interactive.	



We are planning new and ongoing public relations initiatives in the 2018-2019 fiscal year to support the overall destination marketing campaign:

- 1. **Social Media and Influencer Partnerships:** Influencers are a critical pathway to new audiences who are consuming their media in very deconstructed, digital ways. We will look to leverage key influencer partnerships across our top three demographics (the modern family, the millennial traveler and the upscale vacationer) to tell untold Hilton Head Island stories to their loyal followers.
- 2. **Visiting Journalists Program:** Firsthand on-island experiences continue to drive meaningful feature stories for the destination. 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.

Traditional print and online media outlets, freelance travel journalists and well-qualified travel and lifestyle bloggers will be pursued with fresh themes (Hidden Gems; Best of Hilton Head Island) to entice them to visit and experience the Island. Weber Shandwick anticipates hosting at least 8-10 journalists on individual visits in the coming year, while SCPRT, 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.

As a modern classic destination, the beauty about Hilton Head Island is that there are just as many “hidden gems” for travelers to enjoy as there are “old time favorites.” It is that mix of the old and the new that allows every generation to craft a vacation experience that’s all their own. We are going to go off the beaten path this year to harness the exciting island buzz, to tell some of the island’s lesser known stories.

- 3. **New York Media Outreach Program:** Senior staff will visit New York to leverage face time and foster relationships through desksides, intimate media gatherings and experiences to drive meaningful destination coverage. Staff will also work with SCPRT on media events in the coming year.
- 4. **Broadcast monitoring:** We will continue with our contracted vendor to monitor for national and regional broadcast clips
- 5. **Broadcast Media:** Working with Weber Shandwick, we will actively pitch and respond to broadcast media opportunities for travel related stories on national and regional broadcast outlets. We will continue to reach out to producers and travel experts for inclusion in seasonal regional/national travel segments. We also see great value in pursuing on-air giveaway opportunities and Satellite Media Tours (SMTs) when spokespeople and themes are appropriate.



- 6. **Destination Travel Package PR:** As covered in the package promotional section, the VCB will be developing a series of destination package promotion in concert with our partners to promote on a quarterly basis. Part of that promotion will be advanced long and short lead media pitches.
- 7. **Always on Media Relations:** We will continue our ongoing communications and outreach efforts with media (print/online/broadcast) and influencers to keep them apprised of news, new developments, creative storytelling angles, marquee events and more.
- 8. **Festivals and Special Events:** We will continue to work with local partners who produce area destination events to generate regional and national attention to the events and to support corresponding travel packages. Special events that are being targeted include:



- 9. **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 and operational support.
- 10. **Strategic Partnerships and Special Projects:** Align with like-minded brands and execute creative programs that will spotlight elements distinctive to Hilton Head Island and inspire new generation of consumers to visit the destination.

BUDGET   PUBLIC RELATIONS	
NY Media & PR Firm	\$ 175,000
Photo and Video B-roll	\$ 10,000
Satellite Media Tour/Influencer	\$ 10,000
Out-of-Pocket: (e.g. journalists’ airfare)	\$ 7,000
Monitoring Services (Broadcasting & Print/Online Tracking)	\$ 8,000
TOTAL	\$ 210,000



# MEETINGS AND GROUP

## Meetings & Group Sales - Calling All Groups

With the clear priority of group business development, particularly within the corporate meetings sector, set by the Hilton Head Island Marketing Council in FY 2018-19, here is a look at American Express' 2018 Global Meetings and Event Forecast, followed by our local destination situation and plan:

### *Meetings and Events - Global Forecast*

The meetings and events industry is thriving. They are seeing steady and increasing investment as meetings are viewed more and more as growth enablers within organizations. This growth mindset highlights the ongoing opportunity for the meetings and events industry to create value and expand its impact and reach.

Another sign of the thriving environment is the sense of increased competition. The meetings and events industry, and more broadly, the hospitality industry have been part of significant investment and merger and acquisition activity over the last 24 months. This has also resulted in suppliers making investments to expand their global footprint. The shifting supplier landscape has included new investments in direct booking capabilities through the websites of major brands, expanding the potential reach to small meetings. Electronic sourcing continues to be a dynamic area of the industry, with more innovation expected and new solutions being developed to facilitate the efficient management of the small meeting segment.

In North America, respondents appear optimistic about continued growth in the meetings industry. While there is awareness that cost pressures will continue as hotel and air rates rise faster than meetings budgets, planners indicate a focus on the attendee experience. When respondents consider where to cut and where to add as budgets shift, they are doing so with the attendee experience top of mind.

As we look to 2018, the optimism related to the meetings industry continues with positive sentiment, plans for growth, and increasing investment activity. While there are many geopolitical influences that will continue to evolve and create uncertainty, we expect the meetings and events industry to be resilient and adjust accordingly. We are pleased to see the increasing focus on attendee experience, and continued focus on managing meeting investments strategically, with the goal of creating meetings that deliver on desired business outcomes.

*Source: Issa Jouaneh, Senior Vice President & General Manager,  
American Express Meetings and Event*

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



# LOCAL SITUATIONAL OVERVIEW

Capitalizing on the Bleisure trend and the consumer confidence to travel we continue to highlight and promote investments made into not only our conference hotels and resorts infrastructure, but also our retail outfitters and attractions. This continued community investment allows for the destination to remain a top choice for meetings and/or group when meeting planners are looking to make a decision. In addition, the variety and quality of experiences for group visitors has never been so diverse, encompassing both natural and man-made excursions we ensure a well rounded experience while in the destination, with the main goal of ensuring a repeat visit.

- Complete rebuild at Pineland Station, renamed Sea Turtle Marketplace
  - Fresh new shopping and retail at the Shelter Cove Towne Centre
  - Culinary offerings that are winning regional and national acclaim for its locally sourced and farm or boat to table appeal
  - Six public marina villages, each with its own charm, unique environment and ambian
  - 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 farmers markets in the U.S. in neighboring Bluffton and its charming Old Town
  - 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 Presented by Boeing,, HHI Motoring Festival & Concours d’Elegance, Hilton Head Island Wine & Food Festival, Gullah Celebration, The Hilton Head Island Seafood Festival, The Public Arts Exhibition, International Piano Competition - BravoPiano! and more.



# 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 Visitor and Convention Bureau sales staff.

One of the many strengths of the Hilton Head Island Visitor and Convention Bureau Meetings and Group Sales team has been its strong and loyal business relationships with clients and partners. Those relationships have been built on trust over the years and they have kept the Bureau as a key and critical component in the business of business matchmaking. Those relationships are especially important in an era when it is predicted that planners and suppliers will rely on existing relationships to work through challenges. Our accolades include 19 straight years of receiving the Stella Award of Excellence for service to the Meetings Industry by the Visitor and Convention Bureau staff, Smart Meetings Platinum Choice Award Winner 2017, and Meeting and Conventions magazine Gold Service Winner 2017.



## Group Sales Goals

### GOAL #1:

*Increase the number of qualified leads by 9% in 2018*

SALES	2015	2016	2017	2017	2018
LEADS & BOOKINGS	ACTUAL	ACTUAL	GOAL	ACTUAL	GOAL
# OF LEADS	80	90	95	64	70
POTENTIAL (ROOM NIGHTS)	50,976*	14,464	15,900	14,177	15,000
# OF DEFINITES	24	27	30	19	23
DEFINITE (ROOM NIGHTS)	4,974	5,097	5,600	3,953	4,785

*\*27,300 ROOM NIGHTS WERE FOR IRONMAN*

CONSUMED GROUP	2015	2016	2017	2017	2018
ROOM NIGHTS	ACTUAL	ACTUAL	GOAL	ACTUAL	GOAL
# OF GROUPS	18	17	20	23	27
# OF ROOM NIGHTS	5,608	5,495	6,050	3,579	4,200
ECONOMIC IMPACT*	\$3,033,928	\$3,027,745	\$3,330,520	\$1,970,236	\$2,312,886

*\*Destination International Event Calculator*



**Tactics:**

- 1. The Hilton Head Island Group Sales Team is committed to responding 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 Destination International “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 opportunity for generating leads and new prospects with emphasis on appointment-driven shows, including:



- 5. Telemarketing/lead generation/market and prospect research: Changed how we distribute the qualified prospects, they now go directly to the appropriate properties so they can follow up in a timelier fashion.
- 6. Explore online marketing presence opportunities: Create enhanced destination profiles and actionable marketing offers in key planner search and source sites enabling destination searches of potential properties and direct RFP opportunities for new and existing customers.
- 7. Work with VERB to develop the use of social media, specifically LinkedIn, as a portal to extend the Hilton Head Island message to targeted prospects.
- 8. Measure visitation to HiltonHeadMeetings.org and evaluate meeting planner usage of our site through a monthly review of microsite analytics.



**GOAL #2:**

*Leverage communications for planners and partners*

**Tactics:**

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

- **August 2018** – Connect Marketplace
- **October 2018** – IMEX Trade show with resort partners
- **October 2018** – Sports Travel’s TEAMS Expo
- **December 2018** – AENC (Association Executives of North Carolina) trade show with resort partners
- **January 2019** – SCSAE (South Carolina Society of Association Executives) trade show with resort partners
- **January 2019** – ABA trade show

**GOAL #3:**

*Increase hotel participation with Flights for Sites and Group Closing Fund*

**Tactics:**

Visitor and Convention Bureau Sales Staff has developed and manages the application and award process for these incentive programs in cooperation with local partners:

**Flights for Sites (FFS)**

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



- Goal of program

<u>2017 Goal</u>	<u>Actual Results</u>	<u>2018 Goal</u>
5 meeting planners	12 meeting planners	15 planners
3 bookings	9 bookings	12 bookings
550 room nights	6,235 room nights	6,750 room nights

**Group Closing Fund (GCF)**

The purpose of the Hilton Head Island Visitor and Convention Bureau’s Group Closing Fund (GCF) program is to generate group room nights and revenue by promoting group business that is consumed during the shoulder and off seasons. This fund will help offset some of the perceived disadvantages that meeting planners have when comparing the combined cost of airfare and ground transportation from Savannah or Hilton Head Island Airports. This is being achieved by providing funding to subsidize ground transportation expenses for qualified groups.

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

*Eligible Meetings/Programs:*

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

*Group Guidelines:*

- Groups must adhere to the following basic guidelines to be eligible for funds through the GCF program:
- The proposed meeting must have a minimum of 100 total paid room nights to qualify as documented by the host property.
- The proposed meeting/event must take place on Hilton Head Island at a Hilton Head Island-Bluffton Chamber of Commerce member property.
- The GCF program will only be available to groups holding their event during off-season dates
- The GCF funding must be used for meetings not currently contracted with any Hilton Head Island property.
- GCF funds will only be considered for mid-week during the shoulder and mid-week or weekend during off-season dates.
- The payment of the fund will be based on the actual group room night pick-up.
- Should more than one property in the Hilton Head Island area be competing for the same program, all 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. The Town of Hilton Head Island or SCPRT grant money cannot be used for this program. The dollar amount granted through the GCF program is based on the following scale of actualized (paid) group room nights:

*Dollars granted is based on:*

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

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

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

*Approval and Disbursement of Funds:*

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

*Goal of program:*

<u>2017 Goal</u>	<u>Actual</u>	<u>2018 Goal</u>
15 or more bookings	20 bookings (27 requests)	25 bookings
4,500 or more room nights	8,193 room nights	10,000 room nights





# CONFERENCE SALES INITIATIVES

1. Maximize the Visitor and Convention Bureau’s 3 Diamond partnership with **Cvent** (electronic RFP website)



- Banner ads appear at the top of the meeting planner’s search results
- Hilton Head Island Visitor and Convention Bureau listing rotates among other 3 Diamonds and is immune to filters
- Keep the profile current with images, attractions, special offers, etc.
- Upload new collateral as developed
- Hilton Head Island Visitor and Convention Bureau banner ad will appear to the meeting planner to consider Hilton Head Island when sourcing RFP’s to:
  - ◊ Amelia Island, FL
  - ◊ Jacksonville Beaches, FL
  - ◊ Myrtle Beach, SC
  - ◊ Savannah, GA

Actual Results from Cvent in 2017		2018 Goal
# of RFP’s received	257	285
# of room nights	105,003	116,500
# of booked groups	61	75
Definite room nights	10,256	12,650

Besides HB & CD - RFP’s from other 3 <sup>rd</sup> party planners		2018 Goal
# of RFP’s received	96	120
# of room nights	39,406	44,900
# of booked groups	3	5
Definite room nights	555	1,000

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



- Included in the “Local Destination Expert” pop-up at the end of the RFP process with recommendation to HB Associates to include DMO on RFP
- HB intranet custom partner profile and partnership recognition with hyperlinks
- HB InSite – custom partner profile and partnership recognition with hyperlinks and ability to attach PDF’s
- Link to custom HB dedicated website in Partner Destinations Library
- List destination offers/promotions on HB Promotions site & HB InSite; list on HB Connect (Cvent) if offer is HB exclusive
- Feature in Partner+Plus eNewsletter for exposure to HB Associates with destination exclusive edition
- Give local hotel/resort partners visibility to help with distressed inventory or a last-minute cancellation
- Destination featured in HB Partner Buzz eNewsletter after joining the HB Destination Partner Program

- Rotating banner ad on HB intranet home page with hyperlink
- HB 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 in 2017		2018 Goal
# of RFP’s received	107	120
# of room nights	46,326	52,000
# of booked groups	42	50
Definite room nights	5,823	7,000

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



- Top Banner placement on CD 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 in 2017		2018 Goal
# of RFP’s received	54	61
# of room nights	19,271	22,000
# of booked groups	16	20
Definite room nights	3,878	4,850

## Luxury Meetings Summit

They host over 135 one-day events across the U.S. & Canada. The Hilton Head Island Visitor and Convention Bureau has entered into an agreement to have them represent us at all their events and supply us with the prospects that expressed interest in our area.

- Total Luxury Meetings Summit prospects that have been provided to the Hilton Head Island Visitor and Convention Bureau:
  - ◊ 2,758 prospects (gathered from 115 events)
- Total prospects that have been provided to the Hilton Head Island Visitor and Convention Bureau and shared with our partners:
  - ◊ 3,231 prospects from trade shows and Luxury Meetings Summit

**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 and events that will appeal to group tours
- 7. **SC Sports Alliance:** Hilton Head Island-Bluffton Visitor and 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 SCPRT 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 & keep events in the state
  - Receive prospects/leads from SCSA conferences & events
- 8. **Hilton Head Island Recreation**
  - Commit to a close working partnership with the Island Rec Center to help promote & foster sports groups coming to the island for events & tournaments
  - Commit to building a closer working partnership with local/regional organizations (First Tee, USCB, NAIA, USTA, Boys and Girls Club, et al). Help to explore & develop other possible events like the Disc Golf, Beach Volleyball, Pickleball, Marathons, Triathlons

BUDGET   GROUP SALES		
	VCB Budget	Supplemental
Cvent Sponsorship	----	\$ 32,400
ConferenceDirect Sponsorship	----	\$ 23,800
HelmsBriscoe Sponsorship	----	\$ 18,000
Luxury Meetings Summit Prospecting	----	\$ 15,800
Trade Sponsorships/ Affinity Groups	\$ 55,000	----
Flights for Sites/Site Inspections	\$ 8,000	----
Sales Industry Dues and Subscriptions	\$ 20,000	----
SC Sports Alliance	\$ 20,000	----
Meet in South Carolina Alliance	\$ 1,500	----
TOTAL	\$ 104,500	\$ 90,000

# GROUP MARKETING

- 1. **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
- 2. **Trade Media:** Advertising in major meeting publications
- 3. **Promotional Giveaways:** Hilton Head Island logoed items for giveaways during site inspections, FAMs, trade shows and sales events
- 4. **Military Marketing:** Continuing our presence in the military market by partnering with Military Media Inc. which has helped identify key bases within the criteria given as well as identified print and online advertising opportunities that will speak directly to the military personnel and their families while on base. Each base has their own print and online communication channels.

