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## To our Tourism Stakeholders, Business Owners and Hilton Head Island Community,

This past year has presented the world challenges that were beyond comprehension. COVID-19 has changed us all both personally and professionally. As we move forward with an unpredictable future, we take with us many learnings from the past year as we rebuild the foundation of travel together.

The Path Forward Readiness Plan led the Hilton Head Island community as well as the travel and tourism industry in setting new standards for our businesses, residents and visitors. The program was widely adopted as over 300+ businesses throughout the Lowcountry took the Path Forward Pledge. From a global standpoint VRMA, Vacation Rental Management Association, adopted the Path Forward program and rolled this out as a corporate standard – safety preparedness led the way for a swift recovery for our community and local businesses, ensuring our number one economy, tourism.

The visitors recognized our efforts. Our community remained open – from the wide-open beaches and many outdoor amenities, to al fresco dining and takeout, to accommodations - we were well-positioned to ensure the return of travel safely back to the destination. HSMAI and Travel Weekly, leaders within the travel and tourism industry, as well as the readers of Condé Nast Traveler recognized our efforts with top honors in their coveted industry and readership awards.

As we continue to lay the framework for the future of tourism – the foundation is strong. Alongside the efforts of the Path Forward Readiness Plan, work continued with the Destination Management Plan, the 10-year vision of tourism for our community. The three-year organizational Strategic Plan that supports our annual Destination Marketing Organization (DMO) initiatives and ensures the stewardship of the brand, was also refreshed to meet the needs of the organization post quarantine.

A special note of appreciation to our Board of Directors, Marketing Council, community leaders and residents for their support and commitment throughout this past year. Their continued engagement has resulted in a resilient community and roadmap for our destination's tourism.

All the best,

Bill

William G. Miles, IOM, CCE

President & CEO

Hilton Head Island-Bluffton Chamber of Commerce



# 2021 Board of Directors

# **Executive Committee**

# **CHAIR**

#### Susana Cook

General Manager Palmera Inn and Suites

## **IMMEDIATE PAST CHAIR Chris McCorkendale**

Senior Vice President, Hargray Fiber

## VICE CHAIR, BLUFFTON **REGIONAL BUSINESS** COUNCIL

### **Chris Corkern**

President

Prudential Insurance

## **VICE CHAIR, FINANCE** Andrew Schumacher

Chief Executive Officer Palmetto Dunes P.O.A.

## VICE CHAIR, GOVT. **RELATIONS**

### Jean Beck

Executive Vice President & CEO HH Area Association of Realtors

### VICE CHAIR, MEMBERSHIP Jerome Smith

General Manager Disney's Hilton Head Island Resort

## VICE CHAIR, SMALL **BUSINESS Dru Brown**

Managing Partner Island Time Hilton Head

# **VICE CHAIR, VISITOR & CONVENTION BUREAU**

### **Michael Scioscia**

General Manager Westin Hilton Head Island Resort & Spa

# VICE CHAIR, WORKFORCE **& EDUCATION**

## **Terry Tadlock**

President Correll Insurance Group of Hilton Head

### PRESIDENT & CEO William G. Miles, IOM, CCE

Hilton Head Island-Bluffton Chamber of Commerce

# **Board of Directors**

### Chris Bracken

Director of Sales & Marketing Sonesta Resort Hilton Head Island

### **Andrea Bragg**

Owner

Forsythe Jewelers

### **Andrew Carmines**

General Manager Hudson's Seafood House on the Docks

### Mary Lee Carns

Vice President for Advancement and Executive Director, TCL Foundation, Technical College of the Lowcountry

### **Jeremy Clark**

Market Chief Executive Officer Hilton Head Regional Healthcare

### Caleb Graham

General Manager Ocean Oak Resort, Hilton Grand Vacations

### **Greg Kelly**

**Executive Director** Savannah/Hilton Head International Airport

## **Casey Lavin**

General Manager Montage Palmetto Bluff

#### Diana Mcdougall

Lowcountry Regional President Coastal States Bank

## Dr. Al Panu

Chancellor University of South Carolina, Beaufort

### Jon Rembold

**Executive Director** Hilton Head Island Airport

### **Steve Stauffer**

Agency Manager McGriff Insurance Services

### **Ahmad Ward**

**Executive Director** Historic Mitchelville Freedom Park

#### **Steve Wilmot**

**Tournament Director** Heritage Classic Foundation

### **Alan Wolf**

**Director of Operations** SERG Restaurant Group

# **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.

### Michael Scioscia, Vice Chairman, Visitor & Convention Bureau

General Manager, The Westin Hilton Head Island Resort & Spa

### **Chris Bracken**

Director of Sales & Marketing, Sonesta Resort Hilton Head Island

#### **Dru Brown**

Managing Partner, Island Time Hilton Head

#### **Rex Garniewicz**

President & CEO, Coastal Discovery Museum

#### Josh Gruber

Deputy Town Manager, Town of Hilton Head Island

### **Lindsey Harrell**

President, Hilton Head Island Concours d'Elegance & Motoring Festival

### Julie Jilly

Vice President of Marketing & Special Events, Professional Tennis Registry

### Stacy Jukofsky

Marketing Director, Coastal Restaurants & Bars (CRAB)

### Lori Lvnah

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

### **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 & Marketing, The Sea Pines Resort

### **Mike Overton**

Founder, Owner & CEO, Outside Brands

#### Jon Rembold

Airports Director, Hilton Head Island Airport/Beaufort Executive Airport

### **Sheryl Rodgers**

Director of Sales, Courtyard by Marriott Hilton Head Island

### **Courtney Young**

President & CEO, ForeSight Communications, LLC

# **Executive Summary**

The Hilton Head Island-Bluffton Chamber of Commerce and 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, 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 2020, Hilton Head Island was recognized as America's Favorite Island® four times over and was placed in top mention in regards to the meetings and groups segment. These accolades and achievements are imperative to our marketing plan and help bring clarity and focus to the Hilton Head Island Visitor & Convention Bureau efforts. The foundation of what we work toward is defined in our vision and mission, supported by our cornerstone, strategic plan and our annual goals.

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

The Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau implemented major actions aimed at maintaining its commitment to excellence and leadership in the marketplace this past fiscal year. These included:

- Development and implementation of the Path Forward Readiness Plan. a uniform set of recommended protocols for businesses to follow, provided a consistent and evidence-based approach to protecting the health of residents, workforce and visitors. Over 150 business owners, residents and community members and government officials gave their input and over 300 businesses took the Pledge to adhere to the recommended guidelines. The Path Forward story was picked up by 140 different media outlets and adopted nationally by VRMA, Vacation Rental Management Association.
- Integration of Zoom technology for our organization to be able to adapt and continue operating seamlessly.
- Development of weekly Tele-Town Hall series to deliver relevant and up to date information to listeners and provide insight from key thought leaders throughout 2020 and into 2021.
- 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.
- Board approved 10 year Destination Management Plan that provides the roadmap and shared vision for the community to ensure responsible and sustainable tourism growth.

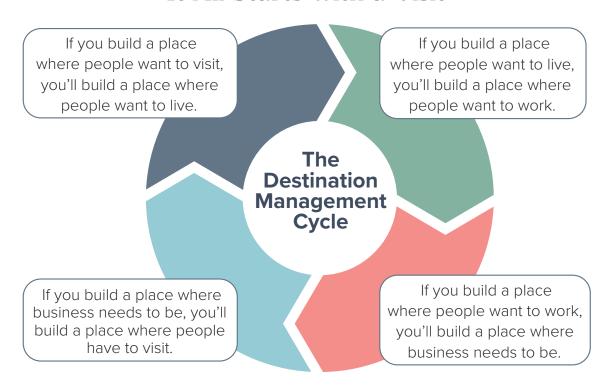
Vision

A welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors.

Mission

Stimulate the regional economy while enhancing the quality of life for all.

# It All Starts with a Visit



# **Community & Industry Partnerships**



# **Destination Strength**



**Brand** 



Accommodations



**Natural Environmental** Stewardship



Meetings & Groups



**Events** 



Community & **Destination Plans** 



Connectivity Infrastructure



Air Lift



International Access

# **Community Alignment**



**Local Community** Support



Organization **Governance Model** 



**Partnership** Strength



Industry Support



Regional Cooperation



Workforce



Hospitality Culture



Policy & Regulatory Environment



**Funding Support** & Certainty



**Tourism Economic** Development

# **Defining Our Cornerstone**

Tourism is a competitive landscape. Every destination must compete with every other tourism destination for their share of the world's attention, visitation and investment. A destination needs to integrate the community into marketing efforts to create the desire amongst travelers to want to experience the destination and meet its people.

For any destination to ensure its competitive advantage and increase visitor revenue, there must be a clear strategic framework for developing, articulating and promoting the destination brand. That is why destination

marketing and management organizations exist. They have the unique mandate to steward the community's identity and reputation in the global visitor marketplace on a daily basis.

A destination brand is rooted in the community's priorities. It is a common good and a shared value. Promoting the destination is for the benefit and well-being of everyone in the community. Therefore, the stewardship of the brand is an essential investment for enhancing quality of life and increasing opportunities for all residents.



# Year in Review



## Condé Nast Traveler

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



## **ConventionSouth**

Reader's Choice Awards 8<sup>th</sup> Consecutive Year



### Travel + Leisure

#3 Island in the Continental U.S.



## Gold Magellan Award

Destination Marketing Event



# Southern Living

#2 Best Beach Town



## HSMAI Adrian Award

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



# WEBSITE HiltonHeadIsland.org

2.5M

Website **Visits** 

**1.2M** 

Links to **Partners** 

48%

Conversions



## SOCIAL **MEDIA**

**2.2M** 

Total **Engagements** 

56.7M

Total **Impressions** 

24.8%

Instagram **Growth YoY** 



## **PUBLIC RELATIONS**

1.9K

Stories/ **Mentions** 

**8.1M** 

**Impressions** 

\$19M

Ad Value



## **HOTEL / HOME & VILLA**

**47.7%** 

Occupancy

6.9%

S275

**ADR** 

12.1%

S131

**RevPAR** 

4.4%



\$187,908,737

Total revenue generated by HiltonHeadIsland.org





# It Starts With A Visit

As a community built upon tourism it is imperative to ensure the destination for the next generation of residents, business owners and visitors. As the Destination Marketing Organization (DMO) we are experts within this space, constantly working to ensure the community's priorities and stewardship of the brand that ultimately ensures the quality of life for all.

The 2021-2022 Destination Marketing Plan developed annually ladders into our organization's three-year Strategic Plan and ultimately into our community centric 10 year Destination Management Plan. Our approach to long-term tourism success sits alongside the Hilton Head Island community's 20 year vision "Our Plan". Our efforts complement and support a vibrant and collaborative partnership with the Town to ensure the future of the destination.

## **Destination Management Plan**

This 10 year plan, in partnership with the Town and community, helps ensure the continued growth of our tourism industry, while safeguarding the idyllic way of life for those that live and work here.

The plan provides a platform for community engagement, including input from business and government leaders, stakeholders and residents into what strategies are needed to ensure the long-term success of our destination. The Destination Management Plan enables a shared vision for our community, and creates strategies to address such areas as sustainable growth, product development, consumer expectations and other socio-economic factors.

## Strategic Plan

The goal of the three-year Strategic Plan is to ensure alignment with our Board of Directors and collaborative efforts with our partners and community. The plan is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment.

In February 2021, the Board of Directors approved and adopted the 2021-2023 Strategic Plan. The plan is organized around these 5 strategic goals:

- 1. Improved Alignment & Community Engagement
- 2. Grow Local Business
- 3. Expanded Meetings & Groups
- 4. Energized Destination Development & Management
- 5. Sustainable & Innovative Organization

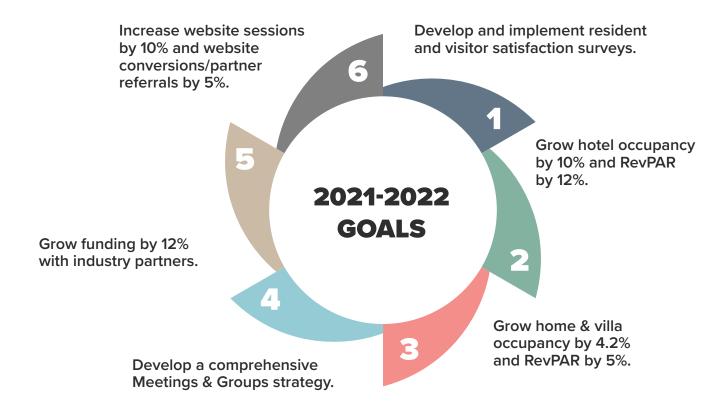
### Marketing Plan

The Destination Marketing Plan is an operational one-year document that outlines marketing goals and tactics for the fiscal year that our organization will implement to generate tourism. It is built on tactics to achieve our yearly goals on the following page and ultimately aligns with the Strategic Plan and Destination Management Plan initiatives.

# 2021-2022 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 annual plan for the destination.

The Visitor & Convention Bureau staff and Marketing Council monitors the plan's 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.



# 2021-2022 Goals & Tactics





# Develop and implement resident and visitor satisfaction surveys.

Research, develop and deploy a comprehensive resident satisfaction survey.	
Analyze and report on findings of the resident satisfaction survey and use first year results as a baseline for growth in following years.	
Refine current visitor profile study and deployment process.	
Analyze and report on findings of the visitor profile study and provide input for future growth opportunities.	

# Grow hotel occupancy by 10% and RevPAR by 12%.

that drives traffic directly to hotel partners.
Develop individual landing pages for each hotel partner participating in the website cooperative programs.
Confirm and promote latest, relevant offers throughout the year with cooperative partners.
Educate and promote partners on meetings and groups incentive programs to help increase overall occupancy and RevPAR.

# Grow home and villa occupancy by 4.2% and RevPAR by 5%.

	Develop a home and villa specific offers landing page.
	Promote and bring partners onboard to participate in cooperative program for driving conversions.
	Designate a liaison to consult with travel advisors on the available home and villa product.
	Develop regular communications, including meetings, with home and villa partners to align on marketing efforts.

# Develop a comprehensive Meetings & Groups strategy.

☐ Hire for a Hilton Head Island Visitor & Convention Bureau Director of Sales position.
Continue to build on industry partnerships to generate qualified leads for the destination.
Refresh the Meetings & Groups microsite and creative promotions.
Continue the comprehensive LinkedIn efforts.
Expand on programs and incentive offers to attract more meetings and groups business.
Conduct FAM trips both virtually and in-market.
☐ Attend international, national and regional virtual and in person tradeshows.

5	Grow funding by 12% from previous year
	with industry partners.

☐ Increase awareness and grow participation of the SCPRT Destination Specific Funds (DSF) opportunity for partners.
Develop unique cooperative programs for partners to participate using our platforms to amplify their brand.
Create national and regional brand partnerships that align and amplify Hilton Head Island and our partners.

