



Beaufort County Airports Board

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Vice Chairman

JAMES STARNES

Board Members

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ANNE ESPOSITO

LESLIE ADLAM FLORY

NICHOLAS MESENBURG

DAVID NELEMS

RICH SELLS

THOMAS SHEAHAN

BRIAN TURRISI

Airports Director

JON REMBOLD

County Administrator

MICHAEL MOORE

Administrative Specialist

ROCIO REXRODE

Physical Address

Hilton Head Island Airport

120 Beach City Road

Hilton Head Is, SC 29926

Mailing Address

Airport Administration

26 Hunter Road

Hilton Head, SC 29926

(843) 255-2942

www.beaufortcountysc.gov

MEETING ACCESS

[MEETING LINK](#)

ID: 161 714 8655

Passcode: 791968

Beaufort County Airports Board Agenda

Council Chambers - Administration Building

100 Ribaut Road, Beaufort, SC 29901

Thursday, January 16, 2025, at 1:30 PM

- I. CALL TO ORDER
- II. PLEDGE OF ALLEGIANCE
- III. PUBLIC NOTIFICATION OF THIS MEETING HAS BEEN PUBLISHED, POSTED, AND DISTRIBUTED IN COMPLIANCE WITH THE SOUTH CAROLINA FREEDOM OF INFORMATION ACT (FOIA)
- IV. APPROVAL OF AGENDA
- V. APPROVAL OF MINUTES – [NOVEMBER 17, 2024](#)
- VI. PUBLIC COMMENT (Limit comments to three minutes)
- VII. DIRECTOR'S REPORT
 1. 2025 Meeting Schedule Discussion
- VIII. UNFINISHED BUSINESS
- IX. NEW BUSINESS
- X. CHAIRMAN UPDATE
- XI. COMMITTEE REPORTS
- XII. CITIZEN COMMENT (Limit comments to three minutes)
- XIII. ADJOURNMENT

NEXT MEETING:

THURSDAY, FEBRUARY 20, 2025, AT 1:30 PM

COUNCIL CHAMBERS, 100 RIBAUT RD., BEAUFORT, SC 29901

MINUTES

Beaufort County Airports Board

November 21, 2024 | 1:30 pm | Meeting called to order by Chairman Chris Butler
[Video and Transcript](#)

ATTENDANCE

Present: Chris Butler, Howard Ackerman, Leslie Adlam Flory, Anne Esposito, Brian Turrisi, David Nelems, Nick Mesenburg, Thomas Sheahan, Jim Starnes and Rich Sells

Absent: Mark Bailey

County Staff: Stephen Parry, Deputy Airports Director; Eric Townsend, Airport Manager; and Rocio Rexrode, Administrative Specialist.

Beaufort County Council Liaison:

Hilton Head Island Town Council Liaison:

Public: Judy Elder, Talbert, Bright and Ellington, Inc.

AGENDA ADOPTION

The November 21, 2024, BCAB meeting agenda was adopted with unanimous consent.

APPROVAL OF MINUTES

Brian Turrisi made a motion to approve the October 17, 2024, meeting minutes. Rich Sells seconded the motion. All were in favor and the motion passed.

PUBLIC COMMENTS

There were no Public Comments.

DIRECTOR'S REPORT

- **DEPARTMENT UPDATE:**

Breakfast Club: Rembold reported that the ARW hosted the Breakfast club event, with 38 aircraft flying in. He noted the weather was perfect for the occasion. A food truck was present, and there was a great turnout, making it a successful event.

Concours d'Elegance: Rembold shared this year's Concours d'Elegance was another successful event, featuring a BMW that reached a top speed of 161 miles per hour while going up and down the taxiway.

Tower Radios: Rembold announced that the radios have been installed, and all communications in the tower have been upgraded.

Leadership Program Class of 2025: Rembold mentioned that the Hilton Head Island – Bluffton Chamber of Commerce Leadership Class of 2025 took a tour of the ARFF and the tower.

Unforgettable Visit: Rembold shared that Mr. Michael R. Waters reached out, and his two grandchildren, Chase (age 10) and Bennett (age 8), had the opportunity to visit the tower. The boys thoroughly enjoyed their time there.

Adopt-a-Poll: Rembold explained that the Airport had the chance to sponsor a polling station by providing food for the poll workers through Election Day. He noted that this was an excellent opportunity to partner with the community.

- **TERMINAL UPDATE:**

Rembold reported that the terminal project is progressing on schedule. He shared a slideshow showcasing the construction progress. He informed that the road in front of the terminal has been paved, while the center doors of the terminal are currently closed off, and all of the sidewalk in front of the terminal has been removed. He pointed out the Engagement HQ platform and encouraged Board Members to visit the page for weekly photo updates.

- **AIRPORTS' BUSINESS UPDATE:**

Voltaire Aviation:

Air service update for Hilton Head Island Airport (HHH) and updates on the airline industry.

Key points include:

1. **Airline Industry Update:** The pilot shortage has eased, but carriers are overextended. Leisure travel has fully recovered, while business travel remains below pre-pandemic levels. Domestic seat capacity and TSA screenings have increased compared to 2023.
2. **Domestic Air Service Updates:** Delta and United are performing well, while American is undergoing a strategy shift. Southwest faces challenges, and JetBlue is expanding its network. ULCCs like Frontier and Spirit are adjusting strategies, with Spirit struggling financially. Alaska Air has acquired Hawaiian Airlines.
3. **South Carolina Air Service Update:** The state has seen solid traffic and seat capacity growth, with a 10% increase in both for 2024. ULCCs are expanding in Charleston and Myrtle Beach. American and Delta carry about 50% of the state's domestic traffic.
4. **Hilton Head Island Airport (HHH):** Three airlines serve HHH, with American offering year-round service to Charlotte, and Delta and United providing seasonal service. The 2018 runway extension allows for regional jet service. HHH had nonstop service to eight cities in summer 2024.
5. **Savannah Update:** Savannah's air traffic and capacity have more than doubled from 2014 to 2024, with several low-fare carriers entering the market.
6. **Air Service Advertising:** The document outlines strategic marketing efforts, including local awareness, inbound air service marketing, and supplemental programs. Key inbound markets are targeted to increase direct air travel to HHH.
7. **DOT Grant Update:** The Small Community Air Service Development Grant aims to improve HHH's market position and increase awareness of its airline options.

8. Community Engagement: Emphasizes the importance of community support and partnerships to attract and retain airline services.

The document concludes with a recap of the growing air service demand in South Carolina and the importance of supporting new routes and increasing awareness of HHH's air service options. Contact information for key personnel is provided.

UNFINISHED BUSINESS

There was no Unfinished Business.

NEW BUSINESS – ACTION ITEMS

1. **GRANT ACCEPTANCE - RESOLUTION TO ACCEPT SCAC GRANT 24-062 IN THE AMOUNT OF \$1,387,747.00 FOR ARW HANGAR CONSTRUCTION PROJECT (SITE DEVELOPMENT)**

Anne Esposito made a motion to approve a resolution to accept SCAC Grant 24-062 in the amount of \$1,387,747.00 for ARW Hangar Construction Project (Site Development). Leslie Flory seconded the motion. All were in favor and the motion passed.