### Strategy

- To target market active military and military families
- Seek bases within an 10 hour drive from the destination
- Market to this consumer through their base communication platforms
- Use a online/ off-line approach to ensure tracking and R.O.I. is available
- Brand awareness focusing on fall and winter travel

### Base Test Locations

- Ft. Gordon, Augusta, GA
- Ft. Benning, Columbus, GA
- Robins AFB, Warner-Robins, GA
- Ft. Bragg, Fayetteville, NC



BUDGET   GROUP MARKETING		
Group Social Media	\$	5,000
Trade Media	\$	65,000
Promotional Giveaways	\$	20,000
Military	\$	15,000
Contingency	\$	10,000
TOTAL	\$	115,000



# TRADE SHOWS

## Focus Service Hotel Markets

### Group Tour

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

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

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

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



## Full Service Resort/Hotels

### Connect Marketplace

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

### IMEX America

Meet over 3,000 corporate, incentive, association and 3<sup>rd</sup> 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.

## 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 CD Associate and attendance to training sessions on sales development.

### HelmsBriscoe Annual Partners Meeting (HB)

HelmsBriscoe allows member participation at their most important Associate Networking educational event. Designed in a reverse trade show format where the attendee gets quality time with each HB 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 ’18 Trade Show

TEAMS (Travel, Events AND Management in Sports), is the world’s leading conference and expo for the sports-event industry. Presented by *SportsTravel* magazine, TEAMS ’18 will be held October 2018, in Louisville, KY. 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 18<sup>th</sup> year, TEAMS has helped define the sports-event and appointment-based trade show industries.



### Hilton Head Island-Bluffton VCB’s 2018-2019 Trade Shows

Trade show	Market	Dates	Location	Investment
Connect Marketplace	Corp/Assn	Aug 2018	Salt Lake City, UT	\$12,500
IMEX America	Corporate	Oct 2018	Las Vegas, NV	\$39,500
Sports Travel’s TEAMS Expo	Sports	Oct 2018	Louisville, KY	\$1,500
AENC	State Assn	Dec 2018	Raleigh, NC	\$1,200
SCSAE	State Assn	Jan 2019	Columbia, SC	\$1,250
American Bus Assn.*	Group Tour	Jan 2019	Louisville, KY	\$3,000
ConferenceDirect APM	Third Party	April 2019	TBD	\$4,500
HelmsBriscoe APM	Third Party	May 2019	TBD	\$4,500
TOTAL:				\$67,950

\* Included in Beaufort County/Bluffton Budget

### Meet in South Carolina Alliance

Meet in South Carolina Alliance is a non-profit membership organization created for the collaborative promotion and growth of meeting and group tour destinations within South Carolina. They will attend and represent Hilton Head Island and Bluffton Visitor & Convention Bureau at a number of smaller trade shows.

### Additional Trade Shows that Hilton Head Island-Bluffton VCB will be represented at

Trade show	Market	Dates	Location	Investment
RCMA Aspire Regional	SMERF	Aug 2018	TBD	\$ 500
MCASC/NCMA/VMA Regional	Group Tour	Aug 2018	TBD	\$ 1,500
Small Market Meetings	Corporate	Sept 2018	TBD	\$ 600
Connect Faith	SMERF	Nov 2018	Ontario, CA	\$ 1,500
Select Traveler Conference	Group Tour	Feb 2019	TBD	\$ 1,000
Destination Showcase (Destination International)	Corp/Assn	March 2019	Washington, DC	\$ 2,250
Plan Your Meetings	Corp/Assn	June 2019	TBD	\$ 500
TOTAL:				\$ 7,850

### BUDGET | TRADE SHOWS

Group Sales:	\$ 104,500
Group Marketing:	\$ 115,000
Travel Trade Shows:	\$ 75,800
TOTAL	\$ 295,300



# INTERNATIONAL MARKETING

## International Marketing

Brand USA partners with Hilton Head Island to market the destination to international visitors. The marketing activities include promotion through print, digital and social, out of home 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 U.S. to fuel the nation’s economy and enhance the image of the United States 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 the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and 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.



### Markets

*Multi-Channel Campaigns:* An extraordinary minimum 2-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: \$38,000 (value add - \$208,700)**

- Digital media and print insertions through *Macleans*, *Toronto Star*, and *Chatelaine* in glossy *Discover America* Magazine with geo-targeted circulation of 900,000
- Estimated 2,300,000 impressions on digital campaign with 4,600 guaranteed clicks
- Activation Partner: Expedia
- Facebook “Social-First” strategy 8-week campaign
- Estimated 1,300,000 impressions and estimated 9,000 clicks

#### **Germany: \$11,800 (value add - \$25,000)**

- 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 650,000 impressions on digital campaign with 2,500 guaranteed clicks
- Activation Partner: Expedia



- United Kingdom: \$14,700**  
**(value add - \$30,000)**
- Digital media and print insertions through *The Time*, *Sunday Times*, *National Geographic Traveler*, and the *Guardian* in a glossy *Discover America* Magazine with geo-targeted circulation of 800,000
  - Estimated 550,000 impressions on digital campaign with 2,000 guaranteed clicks
  - Activation Partner: Expedia

**London Telegraph: \$6,250**  
**(value add - \$18,750)**

- Digital media edition

**Brand USA Online Multi Channel: \$28,750**  
**(value add - \$86,250)**

- Creating our own targeted, international campaign
- Robust digital, print, and social media campaign, with a traffic generator
- 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

**The Times: \$57,250**  
**(value add - \$400,000)**

*The Sunday Times Magazine*

- Hosted on digital edition.
- Launch editorial 6-page
- Equivalent of minimum half page of editorial for Hilton Head Island
- 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 1 full page of editorial for Hilton Head Island
- ¼ page ad or ad listing with offers from tour operator
- Balancer 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

**UK Golfbreaks.com: \$11,500**  
**(value add - \$20,000)**

- In partnership with Coastal South Carolina campaign is targeted to golf prospects via the media they consume the most:
  - ◊ Digital & Email blasts
  - ◊ Sky Television advertising
  - ◊ US Golf Travel Guide
  - ◊ Banner Advertising
  - ◊ Social Campaigns



**TOTAL FOR BRAND USA PROGRAMS**

**\$168,250**  
**(value add - \$788,700)**

**2018-2019 International Trade shows**

Trade show	Dates	Location	Investment
World Travel Market	Nov 2018	London	\$ 5,000
Travel South International Showcase	Dec 2018	Nashville, TN	\$ 2,500
ITB – Berlin	March 2019	Berlin	\$ 5,000
IPW	June 2019	Anaheim, CA	\$ 7,500
IAGTO	June 2019	TBD	\$ 3,000
<b>TOTAL:</b>			<b>\$23,000</b>

**BUDGET | INTERNATIONAL MARKETING**

Coastal South Carolina USA (dues)	\$ 55,000
Brand USA Co-ops	\$ 168,000
International Trade Shows	\$ 23,000
SCPRT/Coastal Contribution	-\$ 35,000
<b>TOTAL</b>	<b>\$ 211,000</b>





# COLLATERAL AND EMAIL MARKETING

## Insiders, collateral and fulfillment

### 2019 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, phone and media 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 their vacations and discover what Hilton Head Island has to offer. This is an important element to the “Travel Planning Journey” experience mentioned earlier in the plan.

Our area’s natural beauty is what sets Hilton Head Island apart from other beach resort communities. By tapping into our portfolio of stunning photography and combining it with updated content, we 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: 100,000

### Promotions/ Brochure Distribution at Airports

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

## BUDGET | VACATION PLANNER, MAIL FULFILLMENT AND AIRPORT PROMOTION

Creative, Content Development, Production & Printing	\$ 220,000
Mail Operations, Postage, Envelopes & Airport Promotional Expenses (All fulfillment except golf*)	\$ 150,000
Airport Displays	\$ 15,000
Toll-free phone number (annual cost)	\$ 4,000
<b>TOTAL</b>	<b>\$ 389,000</b>

\*Golf fulfillment is covered in the HHI supplemental marketing grant



Hilton Head Insider Program: Building on a Strong Foundation

In 2018-2019, we will continue our successful “Hilton Head Insider” 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 exciting destination information and partner exclusive offers when they travel to Hilton Head Island.

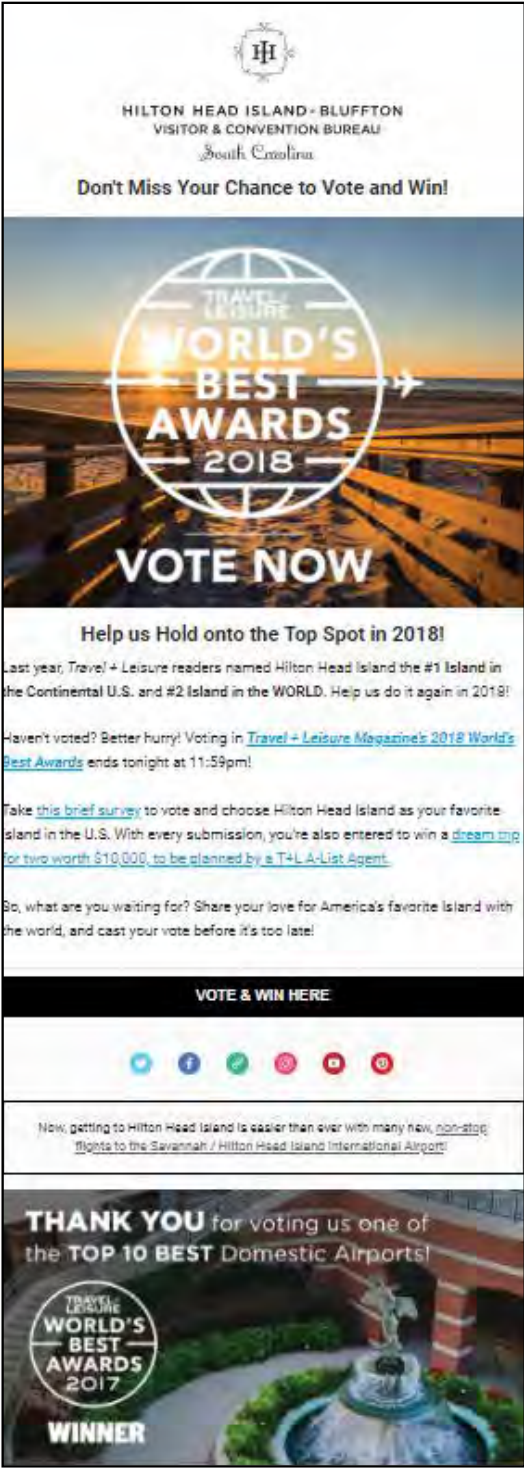
We have an opportunity to maintain and grow our list of 140,000+ Insiders with our continued retention campaign. The redesigned e-newsletter will continue to entice subscribers to Vacation like an Insider while also ensuring segmentation and customized content for each visitor, and foster all levels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

Hilton Head Island Insider Email Marketing

Creating and distributing personalized, informative, and strategic email content is a great way to further engage visitors with the Hilton Head Island website. Effective email communication helps keep Hilton Head Island top of mind with consumers. Keeping email strategy closely tied to content strategy, and the overall vision of the site, will be very important to ensure that certain elements of each interaction with us are familiar, but always adding new information.

Our abilities to share amazing content, personalized based on subscriber interests or location (i.e. drive markets vs. fly markets), testing, and measuring will be key factors in bringing our email strategy to the next level.

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



BUDGET   INSIDERS	
Hilton Head Insiders Email	\$18,000
<b>TOTAL</b>	<b>\$18,000</b>
Facilitated by: VCB Marketing Staff, VERB Interactive and MailChimp	





# ACCOLADES

## SO NICE. NAMED #1 TWICE.

Hilton Head Island was internationally recognized as the #1 Island in the U.S. in both *Condé Nast Traveler* and *Travel + Leisure* magazines' 2017 readers' choice awards. We were also named #2 in the world (yes, the world) in the *Travel + Leisure* awards.

More than 60 times, the Lowcountry landed on "best of" lists in 2017, applauding our lifestyle, cuisine, scenery and more. Here are the highlights:

HILTON HEAD ISLAND  
NAMED AMONG  
**BEST BEACHES  
IN S.C.**  
– *USA Today*

COLIGNY BEACH  
HILTON HEAD AMONG  
**30 BEST BEACHES  
FOR FAMILIES**  
– *TravelChannel.com*

DISNEY RESORT HILTON HEAD ISLAND  
NAMED SOUTH CAROLINA'S  
**BEST HOTEL/RESORT  
IN EVERY STATE**  
– *Condé Nast Traveler*

HILTON HEAD ISLAND NAMED AMONG  
**50 BEST PLACES IN  
THE U.S. TO TRAVEL  
THIS SUMMER**  
– *MSN*

INN & CLUB AT HARBOUR TOWN  
**TOP 100 HOTELS IN  
THE WORLD**  
– *Travel + Leisure World's Best Awards*

HILTON HEAD ISLAND  
NAMED AMONG  
**10 LUXURY  
HONEYMOON**  
DESTINATIONS  
– *TheKnot.com*

HUDSON'S OYSTERS  
NAMED TO  
**THE BEST  
FOOD IN S.C.**  
– *FoodNetwork.com*

HILTON HEAD ISLAND NAMED AMONG  
**10 BUDGET FRIENDLY  
GIRLFRIEND**  
GETAWAYS FOR FALL  
– *Southern Living*

HILTON HEAD ISLAND NAMED AMONG  
**TOP ADULT SPRING  
BREAK DESTINATIONS**  
– *TripAdvisor*

BEST HEALTH &  
WELLNESS RESORT  
**HILTON HEAD  
HEALTH**  
– *USA Today's 10 Best*

HILTON HEAD ISLAND  
NAMED AMONG  
**HAPPIEST  
SEASIDE TOWNS**  
– *Coastal Living*

HILTON HEAD ISLAND  
NAMED AMONG  
**50 BEST BEACHES  
IN AMERICA**  
– *TheKnot.com*



*#1 Island in the Continental U.S.  
#2 Island in the World*



*#1 Island  
in the U.S.*

HILTON HEAD ISLAND NAMED  
**TRENDING SPOTS  
FOR SUMMER**  
VACATION RENTALS  
– *TripAdvisor*

HILTON HEAD ISLAND NAMED  
**15 BEST FAMILY BEACH  
VACATIONS IN THE U.S.**  
– *U.S. News & World Report*

HARBOUR TOWN &  
LONG COVE COURSES AMONG  
**TOP 100  
U.S. COURSES**  
– *Golfweek*

HILTON HEAD ISLAND  
NAMED AMONG  
**SOUTH'S BEST  
ISLANDS**  
– *Southern Living*