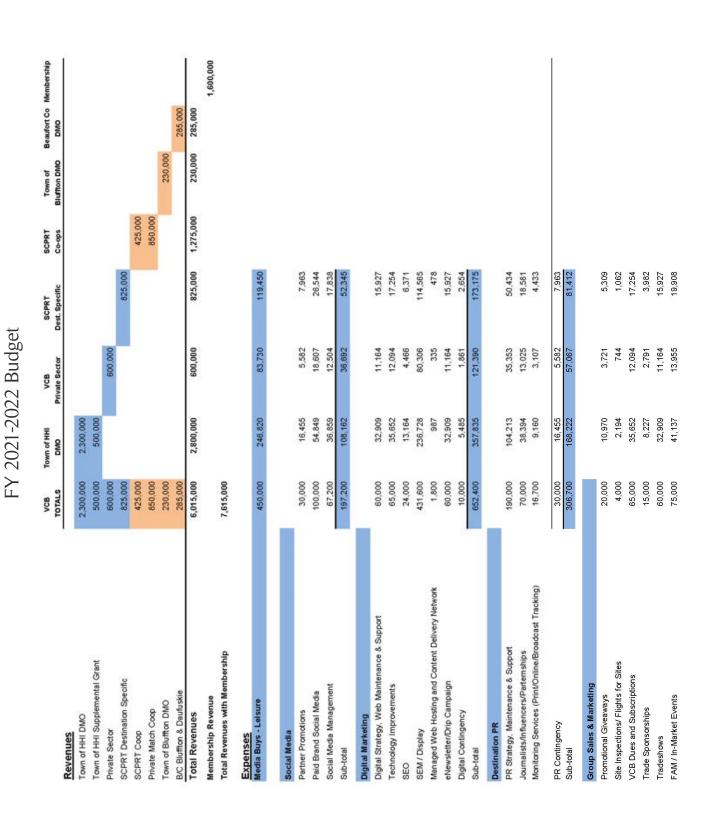
# 6 Increase website sessions by 10% and website conversions/partner referrals by 5%.

Optimize content on the website that is engaging, entertaining and conversion-driven.
Expand and broaden organic keyword rankings for Search Engine Marketing (SEM).
Leverage a strategic mix of targeted methods to identify and reach the most qualified users and bring them to HiltonHeadIsland.org.
☐ Create engaging content on social media platforms driving direct traffic back to the website.
Utilize third-party media partnerships and endorsements to further amplify our voice and brand to consumers and direct them back to HiltonHeadIsland.org.



Budget

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



Focused Service	2,500	1,371	465	664				
SC Sports Alliance	5,000	2,742	930	1,327				
SEM	25,000	13,712	4,652	6,636				
Social Media	80,000	43,879	14,885	21,235				
Website	10,000	5,485	1,861	2,654				
Collateral	5,000	2,742	930	1,327				
Trade Media	15,000	8,227	2,791	3,982				
Sub-total	381,500	209,249	70,984	101,267				
International								
Coastal SC USA Coop	40,000	21,940	7,443	10,618				
International Promotions	25,000	13,712	4,652	6,636				
International Tradeshows	20,000	10,970	3,721	5,309				
Sub-total	85,000	46,622	15,816	22,563				
Destination Photography & Video	75,000	41,135	13,955	19,908				
Insiders/Collateral/Fulfillment								
Vacation Danner	000 000	109 698	37 213	53 089				
Fulfilment	115 000	63,026	21,398	30,526				
Toll-Free Phone	4.000	2.194	744	1.062				
Sub-total	319,000	174,968	59,355	84,677				
minute of the second	475,000	280 30	32 563	16 163				
הפספמוכו ע רומווווים	200,52	00000	35,302	000				
VCB Sales. Mkt. Services & Obs.								
Personnel	1.085.000	595.700	75.915	86.625	193,375	59.570	73.815	
Benefits	155,000	85,100	10,845	12,375	27,625	8,510	10,545	
Operations	310,000	170,200	21,690	24,750	55,250	17,020	21,090	
Sub-total	1,550,000	851,000	108,450	123,750	276,250	85,100	105,450	
HHI Supplemental Grant								
Golf	210.000	210.000						
Meetings & Group	190,000	190,000						
Festival and Events	100 000	100 000						
restival and Events VCB Sales, Mkt, Visitor Services & Operations	000,001	0						
Sub-total	200,000	500,000						
SCPRT								
SC PRT - Leisure	200,000				200,000			
SC PRT - Sports	198,750				198,750			
SC PRT - Meetings & Groups	300,000				300,000			
Sub-total	998,750				998,750			
Town of Bluffton DMO								
Promotions	144,900					144,900		
B/C Bluffon & Danfuskie DMO								
Promotions	179.550						179,550	1,600,000
TOTAL VCB EXPENSES	6,015,000	2,800,000	000,009	825,000	1,275,000	230,000	285,000	1,600,000
Total Expenses with Membership	7,615,000							
	Expenses for HH	Expenses for HHI-related marketing programs	programs					
	Expenses for oth	Expenses for other marketing programs	ıms					

# 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. We nurture that foundation and look to our real-time data sources, such as Google Analytics, in addition to research, partnering with the Office of Tourism Analysis at the College of Charleston and the University of South Carolina Beaufort. Using these insights we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer.

Today, as we adjust to the new traveler needs, we will continue to keep our demographics and key personas at the forefront, but will adapt as necessary in the short-term to address the consumers travel sentiment. We will expand our drive radius as

travelers are willing to drive further distances post quarantine and continue to focus on our short-haul fly markets, supporting new air lift as it becomes available.

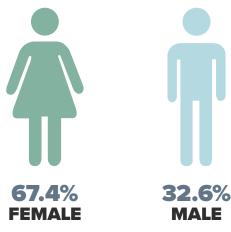
We have identified the following key persona groups as:

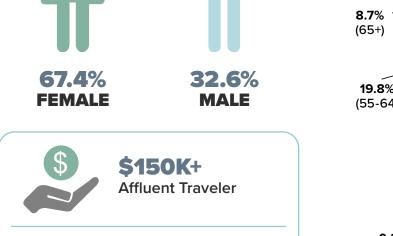
- Families
- Snowbirds
- Sports Enthusiasts
- Weekenders
- Culinary Explorers
- Arts, History and Cultural Enthusiasts
- International Travelers



# **Our Target Leisure Traveler**

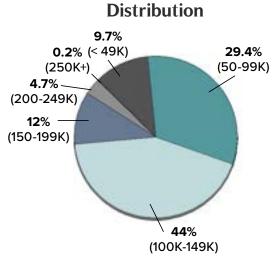
HiltonHeadIsland.org Visitor Insight (January 1, 2020 to December 31, 2020)







# **Age Distribution** 10% 28.2% (25-34)(35-44)0.4% (18-24)19.8% (55-64)32.9% (45-54)



**Household Income** 



# **Top Flight Origin Markets (SAV / HHH)**

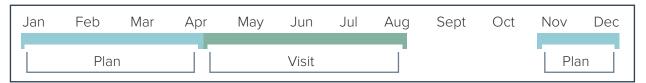
- 1. Boston, MA
- 2. Chicago, IL (ORD)
- 3. Newark, NJ (EWR)
- 4. Philadelphia, PA (PHL)
- 5. Dallas-Fort Worth, TX (DFW)
- 6. New York, NY (JFK)
- 7. Pittsburgh, PA (PIT)
- 8. Denver, CO (DEN)
- 9. Washington, DC (DCA)
- 10. New York, NY (NYC)



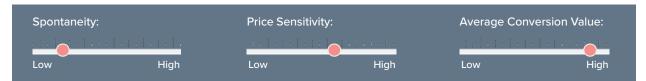




Find a vacation spot that will please everyone during the school holidays.



# **Family Travel Habits**



# Who They Are



Upscale & Status Oriented



Values Family Time



Creating a Legacy



Active & Health Conscious

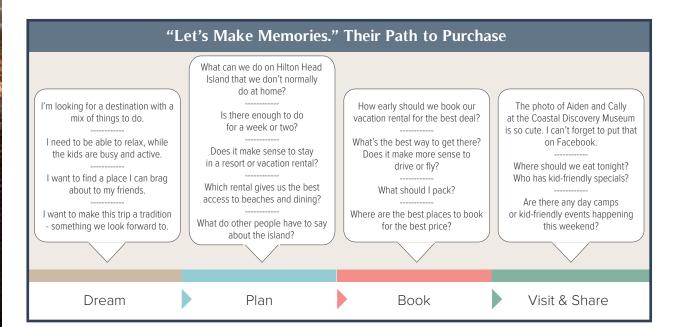
# Preferred Activities & Attractions

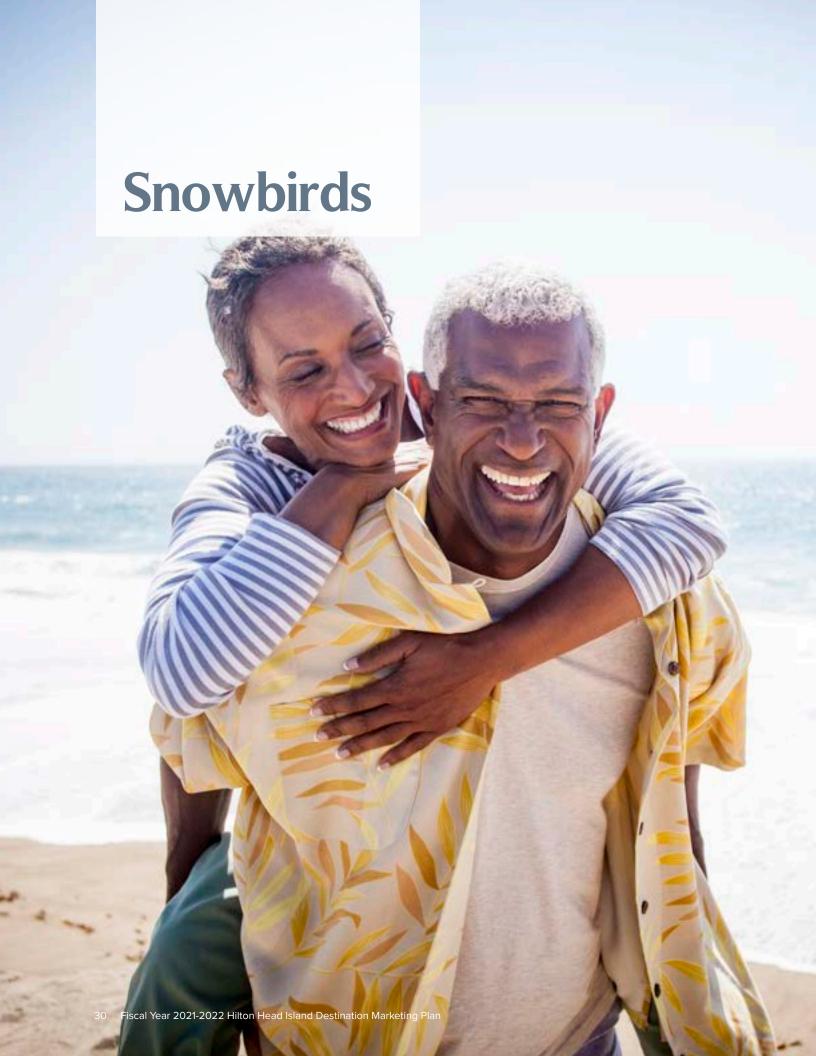
Vacation Rentals & Resorts Beach & Water Activities Biking & Hiking Tennis & Pickleball Festivals & Events Kid-friendly Dining

Museums & Day Camps

# Marketing Channels & Formats

Facebook Videos Instagram TripAdvisor TV Online Video Forums & Blogs Pinterest





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



# **Snowbird Travel Habits**



# Who They Are



Traditional



Values Family Time



Enjoys the Finer Things



Active & Health Conscious

## **Preferred Activities** & Attractions

Vacation Rentals & Resorts

Dining Golfing

Tennis & Pickleball

Biking

## **Marketing Channels** & Formats

Facebook

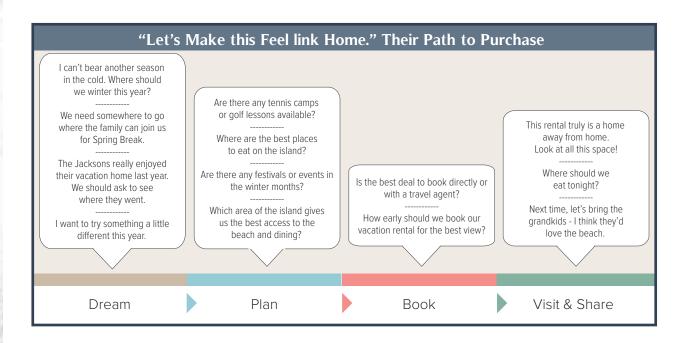
Print

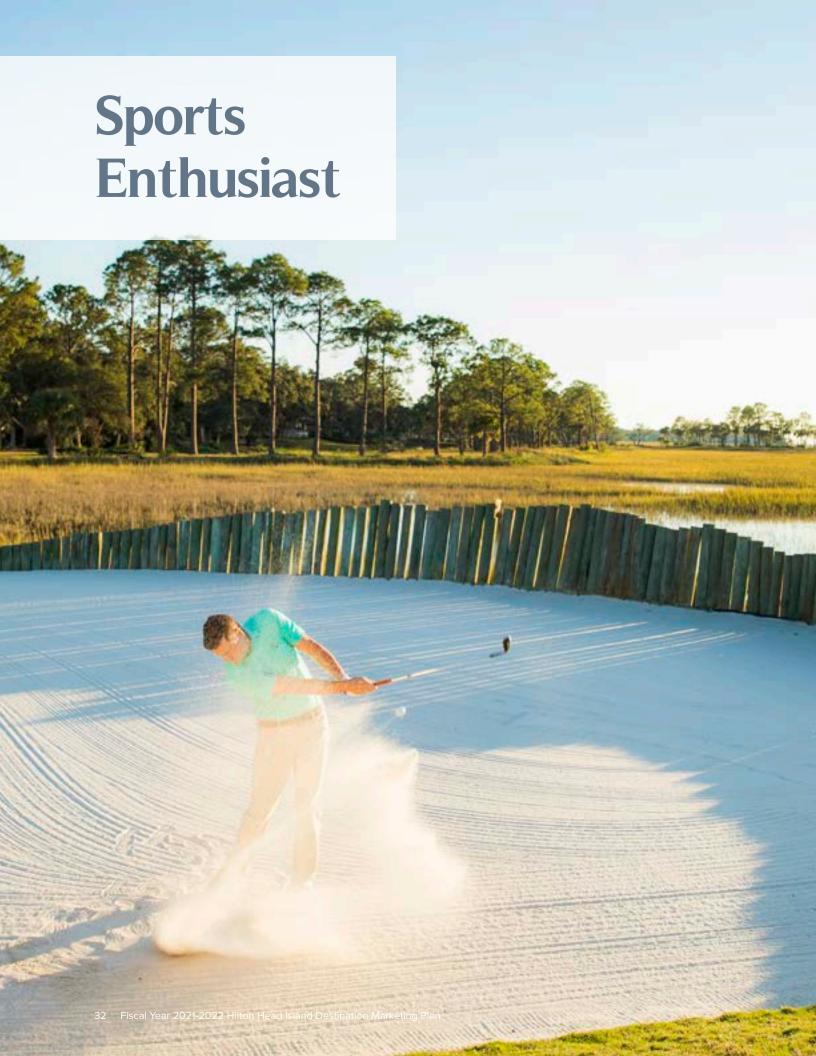
TripAdvisor

Radio

TV

Online Video

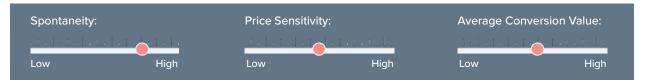




Find a destination where they can pursue their interests on their downtime.