2. **CHANGE ORDER – RECOMMENDATION TO APPROVE CHANGE ORDER #1 FOR HXD TERMINAL IMPROVEMENTS PHASE I**

Thomas Sheahan made a motion to approve a recommendation to approve Change Order #1 for HXD Terminal Improvement Phase I. James Starnes seconded the motion. All were in favor and the motion passed.

3. **HILTON HEAD ISLAND AIRPORT (HXD) – RECOMMENDATION TO APPROVE THE AIRPORT CAPITAL IMPROVEMENT PROGRAM (ACIP) LIST**

Thomas Sheahan made a motion to approve a recommendation to approve the HXD Airport Capital Improvement Program (ACIP). Leslie Flory seconded the motion. All were in favor and the motion passed.

4. **BEAUFORT EXECUTIVE AIRPORT (ARW) – RECOMMENDATION TO APPROVE THE AIRPORT CAPITAL IMPROVEMENT PROGRAM (ACIP) LIST**

Thomas Sheahan made a motion to approve a recommendation to approve the ARW Airport Capital Improvement Program (ACIP). Leslie Flory seconded the motion. All were in favor and the motion passed.

CHAIRMAN UPDATE

1. **Finance Committee**

Members: Howard Ackerman (Chair), Chris Butler, Tom Sheahan, and Brian Turrisi.

The Committee had nothing new to report this month. They will keep the board informed of any new developments.

2. **Passenger Service Committee**

Members: Leslie Adlam Flory (Chair), David Nelems, Jim Starnes, and Tom Sheahan

The Committee had nothing new to report this month. They will keep the board informed of any new developments.

3. ARW Facilities Use and Improvement Committee

Members: Chris Butler (Chair), Mark Bailey, David Nelems, Jim Starnes, and Nick Mesenburg

The Committee had nothing new to report this month. They will keep the board informed of any new developments.

4. HXD Airport Improvement Committee

Members: Brian Turrisi (Chair), Howard Ackerman, Rich Sells, Chris Butler, and Anne Esposito

The Committee had nothing new to report this month. They will keep the board informed of any new developments.

PUBLIC COMMENTS

There were no Public Comments.

ADJOURNMENT

The motion to adjourn was made at 2:50 p.m. It passed unanimously.

NEXT MEETING

January 16, 2024 | 1:30 pm

Town of Hilton Head Island, 1 Town Center Ct., Hilton Head Island, SC 29928



HILTON HEAD ISLAND AIRPORT AIR SERVICE UPDATE

November 2024

Jon Rembold, C.M., Airports Director

Michael Mooney – Volaire Aviation

Tim Sieber – Volaire Aviation

Elizabeth Flores – Volaire Aviation



HILTON HEAD ISLAND

AIRPORT

hiltonheadairport.com



AGENDA

INTRODUCTIONS

AIR SERVICE OVERVIEW AND INDUSTRY UPDATE

DOT GRANT UPDATE

INBOUND MARKETING FOCUS GROUP

QUESTIONS

HHH AIR SERVICE AND MARKETING CONSULTANT TEAM



Elizabeth Flores
Marketing & Development



Tim Seiber
Air Service
Development



Michael Mooney
Managing Partner



Melissa Galvan Peterson
Marketing & Development



Lauren Mishler
Graphic Designer



AIRLINE INDUSTRY UPDATE



THE PILOT SHORTAGE HAS EASED BUT CARRIERS ARE OVEREXTENDED

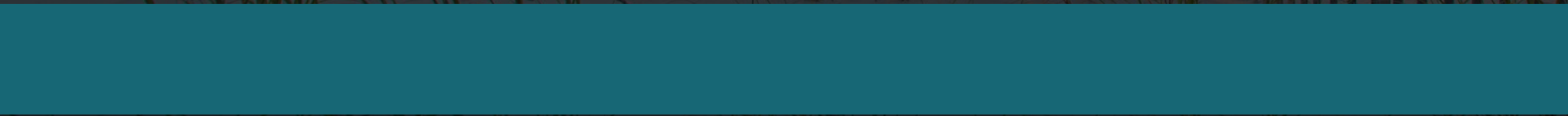
- **Pilot shortage has temporarily eased, some passenger and cargo carriers are overextended and have stopping hiring, and some are doing layoffs.**
- **Pilot retirement curves still ahead of (qualified) new hire curve;**
 - **Pilot productivity is down measurably**
- **October 2024 TSA screenings +.8% vs October 2023.**
- **October 2024 domestic seat capacity +2.2% vs October 2023.....seats up much more than traffic.**
- **Leisure air travel demand more than fully recovered from the pandemic.**
- **Fundamental shifts in business travel, demand remains below pre-pandemic.**
- **Q2 2024 domestic average fare -3% vs Q2 2023, +9% vs 2019 Q2.**
- **Oil prices \$70ish, vs \$76ish this month last year, vs \$59 this month in 2019.**

DOMESTIC AIR SERVICE UPDATES

- Delta and United continue to perform well, even with softening demand.
- American trails its two brothers but **a distribution strategy shift** is underway.
- **Southwest drew the attention of a corporate raider.** A truce has been declared but the carrier has underperformed its peers for several years and faces a product paradox.
- **JetBlue going “network”** after end of Spirit merger and the Northeast Alliance with American.
- The new kids on the block are doing ok. Avelo Airlines doing better than Breeze Airways.
- Ultra-Low-Cost Carrier (ULCC) **Frontier shifting operating strategy.**
- ULCC **Spirit struggling financially, may file C11.**
- ULCCs Allegiant and Sun Country prospering modestly with **smart strategies.**
- West coast network carrier Alaska Air has now acquired Hawaiian, so merger challenges starting.



