

# 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*

# 66%

## FEMALE

# \$102K+

## MEDIAN HHI

## 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 Salty Shutters

We partnered with ETC Hotels (Hotel Casa del Mar and Shutters on the Beach) to bring you a self-guided walking tour of L.A.'s hottest street artist's outdoor gallery—the streets of Venice Beach. Learn more at <https://www.hotelcasadelmar.com/>

People visit Los Angeles for a myriad of reasons, but one that often stands above all others is the gritty glimmer of the city's art scene. Indoor galleries and museums suffice, sure, but to get to the real heart of the city, your best bet is to check out L.A.'s most objective show: Jules Mack's murals along the streets of Venice Beach, which is just a stone's throw away from Shutters on the Beach or Hotel Casa del Mar in nearby Santa Monica. For a seriously unique experience in a city that's full of them, the hotels can even arrange a private tour with her. Which is just what we did.

**A Guide to the Hottest Street Art in LA**

On the day we meet, Mack arrives with a mug of coffee from home, her fingers seemingly permanently stained with color, limbs spotted with tattoos. There's an openness and kind of urbane charm to her that, coupled with her formidable gifts, has seen her go from living in her car on Electric Ave ten years ago to becoming a sought-after name in the local art world. I catch up for all stations in

- 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

The Cathedral of Visibly the Blessed (Khanum) Gorbunov

Europe is loaded with Historic Cathedrals of all shapes and sizes. Here are our favorite ones.

## ADDED VALUE

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



**The Sea Pines Resort Escape Vacation Package**

Your Escape Vacation Package includes up to 20% off select home and villa stays, \$100 resort credit redeemable for golf, dining and activities, no reservation deposit due until 90 days prior to arrival, and more!

[Book Today](#)

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