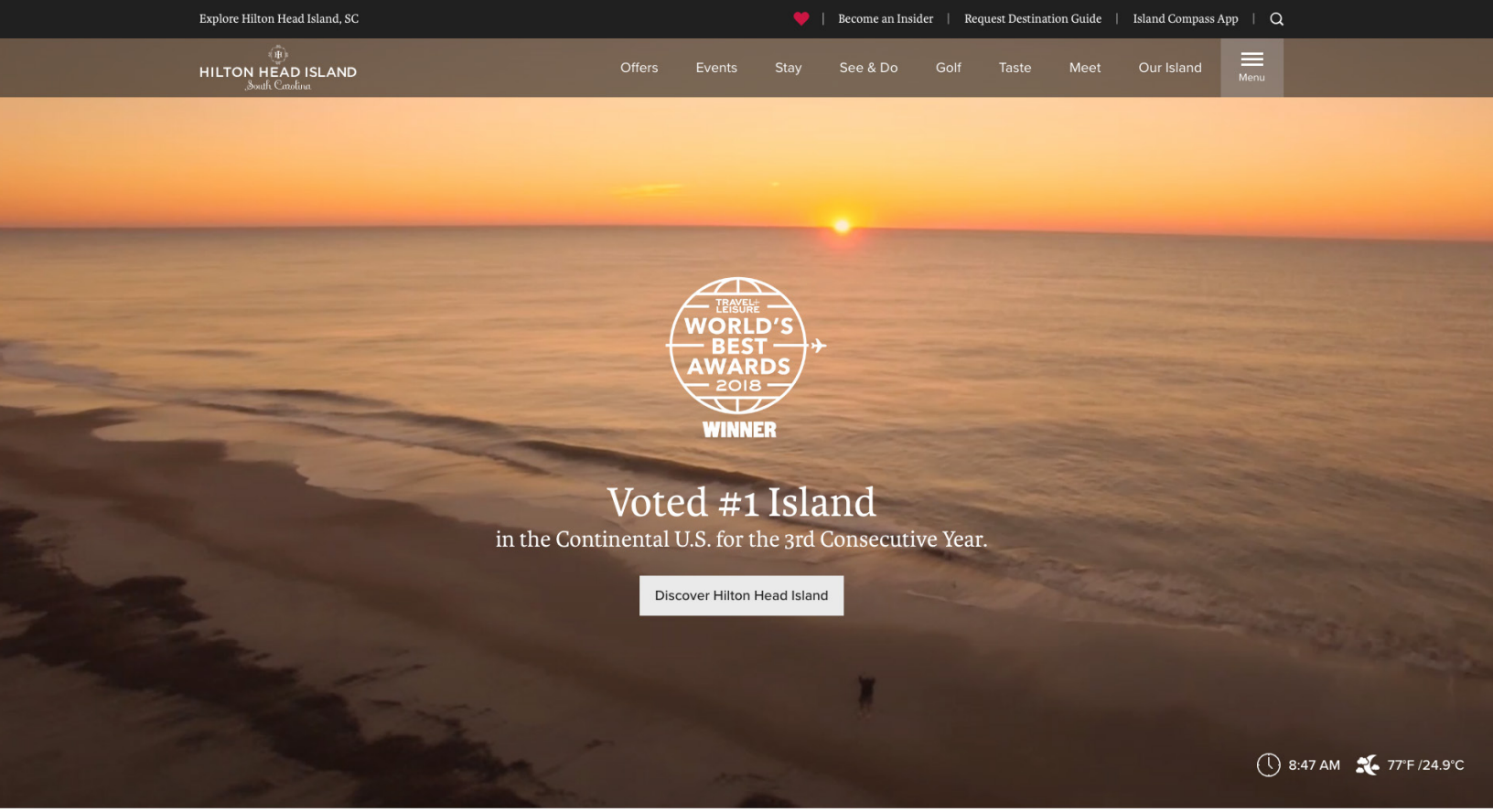