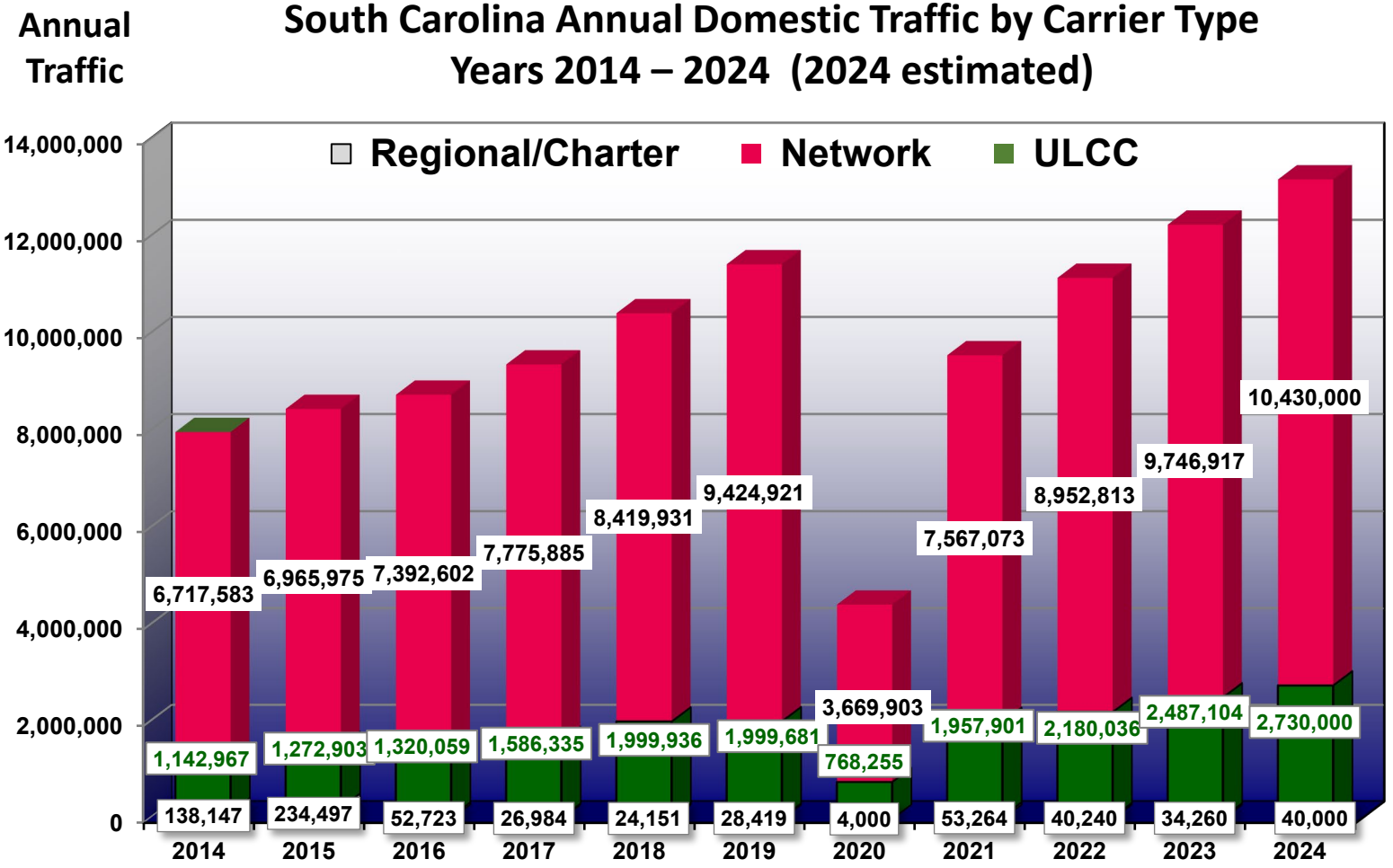
SOUTH CAROLINA AIR SERVICE UPDATE



AIR SERVICE IN SOUTH CAROLINA

- **Solid traffic growth across all state airports in 2024.**
- **Solid airline seat capacity growth across all state airports in 2024.**
- **Total state airline traffic will set another record in 2024, breaking the 2023 total that was a record as well.**
- **Both total state traffic and total state capacity will be up about 10% in 2024.**
- **In the 11 years 2014 to 2024 the average seat capacity of an airline flight in South Carolina has grown from 76 seats to 118 seats, a 56% increase in eleven years.**
- **ULCC carriers (that operate aircraft that are too large for the HHH runway) are adding capacity and service at Charleston and Myrtle Beach.**
- **American (Charlotte hub) and Delta (Atlanta hub) combined carry about 50% of total state domestic airline traffic.**

SOUTH CAROLINA STATE AIRLINE TRAFFIC

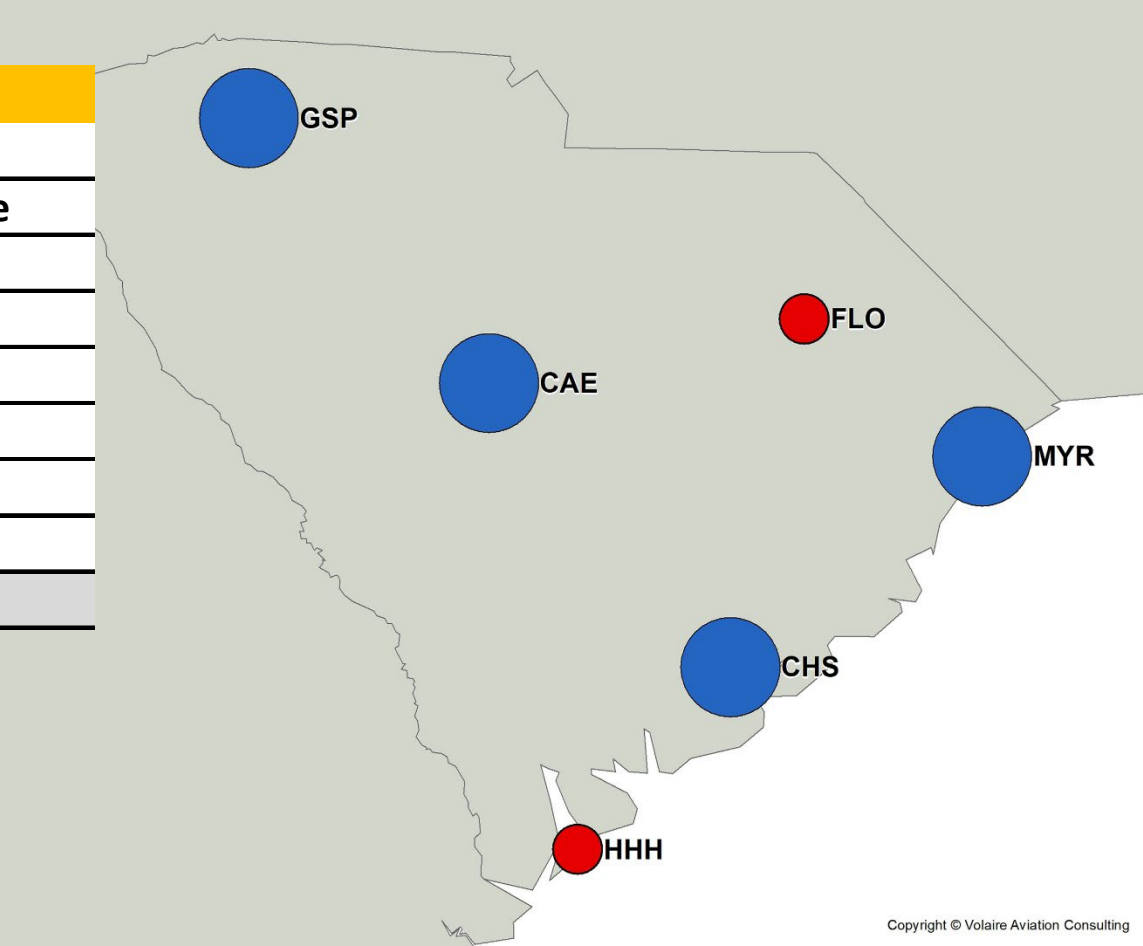


STATE AIRPORTS 2024 JAN – OCT TRAFFIC VS 2023 SAME PERIOD(TSA)

SOUTH CAROLINA AIRLINE TRAFFIC

Total TSA Screenings: Jan - Oct Each Year

City	2023	2024	Change
Charleston	2,666,233	2,771,720	4.0%
Greenville	1,153,155	1,225,966	6.3%
Myrtle Beach	1,563,389	1,785,785	14.2%
Columbia	541,037	636,688	17.7%
Hilton Head	100,759	105,414	4.6%
Florence	20,408	23,148	13.4%
Total	5,946,251	6,548,721	10.1%



