FISCAL YEAR 2020-2021

## HILTON HEAD ISLAND DESTINATION MARKETING PLAN



## HILTON HEAD ISLAND MARKETING COUNCIL

The Hilton Head Island Marketing Council serves as an advisory and advocacy committee to the Hilton Head Island Visitor & Convention Bureau. The council represents cross sections of the Island's diverse travel and tourism industry and guides the planning and execution of the annual destination marketing plan. The committee monitors the plan's effectiveness and results making recommendations for improvements and enhancements when needed. **DRU BROWN**, Vice Chairman, Visitor & Convention Bureau; Managing Partner, Island Time Hilton Head, LLC

**CHRIS BRACKEN**, Director of Sales and Marketing, Sonesta Resort Hilton Head Island

SUSANA COOK, General Manager, Palmera Inn and Suites

CARY CORBITT, Vice President Sports & Operations, The Sea Pines Resort

JOLYN DE BOER, Executive Director, Racquet & Paddle Sports Alliance

**REX GARNIEWICZ**, President & CEO, Coastal Discovery Museum at Honey Horn

JOSH GRUBER, Assistant Town Manager, Town of Hilton Head Island

LORI LYNAH, Director of Marketing and Air Service Development, Savannah/Hilton Head International Airport

KATIE MANLEY, Marketing Team, Coastal Restaurants and Bars

BRAD MARRA, Chief Operating Officer, Palmetto Dunes Oceanfront Resort

JENNIFER MCEWEN, Director of Cultural Affairs, Town of Hilton Head Island

**JOHN MUNRO**, Vice President of Hospitality, Resort Sales and Marketing, The Sea Pines Resort

JON REMBOLD, Airports Director, Beaufort County

**COURTNEY YOUNG**, President & CEO, ForeSight Communications

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# **COVID-19 IMPACT**

During these unprecedented times the Hilton Head Island Visitor & Convention Bureau is closely monitoring the evolving situation regarding COVID-19. The health and safety of our community, workforce and visitors always remains our top priority.

The 2020-2021 Destination Marketing Plan has been built to be nimble, ensuring extreme flexibility as it pertains to the very fluid COVID-19 re-opening efforts.

The following plan presents a heavy focus on digital and social elements that align with our strategy allowing for short lead times and quick adjustment capabilities. In addition to these elements the Visitor & Convention Bureau has presented a reduced budget for the coming fiscal year.

The 2020-2021 Destination Marketing Plan will live alongside our on-going efforts of our Path Forward Readiness Plan. The programming elements found within the plan support our Safety First initiative and the Visitor Promise campaigns.

The 2020-2021 Destination Marketing Plan and Path Forward Readiness Plan, together, will continue to grow and support the needs of the COVID-19 re-opening transition.





# YEAR IN REVIEW



#1 Island Continental U.S. 4<sup>th</sup> Consecutive Year



#1 Island U.S. 3<sup>rd</sup> Consecutive Year



South's Best Beach Town



Reader's Choice Awards 7<sup>th</sup> Consecutive Year



2019 Stella Award Finalist



2019 Platinum Choice Winner 9<sup>th</sup> Consecutive Year



Bronze, Nashville Event Mapping & Location and Bronze, Nashville Event Video



Gold Level Bicycle Friendly Community (BFC<sup>sm</sup>) GLOBAL TREND

Marketing Effectiveness Special Event, Nashville



Gold, Overall Social Media Silver, Nashville Event Video

	WEBSITE VISITS HiltonHeadIsland.org	<b>2.1M</b> WEBSITE VISITORS	<b>46%</b> organic search	<b>31%</b> CONVERSION RATE
	SOCIAL ENGAGEMENT	<b>156.2K</b> SESSIONS ACROSS ALL CHANNELS	<b>90%</b> OF TRAFFIC FROM FACEBOOK	<b>78.8%</b> OF TRAFFIC FROM MOBILE
	PUBLIC RELATIONS	3,751 stories/ mentions	6,900,983,718 IMPRESSIONS	<b>\$21,947,349.50</b> AD VALUE
	HOTEL / HOME & VILLA	<b>51.4%</b> occupancy <b>4.2%</b>	\$246 ADR -1.0%	\$126 REVPAR 3.1%
Source: VERB	Interactive, Weber Shandwick, and 2 S	Source Report		





Total revenue generated by HiltonHeadIsland.org

Jan - Dec 2019

# **EXECUTIVE SUMMARY**

The Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau continues to be the leader in promoting tourism within Southern Beaufort County. The organization as a whole utilizes national economic and tourism trends, consumer research, prior program performance, demographics and takes into consideration the needs of our community (residents and businesses) to be in the best position as the steward of the destination.

In 2019, Hilton Head Island was recognized as America's Favorite Island<sup>™</sup> three times over and was placed in top mention in regards to the meetings and groups segment. These accolades and achievements have fallen short of resonating locally; which is why we position the destination marketing plan as the tool that helps bring clarity and focus to the Hilton Head Island-Bluffton Chamber of Commerce/ Visitor & Convention Bureau efforts. The foundation of what we work toward are defined in our vision and mission, supported by our organizational cornerstone and strategic anchors. We work towards delivering upon these daily with our detailed strategies and tactics.

**Vision:** Leading the Hilton Head Island region, community and partners collaboratively in effective education, advocacy and innovative programming ensuring tourism development and sustainable growth.

**Mission:** Envision and advocate the common interests of our partners and stimulate the regional economy while enhancing the quality of life for all.

This year's pursuit of our "cornerstone" will further align our efforts to show how destination promotion should be woven into the fabric of our community and become a "community shared value". Destination promotion builds a quality of life for the benefit of all our residents.

The three-year strategic plan, approved in 2018, provides the platform for the fiscal years 2019 through 2022 destination marketing plans. It defines our strategic anchors that set the stage for our strategy and tactics with five key areas of focus: strengthen brand awareness and marketing, expand meetings and groups, energize destination development and management, sustain and innovate, and improve alignment and community engagement. These strategic anchors will further align our efforts to establish destination promotion as a "community shared value". The promotion of Hilton Head Island serves the entire community, ensuring mindful investment and development to provide quality of life for all. In addition to the steadfast pursuit of our Strategic Plan, the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau implemented major actions aimed at maintaining its commitment to excellence and leadership in the marketplace this past fiscal year. These included:

- ADARA Technology, announcement and integration providing unique and holistic insight on today's traveler and articulating the value of the HiltonHeadIsland.org website to our stakeholders
- Crisis marketing plan refresh, training and integration
- Implementation of online payment platform
- Application of integrated partner sales solution
- Website optimization across both, HiltonHeadIsland.org and HiltonHeadBlufftonChamber.org
- Expansion of air-service and air-carriers at both, Hilton Head Island Airport and Savannah/Hilton Head International Airport
- Embarked on a 10 year Destination Management Plan that will provide the roadmap and shared vision for the community to ensure responsible and sustainable tourism growth

## **IT ALL STARTS WITH A VISIT**



## **RE-ENGINEERING DESTINATION ORGANIZATIONS** A SHARED VISION FOR THE FUTURE OF TOURISM

Destination organizations today are collaborating more closely with their local communities to define a shared vision for the future that provides long-term benefits for both key stakeholders and residents. These pillars are:

#### 1. Destination Stewardship

Building public-sector coalition between the visitor industry, economic development agencies, academic institutions, and civic and philanthropic organizations. The goal is to curate more immersive destination experiences, manage sustainable visitor growth, promote equitable economic development and elevate quality of life and quality of place.

#### 2. Community Alignment

Improving resident sentiment and government support around a shared vision for the future to accelerate important destination development initiatives, protect public funding, and improve hospitality culture. The value of the visitor economy and role of destination organizations must be better understood and appreciated.

#### 3. Digital Conversion

Developing more video and personalized digital strategies on mobile platforms to improve marketing effectiveness and drive higher sales in real time. Advancements in artificial intelligence, chat and other technologies are connecting industry and visitor audiences in new ways to accelerate conversion in our on-demand world.

Source: DestinationNext "Futures Study 2019"

## **INDUSTRY & COMMUNITY PARTNERSHIPS**



Source: DestinationNext "Futures Study 2019" 11

## **DESTINATION STRENGTH**





Accommodations



Attractions & Entertainment



Conventions & Meeting Facilities



Events



Sports & Recreation Facilities



Communication Infrastructure



**Mobility & Access** 



Air Access



International Readiness



Organization Governance Model

Workforce



Partnership Strength



Hospitality Culture

の が の人の が が Industry Support

Policy &

Regulatory

Environment

**COMMUNITY ALIGNMENT** 



Local Community Support



Funding Support & Certainty



Regional Cooperation



Source: DestinationNext "Futures Study 2019"

## FINDING OUR CORNERSTONE

Every community must compete with every other community for their share of the world's attention, customers and investment. To compete, people need to be aware of a community, have a positive impression and want to visit to experience the community and meet its people. This is achieved through clearly developing, articulating and managing the community's brand.

Efforts must be made to promote, market, sell and engage potential visitors. And all of this must be reinforced again and again. Destination organizations are uniquely positioned to do this. Addressing this need for destination promotion is for the benefit and well-being of every person in a community. It is a common good. It is an essential investment to develop opportunities and build quality of life to benefit all the residents of a community.

Source: Destinations International "Finding Our Cornerstone: An advocacy paper on destination organizations becoming a community shared value"



# FY 2020-2021 MARKETING PLAN

## **STRATEGIC ANCHORS, VISION AND MISSION**





Envision and advocate the common interests of our businesses and stimulate the regional economy while enhancing the quality of life for all.



# GOALS

Influences such as the state of the U.S. economy, domestic and international travel trends, consumer shifts, regularly commissioned research, past programs performance and feedback from our tourism community all help to shape our leisure marketing, meetings and groups and public relations plan for the region.

The Hilton Head Island Visitor & Convention Bureau's destination marketing programs have focused on the following long and short-term goals stemming from our three year strategic plan.

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

#### Long-Term Goals (through 2020-2021)

- 1. Expand Group Sales by driving shoulder and off-season strategic initiatives and programming
- 2. Research, develop and implement branding for the destination
- 3. Maintain and grow public and private funding
- 4. Increase leisure and business travel during key timeframes
- 5. Leverage and expand emerging technologies to engage and elevate the visitor's travel experience





# **2020-2021 STRATEGIC ANCHORS, STRATEGIES & TACTICS**

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# **STRATEGIC ANCHOR**1 STRENGTHEN BRAND AWARENESS AND MARKETING

#### STRATEGY A: Utilize third party media partnerships and endorsements to further amplify our voice and brand.

#### **Tactics:**

- a) Focus on print and digital assets with native content and social integration with Travel + Leisure.
- b) Integrate Hilton Head Island into custom content and high-impact media placements through Condé Nast Traveler.
- c) Deploy targeted media campaign through AmericanExpress.com.
- d) Create custom content created by The Points Guy as well as social and display media to drive qualified visitors back to the destination.
- e) Host Editor-in-Chief from Full-Time Travel to curate immersive online content, social and dedicated email.

#### STRATEGY B: Expand and broaden organic keyword rankings for Search Engine Marketing (SEM).

#### **Tactics:**

- a) Refine and grow a targeted list of keywords that align with the visitors' location and experiences.
- b) Develop relationships with potential visitors and key audiences through personalized messaging.
- c) Track, measure and analyze all responses within the consumer journey.

#### STRATEGY C: Leverage a strategic mix of targeted methods to identify and reach the most qualified users.

#### **Tactics:**

- a) Target qualified users through digital video across social platforms.
- b) Utilize Google Display Network (GDN) with display ads to increase visits to the website.
- c) Cultivate themed ad groups and keywords around categories that target consumers researching vacation terms.
- d) Create competitor targeted campaigns to capture demand from those researching other destinations.
- e) Reinforce by serving ads to those who have visited HiltonHeadIsland.org.

#### STRATEGY D: Deliver clear, consistent and relevant messaging and optimized content for proper indexing by search engines.

#### **Tactics:**

- a) Ensure the website is compatible with accessibility tools and platforms.
- b) Improve the visibility of HiltonHeadIsland.org in search results for brand key phrases and search queries.
- c) Identify target keywords for content and blog optimization.
- d) Create campaigns to identify and attract high quality links from high authority sites.
- e) Optimize Google My Business (GMB) to ensure users interest is captured both on and off-site.

#### STRATEGY E: Create content and measurements to adapt to social media platforms.

#### **Tactics:**

- a) Focus efforts on content for growing Instagram Stories.
- b) Curate more user-generated content.
- c) Create unique and engaging templates for our audience to use.
- d) Partner with brand ambassadors, local celebrities and relevant content creators for authentic stories.
- e) Grow social audiences through paid social media strategy.
- f) Utilize retargeting efforts for consumers that have engaged with our advertising and visited HiltonHeadIsland.org.
- g) Drive traffic to the package and offer-focused pages of the website.
- h) Develop a comprehensive blog strategy that speaks to the interests and needs of our audience.

#### STRATEGY F: Create and distribute personalized, informative and strategic email content.

#### **Tactics:**

- a) Personalize content based on subscriber interests and location.
- b) Identify and re-engage subscribers through a dynamic drip campaign.
- c) Refresh the existing email template to support the drip campaign.

## STRATEGY G: Optimize high-quality content on the website that is engaging, entertaining and conversion-driven.

#### **Tactics:**

- a) Deliver personalized targeted, strategic messaging.
- b) Evolve the content strategy to include more "destination insider" information.
- c) Increase usage of user-generated content.

## STRATEGY H: Employ a public relations plan designed to increase visibility and consideration.

#### **Tactics:**

- a) Explore "hidden gems" across culinary, wellness, culture and marquee events to grow shoulder and off-season.
- b) Customize itineraries that drive in-depth feature coverage and real-time social content.
- c) Secure trade and paid influencer partnership opportunities to reach potential visitors.
- d) Host an in-market event and/or meetings with top media and influencers.
- e) Align with like-minded brands to execute partnerships and campaigns.

- Staggered target marketing approach.
- Regional focus.
- Integration of a robust recovery plan that complements our annual marketing plan efforts.
- Showcasing the destination's outdoor attributes that well-position HHI to allow travelers to follow new regulations and guidelines related to COVID-19.
- Promoting the "Safety First" and "Visitor Promise" initiatives.



# 2 EXPAND MEETINGS AND GROUPS

#### STRATEGY A: Market the destination to prospects in all meetings and group market segments to grow shoulder

#### and off-season business.

#### **Tactics:**

- a) Utilize the Flights for Sites (FFS) program for targeting meeting and group planners.
- b) Generate room nights and revenue by promoting the Group Closing Fund (GCF).
- c) Drive RFPs for fall/winter group business through the "All Island Special Meetings Offer".
- d) Partner with Cvent and HelmsBriscoe, third party organizations specific to meetings and groups, to build awareness of the destination.
- e) Utilize sponsorship and bid fees to secure business opportunities.
- f) Geo-target associations specifically in the Southeast for group business meetings.
- g) Conduct FAM trips in-market and out-of-market.
- h) Review and update meetings microsite content.
- i) Execute against the LinkedIn strategy.
- j) Attend tradeshows to build awareness and generate leads for group business.

## STRATEGY B: Continue to grow our international presence. (*Paused until the appropriate time.*)

#### **Tactics:**

- a) Partner with Brand USA and SCPRT through a targeted international campaign.
- b) Deploy digital media and print insertions through Macleans, Toronto Star and Chatelaine in Discover America Magazine in Canada.
- c) Integrate digital media and print insertions through *Bunte*, *In-Style, Star, FOCUS magazine* and in *Discover America Magazine* in Germany.
- d) Partner with Coastal South Carolina for inclusion in their campaign targeted towards golf prospects via digital, social, email, Sky Television and U.S. Golf Travel Guide in the United Kingdom.

- Regional focus with international efforts temporarily paused until the appropriate time.
- Showcasing the destination's outdoor attributes that wellposition HHI to allow travelers to follow new regulations and guidelines related to COVID-19.
- Working with community partners on packaging offers.
- Working with industry partners for best practices and promotion of offers/packages including virtual opportunities.

## **STRATEGIC ANCHOR**

## **3 ENERGIZE DESTINATION DEVELOPMENT AND MANAGEMENT**

#### STRATEGY A: Develop a strategic framework that will identify tourism product development opportunities (new or through existing infrastructure) within the destination

#### **Tactics:**

- a) Continue to enhance existing relationships with Beaufort County Economic Development partner, developers and commercial real estate organizations.
- b) Create, communicate and leverage community engagement material that showcases the benefits of tourism to the economy.
- c) Partner with the public and private sector to create workforce-readiness strategies.

#### STRATEGY B: Support Hilton Head Island's goal to develop a Destination Management Plan that encompasses a bold and shared long-term vision for the destination to create a competitive advantage.

#### **Tactics:**

- a) Continue efforts regarding the 10 year Destination Management Plan working with MMGY NextFactor to provide continued guidance/project management.
- b) Engage the identified Steering Committee/Task Forces key stakeholders within the community to advocate, support and shepherd the completed project.

- c) Prioritize the impact of current and potential tourism assets based on visitor generation and utilization.
- d) Ensure proper communication strategy and community engagement on all efforts surrounding the Destination Management Plan.

- Working closely with community partners to understand and explore new opportunities for showcasing the destination (i.e. virtual marketing).
- Continuing efforts on the development of the Destination Management Plan.

# 4 SUSTAIN AND INNOVATE

## **STRATEGY A: Use research platforms to influence future marketing efforts.**

#### **Tactics:**

- a) Use ADARA to measure website effectiveness and direct revenue attributed to consumer travel purchases.
- b) Use ADARA to measure effectiveness of third party media partnerships in the market.

## STRATEGY B: Create a collateral piece with compelling imagery and content about the destination.

#### **Tactics**:

- a) Develop and produce the Official Hilton Head Island Vacation Planner.
- b) Distribute the planner to visitors, elected officials, state Welcome Centers, AAA offices nationwide, tradeshows, events and media.
- c) Collaborate with the Hilton Head Island Airport and the Savannah/Hilton Head International Airport for displays and continuous distribution throughout the year.
- d) Create an immersive digital and social version of the official destination guide to leverage the ever-growing visitors online engagement.

## **STRATEGY C:** Align internal and governance resources to support Strategic Plan and "Community Cornerstone".

#### **Tactics**:

a) Leverage internal functional areas to address short and long-term organizational needs.

b) Expand industry leadership roles to enhance destination visibility and leverage cutting-edge research and trends.

#### STRATEGY D: Establish an organizational framework in collaboration with the Town of Hilton Head Island and private sector to manage a positive visitor experience.

**Tactics:** 

- a) Explore opportunities to enhance public wi-fi/hotspots.
- b) Continue to upgrade group experiences that result in greater/repeat future visitation by capitalizing on community assets.
- c) Capitalize on research findings to better understand and support customer needs; implementation of Chatbot technology, enhance the Island Compass App and utilize the ADARA technology.
- d) Develop more personalized content that will improve digital engagement with visitors and enhance overall experience.

- Continuing alignment with research partners and industry experts to understand the impacts of COVID-19 and adjusting marketing efforts as necessary.
- Adjusting to the consumer's new way of digesting travel (i.e. virtual, digital) as well as adapting to how the consumer experiences travel with new regulations and guidelines.
- Promoting the "Safety First" and "Visitor Promise" initiatives.

## **STRATEGIC ANCHOR**

## 5 IMPROVE ALIGNMENT AND COMMUNITY ENGAGEMENT

#### STRATEGY A: Increase community partnerships and engagement to leverage resources for the destination and organization.

#### **Tactics:**

- a) Enhance partnership marketing efforts to create additional content and revenue.
- b) Enhance current partner sponsorship with premier local events to extend the brand and increase events visibility and visitation potential.
- c) Continue to expand community taskforce meetings to achieve alignment and increase knowledge of organizational impact.
- d) Enhance the process of on-boarding new and existing accommodation partners as well as other tourism partners to support destination development, co-op marketing and partner investments.

#### STRATEGY B: Enhance residents' awareness and appreciation for the tourism and visitor experience.

#### **Tactics:**

- a) Refine the resident awareness/call-to-action plan by deploying in-market communication strategy, through traditional and non-traditional engagement and earned media coverage.
- b) Develop programs to further recruit, educate and involve Chamber Ambassadors to support business events.

