TRAVEL+ LEISURE

HILTON HEAD ISLAND

T+L World's Best Award Winner Partner Co-Op Program



For the third year in a row, Hilton Head Island was named the #1 Island in the Continental U.S. by *Travel*+*Leisure* magazine. *Travel*+*Leisure* reaches the largest audience of affluent frequent travelers in the United States. By collaborating with our partners on the *Travel* + *Leisure* digital platform, we are able to continue the momentum of being awarded this prestigious accolade and give your organization prominence and exclusivity for promoting with us and the overall destination.

8.5M UNIQUE VIEWS 30M Monthly Page Views

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66%
FEMALE
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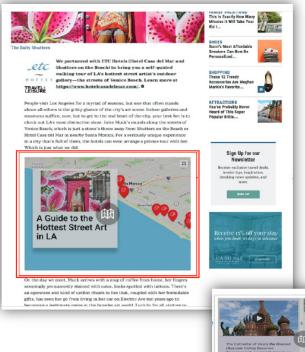
NATIVE ARTICLE PLACEMENT

- Two digital (2) articles
 one (1) culinary
 - one (1) outdoors/experiences
- Run dates include (*tentative* based on commitment):
 August 2018
 - September 2018

"Branded content generated an average of 86% brand recall among viewers, compared with 65% from pre-roll ad."



INTERACTIVE MAP



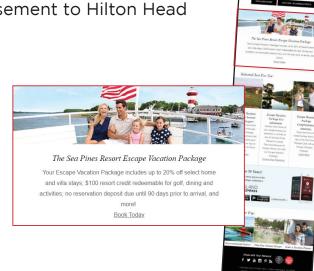
- The embedded Interactive Map allows users to click different destination points on a live map to explore a more immersive and engaging experience.
- **30%** higher average engaged time overall
- **73%** completion rate of the interactive feature
- 79% agree that interactive content enhances retention of brand messaging when combined with traditional marketing tactics



ADDED VALUE

- One (1) dedicated organic social post on Hilton Head Island VCB Facebook
- One (1) exclusive enewsletter advertisement to Hilton Head Island VCB 141K+ insiders





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