HILTON HEAD ISLAND  
NAMED AMONG  
**BEST U.S.  
BEACHES**  
– *Insider.com*

HILTON HEAD ISLAND  
NAMED AMONG  
**8 BEST U.S. CITIES  
TO VISIT THIS SPRING**  
– *Marie Claire*

HILTON HEAD ISLAND NAMED AMONG  
**50 TRENDING SPOTS  
FOR SUMMER TRAVEL**  
– *TripAdvisor*



# BUDGET



Hilton Head Island-Bluffton Chamber of Commerce  
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues and Expenditures  
FY 2018-19 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dist Specific	SCPRT Co-ops	Town of Bluffton D/Beaufort Co DMO	Memberships
<b>Revenues</b>							
Town of HHI DMO	1,900,000	1,900,000					
Town of HHI Supplemental Grant	500,000	500,000					
Private Sector	420,000		420,000				
SCPRT Destination Specific	850,000			350,000			
SCPRT Co-ops	500,000				500,000		
Private Match Coop	1,000,000				1,000,000		
Town of Bluffton DMO	135,000					135,000	
B/C Bluffton & Beaufort	300,000						300,000
<b>Total Revenues</b>	<b>5,565,000</b>	<b>2,400,000</b>	<b>420,000</b>	<b>850,000</b>	<b>1,800,000</b>	<b>135,000</b>	<b>260,000</b>
<b>Membership Revenue</b>	<b>7,265,000</b>						<b>1,700,000</b>
<b>Total Revenues with Membership</b>							
<b>Expenses</b>							
<b>Research &amp; Planning</b>	16,000	52,416	16,340	52,206			
<b>Destination PR</b>							
Agency Fees	175,000	92,925	26,075	56,000			
Photo & Video B-roll	10,000	5,310	1,490	3,200			
Satellite Media Tour/ Influencer	10,000	5,310	1,490	3,200			
Out-of-Pocket	7,000						
Monitoring Services (Print/Online/Broadcast Tracking)	8,000	4,248	1,192	2,560			
<b>Sub-total</b>	<b>210,000</b>	<b>111,210</b>	<b>31,250</b>	<b>67,200</b>			
<b>Destination Photography &amp; Video</b>	35,000	18,585	5,215	11,200			
<b>Social Media</b>							
Partner Promotions	35,000	18,585	5,215	11,200			
Paid Brand Social Media	80,000	31,680	8,940	19,200			
Accolade Marketing	3,000	1,593	447	960			
Social Media Management	20,000	10,620	2,960	6,400			
Social Content Marketing	78,000	41,418	11,622	24,960			
<b>Sub-total</b>	<b>256,000</b>	<b>109,078</b>	<b>26,204</b>	<b>62,720</b>			
<b>Digital Marketing</b>							
VERB Daily Site Work	72,000	38,232	10,728	23,040			
Island Compass App	25,000	13,275	3,725	8,000			
SEO	42,000	22,302	6,258	13,440			
SEM Leisure Marketing	440,000	233,640	65,560	140,800			
Hosting & Management	7,500	3,983	1,118	2,400			
Digital Promotions	17,600	9,348	2,622	5,632			
Digital contingency	11,000	5,841	1,639	3,520			
<b>Sub-total</b>	<b>615,100</b>	<b>329,818</b>	<b>91,850</b>	<b>198,832</b>			
<b>Consumer Promos &amp; Lead Gen</b>							
SCPRT Co-ops	20,000	10,620	2,960	6,400			
Leisure Publication Promotion	112,000	59,472	16,888	35,840			
Ad Production	5,000	2,655	745	1,600			
<b>Sub-total</b>	<b>137,000</b>	<b>72,747</b>	<b>20,413</b>	<b>43,840</b>			

Hilton Head Island-Bluffton Chamber of Commerce  
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues and Expenditures  
FY 2018-19 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dist Specific	SCPRT Co-ops	Town of Bluffton D/Beaufort Co DMO	Memberships
<b>Inside/Coastal/Fulfillment</b>							
E-Promos/E-News	18,000	9,558	2,662	5,760			
Vacation Planner	220,000	116,620	32,780	70,400			
Airport Displays	15,000	7,895	2,235	4,800			
Fulfillment/Envelope/Mail	150,000	79,650	22,350	48,000			
Toll-Free Phone	4,000	2,124	596	1,280			
<b>Sub-total</b>	<b>407,000</b>	<b>218,117</b>	<b>60,042</b>	<b>130,240</b>			
<b>Group Sales &amp; Marketing</b>							
Lead Prospecting	0	0	0	0			
Promotional Giveaways	20,000	10,620	2,960	6,400			
Site Inspections/Flights for Sites	8,000	4,248	1,192	2,560			
VCB Dues and Subscriptions	20,000	10,620	2,960	6,400			
Trade Sponsorships	55,000	29,205	8,195	17,600			
Trade Shows	75,800	40,250	11,294	24,256			
Trade Media	65,000	34,515	9,685	20,800			
SEM - Military Marketing	15,000	7,895	2,235	4,800			
SC Sports Alliance	20,000	10,620	2,960	6,400			
Meet in SC Alliance	1,500	797	224	480			
Social Media Promotions	5,000	2,655	745	1,600			
Contingency	10,000	5,310	1,490	3,200			
<b>Sub-total</b>	<b>495,600</b>	<b>158,804</b>	<b>44,800</b>	<b>91,408</b>			
<b>International</b>							
Coastal SC USA Coop	55,000	29,205	8,195	17,600			
Brand USA Coops	168,000	89,208	25,032	53,760			
ITB Trade Show	5,000	2,655	745	1,600			
Travel South Int Show	2,500	1,328	373	800			
WTM - London	5,000	2,655	745	1,600			
IAGTC	3,000	1,563	447	960			
P/W	7,500	3,983	1,118	2,400			
<b>Sub-total</b>	<b>246,000</b>	<b>130,686</b>	<b>36,654</b>	<b>78,720</b>			
<b>VCB Contingency</b>	4,750	1,907	1,151	3,053			
<b>HHI Destination Marketing Operations &amp; Management</b>							
VCB Sales, Mkt, V Services & Ops	1,030,350	458,950	54,176	62,675	341,350	32,468	62,530
Personnel	237,750	103,450	12,503	19,125	76,750	7,493	14,430
Benefits	317,000	140,800	16,670	25,500	105,000	9,560	19,240
Operations	1,585,600	709,300	83,350	127,500	525,000	49,950	96,200
<b>Sub-total</b>							
<b>HHI Supplemental Grant</b>							
Golf	210,000	210,000					
Festival & Event Promotions	100,000	100,000					
Accolades & Marketing Initiative	100,000	100,000					
Meetings & Group	90,000	90,000					



Hilton Head Island-Bluffton Chamber of Commerce  
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues and Expenditures  
FY 2018-19 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCFRT Dist. Specific	SCFRT Co-ops	Town of Bluffton D/Beaufort Co DMO	Membership
Sub-Total	500,000	0	0	0	0	0	0
Sub-Total	300,000	300,000					
Sub-Total	200,000	200,000					
Sub-Total	150,000	150,000					
Sub-Total	52,000	52,000					
Sub-Total	193,000	193,000					
Sub-Total	100,000	100,000					
Sub-Total	80,000	80,000					
Sub-Total	375,000	375,000					
Sub-Total	85,050	85,050					
Sub-Total	103,800	103,800					
TOTAL VCB EXPENSES	5,565,000	2,400,000	420,000	850,000	1,500,000	135,000	1,700,000
Total Expenses with Membership	7,265,000						
Revenues Minus Expenses:	0						
Expenses for other marketing programs							





# APPENDIX



## REPORTS

.....

*2017 Tourism Economic Impact Report*  
Regional Transactions Concepts, LLC. and LRITI

*2017 Digital & Social Marketing Recap*  
VERB Interactive/Net Conversion

*2017 Year in Review*  
Weber Shandwick





## Economic and Fiscal Impact Analysis

### Estimated Total Impact of Tourism in Hilton Head Island, 2017 on Beaufort County, South Carolina

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University of South Carolina Beaufort  
Lowcountry and Resort Islands Tourism Institute

February 23, 2018

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III. Results .....	3
IV. Conclusion .....	3
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I. Introduction

This study of the economic and fiscal impact of tourism in Hilton Head Island in the year 2017 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. These impacts result from spending by tourists during their visit to the island.

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 Hilton Head tourism had on Beaufort County, South Carolina in 2017.

II. Model and Assumptions

The models generated by Regional Transactions utilized the Regional Economic Models, Inc. (REMI) PI<sup>®</sup> 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 2017.

Output from the REMI model is then input to our own fiscal impact model in order to estimate the impact on local government revenue and expenditures.

Table 1. Number of HHI Visitors

By Segment (2017)	
Segment	Count
Villa Rental	838,313
Timeshare	456,555
Second Homeowner	598,777
Non-Paying Guests	159,137
Hotel	453,915
Day Trip	234,756
<b>Total Visitors</b>	<b>2,741,453</b>

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.

Table 2. 2017 Estimated Direct Spend by Spending Category  
(Thousands of 2015 Dollars)

Spending Category	HHI
Transportation (around your trip destination)	\$18,200
Lodging	\$544,792
Food-dining out	\$196,412
Food-groceries	\$97,900
Beaches	\$4,556
Shopping	\$122,702
Spas	\$9,082
Golf	\$43,139
Biking	\$13,294
Parks	\$760
Performance/visual arts	\$6,719
Festivals	\$3,185
Museum/historical tours	\$4,167
Boating/sailing	\$12,199
Nature based activities	\$1,839
Dolphin tours	\$7,593
Tennis	\$1,754
Fishing	\$5,630
Sporting events	\$1,072
Other cultural activities	\$4,184
Other sport activities	\$3,459
Other outdoor activities	\$6,423
Other expenses	\$35,065
<b>Total</b>	<b>\$1,144,126</b>



- *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.

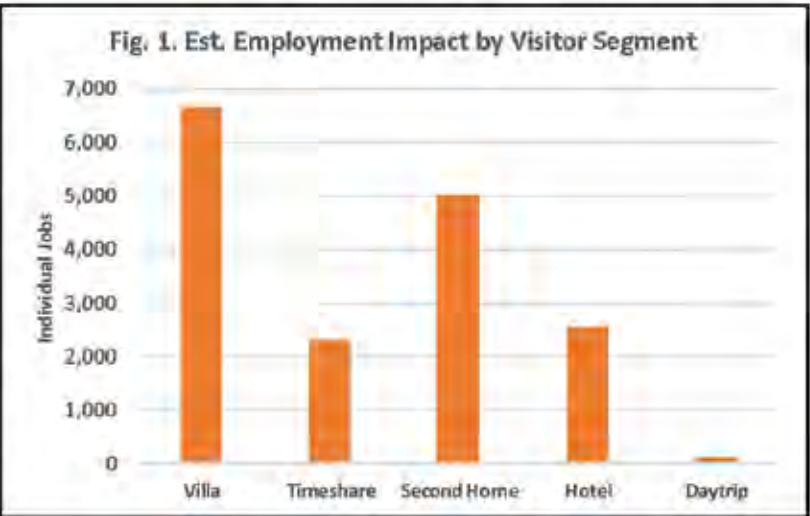
III. Results

Impact estimates for each visitor segment are presented in the Appendix and represented by visitor segment in Figure 1. The total output multiplier for tourist spending was estimated from the model estimates. The output multiplier is the ratio of total economic impact to direct spending for each segment. The estimated output multiplier for total Hilton Head Island tourist spending for Beaufort County by all five segments is **1.30**; this means that every dollar spent by tourists in Hilton Head increases output in the Beaufort County economy by a total of \$1.30.

Total economic impact (output) on Beaufort County from tourist spending was approximately **\$1.49 billion** in 2017. 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 **\$14.7 million**, *not* including revenues generated by state and local ATAX and local hospitality taxes.

The one percent local ATAX plus the two percent beach renourishment tax generated a total of \$10.2 million in gross revenues for the town in 2017. Hospitality tax revenue totaled nearly \$6.7 million; of this, the economic impact of visitor spending on the food services industry (including direct, indirect, and induced effects) was approximately \$3.7 million, which constitutes an estimated 54.9 percent of total hospitality tax revenue. The total impact to the 2.5 percent county admissions tax from visitor spending was approximately \$1.8 million.

Including local ATAX, hospitality, and admissions taxes, the net estimated impact on local government revenue increases to **\$32.1 million**. Direct marketing expense reported by the VCB for the Town of Hilton Head Island was \$1,881,906 in 2017. Comparing this marketing expense to net revenue impact, the return



on tax investment (ROTI) was approximately **\$17.08** on every dollar spent on destination marketing.

It is worth noting that the estimated ROTI in 2017 was substantially lower than the \$21.26 per dollar ROTI estimated in 2016. This is due to an increase in destination marketing spending that occurred in the fiscal year ending 2017. Hilton Head Island and the surrounding area were affected by Hurricane Matthew in October 2016, which negatively impacted the region's tourist season. In response, the VCB received \$300,000 in crisis funding from the Town, which constituted most of the difference in spending between the two years. It is possible that tourism impact may have decreased between 2016-2017 had this extra marketing push not occurred.

IV. Conclusion

As visitors to the island bring their income with them to spend during their visit, they create a net inflow of funds to the region that generates income to local businesses and households. In this way, tourism is a true export industry. The **16,698** jobs that comprise the estimated total employment impact generated by Hilton Head tourists in 2017 represent **15.8 percent** of all jobs in Beaufort County.<sup>1</sup>

<sup>1</sup> Total employment in Beaufort County, South Carolina was 105,618 according to the Bureau of Economic Analysis (BEA), Table CA4, in 2016, the most recent year for which data are available.

Appendix

Table A1. Villa - Estimated Economic Impact (Beaufort County)

Category	Units	2017
Total Employment	Individuals (Jobs)	6,677
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 216,109
Output	Thousands of Fixed (2015) Dollars	\$ 611,385
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$ 6,131

Table A2. Timeshare - Estimated Economic Impact (Beaufort County)

Category	Units	2017
Total Employment	Individuals (Jobs)	2,317
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 73,245
Output	Thousands of Fixed (2015) Dollars	\$ 206,292
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$ 1,884

Table A3. Second Homeowner Guests - Estimated Economic Impact (Beaufort County)

Category	Units	2017
Total Employment	Individuals (Jobs)	5,027
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 157,515
Output	Thousands of Fixed (2015) Dollars	\$ 439,974
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$ 4,073

Table A4. Hotel Visitors - Estimated Economic Impact (Beaufort County)

Category	Units	2017
Total Employment	Individuals (Jobs)	2,555
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 78,057
Output	Thousands of Fixed (2015) Dollars	\$ 218,335
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$ 1,965

Table A5. Daytrippers - Estimated Economic Impact (Beaufort County)

Category	Units	2017
Total Employment	Individuals (Jobs)	134
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 4,156
Output	Thousands of Fixed (2015) Dollars	\$ 10,700
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$ 63



**Table A6. Total, All Segments - Estimated Economic Impact (Beaufort County)**

Category	Units	2017
Total Employment	Individuals (Jobs)	16,698
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 534,305
Output	Thousands of Fixed (2015) Dollars	\$ 1,487,430
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$ 14,719
Net Local Gov Rev incl ATAX/HTAX*	Thousands of Fixed (2015) Dollars	\$ 32,148

\* Local portion of ATAX includes beach renourishment fee plus portion of state ATAX returned to DMO

**Table A7. Est. Local Gross Revenue Impact (\$1000s), Beaufort County**

Category	Revenue Type	2017
Charges	Air Transportation	\$ 497.9
Federal Intergovernmental	Air Transportation	\$ 160.7
Tax	Alcoholic Bev Sales	\$ 4.2
Charges	All Other	\$ 185.4
Federal Intergovernmental	All Other	\$ 35.2
State Intergovernmental	All Other	\$ 122.4
Tax	Amusements Lic	\$ 0.3
Intergovernmental to State	Correctional Institutions	\$ 0.4
Tax	Death and Gift	\$ 0.1
Tax	Documentary and Stock Transfer	\$ 8.5
Misc	Donations from Private Sources	\$ 18.7
Employee Retirement	Earnings on Investments (calculated)	\$ 4.4
Federal Intergovernmental	Education	\$ 2.0
State Intergovernmental	Education	\$ 2,760.2
Revenue	Electric Utilities	\$ 1,750.4
Federal Intergovernmental	Electric Utilities	\$ 1.8
Intergovernmental to State	Electric Utilities	\$ 1.3
Intergovernmental to State	Elementary-Secondary Ed	\$ 7.2
Charges	Elementary-Secondary Ed - Other	\$ 96.2
Charges	Elementary-Secondary Sch Lunch	\$ 56.3
Charges	Elem-Sec Ed Tuition and Transportation	\$ 7.0
Misc	Fines and Forfeits	\$ 68.2
Employee Retirement	From Other Governments	\$ 0.1
Revenue	Gas Utilities	\$ 690.8
Intergovernmental to State	General - Other	\$ 5.0
Federal Intergovernmental	General Local Gov Support	\$ 5.5
State Intergovernmental	General Local Gov Support	\$ 160.7
Misc	General Rev, NEC	\$ 307.9
Tax	General Sales/Gross Rcpts	\$ 1,008.3
Intergovernmental to State	Health - Other	\$ 5.1