#### STRATEGY C: Expand awareness and advocacy efforts leading to strategic relationships with elected community leaders.

#### **Tactics:**

- a) Create an advocacy program to inform community stakeholders and partners about the global tourism economy.
- b) Expand presence in local industry related social media conversations by leveraging Hilton Head Island-Bluffton Chamber of Commerce executive and senior leadership teams.
- c) Continue to work with local and state delegations on issues directly related to the sustainability and growth of our region.
- d) Fortify relationships with community organizations to secure and support incoming meetings and groups.
- e) Organize and seek presentation opportunities to communicate tourism's impact on the business community.
- f) Produce a video vignette series highlighting how tourism matters and affects local government, businesses and residents.

#### STRATEGY D: Orchestrate staff participation in outreach programs with community groups and industry organizations.

#### Tactics:

- a) Create an advocacy and awareness campaign.
- b) Continue the community calendar of events and ensure strong marketing to engage deeper into our community.

- Development and continuing implementation including education for residents, businesses and visitors of the Path Forward programs.
- Continuing partnership with the Town of Hilton Head Island, business stakeholders and the community on the development of the Destination Management Plan.



# BUDGET

# PRIVILEGED AND CONFIDENTIAL

Beaufort Co Membership

VCB TOTALS Town of HHI DMO VCB Private Sector SCPRT Dest. Specific SCPRT Co-ops Town of Bluffton

1,100,000

1,100,000

Revenues Town of HHI DMO

Hilton Head Island-Bluffton Chamber of Commerce Hilton Head Island Visitor & Convention Bureau Schedule of Functional Revenues and Expenditures FY 2020-2021 Budget

Town of HHI DMO Town of HHI Supp Town of HHI Supp	Town of HHI DMO Town of HHI Supplemental Grant Town of HHI Supplemental Grant-Crisis Fund	1,100,000 250,000 400,000	1,100,000 250,000 400.000						
Private Sector SCPRT Destin	Private Sector SCPRT Destination Specific	270,000		270,000	960,000				
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Membership Revenue Total Revenues with A	Membership Revenue Total Revenues with Membership	5,588,000							1,500,000
Expense									
Media Buys - Leisure	s - Leisure	50,000	24,517	0	25,483				
Social Media									
	Partner Promotions	0	0	0 0	0				
	Paid Brand Social Media Social Media Management	000	29,421		6/5'0£				
	Social Content Marketing & Strategy	66,000	32,363	0	33,637				
Sub-total	Crowdriff	22,050	10,812	00	11,238				
		1001	-	2					
Digital Marketing	Keting Dinital Strateny Web Maintenance & Sumort	60,000	29.421	0	30.579				
	Technology Improvements	25,000	12,259	0	12,741				
	SEO	24,000	11,768	0	12,232				
	SEM / Display	350,000	171,620	0	178.378				
	Managed Web Hosting and Content Delivery Network	1,800	11 769		118				
	ervewsreamontp campaign Digital Contingency	0	0	00	0				
Sub-total		484,800	237,718	0	247,079				
<b>Destination PR</b>	PR								
	PR Strategy, Maintenance & Support	150,000	73,551	0	76,448				
	Journalists/Influencers	30,000	14,710	0	15,290				
	Monitoring Services (Print/Online/Broadcast Tracking)	18,182	8,915	0 0	9,266				
Sub-total	FK Contrigency	218,182	106.984	0	111.197				
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	Site Inspections/ Flights for Sites	1200	588	0 0	612				
	VCB Dues and Subscriptions	24,000	11,768	0	12,232				
	Trade Sponsorships	6,000	2.942	0	3.058				
	Tradeshows	12,000	5,884	0 0	6,116				
	FAM / IIPMBIKELEVERIS								
	SC Sports Alliance	5.000	2.452		2.548				
	SEM	9,000	4,413	0	4,587				
	SEO	0	0	0	0				
	Social Media	000'6	4,413	0 0	4,587				
	Collateral	2000	981		1 019				
	Trade Media	6,000	2,942	0	3.058				
	Sub-total	76,600	37,560	0	39,039				
International									
		25,000	12,259	0	12,741				
	International Promotions	0 0	0 0	0	0 0				
Sub-total	International Tradeshows	26,000	0 050 01	00	12 741				
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A Fantagi A F	Sub-total	II-Free Phone	3,996	ACR.L		2,031				
Like Transmit     Constraint     Constraint     Constraint     Constraint       Interior Management     1			228,996	112,287	0	116.708				
Internation Minimum     Solution Minimum     Mi	tesearch & Plan	Bujut	108,132	53,022	0	55,110				
VCII State, Mr. V Services & Opt.     VCII State	<b>IHI Destination</b>	Marketing Operations & Management								
Prenent     5000     3000	VC	B Sales. Mkt. V Services & Ops.								
Benefits     44000     51000     54000     54000     54000     5400	Pe	rsonnel	980,000	308,000	189,000	205,800	199,360	29,400	48,440	
Operations     20000     86.000     54.000     264.000     24.	Be	nefits	140,000	44,000	27,000	29,400	28,480	4,200	6,920	
Image: constraint of	1	perations	280,000	88,000	54,000	58,800	56,960	8,400	13,840	
Control     Figure 1     Caracter     Figure 1     Caracter     Figure 3     Could Scion     Figure 3     Could Scion     Figure 3	Sub-total		1,400,000	440,000	270,000	294,000	284,800	42,000	69,200	
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Multi-Channel Chattoris for Island Arts & Cultural Video Promotion     0     0       VCB Sales, Mit. Visitor Services & Operations VCB Sales, Mit. Visitor Services & Operations     250,000     250,000       Potemental Crant-Crists Eurod Crists Funds     400,000     400,000     400,000       Potemental Crant-Crists Eurod Crists Funds     290,000     90,200       SC PRT - Leisure SC PRT - Leisure SC PRT - Sports     290,000     90,200       SC PRT - Leisure Crists Funds     200,000     90,200       SC PRT - Leisure SC PRT - Sports     290,000     90,200       SC PRT - Leisure Crists Funds     200,000     90,200       SC PRT - Sports     445,000     555,200       Mundorins     63,000     63,000     90,000       Pornotions     103,800     1,750,000     270,000       Pornotions     0     0     0     0       Crist Funds     63,000     5,588,000     90,000     90,000     90,000       Roundorins     0     0     0     0     0     0       Roundorins     0     0     0     0     0     0	e L	stival and Events	50,000	50,000						
Island Arts & Cutural Video Promotion     0     0       VCB Sales, Mit, Visitor Services & Operations     250,000     250,000     250,000       Otas Funds     400,000     400,000     400,000     400,000       Orise Funds     250,000     250,000     250,000     250,000       Orise Funds     250,000     400,000     400,000     400,000       Cites Funds     250,000     250,000     350,000     350,000       SC PRT - Meetings & Groups     145,000     145,000     145,000     350,000       Muthen DMO     63,000     350,000     350,000     350,000     350,000       Muthen DMO     63,000     63,000     770,000     350,000     350,000       Promotions     63,000     770,000     270,000     350,000     0     0       Constants     0     0     0     0     0     0     0     0       Rotations     Constants     258,000     270,000     360,000     105,000     0     0     0     0     0     0     0	Mu	Ith-Channel Chatbot & Comm. Program	0	0						
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pionental Grant-Orisis Fund Crisis Funds     400.000     400.000     400.000     400.000     200.000	Sub-total		250,000	250,000						
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555,200   555,200   555,200     63,000   63,000   63,000   63,000     103,600   1,750,000   270,000   810,000   105,000     0   0   0   0   0   0   0     5,583,000   5,583,000   5,583,000   810,000   105,000   105,000     Expenses for Hitton Head Island Specific Programs   Constants   0   0   0   0	5	DPT . Shorte	145,000				145,000			
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103,600     1,750,000     270,000     980,000     105,000	S/C Bluffton & Da	aufuskie DMO	-							
4,088,000     1,750,000     270,000     980,000     105,000	Ĕ	omotions	103,800						103,800 1,500,000	1,500,000
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	Difference btw Re	svenue & Expense	0	0	0	0	0	0	0	0
Expenses for Hilton Head Island Specific Programs Expenses for other marketing programs	otal Expenses	with Membership	5,588,000							
Expenses for other marketing programs			Expenses for Hilton	n Head Island Specifi	c Programs					
Expenses for other marketing programs										
			Expenses for other	r marketing programs						

VCB TOTALS Town of HHI DMO VCB Private Sector SCPRT Dest. Specific SCPRT Co-ops Town of Bluffton Beaufort Co Membership

3,190

3.059

6,240

# Updated May 27, 2020

\*Note that the proposed budget has taken into consideration significant reductions in ATAX funding due to the COVID-19 pandemic. We will continue to work with the Town of Hilton Head Island to flex and scale the budget further as needed to ensure it reflects the appropriate levels of funding available for the 2020-2021 fiscal year.

# BUDGET

# **DEMOGRAPHICS & PERSONAS**

Hilton Head Island's visitor foundation was built on identified drive markets, ensuring overnight stays and from a long-term lens, home ownership. Today we nurture that foundation and look to our real-time data sources, Google Analytics and ADARA, in addition to deep research, partnering with LRITI, University of South Carolina Beaufort and Regional Transactions Concepts, LLC, Clemson University. Using this insight we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer. We have identified these persona groups as:

- FamiliesSnowbirds
- Culinary Explorers

• International Travelers

- Arts, History and Cultural Enthusiasts
- Sports Enthusiasts
- Weekenders

#### **Our Target Leisure Traveler**



**ADARA Impact Analytics** 

HiltonHeadIsland.org Visitor Insight (January 1, 2019 to December 31, 2019)



# Family

## **Travel Objective:**

Find a vacation spot they will please everyone during the school holidays.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
	Pla	n			Visit					Pla	an



### **Family Travel Habits**

Spontaneity:		Price Sensitiv	/ity:	Average Cor	version Value:
	1111111	1.1.1.1.1.1		tilitili	
Low	High	Low	High	Low	High

#### Who They Are



Opscale & Status Oriented

> Creating a Legacy





Active & Health Conscious

#### **Preferred Activities** & Attractions

Vacation Rentals & Resorts Beach & Water Activities Biking & Hiking Tennis & Pickleball Festivals & Events Kid-friendly Dining Museums & Day Camps

# Marketing Channels & Formats

Facebook Videos Instagram TripAdvisor TV Online Video Forums & Blogs Pinterest



# **Snowbirds**

## **Travel Objective:**

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.



### **Snowbirds Travel Habits**



# **Sports Enthusiast**

### **Travel Objective:**

Find a destination where they can pursue their interests on their downtime.

Jan Feb Mar Apr	May Jun Jul Aug	Sept Oct Nov	Dec		
Visit	Plan	Visit		and the second second	Non M
			- All		
100			1000		
					N-RX-
	annen the state	Aller .	- marcall		
				ale sale	Although an a first the start of the start of the
Harris Comment	CENER 1			alle little alle	-
CT.					A ANTAN
A Van and A		and the second			
### **Sports Enthusiast Travel Habits**





### **The Weekenders Travel Habits**





# Culinary

### **Travel Objective:**

Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.

Jan Feb Mar Plan		Aug Sept Oct Nov	Dec	
	CR -	Total State		
		all the		E
1				

### **Culinary Travel Habits**





# Arts & Culture

### **Travel Objective:**

To explore cultural attractions, historical sites and the local arts scene.

Jan Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Plan	Visit			F	Plan			Visit		Plan



### Arts & Culture Travel Habits



# **International Visitors**

### **Travel Objective:**

Escape the everyday, relax and recharge in a destination that's fresh, different from home and laid-back.

Jan	Feb	Mar	Apr	May	Jun Jul	Aug Sept	Oct	Nov	Dec
	Visit		P	lan	\ \	/isit		Plan	

1 - -

### **International Visitors Travel Habits**

Spontaneity:				Average Conversion Value:
Low	High	Low		Low High
Who They A	re		<b>Preferred Activities</b> & Attractions	Marketing Channe & Formats
pscale & Status Oriented	Values Family Time	Craves Downtime	Homes & Villas Beach & Water Activities Biking & Hiking	Facebook Instagram TripAdvisor
Conscious	Making Memories	Wellness- Focused	Food & Drink Festivals & Events	TV Online Video Forums & Blogs Pinterest
l'd love to soak up th really relax on our nex	e sun and	What are the beaches like	it All." Their Path to	o Purchase
I want to recha I love the beach, bu like huge crowds-l' go somewhere a	rge. l'd tre ut I don't 'd like to D a little	on Hilton Head Island? ————————————————————————————————————	When should I book my flight to get the best fares? What's the best time of year to travel? How's the weather	This beach is stunning! I can't wait to show my friends. Let's spend the day exploring. I'd really like to get outside. I feel like taking it easy today.
I want to recha I love the beach, bu like huge crowds-l'	Irge. I'd I'd tre ut I don't d like to E a little ck. E to take look at - or more! Wha on H	like to learn more about spa atments and fitness options.	to get the best fares?  What's the best time of year	Let's spend the day exploring. I'd really like to get outside.

<b>2020 CONTE</b>	NT CALEND	AR		
	JANUARY Fresh Start	FEBRUARY Lowcountry Love	MARCH Signs of Summer	<b>APRIL</b> Hit the Links (1st half is golf/2nd half is biking)
MARKETING CAMPAIGNS	Hilton Head Island Gullah Ce	isure Voting Hilton Head Island Wine & Food Festival d Seafood Festival Toronto Event & Digital Media elebration		leritage
	FUUUie I	February		
TRADITIONAL MEDIA BUYS		Club Choice Magaz Travel + Leisure February Issue Island Edition		Full-Time Travel
PROACTIVE PITCHING ANGLES	Wellness + Active Adventure Foodie February	Shoulder Season Travel HHI Seafood Festival Proactive and reactive short te	Shoulder Season Travel Lowcountry Cocktails erm and long term pitching all year	Eco-friendly Hilton Head Island Spring Break
BLOG POSTS	For the Seafoodie: Your Guide to Hilton Head Island Seafood Refresh: Plan for Vacation Day Hilton Head Island Vacation Rentals Things to Do on Hilton Head Island in January	Spring Golf Itinerary A Lowcountry-inspired Wedding Refresh: 10 Must-try Lowcountry Restaurants Things to do in Hilton Head Island on February Refresh: How to Pack for your Family Beach Vacation	Q & A with Clayton Rollison Refresh: A Hilton Head Island Golf Tradition: the RBC Heritage is Back! Written in the Stars: What You Should do on Hilton Head Island based on your Star Sign Things to Do in Hilton Head Island in March	Refresh: RBC Heritage Concert List Hilton Head Island Trivia: 5 Fun Facts Top 8 Must-Try Dishes on Hilton Head Island Things to Do in Hilton Head Island in April
ENEWSLETTERS	Foodie February	Romance	Summer is on its way RBC Heritage	Golf The Great Outdoors
SEM / DISPLAY	Seafood, Gullah, Wine &	Always On: Brand, Co-Op, Golf & Food, Foodie February	f (Search, Display, Social) all year RBC Heritage, Wine & Food	
SEARCH ENGINE OPTIMIZATION (SEO)		Onsite Optimization Review	Image Audit & Optimization Review	Onsite Optimization Review URL Optimization & Indexing Review Full Technical Audit
MEETINGS & GROUPS	SCSAE Tradeshow American Bus Association	Cvent & HelmsBrisco Year Rou	und Meetings & Groups Campaign	
LINKEDIN CAMPAIGN		Lowcountry Love. Organic posts will incorporate messaging that entices wedding and event planners to consider Hilton Head Island for destination weddings.	Signs of Summer. We will highlight Hilton Head Island's year-round balmy weather and easily accessible airports from around the U.S.	Hit the Greens. We will tailor our organic posts to feature our desirable golf clubs and partners as a major draw for holding a business event on the Island.
INTERNATIONAL	UK Winter Multi-Channel and Car	nada East Multi-Channel	Global Inspiration	n Guide and The Times UK

				PRIVILEGEI	D AND CONFIDENTIAL
	<b>MAY</b> Spring's in Full Swing	<b>JUNE</b> Beachin' It	JULY Lowcountry Cool Down	AUGUST Extended Summer	<b>SEPTEMBER</b> Weekend Warrior & Road Trips
	Condé Nast Traveler Voting			Southern Living 2020 South's Best Voti	
			Travel	+ Leisure 2020 Best Island Accolade Pr	omotion
					Concours
	Turtle Week (May 23)				
			Vacation Planner F	Promotion Ongoing	
_					
	AmericanExpress.com		Travel + Leisu	ure Campaign	
	The Points Guy - Digital National Bike Month	Summer Road Trips	Where to go in 2021	National Oyster Day	Empty Nesters - Back to (Cool)
	National BBQ Day	July 4th Best Beaches	Get to HHI Faster than the Hamptons	The Perfect Labor Day Getaway	Shoulder Season is the Best Season
		Proactive a	nd reactive short term and long term pit	ching all year	
0	URL Optimization & Indexing Review	Refresh: Hilton Head Island Beach Reads Refresh: July 4th Free Download: 5 Hilton Head Island-Inspired Phone Backgrounds Things to Do on Hilton Head Island in June Summer is Here School's out for Summer Always On Always On Intenance & Updates as Required, Keywor Onsite Optimization Review Image Audit & Optimization Review & Implementation	Refresh: HHI Shell-icious Oysters 5 Unforgettable Date Nights on Hilton Head Island Top 5 Cocktail Hot Spots on HHI How to Build the Perfect Sandcastle: Inspiration for Your Next Beach Day Things to Do on Hilton Head Island in July How to Relax in the Summer Heat Summer Bucket List : Brand, Co-Op, Golf (Search, Display, Soc rd Monitoring, Dashboard Reporting, GM	Concours, Crescendo	Things to Do on Hilton Head Island in September         5 Activities for Fall Family Fun on Hilton Head Island         Refresh: Your Guide to Crescendo         A Hilton Head Island Photo Scavenger Hunt         Crescendo Fall Festivals         Concours, Cresce         ch
	Keyword Research & S				
		Cvent & H	lelmsBrisco Year Round Meetings & Grou	ups Campaign	
					IMEX America Tradeshow
	Spring's in Full Swing. Our organic posts will pay special attention to the precious wildlife and great outdoors on Hilton Head Island.	From the Beach to the Boardroom/Ballroom. With UGC, we will encourage event planners to consider Hilton Head Island for their next corporate event or wedding.	Lowcountry Cool Down: Organic posts will highlight the many leisure activities, cool cocktails, and ways to take a break on Hilton Head Island after the day's work is done.		
		IPW Las Vegas			Brand USA Road Show London UK

	<b>OCTOBER</b> The Flavors of the Lowcounty	<b>NOVEMBER</b> Get Outside & Get Together (Wellness Month)	<b>DECEMBER</b> Lowcountry Look Back
d'Eleç	Condé Nast Traveler 2020 Be Crescendo gance	st Island Accolade Promotion Hilton Head Island	Wine & Food Festival
	Condé Nast Traveler and Conco		Hilton Head Island Seafood Festival
	Calling all Car Fanatics A Hilton Head Halloween Proactive a	Full Time Travel Lowcountry Eats Romantic Getaways (V-Day) nd reactive short term and long term pi	Hilton Head Expert Wellness Thankful for Southern Cooking
	Our Favorite Photos from Summer 2020 5 Must-Try Lowcountry Coffee Shops Refresh: Celebrate the Holidays on Hilton Head Island Things to Do on Hilton Head Island in October Fall Golf	Your Guide to Shopping on Hilton Head Island 5 Daufuskie Island Photos that will Make You Want to Visit Right Now Refresh: What to Do on New Years Eve in Hilton Head Island and Bluffton Things to Do on Hilton Head Island in November Holidays on Hilton Head Island	The Lowcountry Gift Guide for the Whole FamilySocial Round-up: Our Guests Favorite Memories of 2020 on Hilton Head IslandLast Minute Gifts for the Traveler on your ListThings to Do on Hilton Head Island in DecemberHappy Holidays
ndo. \	Seafood on Hilton Head Island	Gift Guide Brand, Co-Op, Golf (Search, Display, So	2020 Throwback / 2021 Planning
		Onsite Optimization Review Content Optimization Recommendations Schema Review & Implementation Keyword Research & Strategy	URL Optimization & Indexing Review
	Cvent & He Sports Travel's TEAMS Expo	msBrisco Year Round Meetings & Grou	ips Campaign
		UK Multi-Channel and The Telegraph L	JK

2020 CONTENT CALENDAR



## BRAND COMMITMENT

The moment visitors cross the bridge from the mainland, they are greeted by the breathtaking beauty of Hilton Head Island. It is a refined, welcoming destination for travelers who yearn for its warm, all-encompassing embrace – from the crisp, clean ocean air, to the feel of the sun on their face and gentle sand beneath their toes. In an ecologically sensitive setting, Hilton Head Island offers genuine experiences – high quality resorts, local coastal cuisine and a vibrant arts, history and cultural community, all in the spirit of Lowcountry hospitality. Hilton Head Island is where visitors come to relax, refresh and reconnect.