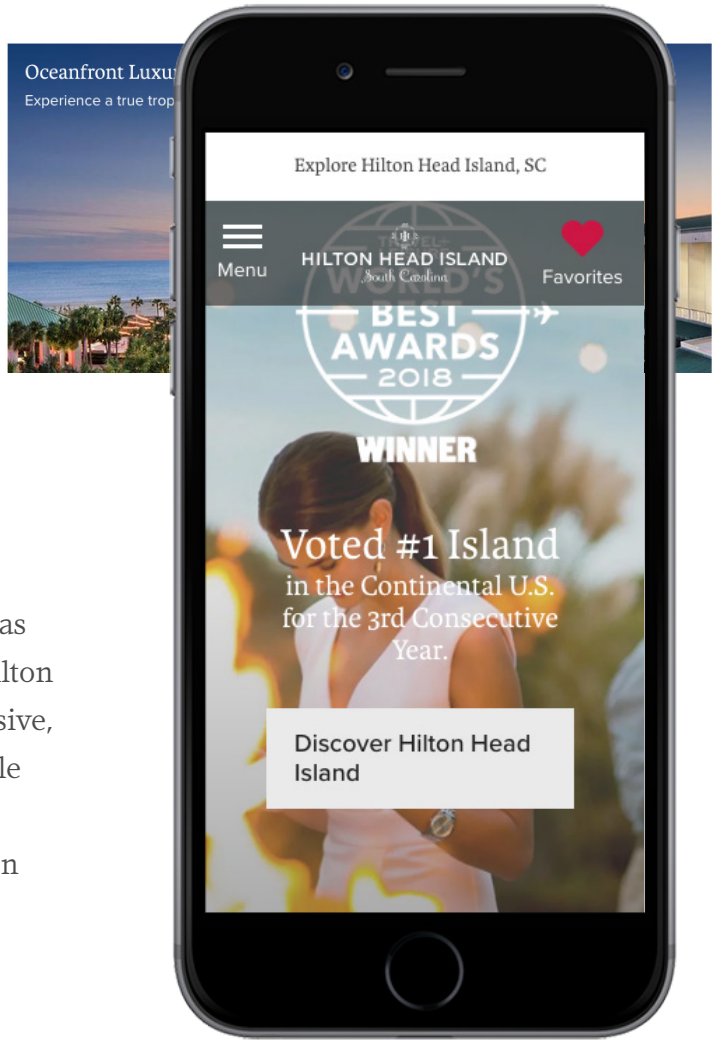
HILTON HEAD ISLAND
South Carolina