Table A7. (cont'd) Est. Local Gross Revenue Impact (\$1000s), Beaufort County		
Category	Revenue Type	2017
Federal Intergovernmental	Health and Hospitals	\$ 121.9
State Intergovernmental	Health and Hospitals	\$ 107.9
Federal Intergovernmental	Highways	\$ 6.7
State Intergovernmental	Highways	\$ 38.3
Charges	Hospital Public	\$ 8,883.1
Charges	Housing and Community Dev	\$ 18.2
Federal Intergovernmental	Housing and Community Dev	\$ 159.6
State Intergovernmental	Housing and Community Dev	\$ 12.7
Misc	Interest Earnings	\$ 349.3
Intergovernmental to State	Judicial and Legal Serv	\$ 3.9
Intergovernmental to State	Libraries	\$ 0.1
Employee Retirement	Local Empl Contribution	\$ 0.1
Charges	Misc Commercial Activities	\$ 4.8
Tax	Motor Vehicle Lic	\$ 297.2
Federal Intergovernmental	Natural Resources	\$ 29.9
Charges	Natural Resources - Other	\$ 3.7
Tax	Occupation/Business Lic	\$ 1,183.6
Intergovernmental to State	Other Higher Ed	\$ 0.0
Tax	Other Licenses	\$ 37.0
Tax	Other Selective Sales	\$ 555.6
Charges	Parking Facilities	\$ 20.8
Charges	Parks and Rec	\$ 27.0
Tax	Property	\$ 3,685.8
Tax	Public Utilities Sales	\$ 198.4
Tax	Public Utility Lic	\$ 204.2
Federal Intergovernmental	Public Welfare	\$ 5.8
State Intergovernmental	Public Welfare	\$ 8.9
Intergovernmental to State	Public Welfare	\$ 1.4
Charges	Regular Highways	\$ 26.4
Intergovernmental to State	Regular Highways	\$ 0.7

Table A7. (cont'd) Est. Local Gross Revenue Impact (\$1000s), Beaufort County		
Category	Revenue Type	2017
Misc	Rents	\$ 30.1
Misc	Sale of Property	\$ 213.3
Charges	Sea and Inland Port Facilities	\$ 5.7
Charges	Sewerage	\$ 1,862.1
Federal Intergovernmental	Sewerage	\$ 92.5
State Intergovernmental	Sewerage	\$ 29.4
Intergovernmental to State	Sewerage	\$ 0.1
Charges	Solid Waste Mgt	\$ 763.7
Misc	Special Assessments	\$ 15.0
Tax	Tax, NEC	\$ 548.4
Revenue	Transit Utilities	\$ 34.8
Federal Intergovernmental	Transit Utilities	\$ 60.2
State Intergovernmental	Transit Utilities	\$ 54.3
Revenue	Water Utilities	\$ 1,744.5
Federal Intergovernmental	Water Utilities	\$ 34.8
State Intergovernmental	Water Utilities	\$ 57.7
Intergovernmental to State	Water Utilities	\$ 0.2
Tax	ATAX (Local + Beach Renourishment)	\$ 10,186.1
Tax	ATAX (VCB share of State)	\$ 1,760.9
Tax	HTAX	\$ 3,651.6
Tax	Recreation Tax	\$ 1,831.1
<b>Total</b>		<b>\$ 46,941.4</b>



Table A8. Est. Local Expenditure Impact (\$1000s), Beaufort County

Category	Expenditure Type	2017
Current Ops	Air Transportation	\$ 45.4
Construction	Air Transportation	\$ -
Other Capital Outlay	Air Transportation	\$ 1.8
Employee Retirement	Benefit Pmts	\$ -
Current Ops	Central Staff Serv	\$ 165.4
Construction	Central Staff Serv	\$ -
Other Capital Outlay	Central Staff Serv	\$ 2.7
Current Ops	Correctional Institutions	\$ -
Construction	Correctional Institutions	\$ -
Other Capital Outlay	Correctional Institutions	\$ -
Current Ops	Corrections - Other	\$ -
Other Capital Outlay	Corrections - Other	\$ -
Current Ops	Electric Utilities	\$ 309.5
Construction	Electric Utilities	\$ -
Other Capital Outlay	Electric Utilities	\$ 1.7
Interest on Debt	Electric Utilities	\$ -
Current Ops	Elementary-Secondary Ed	\$ 4,176.2
Construction	Elementary-Secondary Ed	\$ -
Other Capital Outlay	Elementary-Secondary Ed	\$ 212.4
Current Ops	Financial Admin	\$ 150.9
Construction	Financial Admin	\$ -
Other Capital Outlay	Financial Admin	\$ 1.7
Current Ops	Gas Utilities	\$ 134.0
Construction	Gas Utilities	\$ -
Other Capital Outlay	Gas Utilities	\$ 2.3
Interest on Debt	Gas Utilities	\$ -
Interest on Debt	General	\$ -
Current Ops	General - Other	\$ 201.6
Construction	General - Other	\$ 43.9
Other Capital Outlay	General - Other	\$ 54.7

Table A8. (cont'd) Est. Local Expenditure Impact (\$1000s), Beaufort County

Category	Expenditure Type	2017
Current Ops	General Public Bldgs	\$ 61.0
Construction	General Public Bldgs	\$ -
Other Capital Outlay	General Public Bldgs	\$ 17.3
Current Ops	Health - Other	\$ 104.8
Construction	Health - Other	\$ -
Other Capital Outlay	Health - Other	\$ 4.7
Current Ops	Hospitals	\$ 2,141.3
Construction	Hospitals	\$ -
Other Capital Outlay	Hospitals	\$ 90.6
Current Ops	Housing and Community Dev	\$ 185.3
Construction	Housing and Community Dev	\$ 24.4
Other Capital Outlay	Housing and Community Dev	\$ 3.2
Current Ops	Judicial and Legal Serv	\$ -
Construction	Judicial and Legal Serv	\$ -
Other Capital Outlay	Judicial and Legal Serv	\$ -
Current Ops	Libraries	\$ 72.3
Construction	Libraries	\$ -
Other Capital Outlay	Libraries	\$ 1.5
Current Ops	Local Fire Protection	\$ 255.8
Construction	Local Fire Protection	\$ -
Other Capital Outlay	Local Fire Protection	\$ 14.5
Current Ops	Misc Commercial Activities, NEC	\$ 3.1
Construction	Misc Commercial Activities, NEC	\$ -
Other Capital Outlay	Misc Commercial Activities, NEC	\$ 0.1
Current Ops	Natural Resources - Other	\$ 8.2
Construction	Natural Resources - Other	\$ -
Other Capital Outlay	Natural Resources - Other	\$ 4.5
Current Ops	Parking Facilities	\$ 8.9
Construction	Parking Facilities	\$ 0.4
Other Capital Outlay	Parking Facilities	\$ 0.6

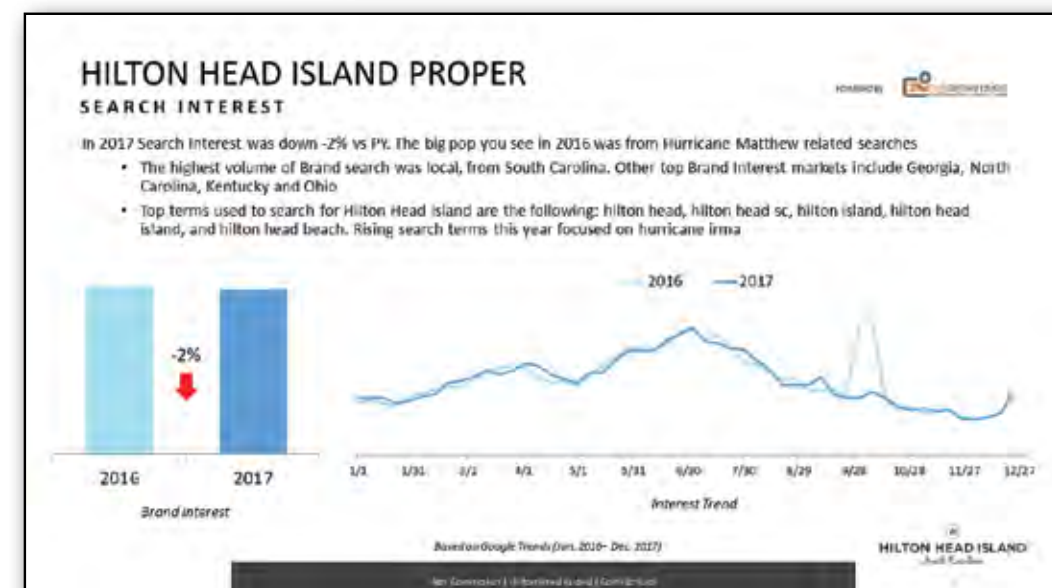


Table A8. (cont'd) Est. Local Expenditure Impact (\$1000s), Beaufort County		
Category	Expenditure Type	2017
Current Ops	Parks and Rec	\$ 154.7
Construction	Parks and Rec	\$ -
Other Capital Outlay	Parks and Rec	\$ 32.3
Current Ops	Police Protection	\$ 504.0
Construction	Police Protection	\$ -
Other Capital Outlay	Police Protection	\$ 26.8
Current Ops	Protective Inspection and Reg NEC	\$ 26.5
Construction	Protective Inspection and Reg NEC	\$ -
Other Capital Outlay	Protective Inspection and Reg NEC	\$ 1.5
Assistance & Subsidies	Public Welfare - Fed Categorical Assistance Progs	\$ 0.2
Current Ops	Public Welfare - Other	\$ 22.8
Construction	Public Welfare - Other	\$ 0.2
Other Capital Outlay	Public Welfare - Other	\$ 0.1
Current Ops	Public Welfare - Vendor Pmts for Medical Care	\$ 0.5
Current Ops	Public Welfare Institutions	\$ 18.6
Construction	Public Welfare Institutions	\$ -
Other Capital Outlay	Public Welfare Institutions	\$ 0.0
Current Ops	Regular Highways	\$ 134.8
Construction	Regular Highways	\$ 131.2
Other Capital Outlay	Regular Highways	\$ 24.4
Current Ops	Sea and Inland Port Facilities	\$ 4.4
Construction	Sea and Inland Port Facilities	\$ -
Other Capital Outlay	Sea and Inland Port Facilities	\$ 0.0
Current Ops	Sewerage	\$ 269.9
Construction	Sewerage	\$ 102.6
Other Capital Outlay	Sewerage	\$ 12.1
Current Ops	Solid Waste Mgt	\$ 188.7
Construction	Solid Waste Mgt	\$ -
Other Capital Outlay	Solid Waste Mgt	\$ 18.0
Salaries and Wages Total		\$ 4,250.4

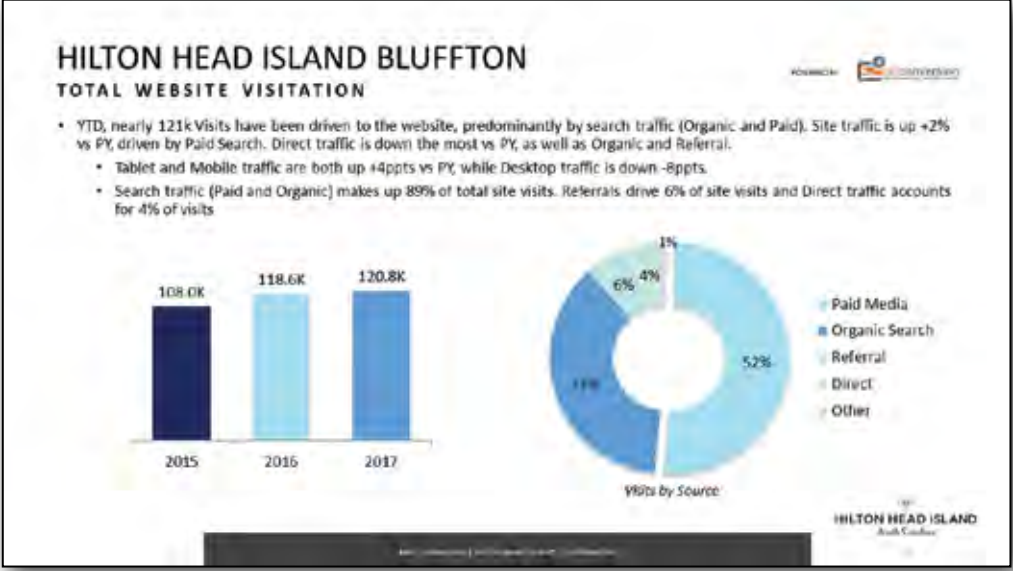
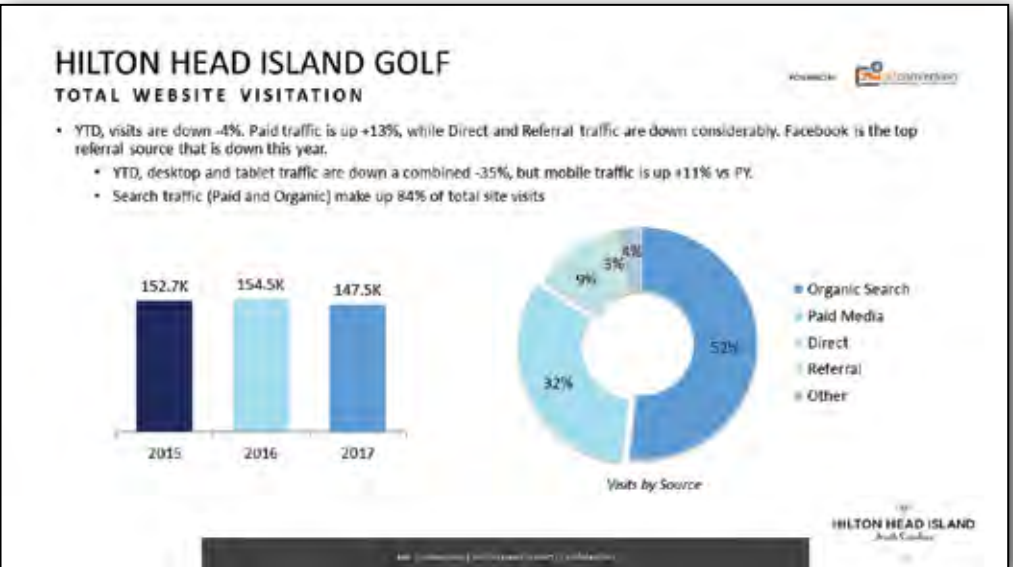
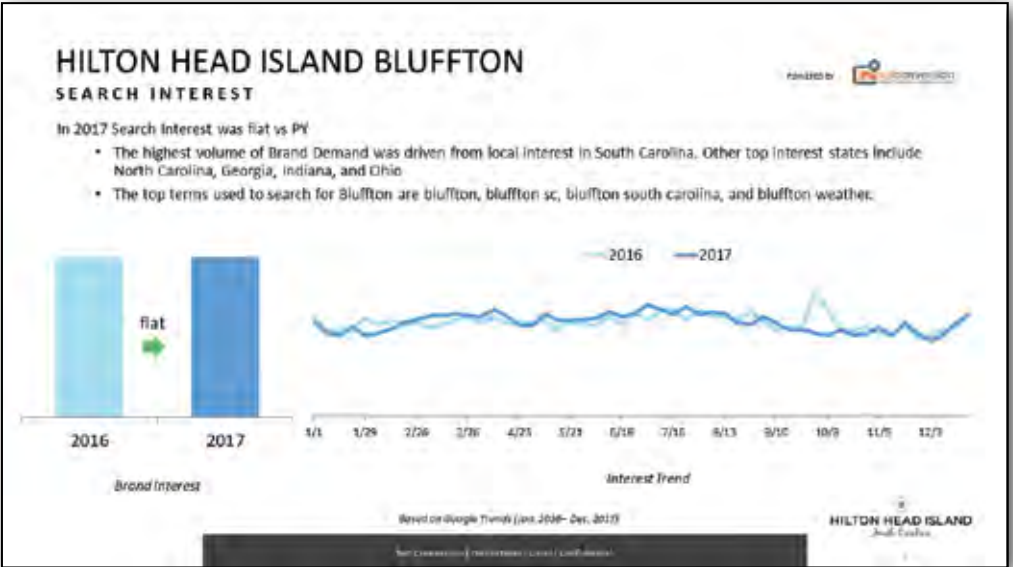
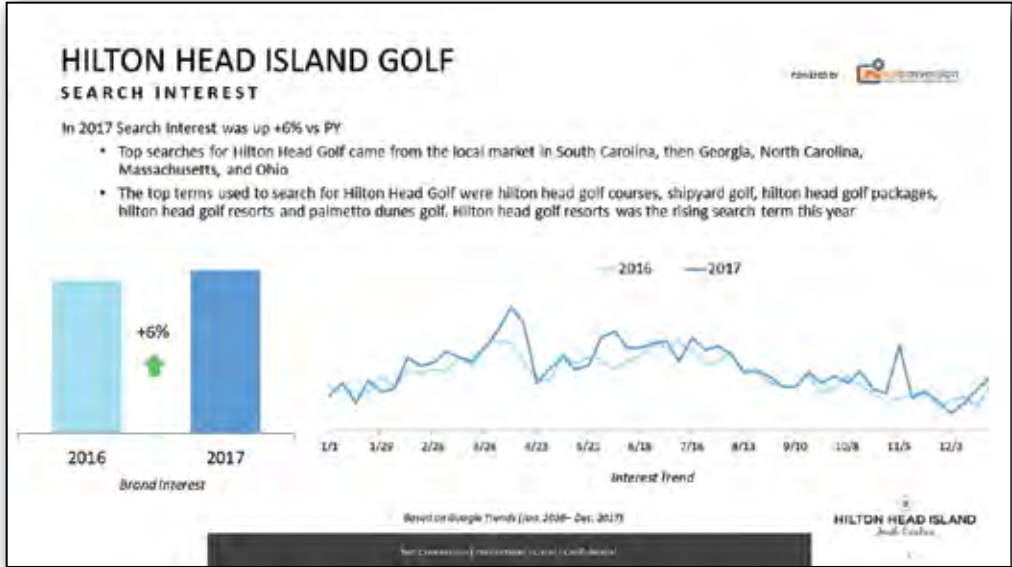
Table A8. (cont'd) Est. Local Expenditure Impact (\$1000s), Beaufort County		
Category	Expenditure Type	2017
Current Ops	Transit Utilities	\$ 46.6
Construction	Transit Utilities	\$ -
Other Capital Outlay	Transit Utilities	\$ 5.2
Interest on Debt	Transit Utilities	\$ -
Current Ops	Water Utilities	\$ 288.6
Construction	Water Utilities	\$ -
Other Capital Outlay	Water Utilities	\$ 21.0
Interest on Debt	Water Utilities	\$ -
Employee Retirement	Withdrawals	\$ 0.0
<b>Total</b>		<b>\$ 14,792.9</b>