6.6



### PRIVILEGED AND CONFIDENTIAL

## DESTINATION MARKETING PLAN 2020-2021

The Visitor & Convention Bureau will continue to position the Town of Hilton Head Island as an upscale luxury escape filled with genuine experiences of all kinds. For those looking to travel and immerse themselves in a new vacation experience or repeat memories of the past, Hilton Head Island is where they will find natural beauty, culture, historical traditions and culinary delights.

With local tourism leaders, the Hilton Head Island-Bluffton Chamber of Commerce/ Visitor & Convention Bureau has done extensive customer research and garnered detailed insight into these key areas of interest that define Hilton Head Island:

- Beach
- Natural Beauty/Excursions
- Golf/Tennis
- Culinary
- Biking

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• Arts, History and Culture

### **Target markets:**

- Mature travelers who spend a higher portion of their discretionary income on travel and will only grow the multi-gen market as Boomers continue to retire
- Younger travelers (GenX and Millennials) who spend a higher portion of their discretionary income on travel
- NextGen visitors
- International visitors in targeted countries

The Visitor & Convention Bureau invests in destination digital content management, qualified staff, content managers/editors and a professional, well-executed public relations and digital promotions program. These investments are key to operating a robust destination marketing program globally in today's competitive and cluttered travel communication environment.

This aspect of our work has become increasingly important as new communications channels emerge and evolve to give consumers more choices, more channels and more content. As the Town of Hilton Head Island's Designated Marketing Organization, we are committed to the following:

- Supporting the destination's brand position throughout all marketing programs.
- Increasing overnight visitation within the shoulder and off-season timeframes on Hilton Head Island.
- Increasing visitor expenditures at Hilton Head Island accommodations, attractions, retail and dining facilities. Thus increasing Hilton Head Island's accommodations, hospitality and sales taxes collected.

In addition, we will continue to provide a powerful set of services and award-winning strategic marketing solutions for the Town of Hilton Head Island that will drive measurable results. Specifically, these include:

#### **Technical Capabilities**

- Social Media Content Strategy & Channel Management
- Paid Digital Strategy & Management
- SEO, Local Search & SEM Strategies
- Blog Strategy & Implementation
- Responsive Web Platform Development
- CRM, Email Marketing Content Strategy
- Web Analytics & Conversion Studies
- User Experience Design
- Mobile App Development
- B2B Content Strategy Development

#### **Marketing Capabilities**

- Influencer & Brand Partnership Strategy & Management
- Branding & Voice Guide Development
- Executive Profile Building Strategy & Implementation
- Video Production & Digital Video Advertising Strategies
- Creative Concept Development, Copywriting & Production
- Event Activations

#### **Public Relations & Communications Capabilities**

- Media Relations
- Crisis Planning, Management & Communications
- Community Management
- Active pitching of Hilton Head Island to Top-Tier Media Outlets



## **LEISURE MEDIA PARTNERSHIPS**

PRIVILEGED AND CONFIDENTIAL

53

It is no secret that the popularity of Hilton Head Island as a destination continues to increase. Recent accolades from *Travel + Leisure, Condé Nast Traveler* and *Southern Living* are proof that Hilton Head Island is now a global brand in regards to visitors wishing to experience the Lowcountry. Visitors are looking to explore the culture, history, cuisine and natural beauty of the destination. For these reasons, now is the time to embrace the recent accolades earned by the destination, expand our reach and grow our share into new markets which will further help to enhance the popularity of Hilton Head Island as a "must-visit" destination.

*Travel + Leisure* and *Condé Nast Traveler*, with their recognizable and highly coveted Reader's Choice Award accolade platforms, assist in the destination's efforts to cut through the ever increasing noise within the global travel sector. Securing a third party endorsement, at this level further solidifies the destination and establishes Hilton Head Island top of mind of a traveler's consideration set.

Today's travelers, especially those upscale, shoulder-season travelers we target, have a myriad of destination choices. By utilizing these platforms and endorsements to further amplify our voice, we will tell our brand story in a positive way and also serve to leverage our overall marketing on a global scale to help differentiate the destination from the competitive set and drive awareness and visitation to Hilton Head Island.

### Travel + Leisure

*Travel + Leisure* is the preeminent voice for the sophisticated, insatiable traveler, serving up expert intelligence and the most immersive, inspiring travel lifestyle content anywhere.

The *Travel + Leisure* brand captures the pure joy of discovering the pleasures the world has to offer—from art and design to shopping and style to food and wine. Whether the experience is presented in print or digital, *Travel + Leisure* offers compelling reasons to get up and go.

The *Travel + Leisure* plan is a robust integrated marketing program to help increase brand awareness and drive conversions to our partners among our audience of affluent consumers, cultural connoisseurs and avid travelers.

#### Strategy

The plan with *Travel + Leisure* will focus on print and digital assets including native content and social integration. Leveraging the editorial look and feel of *Travel + Leisure*, we will create immersive pieces that organically bring the unique qualities of the Island and its partners to life. The ultimate goal of this program will be to drive bookings and raise awareness for Hilton Head Island.











### Travelers at a Glance

**\$7.7B** Spent on Domestic Vacations

**1.8X** More Likely to Attend Art Galleries

### **81%** Culinary Enthusiasts

**1.6X** Plan to Travel Domestically

### Condé Nast Traveler

*Condé Nast Traveler* is a globally recognized authority in travel, offering both inspiration and vital intel. They understand 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. Hilton Head Island will partner with *Condé Nast Traveler* attracting the affluent leisure traveler from all over the world.

### Strategy

We will leverage the editorial expertise and premium environment of *Condé Nast Traveler* to integrate Hilton Head Island into custom content and high-impact media placements across platforms including digital and social. The focus will encourage audiences to enrich their travel experience with Hilton Head Island.





Whether this is your first trip or you're a frequent visitor, get ready to be inspired. Fuel your wanderlust and imagine yourself on America's Favorite Island'' any time of yea



### **American Express**

Targeted media campaign across AmericanExpress.com offers Hilton Head Island a unique and valuable channel to target and engage active, travel-minded and affluent consumers.

Robust targeting options are based on first-party Card Member spend data and strategic placements promoting special offers and benefits.

20M+ 2-5X Unique Visitors Monthly Higher Response Rate than Industry Average

#### Strategy

Capitalizing on the strong brand of American Express, we will deploy a targeted media campaign to travel-minded Card Members on AmericanExpress.com reaching a highly coveted consumer. The campaign will focus on travelers in key feeder markets with passions for culinary, romance, family and luxury travel experiences.



### The Points Guy

The Points Guy is the leading platform for consumers to gain knowledge on how to obtain and redeem rewards across multiple industries, with a strong focus on travel.

The platform has built unparalleled trust with consumers by sharing tips and reviewing travel experiences in an authentic way, and is now expanding their relationships to promote products that will continue to enhance our readers' lives.



### Strategy

We will utilize The Points Guy's for creating custom content for the destination as well as sponsored social posts and display media targeting specific travel guides and tips. We will be one of the first-to-market on this platform and reach a valuable, engaged audience in an uncluttered environment.

### **Full-Time Travel**

From classic favorites to up-and-coming finds, Full-Time Travel unearths the best locations around the world to inspire their audience for travel and booking their next vacation.

#### Strategy

The Editor-in-Chief of Full-Time Travel will bring the beauty of the destination to life when they travel to Hilton Head Island to experience the Lowcountry Life. Content captured in-market will be used in an immersive online article that will also be sent to 100k subscribers via a dedicated email. Articles will live on FullTimeTravel.com and be distributed across relevant channels.

Full-Time Travel will continue to generate buzz and conversation around Hilton Head Island through a takeover across their social media channels including an Instagram post and story and amplified social posts across Facebook and Instagram.



Each of Georgia's five Golden Isles towns – I Island, Little St. Simons Island and Jekyll Islan city of Brunswick – comes with its own char appeal, making it an idyllic destination for Golfers, beachcombers, history buffs and eer unique experiences suited for couples and fan lovers looking for a dramatic backdrop, <u>Drift</u> Island is one that you won't find anywhere e forest, this striking sea-scape is now lined weathered trunks and branches resembling world. The result is a highly photogenic coas engagement and wedding photos, or simply e sunrises, after-dark stargazing, picnics, and m to low (or outgoing) tide. <u>Check a current tide</u> your visit.

Full-Time

DISCOVER GEORGIA'S ENCHANTING GOLDF<sup>N101E0</sup>

Sponsored Content from Gold

#### PLAN YOUR VACATION

PERFECT ISLAND GETAW OWL INN

Famoushy known as "One happy island," the tiny paradise of Aruba is more than just a place; it's a feeling and a vibe. Nestled in the warm waters of the southern Caribbean, outside the burricane belt, Aruha has <u>perfect weather</u> and 80-dogres temperatures all year long, Yun'll find pergeous stretches of white sond, warm rystal-blow eacher, a rich caltural and cultaray diversity, and numy locals who embrace all who vitit their island home.

Full-Time

EXPLORE ARUBA

ONE HAPPY ISLAND

#### WHITE SAND STRETCHES



*intoha* 

Aruba is bleazed with a variety of gena to make any beach-lover happy; from the shady palapas of Palm Beach, to the halo mangroves of Mangel Halts, to the mile long stretch of powdery prefection. Eagle Beach — recently named the No. 3 beach in the entire world by TripAdvisort Three are huminous results footstraps from the Carabbean Boa and hald-back bottigue hotels where you can disconnect. Juin fact: All of Aruba's beacher are public, as violutes and locals can enjoy them all

PLAN YOUR VACATION NOW

## **DIGITAL MARKETING STRATEGY**

### A Full Funnel Approach



The Visitor & Convention Bureau works closely to complement and build upon the existing brand and align it with the overall customer journey. Based on research, data and campaign results, we analyze and constantly evolve our marketing efforts to fit the needs of the consumer and how they digest information. The full-funnel marketing strategy supports each core stage of the customer journey by using specific channels, messaging and tactics to drive exposure, engagement and conversion for the brand.

As each phase is focused on a different goal and intent, measurements and benchmarks unique to awareness, intent and conversion are established to provide a holistic view of success.

#### Awareness

Upper funnel tactics drive initial awareness to prospects who are new to the brand and/ or new to the category with a specific focus on video advertising, targeted display and social content creation/syndication. These tactics can be complemented by earned media, out-of-home and other traditional tactics.

#### Intent

Mid-funnel strategy captures demand from audiences who are actively searching and are in-market for our product and are not necessarily looking for our brand across search, display and social advertising. Remarketing/retargeting based on previous online behavior plays a critical role in this phase of the funnel. Long-form owned content and paid distribution of this content is another complementary part of this phase.

### Conversion

Bottom funnel strategy captures demand for our brand through targeted display and social remarketing and brand search across Google and Bing. The digital strategy is simple; regardless of the channel strategy, each campaign is continuously optimized to drive increased conversion for the brand. The strategy remains nimble and scalable, and all media purchased to drive exposure for the Hilton Head Island brand is 100% measurable.

### **Placement Strategies**

Given its ability to offer cost-efficient messaging across geographic and lifestyle-focused segments, digital media will continue to be the primary channel for Hilton Head Island's 2020-2021 marketing strategy. With a key objective of growing partner referrals, preference will be given to Search Engine Marketing (SEM) and placements targeted for our primary audience: the decision makers and vacation planners of the household (who skew predominantly female, unless the target is a male-oriented specialty market such as golf). When planning 2020-2021 placements, the performance of previous partner sites will be considered to ensure optimal reach, relevancy and results.

### Search Engine Marketing (SEM)

In order to capitalize on its ability to help expand and broaden organic keyword rankings, we will continue to build on the strategic SEM program in 2020-2021. This will include a targeted list of keywords that best align with Hilton Head Island's target visitor and experiences.

A custom digital marketing plan will be deployed to align consumers and influence them to visit the Hilton Head Island website, ultimately, directly increasing demand to visit partner pages.

This plan will be executed by aligning the below tactics with the desired goals we want to accomplish with our core consumers. 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 as seen on the following page.

### 1

Define and capture consumers at each phase of the consumer journey.

### 2

. . .

Develop relationships with potential visitors and key audiences through personalized messaging. 3

. . .

Track, measure and analyze all responses within the consumer journey.

### AUDIENCE TARGETING WITH DIGITAL MEDIA



### THE CONSUMER JOURNEY

### **MEDIA BUDGET**



### Leisure Digital Media Program

The ultimate goal of the 2020-2021 digital marketing plan is to directly increase the demand to community businesses. To achieve this, marketing efforts will work to influence consumers to visit the Hilton Head Island website and create the handshake between visitors and partners by converting link-outs to partner websites.

Core goals will be aligned with the below tactics, targeted towards our key audiences. This approach will reach new users who are not yet aware of Hilton Head Island and its unique offerings, as well as re-engage those who are already familiar with our marketing campaigns and website. With this strategic structure established, we will further refine the plan to clarify channels, key metrics, messaging and consumer mindset against each phase of the consumer journey as seen below:

#### Targeting

Leveraging a strategic mix of targeting methods will assist in identifying and reaching the most qualified users. Bids will also be adjusted within search to ensure we serve ads to the same qualified users. Both first and second party data will be used in creating sophisticated targeting for Hilton Head Island.

#### **First Party Data:**

To close the consumer journey, we leverage extensive and refined remarketing lists layered with other targeting factors including geography, affinity, demographics and more.

#### Second Party Data:

We utilize lookalike audiences, modeled from remarketing lists, CRM database matches, behavioral, interest segments, in-market behaviors, etc.

### **Awareness Phase**

Digital video continues to be an integral tool in attracting and connecting with our audiences while showcasing the beauty and amenities on Hilton Head Island. To build awareness at the top of the funnel in 2020-2021, digital video will be implemented predominantly across YouTube—the second-largest search engine in the world, with a network that reaches more than 90% of total Internet users. To increase reach, video will also be utilized across Facebook Video, Instagram, and Instagram Stories. In addition, prospecting display ads will be used across the Google Display Network (GDN), to entice users to visit the website.



### YouTube TrueView and TrueView for Action Videos Utilized as video pre-roll

- Video is skippable after the first 5 seconds and you are only charged if the user watches the complete video
   (>30 seconds) or clicks through to site, whichever occurs first.
- Cost per view (CPV) to a targeted audience is typically between \$0.02 to \$0.04 making this channel wide-reaching and cost-effective.
- With different video messages and varying lengths, the videos can be targeted at specific audiences to increase awareness and drive traffic to the site using a Trueview for Action Overlay.

### Instagram Stories: 15 seconds or less videos Utilize unique assets

- 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 HiltonHeadIsland.org.

### Instagram STORIES

#### **Facebook Network (including Instagram)** 15 seconds or less videos

- Auto plays as users scroll through their newsfeed.
- 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 Cost Per Completed View (CPCV).



### **Prospecting Display**

Utilized via the Google Display Network (GDN)

- Appears within web content to qualified users.
- Purchased on a cost-per-click basis at an efficient price to drive interest and users to the website for future remarketing.



### **Awareness Key Metrics**

When determining the success of the Awareness Phase, metrics indicating an increase in demand and interest are monitored. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives.

- Reach/frequency
- Website visitation and engagement
- Percent new users
- Search lift for brand-related terms

### **Intent Phase**

The primary goal of the Intent Phase is to foster consumers who have previously expressed an interest in visiting Hilton Head Island via the website or through past engagement with the Awareness Phase advertising efforts.

**Prospecting and Native Display Banners Partners:** 



Along with Google display ads we will extend reach through paid social within Facebook and Instagram. Media will only be purchased based on a cost-per-click basis to help mitigate against fraud and limited viewability often seen in the industry.

### Audience Targeting

- Affinity Audiences
- In-Market Audiences
- Custom Affinity
- Custom Intent
- Similar to/Lookalike Audiences
- Demographics
- Geography

### WHAT IS THE

Google Display Network?



### **Non-Branded Search**

When cultivating consumer interest, non-branded search targeting category and competitor keywords allow 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 to drive future return on our search media spend.

#### **Prospecting and Native Display Banners Partners:**



	OVERVIEW	SAMPLE AD GROUPS
CATEGORY SEARCH	Themed ad groups and keywords around categories that target a consumer researching related types of vacations.	<ul> <li>Beach vacation</li> <li>Golf vacations</li> <li>Family vacations</li> <li>Couples vacation</li> <li>SC weddings and events</li> </ul>
COMPETITOR SEARCH	To drive purely incremental traffic, we will create competitor targeted campaigns to help capture demand from those researching competition.	<ul> <li>Myrtle Beach</li> <li>Savannah</li> <li>Charleston</li> <li>Florida</li> </ul>

#### **Intent Key Metrics**

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
- Percent returning users
- Assisted conversions
- Link-outs to partners

### **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 ideal 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.

#### **Remarketing (Potential) Partners:**

**Display Network** 



facebook

For increased relevance, people who have visited the website from all sources will be sorted into lists so that secondary messaging can be shown to them based on their interest in the website. Those visiting the golf pages can be shown golf display ads to entice them to return for more information or to click on partner links. Users to the site will also be shown display ads for seasonal events.

### **Branded Search**

Branded search is the most fundamental digital channel and provides a foundation for nearly all digital marketing initiatives.

#### Branded Search Partners: (Google Ads and Microsoft Advertising)



#### **Key Benefit**

Brand Search ensures consumers are exposed to the most current offer. It also helps capture all demand and limits erosion to competitors. With Branded Search ads, you can control the message and highlight attributes seasonally, geographically and by keywords.



#### **Conversion Key Metrics**

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 our plan focusing on:

- eNewsletter sign-ups
- Form fills
- Link-outs to partners

### **Advanced Analytics**

ADARA provides the travel and tourism industry with greater visibility into the needs and wants of in-market travel consumers. The platform helps attract high-value visitors and measures the marketing effectiveness of our website, digital, social campaigns and third party media buys. ADARA provides the data and insights we need to optimize our strategy in real-time and drive quality visitation and interest to the destination.





# Search Engine Optimization (SEO) and Content Marketing

For years, Hilton Head Island has been a renowned family vacation destination. As Hilton Head Island's high-quality visitor offerings continue to grow, the region is increasingly recognized as a vibrant cultural center and culinary destination.

In 2020-2021 we will be focusing on our seven key personas (pages 28-43) to target with our SEO and content marketing efforts.

We have adapted our holistic content calendar (page 44-46) for 2020-2021 to coincide with the vacation planning cycle for each of these groups. Content has been planned to align with each persona's interests and goals at the time of year that is most relevant to their planning journey, while capitalizing on relevant festivals, events and activities that are happening on Hilton Head Island. By ensuring that our content themes are aligned across all channels (website, blog, social, display, email, etc.) we will deliver clear, consistent and relevant messages throughout the year for increased conversions and engagements.

Throughout 2019-2020, our focus was on developing and enhancing fresh, high-quality content across all platforms to boost search performance and user experience. We will continue to develop content in 2020-2021 to ensure it's optimized for performance and aligned with our consumer - making it easy for visitors to find the information they need, when they need it (and be entertained and engaged, too).

Moving into 2020-2021 we will ensure that the website is compatible with accessibility tools and platforms. Using social listening, we can determine what kinds of conversations are taking place online with regards to accessibility of properties and attractions and ensure that our content addresses those visitor questions.

### Search Engine Optimization (SEO)

In 2019-2020, organic search traffic contributed 46% of total site traffic, making it the primary method of visitation. This is an increase from 38% obtained in 2018, and indicates that SEO efforts made during 2019 improved organic visibility substantially. Search engines continued to drive qualified visitors to the website as indicated by high engagement metrics including 32% more time spent on the website, and the highest goal conversion rate of all traffic channels at 41%.