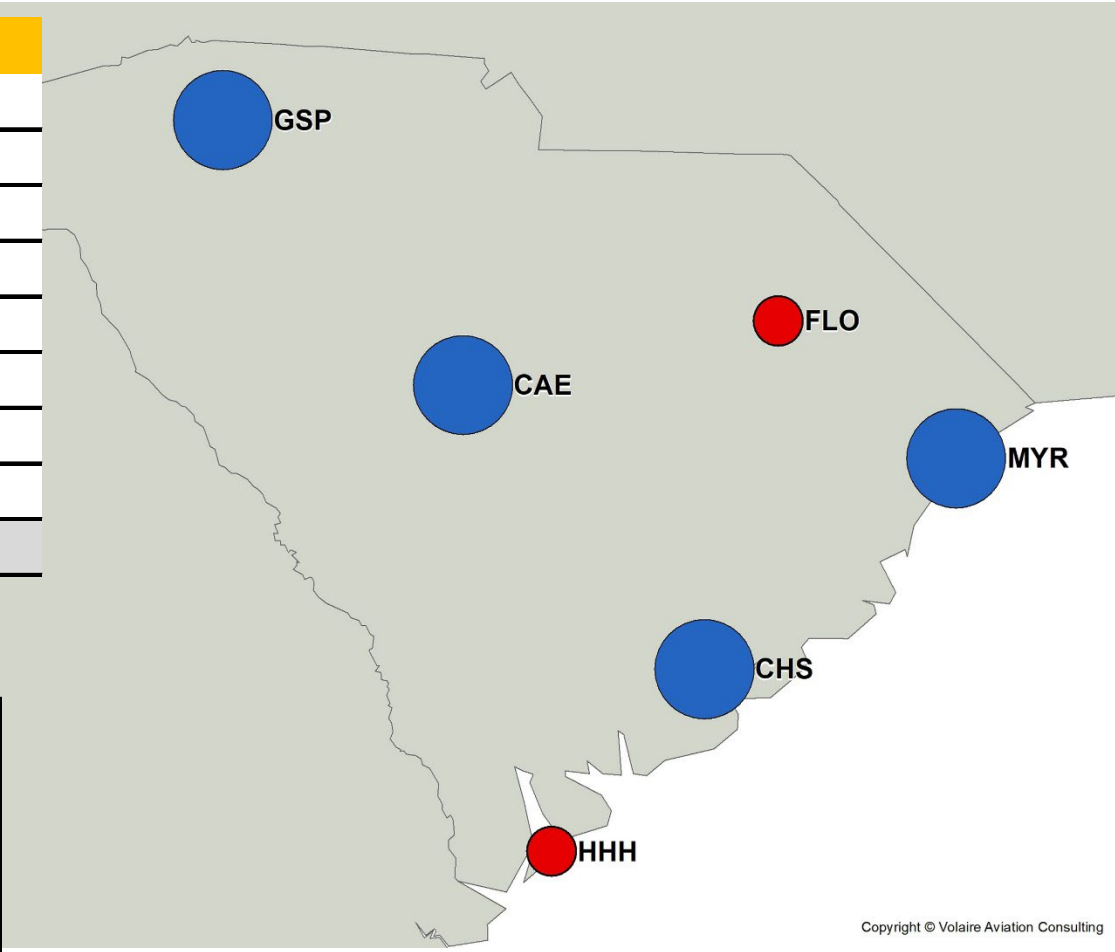
- ✈ 2024 state traffic up 10% year over year.
- ✈ Columbia & Myrtle Beach strongest gains.
- ✈ Florence gains from a very small base.

STATE AIRPORTS 2024 SEAT CAPACITY VS. 2023 SEAT CAPACITY

SOUTH CAROLINA AIRLINE SEAT CAPACITY

Year 2023 vs Year 2024

City	2023	2024	Change
Charleston	3,844,660	3,970,733	3.3%
Greenville	1,545,493	1,798,468	16.4%
Myrtle Beach	2,086,021	2,493,460	19.5%
Columbia	745,002	787,882	5.8%
Hilton Head	132,444	138,462	4.5%
Florence	35,650	41,850	17.4%
Total	8,389,270	9,230,855	10.0%



- ✈️ 2024 state capacity up 10% year over year.
- ✈️ Greenville & Myrtle Beach strongest gains.
- ✈️ Florence gains from a very small base.

SOUTH CAROLINA SEAT CAPACITY/FLIGHTS: 2014 - 2024

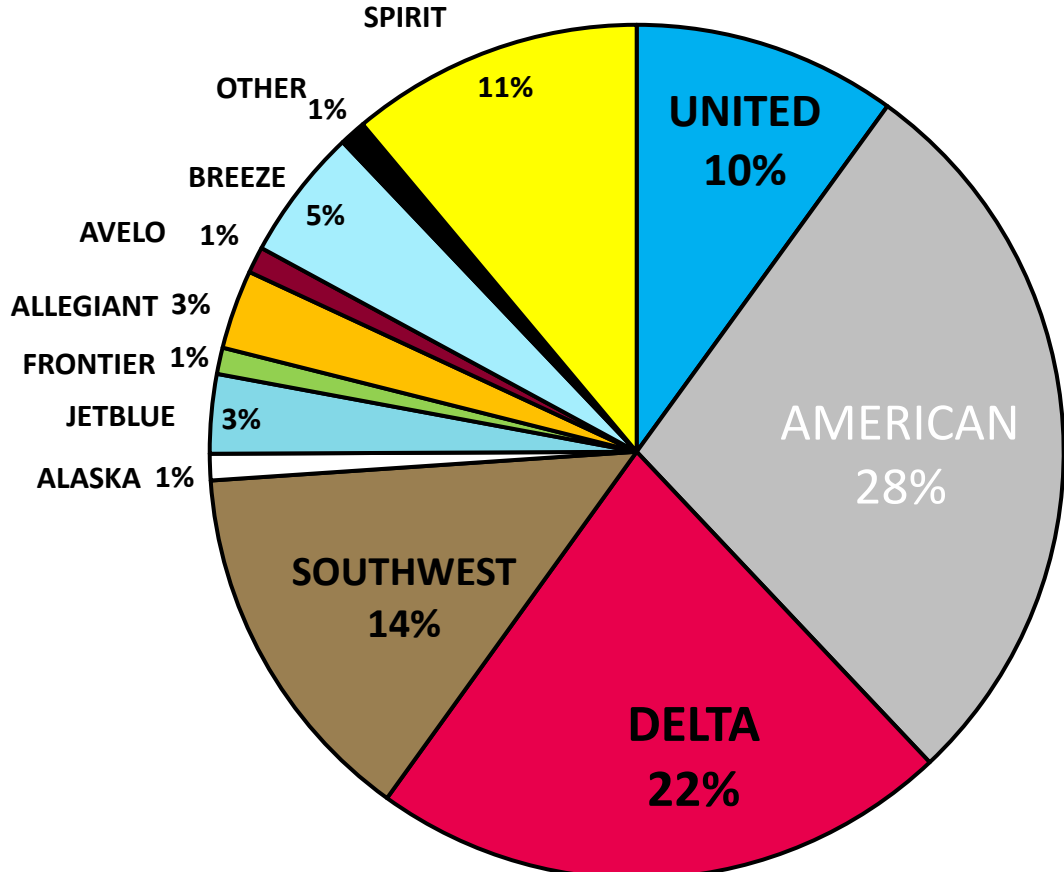
- Statewide seat capacity grew significantly in 2017, 2018 and 2019.
- Flight count was flat or declined in some years as average aircraft size grew.
- The pandemic slowed everything down, capacity down 38% in 2020.
- Strong recovery in 2021 and each year since.
- Average aircraft size up 56% in 11 years, now 118 passenger seats per flight in 2024.