# **Sports Enthusiast Travel Habits**



# Who They Are



Sports Fans (Golf & Tennis)



Leisure Lovers



Spontaneous & Social



Active & Health Conscious

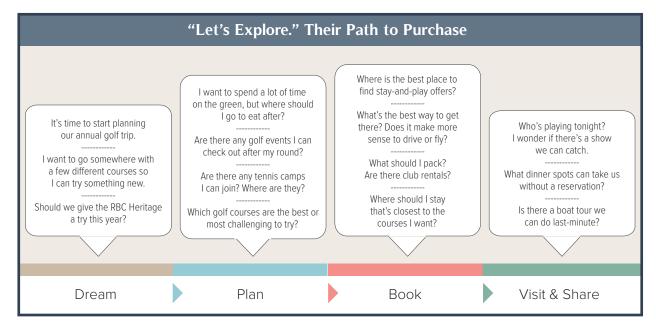
## **Preferred Activities** & Attractions

Golf Tennis & Pickleball **Boating & Water Activities** Hiking & Biking Nightlife

## **Marketing Channels** & Formats

Facebook Videos Instagram Twitter TripAdvisor

Online Video Forums & Blogs

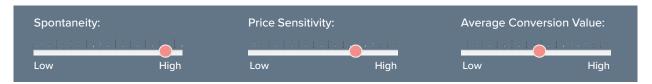




Find a fairweather weekend escape from work and city life.



# The Weekenders Travel Habits



# Who They Are



Upscale & Status Oriented



Urban **Dwellers** 



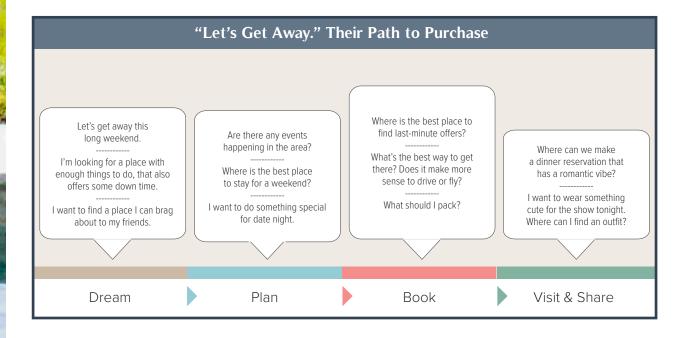
Spontaneous & Social

## **Preferred Activities** & Attractions

Vacation Rentals & Resorts Beach & Water Activities Dining & Shopping Romantic Things to Do Festivals & Events Weddings

## **Marketing Channels** & Formats

Facebook Videos Instagram TripAdvisor TVOnline Video Forums & Blogs Pinterest

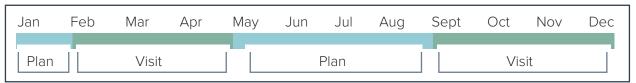






## **Travel Objective:**

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



## **Culinary Travel Habits**



## Who They Are



Authenticity



Seeking an Immersive



Spontaneous & Social



Experience



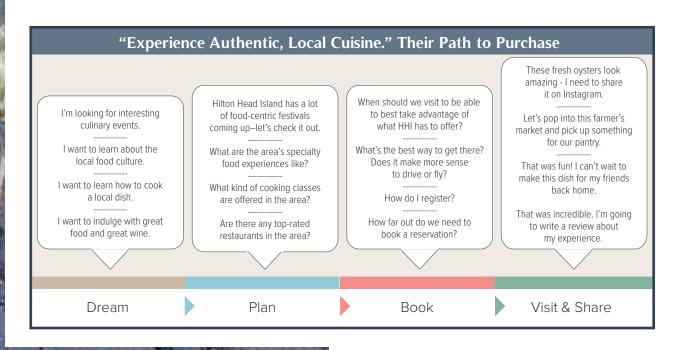
Unconventional

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

Cooking Classes **Food Tours** Wine, Beer, and Food Festivals Specialty Dining Experiences

#### **Marketing Channels** & Formats

Facebook Videos Instagram **TripAdvisor** Forums & Blogs Pinterest





## **Travel Objective:**

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



## **Arts & Culture Travel Habits**



## Who They Are



Values Learning & Authenticity



Image Conscious



Seeking an Immersive Experience



Upscale & Status Oriented

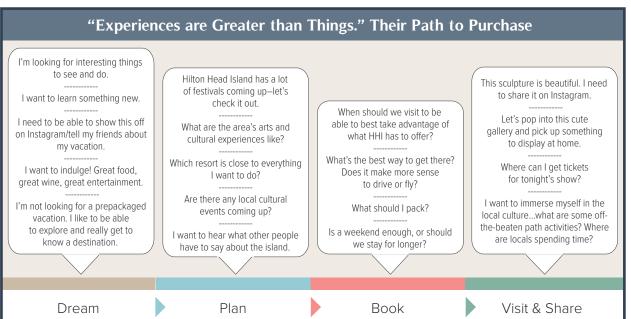
## Preferred Activities & Attractions

Historical Attractions Art Galleries Local Culture Culinary Experiences Festivals & Events

Theater Music

## Marketing Channels & Formats

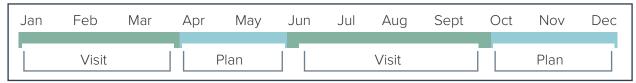
Facebook Videos
Instagram
TripAdvisor
Online Video
Forums & Blogs
Pinterest
Earned Media (Print/Digital)



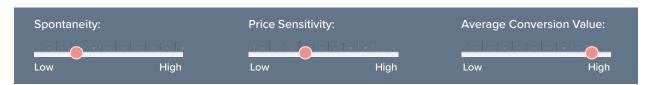


## **Travel Objective:**

Find a vacation spot that will please everyone during the school holidays. Escape the everyday, relax and recharge in a destination that's fresh, different from home and laid-back.



## **International Travel Habits**



## Who They Are



Making

Memories

Upscale & Status Oriented



Values Family Time



Craves Downtime



Active & Health Conscious

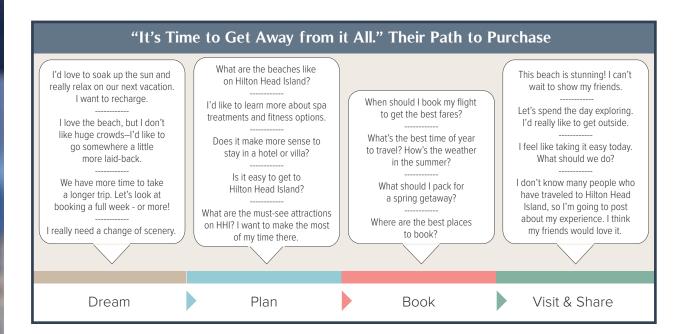
Wellness-Focused

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

Homes & Villas Beach & Water Activities Biking & Hiking Food & Drink Festivals & Events

#### **Marketing Channels** & Formats

Facebook Videos Instagram TripAdvisor Online Video Forums & Blogs Pinterest



# Destination Marketing Plan 2021-2022

The Visitor & Convention Bureau will continue to position 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 can safely explore open spaces, natural beauty, culture, historical traditions and culinary delights.

Hilton Head Island is a safety-first focused destination. With the development and implementation of the Path Forward Readiness Plan, we provided a consistent and evidence-based approach to protecting the health of our residents, workforce and visitors. This initiative has become a staple in our marketing efforts and is woven throughout the plan for 2021-2022.

We have conducted extensive customer research and garnered detailed insight into these key areas of interest that define Hilton Head Island's unique attributes:

- Beach
- Natural Beauty/Excursions
- · Golf/Tennis
- Culinary
- Biking
- Arts, History and Culture

#### **Target Consumers Who Are:**

- Mature travelers with higher propensity to spend their discretionary income on travel.
- Multigenerational market as Boomers continue to retire.
- Younger travelers (GenX and Millennials)
   who have a sense of adventure and base
   value on experiences.
- · NextGen visitors.



The organization 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 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 (DMO), we are committed to the following:

- Collaborating with the Town's Our Plan efforts to ensure cohesion and alignment with our marketing plan.
- Building and sustaining economic vibrancy for residents and visitors.
- Supporting the destination's brand position throughout all marketing programs.
- Ensuring a comprehensive growth plan for visitation.
- Growing local business by creating valuable offerings that impact investment from our visitors.

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.

These services 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
- 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 Outreach & Engagement
- Active pitching of Hilton Head Island to Top-Tier Media Outlets

# Resident and Visitor Satisfaction Surveys

As part of the official Destination Marketing Organization contract agreed upon and signed between the Town of Hilton Head Island and the Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau, we will report on resident and visitor satisfaction through annual survey results. We have an established process in place for an annual visitor profile study and will continue with those efforts. In addition we will look to develop and implement a resident satisfaction survey that focuses on the local's perceptions and attitudes regarding tourism and the benefits to our economy. We will analyze the first year results for a baseline to understand and develop a strategy for successful growth.

As part of ongoing engagement and education within the community, we will provide regular tourism updates throughout the year to enhance residents' awareness and appreciation for tourism on Hilton Head Island. Ensuring our number one economy is for the benefit and well-being of everyone in the community. By ensuring the success of tourism to Hilton Head Island, we are stimulating the regional economy while enhancing the quality of life for all.



## Leisure Media Partnerships

It is no secret that the popularity of Hilton Head Island as a destination continues to increase. Post quarantine further amplified that sentiment as Hilton Head Island was well positioned with the product travelers were looking to experience. Recent accolades from Condé Nast Traveler, Travel + Leisure, and Southern Living are proof that Hilton Head Island is now a global brand in regards to visitors wishing to experience the Lowcountry. Early research indicates visitors are eager to travel. They are looking for wide-open spaces, deep connections with culture, history, cuisine and natural beauty. Accolades earned by the destination bring our brand to the top which helps to enhance the overall awareness of Hilton Head Island as a safe, "must-visit" destination. We will look to infuse the Path Forward Readiness Plan and local personality into our media efforts that allows the consumer to connect with the destination and inspire them to travel to Hilton Head Island to discover more.

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, specifically seeking upscale, shoulder-season travel, have a myriad of destination choices. This was an important factor pre COVID-19, but is even more so as we leverage on the pent-up demand for travel and travel restrictions outside of the country. By utilizing these platforms and endorsements to further amplify our voice, we are able to tell our brand story and leverage our overall marketing to help differentiate the destination from the competitive set and drive awareness and visitation to Hilton Head Island.

#### **Partnerships**

Below are examples of media partnerships we will continue to leverage. As additional opportunities arise throughout the year with cooperative partnerships these efforts could be expanded into other media brands.

## 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 the audience of affluent consumers, cultural connoisseurs and avid travelers.

#### *Travel + Leisure* by the Numbers

\$326K

Average HHI **7.4M** 

Total Print Audience

12.3M

Digital Unique Visitors 13.3M

Social Following

83%

Searching for Future Travel Ideas from T+L during the pandemic 71%

Are Comfortable Traveling Domestically



## 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 raise awareness and drive bookings for Hilton Head Island.





Condé Nast Traveler is a globally recognized authority in travel, offering both inspiration and vital intel. Time is the greatest luxury, which is why Condé Nast Traveler mines its network of experts and influencers so that you always get the best travel experiences. Hilton Head Island will partner with Condé Nast Traveler attracting the affluent leisure traveler.

#### 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 print and digital and social platforms. The focus will encourage audiences to enrich their travel experience with Hilton Head Island.

#### Condé Nast Traveler by the Numbers

3.3M

6.2M

**Total Print** Audience

Digital Unique Users

9.2M

\$17B

Social Followers Readers Spent on Travel









## **AMERICAN EXPRESS**

Targeted media across American Express.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.

#### 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 passion for culinary, romance, family and luxury travel experiences.

#### American Express by the Numbers

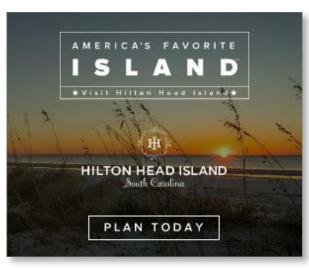
20M+

2-5X

**Unique Visitors** Monthly

Higher Response Rate than Industry Average







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. Full-Time Travel will work with Hilton Head Island to produce and distribute a comprehensive campaign designed to drive awareness, engagement and ultimately bookings.

#### Strategy

The Editor-in-Chief of Full-Time Travel will bring the beauty of the destination to life through custom native articles hosted and promoted on Full-Time Travel, dedicated email series, brand ads and partner posts within editorial newsletters, amplified social posts and an Instagram Takeover.

#### Full-Time Travel by the Numbers

1.5M+

100K+

Social Followers

Email Subscribers

## 250M+

Followers Across Our Creator Network



## Digital Marketing

During 2020, Hilton Head Island remained top of mind due to early on strategic adjustments to our media efforts with a "heavy up" approach to immersive content and recall of favorite memories. While lockdown and quarantines varied state to state and beyond, our content served as a source of inspiration, enabling people to dream about their next getaway and reminisce fondly on past experiences. As people become more positive about and eager to travel again in the coming year, Hilton Head Island is perfectly positioned to appeal to leisure travelers. Continuing to build on the strong digital connection we have established and focusing on health and safety, Hilton Head Island is an ideal destination for people planning a trip this year.

By examining trends for our key audience personas, we are able to deliver targeted, strategic messaging that answers the questions they are asking and responds to their needs, concerns, and priorities. Continuing to focus on and optimize high-quality content—copy, photography, usergenerated content (UGC), videos, and compelling offers—will result in more partner referrals, higher engagement metrics, better brand awareness, positive sentiment, and increased conversions.

Paid media and social will continue to drive our content initiatives in this coming fiscal year, amplifying our content and delivering it to captive audiences. Strategic Search Engine Optimization (SEO) ensures our product features prominently in search results, with each element optimized based on best practices and search data. Email marketing continues to be an opportunity for Hilton Head Island, and we will continue to bring new subscribers on board with an engaging welcome journey, and develop and grow one-to-one relationships between our audience and our brand.

#### **Placement Initiatives**

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 marketing efforts. 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 we are targeting a male-oriented specialty market such as golf). When planning placements for 2021-2022, the performance of the past year will be considered to ensure optimal reach, relevancy, and results.

## A Full Funnel Approach



## Search Engine Marketing (SEM)

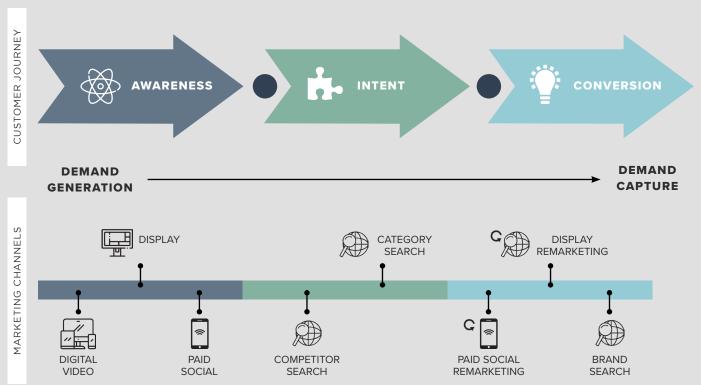
In order to capitalize on its ability to help expand and broaden organic keyword rankings, we will continue to build on the strategic SEM program. This will include a targeted list of keywords that best align with Hilton Head Island's target visitor and experiences.

In 2020, we saw exponential growth in partner conversions over 2019. This growth can be contributed to the captive audience we saw

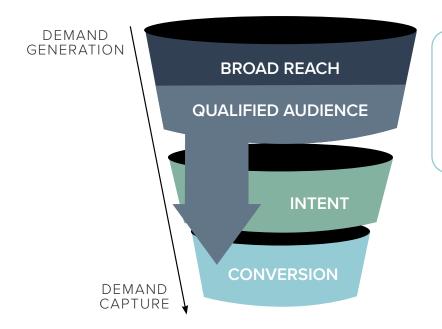
during the pandemic as well as our desirable product and safety protocols put in place. We also saw a decrease in our bounce rate and an increase in our average session duration from paid traffic. With more time spent on the website, more pages were viewed and actions taken that ultimately increased the conversions to partners. We will continue these efforts in 2021-2022 to build on the success of the previous year.