Additionally, organic search continued to post the highest number of assisted conversions in 2019, meaning it was the most popular traffic channel visitors took before visiting and completing a goal on the website.

In 2020-2021, the SEO strategy is about optimizing existing content to ensure valuable content continues to be indexed by search engines and that content is formatted to provide answers for user search queries. SEO strategies will focus on continually improving the visibility of HiltonHeadIsland.org in search results of both search engines and social networks for branded key phrases and emerging search queries, with the intention of increasing awareness of Hilton Head Island as a vacation destination.

#### The SEO strategy can be broken down into five core areas:

- 1. **Technical SEO**: Ongoing technical audits and comprehensive reviews of the website to ensure content on the website remains crawlable and indexable by search engines.
- 2. Content Creation and Optimization: Identify target keywords for content and blog production and regularly highlighting optimization opportunities for existing content to ensure it remains fresh and relevant for search engines. 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 website and citations continue to send strong signals to search engines that a website 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 websites, along with sharing of content through influencer outreach and a targeted social media strategy.
- 4. Local SEO: Google My Business (GMB) continues to influence user behavior in organic search results with additional service categories, offers, products and more features that enable users to interact with business information outside the website. Optimizing and taking advantage of new GMB features where relevant will ensure users interest is captured both on and off the website.
- 5. Identifying New Opportunities: Research to find new opportunities for content that, once indexed by search engines, will drive qualified searchers to the website. 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. This research will be applied to new content creation and to existing content where optimizations can be implemented.



### **Social Media**

In 2019-2020, our social media channels performed very strong and the quality of website traffic increased across the board. Our Instagram audience increased by 40.2%, Pinterest audience increased by 8.6%, Facebook audience increased by 7.9% and our Twitter audience increased by 6.1%. Our key website goals, driven by social media, also performed very well. Vacation Planner requests were up by 17.5%, and our lead generation efforts via our signup and contact form increased by 34.2%. Our brand social media program, influencer partnerships, and forward-thinking content campaigns all contributed to strong year-over-year growth on our social media channels.

Looking ahead to fiscal year 2020-2021, social media continues to be a "pay to play" landscape. Each newsfeed prioritizes paid advertisements and boosted content over organic content posted by brands. This means our approach to content creation and measurements must accommodate.

#### Strategically, this means:

- Placing a higher value on the quality of traffic we create for our website, in addition to the quantity.
- Posting less frequently on platforms that do not favor organic content (Facebook and Twitter especially), and focusing that effort on creating more content for platforms that are growing more quickly, like Instagram Stories.
- Integrating our paid and organic social efforts, ensuring content boosting on Facebook when budget permits.
- Making multipurpose content work across all channels quality over quantity. We will repurpose the highlights of blog content across social media to ensure efficiency and maximize exposure of our content.

These are the channels that best support Hilton Head Island's goals and will be our focus for 2020-2021:

# facebook.

Facebook is our primary traffic source and we do not see this changing any time soon. We will incorporate a range of content, focusing on blog articles, user-generated content, co-op partnerships, marquee events and campaigns.



Instagram's primary focus will continue to be curating usergenerated content and sharing those channels across Hilton Head Island's digital properties.



We will post more frequently on Instagram Stories and IGTV to drive referrals back to HiltonHeadIsland.org from our fastestgrowing channel.



Pinterest is a visual search engine, perfect for distributing our articles and infographics. We will build niche boards related to Hilton Head Island's offering, and create new infographics and custom pins to drive traffic back to HiltonHeadIsland.org.

### New Tactics for 2020-2021

Social's primary role will continue to be the distribution of our editorial content on the Island Time blog and creating calls for engagement. To keep things fresh, to drive engagement and to try new things, we will 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. Participatory Content: Creating content our audience can save, build on, and add to, like Instagram Story templates and placing a primary focus on creating posts.
- **3.** Influencer/Local Celebrity Partnerships: Partnering with organic brand ambassadors, local celebrities and relevant content creators to bring new, authentic stories to the "Visit Hilton Head" channels and reach new audiences.



### Paid Social Media Strategy

To stay competitive and to win, Hilton Head Island should continue its "always-on", branded paid social program. Our recommendation prioritizes driving qualified traffic back to the Hilton Head Island website, while continuing to grow our social audiences.

Our annual budget is weighted more heavily in shoulder and offseason. We will aim to divide the spend between the following platforms and tactics, but allow for some movement of funds and tactics based on performance and optimizations:

- Facebook/Instagram Traffic Campaigns (40%)
- Facebook Boosted Posts (20%)
- Facebook Growth (20%)
- Instagram Promoted Posts (15%)
- Facebook and Instagram Stories (5%)

The paid tactics and targeting will vary depending on what part of the funnel the user is in.



### **Awareness Phase**

Starting from the top of the funnel, the focus will be on capturing the attention of interested, yet new-to-brand audiences to showcase Hilton Head Island as an ideal location for their next vacation.

These audiences will be created utilizing Lookalike Audiences, modeled from remarketing lists and behavioral and interest segments layered with other targeting factors including geography, affinity and demographics.

Awareness and engagement advertising will be the focus of this stage of the customer journey and will include:

- Facebook Boosted Posts
- Facebook Growth
- Instagram Promoted Posts
- Facebook and Instagram Stories

#### **Awareness Key Metrics**

When determining success for awareness-based campaigns, we will look at metrics indicating demand and interest are increasing. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives.

- Reach/Frequency
- View-Influenced Visits
- Social Media Platform Growth
- Engagement Rates
# Е

#### **Planning Phase**

Within the planning phase of the consumer funnel, the primary goal is to cultivate consumers who have expressed an interest in visiting Hilton Head Island through their online behavior and get them to the visit the website and/ or collect their information for future marketing efforts.

These planning-stage audiences will be created utilizing retargeting efforts based on consumers who have engaged with our Awareness Phase advertising and those who have visited the website.

Capturing leads and driving traffic to content-rich pages of the website will be the focus of this stage of the customer journey and tactics will include:

- Facebook Boosted Posts
- Facebook/Instagram Traffic Ads
- Lead Generation Ads

#### **Planning Key Metrics**

When determining success for awareness-based campaigns, we will look at metrics indicating that eNewsletter signups and website traffic are increasing.

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

#### **Booking Phase**

Within the booking phase of the consumer funnel the primary goal is to get consumers who have expressed an interest in visiting Hilton Head Island through their online behavior and get them to the visit the website and link-out to partners to book their trip to the destination.

These booking-stage audiences will be created utilizing retargeting efforts based on consumers who have engaged with our Planning Phase advertising and those who have visited the website within a recent time period.

Driving traffic to the booking and package-focused pages of the website will be the focus of this stage of the customer journey and will include:

- Facebook Boosted Posts
- Facebook/Instagram Traffic Ads

#### **Booking Phase Key Metrics**

When determining success for awareness-based campaigns, we will look at metrics indicating that booking and traffic to the island are increasing.

#### **Purchase Key Metrics**

- Phone Calls
- Form Fills
- Conversions and Assisted Conversions
- Link-Outs to Partners

# Blog

In 2019-2020, our blog strategy was to make our content specific to individual customers and distribute those posts on social. We developed a strong bank of evergreen content for our audience and now we can focus on more topical content for specific audiences. Formats we will test and create in 2020-2021 include:

- Long-form, editorial pieces
- More interviews and guest posts
- Quizzes
- Persona-specific itineraries
- Top listicles which can be repurposed across social in bite-sized pieces
- Pop-culture related content that will perform well via search and directly ties back to the destination

We have informed our content calendar with Google search trend data and have assessed top-performing historical content to develop a comprehensive blog strategy that speaks to the interests and needs of our audience.

#### Island Time

#### Live the Lowcountry Life on Hilton Head Island

Beautiful beaches, award-winning dining experiences, world-class golf and tennis, unparalleled natural beauty, all served up with a side of Southern charm and hospitality - Hilton Head Island is a vacation destination that's truly one of a kind. Live the #LowcountryLife and get inspired for your next getaway on Hilton Head Island with travel tips, timeraries, news, events, planning tools and more.



 Explore by Interest

 Art
 Bluffton
 Eco & Wellness
 Family
 Foodle
 Golf
 Outdoor
 Trending

WHAT'S HAPPENING ON HILTON HEAD ISLAND THIS MARCH March is right around the comer here on Hilton Head Island, and with it comes the

promise of warm weather,

spring flings, and plenty of



READ MORE

things to do!

Photo by cealanbolyard/\_photo

Trending WHAT'S HAPPENING ON HILTON HEAD ISLAND THIS FEBRUARY

Ah, February: The month bf love, romance, and on Hilton Head Island, delicious food and phenomenal cultural celebrations.

READ MORE

# **Special Content Projects**

#### **Denver Activation**

Thanks to the continued success of activations like the Toronto Air Canada event, the next city we will be visiting is Denver, Colorado, another growing direct fly market. The exclusive event will include influencers, press and personalities who will get a taste of #LowcountryLife. One attendee will win a trip to experience the Island for themselves. During the event video will be captured and used afterwards via paid advertising to promote flight purchases for a seasonal visit.

#### **Brand Partnership**

Hilton Head Island will team up with a relevant, Southern brand to promote Hilton Head Island through a forward-thinking, mutually beneficial partnership. Details are dependent on the brand chosen.

#### **Blogger Reunion**

In 2015, in the early days of Influencer and blogger trips, Hilton Head Island and the Sonesta Resort partnered with 5 original bloggers from around the U.S. for a girls' weekend away. They have each grown their audiences exponentially and continue to embody our ideal millennial visitor and 'weekender' personas.

We propose hosting as many of the original influencers as possible to bring them back to Hilton Head Island for a "5 Years Later Reunion Trip".

- We would be one of the first destinations to combine nostalgia marketing with an influencer activation.
- A trip like this will make a great story on all channels, including Hilton Head Island assets. The influencers get to reflect together on their growth, experiences and memories to the destination.
- It will generate creative and unique assets and make a splash. Bloggers can recreate their old photos, show their transformation, and the destination will be featured across five wide reaching blogs, Instagram accounts and YouTube channels.
- It helps us establish the destination as a place for millennials to return to with their family, their besties and their loved ones.
- Potential to tie this back to a brand partnership.

# **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 the destination top of mind for consumers. Keeping email strategy closely tied to content strategy and the overall vision of the website, will be very important to ensure that certain elements of each interaction with the destination are familiar, but always adding new information.

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

#### **Review and Clean Up Subscriber Lists**

We will re-engage lapsed subscribers or eliminate these subscribers from our list. This will help with deliverability, optimization and our metrics. We will start by reviewing our current subscriber list and MailChimp data, asking questions such as:

- How many subscribers are classified as inactive (i.e. have not engaged in six months or more?)
- How and where are people currently subscribing?
- How are people viewing emails on a desktop, on a mobile device?
- What are our open rates and how much time are people spending reading our emails?

#### Run a Re-engagement Campaign

We will re-engage lapsed users and give subscribers a chance to choose what type of content they are most interested in receiving. Removing inactive subscribers means our bounce rates will decrease and engagement will increase and email service providers will be much less likely to mark Hilton Head Island emails as spam. In the long run, our email metrics will improve considerably. Tactics for this campaign include:

- Identify inactive subscribers (have note engaged with an email in six months or more).
- Develop a drip campaign (a series of three emails) to encourage subscribers to re-subscribe.

#### Measuring and Testing Email

We will see what resonates with our subscribers and find out how we can better engage with our captive audience.

With every email, we will employ testing to help us determine the best way to interact with subscribers. We will experiment with subject lines, pre-header text, copy length and format, CTAs, and incorporating video.

We will also use Return Path, an email optimization and deliverability platform, giving us insight into:

- Where our emails are landing (inbox/promo/social)
- Track blacklist issues and resolve them
- Track audience data down to zip code
- Built-in litmus testing

#### **Refresh Email Template**

With the redesign and relaunch of the website in 2018 it allows us to now refresh the Hilton Head Island email template, making it even more dynamic and ensuring it aligns with the website creative.

#### Make Email Signup Easy and Rewarding

We will make it easy to sign up for the eNewsletter and reassure visitors that they will receive information tailored to their interests. We will implement:

- A signup window when a new user arrives on the website.
- A signup message to the footer of new blogs and throughout the website.
- Refreshed content on the email signup page to articulate subscription benefits.

Once a person submits their email address, they should receive a welcome email within 24 hours this email will be a hard-working, compelling piece that showcases Hilton Head Island's best content.

#### **Develop Drip Campaigns**

This series of automated emails is designed to move subscribers through a conversion funnel. This lead nurturing tactic will activate when someone subscribes and is a great way to introduce a new subscriber to the brand. It might look like this:

#### Email 1: Welcome

• End with simple yes/no Call to Action (e.g. Want to receive personalized content? Click here, choose content).

#### **Email 2: Segmented Content**

• Content is refined based upon the content selections made after receiving the welcome email.

#### Email 3: A Bolder Ask

• A singular ask/Call to Action prompts the recipient to take action: book an activity, request a visitor's guide, complete a survey, share content on social, etc.



## **Destination Website**

The HiltonHeadIsland.org website is the single most important touchpoint next to the destination experience itself. A responsive web platform, content strategy and overall creative should virtually transport a visitor to Hilton Head Island. It is for this reason that the creative and content strategy needs to bring the destination to life through the interface of mobile, tablet and desktop devices.

In 2020-2021, Hilton Head Island's digital marketing strategy and website tactics will continue to build on the solid foundation established to further enhance the visitor experience. By broadening our audience personas, we are able to deliver targeted, strategic messaging to more niche groups of new and repeat visitors. Continuing to focus on and optimize high-quality content copy, photography, videos, and offers that are engaging, entertaining and conversion-driven will result in more partner referrals, higher engagement metrics and increased conversions overall.

Evolving our content and social strategy to include more "insider" content - Q&As with prominent Hilton Head Island business owners and personalities and implementing more user-generated content - offers visitors a more intimate glimpse at a Hilton Head Island getaway. Using paid media and social media to help drive our content strategy will amplify our message and ensure it is being seen by the right people at the right time, across the board, while SEO will ensure that visitors are able to find the information they need quickly and efficiently. Introducing special content projects is a great way to test new forms of storytelling and partnerships to see what resonates with our audiences and engage with them in a fresh, unexpected way, while employing tried-and-true tactics and focusing on legacy events.

## 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 business results for its partners and exposure for the destination. It is more than just online marketing – it is about results and understanding what is working and what is not. These content initiatives need to be viewed both on a standalone basis and holistically, as each strategy will ripple up into the overall Hilton Head Island digital marketing plan.

We will watch how one initiative helps to push the needle forward for the website as a whole. Similar to other initiatives, primary website objectives that will be tied to each campaign are focused on conversion metrics, which are reported on regularly following the model below:

- Continuously improving campaign performance over time with partner referrals taking top priority for success.
- Individual posts will be tracked based on channel engagement (Likes, Retweets, etc.), traffic driven to the website, 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 the website.





# **DESTINATION PUBLIC RELATIONS**

In 2020-2021, the Hilton Head Island Visitor & Convention Bureau will employ a strategic public relations plan with a number of tactics designed to increase visibility and consideration among the next generation of travelers, while appealing to loyal, repeat guests who are important advocates for the destination.

#### This will include:

- Inspiring the next generation of travelers to create new traditions on Hilton Head Island.
- Enticing repeat visitors to keep coming back by highlighting what is new throughout the year.
- Maintaining our status as #1 while absorbing share of voice from our competitors.
- Showcasing hidden gems travelers crave by going off the beaten path.
- Leveraging new developments to cut through the clutter and stay top of mind.

Through public relations efforts, we have laid the foundation by telling stories that go off the beaten path accompanied by Island favorites delivering a steady drumbeat of media coverage and social chatter, allowing us to move the needle and maintain a competitive edge among like-minded destinations. We will continue to keep travelers crossing over the bridge year-round and experience why Hilton Head Island continues to rank as America's Favorite Island<sup>™</sup>.

## **Target Audiences:**

Knowing our audience is key to our success. We will hyper focus our efforts on the audiences that matter to Hilton Head Island to tell the right stories, to the right people, at the right time appealing to a variety of prospective visitors.

- Family/Multi-Gen Traveler: Family travel will remain a primary target audience for Hilton Head Island, we will put PR efforts behind keeping the Island top of mind for family escapes.
- **Millennial/Next Gen Traveler**: Millennials are ripe for becoming Hilton Head Island's next generation of loyal visitors and we need to capture their attention as they look to create their own vacation traditions.
- **Regional**: While national top-tier coverage is always a priority, we will tap into key regional opportunities including both tried and true and emerging markets.



#### **Priority Focus Areas:**

As we look to place Hilton Head Island in top-tier publications across platforms, we have prioritized where we see the most growth opportunity, high consumer interest and strong mediability.

There is much more to Hilton Head Island than meets the eye and our hidden gems stories continue to be strong fodder for media opportunities. We will explore hidden gems across a number of verticals focusing on shoulder season need periods.

**Culinary**: We will tell culinary stories year-round with a focus on celebrating Foodie February in the fall. We will also uncover recipes, chef stories, signature dishes and more to bring Hilton Head Island culinary experiences to life for consumers.

**Wellness**: Wellness trends are here to stay - we will tout Hilton Head Island's active adventure offerings as well as on-island experts to showcase the variety of wellness experiences available.

**History & Culture**: Mitchelville's recent grant and untold Gullah Heritage stories will open the door for us to tap into the rich historical storylines on Hilton Head Island.

**Shoulder Season/Marquee Events**: We will drive visitation to the destination during the spring and fall by leveraging access to marquee events and on-Island offerings. We will focus on fan favorites in addition to more off the beaten path events to appeal to our target audiences and align with priority storytelling pillars.



#### 2020 - 2021 Public Relations Tactics:

We will employ a number of public relations tactics to seamlessly spread destination news far and wide throughout the year. Public relations efforts will include:

- Visiting Journalist/Influencer Program: Firsthand on-island experiences spark meaningful feature stories for the destination. Through both individual visits and themed group trips that marry back to the Island's priority pillars, we will help to customize itineraries that drive in-depth feature coverage and real-time social content from the Island.
- Paid Influencer Program: Now more than ever, consumer habits are changing, especially when it comes to travel. People are turning to platforms like Instagram to make vacation choices based on picture perfect backdrops, food, activities and more. Capturing that "Insta-worthy" moment has become a crucial factor in deciding where to travel to next. With this evolving social culture, we will take influencer relations to the next level, leveraging them to share real-time experiences from Hilton Head Island with their followers. We will explore both trade and paid influencer partnership opportunities to infiltrate consumer feeds with Hilton Head Island visual posts and key messages to deliver experiences across priority focus areas.
- **Exporting Hilton Head Island:** We will keep Hilton Head Island top of mind among media and influencers by bringing a taste of the Lowcountry directly to them. It is harder than ever for the media to get away from their offices and to cut through the clutter of influencer partnership opportunities. In-person relationship building opportunities allows the team to plant important seeds for future trips and potential coverage.
- Always on Media Relations: In an effort to keep Hilton Head Island top of mind throughout the year, we will keep an always-on news bureau pipeline full through proactive and reactive media outreach. The team will leverage two-way media relationships to both proactively and reactively keep the destination in the news. Story angles will be identified to satisfy both long lead and short lead story opportunities, and the media will receive a steady flow of news to keep them apprised of new developments, new flight routes, marquee events, Lowcountry recipes, destination packages and more.
- Strategic Partnerships and Special Projects: We will align with like-minded brands to execute partnerships and campaigns that elevate Hilton Head Island among target audiences. These ongoing opportunities will be evaluated and explored.





# **MEETINGS & GROUPS MARKETING STRATEGY**

#### Economic Outlook / Forecast

Optimism and Steady Growth

I'm pleased to present our ninth annual Global Meetings and Events Forecast. While this is the ninth annual Forecast, it is the first for me as the head of American Express Meetings & Events. I am so excited to be part of this dynamic and growing industry. From technology and data to experience creation and exciting event activations, the events industry brings people together to create connections and prosperity, and that's something I'm passionate about.

The outlook of this year's global respondent base is consistent with last year's Forecast and the performance of the industry that we saw in 2019, including moderate growth, a focus on the attendee experience and delivering experiential events, and an increase in strategic meetings management in Europe.