HILTON HEAD ISLAND
ADRIAN AWARDS
24D: WEBSITE UX



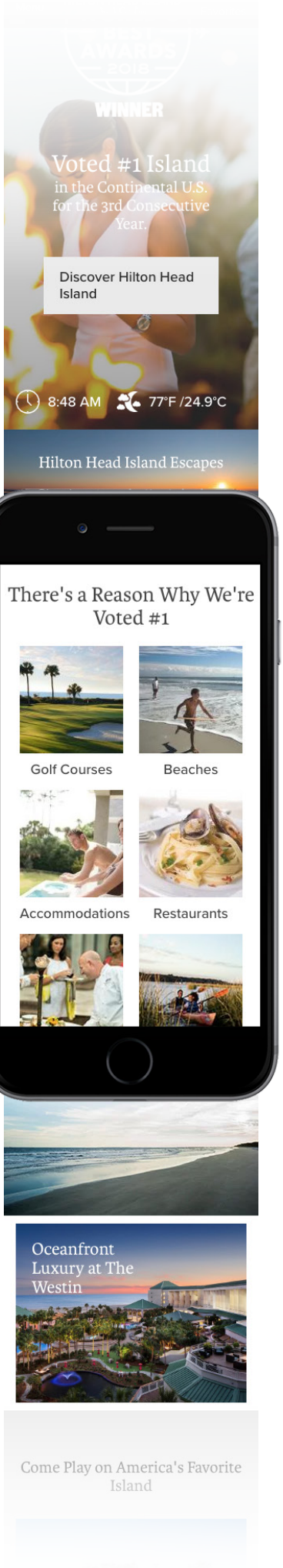
There's a Reason Why We're Voted #1

In fact, there are plenty of reasons. Here you'll find 12 miles of pristine beaches and everything you need for the ultimate coastal retreat. We have more than 33 world-class golf courses, 300 tennis courts, and hundreds of years of rich and vibrant history. There are more than 250 restaurants to sample, including elegant fine dining establishments, waterfront seafood spots, and everything in between. Enjoy easy days at the beach relaxing in the sun, sand, and surf, embark on an outdoor adventure on land or spend the day on the water. Start planning your Hilton Head Island vacation now and get ready to



SITUATIONAL ANALYSIS

Wanting to capitalize on its recognition as the #1 Island in the Continental U.S., Hilton Head Island required a modern, immersive, and conversion-focused platform capable of effectively inspiring and persuading travelers to experience all that the region has to offer.



With a contemporary, mobile-first design, the new platform needed to inspire, educate, and persuade users to visit Hilton Head, while incorporating additional elements to engage users as they traveled around the region. The platform also needed to collect invaluable consumer data to fuel ongoing digital marketing campaigns and on-site personalization opportunities.

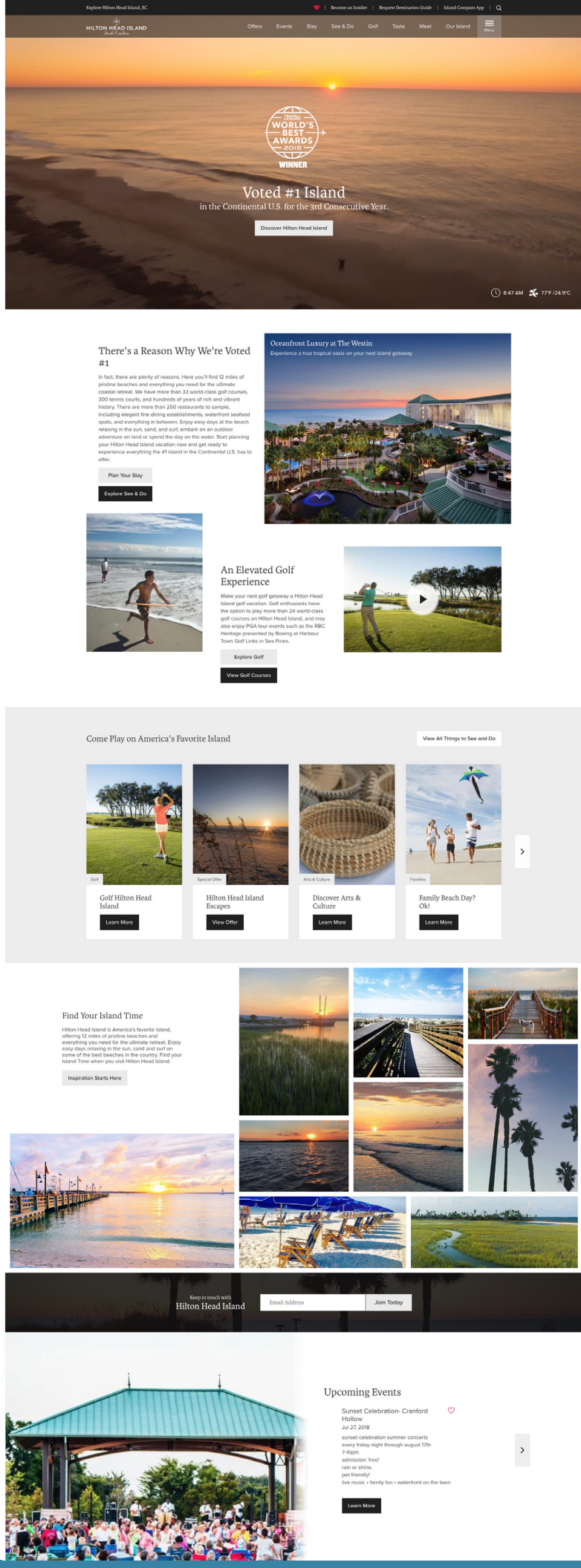
Hilton Head's website is the single-most important touchpoint next to the destination itself. As such, it was essential that it increased exposure and engagement for Hilton Head through intuitive navigation, captivating copy and imagery, and strategic positioning of promoted content and information about member organizations and local businesses.