## Audience Targeting with Digital Media



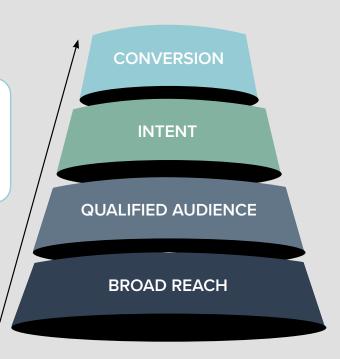
## The Consumer Journey



This approach allows us to assess how current demand is driving total site and overall business performance.

## Media Budget

If business goals are not met due to low interest, budget is flowed into intent and awareness driving efforts.



## Digital Marketing Plan

The ultimate goal of the digital marketing plan is to directly increase the demand to partner businesses. To achieve this, the below marketing efforts will be implemented to influence consumers to visit the Hilton Head Island website and click off to partner websites.

#### **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

#### Awareness Phase

Digital video continues to be an integral tool in attracting and connecting with our audiences while showcasing the beauty and amenities of Hilton Head Island. To build awareness at the top of the funnel, digital video will continue to 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, to entice users to visit the website.



#### YouTube Advertising

Utilized via YouTube Advertising 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 the website, 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.



#### **Facebook Network**

(Including Instagram): 15 Seconds or Less Videos

- Utilized via Facebook.
- Auto plays as users scroll through their newsfeeds.
- Can be purchased on a cost-per-click basis at an efficient price (around \$1), or on a cost-per-10-second view.



#### **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 the website.

#### **Prospecting Display**

Utilized via the Google Display Network

- 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 will be monitored. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives. Awareness efforts will target all devices with a mobile prioritization as the majority of consumers are in this phase.

#### Intent Phase

The primary goal of the Intent Phase is to foster consumers who have previously expressed an interest in visiting Hilton Head Island.

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

Prospecting and Native Display Banners Partners:

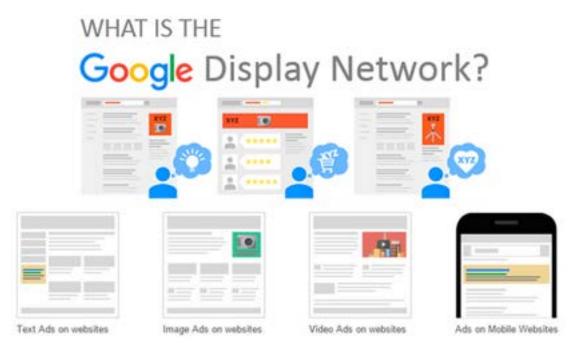






#### Audience Targeting

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



#### 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 with the expectations we will see a future return on our search media spend.

	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 vacation</li> <li>Family vacation</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
- Percentage of 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 perfect vacation destination by serving ads to those who have visited HiltonHeadIsland.org.

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 website will also be shown display ads for relevant destination events.

#### **Branded Search**

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

#### **Key Benefit**

Branded 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.

#### **Advanced Analytics**

Deep analytics is imperative to our planning and programming efforts. Our research partners continue to showcase the value of Hilton Head Island assets. We continue to seek research. partners to assist our efforts of ensuring consistent and trusted results.



Drive Strong ROI



Increase Visitation



Prove Economic **Impact** 



Increase Spend with Top Performing Campaigns



## SEO & Content Marketing

Over the past year, we have developed new trends graphs to further track traveler behavior and sentiment around their questions, concerns, and eagerness to travel. We have been able to gauge what people are focusing on (safety, wideopen spaces, privacy, fresh air experiences) and adjust our content marketing plans to appeal to those priorities.

We will continue to optimize content to ensure performance and alignment with visitor contextmaking it easy for visitors to find the information they need.

#### Search Engine Optimization (SEO)

In 2020, organic search traffic contributed 44% of total website traffic, making it the primary method of visitation. Despite heavy impacts to organic search traffic in April 2020 related to the pandemic, we also saw an increase of 14% in organic sessions. As a result of our SEO efforts, organic traffic accounted for over 1,000,000 sessions to the website.

In 2021-2022, we will continue to optimize existing content, ensuring valuable content continues to be indexed by search engines and that it is formatted to provide answers for user search queries. To increase awareness of Hilton Head Island as a vacation destination, we will focus on improving the visibility of HiltonHeadIsland.org in the results of both search engines and social networks and, more specifically, through branded key phrases and emerging search queries.

Learning from 2020, we will also focus on longer and more specific, non-branded, keyword phrases that can further expand Hilton Head Island's organic visibility. We will continue to leverage relevant themes and content consumers are searching for when researching travel destinations.

#### Our SEO initiatives for Hilton Head Island can be broken down into five core areas:

- 1. Technical SEO: We will conduct ongoing technical audits and comprehensive reviews of the website to ensure content on the website remains crawlable and indexable by search engines. Special consideration will be paid toward the group bookings section of the website, including optimizations to meta content (titles and descriptions) and structured data (schema). In further optimizing these pages, we will be able to improve the organic visibility of the meetings and groups pages on the website. By being well positioned, the website will also be able to capitalize on search volume returns for group travel, meetings and conferences.
- 2. Content Creation and Optimization: Creation of content is integral to the SEO initiatives. To ensure content remains fresh and relevant for search engines, we will identify target keywords for content and blog production, and regularly promote optimization opportunities for existing content.

In 2020, we began to track the weekly search interest of viable keyword terms as they relate to Hilton Head Island. We will continue to track and monitor these terms, while expanding our research and highlighting additional trends as they might arise throughout 2021-2022. By being agile with our analysis, we are quickly able to spot and action emerging search trends—improving the exposure of Hilton Head Island's partners across multiple channels including organic.

With the growing popularity of voice search, search engines are better at matching a user's intent to the content they show in search results. In 2021-2022, we will strengthen contextual signals sent to search engines for website content through:

- Internal links that create content clusters
- External links
- Structured data (schema)
- Ensuring existing and new content answer questions and solve problems
- 3. Building Authoritative Referrals: Website links 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 plan. We will use competitive analysis to further identify new outreach opportunities and leverage competing backlink portfolios to strengthen Hilton Head Island's own backlink profile.
- 4. Local SEO: Google My Business (GMB) continues to influence user behavior in organic search results through additional service categories, offers, products, and many 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 a users' interest is captured both on and off the website. The additional GMB listings built out in 2020 will be supported throughout 2021-2022.
- 5. Identifying New Opportunities: A significant component of the SEO program will be researching new opportunities for search engine-indexed content to drive qualified searchers to the website. We 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.

Our research will be applied to new content creation and to existing content where optimizations can be implemented. Additionally, the research will continue to be captured within our trends data reports and used to both inform the SEO initiatives and support content, social, and SEM practices.



#### Social Media

Recovery is expected to be slow. Those who do travel will likely choose domestic car trips and short-haul flights over bigger-ticket international air travel. Fortunately, thanks to strategic pivots and recovery-focused social media efforts, Hilton Head Island's social channels are performing exceptionally well, with major gains across most KPIs and social media metrics. In 2020, we increased our social media following (across all channels: Facebook, Instagram, Pinterest and Twitter) by 7.3%, increased total engagements by 15%, and total impressions by more than 50% compared to 2019.

Additionally, website traffic from social media increased substantially year-over-year, with a 52% increase in users and a 49% increase in sessions. Traffic to our Island Time blog increased by 11.5% year-over-year, which was particularly encouraging in a year where the majority of people were not considering travel at normal levels. Standout growth occurred on our Instagram page where we increased our followers by an impressive 24.8%. surpassing the 50,000 follower milestone.

Our key website goals, driven by social media, also performed well. Requests for the Official Hilton Head Island Vacation Planner and our lead generation efforts via our sign-up and contact form increased exponentially over 2019. Our brand social media program, on-the-ground events (prior to the pandemic) and forward-thinking content campaigns all contributed to strong year-over-year growth on our social media channels.

While our social and blog numbers fared extremely well compared to many others in our industry and compared to previous years' performance, we recognize that our partners need our support now more than ever, and need to see an increase in bookings. Our priority with social media and content is always to increase interest and conversions for our partners as a result of dynamic, aspirational destination content that entices our followers to visit Hilton Head Island. Our plan will both feature and drive conversions to our partners.

- Co-branded/co-hosted giveaways and sweepstakes with partners to celebrate events, offers, milestones, and accolades.
  - For smaller prizes, these can be conducted directly on social media platforms where social media exposure is a primary goal.
  - For larger prizes and/or promotions where lead generation is a goal, these can be hosted on HiltonHeadIsland.org.
- Elevated, organic messaging for partners' social media cooperative efforts.
- Timely, offers-focused messaging for cooperative partners.
- Curated partner Instagram content into new native features, like Guides and Reels, to be featured directly on the Visit Hilton Head Instagram profile in an evergreen capacity.
- Increased volume of direct tags to partner social media pages in social posts.
- Focused community conversations involving partners.
  - High value, creative content that is more likely to convert.
  - Two-way conversations with our audience to build rapport.
- We will continue to focus heavily on amplifying partner posts, replying to tweets, engaging in conversations and helping to organically boost the reach of partner posts by increasing our own interactions.

Looking ahead to the coming fiscal year, 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 pivot.

#### Strategically, this means:

- Continue to create quality traffic to the website.
- Focus efforts on creating more content for platforms that are growing quickly, like Instagram Stories, Guides and Reels.
- Integrate our paid and organic social efforts, ensuring content boosting on Facebook.
- Meet our audience where they are. We recognize that it may take more time for some of our audience to feel ready to travel. Until then, we will create meaningful content that resonates with active travelers and those who love Hilton Head Island from afar. By further integrating lifestyle and 'edutainment' content, we will ensure that Hilton Head Island stays top of mind.
- Make multipurpose content work across all channels—quality over quantity. We will repurpose the highlights of blog content across social media for further exposure and reach.



#### Channel Priorities for 2021-2022

These are the channels that best support Hilton Head Island's goals, and will be our focus for the coming fiscal year:

# facebook.

1. Facebook is our primary traffic source and we do not see this changing in the near future. Our approach to Facebook will be to incorporate a range of content, focusing on our blog articles, user-generated content shared by our locals and guests, co-op partnerships, marquee events, and campaigns. Facebook is an excellent platform for us to source user-generated requests and contributions, and experimentation with this level of involvement from our Facebook followers proved to be successful in generating some of our top-performing blogs in 2020.



2. Instagram's primary focus will continue to be curating user-generated content from talented guests and locals, sharing those channels across Hilton Head Island's digital properties. Research shows that Instagram will continue to be a marketer's most important digital channel in the year ahead. We plan to devote substantial focus to this channel in 2021-2022 and will make use of its native features (Guides, Lenses/Filters, Stickers).



3. Posting more frequently on Instagram Stories and IGTV to drive referrals back to HiltonHeadIsland.org from our fastestgrowing channel.



4. Pinterest is a visual search engine, perfect for distributing our articles and infographics. Our approach to Pinterest will be tied closely to our blog's content calendar. Our focus will be building niche boards related to Hilton Head Island's offering, and creating new infographics and custom pins to drive traffic back to HiltonHeadIsland.org.

# Linked in

5. The Visitor & Convention Bureau's LinkedIn account is a natural home for all destination accolades, announcements, awards, and relevant content like additional flight routes, new partner openings and other destination-specific news. We will continue to share updates that are relevant to our LinkedIn audience and deploy paid LinkedIn campaigns targeting meetings and groups and other industry professionals with news, special offers and valuable content.



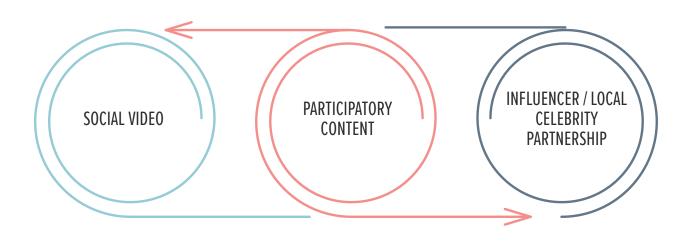
6. Spotify is new terrain for Hilton Head Island that we will explore in 2021-2022. We will create tailored scripts written to pique the interest of our core audiences. Podcasts are selected based on relevant interests and read by the podcast hosts to reach our audioinclined audiences.

#### New Initiatives for 2021-2022

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 the following:

- 1. Social video: Curating user-generated video, partnering with video creators, and shooting our own video to make an emotional connection with potential quests.
- 2. 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 page and reach new audiences. The following types of creators/ partnerships would complement the social efforts of 2021-2022:
  - Luxury Travel Expert: Speaking to our weekender persona, the luxury travel expert would promote direct flights from a key market to our region and would experience and share a quintessential, luxury Lowcountry vacation on America's Favorite Island®
  - Culinary Influencer: Speaking to our foodie persona, a veteran home chef influencer would visit Hilton Head Island with their family to experience the island and curate culinary itineraries and dining content for our feeds and theirs.

- Brand Partnership: We have identified a number of relevant brands that would benefit from a photoshoot and resulting digital content from a brand partnership with Hilton Head Island. Potential partnerships include women's fashion and a celebrity photographer.
- 3. Native Features in Social Apps: Instagram will be a key channel for us to focus on and continue to grow. Offering a number of native elements, we plan to experiment with the new Guides feature as an effort to share partner social posts in a targeted and curated way. We also plan to design seasonal and evergreen augmented reality (AR) lenses for Instagram Stories as a tactic to encourage increased user generated content. Finally, we will place a larger focus on crafting captivating and interactive Instagram Stories and Reels.
- 4. We will watch the development of YouTube's recently announced short-form video features and incorporate accordingly.



## Blog

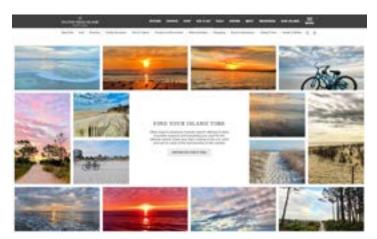
We will look to continually evaluate our content calendar throughout the year to adjust as needed based on travel trends and sentiment. This will ensure that we are consistently writing about the most in-demand, trending, and searchable topics, informed by the domestic and international landscape. After experimenting with user-informed blog posts in 2020 with great success, we will also ensure to offer ample opportunities for our audience to weigh in on what they want to see and also contribute their own thoughts to our blogs. Some of our top performing blogs of 2020 included stories, photos and recommendations from visitors as sourced from social media comments. Our followers love to see themselves. recognized in our content and we will lean into that as a tactic to increase readership, continue to build rapport and to entice new visitors by sharing perspectives of our most engaged fans.