We found that overall, our survey respondents are "very optimistic" about the meetings and events industry when looking to 2020. While there is quite a bit of talk about economic uncertainty and the impact of political change and instability, including the upcoming US elections in 2020 and the impact of Brexit in the UK, our respondents are predicting the industry will remain steady going into 2020.

#### 2020 Global Meetings & Events Forecast

That optimistic outlook seems to be evident in the proliferation of technology companies that are investing in the meetings industry, delivering technology solutions designed to serve all aspects of the meetings life cycle. The challenge for planners now lies in creating a seamless experience for meeting attendees by using technology for a purpose, not just tech for tech's sake. Striking this balance is necessary as attendees expect meeting and event experiences to mirror their own experiences with technology in the rest of their lives. The attendee experience continues to grow in focus with meeting owners and planners, indicating that they spend more time focused on the experiential elements of their events and meetings than on the logistics. Make no mistake, logistics remain important—they are integral to the experience—but theming and content are beginning to take on more of the planner's mindshare, which is great news for attendees.

Globally, respondents indicate growth in all meeting types. While there are some shifts with internal meetings reducing in some regions and product launches growing in others, it is clear that events and meetings have cemented their place as a critical driver of communications, growth, and engagement for organizations globally.

From an activity perspective, spend is predicted to see very modest increases that in many cases are outpaced by the anticipated increase in costs. The ongoing challenge faced by the meetings industry is one of competing expectations. The creation of immersive experiential events means that other aspects of an event will need to be compromised to help fund the necessary elements. Some look to constrain the number of days, others the number of attendees. In any case, meeting owners must provide the clear "why" and desired outcomes for the event that will drive decisions throughout the planning process.

Hotel supply, demand, and commissions continue to be in focus. While there seems to be agreement that available meeting space will increase in 2020, it will likely not be enough to relieve the pressure, particularly in major-tier cities. This pressure is increased in countries where the economy is thriving, as business and leisure travelers compete for space. Meeting owners continue to work to meet growing compliance and data privacy demands. In 2019, we saw the first large penalties associated with General Data Protection Regulation (GDPR) violations. Fines are stiff and awareness is high, but only one-quarter of our respondents in Asia Pacific and North America are familiar with GDPR requirements. There is room to tighten up processes in these regions, where it is not uncommon to have a European attendee in the meeting mix.

Globally, respondents indicate growth in all meeting types. While there are some shifts with internal meetings reducing in some regions and product launches growing in others, it is clear that events and meetings have cemented their place as a critical driver of communications, growth and engagement for organizations globally.

#### **American Express Meetings & Events**

Personalization continues to be a buzzword throughout the industry. But the demand for personalized experiences—spurred on by the technology in our daily lives—is a reality.

The results of our survey mirror my optimism for the meetings industry and reinforce that it is a vibrant and growing place to be. I wish you all much success as we close out 2019 and look to 2020.

#### Gerardo Tejado

General Manager, American Express Meetings & Events, a division of American Express Global Business Travel



# **Relationships and Service**

The Hilton Head Island Visitor & Convention Bureau's position is to represent the entire destination, identify prospect possibilities in all meetings and groups 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 secure group business. Referrals to other local businesses that service groups are also a focus of the Visitor & Convention Bureau sales team.

One of the many strengths of the Hilton Head Island Visitor & Convention Bureau Meetings and Groups sales team is 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 organization 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 rely on existing relationships to work through challenges.

Our accolades include Successful Meetings and Meetings & Convention Magazine's Stella Award of Excellence for Service to the Meetings Industry by the Visitor & Convention Bureau staff, ConventionSouth Reader's Choice Award and Smart Meetings Platinum Choice Award Winner 2019.





# **Group Sales Strategy**

Hilton Head Island continues to grow and position itself as a group destination. The variety and quality of experiences for group visitors has never been more diverse, offering a robust arts, historical and cultural scene, with growing culinary experiences.

The Visitor & Convention Bureau sales staff has developed and manages the application and award process for incentive programs in cooperation with local partners to help grow shoulder and offseason business. These programs include:

## Flights for Sites (FFS)

"Flights for Sites" is an incentive for planners to travel to Hilton Head Island prior to selecting a location for their meeting or event. The program allows for up to \$500 in airfare for a meeting planner to visit during the fiscal year. In order to participate in the program, the following must apply:

- 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 & Convention Bureau first or a property directly.

#### Group Closing Fund (GCF)

The purpose of the 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-season. 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 the Savannah/Hilton Head International Airport or Hilton Head Island Airport. This is being achieved by providing funding to subsidize ground transportation expenses for qualified groups.

Applicants eligible for the GCF program are established organizations or businesses that are considering Hilton Head Island for their upcoming destination meeting, conference, tradeshow, 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 shoulder and 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 on Hilton Head Island area be competing for the same meeting/event, all those properties will receive the same incentive to include in their proposals.

#### **Funding Guidelines**

The Group Closing Fund is on a first come, first serve basis and is subject to availability. The maximum amount of funding that can be awarded to one group is \$6,500.

## All Island Special Meetings Offer

Building off the success of the "Five Great Resorts. One Unforgettable Event." campaign run in 2019-2020, we will once again implement this program. The goal is to drive RFPs for fall/ winter season group business, and to generate awareness of the brand to national visitors and planners while highlighting partner resorts, venues, dining options, experiential offerings and all that is available to groups choosing to meet on Hilton Head Island.

The campaign will run throughout the year promoting the offer September 2020 – March 2021. The promotion includes:

- 20% off on golf green fees
- 15% off on in-house audio-visual services
- 10% off on banquet menu pricing
- 10% off on in-house spa services
- 10% off on local DMC services (Destination DMC & RMC DMC)
- 10% off on entertainment services
- 10% off at over 20 local restaurants
- Complimentary welcome beverage for your guests
- Up to \$6,500 credit to the groups master bill account based on total room night nights picked-up

# FIVE GREAT **RESORTS** ONE UNFORGETABLE EVENT





#### **Conference Sales Initiatives**

The Hilton Head Island Visitor & Convention Bureau will partner with third party organizations specific to the meetings and groups industry to build awareness of the destination. These organizations including Cvent and HelmsBriscoe will give us a platform to help further tell our story of why Hilton Head Island is the perfect location for their next meeting.

#### Cvent

Cvent, Inc. is the leading cloud-based enterprise event management platform. With an active user database of over 74,000, Cvent offers software solutions to event planners for online venue selection, event management, mobile apps for events, email marketing and web surveys. Cvent provides DMO's with an integrated platform, enabling destinations to increase group business demand through targeted advertising and improve conversion through proprietary demand management and business intelligence solutions.

#### Strategy

- Banner ads appear at the top of the meeting planner's search results.
- Hilton Head Island Visitor & Convention Bureau listing that rotates among other 2 Diamonds.
- Current profile on Cvent website with images, attractions, special offers, etc. with option to upload new collateral throughout the year.
- Hilton Head Island Visitor & Convention Bureau banner ad to appear to meeting planners to consider Hilton Head Island when sourcing RFP's to these competitive destinations:
  - Amelia Island, FL
  - Jacksonville Beaches, FL
  - Myrtle Beach, SC
  - Savannah, GA

Results from Cvent:	2019 Goal	2019 Actual	2020 Goal
# of RFP's received	975	1,375	1,450
# of room nights	365,633	416,539	420,000
# of booked groups	125	122	130
Definite room nights	24,363	17,946	20,000

#### HelmsBriscoe (HB)

As the global leader in meeting procurement, HelmsBriscoe leverages the experiences of more than 1,300 associates spanning more than 55 countries to deliver world-class solutions. The sheer volume of room nights booked and the collective insights shared among their seasoned associates is beyond comparison. HelmsBriscoe process gives valuable time back to the meeting planner.

Results from HelmsBriscoe:	2019 Goal	2019 Actual	2020 Goal
# of RFP's received	250	289	300
# of room nights	48,000	55,734	60,000
# of booked groups	35	33	39
\$ room revenue	\$1.5 Million	\$.58 Million	\$1.0 Million

#### Strategy

- Included in the "Local Destination Expert" pop-up at the end of the RFP process with the recommendation to HB Associates to include Hilton Head Island on their 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 homepage with hyperlink.
- HB program team to proactively monitor content with suggestions to improve.

#### **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.

#### Targeting

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 Visitor & Convention Bureau to work on various initiatives throughout the year in targeting religious, military, government and group tour markets.

#### FAM trip & In-Market Events

Throughout the year, the Visitor & Convention Bureau's sales team and partners will host a FAM trip to Hilton Head Island as well as execute events in key drive and fly markets.

#### **SC Sports Alliance**

The Visitor & Convention Bureau is a member of this organization whose primary goal is the growth and enhancement of the sports economy in South Carolina and its local communities. The alliance was created by the State of South Carolina Parks, Recreation & Tourism (SCPRT) Department and currently has 28 destination organizations as members. Other benefits of membership include:

- Attending sports tradeshows as a state alliance and sharing the cost of participation.
- Sharing prospects/leads with member organizations to attract and keep events in the state.
- Receive prospects/leads from SCSA conferences and events.

#### **Hilton Head Island Recreation**

The Visitor & Convention Bureau will commit to a close working partnership with the Island Rec Center to help promote and foster sports groups coming to the Island for events and tournaments.

We will also look to build a partnership with local/regional organizations (First Tee, USCB, NAIA, USTA, Boys and Girls Club, etc) to help explore and develop other possible events like Disc Golf, Beach Volleyball, Pickleball, Marathons and Triathlons.

#### **Meeting Collateral**

Printed and electronic collateral specific to meeting and group planners with information on partners' accommodations and available space for hosting a meeting or event.

# **Group Marketing**

- Keep the meetings website current to increase business and leads generated via key search word optimization.
- Develop an editorial plan and allocate resources to train and manage a more robust strategy for LinkedIn with our sales staff toward relationship building.
- Advertise in select meeting publications when the editorial is showcasing our area, either South Carolina, Southeast or Resort Destinations.
- Procure Hilton Head Island logoed items for promotional giveaways during site inspections, FAMs, tradeshows and sales events.



# **Tradeshows**

#### **Select Service Hotel Markets**

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 these key initiatives:

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

#### The American Bus Association (ABA)

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

In January 2021, the Visitor & Convention Bureau staff will attend the ABA Marketplace and take advantage of up to 60 pre-scheduled appointments with pre-qualified operators to promote and sell the Hilton Head Island and Bluffton region.









#### Full Service Resort/Hotels

#### **IMEX** America

IMEX America hosts over 3,000 corporate, incentive, association and third-party planners.

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.

#### South Carolina Society of Association Executives (SCSAE)

SCSAE's tradeshow 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

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 '20 will be held in October, in Houston, Texas. 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. TEAMS has helped define the sports-event and appointment-based tradeshow industries.

TRADESHOW	MARKET	DATES	LOCATION
IMEX AMERICA	Corporate	Sept. 2020	Las Vegas, NV
SPORTS TRAVEL'S TEAMS EXPO	Sports	Oct. 2020	Houston, TX
SCSAE	State Assn	Jan. 2021	Columbia, SC
AMERICAN BUS ASSN.	Group Tour	Jan. 2021	Baltimore, MD

#### Hilton Head Island Visitor & Convention Bureau's 2020-2021 Tradeshows

# **INTERNATIONAL MARKETING**

As the destination continues to receive third party recognition through accolades and public relations, it is important that we continue to grow our international presence. Our strategy is to partner with Brand USA, whose mission is to increase incremental international visitation, spend and market share to fuel the nation's economy and enhance the image of the USA worldwide.

According to studies by Oxford Economics, over the past five years Brand USA's marketing initiatives have helped welcome 6.6 million incremental visitors to the USA, benefiting the U.S. economy with \$21.8 billion in total economic impact, and supporting, on average, 52,000 incremental jobs a year.

#### Strategy

Brand USA offers an extraordinary minimum two-to-one value through their Official Multi-Channel Program, creating our own targeted, international campaign. This includes robust digital, print and social media, 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. Our focus will be on the following target markets and programs:

#### Canada Multi-Channel

- Digital media and print insertions through *Macleans, Toronto Star* and *Chatelaine in Discover America Magazine* with a circulation of 900,000.
- Digital campaign with an estimated 2,300,000 impressions and 4,600 guaranteed clicks.

#### Germany Multi-Channel

- Digital media and print insertions through *Bunte, In-Style, Star, FOCUS magazine* and in *Discover America Magazine* with a circulation of 600,000.
- Digital campaign with an estimated 650,000 impressions and 2,500 guaranteed clicks.
- Storytelling and website traffic with Facebook.

#### United Kingdom Golfbreaks.com

Partner with Coastal South Carolina for inclusion in their campaign targeted towards golf prospects via these channels:

- Digital and email blasts
- Sky Television advertising
- U.S. Golf Travel Guide
- Banner advertising
- Social campaigns

# **COLLATERAL & FULFILLMENT**

The Hilton Head Island Visitor & Convention Bureau develops and produces the Official Hilton Head Island Vacation Planner. This print and digital publication is our primary fulfillment piece and is a comprehensive guide to what to see and do on Hilton Head Island and in our region. We receive many online, as well as phone inquiries, and distribute the planner to elected officials, state Welcome Centers, airports, AAA offices nationwide along with tradeshows, events and media. In partnership with the Lowcountry Golf Club Owners Association (LGCOA), we also distribute their official Golf Vacation Planner with our planner when requested.

In today's more visual world, telling a story through stunning photography and compelling content is an imperative component to the travel journey process. This "coffee table" piece allows our visitors to visualize their vacation and discover the destination, through this first touchpoint, the reason for our many accolades, ultimately imagining themselves here vacationing on America's Favorite Island<sup>™</sup>. In addition to working with a publisher, our inhouse marketing staff provides the business directory, event calendar, local photography editorial content management, editorial review and proofreading for this asset.

#### **Promotions and Brochure Distribution at Airports**

Included in our budget for fulfillment costs is a monthly fee to support brochure distribution at the Savannah/Hilton Head International Airport's Welcome Center. A monthly fee is also included in our budget for a fulfillment distribution in the lobby of the Hilton Head Island Airport.



# **APPENDIX**

## REPORTS

AND THEFT

Path Forward Readiness Plan

2019 Tourism Economic Impact Report LRITI Regional Transactions Concepts, LLC

2019 Digital and Social Marketing Recap VERB Interactive

2019 Public Relations Year in Review Weber Shandwick



# **PATH FORWARD** Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents





www.ThePathForward.org



PATH FORWARD Readiness Plan



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**Executive Letter** 

#### Dear Community Partner,

Few communities would respond to a crisis with the community minded spirit recently displayed by our residents, business owners and town officials. Without hesitation, they put aside their own hardships and rallied to our call to collaborate on a comprehensive, safety-focused strategy for a first-phase post-COVID-19 reopening of our economy.

Creating a uniform set of protocols for businesses with a diversity of practices, services and operating environments would prove a daunting task under the best of circumstances. We asked them to do it in two weeks.

More than 150 volunteers were assembled into task force teams representing nine different sectors of our community: restaurants, retail, the arts, hotels, short-term rentals, recreation/ attractions, small business/services, childcare and faith-based organizations.

Lending their experience and expertise to resolve issues unique to their specific sector, each group developed a checklist of practical and cost-effective protective measures that can be implemented by businesses across Hilton Head Island and Bluffton to provide a consistent and evidence-based approach to safeguarding the health of our residents, visitors and workforce.

After being reviewed by health care professionals, the recommended best practice guidelines were compiled into the Path Forward Readiness Plan.

We are deeply grateful for the dedication and cooperation exhibited by our task force teams and the time and effort they gave to this endeavor. It is in challenging times that we show our true mettle. These last few weeks demonstrated the tenacity of our community – and we couldn't be prouder.

Succul

Bill

Chris McCorkendale Board Chairman

Bill Miles President & CEO

NS-Cham

Ray Warco Task Force Steering Committee Chairman

ThePathForward.org - Page 1



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE Page 2 - Path Forward Readiness Plan

PATH FORWARD Readiness Plan

Task Force Organizational Chart Steering Committe led by: Ray Warco, C.P.A.		As the coronavirus pandemic beg Southern Beaufort County econor able to return to work.		
RESTAURANTS C Alan Wolf, SERG Restaurant G		he Westir	HOTEL CHAIR Michael Scioscia, n Hilton Head Island Resort & Spa	The Hilton Head Island-Bluffton partnership with the business co comprehensive start-up strategy th our communities with a focus on sa The Path Forward Readiness Plan, force groups broken into key bu practical solutions that can assist b
Island Time		Ca	RECREATION / ATTRACTIONS CO-CHAIRS ary Corbitt, Mike Overton, e Sea Pines CEO, Outside Resort Brands	successfully navigate the re-openi protective measures necessary workforce and visitors.
SMALL BUSINESS CHAIR Keith Walston, Vagabond Cruises	RETAIL CH John Tayl Birdie Jan	lor,	ARTS & CULTURE CHAIR Jenn McEwen, Director of Cultural Affairs	PATH FORWARD Readiness Plan Working Together to Restore Our C
EARLY CHILDHOO Kim Likins, Boys & Girls Club Hilton	,		TH ORGANIZATIONS CHAIR Todd Cullen, Head Island Community Church	EXERCISE TASK FORCE DEVELOP THE PLAN Identifying Best Pract and Opportunities Extry May
			ThePathForward.org - Page 3	Page 4 - Path Forward Readiness Plan
			$\overset{\mathscr{K}}{H}$ hilton head island-bluffton chamber of commerce	

الاستحاث

## e Path Forward Readiness Plan

coronavirus pandemic begins to wane in the U.S., it is imperative that the ern Beaufort County economy is back up and running and our community is return to work.

Hilton Head Island-Bluffton Chamber of Commerce has developed, in rship with the business community, town governments and residents, a rehensive start-up strategy that serves as a roadmap to incrementally reopen mmunities with a focus on safety.

ath Forward Readiness Plan, derived of a steering committee and nine task groups broken into key business sectors from our area, have identified cal solutions that can assist businesses in the Southern Beaufort County area ssfully navigate the re-opening efforts post COVID-19 using the appropriate ctive measures necessary to safeguard the health of our community, orce and visitors.





# I Took the Pledge

To demonstrate our community's commitment to public health, the chamber has developed a seal that certifies a business has completed their appropriate task force checklist and have pledged to follow the best practice guidelines. Businesses can post the seal throughout their communication platforms as well as on their establishments front entrance or window. This visual indicator will help reassure customers and guests that additional appropriate protective measures have been taken to safeguard their health.

The seal further reiterates our core principles of the Path Forward Readiness Plan

- 1. Protect our communities
- 2. Allow for the safe reopening of businesses
- 3. Establish clear expectations for employees and customers



# Marketing & Communications

The Path Forward Readiness plan and seals are a commitment of our business community's focus and pledge to safely reopening. We have engaged both our residents and visitors with our message and commitment, please click on the links below to watch a series of videos that have supported the Path Forward Readiness Plan message.







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# TASK FORCE CHECK LISTS



# PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

Restaurants

#### PATH FORWARD READINESS PLAN

Restaurant Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

#### CHECKLIST

#### Recommended Steps for Safe Reopening

□ Bring in staff as early as needed for training and deep cleaning of facilities. Training should include proper hand hygiene and minimal-contact service.

□ Recommend that employees involved in takeout and delivery service take the free ServSafe COVID-19 Precautions (https://www.servsafe.com/landing-pages/free-courses) training.

□ Create a checklist of all back-of-house and front-of-house staff and customer touch points and contact areas along with a plan to sanitize them at least once an hour. Allow for more frequent sanitizing of door knobs, cabinet handles, handrails, light switches, kitchen counters and other high-use surfaces. Cleaning supplies should be single use, such as paper towels and disposable mop heads, or laundered between each use.

□ Select one person per shift to oversee safety and sanitation to ensure employee compliance of proper handwashing hygiene and sanitation of dining room, restroom, lobby and entrance area at least once an hour.

Create sanitization check list for restrooms.

Deep clean and disinfect the entire facility during non-operational hours at least five times per week.

#### Recommended Employee Safety

□ Communicate with employees regularly regarding their health status and the health of anyone with whom they may be in close contact. Send home any staff member who has been diagnosed with COVID-19 or in contact with someone with the disease or with symptoms of any communicable virus.