MARKETING OBJECTIVES

The overarching objective was to drive visitation to Hilton Head Island, in addition to its member organizations and partners that provide accommodations, dining, experiences, services, and other local attractions.

To this end, the marketing objectives included:

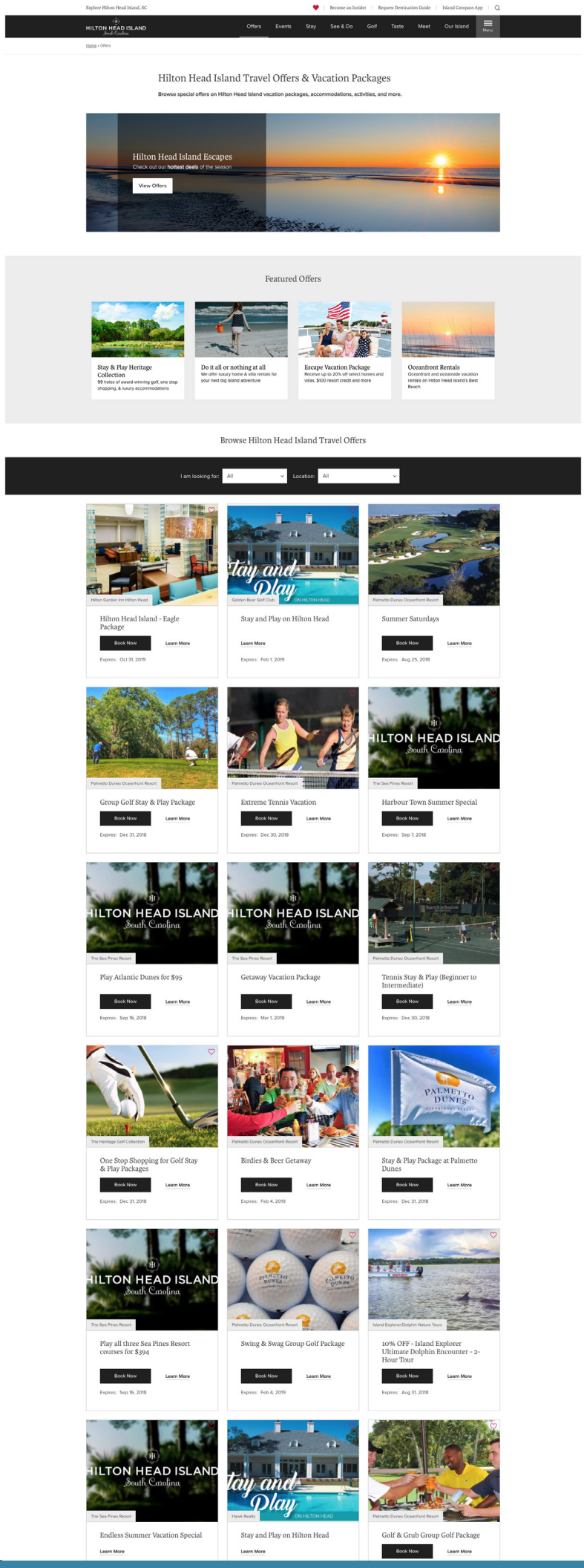
- Creating a fresh new aesthetic reflective of Hilton Head Island's refined brand image
- Building a web platform that would be optimized for mobile, as well as using updated technology to stay current with industry trends
- Improving content organization and navigation to support an exceptional user experience
- Strategically showcasing high performing content, such as trending blog posts, throughout the site
- Delivering strong value to local partners in terms of driving traffic to their respective websites, while creating better engagement with their site content and improved opportunities to manage their own content—from listing information to the events and offers they provide



TARGET AUDIENCES

Hilton Head Island's primary audience is affluent, between the ages of 25-64, and looking for a relaxing and fun vacation in the U.S. They skew strongly towards women (Hilton Head Facebook fans are 77% female, and 82% of engaged users are female). Geographically, marketing efforts are focused on reaching potential guests in key northeast, midwest, and southwest markets in the U.S.