In 2020 we developed a strong bank of evergreen content for our audience. In 2021-2022 we will focus on topical content for specific audiences. Formats we will create and test include:

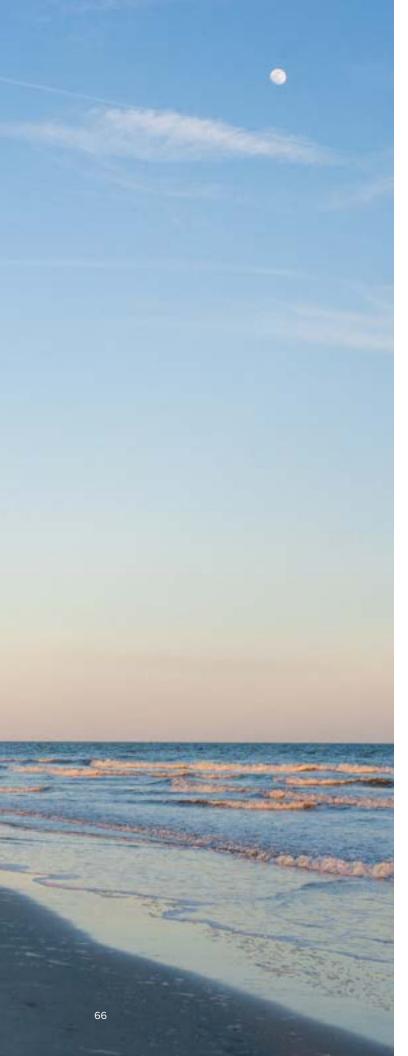
- · Long-form, editorial pieces
- Recipes and "insider tips" from partner restaurants, hotels and attractions
- Quizzes
- Persona-specific itineraries
- Top listicles which can be repurposed across social in bite-sized pieces
- Pop-culture related content that will perform well via search and directly ties back to the destination

#### Crowdriff

We have informed our content calendar with Google search trend data and have assessed top-performing historical content that speaks to the interests and needs of our audience. Curation of in-the-moment, dynamic, and beautiful user-generated content via Crowdriff is always ongoing. Images sourced from Crowdriff allow us to consistently produce high-performing content which has helped our Instagram account grow by nearly 25% year-over-year allowing us to have an engagement rate of between double and triple that of destination industry standard. Curated, topical Crowdriff galleries allow us to show a visitor perspective across our website and in blogs, instilling trust and desire in prospective visitors.







#### Paid Social Media

To compete and win, Hilton Head Island will continue its always-on, branded paid social program.

Our approach to spend will be weighted to focus on need timeframes. We will aim to divide the spend between the following platforms, but allow for some movement of funds based on performance and optimizations.

#### **Targeting**

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

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



#### **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 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 contentrich 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, we will look at metrics (website visitation and engagement, assisted conversion, newsletter signups and link-outs to partners) indicating that newsletter signups and website traffic are increasing.



#### **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 visit the website and 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 packagefocused pages of the website will be the goal in this stage of the customer journey and will include:

- Facebook Boosted Posts
- Facebook/Instagram Traffic Ads

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

When determining success, we will look at metrics (phone, calls, form fills, conversions, assisted conversions and linkouts to partners) indicating that booking and traffic to the island are increasing.

## **Email Marketing**

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

In 2020 we saw great strides in our email marketing efforts through refining our distribution lists, (to ensure increased open rates), developing new email templates and moving to an integrated journey-based platform. We will continue that momentum with the initiatives below.

#### 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.

- Identify inactive subscribers (those who have not engaged with an email in six months or more).
- Develop a drip campaign (a series of three emails) to encourage subscribers to re-subscribe.

#### **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. A sample welcome journey drip campaign might look like this:

#### • Email 1: Welcome

• End with simple yes/no CTA (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/CTA prompts the recipient to take action: book an activity, request a visitor's quide, 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, engaging content and overall creative should virtually transport a visitor to Hilton Head Island.

In 2021-2022, Hilton Head Island's digital marketing plan and website initiatives will continue to build on the solid foundation established to further enhance the visitor experience. By utilizing our key personas, we are able to deliver targeted, strategic messaging to more niche groups of new and repeat visitors. Continuing to focus on and optimizing high-quality content copy, photography, videos, and offers that are engaging, entertaining and conversion-driven will result in increased partner referrals, higher engagement metrics and overall conversions.

Evolving our content and social efforts to include more "insider" content - Q&As with prominent Hilton Head Island business owners and locals and implementing richer 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 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.

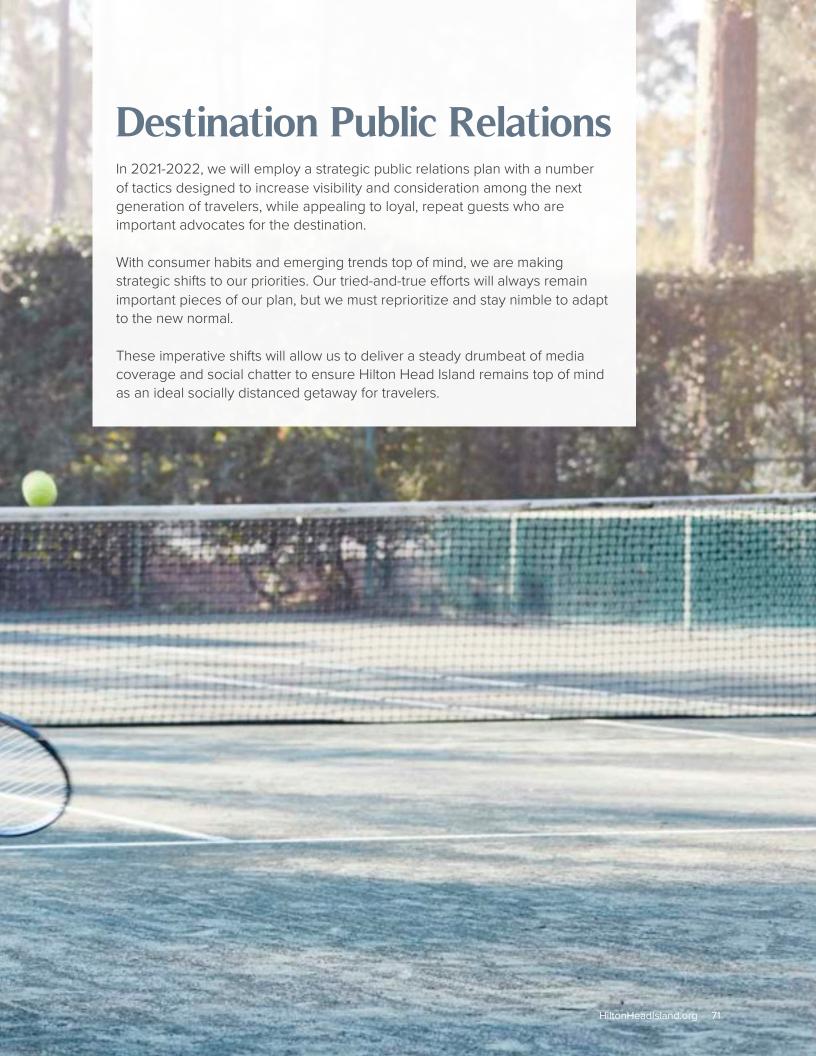
# Metrics: How Will Success Be Measured?

It is critical that all online marketing that is deployed to drive exposure for Hilton Head Island is based on driving business results for our 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 digital marketing tactics need to be viewed both on a standalone basis and holistically, as each effort will ripple up into the overall Hilton Head Island marketing plan.

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

- Continuously improving campaign performance over time with partner referrals taking top priority for success.
- Individual social posts will be tracked based on channel engagement (Likes, Retweets, etc.), traffic driven to the site, and conversions from that traffic. We will look for correlations between these metrics to determine the best way to adjust content and increase conversions.
- 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





#### Altered Media Landscape

As we embrace the new normal, we must continue to stay on top of the trends dictating the ever-evolving landscape and adapt accordingly. Key factors altering the media industry include:

- Industry Changes: 2020 left many outlets under shaky financial footing. Many have suffered mass layoffs or folded permanently, and others have seen a change in ownership. Due to reduced staff, journalists have also had to shift focus to cover hard news and beats beyond their norms.
- Coverage Lens: Despite mass fatigue of these topics, coverage is still positioned through the lens of COVID, as well as social injustice and politics. With recent events, this has spiked to an all-time high at the start of 2021 and will continue to pose a challenge for brands and destinations to break through.
- Expedited News Cycles: News cycles are significantly expedited. Breaking news changes by the minute and so has the speed at which consumer behaviors adapt, meaning trends have even shorter shelf lives. To be successful, brands and destinations must be quicker and more nimble with ideas and executions to catch the current wave.
- Travel Sensitivities: There is mass desire to get back to travel, however, when and how that happens has become a polarized topic in the U.S. among the media. Travel will continue to be a challenge, especially for those in the public eye who are seen as acting irresponsibly. There is demand for travel coverage, yet media travel is often viewed negatively. We must find ways to cater to both sides of the travel spectrum as the pandemic plays out, working with media and influencers we trust as advocates for promoting safe and responsible travel.

#### Opportunities for Hilton Head Island

With the vaccine roll-out, the altered landscape and change in consumer habits does present opportunities for Hilton Head Island to leverage existing assets and tap into current and anticipated trends such as:

- Escapes Closer to Home: Americans are planning their escapes closer to home both by air and seeing a significant uptick in road trip vacations. We have an opportunity to harness the power for the domestic escape and entice new visitors to consider Hilton Head Island.
- Outdoor Experiences: Still recovering from lockdown orders last year, people are craving outdoor experiences now more than ever – especially as enjoying activities outdoors is considered the safest way to mitigate transmission risk.
- Extended Stay: Companies like Google and Facebook have extended workfrom-home through summer 2021 with Twitter extending it indefinitely. These continuing trends and changes bring more opportunities for Americans to work and learn remotely from more desirable locations.

### **Target Audiences**

While our targets are familiar, we are going to dive even deeper as we dissect audiences that are most likely to travel to Hilton Head Island in the new normal.

- Families and Groups: Family travel will remain a primary target audience for Hilton Head Island, especially families who may have previously prioritized international travel and now are more likely to consider an escape closer to home. We also anticipate group and multigenerational travel to be on the rise as people travel with the "bubbles" they have spent time with during quarantine.
- Regional Drive Markets: We will continue to inform those in local drive markets with easy access to the destination of the outdoor activities, clean and safe accommodations and additional precautions that are being taken in the wake of COVID-19.
- Higher Income Consumers: We will focus on those looking to purchase a second home, permanent home, or those with disposable income for extended stays on the island.







### **Priority Focus Areas**

As we look to place Hilton Head Island in top-tier media outlets across platforms, we are prioritizing areas 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 authentic, hidden gems stories continue to be strong fodder for media opportunities, especially as consumers look for more secluded and individualized experiences. We will explore hidden gems across a number of verticals focusing on shoulder season need periods.



Culinary: We will tell culinary stories yearround and offer ways for consumers to bring a taste of Hilton Head Island to their homes. We will also uncover recipes, chef stories, signature dishes and more to bring Hilton Head Island culinary experiences to life for consumers in-person and virtually.



Socially Distanced Offerings: For the foreseeable future, and in-step with changing mandates, we will highlight Hilton Head Island's outdoor offerings, miles of beaches and bike pathways and year-round temperate weather to position the destination as a safe travel destination.



Wellness: Wellness trends are here to stay, especially as consumers are prioritizing their mental and physical health after a truly unprecedented year. We will tout Hilton Head Island's active adventure offerings as well as on-island experts to showcase the variety of wellness experiences available.



Shoulder Season/Marquee Events: We will encourage visitation to the destination during the spring and fall by leveraging access to on-island socially distanced offerings many of which have been rescheduled due to the pandemic.









### 2021-2022 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: Major publishing houses continue to maintain their essential only travel restrictions for staffers. Additionally, due to budget cuts, they are not relying on freelancers as heavily as pre-pandemic and are rarely accepting any new assignments ahead of travel. They are instead leaning on their regional experts. We will work hard to ensure we make the visits we execute count and focus on drive markets and short-haul flights to outlets that will drive syndications across platforms.
- Paid Influencer Program: Now more than ever, consumer habits are changing, especially when it comes to travel. We need to strategically approach influencers as they are particularly prone to "travel shaming". We will explore both trade and paid influencer partnership opportunities with a focus on how to travel to/and experience Hilton Head Island safely.
- Exporting Hilton Head Island: We will keep Hilton Head Island top of mind among top media and influencers by bringing a taste of the Lowcountry directly to them. It is harder than ever for media to get away from their offices and to cut through the clutter of influencer partnership opportunities. Targeted mailers and deliveries will allow the team to plant important seeds for potential coverage and future trips.
- Always on Media Relations: We will lean into our news bureau and partnerships to inspire travel to the destination. Story angles will be identified to satisfy both long lead and short lead opportunities and will highlight new developments and the destination's extendedstay offerings and socially distanced offerings.
- 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 opportunities will be ongoingly evaluated and explored.







### Relationships and Service

The Hilton Head Island Visitor & Convention Bureau's position is to represent the entire destination, identify prospect possibilities, predispose leads to strongly consider Hilton Head Island for their meeting or group event and to secure group business for our lodging partners. We also focus on promotions to drive referrals to other local business that service groups beyond accommodations.

As part of the Path Forward Readiness Plan, we have integrated safety messaging into our meetings and groups efforts and will continue to lead with that approach. We know that in order to continue bringing group business back in a successful way, planners want to know they can feel safe in hosting their meeting or event on Hilton Head Island and that all the proper protocols are in place.

One of our many strengths is our strong and loyal business relationships with clients and partners. Those relationships have kept us top of mind for meeting and event planners, especially as we have had to pivot during these unprecedented times.

### **Group Sales**

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. Hilton Head Island is well positioned to welcome groups back safely with wide open spaces, pristine beaches, sunny skies, first rate accommodations and unsurpassed dining, including numerous outdoor options, there is no shortage of things to do with plenty of breathing room.

We have developed and managed the application and award process for incentive programs in cooperation with local partners to help grow shoulder and off-season 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.

### **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.

### All Island Special Meetings Offer

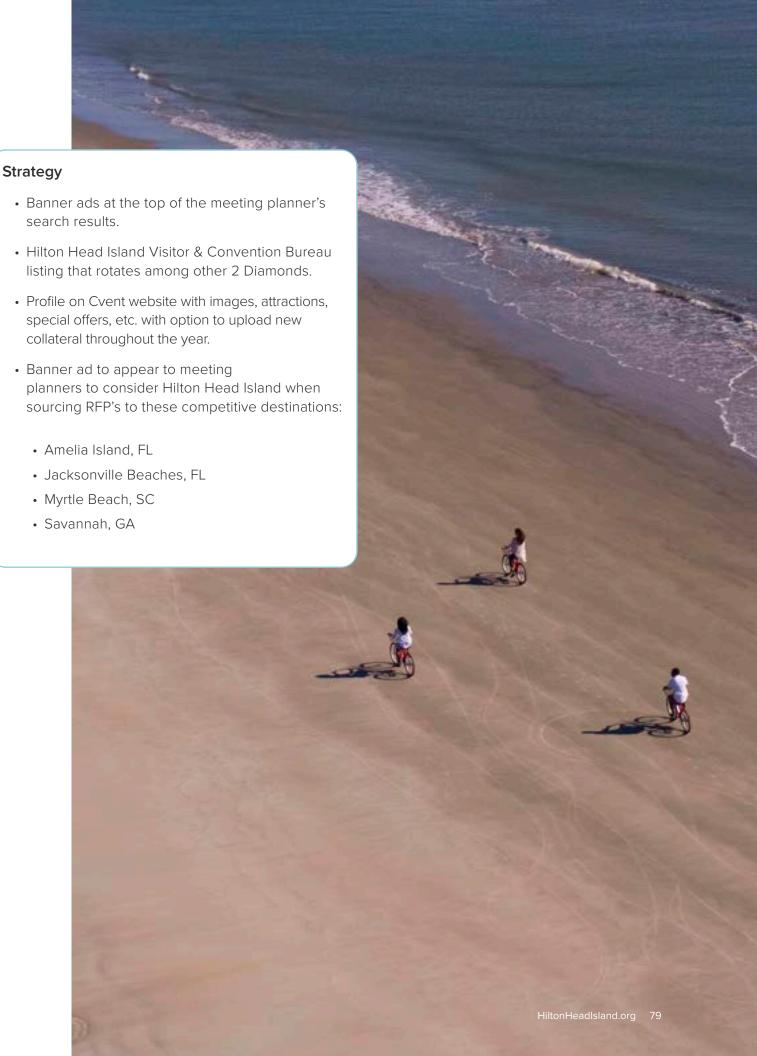
We will continue to run the "Six Great Resorts. One Unforgettable Event." campaign through March 2022. The goal is to drive RFPs for group business, and to generate awareness of the brand to national visitors and planners while highlighting partner resorts, venues, dining options, experiences and all that is available to groups choosing to meet on Hilton Head Island.