SOUTH CAROLINA AIR SERVICE OPERATIONAL SUMMARY: 2014 - 2024

Year	Seats Offered	Change	Flights	Change	Average Aircraft Size	Change
2014	9,818,035		129,897		75.6	
2015	10,189,644	3.8%	129,564	-0.3%	78.6	4.1%
2016	10,878,686	6.8%	131,074	1.2%	83.0	5.5%
2017	11,758,973	8.1%	131,525	0.3%	89.4	7.7%
2018	13,284,379	13.0%	137,959	4.9%	96.3	7.7%
2019	14,470,369	8.9%	151,750	10.0%	95.4	-1.0%
2020	9,002,324	-37.8%	91,780	-39.5%	98.1	2.9%
2021	14,494,192	61.0%	138,364	50.8%	104.8	6.8%
2022	15,774,566	8.8%	139,970	1.2%	112.7	7.6%
2023	16,778,862	6.4%	142,082	1.5%	118.1	4.8%
2024	18,461,216	10.0%	156,706	10.3%	117.8	-0.2%
Period		88.0%		20.6%		55.9%

SOUTH CAROLINA CARRIER DOMESTIC MARKET SHARE: 12 MONTHS JUNE 2024

**SOUTH CAROLINA
AIRLINE MARKET SHARE JUNE 2024**



- The big four American, Delta, United and Southwest hold an 74% share of South Carolina domestic traffic.
- American and Delta have 50% of the market together.
- Ultra Low-Cost Carriers (ULCC) hold a 21% share of domestic traffic.



120 BEACH CITY ROAD
HILTON HEAD ISLAND
AIRPORT

HHH AIR SERVICE UPDATE

THREE AIRLINES SERVE HILTON HEAD. AMERICAN YEAR-ROUND. DELTA AND UNITED OPERATE SPRING TO FALL.

AIR SERVICE AT HHH - Summer, 2024;

- HHH had nonstop service to eight cities for the summer of 2024.
- Services are provided by American, Delta and United Airlines.
- American offers the only year-round service, to its Charlotte hub.
- The American Airlines Charlotte hub is one of the largest in the country.
- Delta and United service is seasonal (spring, summer fall) at this time.
- Delta service is to Atlanta (largest hub in the world) and New York LGA.
- United service is Newark and Chicago ORD, both large hub airports.

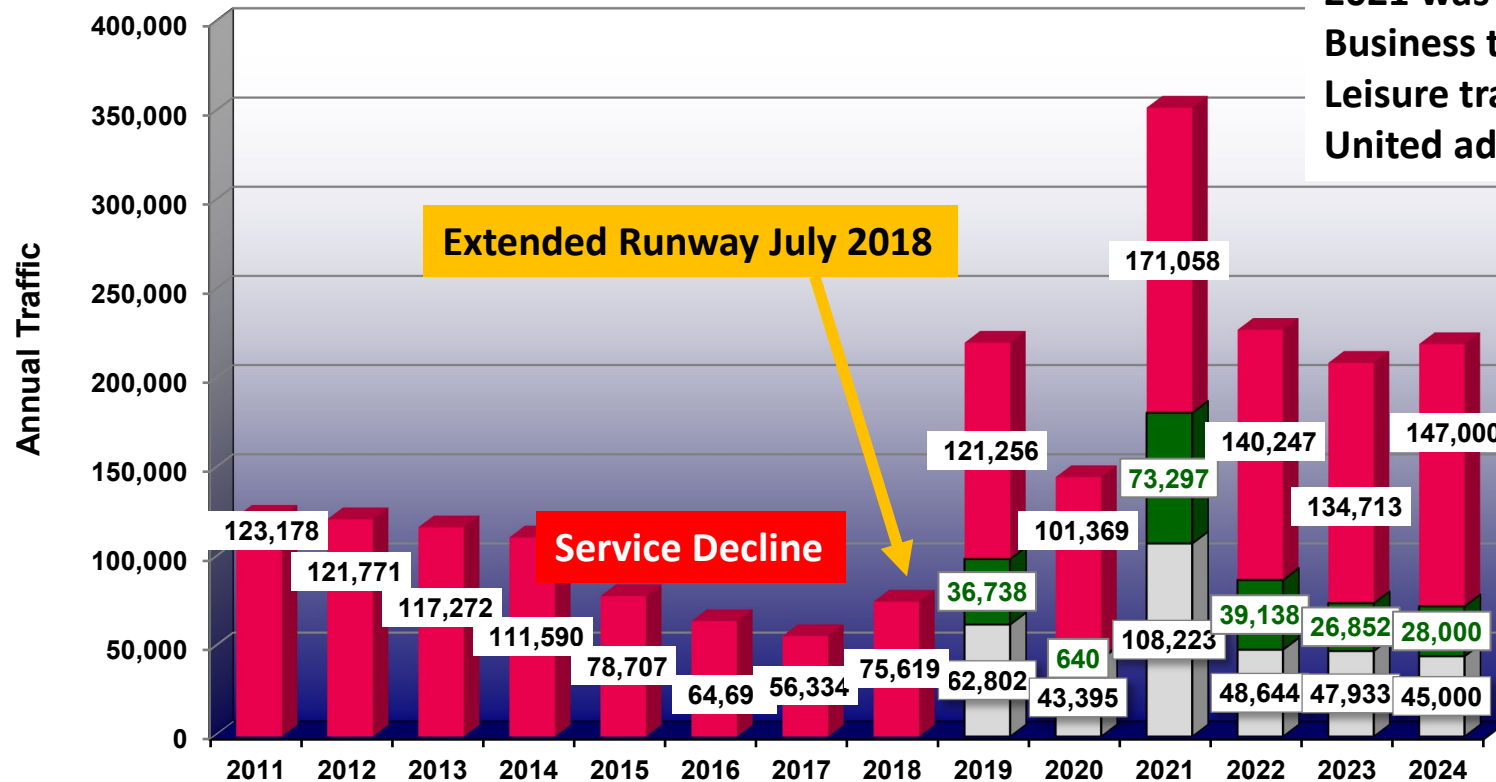


4,300 FOOT RUNWAY COULD ONLY HANDLE TURBOPROPS; 2018 EXTENSION ALLOWS FOR HIGH PERFORMANCE REGIONAL JET SERVICE

Hilton Head Island Annual Passenger Traffic by Carrier

Years 2008 – 2024 (2024 estimated)

DL UA AA/US



2021 was a unique year.
Business travel demand was weak.
Leisure travel demand was strong.
United added six non-hub routes.