Hilton Head Island also wants to reach audiences who are interested in beach-oriented getaways, family vacations, artistic and cultural experiences, and luxury travel. Another key Hilton Head audience is sports enthusiasts interested in golf, tennis, biking, and outdoor leisure activities.

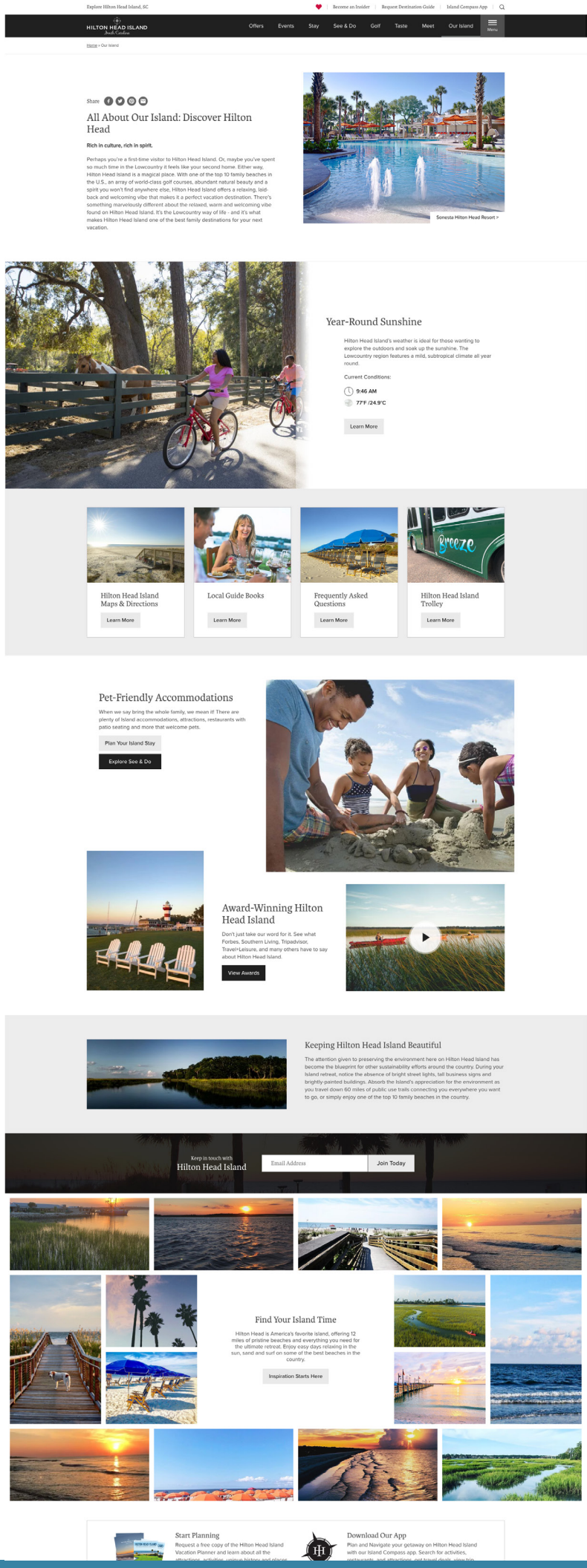


RESEARCH, PLANNING, IMPLEMENTATION

A third-party, website-user intercept survey was conducted, focusing on conversion and ROI. The survey results were combined with the website's overall objectives to inform the development of the user experience, content, and design.

A content audit of the site was done to determine what pages to edit, optimize, or remove. To inform the contemporary design, wireframes were developed to illustrate how the user would access all conversion touchpoints, and how the website experience would render across devices.