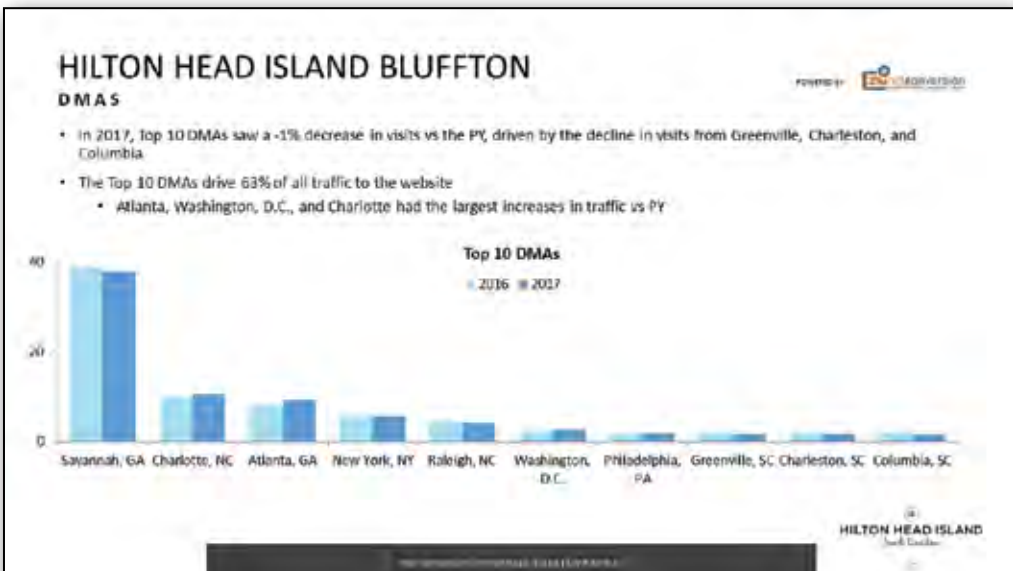
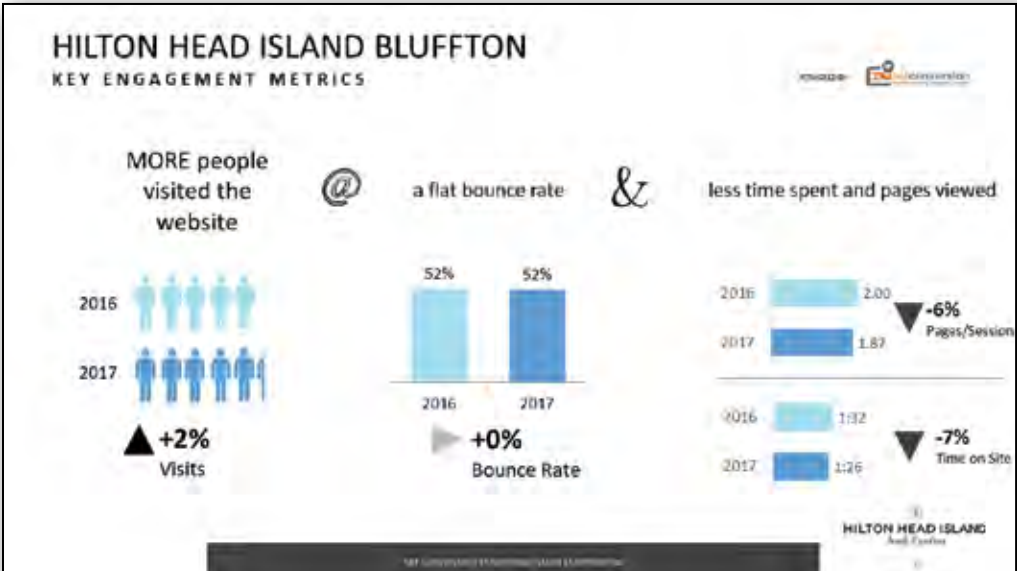
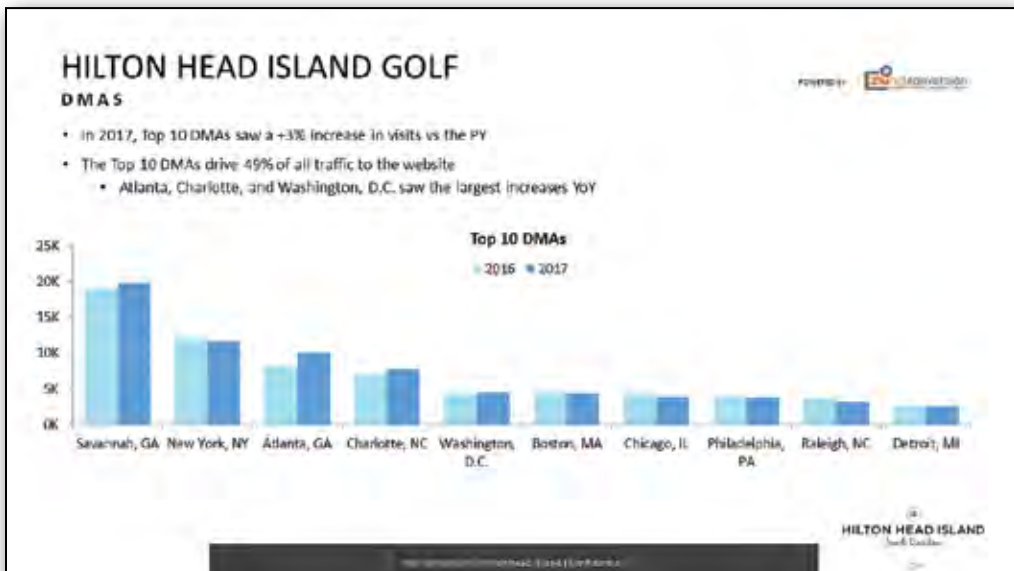
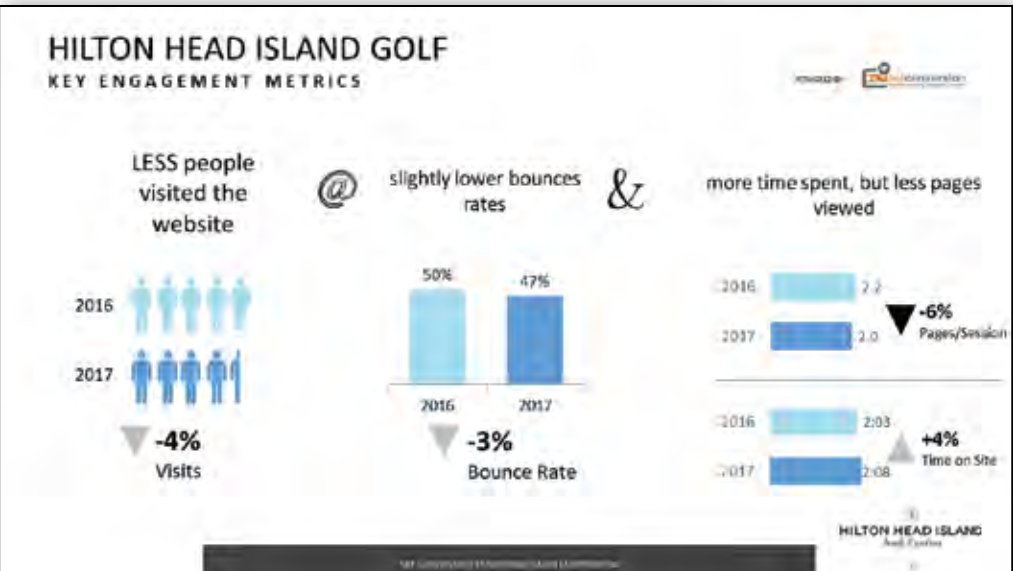
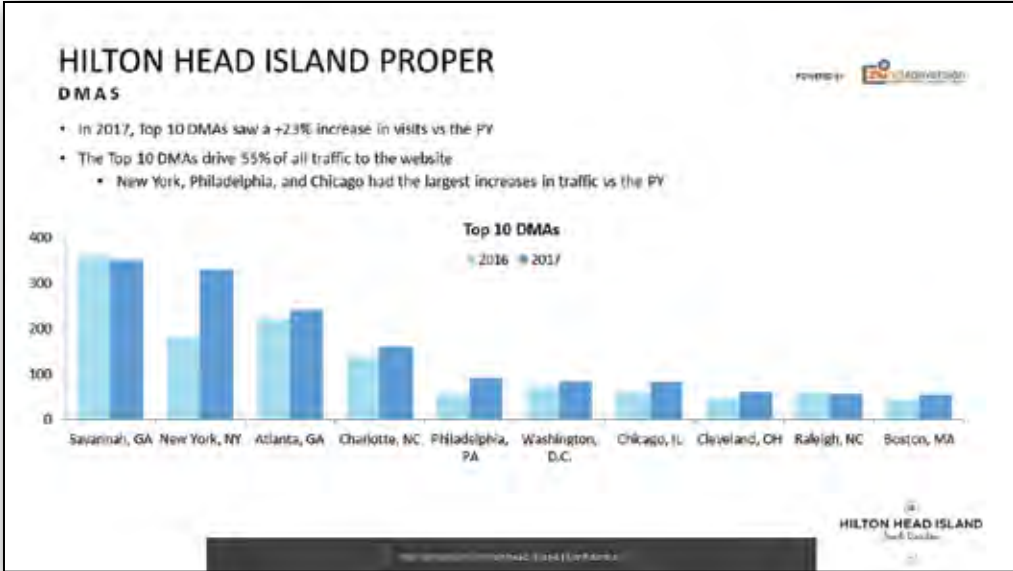
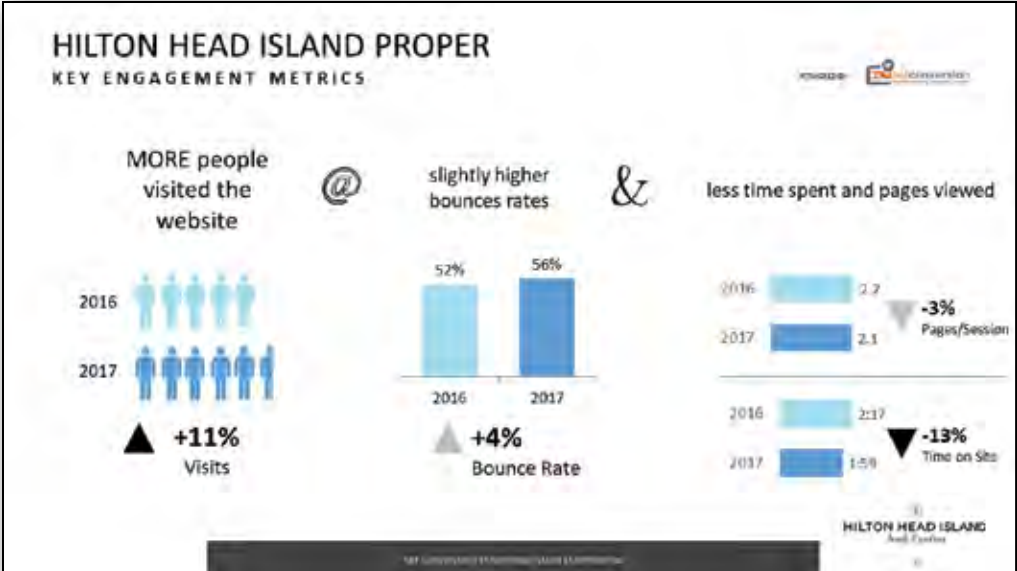
# 2017 DIGITAL MARKETING RECAP