SAVANNAH UPDATE

- In the eleven years 2014 – 2024 SAV traffic and capacity has more than doubled.
- Like all domestic airports SAV took a sharp decline in traffic and service in 2020 due to the pandemic.
- SAV has attracted low fare and ultra low fare carriers in recent years:
 - > Allegiant and Sun Country entered the market in 2015
 - > Frontier entered the market in 2018
 - > Southwest entered the market in 2021
 - > Avelo and Breeze entered the market in 2022

SAVANNAH AIR SERVICE SUMMARY: 2014 - 2024								
Year	Passengers	Change	Seats	Change	# Routes	Change	# Carriers	Change
2014	1,866,012		2,418,983		13		5	
2015	1,963,113	5.2%	2,465,026	1.9%	18	38.5%	7	40.0%
2016	2,121,106	8.0%	2,702,089	9.6%	22	22.2%	6	-14.3%
2017	2,374,205	11.9%	3,021,138	11.8%	22	0.0%	6	0.0%
2018	2,695,227	13.5%	3,532,521	16.9%	25	13.6%	7	16.7%
2019	2,911,139	8.0%	3,816,046	8.0%	31	24.0%	7	0.0%
2020	1,153,806	-60.4%	2,179,815	-42.9%	29	-6.5%	6	-14.3%
2021	2,714,636	135.3%	3,694,676	69.5%	36	24.1%	9	50.0%
2022	3,455,630	27.3%	4,392,751	18.9%	40	11.1%	11	22.2%
2023	3,814,841	10.4%	4,710,275	7.2%	38	-5.0%	11	0.0%
2024	4,100,000	7.5%	5,078,706	7.8%	40	5.3%	10	-9.1%
Period		119.7%		110.0%		207.7%		100.0%
2024 Passengers estimated								

A large, rectangular stone sign with a textured surface is the central focus. It features three lines of text in a bold, black, serif font. The top line reads "120 BEACH CITY ROAD", the middle line reads "HILTON HEAD ISLAND", and the bottom line reads "AIRPORT". Behind the sign is a decorative fence made of vertical wooden slats that curve slightly. The background is filled with lush green trees, including some with Spanish moss hanging from their branches. The sky is overcast and grey.

120 BEACH CITY ROAD
HILTON HEAD ISLAND
AIRPORT

AIR SERVICE ADVERTISING

A solid teal horizontal bar spans the width of the image at the bottom, serving as a design element for the advertisement.

AIR SERVICE ADVERTISING

Strategic Marketing & Budgeting

Creative Strategy

Target Market Makeup

Communications / Social Media

Advertising & Media Mix

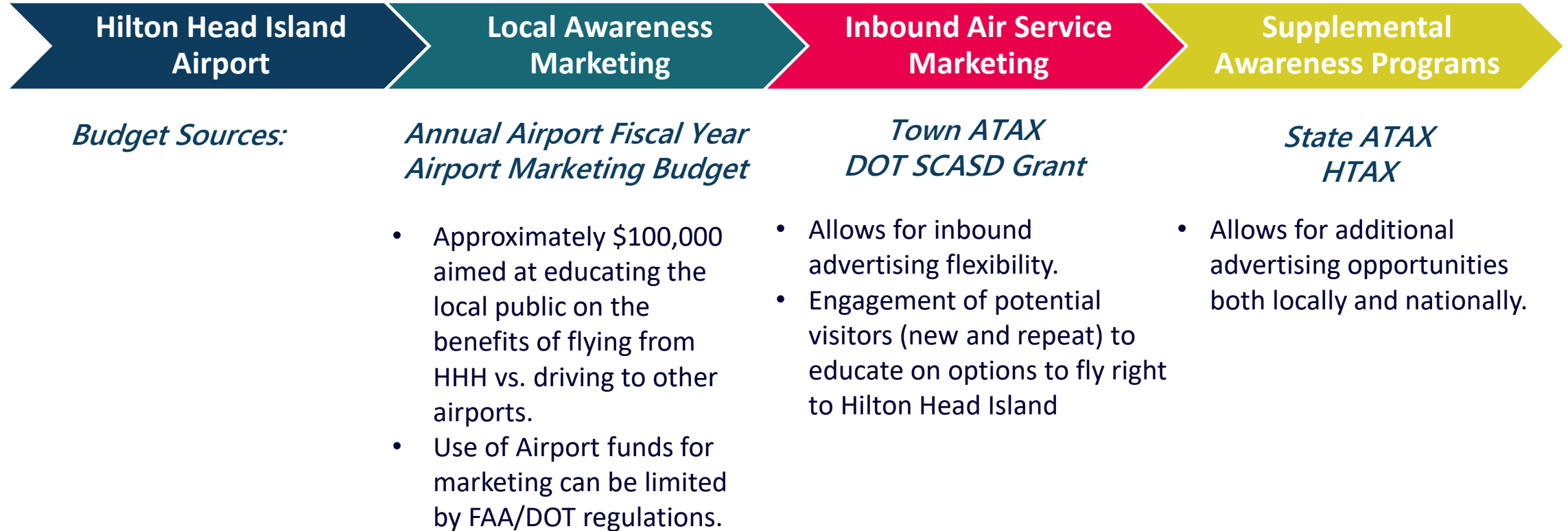
Public Relations Support

Airline & Community Outreach

Reporting and Analytics



AIR SERVICE / AIRPORT ADVERTISING FUNDING SOURCES



All programs aimed at educating potential travelers on the flight options available to/from The Hilton Head Island Airport and increasing awareness of the airport.

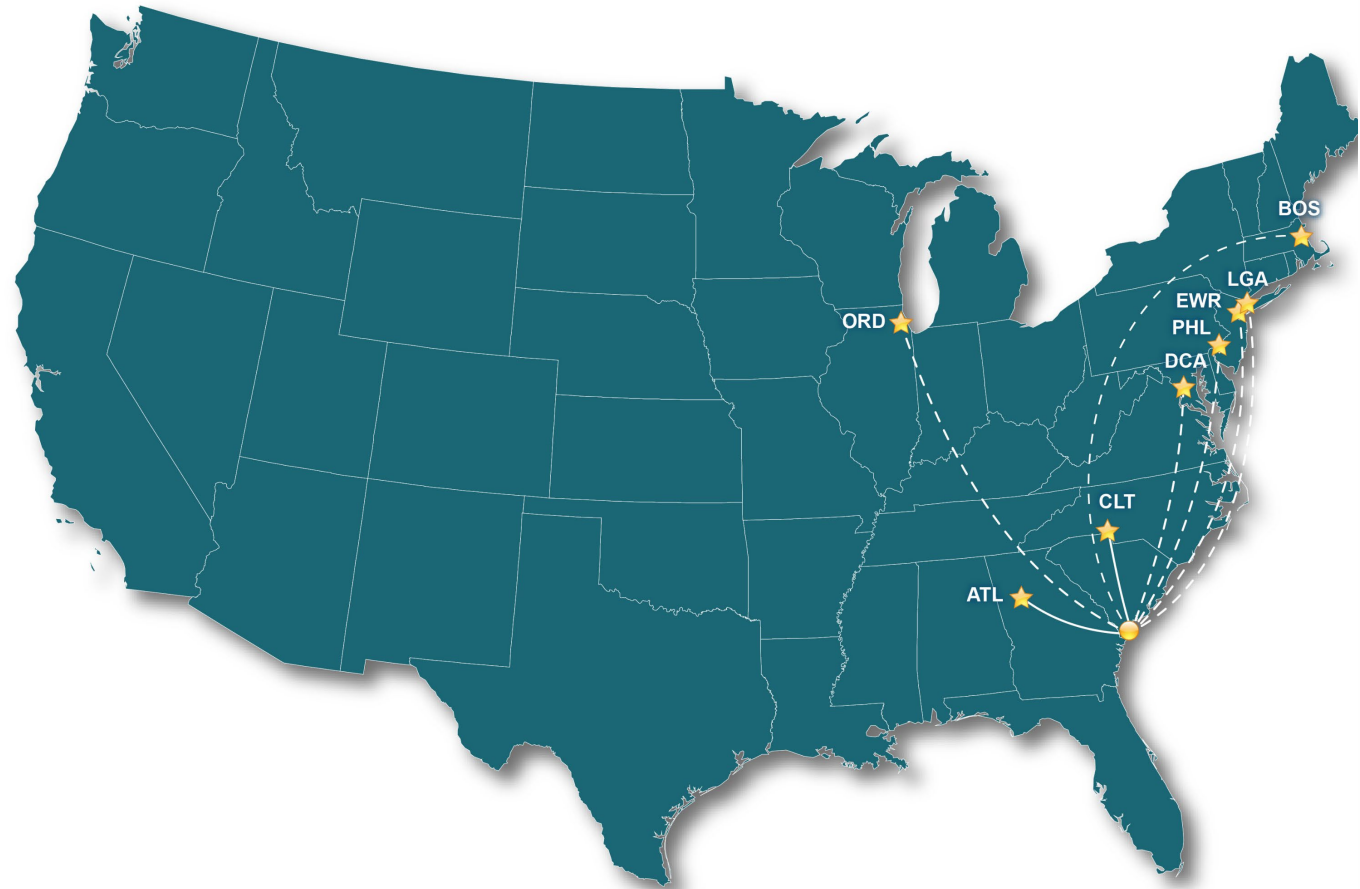
Key Inbound Markets:

Dallas, Chicago, Atlanta, Washington D.C., Boston, New York, Ohio, Pennsylvania, Indianapolis

IMPORTANCE OF AIR SERVICE ADVERTISING

AIR SERVICE AT HHH - Summer, 2024;

- Airline partners continue to evaluate growth opportunities for 2025 and beyond.
- Continuation of inbound marketing funding is important for the airport's continued growth and success.
- The construction of the new terminal building opens up opportunities for new discussions with current and new air carrier partners.



American Airlines 

 DELTA 

UNITED 



AIR SERVICE ADVERTISING

HILTON HEAD ISLAND AIRPORT:
*BEST VALUE AIRPORT FOR OUR VISITORS
AND OUR ISLAND'S BEST INTERESTS.*

Community Support Is Noticed By Airlines

Hilton Head Island Airport needs our partners to help show the airlines that our market **WANTS** current and additional air service and will support it at all costs.

Community + Visitor Support = Island & Airport Success

Every passenger, every arrival, adds up. For the airport and our entire community.

Every passenger that flies into “other airports” means decreased potential revenue not only to the airport but also to Hilton Head Island.

2024 INBOUND ADVERTISING FOCUS

2024 ATAX
+ SCASDG

- Focus on Travel Intenders/Searchers + New Brand Rollout
- VCB Co-op, targeted digital, weather.com, visitors guides

Winter 2024

- Continued push to attract potential visitors to fly to Hilton Head Island
- Addition of targeted streaming audio + promotions /giveaways

2025
Planning

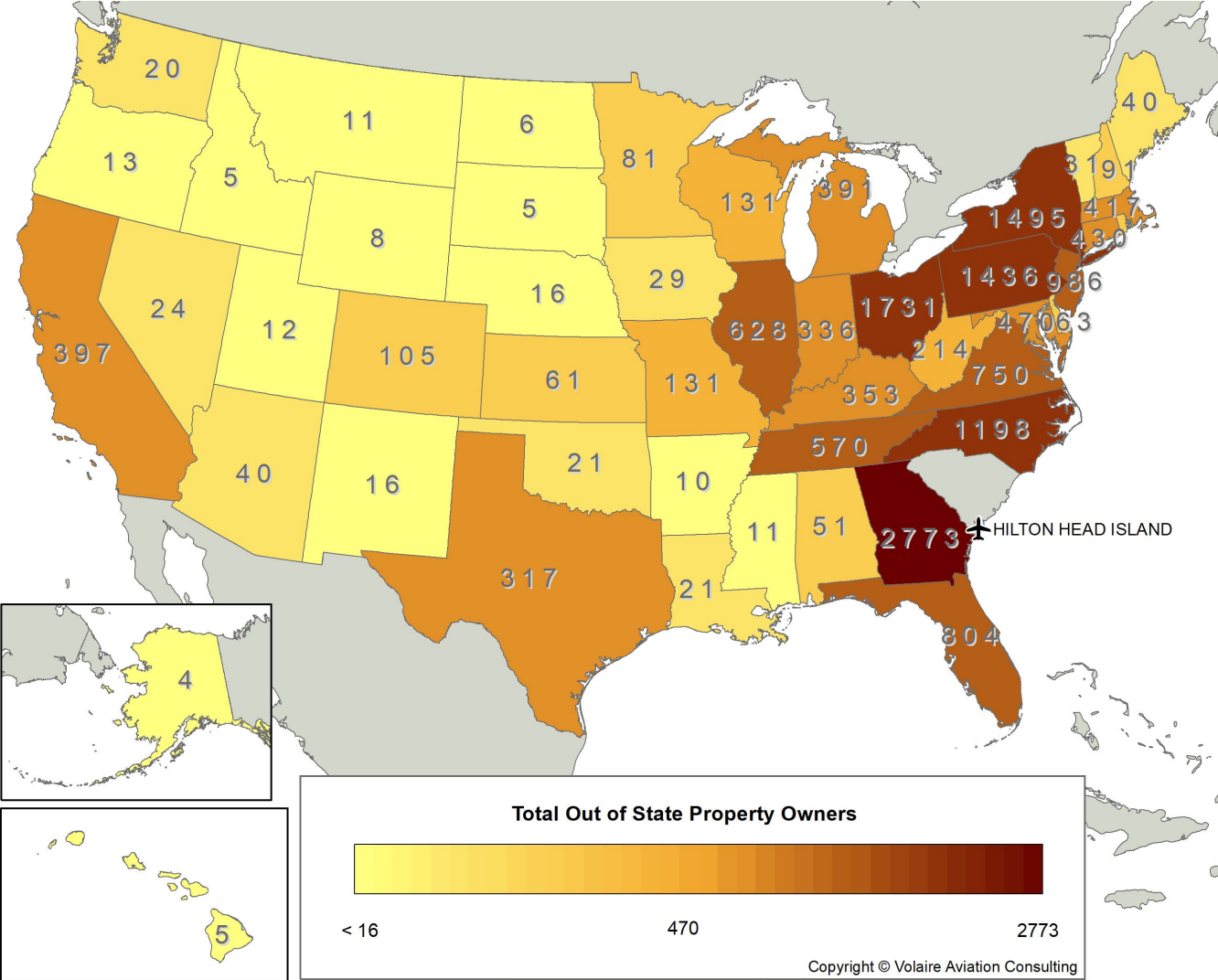
- Continued efforts to increase “Fly” visitors to Hilton Head Island
- Addition of targeted streaming audio + promotions /giveaways
- Planning for messaging to align with new terminal opening/timeline