Prohibit staff from sharing cups or eating utensils.

□ Allow use of masks and gloves for front-of-house employees who desire to wear them.

Encourage handwashing as often as possible during shift.

Provide readily available hand sanitizer.

□ Set guidelines for server stations to discourage employees from congregating.

□ Request notification to management from any staff member who has traveled to CDC designated "hot spot."

Recommended Food Safety

Employees handling food should wear gloves or wash their hands frequently.

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#### PATH FORWARD Readiness Plan



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

#### Recommended Customer Safety

Provide hand sanitizer at all restaurant entry points.

□ Discontinue self-serve beverage refills.

□ Tape or mark 6-foot spacing at the counter and for waiting lines outside the restaurant to avoid overcrowding in the lobby.

□ Install signage reminding customers to practice social distancing.

Have a protocol in place should you need to expedite the exit of a guest from your restaurant.

Dest sign at the door with customer responsibilities The universal sign will ask guests to:

- · Refrain from entering the restaurant if they feel ill.
- Maintain a minimum 6-foot distance from others who are not in their party.
- · Sneeze or cough into a tissue or elbow.
- · Refrain from shaking hands or engaging in any unnecessary physical contact.

□ Post at the door, on your website and menu a safety seal developed by the Chamber of Commerce that shows you are in compliance with The Path Forward Guidelines.

Dest a sign on receiving door asking suppliers and vendors with a fever or persistent cough not to enter the building.

#### Recommended Dining Room Safety

Use sanitizing solutions to clean tables, chairs and check presenters after each seating.

□ Provide single-use condiments or sanitize condiment containers after each seating.

Use paper menus or disinfect after each use.

Pre-roll utensils in linen napkins or use disposable utensils.

Discontinue buffet and self-service stations or have staff dispense food cafeteria style.

□ Space tables 8 feet apart. Spacing at the bar should be 8 feet between individuals or small groups (less than 8-thus matching party max per table). Designate takeout area at the bar for patrons waiting to be seated. (*Note: Distancing protocol may change based on government order*)

□ Maximum of eight customers per table.

Use outdoor seating whenever possible.

□ In self-service seating restaurants, place signage on tables/booths to alert guests that they cannot be occupied in compliance with social distancing requirements.

#### **Recommended Other Protective Measures**

□ Install protective acrylic sneeze guard shield at cashier and pickup counters where applicable.

Note: All restaurants must adhere to any new requirements and restrictions mandated by the governor and SCDHEC, as well as SCDHEC Regulation 61-25 regarding public health in food safety operations. Page 10 - Path Forward Readiness Plan

PATH FORWARD Readiness Plan



# PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

I pledge that our restaurant(s) is taking the recommended steps to ensure safety for our patrons and staff.

Name of Restaurant(s)

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



# PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

#### PATH FORWARD READINESS PLAN

#### Hotel Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

#### CHECKLIST

#### Recommended Steps for Safe Reopening

Deep clean and sanitize guest rooms, public areas, food & beverage facilities, spas and other amenities with disinfectant.

□ Install acrylic sneeze guard shields at front desk and retail counters.

□ Provide employees with training on proper hand hygiene, mask usage and minimal-contact guest service.

Use floor stickers or tape to mark 6-foot social distancing requirement for waiting lines.

Change use of the word "clean" to "sanitize" in any communications with guests.

#### Recommended Employee Safety

Daily temperature checks.

□ Communicate with employees regularly regarding their health status and the health of anyone with whom they may be in close contact. Send home any staff member who has been diagnosed with COVID-19 or in contact with someone with the disease. Request that staff members notify management if they have traveled to a CDC-designated "hot spot."

□ Advise employees to stay home if they are feeling ill or have any symptoms of a communicable virus.

Require employees to maintain 6-foot distance from guests at all times.

Limit exposure of employees by providing housekeeping service upon departure or by request. Provide towels and toiletries as needed.

Equip housekeeping and maintenance staff with recommended PPE if they need to enter a guest room.

☐ Have hand sanitizer, handwashing stations or sanitizing wipes available to employees.

Recommended Changes in Common Areas

□ Offer electronic check-in to eliminate need to register at front desk.

Provide hand sanitizer at entrance doors, in lobby, restaurants and other relevant areas.

□ Place signage in public areas reminding guests to practice social distancing.

Remove brochure racks; provide brochures upon request.

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PATH FORWARD Readiness Plan

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

#### **Recommended Changes in Guestrooms**

Create system to "seal" rooms to reassure guests that no one has entered the room after it was sanitized.

D Provide letter at check-in or in room detailing precautions the hotel is taking to ensure the health and safety of guests.

🗆 Expand cleaning regimen to include high-use touch points, including light switches, door handles, curtain rods, etc.

□ Replace glass cups with disposable ones.

Leave a trace of disinfectant smell in rooms as proof they were properly sanitized.

□ Provide sanitizing wipes in rooms for guest use.

Remove high-touch, non-essential items such as books, reading materials, ice buckets, decorative pillows and bed runners; deliver to room upon request.

□ Sanitize TV remotes and add note or packaging to indicate they have been disinfected.

#### Recommended Changes in Restaurants, Bars and Room Service

□ Follow restaurant task force recommendations.

#### Other Recommended Protective Measures

Limit number of guests using fitness center and close as needed throughout the day to disinfect.

Consider using electrostatic cleaners for common areas and guest rooms.

 $\hfill\square$  Sanitize pool chairs between usage and space 6 feet apart.

□ Sanitize keys after each stay.

□ Sanitize housekeeping cart, including hand radios, at the end of each day.

☐ Hotels providing complimentary breakfast may opt to eliminate dine-in service and replace with to-go breakfast bags delivered to rooms.

Larger hotels may consider installation of portable handwashing stations at appropriate locations throughout the property.

Develop meeting space protocols with details on new safety measures the hotel is taking to provide to meeting and wedding planners when requested.

□ Schedule events in outdoor venues whenever possible.

Develop protocol for dealing with an employee who contracts COVID-19, following DHEC requirements for testing before allowing them to return to work.

Increase distance between seating in lobby, pool deck, restaurants, bars.

Derivide sanitation wipes to bell hops for cleaning luggage handles upon delivery.

Note: Hotels must adhere to any new requirements and restrictions mandated by the governor and SCDHEC, as well as SCDHEC Regulation 61-25 regarding public health in food safety operations. Page 14 - Path Forward Readiness Plan

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# PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

I pledge that our hotel(s) is taking the recommended steps to ensure safety for our patrons and staff.

Name of Hotel(s)

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



# PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

Home & Villa




Home & Villa Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

### CHECKLIST

### Recommended Employee Safety

□ Train employees on proper handwashing hygiene, use of personal protective equipment and other safety measures they should take when entering a property. Focus heavily on proper glove usage.

□ Encourage employees to review SCDHEC educational videos and materials at <u>https://www.scdhec.gov/infectious</u>diseases/viruses/coronavirus-disease-2019-covid-19/educational-outreach-materials-2019-ncov.

Provide employees with masks and sanitary gloves they can use on property.

Provide hand sanitizer to be used after leaving a property.

□ Provide employees with information on the city and state where the prior guest came from and how long they were on the property to alert them of a need to take extra precautions.

□ In keeping with social distancing recommendations, have inspectors work on their own rather than as a team unless they are part of the same household.

□ Communicate with employees regularly regarding their health status and the health of anyone with whom they may be in close contact. Send home any staff member who has been diagnosed with COVID-19 or in contact with someone with the disease. Request that staff members notify management if they have traveled to a CDC-designated "hot spot."

□ Advise employees to stay home if they are feeling ill or have any symptoms of a communicable virus.

As much as possible, schedule maintenance work or repairs when properties are vacant.

### **Recommended Guest Safety**

□ Inform guests of the different island experience created by COVID-19 and remind them to bring their own masks, gloves, hand sanitizer, sanitizing wipes, etc. This could be a branded piece (letter) from the Town of Hilton Head Island that is sent with confirmation email.

 Provide guests with link to Hilton Head Island COVID-19 portal (<u>https://www.hiltonheadislandsc.gov/publicsafety/</u> <u>coronavirus/</u>). It includes medical resources should they develop symptoms of the disease.

Provide link to a list to medical providers offering COVID-19 testing. (<u>https://www.scdhec.gov/infectious-diseases/</u> viruses/coronavirus-disease-2019-covid-19/telehealth-virtual-care-providers-covid-19)

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PATH FORWARD Readiness Plan



**Recommended Changes to Check-in Process** 

Consider acrylic sneeze guard shields at front desk.

□ If front of building has more than one door, designate one for entry and another for egress.

If possible, implement "contactless" check-in via email and keyless entry to properties.

□ If check-in process is in person, limit number of guests in the building, tape or mark 6-foot spacing at counter and waiting lines for social distancing, require guests to wear masks and provide hand sanitizer near entrance.

If you don't have keyless entry, sanitize keys prior to turning them over to guests.

Provide hand sanitizer to cashiers and encourage them to use it regularly.

 $\hfill\square$  Create system for package pickup and inform guests of the procedures.

Create protocol for delivery of equipment, such as cribs, after a property has been sanitized.

Recommended Changes to Properties

□ Professional cleaning service should be expanded to include special focus on disinfection of high-use touch points, including surfaces, door handles, curtain rods, light switches, etc.

Disinfect with EPA-approved products. (https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2)

Treat all soft surfaces, including decorative bedding, upholstered dining chairs and sofas, with EPA-approved disinfectant spray or electrostatic sprayer.

Disinfect TV remotes and add note or packaging indicating they have been disinfected.

□ Place signage in the unit reminding guests to practice social distancing in public areas.

### Other Recommendations

□ Consult with property HOAs on protective measures to be taken with pools and other amenities, including limiting number of guests using the amenities at any one time, 6-foot spacing of pool chairs, increasing sanitization of all furniture and gates and providing hand sanitizer in relevant areas such as pools, fitness facilities and by elevators. Owners who are on the boards of POAs could help facilitate discussion.

□ When confirming reservations, notify guests it will not be possible to accommodate early arrivals due to additional cleaning and sanitization protocols.

□ Post on business door and website the Best Practices seal developed by the Chamber of Commerce certifying the business is following all recommended protective measures to safeguard public health.

Note: All Home & Villa companies must adhere to any new requirements and restrictions mandated by the governor and SCDHEC.

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I pledge that our home & villa(s) is taking the recommended steps to ensure safety for our patrons and staff.

Name of Home & Villa(s)

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



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### PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

**Recreation & Attractions** 



Recreation/Attractions Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

### CHECKLIST

### Recommended Steps for Safe Reopening

□ Bring in staff as early as needed for training and deep cleaning of facilities. Training should include proper handwashing hygiene, use of PPE, social distancing and minimal-contact customer service.

□ Create a checklist of all staff and customer high-use surfaces and touch points, including door knobs, cabinet handles, handrails, light switches and counters, along with a plan to sanitize them frequently. Cleaning supplies should be single use, such as paper towels and disposable mop heads, or laundered between each use.

Create sanitization checklist and cleaning schedule for restrooms.

Select one person per shift to oversee safety and sanitization to ensure employees are following protective protocols and public areas and restrooms are being cleaned and disinfected regularly.

### Recommended Employee Safety

□ Communicate with employees regularly regarding their health status and the health of anyone with whom they may be in close contact. Send home any staff member who has been diagnosed with COVID-19 or in contact with someone with the disease. Request that staff members notify management if they have traveled to a CDC-designated "hot spot."

□ Advise employees to stay home if they are feeling ill or have any symptoms of a communicable virus.

Discourage staff from sharing water bottles or other personal items.

□ Allow employees, especially those with direct contact with customers, to wear masks if they desire to wear them.

□ Provide readily available hand sanitizer, especially for employees picking up or handling rental bikes, golf carts or other equipment used by guests.

□ Encourage employees to wash their hands as often as possible.

### Recommended Customer Safety

Provide hand sanitizers at all retail outlets, pro shops, attractions and entertainment centers.

□ Provide customers with sanitary wipes to disinfect gym or other recreational equipment after use.

□ Install signs with simple messages reminding guests to practice social distancing.

Tape or mark 6-foot spacing at checkout or registration counters to comply with social distancing.

□ Post sign at the door with customer expectations (to be developed by the Chamber of Commerce for universal use in local businesses). The sign will ask guests to

- Refrain from entering the store or attraction if they feel ill.
- · Maintain a minimum 6-foot distance from others who are not in their party.
- Sneeze or cough into a tissue or elbow.
- Refrain from shaking hands or engaging in any unnecessary physical contact.

Encourage tipping with Venmo.

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### PATH FORWARD Readiness Plan

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE Readiness Plan

Recommended Golf Course Protective Measures

 $\square$  Ask that only one golfer in the group enter the pro shop to register.

Encourage walking rather than riding.

Courses may wish to remain single rider facilities or have multi rider golf carts used if players are part of the same travel party or household.

□ Require that golfers handle their own bags.

□ Remove pins from practice greens.

□ Remove flagsticks or inform golfers of the "no touch" protocol, including signs on the sticks themselves.

Remove ball washers.

□ Remove bunker rakes from traps and encourage "foot raking".

□ Cut and insert pool noodles or PVC pipe into cups or insert cups upside down to eliminate the need for golfers to retrieve their golf balls.

□ Remove on-course scorecards, pencils, golf tees, ball markers and divot tool dispensers.

□ Sanitize golf carts and push carts after use.

□ Sanitize range balls after use.

□ No cash transactions.

□ Space driving range stations 8' to 12' apart.

Rental golf clubs if available will be sanitized after every round.

### **Recommended Tennis Protective Measures**

### Tennis Activities

Limit activities to casual court rentals, one-on-one coaching and private lessons.

□ Shorten programs and stagger booking times to create a buffer between sessions.

□ Online bookings are recommended and have participants make bookings online. Avoid handling cash.

Destpone any social gatherings. Do not provide any congregation areas at the court or facility.

□ Plan for increased staff and volunteer abscences.

□ Staff must wear masks and gloves when checking in players. Staff should wash hands/change gloves often and after touching items.

□ Alternating courts should be reserved for play if there is no barrier, such as fencing, between the courts.

□ Capturing accurate information on reservation play sheets when people are making reservations is a must, in case authorities need to trace who's been on site.

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### Social Distancing

□ Players should arrive on site no more than 10 minutes before their scheduled court time.

☐ Having a parent/ guardian present at the facility for any player 18 years old or younger is highly recommended. Limiting total number of parents/ guardians where appropriate.

Use every second court where practical.

□ Players should stay on their side of the court and avoid changing ends.

□ Implement protocols that limit the interaction between staff and players.

### Group Coaching

Group coaching should only take place where full social distancing is possible. Group coaching should be limited to small groups.

☐ Teaching professionals should be assigned specific courts.

Position at well-spaced stations.

Live ball drills and game-based play is recommended over using baskets.

□ Limit the use of coaching equipment.

Do not allow players to touch coaching equipment. Coaches should pick up the balls.

□ Encourage players to use their own equipment.

#### Tennis Balls

 $\square$  Practice caution with the tennis balls and avoid letting participants touch them.

Try to restrict balls to a specific group, court or day of the week.

Cycle in new tennis balls on a regular cadence.

Encourage players to bring two sleeves of balls of their own for serving.

Recommended Pickelball Protective Measures

U Wash your hands with soap and water and bring personal use hand sanitizer to the courts.

□ Clean and wipe down your paddles and water bottles. Do not share paddles or any other equipment or clothing.

Bring a full personal use water bottle(s) and avoid touching or using public water fountains.

Bring tissues or a handkerchief for contained sneezing and coughing or consider wearing a mask.

Consider wearing gloves to the courts and avoid touching court gates, fences, benches, etc.

 $\hfill\square$  Also consider wearing gloves during play to avoid picking up pickleballs with your hands.

 $\Box$  Use new pickleballs and a new grip or fresh tape on your paddle handle if possible.

□ Coordinate with your play group so that each person serves with a different color ball. If multiple colors are not an option, use a sharpie and prominently mark personal.

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### Other Recommended Protective Measures

□ Sanitize rental bikes, kayaks, stand up paddle boards, all paddling gear, golf clubs and any other equipment used by customers after each use.

□ Install protective acrylic sneeze guard shield at cashier and registration counters as appropriate or provide 6-foot floor markers to ensure social distancing.

□ If possible, provide online or mobile app reservations and pre-payment to reduce customer-employee contact.

Limit number of guests in facilities, if applicable.

□ Increase distance between seating in shared excursions, public areas, snack bars, etc.

□ Post on business door and website the Best Practices seal developed by the Chamber of Commerce certifying the business is following all recommended protective measures to safeguard public health.

Dest a sign on receiving door asking suppliers and vendors with a fever or persistent cough not to enter the building.

Note: All recreation-related businesses and attractions must adhere to any new requirements and restrictions mandated by the governor and SCDHEC, as well as SCDHEC Regulation 61-25 regarding public health in food safety operations.





A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents



I pledge that our recreation/attractions facility is taking the recommended steps to ensure safety for our patrons and staff.

Name of Recreation/Attraction Facility

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



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### PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents





### Small Business Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

### CHECKLIST

Recommended Steps for Safe Reopening

Deep clean and sanitize place of business.

Develop and post a COVID-19 safety plan that addresses social distancing, cleaning and sanitization, customer flow, use of PPE and personal hygiene.

□ Create a schedule for enhanced cleaning and designate employees to perform the sanitization protocols.

#### Recommended Employee Safety

□ Provide employees with robust training on proper hand hygiene, use of PPE, minimal-contact service and other protective measures as recommended by the CDC, SCDHEC and OSHA. Document training of all employees.

□ Consider dividing employees into A and B teams to keep one group of employees available to work should exposure to COVID-19 become an issue in the workplace.

Consider FDA-approved antibody testing.

Conduct temperature checks and health assessment of all employees upon arrival for shift.

□ Communicate with employees regularly regarding their health status and the health of anyone with whom they may be in close contact. Send home any staff member who has been diagnosed with COVID-19 or in contact with someone with the disease. Request that staff members notify management if they have traveled to a CDC-designated "hot spot."

□ Advise employees to stay home if they are feeling ill or have any symptoms of a communicable virus.

□ Provide employees with masks and sanitary gloves to use as directed by the CDC, SCDHEC and OSHA.

Provide hand sanitizer. Encourage employees to wash their hands often.

□ If possible, limit the number of employees onsite and allow for 6-foot social distancing.

□ Rather than masks, consider buffs for employees, especially those working outdoors. Two-layer buffs are now available and can be ordered to include your logo for marketing purposes.

#### Recommended Customer Safety

□ Change business practices to reduce contact with customers if possible. Consider Zoom meetings, window delivery of food, etc.

□ Space furniture in lobby, waiting area and offices to allow for 6-foot social distancing.

□ If available, provide separate ingress and egress to business.

□ Schedule appointments to control flow of customers.

□ Tape or mark 6-foot spacing at counters and waiting lines.

□ Place signs in appropriate areas to remind customers to practice social distancing.

Consider providing masks to guests who feel uncomfortable in a public environment.

Provide hand sanitizer at entrance to business and other relevant areas.

#### **Recommended Other Protective Measures**

Use EPA-approved disinfectants to sanitize high-touch surfaces throughout the day. These include door handles, bathroom fixtures, light switches, counter tops, credit card machines, touch screens and furniture.

Require guests to sign a waiver that includes a health screening of COVID-19 symptoms.

Designate a "safety officer" on each shift to be responsible for ensuring employees and customers are adhering to COVID-19 safety protocols.

□ Post on business door and website the "Safety First" seal developed by the Chamber of Commerce certifying the business is following all recommended protective measures to safeguard public health.

□ Install protective acrylic sneeze guard shield at payment and pickup counters where applicable.

Note: All businesses must adhere to requirements and restrictions mandated by local and state governments, as well as the CDC, SCDHEC and OSHA.

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PATH FORWARD Readiness Plan



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

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PATH FORWARD Readiness Plan



A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents



I pledge that our small business is taking the recommended steps to ensure safety for our patrons and staff.

Name of Small Business

Email

Date

N

Signature

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



### PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

Retail

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

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Retail Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

### CHECKLIST

### Recommended Employee Safety

□ Provide staff with masks and sanitary gloves as available. Consider requiring that employees wear masks when interacting with the public to make customers feel more comfortable.

□ Train employees on proper handwashing hygiene, use of personal protective equipment and minimal-contact service.