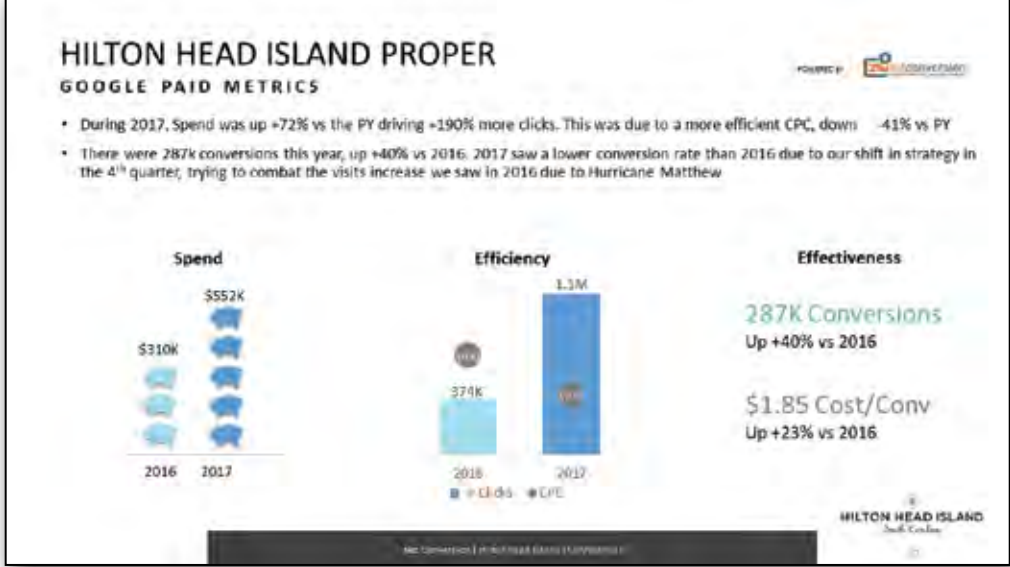
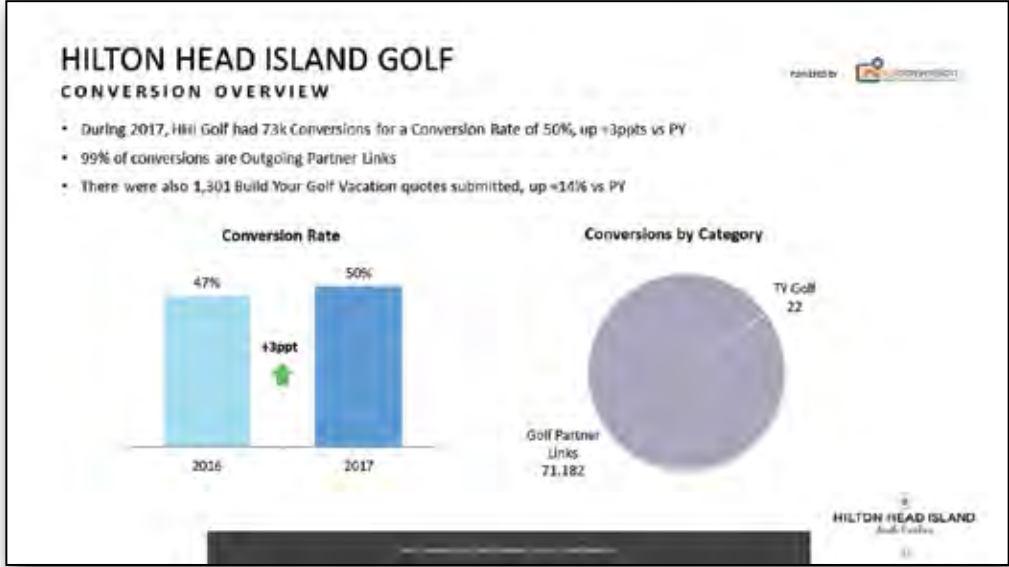
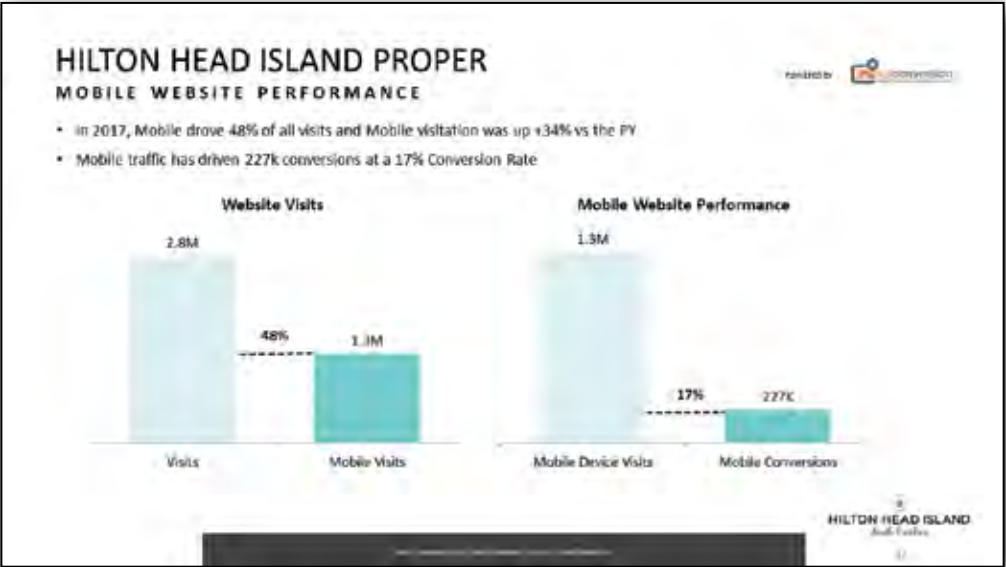
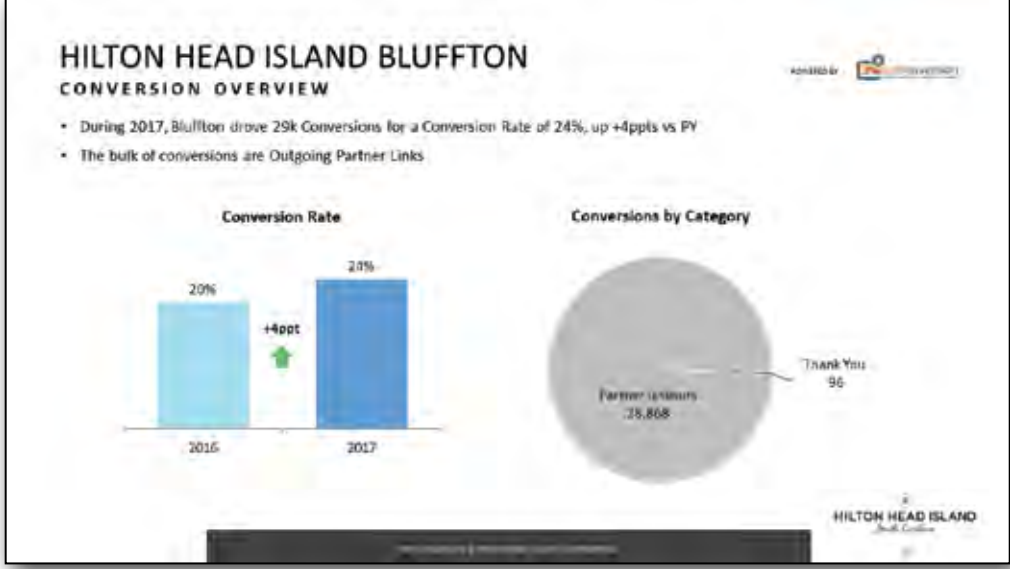
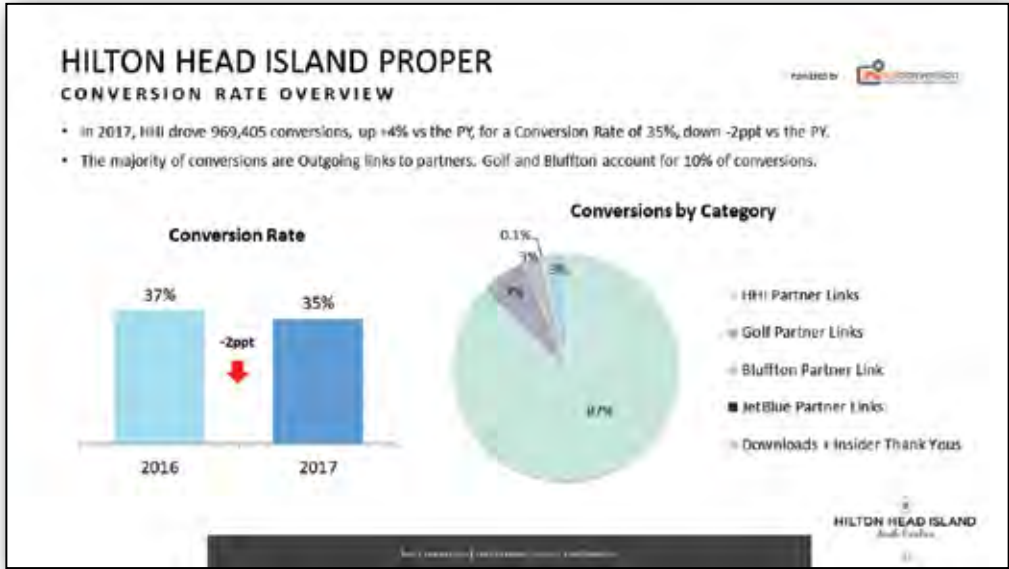




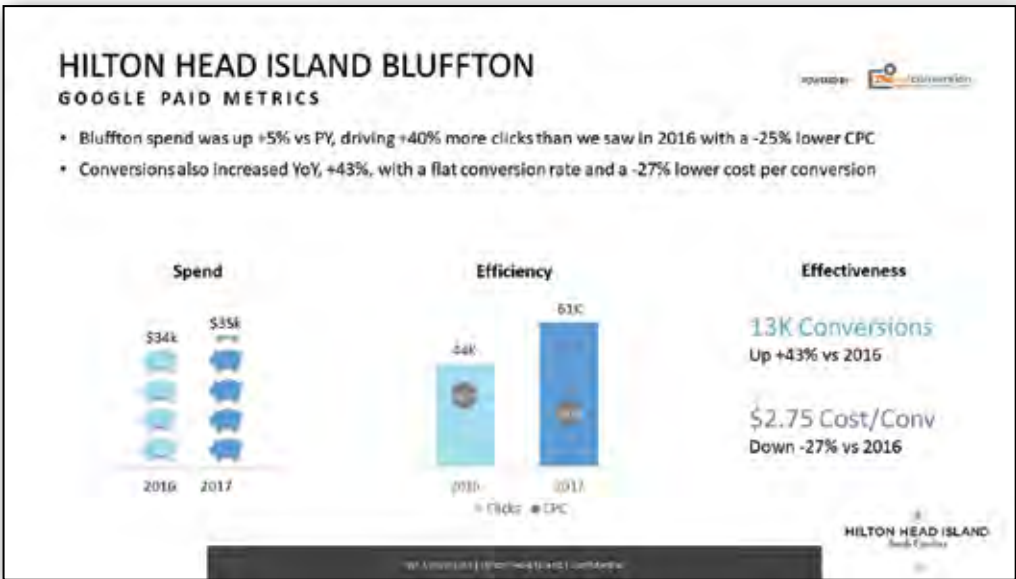
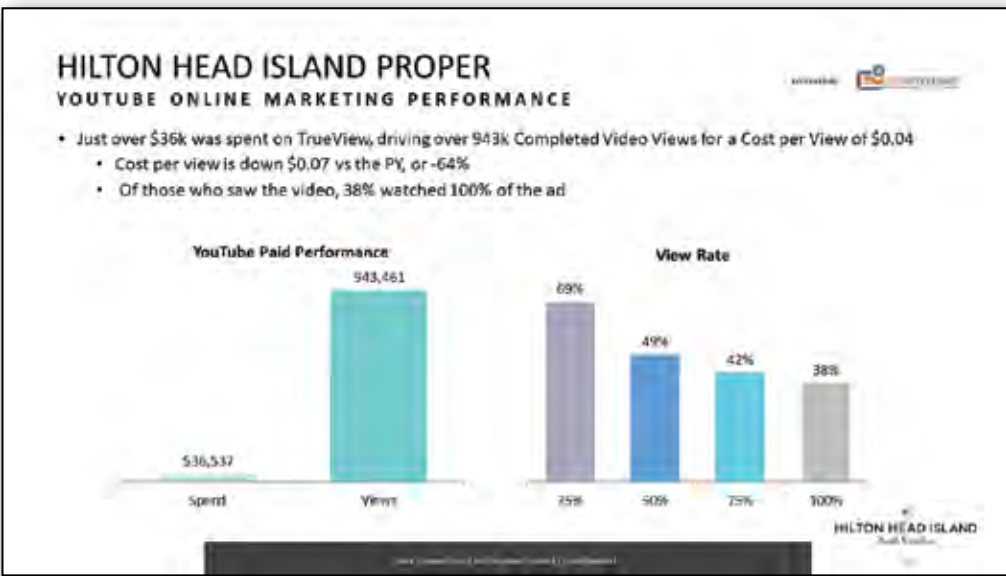
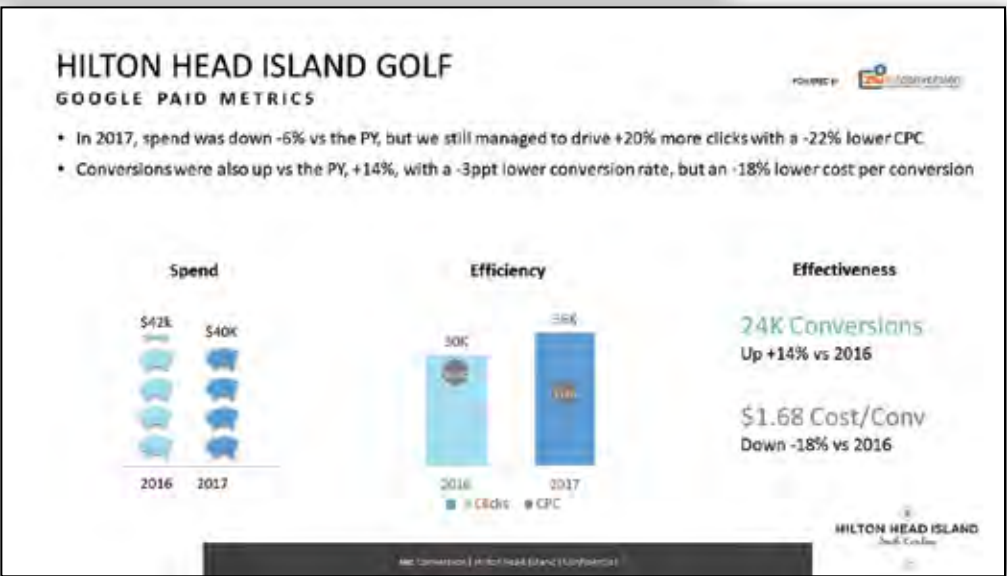
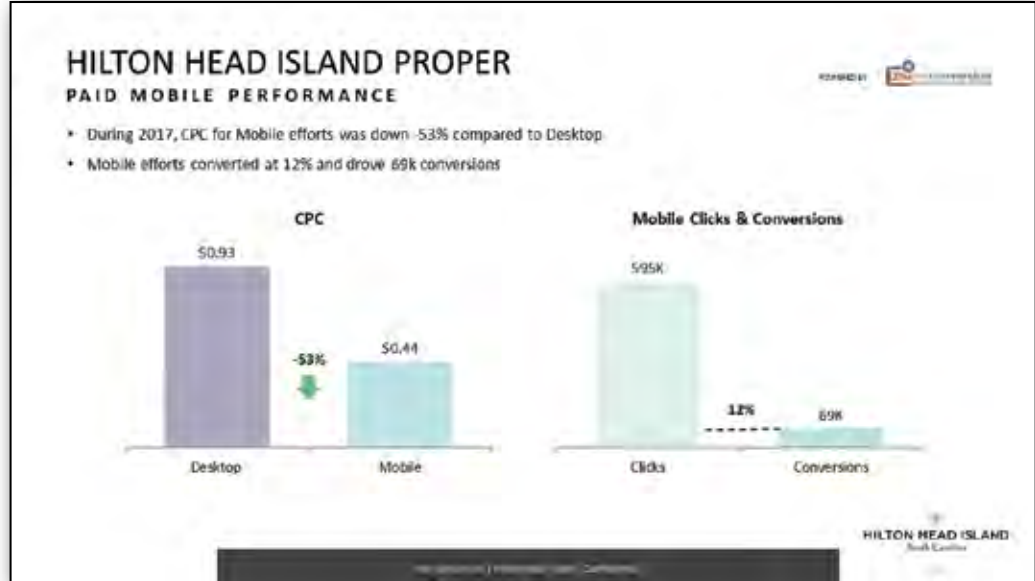














# 2017 SOCIAL MARKETING RECAP

VERB



### EXECUTIVE SUMMARY

"2017: This is the year we refined our approach to content marketing, maintained a consistent blog schedule, won a lot of awards—for our work and for our destination—and tried new and exciting tactics."

