



HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE



# TRAVEL+ LEISURE

## **2019 *Travel +Leisure* Partnership**

*Travel + Leisure* is the preeminent voice for the sophisticated, insatiable traveler, serving up expert intelligence and the most immersive, inspiring travel lifestyle content anywhere. Capturing the pure joy of discovering the pleasures the world has to offer—from art and design to shopping and style to food and wine. Both in digital or print, *Travel + Leisure* offers compelling reasons to get up and go.

The Savannah/Hilton Head International Airport and the Hilton Head Island Chamber of Commerce will partner with *Travel+Leisure* to create a robust integrated marketing program to help increase brand awareness and drive visitation among *Travel + Leisure*'s audience of affluent consumers, cultural connoisseurs, and avid travelers.

Best-in-class custom content, experiential moments and high-impact media placements will engage a captive audience and key decision makers, positioning both the Savannah/Hilton Head International Airport and Hilton Head Island as a convenient and unique experience that cannot be missed.

### **The *Travel+Leisure* Reader:**

- Average HHI: \$329,000
- 6.7M Audience
- Average Net Worth: \$1.1MM
- 1.3MM have \$1MM+ Net Worth
- 97% own a valid passport
- 89% plan to travel internationally this year, with an average of 3 leisure trips taken in the last year
- 97% plan to travel domestically this year, with an average of 5 leisure trips taken in the last year
- 80% pay more for luxury experiences and products

*Travel + Leisure* deep dives into what's new and notable, celebrating a favorite vacation style and convenient access. With more than 50% of their readers planning a beach vacation with family, Savannah/Hilton Head International Airport and Head Island will shine with custom content noting convenient access and inspiring travel to this very special barrier island in South Carolina.



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## Strategy and Partnership

### Overview:

*Travel + Leisure* campaign will highlight the amazing opportunities that make the island one of the most buzzed-about destinations, and how seamless it is to travel to the destination via the Savannah Hilton Head International Airport.

### Print:

***Travel + Leisure*: Summer timeframe 2019**

### Digital/Social:

- Social Amplify from Facebook and Instagram handles
- Native Promotional Units (editorial touts) across T+L.com and sharing video content or messaging directly to users as they scroll their social news feeds
- Partner can tap into proprietary first party data set to target Meredith subscribers and users on social posts will drive users directly to desired website
- Incorporate via a compelling and authentic visual story from the @travelandleisure Instagram handle, reaching over 3.7M followers
- Partner Integration will include one (1) story made up of 5-10 story segments with creative direction
- Dedicated email blast designed and deploy a dedicated, co-branded email blast

**Partnership Investment: SAV: \$50,000**

### 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