□ Provide hand sanitizer. Encourage employees to wash their hands as often as possible.

□ Consider daily temperature checks and creating a health checklist for screening employees to reinforce importance of monitoring health. Communicate with employees regularly regarding their health status and the health of anyone with whom they may be in close contact.

Send home any staff member who has a suspected or diagnosed case of COVID-19 or has been in contact with someone with the disease. Request that staff members notify management if they have traveled to a CDC-designated "hot spot."

□ Advise employees to stay home if they are feeling ill or have any symptoms of a communicable virus.

#### Recommended Customer Safety

□ Provide drive-thru or curbside service to make customers comfortable patronizing your business. Such measures could include loading purchased products in the trunk of their car and phone payments with a credit card.

Consider offering masks and gloves to customers.

□ Provide hand sanitizer at entrance to business and at checkout.

□ Place signage at entrance to business with expectations for customers regarding protective measures, including social distancing and sanitizing hands before entering.

Limit number of customers in the store as mandated by state and local governments.

□ Tape or mark 6-foot spacing at counters and waiting lines outside the store.



#### Other Recommendations

□ Schedule more frequent sanitization of store, focusing on high-use touch points.

□ Maintain consistent store hours to avoid customer confusion.

□ If desirable, serve customers by appointment, transitioning to limited hours.

 $\Box$  If the building has more than one front door, designate one for entry and another for egress.

□ Relocate point of sale to provide distance between customer and employee. Consider manually entering credit card number to avoid handling credit cards. No longer require signature and email copy of receipt to remove touch points. If customer is in contact with point of sale, sanitize after each transaction.

Discourage cash transactions if possible.

□ If available, increase airflow. Change air filter regularly and consider using high-efficiency HVAC filters.

□ Install acrylic sneeze guard shield at cashier and pickup counters where appropriate. Take advantage of the shield to post promotional flyers.

□ Post on business door and website the "Safety First" seal developed by the Chamber of Commerce certifying the business is following all recommended protective measures to safeguard public health.

Limit public restroom access.

### Other Considerations

**Readiness** Plan

Establish security protocol for customers entering jewelry stores, especially those wearing masks.

Establish protocol for customers trying on apparel that still provides for a quality experience.

Note: All retail businesses must adhere to any new requirements and restrictions mandated by state and local governments, as well as SCDHEC.



A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents



I pledge that our retail store is taking the recommended steps to ensure safety for our patrons and staff.

Name of Retail Store(s)

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



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### PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents





Arts & Culture Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan. This document will be modified as further information is provided from Government entities.

### CHECKLIST

### Recommended Employee Safety

□ Highly recommend employees, including volunteers, wear masks and sanitary gloves in high touch point areas.

□ Proper posting on handwashing hygiene, use of personal protective equipment and "contactless" service.

Provide hand sanitizer and encourage employees to wash their hands as often as possible.

□ Consider daily temperature checks and creating a health checklist for screening employees to reinforce importance of monitoring health.

□ Communicate with employees regularly regarding their health status and the health of anyone with whom they may be in close contact.

□ Advise employees to stay home if they are feeling ill or have any symptoms of a communicable virus.

### Recommended Customer Safety

□ Highly recommend employees, including volunteers, wear masks and sanitary gloves in high touch point areas.

Encourage customers to wear masks, eliminating the need for employees to make the request.

Provide hand sanitizer througout venue.

□ Place signage at entrance to business with expectations for customers regarding protective measures, including social distancing and sanitizing hands before entering.

Limit number of employees in at any one time.

 $\Box$  Tape or mark 6-foot spacing at counters and waiting lines outside the venue.



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

PATH FORWARD Readiness Plan Recommended Other Protective Measures

Schedule more frequent cleaning/ sanitization of venues, focusing on high-use touch points.

Limit cash transactions, move to a credit card scanners for customers.

□ Install acrylic sneeze guards at high frequency areas; concessions, ticket windows etc.

□ Recommend serving a limited number of customers per show, event, tour.

Disinfecting equipment after use or providing sanitary wipes for self-cleaning.

□ Post at the entrance to your business and on your website a self-assessment certification and seal developed by the Chamber of Commerce that outlines steps you have taken to protect the public.

### **Recommended Other Considerations**

Advocate for central procurement of protective equipment and sanitizing supplies and/or funding from Town of Hilton Head Island and Town of Bluffton.

□ Recommend online or mobile app reservations or ticket purchase and pre-payment to reduce cumstomer/employee contact.

□ Increase distance between seating within venues, public areas, concessions etc.

Note: All businesses must adhere to any new requirements and restrictions mandated by the governor and SCDHEC.



A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents



I pledge that our arts & cultural facility is taking the recommended steps to ensure safety for our patrons and staff.

Name of Arts & Cultural Facility

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



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### PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

Early Childhood



Early Childhood Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

### CHECKLIST

### Recommended Steps for Safe Reopening

Deep clean and sanitize entire facility, including lobby, offices, kitchen and day care rooms, with EPA-approved disinfectant.

Consider hazard pay bonus to incentivize valuable employees to return to work.

□ Conduct one-on-one, socially distanced interviews with prospective employees that involve no contact with children.

🗌 Require that anyone who serves as a volunteer provide a medical release (clearance) from their physician.

Train employees on proper handwashing hygiene, PPE usage, maintaining minimal contact with parents and other protective measures.

□ Create protocol for drop-off and pickup that avoids contact with parents. Consider curbside service and using a no-contact thermometer to take temperature at the car. The CDC considers a temperature of 100.4 degrees as fever in children but you may want to set it as low as 99 degrees.

□ Discontinue drop-in service.

Discontinue use of water fountains.

□ If available, use separate entrance for summer camp participants.

Place social distancing markers outside restrooms or where appropriate

### Recommended Employee Safety

Conduct daily temperature check and health screening that includes inquiring about the health of anyone with whom the employee may be in close contact. Send home any staff member who has been diagnosed with COVID-19 or in contact with someone with the disease. Request employees notify management if they have traveled to a CDC-designated "hot spot."

□ Advise employees to stay home if they are feeling ill or have any symptoms of a communicable virus.

□ Provide employees with PPE, including masks, single-use gloves, shoe covers (for care givers working with babies and young children), surgical scrubs or smocks that can be washed daily.

Provide readily available hand sanitizer and disinfectant wipes.

Encourage employees to wash their hands often.

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### Recommended Child Safety

□ Routinely conduct health screening of parents that includes inquiring about the health of anyone with whom they may be in close contact and if they have traveled to any CDC-designated "hot spots".

□ For children with underlying health or immunity issues, require clearance from their pediatrician.

□ Before walking children into the building, take their temperature, use sanitizer on their hands and spray disinfectant on their personal items. If you can't perform these tasks outside, do it as soon as you enter the building. Employees should sanitize their own hands and disinfect the thermometer between children.

□ Require employees to use a mask and gloves when changing diapers and serving food.

 $\Box$  To limit cross-contamination, keep children separated by age groups in their own room with the same caregiver.

□ For older children, consider using disposable cups. If storing sippy cups in the refrigerator, make sure they don't touch.

#### Recommended Protective Measures for Facility

□ Schedule more frequent sanitization of facility, focusing on light switches, counters, cribs, high chairs, toys, tables and chairs, and other high-use touch points.

□ Consider storing toys by activities. Only take out one set of toys at a time and then place them in a "soiled" bucket until they are sanitized.

□ Provide hand sanitizer at entrance to facility and post signage with requirements for social distancing.

Provide hand sanitizers in all rooms.

Consider setting up outdoor handwashing stations and using foot door pulls.

#### **Recommended Other Protective Measures**

□ Rather than onsite visits from prospective clients, consider providing virtual tours and emailing information packets.

Discourage loitering by parents on the property. Limit time outside of cars to three minutes.

Avoid field trips to indoor venues, including bowling alleys and theaters. Limit field trips to parks, the beach, Coastal Discovery Center or other outdoor spaces.

Consider onsite "field trips" by Coastal Discovery Center, Sand Box and others.

□ Post on business door and website the Safety First seal developed by the Chamber of Commerce certifying the business is following all recommended protective measures to safeguard public health.

□ Visit <u>https://sccovid19.org</u> to fill out SC Department of Commerce online form regarding PPE needed for your business. After filling it out, you will be provided with a list of suppliers.

□ If the parent of a child tests positive for COVID-19, close day care center for 14 days as directed by CDC.

Note: All child care centers must adhere to any new requirements and restrictions mandated by state and local governments, as well as CDC, SCDHEC, SCDSS and OSHA regulations.

PATH FORWARD Readiness Plan



A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

I pledge that our child care facility is taking the recommended steps to ensure safety for our patrons and staff.

Name of Child Care Facility

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



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### PATH FORWARD Readiness Plan

A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

Faith Organizations



Faith Organization Task Force Phase One Best Practice Recommendations

The following Best Practice recommendations are meant to enhance public health and safety in response to the COVID-19 pandemic as part of the first phase of a CDC three-phase reopening plan.

### CHECKLIST

Recommended Steps for Safe Reopening

□ Continue with online worship services, preschool and children programs, Sunday school classes, team meetings and adult gatherings. Postpone ministry events, camps, retreats and missions.

Consider taking a survey of congregants to gauge their comfort level for reopening.

□ Look at all of the faith organization's practices through the lens of safety.

Deep clean and sanitize entire facility, including lobby, offices, meeting rooms and sanctuary with EPA-approved disinfectant.

Train employees and volunteers on proper handwashing hygiene, PPE usage, social distancing and other protective measures.

□ Create protocol for anyone entering the faith organization's campus and buildings. Requirements may include wearing a mask and having no symptoms of any communicable virus. Post protocol online, at entrance to buildings and anywhere else deemed appropriate.

□ Communicate to congregants the protective measures the faith organization is taking to safeguard their health and inform them of the protocols that have been established for anyone visiting the campus, including mask use, social distancing, hand sanitizing, coughing and sneezing into a tissue, etc.

Develop protocol for communion (if applicable) and collecting offerings. Consider using Venmo or another electronic means to collect offerings to avoid cash transactions.

□ Remove hymnals, bibles and other shared items.

 $\Box$  Create a program or means of participation for vulnerable members of the congregation, possibly through Zoom conferencing.

Develop programs that can be held outdoors.

Discontinue group meals.

Recommended Congregant Safety

 $\Box$  Limit groups to no more than 10.

 $\hfill\square$  Discontinue handshaking or any greeting that involves physical contact.

□ Remind congregants at the beginning of service or meetings to practice social distancing unless seated with member(s) of their own household.

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HILTON HEAD ISLAND-BLUFFTON

CHAMBER OF COMMERCE

### PATH FORWARD Readiness Plan

□ Post signs in relevant areas reminding visitors to practice social distancing and encouraging them to use the provided hand sanitizers.

□ If possible, increase air flow. Change air filters regularly and consider using high-efficiency HVAC filters.

□ Provide hand sanitizer in meeting rooms, lobby, at entrance to sanctuary and other relevant venues.

□ Where available, designate one door for ingress and another for egress.

light switches, tables, chairs, counters and pews. Use EPA-approved disinfectants.

□ Space seating in lobby, meeting rooms, etc. to meet social distancing requirements.

Recommended Employee and Volunteer Safety

Provide employees and volunteers with PPE as needed.

Encourage employees and volunteers to wash their hands often.

traveled to a CDC-designated "hot spot."

Provide readily available hand sanitizer.

Recommended Protective Measures for Facility

### Other Recommendations

□ Post on building door and website the Safety First seal developed by the Chamber of Commerce certifying the faith organization is following all recommended protective measures to safeguard public health.

Communicate with employees and volunteers regularly regarding their health status and the health of anyone with

whom they may be in close contact. Send home any staff member or volunteer who has been diagnosed with COVID-19 or in contact with someone with the disease. Request that staff members and volunteers notify management if they have

Advise employees and volunteers to stay home if they are feeling ill or have any symptoms of a communicable virus.

□ Schedule more frequent sanitization of restrooms and indoor venues, focusing on high-use touch points, including

Develop protocol for dealing with an employee or congregant who contracts COVID-19.

□ Maintain phase one restrictive measures until the rates of infection and death decrease for two weeks running.

Note: All faith organizations must adhere to any new requirements and restrictions mandated by state and local governments, as well as the CDC, SCDHEC and OSHA.

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A Hilton Head Island-Bluffton Chamber of Commerce Initiative in Partnership with the Business Community, Town Governments and Residents

1

I pledge that our faith organization(s) is taking the recommended steps to ensure safety for our patrons and staff.

Name of Faith Organization(s)

Email

Signature

Date

Please sign this document and email to: <u>PathForward@HiltonHeadIsland.org</u>. Once we receive your signed pledge, you will be sent the safety tool kit and window cling for your use. Thank you.



# PATH FORWARD Readiness Plan





### Impact of HHI Tourism on Beaufort County, 2019-1

### **I. Introduction**

This study of the economic and fiscal impact of tourism in the Town of Hilton Head Island in the year 2019 was performed by Regional Transactions Concepts, LLC, in association with Dr. John Salazar of the University of Georgia and Dipl.-Soz. Anton Abraham 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 Island tourism had on Beaufort County, South Carolina in 2019.

#### **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 2019.

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.

Segment	Count
Villa Rental	755,953
Hotel	473,679
Timeshare	454,093
Second Homeowner	613,216
Non-Paying Guests	159,137
Day Trip	228,250
Total Visitors	2,684,328

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 in the county per year.

### Table 2. 2019 Estimated Direct Spend by Spending Category

(Current Dollars)	_	
Spending Category	-	HHI
Transportation (around your trip destination)	\$	48,988,724
Lodging	\$	437,655,947
Food-dining out	\$	235,557,433
Food-groceries	\$	113,488,645
Beaches	\$	
Shopping	\$	152,415,891
Spas	\$	13,938,986
Golf	\$	41,301,449
Biking	\$	17,225,261
Parks	\$	
Performance/visual arts	\$	8,405,742
Festivals	\$	8,906,406
Museum/historical tours	5	9,897,489
Boating/sailing	\$	26,957,486
Nature based activities	5	8,958,388
Dolphin tours	\$	11,664,801
Tennis	\$	1,631,332
Fishing	\$	1.000
Sporting events	5	
Other cultural activities	\$	
Other sport activities	\$	
Other outdoor activities	\$	1.
Other expenses	\$	33,637,118
Total	\$1,170,631,100	

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#### 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 and expenditures are presented in the Appendix.

### III. Results

Total visitation to the island in 2019 was slightly greater than 2018 by around 50,000 persons. The overall economic impact to the county from Hilton Head Island visitors was higher in 2019 relative to 2018, showing recovery from the impact of the major weather events in 2018.

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 1.38; this means that every dollar spent by tourists in Hilton Head increases output in the Beaufort County economy by a total of \$1.38. This is higher than that observed in 2017 and 2018 due to changes in the mix of spending reported by visitors. In order to facilitate comparison to earlier years' analyses, the following results are stated in constant 2015 dollars.

Total economic impact (output) on Beaufort County from tourist spending was approximately \$1.5 billion in 2019. 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 \$12.9 million, not including revenues generated by state and local ATAX and local hospitality taxes.

Including the hospitality tax, ATAX, and beach renourishment fee, net local revenue is estimated to have been impacted by **\$32.9 million**. Using this impact to estimate the return on tax investment (ROTI), given the **\$2.07 million spent** on destination marketing in 2019, yields an estimated return of **\$15.90** in



Impact of HHI Tourism on Beaufort County, 2019-3

local government revenue for every dollar spent by the DMO.

### **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 **16,654** jobs that comprise the estimated total employment impact generated by Hilton Head Island tourists in 2019 represent **14.7 percent** of all jobs in Beaufort County.<sup>1</sup>

<sup>1</sup> Total employment in Beaufort County, South Carolina was 113,001 according to the Bureau of Economic Analysis (BEA), Table CAINC4, in 2018, the most recent year for which data are available.

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Appendix

Table A1. Villa - I	Estimated Economic Impact (Beaufort County	)	
Category	Units		2019
Total Employment	Individuals (Jobs)		6,342
Total Compensation	Thousands of Fixed (2015) Dollars	\$	192,988
Output	Thousands of Fixed (2015) Dollars	\$	634,473

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

Category Units		2019	
Total Employment	Individuals (Jobs)		2,300
Total Compensation	Thousands of Fixed (2015) Dollars	\$	66,932
Output	Thousands of Fixed (2015) Dollars	\$	206,440

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

Category	Units	2019
Total Employment	Individuals (Jobs)	3,021
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 84,210
Output	Thousands of Fixed (2015) Dollars	\$ 239,658

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

Category	Units	2019
Total Employment	Individuals (Jobs)	4,436
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 124,706
Output	Thousands of Fixed (2015) Dollars	\$ 388,900

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

Category	Units	2019
Total Employment	Individuals (Jobs)	580
Total Compensation	Thousands of Fixed (2015) Dollars	\$ 15,875
Output	Thousands of Fixed (2015) Dollars	\$ 44,579

Impact of HHI Tourism on Beaufort County, 2019-6

Category	Units	-	2019
Total Employment	Individuals (Jobs)		16,654
Total Compensation	Thousands of Fixed (2015) Dollars	\$	487,197
Output	Thousands of Fixed (2015) Dollars	\$	1,511,241
Net Local Government Revenue	Thousands of Fixed (2015) Dollars	\$	12,925
Net Local Gov Revincl ATAX/HTAX*	Thousands of Fixed (2015) Dollars	\$	32,917

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

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Category	Revenue Type	100	2019
Charges	Air Transporation	\$	614.6
Federal Intergovernmental	Air Transporation	\$	198.4
Tax	Alcoholic Bev Sales	\$	38.1
Charges	All Other	\$	246.4
Federal Intergovernmental	All Other	s	46.8
State Intergovernmental	All Other	\$	152.7
Tax	Amusements Lic	\$	0.4
Intergovernmental to State	Correctional Institutions	\$	0,4
Tax	Death and Gift	\$	0.1
Tax	Documentary and Stock Transfer	s	11.3
Misc	Donations from Private Sources	\$	24.8
Employee Retirement	Earnings on Investments (calculated)	\$	5.8
Federal Intergovernmental	Education	\$	2.7
State Intergovernmental	Education	\$	3,672.0
Revenue	Electric Utilities	s	1,958.8
Federal Intergovernmental	Electric Utilities	\$	2.0
Intergovernmental to State	Electric Utilities	\$	1.5
Intergovernmental to State	Elementary-Secondary Ed	\$	9.6
Charges	Elementary-Secondary Ed - Other	\$	128.0
Charges	Elementary-Secondary Sch Lunch	\$	74.9
Charges	Elem-Sec Ed Tuition and Transporation	\$	9.3
Misc	Fines and Forfeits	\$	90.7
Employee Retirement	From Other Governments	\$	0.1
Revenue	Gas Utilities	\$	773.1
Intergovernmental to State	General - Other	\$	6.6
Federal Intergovernmental	General Local Gov Support	\$	7.4
State Intergovernmental	General Local Gov Support	\$	213.7
Misc	General Rev, NEC	\$	409.3
Tax	General Sales/Gross Rcpts	\$	1,059.0
Intergovernmental to State	Health - Other	\$	5.6

Category	Revenue Type	2019	
Federal Intergovernmental	Health and Hospitals	\$	135.2
State Intergovernmental	Health and Hospitals	S	119.7
Federal Intergovernmental	Highways	\$	8.9
State Intergovernmental	Highways	\$	51.0
Charges	Hospital Public	\$	9,858.0
Charges	Housing and Community Dev	\$	24.2
Federal Intergovernmental	Housing and Community Dev	\$	212.2
State Intergovernmental	Housing and Community Dev	\$	16.9
Misc	Interest Earnings	\$	454.4
Intergovernmental to State	Judicial and Legal Serv	\$	5.1
Intergovernmental to State	Libraries	\$	0.1
Employee Retirement	Local Empl Contribution	S	0,1
Charges	Misc Commercial Activities	\$	6,3
Тах	Motor Vehicle Lic	\$	293.2
Federal Intergovernmental	Natural Resources	\$	23.3
Charges	Natural Resources - Other	\$	2.9
Tax	Occupation/Business Lic	\$	1,202.6
Intergovernmental to State	Other Higher Ed	* * * * * * * * * * *	0.0
Tax	Other Licenses	\$	49.2
Tax	Other Selective Sales	\$	583.6
Charges	Parking Facilities	\$	27.6
Charges	Parks and Rec	\$	35.9
Tax	Property	\$	3,032.2
Tax	Public Utilities Sales	\$	222.0
Tax	Public Utility Lic	\$	228.5
Federal Intergovernmental	Public Welfare	\$	7.8
State Intergovernmental	Public Welfare	\$	11.8
ntergovernmental to State	Public Welfare	\$	1.8
Charges	Regular Highways	\$	35.0
Intergovernmental to State	Regular Highways	\$	0.9