#### Wins

- TripAdvisor's Forward Awareness
- Long Beach Press-Telegram
- Orange Coast Register
- South County Press
- South County Press
- South County Press
- South County Press

#### Innovation

- The South County Press
- The South County Press
- The South County Press
- The South County Press
- The South County Press
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- The South County Press

#### Areas For Improvement

- The South County Press
- The South County Press
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#### Key Learning

- The South County Press
- The South County Press
- The South County Press
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- The South County Press
- The South County Press

### EXECUTIVE SUMMARY

#### Headwinds

- The South County Press
- The South County Press
- The South County Press
- The South County Press
- The South County Press
- The South County Press
- The South County Press

#### Tailwinds

- The South County Press
- The South County Press
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- The South County Press

#### Social Referrals

- The South County Press
- The South County Press
- The South County Press
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- The South County Press

#### Followers

- The South County Press
- The South County Press
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- The South County Press

#### Engagement

- The South County Press
- The South County Press
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- The South County Press

#### Top Posts

- The South County Press
- The South County Press
- The South County Press
- The South County Press
- The South County Press
- The South County Press
- The South County Press

#### Blog Traffic

- The South County Press
- The South County Press
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- The South County Press
- The South County Press
- The South County Press
- The South County Press



## INTRODUCTION

We'd also like to highlight some of our content marketing milestones and innovation this year. Getting our blog up and running on a regular schedule, to developing an annual view of our marketing efforts, to working with PR to make the most of our feature on The Bachelorette.

Being smart and efficient with our Paid Social spend and making the most of big accolade wins took our numbers over the top in terms of referrals. Curating user-generated content and defining our Instagram aesthetic led to tremendous growth on this channel.

There were also some big news stories out of Hilton Head Island this year, as we weathered Hurricane Irma in the first part of September, and the subsequent floods inspired people Love the Lowcountry this fall.

We look forward to reviewing our insights from this year with you, and planning for a spectacular 2018.

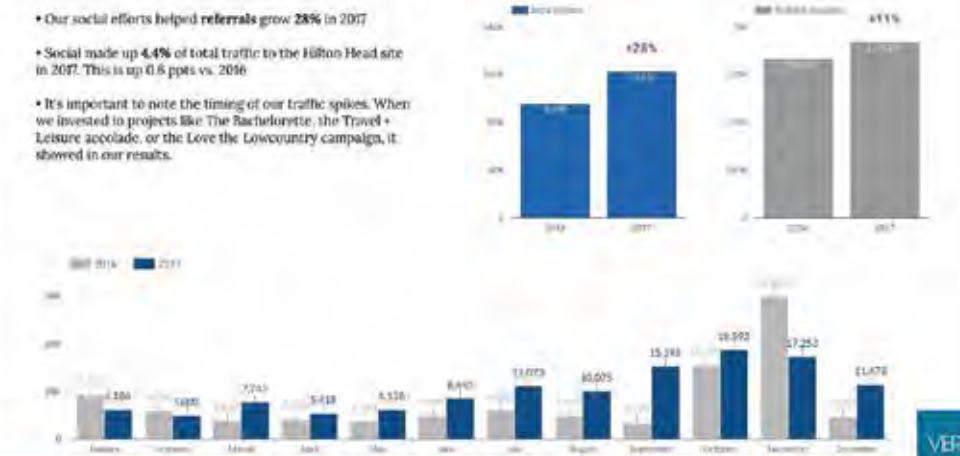
VERB

## SOCIAL TRAFFIC

• Our social efforts helped referrals grow 28% in 2017

• Social made up 4.4% of total traffic to the Hilton Head site in 2017. This is up 0.6 pts vs. 2016

• It's important to note the timing of our traffic spikes. When we invested in projects like The Bachelorette, the Travel + Leisure accolade, or the Love the Lowcountry campaign, it showed in our results.



## LOOKING AHEAD TO 2018

Based on the data in the following slides, here are some points we want to press in 2018.

### 1. Focus On Content We Can Own

• With changes coming to platforms like Facebook, we need to create content that helps us build an audience on our owned properties (blog, email, etc.)

### 2. Distribute That Content Effectively

• Use our social channels to bring our content to life in creative, effective ways

• This includes the development of story-driven video assets. Video is our audience's preferred means of getting inspired and learning about their interests. To compete, we need to be strong in this space.

### 3. Test & Try Content Partnerships

• Partner with new voices to grow our audience and expand our reach (i.e. guest blog posts, Instagram takeovers). We saw how strong our Bachelorette campaign performed. Let's keep the momentum going with new content creators in the digital space.

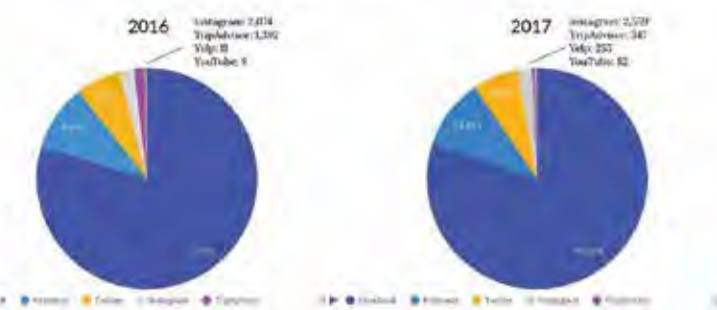
### 4. Boost Our Efforts With Paid Dollars

To exceed our 2017 benchmarks and take our content even further, we need to boost our organic efforts through paid social.

VERB

## SOCIAL TRAFFIC BY CHANNELS

Healthy growth across all channels speaks to the quality of Social posts, and strategic activity to drive traffic to hiltonheadisland.org



VERB

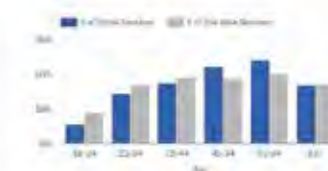
SOCIAL

## SOCIAL REFERRALS

WEBSITE AUDIENCE COMING FROM SOCIAL CHANNELS

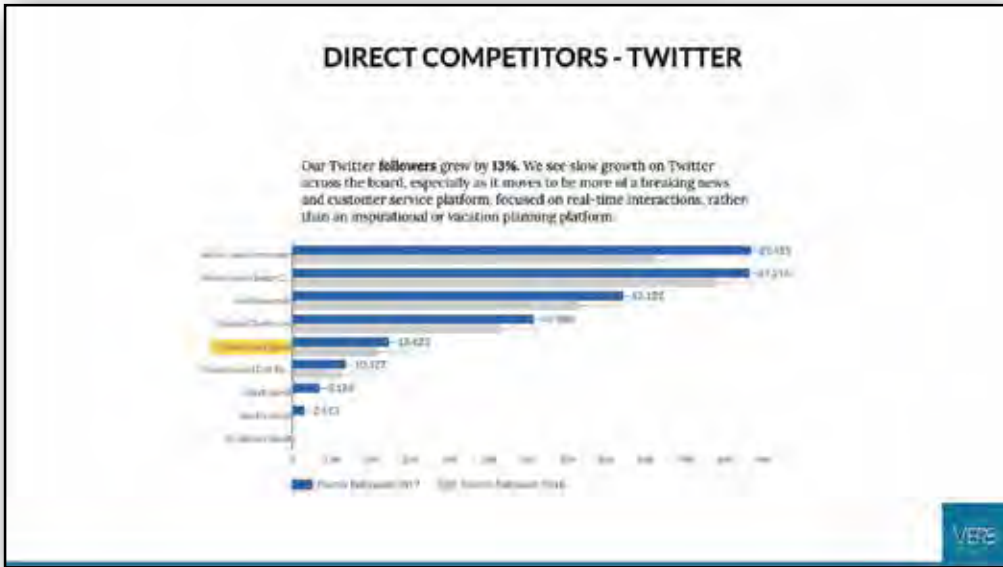
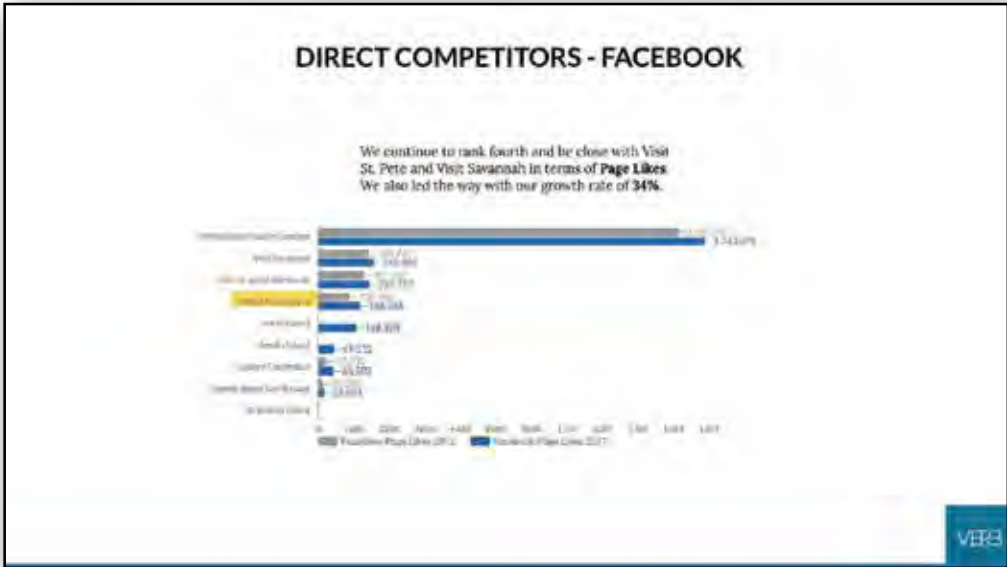
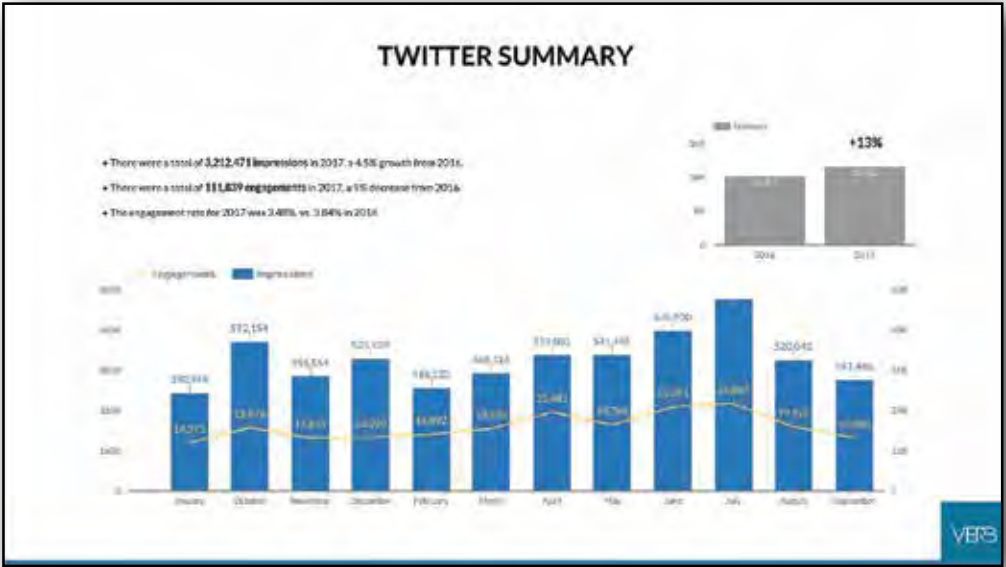
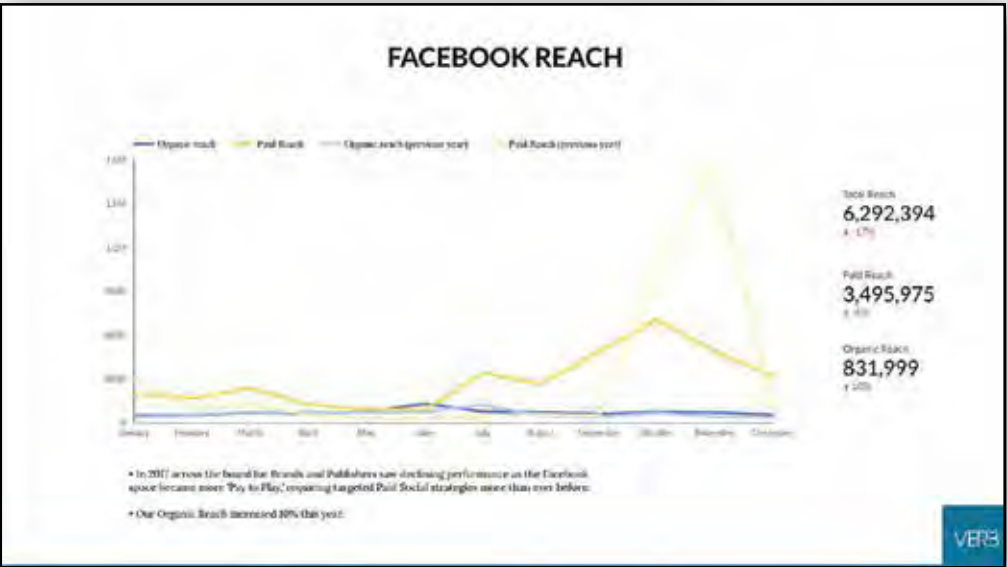
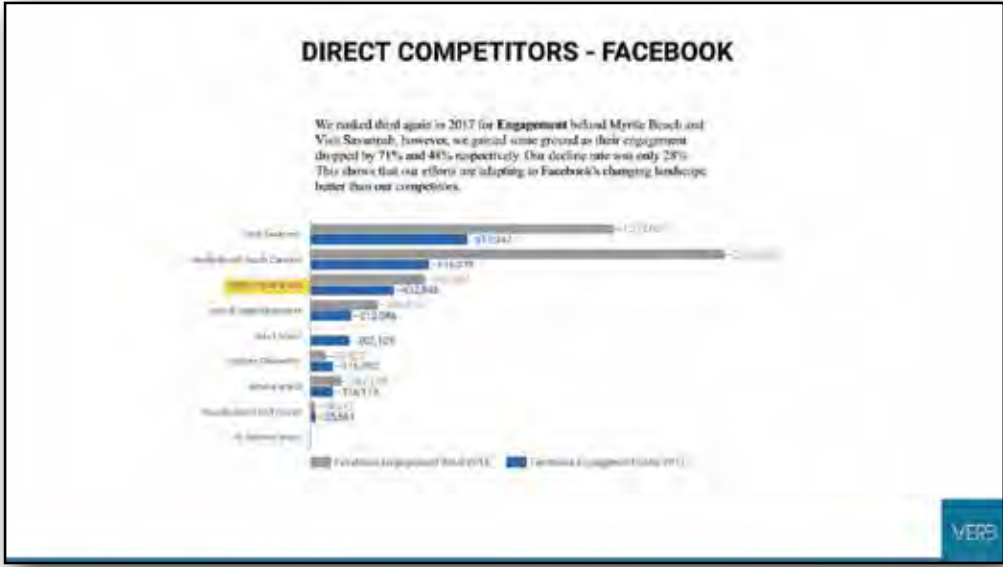
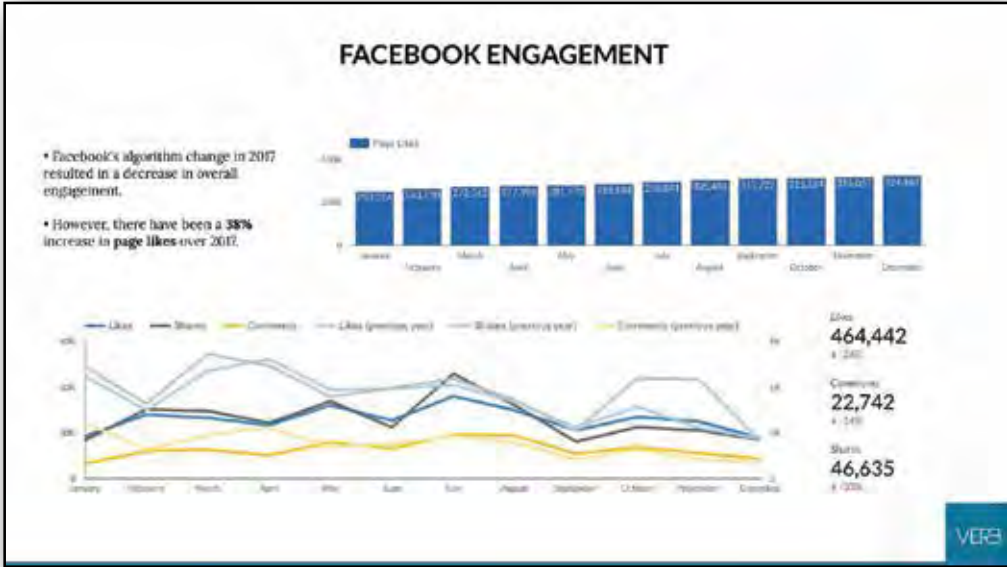
• 45-54 users were interested in the Social channel, while 30-44 are under-indexed. Our average social channel user is a woman in her mid-40s.