### Conference Sales Initiatives

We 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 hosting a meeting or event.



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 with targeted advertising and improve conversion through proprietary demand management and business intelligence solutions.

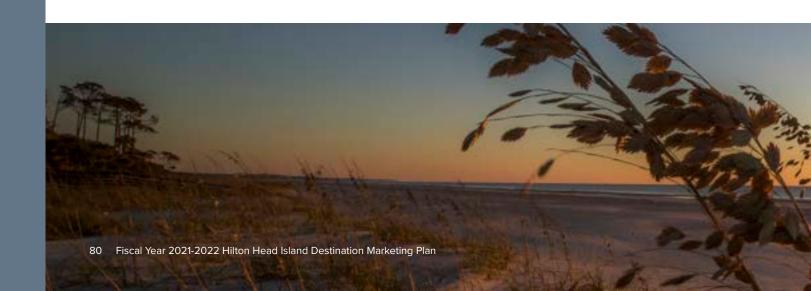




As the global leader in meeting procurement, HelmsBriscoe (HB) leverages the experiences of more than 1,300 associates spanning more than 55 countries to deliver world-class solutions. The sheer volume of room nights booked and the collective insights shared among their seasoned associates is beyond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

### Strategy

- Inclusion 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 and 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.
- Opportunity to 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.
- Availability to highlight local hotel/resort partners to help with distressed inventory or a last-minute cancellation.
- Hosting of (2) educational webinars for HB Associates and post hyperlinks to webinar recording in HB Partner Webinar Library.
- Destination featured in HB Partner Buzz eNewsletter.
- Rotating banner ad on HB intranet homepage with hyperlink.
- HB program team support.



### Select Service Co-op

We will work with select service hotels partners on various initiatives throughout the year in targeting religious, military, government and group tour markets.

### **FAM Trip & In-Market Events**

With the pandemic, we have had to adjust our marketing efforts to adapt to the new reality of limited travel and virtual events. We will continue to look for opportunities to host and participate in virtual FAM trips as well as host safely in person events within key drive and fly markets when appropriate.

### SC Sports Alliance (SCSA)

We have been a member of the SC Sports
Alliance for eight years and will continue that
partnership. The primary goal of the alliance is to
grow and enhance 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.

### 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.
- Receiving prospects/leads from SCSA conferences and events.

### Hilton Head Island Recreation

We will work in close partnership with the Town of Hilton Head Island to integrate the Parks and Recreation Master Plan initiatives into promotions and foster sports groups coming to the island for events and tournaments.

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

### **Meeting Collateral**

We will update collateral specific to meetings and groups with information on partners' accommodations and available space for hosting a meeting or event. We will look to include any COVID specific information and safety protocols.

### **Target Markets**

We will focus on Southeast 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.



### Tradeshows

Tradeshows are a crucial part in building relationships and growing group business for the destination. In 2020 with COVID-19 causing tradeshows to cancel, reschedule or turn virtual. we were able to flex and still participate in several opportunities. We will continue to adapt and look for ways to engage the destination whether virtual or in person as we have done in the past.

Group Tour remains an important market to maintain current and new relationships. Hilton Head Island continues 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 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:

- Building relationships with tour operators through American Bus Association (ABA).
- · Leveraging group tour.
- Expanding promotion of group experiences on our website.

### American Bus Association (ABA)

Tour operators, suppliers and exhibitors come together at the American Bus Association (ABA) Marketplace - the industry's premier business event. Marketplace is an active, vibrant forum for buyers and sellers. 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.

We 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 region.

### **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 covering travel and accommodations. This program quarantees thousands of highly qualified buyers from the association, corporate and agency sectors.

### SportsTravel Magazine's TEAMS

**TEAMS:** Travel, Events and Management in Sports, is the world's leading conference and expo for the sports-event industry. TEAMS attracts more than 1,000 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 appointmentbased tradeshow industries.

### HelmsBriscoe Annual Partners Meeting (HB)

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

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

SCSAE's tradeshow is a 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.





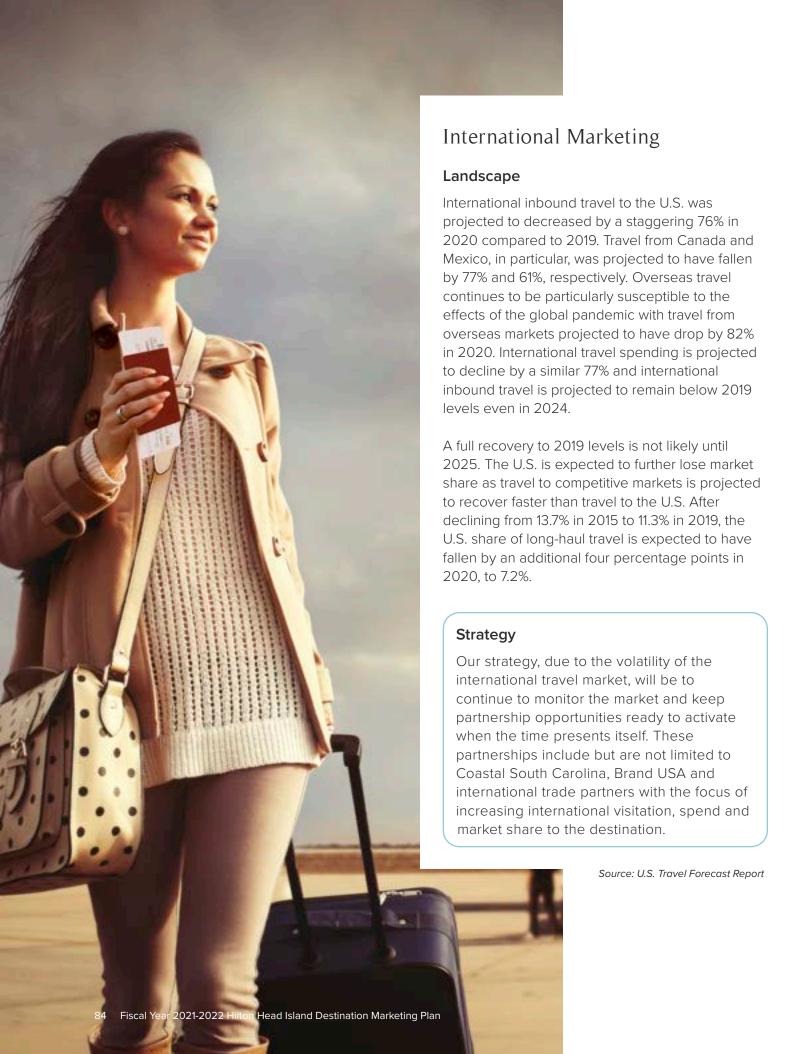






TRADESHOW	MARKET	DATES	LOCATION
HELMSBRISCOE (HB)	Assoc./Corp.	June 28-30, 2021	Dallas, TX
SPORTS TRAVEL'S TEAMS EXPO	Sports	Sept. 27-30, 2021	Atlantic City, NJ
IMEX AMERICA	Corporate	Nov. 9-11, 2021	Las Vegas, NV
AMERICAN BUS ASSN.	Group Tour	Jan. 8-11, 2022	Grapevine, TX
SCSAE	State Assn	Jan. 20, 2022	Columbia, SC

<sup>\*</sup>The following are examples of tradeshows we will look to attend in 2021-2022. As the landscape of meetings and groups continues to evolve we will look to evaluate these opportunities in real time and potentially add others if they are beneficial to the overall meetings and groups strategy.



### Collateral and 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 a comprehensive guide to what to see and do, where to stay, dining, activities and more 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 distribution at tradeshows, events and to media. In partnership with the Lowcountry Golf Club Owners Association (LGCOA), we also include their official Golf Vacation Planner with our planner when requested.

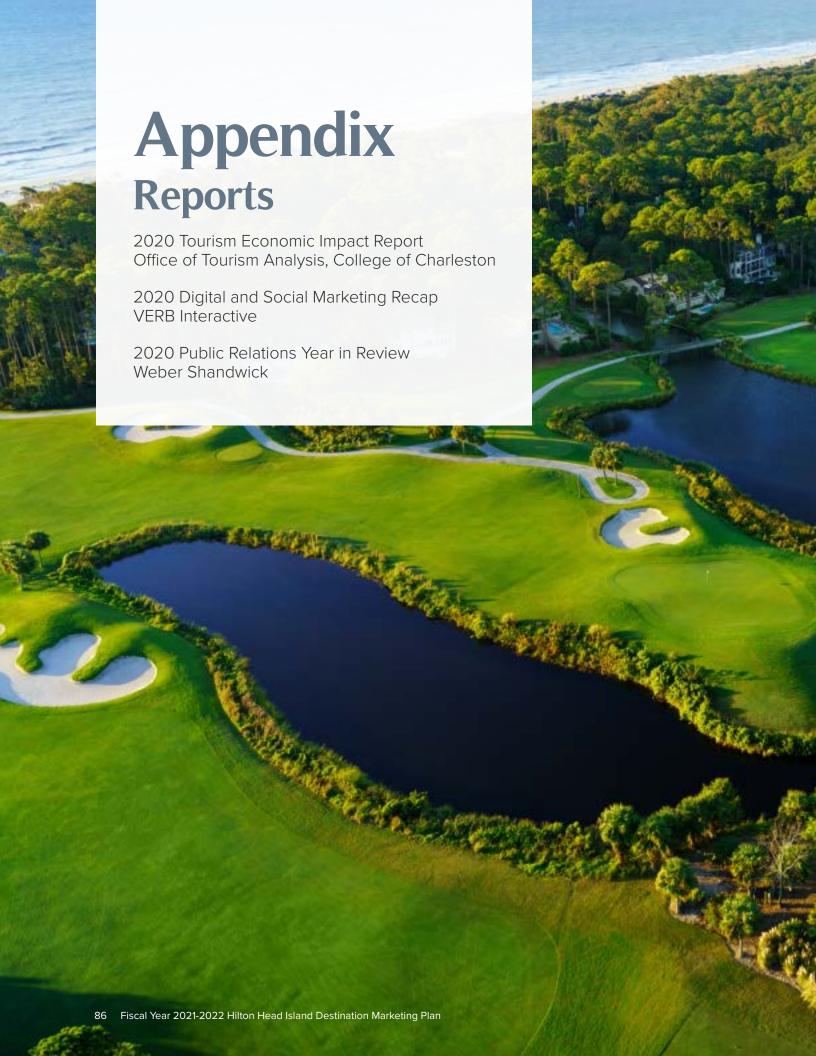
As travel trends have shifted and domestic travel to new destinations has increased, the Vacation Planner is a critical first touchpoint with potential visitors. Telling a story through stunning photography and compelling content is an imperative component to the travel journey

process that ultimately leads to a conversion with our partners. This "coffee table" piece allows our visitors to visualize their vacation and discover the destination, the reason for our many accolades, and imagine themselves here vacationing on America's Favorite Island®. In addition to working with a publisher, our in house 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 and the Hilton Head Island Airport.







# **ESTIMATED TOTAL IMPACT OF TOURISM** IN HILTON HEAD ISLAND ON BEAUFORT COUNTY, SOUTH CAROLINA 2020

FEBRUARY 17, 2021

DANIEL GUTTENTAG, PH.D. MELINDA PATIENCE



66 GEORGE ST. | CHARLESTON, SC 29424-0001 | OTA COFC.EDU

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### Introduction

This study estimates the economic impact generated by tourism to the Town of Hilton Head Island in the year 2020. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by the visitors' lodging type - villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors - and then summing them together for an overall total.

This analysis was conducted by Dr. Daniel Guttentag and Melinda Patience of the Office of Tourism Analysis, which is part of the Hospitality and Tourism Management Department in the School of Business at the College of Charleston.

### Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand, as provided by various third-party entities (e.g., STR and DestiMetrics), combined with visitor behavioral data that is collected via a Visitor Profile Survey. The total number of visitors in each segment for 2020 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about their spending in

over a dozen categories (e.g., lodging, food, transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2020, can be observed in Table 2.

The previously described data subsequently were used to determine average per-person expenditures. These figures were combined with the estimated visitor counts and used as inputs for a regional economic impact modelling tool, IMPLAN. IMPLAN is an inputoutput (IO) model that uses regionalized economic data and other information to determine economic output that accounts for direct expenditure and the secondary benefits of such expenditure (indirect and induced impacts). The model further estimates labor impacts and tax revenues.

Table 1. Number of HHI Visitors

Segment	Visitors
Villa Rental	781,867
Hotel	364,131
Timeshare	427,872
Second Homeowner	644,748
Non-Paying Guests	167,320
Day Trip	221,862
Total Visitors	2,607,801

The following metrics, as estimated by the economic impact model, are covered within this report:

 Employment: The number of jobs in the region supported by the economic activity, which involves an industryspecific mix of full-time, part-time, and seasonal employment. Seasonal jobs are adjusted to annual equivalents.

Table 2. 2020 Estimated Total Spend by Spending Category

Category	Totals
Transportation (around the destination)	\$45,750,557
Lodging	\$491,974,689
Food – Dining Out	\$178,366,909
Food – Groceries	\$137,719,937
Shopping	\$109,510,744
Spas	\$5,320,836
Golf	\$41,778,412
Biking	\$15,307,103
Performance/Visual Arts	\$1,374,800
Festivals	\$1,250,500
Museums/Historical Tours	\$3,652,352
Boating/Sailing/Fishing	\$24,285,613
Nature-based Activities	\$8,408,114
Dolphin Tours	\$8,655,295
Tennis	\$1,535,216
Other Expenses	\$38,262,430
Total Expenditure	\$1,113,153,507

- · Labor income: All forms of employment income, including employee compensation (wages and benefits) and proprietor income.
- Output: The total value of industry production, which for the service sector represents total sales, for the retail sector represents gross margins, and for the manufacturing sector represents sales minus inventory change.
- Direct: The initial effects to local industries that are directly receiving the expenditures of interest.
- Indirect: The secondary effects resulting from business-to-business purchases in the supply chain occurring throughout the region, as triggered by or in support of the direct expenditure activity.
- Induced: The ripple effects in the region resulting from household spending of

- income, after the removal of taxes, savings, and commuters.
- Taxes: These revenues take into account a variety of taxes, including sales tax, property tax, and income tax. These figures do not account for tourism taxes, such as accommodation taxes.

### Results

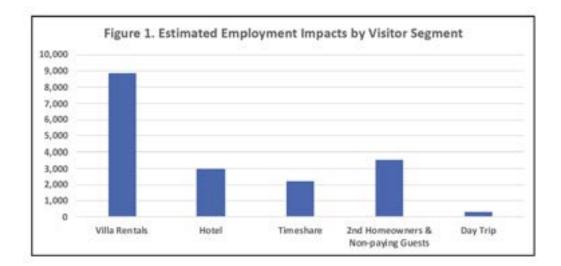
The year 2020 was a very unique time for the global hospitality and tourism sector, as it was defined by the COVID-19 pandemic that significantly curtailed tourism activity, particularly during the spring. In addition, the pandemic led to broader changes in consumer behavior, as people adjusted their behaviors in order to take precautions against the virus. Hilton Head was not immune from these impacts, which were substantial in the spring. Nevertheless, Hilton Head rebounded quickly

and fared well overall for the year, despite the uniquely challenging circumstances.