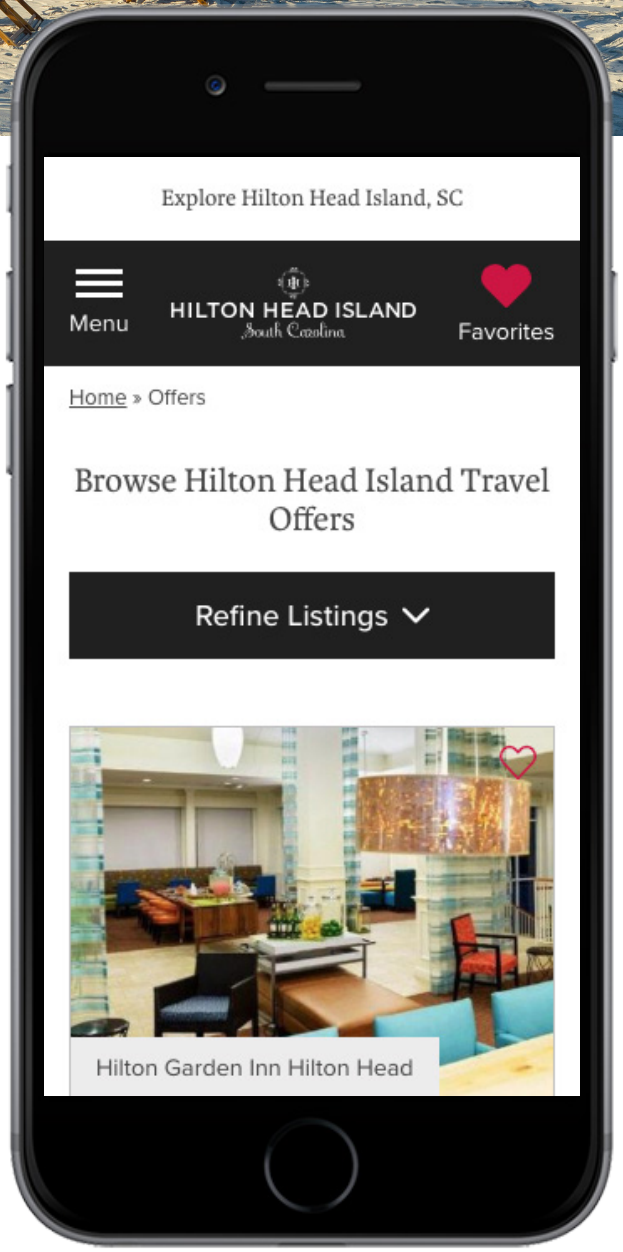
Employing the required code and functionality, these strategies were brought to life on a Drupal 8 CMS. Integrations included Doubleclick for Publishers to support partner ad content, Ungerboeck's API to enable listing categorization through Hilton Head's CRM system, enhanced filtering of partner listings, an events module, and an improved Partner Portal that enabled partners to better manage their submissions of events, offers, and listing details to the site.



MESSAGE

Voted #1 Island in the Continental U.S. for three consecutive years at the prestigious Travel + Leisure World's Best Awards, Hilton Head Island is a popular, award-winning destination. Its position as "America's Favorite Island" is reinforced through this stunning new website, which showcases Hilton Head's natural beauty, outstanding accommodations, exquisite dining experiences, and much more.

The new website balances practical, logistical information with inspiring content that engages visitors—drawing the deeper into HiltonHeadIsland.org and moving them along the path to purchase. Throughout the site, partner ads are integrated to promote local member organizations, while heightening awareness and engagement directly with their key audiences.



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RESULTS

- **32% Increase** 0T GJ IR0IQDZNXU[MN XGZK EUE
- **20% Increase** 0T TK] [YKX YKYY0UTY EUE
- **52% Increase** 0T HRUM YKYY0UTY EUE
- **281,319 Goal completions** ÜY0TIK RG[TINü

BUDGET/ROI

Not available at client's request.