• The US continues to be the main source of traffic, with growing locations in Canada, Dallas, and Charlotte.



VERB

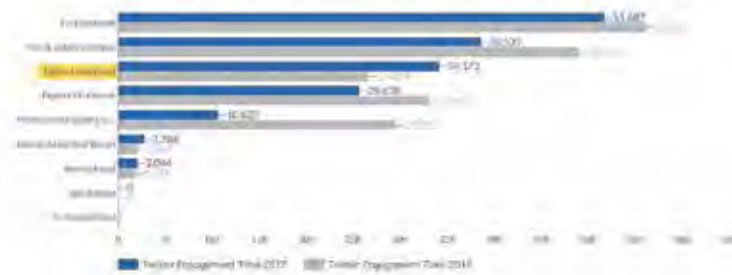






## DIRECT COMPETITORS - TWITTER

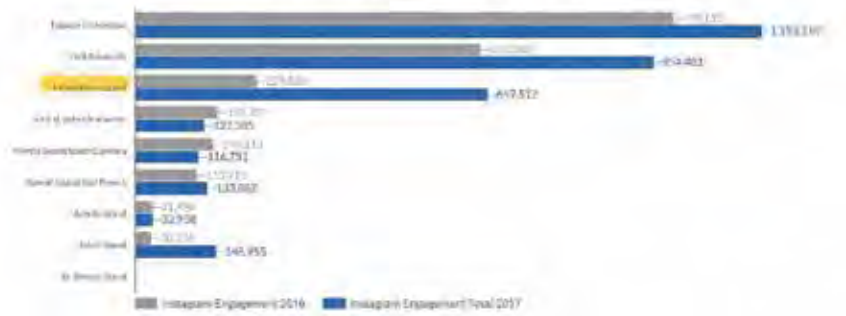
Other than activations and contest, we don't recommend putting a paid push or too many resources behind this platform in 2018.



VERB

## DIRECT COMPETITORS - INSTAGRAM

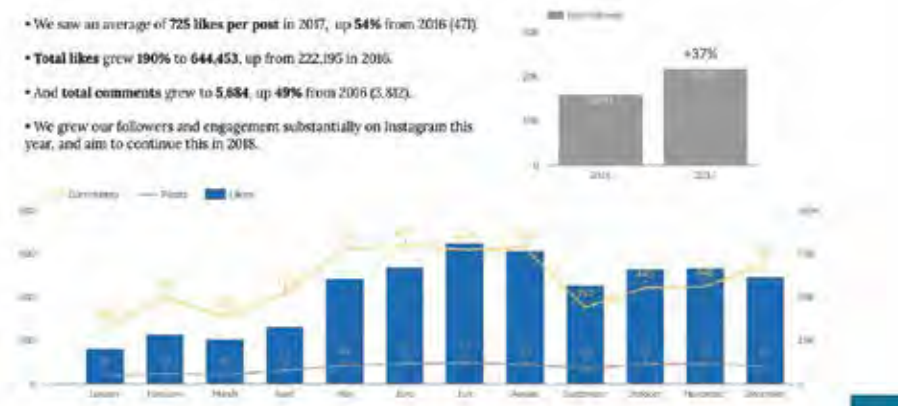
• And our Instagram engagement grew by 189%.



VERB

## INSTAGRAM SUMMARY

- We saw an average of 725 likes per post in 2017, up 54% from 2016 (471).
- Total likes grew 190% to 644,453, up from 222,195 in 2016.
- And total comments grew to 5,684, up 49% from 2016 (3,832).
- We grew our followers and engagement substantially on Instagram this year, and aim to continue this in 2018.



VERB

## PINTEREST SUMMARY

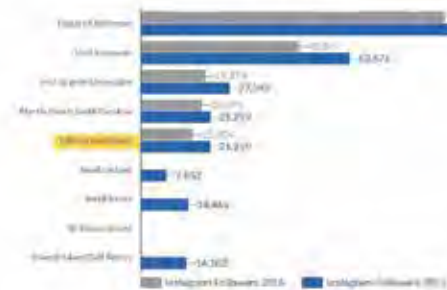
- In 2017 we had a total of 14,206 average daily impressions, up 95% from 2016 (7,218).
- There were 8,412 average daily viewers, an increase of 279% from 2016 (2,084).
- Increasing our pin frequency, creating infographics and custom pins, and creating new niche boards all contributed to strong year-over-year growth.



VERB

## DIRECT COMPETITORS - INSTAGRAM

• Our Instagram followers grew by 37%.

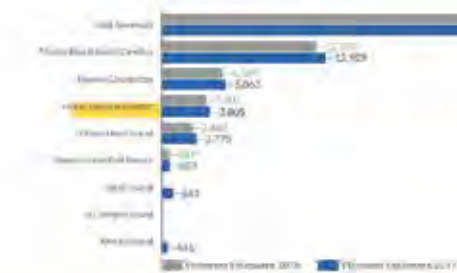


VERB

## DIRECT COMPETITORS - PINTEREST

• This is a platform where we saw significant growth this year, and see the most room for growth in the coming year.

• Our Followers grew by 12%.



VERB



## DIRECT COMPETITORS - PINTEREST

\*Our Engagement grew by 71%



VERB

## BLOG

## TOP POSTS

The top 5 posts on all social channels by engagement this year were all from Facebook. 4 of the top posts were videos.



1. Posted on July 11  
• Total Engagement: 4,315  
• Engagement Rate: 2.69%  
• Reach: 16,375  
• Comments: 281  
• Shares: 1,553

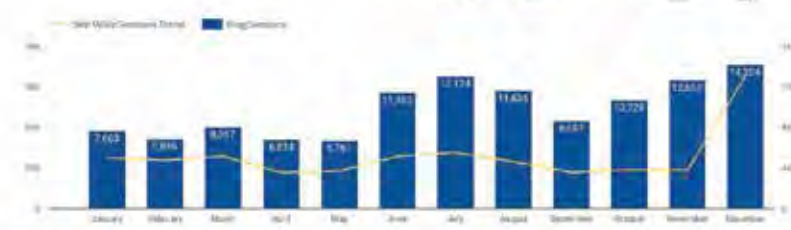
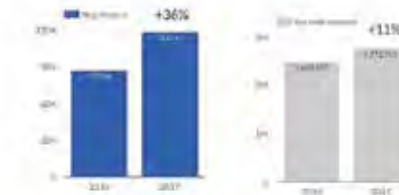


2. Posted on November 8  
• Total Engagement: 3,285  
• Engagement Rate: 1.7%  
• Reach: 19,325  
• Comments: 153  
• Shares: 189

VERB

## BLOG TRAFFIC

• Sessions to the website overall, and sessions that visit blog pages tend to be higher during the middle of the year.  
• In 2017, 4% of sessions included a visit to a blog. 48% of blog sessions are from organic, showing our search engine-optimized posts are resonating well with Google. 29% of blog sessions are from a social referral.



VERB

## TOP POSTS CONTINUED



3. Posted on August 12  
• Total Engagement: 2,948  
• Engagement Rate: 1.69%  
• Reach: 17,336  
• Comments: 189  
• Shares: 655



4. Posted on August 22  
• Total Engagement: 2,490  
• Engagement Rate: 1.49%  
• Reach: 16,688  
• Comments: 153  
• Shares: 353

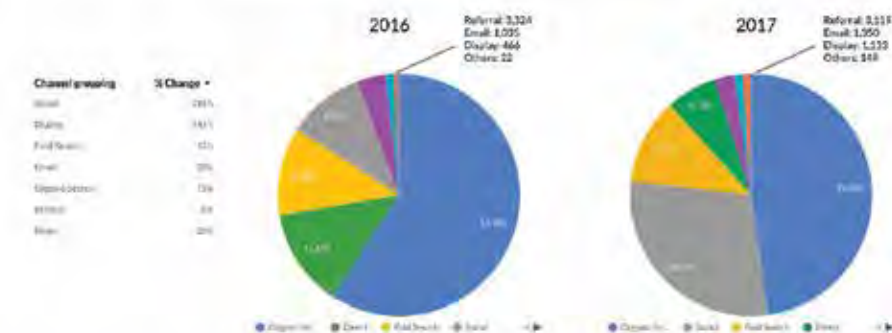


5. Posted on October 11  
• Total Engagement: 2,416  
• Engagement Rate: 1.32%  
• Reach: 18,030  
• Comments: 61  
• Shares: 286

VERB

## BLOG TRAFFIC BY CHANNELS

• As we would hope to see, most of our blog traffic comes from organic search, showing the benefits of our SEO efforts.  
• Also reflective of our strategy to drive social traffic to our blogs, social referrals increased 180% in 2017.



VERB

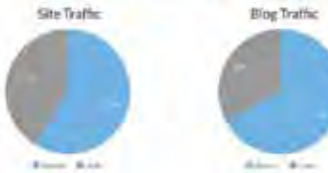
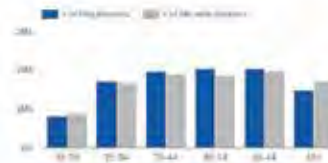


### BLOG AUDIENCE

SESSIONS THAT INCLUDE A BLOG VISIT

45-64 years were over-represented with blog visitors, while 65+ age readers indicated. Many of our blog readers are middle aged women.

Major US cities continue to be the main source of blog traffic, with high increases of growth compared to 2006.



## TOP BLOG POSTS

FROM ORGANIC SEARCH

Page Title	Pageviews *
Things To Do On New Year's Eve in Miami (and just before)   Island Vibe Blog	4,402
How Day Parties in Miami Have Changed   Island Vibe Blog	2,912
How to View 2017's SoCal Election in Miami   Island Vibe Blog	2,054
Chickens, Day Drinking On Miami Beach Road   Island Vibe Blog	1,896
Pucker Up: Top spots to take your photos on Miami Beach   Island Vibe Blog	1,751
10 Things To Do On New Year's Eve in Miami (and just before)   Island Vibe Blog	1,669
Use 10 (and 99) Ways to Visit and Like Miami (and just before)   Island Vibe Blog	1,621
Miami Heat's Most Special and Secret Spots   Island Vibe Blog	1,518
The 10 places in Miami to take your SOV - FOR FREE!   Island Vibe Blog	1,290
Exposing the Reddest Heat of Privacy   Island Vibe Blog	1,164

## FROM SOCIAL

Page Title	Pageviews *
11 Hilarious Island Cruise Night Stories - Island Vibe Blog	4,163
Top Million Head Island Weekend Tips You Can't Miss Try Fall - Island Vibe Blog	2,626
9 Most Fun Fall (Decorating) Restaurants - Island Vibe Blog	2,312
10 Must-Try Luscious Fall Recipes - Island Vibe Blog	2,284
How To Make The Best Hot-Season Vacation Ever - Island Vibe Blog	1,953
7 Fun Facts About Hilarious Island Wildlife - Island Vibe Blog	1,699
How To Have A Deep-Friendly Vacation On Million Head Island - Island Vibe Blog	1,622
Top 2017 Beach Reads For Your Winter Island Island Vacation - Island Vibe Blog	1,550
11 Hilarious Head Cruise Night Stories - Island Vibe Blog	1,141
10 Hilarious, Heavy To-Pick For Your Family Beach Vacation	1,105

## BLOG INSIGHTS AND RECOMMENDATIONS

**Tell New Stories Through New Formats**

With our content calendar, a steady blog schedule, and solid evergreen pieces in place, we can start to test different blog formats (quizzes, infographics, long-form pieces) and digging into niche topics.

### Content Distribution

A big focus on Social in 2018 will be making sure the blog is seen and reaches our intended audience. This means moving focus back to the blog more often, and bringing the blog post to life in channel-appropriate ways. This includes Instagram stories, video, custom designs and infographics, and more.

### Refreshing Well-Performing Legacy Posts with New Content & Backlinks

For some of our older posts that have great Organic Search results, let's add backlinks to some of our newer content on the site. This will help the newer content rank higher in Google. Some of the older pages could also use a refresh in terms of new images and information. Let's update them so that we lower their bounce rate and increase staying power.



# 2017 PUBLIC RELATIONS YEAR IN REVIEW



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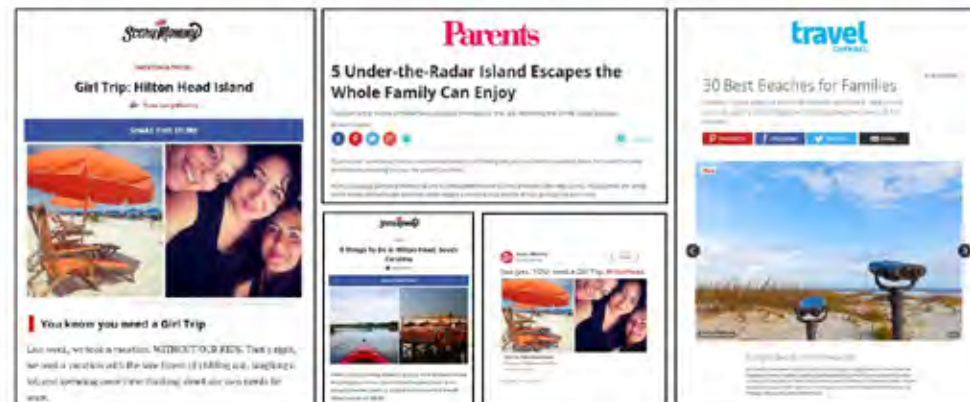
PRINT/ONLINE	1,387 PLACEMENTS	TOTAL
	2,671,179,199 IMPRESSIONS	
	\$17,288,539.00 AD VALUE	
BROADCAST	811 PLACEMENTS	2,198 PLACEMENTS
	210,624,524 IMPRESSIONS	2,881,803,723 IMPRESSIONS
	\$12,366,599.00 AD VALUE	\$29,655,138.00 AD VALUE



# COVERAGE HIGHLIGHTS



# COVERAGE HIGHLIGHTS



# COVERAGE HIGHLIGHTS



# AIR CANADA LAUNCH



To celebrate the launch of Air Canada's nonstop seasonal service between Toronto and Savannah/Hilton Head International Airport, Toronto-based media and influencers were invited to The Drake's Sky Yard rooftop for a celebratory event featuring Hilton Head Island's trademark southern charm and hospitality. Twenty-eight guests sipped Hilton Head Island Porch Punch, while learning some insider tips from Chamber representatives about the destination and the new nonstop service.

The team secured top-tier Toronto media to take flight with Air Canada on the inaugural nonstop flight from Toronto Pearson International Airport to Savannah/Hilton Head International Airport. Media were charmed with custom itineraries from a private horseback riding experience for Globe & Mail Freelancer Bert Archer, to serving up a Stan Smith interview to Toronto Sun Freelancer Jane Stevenson.



# THE WEATHER CHANNEL



The team secured a custom integration with The Weather Channel to shoot on location from Hilton Head Island for one day, with live check-ins from not one but two iconic island settings, as well as taped pieces throughout the day that were designed to showcase the weather, culture, food and other lifestyle components of the destination.

The team developed a carefully curated itinerary of locations and interviews that would bring to life the variety of activities and experiences available on Hilton Head Island, reinforcing the message that the island was back and better than ever.

Timing for the on-location shoot was collectively determined for Tuesday, March 20, 2017, which was the first day of a spring and the perfect excuse to integrate a warm-weather vacation destination into regular news programming.





THANK YOU







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