A total of 2.61 million visitors came to Hilton Head Island in 2020, down just 2.9% compared to 2019. The overall economic impact of this tourism for Beaufort County was \$1.37 billion, down 15.6% compared to 2019 (after adjusting the impact reported in 2019 from 2015 dollars to 2019 dollars). Hilton Head Island tourism also supported an estimated 17,902 jobs, which represents 15.4% of all jobs in Beaufort County, as per employment data provided by the Bureau of Economic Analysis. Impact estimates for each of the visitor segments are presented in the Appendix (Tables A1 - A6), and the employment impacts are presented in Figure 1. A total output multiplier for tourist spending was calculated using the model estimates. This multiplier represents the ratio of total economic output to direct output. The

estimated output multiplier for Hilton Head Island tourism on Beaufort County was 1.49; this signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.49.

The tourist expenditures generated an estimated \$14.02 million in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional \$18.41 million in accommodations tax. hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this \$32.43 million in tax revenue represents a Return on Tax Investment (ROTI) of 15.90, based on the \$2.04 million that was spent on destination marketing in 2020. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of \$15.90 in local tax revenue.



### Appendix

Table A1. Villa Rental - Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	7,164	\$210,124,512	\$482,246,732
Indirect	857	\$36,088,234	\$111,534,050
Induced	847	\$33,567,436	\$112,296,819
Total	8,868	\$279,780,182	\$706,077,601

Table A2. Hotel - Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	2,374	\$59,525,335	\$176,003,611
Indirect	346	\$14,946,196	\$48,243,837
Induced	256	\$10,140,318	\$33,923,538
Total	2,976	\$84,611,850	\$258,170,987

Table A3. Timeshare - Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	1,824	\$44,863,312	\$107,425,764
Indirect	220	\$9,271,674	\$30,528,384
Induced	186	\$7,379,269	\$24,686,590
Total	2,229	\$61,514,255	\$162,640,738

Table A4. Second Homeowner & Non-Paying Guests - Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	2,933	\$55,850,382	\$142,686,242
Indirect	349	\$14,742,099	\$52,788,886
Induced	243	\$9,624,168	\$32,196,353
Total	3,525	\$80,216,649	\$227,671,480

Table A5. Day Trip - Estimated Economic Impact on Beaufort County

Marian and a second	Employment	Labor Income	Output
Direct	252	\$5,025,715	\$12,293,245
Indirect	30	\$1,275,137	\$4,528,091
Induced	22	\$861,840	\$2,883,078
Total	303	\$7,162,691	\$19,704,414

Table A6. Total, All Segments - Estimated Economic Impact on Beaufort County

Employment	Labor Income	Output	
14,546	\$375,389,256	\$920,655,594	
1,803	\$76,323,340	\$247,623,247	
1,553	\$61,573,031	\$205,986,378	
17,902	\$513,285,627	\$1,374,265,219	
Estimated Local Tax Revenue			
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			
ocal Tax Revenue		\$32,430,267	
	14,546 1,803 1,553 17,902 ax Revenue x Revenue (ATax, HTax, ar	14,546 \$375,389,256 1,803 \$76,323,340 1,553 \$61,573,031 17,902 \$513,285,627 ax Revenue x Revenue (ATax, HTax, and Beach Preservation Fees)	

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	\$395,050,549
2	Full-service restaurants	\$185,215,296
3	Hotels and motels, including casino hotels	\$90,503,757
4	Other real estate	\$70,476,671
5	Miscellaneous store retailers	\$62,411,270
6	Fitness and recreational sports centers	\$58,764,884
7	Food and beverage stores	\$50,192,953
8	Transit and ground passenger transportation	\$45,361,241
9	Owner-occupied dwellings	\$34,393,471
10	Management of companies and enterprises	\$24,023,178
11	Water transportation	\$24,008,322
12	All other food and drinking places	\$16,767,127
13	Scenic and sightseeing transportation and support activities for transportation	\$14,582,892
14	Monetary authorities and depository credit intermediation	\$13,902,053
15	Museums, historical sites, zoos, and parks	\$12,019,122
16	Offices of physicians	\$11,027,753
17	Other local government enterprises	\$9,797,393
18	Services to buildings	\$9,209,001
19	Legal services	\$9,150,412
20	Insurance agencies, brokerages, and related activities	\$8,785,907
21	Limited-service restaurants	\$8,154,106
22	Employment services	\$7,273,302
23	Maintenance and repair construction of nonresidential structures	\$6,826,558
24	Personal care services	\$6,350,783
25	Other financial investment activities	\$6,192,500
26	Securities and commodity contracts intermediation and brokerage	\$5,741,925
27	Management consulting services	\$5,601,562
28	Advertising, public relations, and related services	\$5,592,136
29	Accounting, tax preparation, bookkeeping, and payroll services	\$5,255,503
30	Tenant-occupied housing	\$5,147,114
31	Postal service	\$5,067,902
32	Nondepository credit intermediation and related activities	\$5,046,368
33	General merchandise stores	\$5,037,003
34	Landscape and horticultural services	\$4,626,119
35	Automotive repair and maintenance, except car washes	\$4,393,163
36	Radio and television broadcasting	\$4,300,203
37	Nonstore retailers	\$4,148,062
38	Hospitals	\$3,824,624
39	Electric power transmission and distribution	\$3,560,259
40	Waste management and remediation services	\$3,157,010

	Industry	Output
41	Nursing and community care facilities	\$3,101,988
42	Clothing and clothing accessories stores	\$2,991,058
43	Car washes	\$2,886,581
44	Building material and garden equipment and supplies stores	\$2,800,980
45	Offices of dentists	\$2,781,749
46	Wireless telecommunications carriers (except satellite)	\$2,733,918
47	Computer systems design services	\$2,631,308
48	Other nondurable goods merchant wholesalers	\$2,576,299
49	Fossil fuel	\$2,563,787
50	Other amusement and recreation industries	\$2,548,552



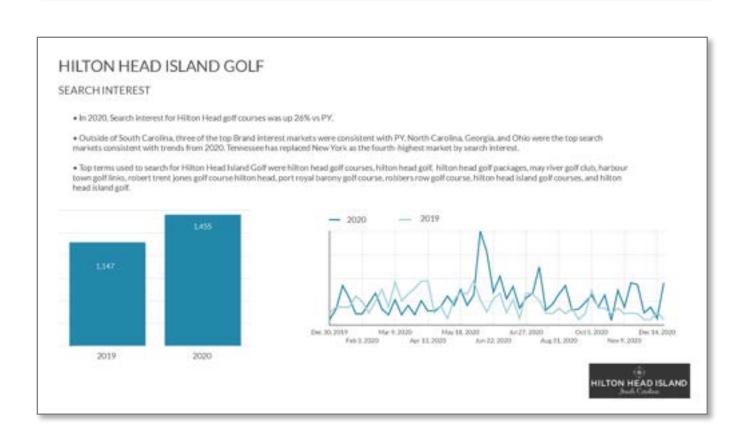


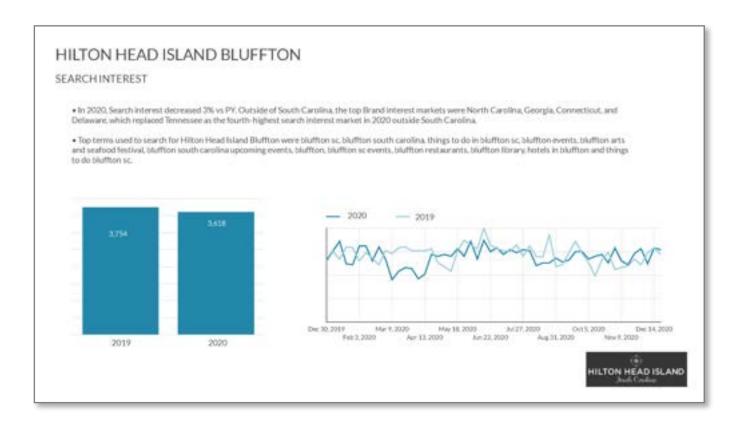


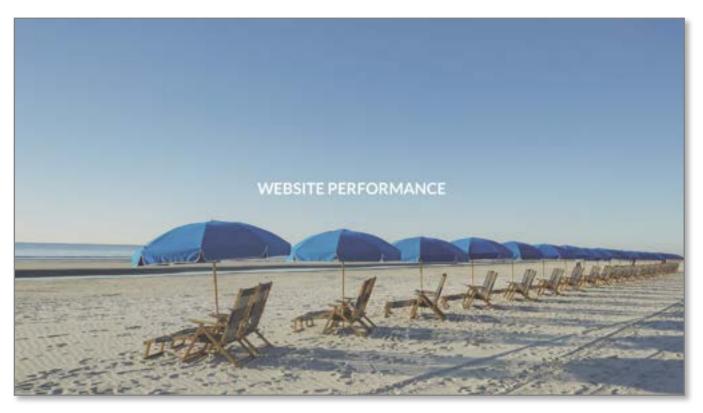


### HILTON HEAD ISLAND PROPER **SEARCHINTEREST** . In 2020, Search interest was up 4.5% vs PY. Demand spiked in May through to July. Outside of South Carolina, three of the top Brand Interest markets are consistent with PY. Georgia, North Carolina, and West Virginia were the top search markets consistent with trends in 2020. Tennessee replaced Ohio as the fourth-highest search interest market outside of South Carolina. . 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 beaches open, things to do in hilton head, is hilton head island open. 2020 2019 Dec 30, 2017 May 18, 2000 A#27, 2020 May 9,3020 Oct 5, 2000 Feb 3, 2020 Apr 11.2020 April 22, 2020 Aug 31, 2020 2019 2020

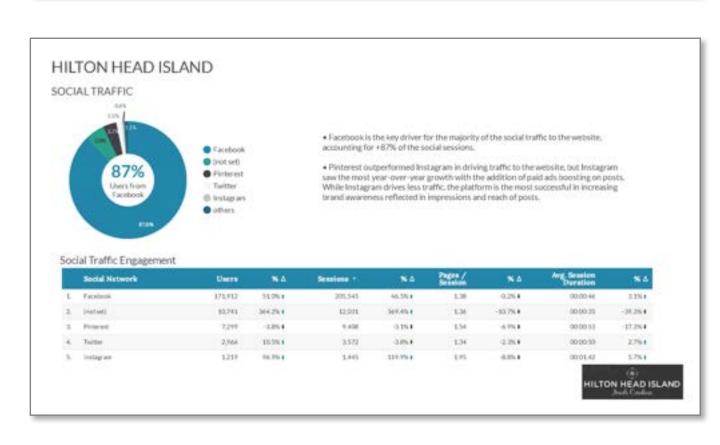
HILTON HEAD ISLAND







### HILTON HEAD ISLAND PROPER TOTAL WEBSITE VISITATION In 2020, there were 2.5M visits to the hiltonheadisland.org website. Search traffic (organic and paid) contributed a major share of traffic to the website. (66%). Traffic to the website increased 19.26% vs. PY. The share of mobile traffic increased 44% vs. PY and the share of desktop traffic increased 26% vs. PY. Website Visits Visitors by Channel 1156 9.8% • Fald Search 44.4% Distay @ others ZZÓW 2017 2018 2020 HILTON HEAD ISLAND



### HILTON HEAD ISLAND PROPER

### PAGE PERFORMANCE

Other than the homepage, the See & Do page is the most popular page for users to visit (5.6% of pageviews). After the See & Do page, Island Escapes Offers also attracts engagement from our audience (5.5% of pageviews).

### Top Pages

8	Page	Pagasines 1	<b>%</b> ∆	Arg Timens Page	84	Nonce Res	*44
1	į.	454045	40:1%	900134	-279.4	-17%	32.2%
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A,	MARKET	16347	+	000019		71.57%	
1.	Bretta.	127231	-0.06*	00:0143	1384	39.475	-0.2% #
6.	AN-Checking marts	102541	mon	(806.0)	11%	30.0%	-1.0% 8
N.	Machine formacilies	110,538	545494	009415	-1295.4	31376	-00814
4.	After	1000	842%	000057	-9679.1	44.75%	100%
١,	attan	1117	49.3%	900034	-357%4	2729%	(5.7% 4
30	dedata	75,156	20.7%	90(0),07	40964	10395	TLES
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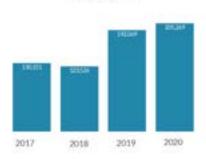
HILTON HEAD ISLAND

### HILTON HEAD ISLAND GOLF

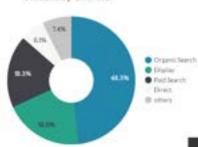
### TOTAL WEBSITE VISITATION

- . In 2020, there were 226K visits to the golf website, an increase of 6.6% vs the previous year. The growth in traffic was primarily driven by paid display campaigns, social referrals, and organic search interest. Paid search campaigns resulted in 50% increase in traffic over the PY.
- The golf site saw an increase in mobile sessions of 57% compared to the PY, and an increase in desktop sessions of 19% compared to the PY.
- A combination of paid and organic search traffic drove 68.2% of all traffic. The Golf page has an increase of 37.6% 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.