Category	Revenue Type	2019	
Misc	Rents	\$	40.1
Misc	Sale of Property	\$	194.7
Charges	Sea and Inland Port Facilities	\$	5.8
Charges	Sewerage	\$	2,083.7
Federal Intergovernmental	Sewerage	\$	103.5
State Intergovernmental	Sewerage	\$	32.9
Intergovernmental to State	Sewerage	\$	0.1
Charges	Solid Waste Mgt	\$	920.1
Misc	Special Assessments	\$	19.9
Tax	Tax, NEC	\$	534.0
Revenue	Transit Utilities	\$	38.9
Federal Intergovernmental	Transit Utilities	\$	67.4
State Intergovernmental	Transit Utilities	\$	60.7
Revenue	Water Utilities	\$	1,952.1
Federal Intergovernmental	Water Utilities	\$	38.9
State Intergovernmental	Water Utilities	\$	64.6
Intergovernmental to State	Water Utilities	\$	0.2
Tax	ATAX (Local + Beach Renourishment)	\$	11,220.3
Tax	ATAX (DMO share of State)	\$	2,799.0
Tax	HTAX	\$	4,217.6
Tax	Recreation Tax	\$	1,755.9
Total		\$	52,585.1

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Impact of HHI Tourism on Beaufort County, 2019-10

Category	Expenditure Type		2019
Current Ops	Air Transporation	\$	60.3
Construction	Air Transporation	\$	1.1
Other Capital Outlay	Air Transporation	\$	2.3
Employee Retirement	Benefit Pmts	5	-
Current Ops	Central Staff Serv	\$	219,9
Construction	Central Staff Serv	\$	1.1
Other Capital Outlay	Central Staff Serv	\$	3.6
Current Ops	Correctional Institutions	\$ \$	1.14
Construction	Correctional Institutions		
Other Capital Outlay	Correctional Institutions	\$	
Current Ops	Corrections - Other	\$	
Other Capital Outlay	Corrections - Other	\$	1.11
Current Ops	Electric Utilities	\$	411.5
Construction	Electric Utilities	\$	-
Other Capital Outlay	Electric Utilities	\$	2.3
Interest on Debt	Electric Utilities		Q
Current Ops	Elementary-Secondary Ed	\$	5,555.7
Construction	Elementary-Secondary Ed	\$	-
Other Capital Outlay	Elementary-Secondary Ed	\$	282.6
Current Ops	Financial Admin	\$	200.5
Construction	Financial Admin	\$	1.1
Other Capital Outlay	Financial Admin	\$	2,3
Current Ops	Gas Utilities	\$	178.1
Construction	Gas Utilities	\$	10.0
Other Capital Outlay	Gas Utilities	\$	3.1
Interest on Debt	Gas Utilities	\$	(
Interest on Debt	General	\$	
Current Ops	General - Other	\$	268.0
Construction	General - Other	\$	58.4
Other Capital Outlay	General - Other	\$	72.8

Category	Expenditure Type	2019		
Current Ops	General Public Bldgs	\$	81.1	
Construction	General Public Bldgs	\$	1.1.1	
Other Capital Outlay	General Public Bldgs	\$	23.0	
Current Ops	Health - Other	\$	139.3	
Construction	Health - Other	\$	1.14	
Other Capital Outlay	Health - Other	\$	6.3	
Current Ops	Hospitals	\$	2,846.7	
Construction	Hospitals	\$		
Other Capital Outlay	Hospitals	\$	120.5	
Current Ops	Housing and Community Dev	\$	246.4	
Construction	Housing and Community Dev	\$	32.4	
Other Capital Outlay	Housing and Community Dev	\$	4.5	
Current Ops	Judicial and Legal Serv	\$		
Construction	Judicial and Legal Serv	\$	1.1.1	
Other Capital Outlay	Judicial and Legal Serv	\$	1.1	
Current Ops	Libraries	\$ \$ \$ \$ \$ \$ \$ \$ \$	96.2	
Construction	Libraries	\$		
Other Capital Outlay	Libraries	\$	2.0	
Current Ops	Local Fire Protection	\$	340.1	
Construction	Local Fire Protection	\$	11.14	
Other Capital Outlay	Local Fire Protection	\$	19.3	
Current Ops	Misc Commercial Activities, NEC	\$	4.1	
Construction	Misc Commercial Activities, NEC	\$	1.14	
Other Capital Outlay	Misc Commercial Activities, NEC	\$	0.1	
Current Ops	Natural Resources - Other	\$ \$	10.9	
Construction	Natural Resources - Other	\$	5 54	
Other Capital Outlay	Natural Resources - Other	\$		
Current Ops	Parking Facilities	\$	11.9	
Construction	Parking Facilities	\$	0.5	
Other Capital Outlay	Parking Facilities	\$	0.8	

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Category	Expenditure Type		2019
Current Ops	Parks and Rec	\$	205.6
Construction	Parks and Rec	\$	
Other Capital Outlay	Parks and Rec	\$	42.9
Current Ops	Police Protection	\$	670.0
Construction	Police Protection	\$	1.12
Other Capital Outlay	Police Protection	\$	35.7
Current Ops	Protective Inspection and Reg NEC	\$	35.2
Construction	Protective Inspection and Reg NEC	\$	
Other Capital Outlay	Protective Inspection and Reg NEC	\$	2.0
Assistance & Subsidies	Public Welfare - Fed Categorical Assistance Progs	\$	0.3
Current Ops	Public Welfare - Other	\$	30.3
Construction	Public Welfare - Other	\$	0.2
Other Capital Outlay	Public Welfare - Other	\$	0.1
Current Ops	Public Welfare - Vendor Pmts for Medical Care	\$	0.3
Current Ops	Public Welfare Institutions	\$	24.
Construction	Public Welfare Institutions	\$	6 - A
Other Capital Outlay	Public Welfare Institutions	\$	0.1
Current Ops	Regular Highways	\$	179.2
Construction	Regular Highways	\$	174.4
Other Capital Outlay	Regular Highways	\$	32.4
Current Ops	Sea and Inland Port Facilities	\$	
Construction	Sea and Inland Port Facilities	\$	
Other Capital Outlay	Sea and Inland Port Facilities	\$	0.0
Current Ops	Sewerage	\$	358.8
Construction	Sewerage	\$	135.3
Other Capital Outlay	Sewerage	\$	15.1
Current Ops	Solid Waste Mgt	\$	250.8
Construction	Solid Waste Mgt	\$	
Other Capital Outlay	Solid Waste Mgt	\$	23.9
Salaries and Wages	Total	\$	5,649.6

Category	Expenditure Type	2019		
Current Ops	Transit Utilities	\$	62.0	
Construction	Transit Utilities	\$		
Other Capital Outlay	Transit Utilities	\$	7.0	
Interest on Debt	Transit Utilities	\$	-	
Current Ops	Water Utilities	\$	383.7	
Construction	Water Utilities	\$	-	
Other Capital Outlay	Water Utilities	\$	27.9	
Interest on Debt	Water Utilities	\$	-	
Employee Retirement	Withdrawls	\$	0.0	
Total		\$1	9,667.8	



# 2019 DIGITAL & SOCIAL MARKETING RECAP



### HILTON HEAD ISLAND PROPER

### SEARCH INTEREST

In 2019, Search interest was up 5% vs PY. Demand spiked in June, September, and December. The June search trend was related to 4th of July searches, while the September search trend was related to Hurricane Dorian. December's search interest was about Christmas and New Year's events.

Outside of South Carolina, the top Brand Interest markets are consistent with PY. Georgia, North Carolina, Ohio, and West Virginia were the top search
markets.

Top terms used to search for Hilton Head Island were hilton head, hilton head island, daufuskie island, hilton head south carolina, hilton head sc, hilton head resorts, hilton head golf courses, hilton head golf packages, things to do in hilton head, and may river golf club.



### HILTON HEAD ISLAND GOLF

#### SEARCH INTEREST

- In 2019, Search interest for Hilton Head golf courses was up 19% vs PY.
- Outside of South Carolina, the top Brand interest markets were North Carolina, Georgia, Ohio, and New York.

Top terms used to search for Hilton Head Island were hilton head golf courses, hilton head golf packages, may river golf club, hilton head golf, harbour
town golf links, golf hilton head, hilton head island golf courses, robbers row golf, golf courses in hilton head, and hilton head golf.



### HILTON HEAD ISLAND BLUFFTON

SEARCH INTEREST

 In 2019, Search interest was up 16% vs PY. Outside of South Carolina, the top Brand interest markets were North Carolina, Georgia, Connecticut, and Tennessee.

Top terms used to search for Hilton Head Island were bluffton sc: bluffton south carolina, things to do in bluffton sc, bluffton events, bluffton farmers
market, bluffton sc events, bluffton sc upcoming events, bluffton, and old town bluffton.





### HILTON HEAD ISLAND PROPER

### TOTAL WEBSITE VISITATION

• In 2019, there were 2.1M visits to the hiltonheadisland.org website. Search traffic (organic and paid) contributed a major share of traffic to the website (60%). The decline in traffic, compared to the previous year was contributed by a decrease in paid spend.

The share of tablet traffic increased 4pts, with desktop traffic down 4pts, and mobile traffic remaining flat at 53%.



### HILTON HEAD ISLAND PROPER

#### PAGE PERFORMANCE

The HHI Escapes page is the most popular page visited, aside from the expected homepage. The HHI Escapes page went live Mar 16, 2018, Looking at Mar 16-Dec 15 YoY, there is a 56% page view increase. Display, Organic Search and Social are all contributing to the large increase in page views.

The Golf page has an increase of 20% in pageviews YoY. Users are spending more time on the page in comparison to last year with a lower bounce rate indicating a higher level of quality traffic viewing the page.

#### Top Pages

	Page	Pageviews •		Avg. Time on Page		Bounce Rate	NA.
1.	4	404,846	-36.5%-1	00:01:29	9.8%	-40.01%	-7.1% 4
2.	Anterschilton-head-island-escapes	220,138	63.9%	00:03:53	-11.9% (	74.17%	-0.1%
3,	isen-da	189,952	18.0%	00/01:19	-4.9%	45,33%	3.1%
4	(2019-worlds-best-awards	163,259		00:03:26	*	83.04%	
5	invents	150,300	-14.239-1	00:01:31	10.2%	39.3%	21,0%
6,	Atav/hotels-inns-resorts	70,013	-24.6%	00,04:28	2.1% (	51.25%	-9.5% +
<u>7</u> ,	.conde-nast-traveler-readers-choice2019	63,614		10:03:01		88.72%	
6,	Atax	61,204	-41.7% 4	00:00:38	7,4%1	32.37%	-40.9%
9	/food-drink/restaurants	58,960	-10,0%	00:04:26	-1.3% (	59.98%	7.3%
10	daufuskie	54,599	2.8%	00:02:07	19.5%	47.1%	-1.6%
						HILTON H	(B) EAD ISLAND Contine

### HILTON HEAD ISLAND

SOCIAL TRAFFIC

90% Uvers from Facebook

 Facebook is the key driver for the majority of the social traffic to the website, accounting for 90% of the social sessions.

 The volume of traffic from Instagram is lower in comparison to Facebook, although users from Instagram fave a higher average sessions duration once they land on the website. On average, users spend about one additional minute in comparison to Facebook. The bounce rate for Instagram is lower than other social channels and users are mene filely to citics on partner fittings.

iok .					Pages / Session		Duration	
	113,619	19.0% #	140,348	12.96 1	1,38	-0,7% 4	00,00;4§	5.461
-	7,585	-22,279 4	9,712	15,0% 4	1,65	2.9%	00,01,05	-1.478.4
	2.684	-38.65.4	11.714	49.7%.4	1.37	-1.110-4	00.00.49	2.7% #
am Stories	1,204	-15.0%4	1.274	55.96.4	1.5	-18.2%.4	00:00:33	-37.0%.8
igen.	619	-27.4%4	657	-76.7%	234	43.15 1	000536	187.39.1
	um Sharius	2.684 Im Shories 1.204	2.694 -36.611.4 em:Stories 1.204 -36.61.4	2.684 36.61 0.716 en Stones 1.204 -38.4% 1.274	2,684 -36,6% (1,716 -49,7%) m Stories 1,254 -36,8% (1,224 -35,9%)	2.664 -36.01.4 8.716 -41716 1.37 er:Shone: 1.204 -16.816.4 1.224 35.96.4 1.3	2.669 -36.01.0 1.716 -49.716 1.37 -1.110 er Boner, 1.256 -34.916.4 1.224 55.916 1.3 36.216.4	2.684 -38.611 8.710 -4778.4 1.57 -5.111 0000.49 er Bonet 1.204 -38.95.4 1.274 53.95.4 1.3 16.25.4 000033



### HILTON HEAD ISLAND BLUFFTON

### TOTAL WEBSITE VISITATION

 There have been 65K visits to the Bluffton sections of the website, predominantly by search traffic (organic and paid). Traffic is down 13% vs PY, driven by all traffic sources, but the biggest decline came as a result of a decrease in paid traffic.

• The share of tablet traffic increased +5pts, with desktop and mobile traffic seeing smaller shares.

• Organic and paid search drive the majority of traffic to the site, accounting for over 66% of traffic.









### HILTON HEAD ISLAND PROPER

### CONVERSION RATE OVERVIEW

• HHI drove 650K conversions, down -12% vs the PY, for a conversion rate of 31%, down -2 pts vs the PY.

There were several factors impacting conversion volume this year, such as a decrease of paid media budget and inclement weather events, such as Hurricane Dorian.

The majority of conversions are outgoing links to partners. Golf and Bluffton account for 17% of conversions. Form Submits and Click to Call actions drove 5%.















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# **2019 PUBLIC RELATIONS YEAR IN REVIEW**







# **MEDIA VISITS**

The best way to bring the destination to life for media and influencers is to have them experience it firsthand. This year, we focused on driving shoulder season travel, showcasing culinary offerings and marquee events and more.

The team strategically selected media and influencers that fit into the travel, lifestyle and culinary spaces to reach our key markets and shed light on the Island's top offerings.



# MEDIA VISITS

Throughout 2019, the team worked with top-tier lifestyle media to coordinate individual visits to the Island. The firsthand experiences paved the way for meaningful feature coverage for the destination honing in on priority pillars and key messaging.



11VPM: 1 711 91

Chowhound Senior Editor, Joey Skladamy visited the Island in April 2019 to explore the destination's vast bulinary offerings willie on a road trip through Savannah, Hitton Head and Charleston. As a result, Joey placed three stories following his visit, highlighting every stop on his customized itinerary, as well as shared his experiences on his own (F), and Chowhourd's G stories for a takeover: His firsthand.

well as shared his experiences on his own IG, and Chowhound's IG stores for a takeover: His frethand experience allowed him to over deliver in his coverage, producting not one, but three stores that were crosspromoted on all Chowhound social channels. Joey later shared that his Hillon Head Island teature story digitably out-performed his Savannah and Charleston features. The tip resulted in own "2001 impressions,



Arianda Ogle is a freelance writer, contributing to Travel + Leisure, Virtuoso, Ozy and more. She visited the Island on May 7-10 and experienced first-hand the environmental wonders the destination has to offer, including the relocation of a turtle nest (which she shared on her personal IG) among other activities.

Amanda is looking to produce a turtle conservation story with one of her outlets by April of 2020.

### **RESULTING MEDIA COVERAGE**

### Chowhound

Take 5: What to Eat and Drink in Hilton Head



Ion Hour may not get the same narrows an Worker Branch, but down get the singly point of bolisms, the function of sole of difficult scene half as its Bissenshi and Charlanton nargitatori, 12; here such Teta Samer at the entra standard the bolism Samer and the sole of the single scene at the monot of an "silinal excises." In the noneed approx point was soles below. In the silinal devices. The noneed approx point was soles below. To not the two comparison different types of the max in this thank boly is wrists field to be prices point the balance. In the set the the soles blows, point leaves the silinal devices the soles.





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Chowhound

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### **RESULTING SOCIAL COVERAGE**





### INFLUENCER RELATIONS

In 2019, the team hosted travel and foodie influencers to share their on-island experience with their followers. Influencers drove awareness to inspire visitation during key shoulder season travel periods.



Gracie Gordon of Hungry Blonde is a food, lifestyle and wellness influencer who visited Hilton Head Island in February to showcase the annual Seafood Festival through her culinary lens in exchange for accommodations, travel and access to the A festival and events.

TN

and at the

ds, Bobby & Alli Tal ers: 85 4K

As a result, Gracie featured the Island on her Facebook, IG stories and feed, and her blog, "A Lowo Hilton Head Island Seafood Festival." Her trip resulted in a total reach of over 334K.

Gracie Gordon, Hungry Bi Followers: 68K

The Traveling Newlyweds are a married influencer travel duo. The couple visited the Island in April 2019 as part of a paid collaboration with the destination, with their furry friend, Sally in tow. Through this paid partnership, the couple showcased the activities, dining and accommodations that offer get-friendly options for the whole family to enjoy. Their glowing review left their followers eager to check out the Island themselves.

As a result, the couple generated content that reached over 690K impressions, which included countless IG sto static IG posts, a featured blog post, as well as hi-res images for the Chamber's marketing use.



A S T U T E Mustafa Kacar is a menswear and men's lifestyle influencer who was set to visit the Island for Concours of Elegance in April A T T I R E 2019. Due to a family emergency, Mustafa had to cancel his trip last-minute, but is hoping to have a chance to visit the Island in





# **EVENT EXPERIENCES**

In 2019, we kept Hilton Head Island top of mind among media and influencers by bringing a taste of the lowcountry directly to them in NYC.

It's harder than ever for media to get away from their offices and to cut through the clutter of influencer partnership opportunities. This relationship building opportunity allowed us to plant important seeds for future trips and potential coverage.

In 2019, we hosted two intimate events:

- · Liquor Lab
- · Golf & Body NYC



# LIQUOR LAB

On May 1, media and influencer guests experienced a stepby-step cocktail making class at Liquor Lab in SOHO led by expert mixologists. We worked with our partners at the Savannah Hilton Head International Airport as well as select local spirit companies, including Bulrish Gin, Aermoor Vodka, and Burnt Church Bourbon to quite literally bring a taste of the South to New York.

Media and influencer guests learned how to mix four cocktails featuring local spirits and inspired by #LowcountryLife accompanied by southern bites like shrimp and grits as they took in the latest news from the destination.

The team is exploring a number of leads following the event including individual visits with Elite Daily and Astute Attire and potential story inclusion with Romper and Good Housekeeping with much more to come.



# GOLF & BODY NYC

Increased millennial interest in golf inspired a hole-in-one themed experience featuring a simulated drive challenge set against the backdrop of the famed Harbour Town Golf Links, a putting contest and expert one-on-one instruction – all while learning what's new on Hilton Head.

Guests spanned top regional and national media targets across print, online, broadcast and social channels.

A number of leads have transpired following the Golf & Body intimate media experience. The team is exploring IPTs with top-tier regional lifestyle outlet New York Family, segment opportunities with syndicate producers from CBS Newspath, and staying top of mind with weekend producers from the Today Show for on-air mentions and much more.



# SPECIAL PROJECTS

To celebrate Hilton Head Island as HGTV's Dream Home 2020 location, the team began outreach to top-tier travel and lifestyle media to invite them to exclusive events in the home and around the Island. The team secured two media including People Magazine and Lonely Planet, with additional interest from Food & Wine, Robb Report and MyRecipes.





### CHEERING ON AMERICA'S #1 ISLAND

Among other top-tier accolades, including Conde Nast Traveler Readers' Choice award-winning Island, Hilton Head Island was also voted #1 Island in the Continental U.S. for four years in row (2016-2019) and #2 Island in the World in 2017 by readers of Travel + Leisure Magazine.









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