



HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE



## Website Integration Partnership

### 2019 Website Integration Partnership

The Savannah/Hilton Head International Airport (SAV) and Hilton Head Island-Bluffton Chamber of Commerce have achieved great success in partnership to date; air service recruitment and promotion, out-market events, digital and social campaigns, accolades from top publishing brands such as *Travel + Leisure*, *Condé Nast Traveler* and *Southern Living Magazine*, etc. In efforts to proactively grow our partnership we are recommending an evergreen presence throughout the destination's virtual front door, the [HiltonHeadIsland.org](http://HiltonHeadIsland.org) website. The website integration will further allow the Savannah/Hilton Head International Airport (SAV) and the Hilton Head Island-Bluffton Chamber of Commerce to achieve stronger out-market penetration and awareness. The goal of this partnership is to solidify a connection between the brands for the consumer, when they think travel they immediately associate both SAV and Hilton Head Island together.

### Investment to Include:

- SAV: \$100,000 investment

### Website Integration Touch points

The thoughtful integration incorporates the SAV brand throughout the destination's virtual front door, the [HiltonHeadIsland.org](http://HiltonHeadIsland.org) website. The website received over 2.26M visitors in 2018, creating over 810K conversions out to our partners. The partnership integration would start on the homepage and pull through each subsequent sub-page and/or microsite page that falls within top pages for visitation. The goal of the partnership is maximum exposure and association. SAV will also see integration into content created for the destination, such as videos, further enhancing the collaboration and visually representing the partnership.

### Detail of HiltonHeadIsland.org Website Integration Touchpoints:

- Homepage content module that will highlight how to get to HHI, which will prominently feature SAV
- Prominent exposure on the revised "Getting Here" section of the website, where both SAV and the associated airline partners will be prominently highlighted, along with a new interactive map.
- "Getting Here" will be moved to the primary navigation of the site to drive maximum exposure for this content
- Dedicated call to action (CTA) placement on the leisure co-op page that have a dedicated media strategy for HHI
- Mega Menu Spotlight Exposure on prominent main navigation options:
  - Rotation within the mega menu spotlight position of the drop-down from the main navigation for "Stay"
  - Rotation within the mega menu spotlight position of the drop-down from the main navigation for "See & Do"
  - Rotation within the mega menu spotlight position of the drop-down from the main navigation for "Taste"
- Connect Calendar main page located just below the "Featured Upcoming Events" area



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- “Stay → Hotels, Inns & Resorts” and “Stay→ Vacation Homes & Villas” main pages located just below the “Featured Hotels, Inns & Resorts” and “Featured Vacation Home & Villa Rental Partners” area
- “Offers” main page just below the “Featured Offers” area
- Exposure on the homepage of the HHI golf microsite
- CTA on all partnership / event landing pages below the main event copy and/or below any required sponsor/partner mentions. *Example: HHI Seafood Festival*

#### **Additional Partnership Touch Points**

##### Destination Marquee Events

- Integration into all out-market event campaigns
- Placement of logo on all digital/social advertising
- A sample of events: HHI Seafood Festival, Gullah Celebration, Foodie February, Wine & Food Festival, RBC Heritage Presented by Boeing, Concours d’Elegance

Dedicated e-Newsletters to over 141,000 subscribers of Hilton Head Island Destination Information

- Dedicated CTA for SAV air service on 12, monthly eNewsletters deployed (at a minimum)
- SAV will also be highlighted within the ongoing 3-email drip campaign that will be distributed to all new email subscribers on the website

#### **Agreed to and Accepted by:**

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Stephen S. Green  
Chairman  
Savannah Airport Commission

#### **Agreed to and Accepted by:**

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William G. Miles  
President & CEO  
Hilton Head Island – Bluffton  
Chamber of Commerce