### Website Visits

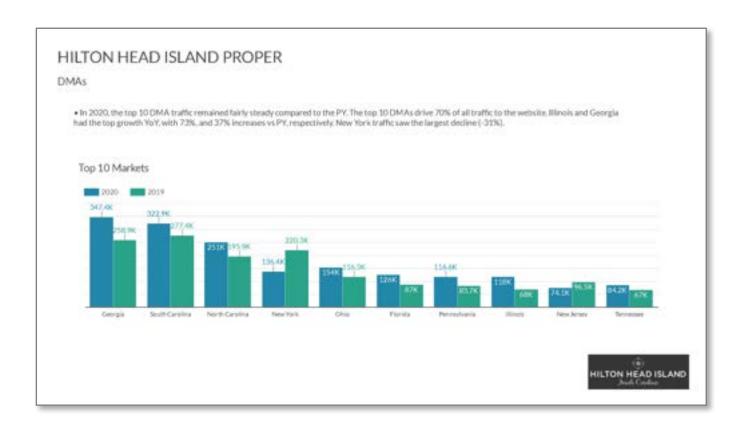


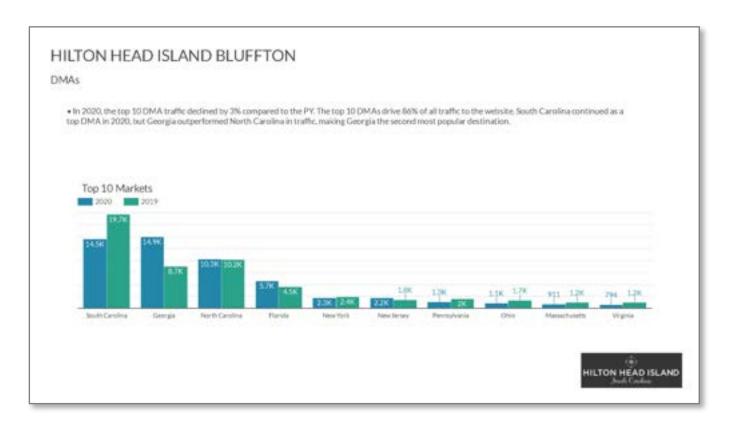
### Visitors by Channel

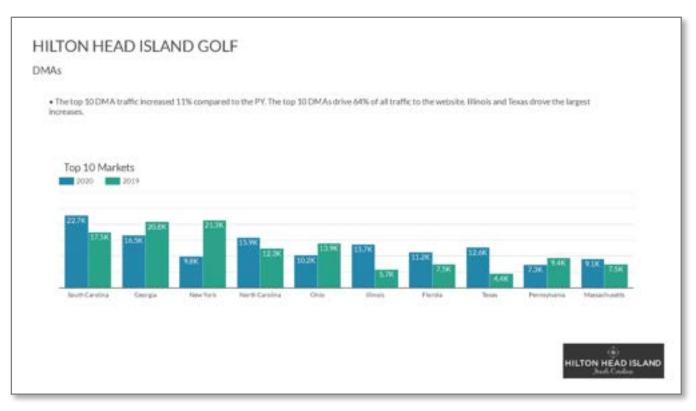


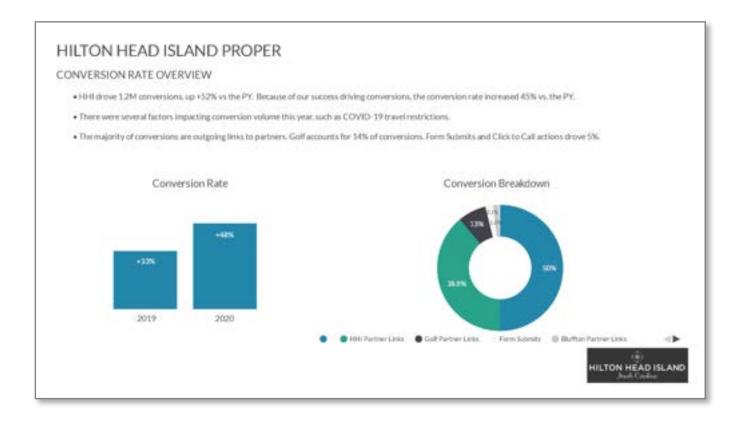


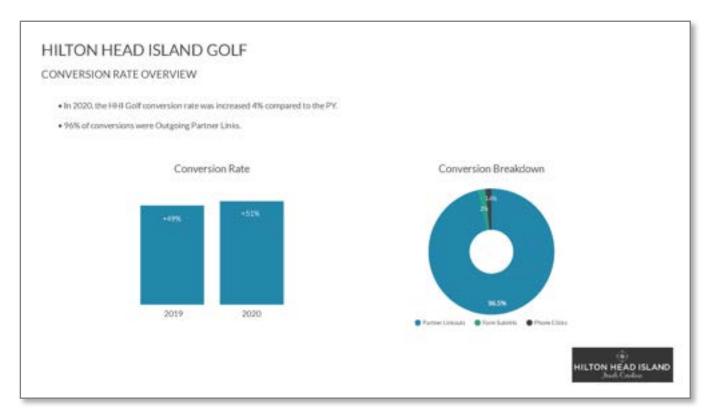
# HILTON HEAD ISLAND BLUFFTON TOTAL WEBSITE VISITATION There have been 61K visits to the Bluffton sections of the website, predominantly by search traffic (social and organic). Traffic is down 4% vs PY, driven by all traffic sources, but the biggest decline came as a result of a decrease in paid search and display traffic. . Mobile traffic increased 173% vs. PY and desktop traffic increased 32% vs. PY. Social and organic search drove the majority of traffic to the site, accounting for over 89% of traffic. Website Visits Visitors by Channel Paid Search 2017 2018 2019 HILTON HEAD ISLAND

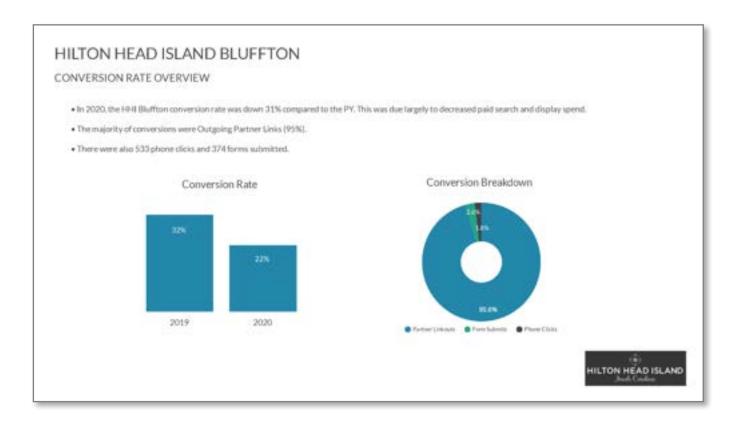




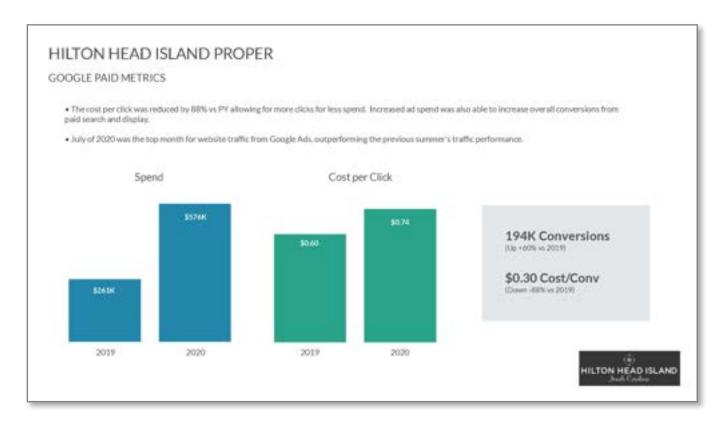


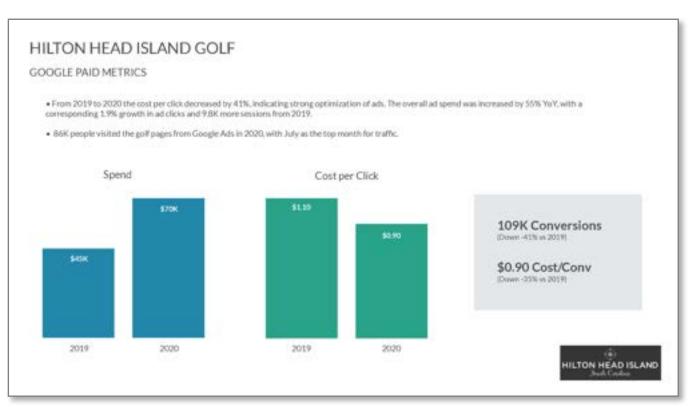














# **2020 Public Relations Year in Review**





## **COVERAGE HIGHLIGHTS**

# **AFAR**

# The Best Things to Do in South Carolina

#### Harbour Town Lighthouse

For the many who visit Hilton Head year after year, spotting the Harbour, Town Lighthouns means vacation has officially started. With it at steps to the top, the structure is tail enough to offer great views of Hilton Head but is still eliabable for families with young hids. The lighthouse also features a numerout that highlights from forts (full you know it's booked after by one of the few female lighthouse besperv in the country?) as you ascend. A gift shop at the top sells an extensive collection of models and books. Try to visit on a cool day with few crowds, as the interior but's int-conditioned, then spend the rest of the day visiting the surrounding shops, restaurants, and beach.

### Coastal Discovery Museum

Located a little off the main drag in Hilton Head, the family-friendly Constal Discourse. Museum boasts everything from resident Marsh Tacky horses and a butterfly garden to art exhibits and lectures on the healthy population of loggerhead sea turtles that next along the nearby beach. Guests here can also look forward to meet and greets with a juvenile alligator, sweetgrass busket veaving classes, and golded tours of the adjacent salt murch. It's a full-day experience set in a gorgeous locale.

### TRAVEL+ LEISURE

### 25 Best Beaches in the U.S.

Coligny Beach Park, Hilton Head, South Carolina



The beautifully landscaped entrance to Coligny Bleach welcomes you to an exceedibly well-maintained beach. Kanify accessed by car, toke, or foot, the beach others pleanly of emeralism, succluding showers, guaseboo, benchess, swings, free Wri-Fi, and a splash fountain to rince off your sandy children. Wheelichair- and strotter-friendly mainting leads to the water. To top it off, dolphin sightings are common and the surrises are incredible.

# **COVERAGE HIGHLIGHTS**

# **Forbes**

**Great Events For Next Year** 



One of the last unjor gatherings I went to before we all were introduced to the new ern of sating and drinking at house was the Hilton Head Senfood Featival. This fun gathering, which celebrated its 13th year, takes place in a number of beautiful waterfront locations.

With so much of the world beginning to look like strip mulls in many towns in the states—as well as across the pond—titinos fread, with all of its bosting and water-focused culture; resumbles no other place on earth with nules of beautiful constline. It is also conveniently served by a small, and efficient, regional airport

#### The Festival and the Town

The main Saturday gathering is the key event for the festival. Some of the afterparties were more like small social gatherings than actual curated events. The Saturday tasting is a lot of fun, with great music, but is perhaps too expansive with dozens of restaurants providing food: most with long lines. From what I saw Hilton Head is not much of a fine wine destination and rarely features the state's great local beers.

According to winemaker Josh Peeples, of Elyse Winery in Napa who grew up in Hilton Head, the festival has grown by leaps and bounds. "It originally started with one hundred people in a parking lot at Hudson's," he said when I met him at the festival. He said that the organizers this year had done an amazing job of focusing on sustainability and local Southeastern food.

This is a destination that is probably best explored on your own reconnaissance, It is a driving town, in that there doesn't seem to be much of an urban downtown area. Some of the local food offerings are stellar.

The oysters I had at local iconic dining establishment Hudson's were the best I have ever had in the United States: meaty and full of brine. The crab salad is pretty splendid here as well but there's really no reason to eat anything besides oysters.

### COVERAGE HIGHLIGHTS

# GOOD HOUSEKEEPING

15 Unforgettable Spring Break Trips for Families Your Crew Will Love



Hilton Head, South

special spring break on access of the base based on the mostly part break to Hillian Head, Smith Carolina, With more than 10 miles of necessible brackets, it's engine by railor the No. 1 telepod to the continuental U.S. and No. 1 telepol to the U.S. by Stored - Cartesian

### Parade

25 Picture-Perfect Beach Vacations Ideas Where You Can Soak Up the Sun In Style



Tucked away in the southernmost point of South Carolina, Hilton Head is the ideal beachy vacation destination for anyone who loves outdoor activities! In addition to enjoying the island's beautiful beaches (we recommend Coligny Beach, if you want to be near the action or

Driessen Beach, if you're vacationing with kids), you can rent a bike, go kayaking, fishing or even horseback riding to amp up the fun! Look for the perfect nearby accommodations on VacationRenter.com before you go, if you want to score a good deal on your hotel, AirBNB or

### FodorsTravel

10 Under-the-Radar U.S. Islands



## **COVERAGE HIGHLIGHTS**



**USA TODAY** 

Spring break spots where you won't find spring breakers



### tripsavvy

#### The Ultimate East Coast Beach Road Trip



he about two looms, you'll sairly at the found clearing between blanch, histing through which is above; you do their northwest of anyoungs, them is impair, it the mass is rejectly burster is laids. If it and you their rolds and so rolled heirs, and most people rolls which the transport of the state of at the looped's Chilpton First Beach, so if you like a upstel season, try Adord Lane or Which Reads. These as placent of large exercise that Court Allian Island Cleaniforms Reason and the Visualist Editors that their Beautiful Species and the Visualist Editors that the state of the state of state of the Visualist Editors that Beautiful Species Species and the Visualist Editors of the Species of the Visualist Editors that the Species of Specie

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# TRAVEL+ LEISURE

13 Best Weekend Beach Getaways in the U.S.





# COVERAGE HIGHLIGHTS



# woman's day

The Most Beautiful Beaches In the United States



Hilton Head, South Carolina



### Easy and elegant cocktail recipes for celebrating the holidays at home

#### Mocha Honey Old Fashioned

This driek from Cross Hillers Head Conseniors, & haze ity agent homey whickey, a mix of whickey and honey Equator. Chocolate and obeyon add depth and richness that are halanced by a splash of coffice flavored Kabbas.



#### Spiced Gingerbread Iced Latte

The years at Onni Hilton Head Oceanfront Re saving Memin bound syrups in this pole-me up heddap trum, though pariets can opt to make <u>their one</u> syrups into. This recipe lashe aborted, which makes is satisfied for all ages, though halley frich Cream, Prangeliss or vedka can easily be added.

voted the top inland in the continental U.S. for four of the past five years by readies of Travel + Leisure magnitive



# **COVERAGE HIGHLIGHTS**

# People

25 Years of HGTV Dream Home! See Every House the Network Built (and Gave Away) from 1997 to 2021



2020 - Hilton Head, South Carolina

Danigmen Scion Patrick Phina

Winner, Sunan O'Gorman of Perry, Georgia

For Fack in the great room, Flyon created a testured, "tabley" finish on the scale by threeing wortholls on set concrete — a practice that a frequently med in Lencountry design for a braidly feet.

### Traveler

The 25 Best Island Beaches in the World: 2020 Readers' Choice Awards



5 Hillion Head bland, South Carolina

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# BEST

### NEED A BREAK FROM HOME? THESE HOTELS ARE WORK-FROM-HOME FRIENDLY

Get work done with a change of scenary



If you're itching to get away with the kids and their virtual learning, head down to oceanfront Sonesia Resort in Hilton Head. Taking a break from the workday couldn't be easier — enjoy a walk along the beach or visit their beautiful tropical gardens.

Let your kids discover their environment with complimentary tickets to the Constal Discovery Museum, a Smithsonian affiliate, where students of all ages and their families can enjoy the blue crab experience, the butterfly pavilion, and more. Everyone will get to see the island's history and ecosystem firsthand.

# **COVERAGE HIGHLIGHTS**

### redbook

Here's How These Resorts & Destinations Plan To Reopen Post COVID-19



#### Hilton Head, South Carolina

Hilton Hoad is taking a unique approach utilizing members of their community. Nine toams will address specific industries and seven working to craft solutions in The Southern Beaufort County area to successfully reopen to their community and travelers. The nine teams include: small business, retail, faith organizations, restaurants, arts & culture, boat, home & villa, early childhood and recreminor/attractions.

Known as 'America's Favorite Island,' this strategy shows how much heart is in this tourist destination, where it's not always about the tourists but also about the residents that call it home.

# TRAVEL

Hilton Head Island Stands Ready to Safely Welcome



"America"s Feorite Intend" in South Carolina's Lowcountry, Hilton Head Island has just released its new Path Forward Readiness Plan, a comprehensive strategy for reopening the community and once again welcoming visitors to its shores.

As interest in U.S. domestic tourism starts to revive, this charming Southern resure town wants travelers to consider coming to enjoy its many outdoor an socially-distanced activities and experiences, knowing that their health and safety is paramount to hospitality providers.

As part of the program, the Hilton Head Island-Stuffton Chamber of Commerce provides local businesses and organizations with sector-specific checklists that outline all appropriate protection measures, which must be implemented to continue operating in a COVID-19-aware environment, and invites them to sign its official "Safety First Piedge".

# **2020 RESULTS**

1,554 PLACEMENTS 4,935,469,966 IMPRESSIONS \$3,465,354.70 AD VALUE

312 PLACEMENTS 95,203,719 IMPRESSIONS \$15,550,124.00 AD VALUE

# TOTAL

1,866 PLÁCEMENTS 8,129,666,977 IMPRESSIONS \$19,015,478,70

\$19,015,478.70 AD VALUE



# Hilton Head Island Visitor & Convention Bureau

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Assistant to the President ckillmar@hiltonheadisland.org

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Vice President, Communications

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