Limited Reach in Key Markets due to size of Program Budget

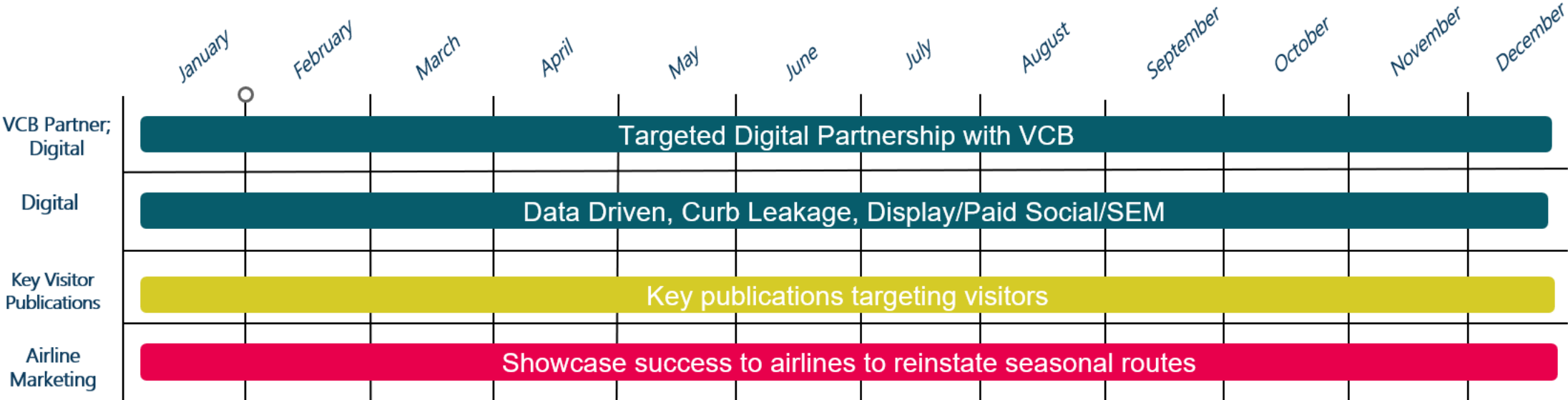
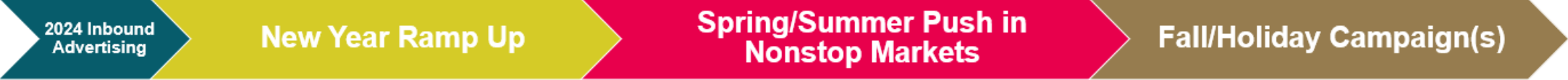
Key Inbound Markets:

Dallas, Chicago, Atlanta, Washington D.C., Boston, New York, Ohio, Pennsylvania, Indianapolis

4,347 SECOND HOMEOWNERS IN NY, CT, PA, NJ ALONE



2024 INBOUND ADVERTISING FOCUS



CONTINUED INBOUND PUSH IN 2025

1. VCB Cooperative Program

Program to directly target potential visitors residing in the airport's key nonstop/1-stop markets.

Goal: Increased awareness for routes to HHH to ensure visitors flying in spend the most nights possible on the Island; maximize local rental cars, restaurants, etc.

2. Leakage Reduction Digital Targeting

Airport to reach interested visitors before they purchase an airline ticket, by targeting “intended travelers” by using 1st party booking data.

Landing pages encourage potential visitors to fly directly to HHH vs. another state/county; increasing opportunity for hotel/car bookings directly on HHI.

2. Key Publications and Programs focused on Potential Visitors

Key Inbound Markets:

Dallas, Chicago, Atlanta, Washington D.C., Boston, New York, Ohio, Pennsylvania, Indianapolis



FLY TO HILTON HEAD ISLAND: INBOUND VCB PARTNERSHIP TO TARGET FLY MARKETS

Ongoing INBOUND targeting campaign in key visitor markets.

- Collaborative effort with dedicated landing page.
- Target potential visitors in key from key inbound markets.

Goal:

Increase direct air travel to Hilton Head Island Airport while also stimulating visitation to Hilton Head Island.

Sample program stats through June 2024:

MARCH 1- JUNE 30

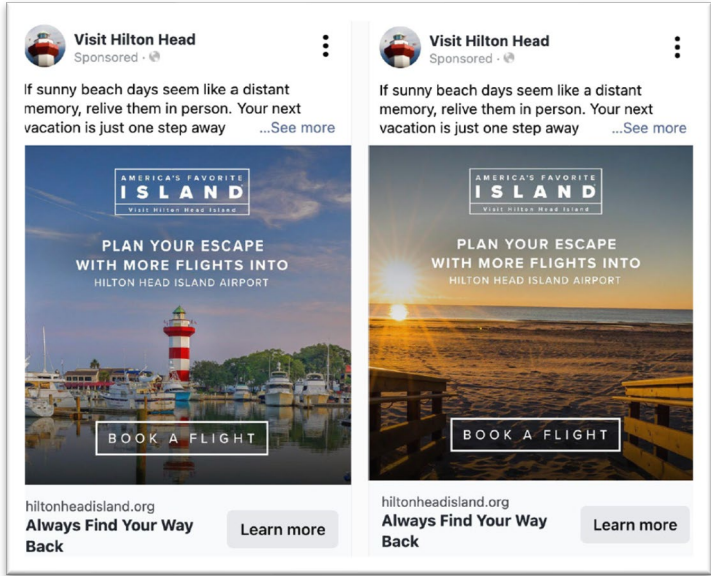
Landing Page Performance

Page Views: 50,142
Avg. Time on Page: 1m 19 sec
Partner Clicks: 20,811
Engagement Rate: 79.67%

MARCH 1- JUNE 30

Paid Social

Impressions: 1,515,429
Reach: 417,234
Link Clicks: 10,587
CTR: 1.57%



Top 5 Regions based on highest co-op clicks:

Ohio, New York, Chicago, Illinois, Pennsylvania, Massachusetts

2024 LOCAL ADVERTISING FOCUS

2024 to-date

- Focus on Travel Intenders/Searchers
- Targeted digital, local broadcast, out of home (SCASDG)
- Partnerships and Sponsorships

Winter 2024

- Continued push to educate local travelers on benefits of flying from Hilton Head Island
- Addition of targeted streaming audio

2025
Planning

- Planning for updated ads and messaging to align with new terminal opening/timeline

2024 LOCAL ADVERTISING FOCUS

DIGITAL - Data Driven, Curb Leakage, Display/Paid Social/SEM/OTA

Local TV + Radio + Print: Local Awareness

Out of Home: Awareness

Local Sponsorships + Partnerships

Social Media and Earned Media



120 BEACH CITY ROAD
HILTON HEAD ISLAND
AIRPORT

DOT GRANT UPDATE: SCASD

SMALL COMMUNITY AIR SERVICE DEVELOPMENT GRANT PROGRAM GOALS

As contracted with the DOT, Grant funding is to:

Improve the market position of the Hilton Head Island Airport air services and to enhance awareness of the airport as being “the airport located on Hilton Head Island, SC.”

- 1. Educate both local and out-of-market (visitor) travelers on airline options to the Hilton Head Island Airport**
 - HHH is located on Hilton Head Island
 - HHH is a more convenient choice when visiting Hilton Head
 - Current HHH airline/flight options and reliability
- 2. Encourage more visitors to fly directly to Hilton Head Island and Start trip on Hilton Head Island**
- 3. Increase visitor and local awareness of the airport’s added airline partners (American, Delta, United)
+ nonstop/connecting flight options, direct to/from the island.**
- 4. Increase airline partner bookings and ensure the strength / continuation of current airline routes.**

SCASD Grant Funding Overview

\$250,000 in Grant Funding Awarded from DOT
 \$125,000 (Non-Airport Cash Funds/Community Match); \$25,000 (Airport Sponsor Match); \$50,000 (In-kind Contributions)



	Winter 2023	Summer / Fall 2024	Fall 2024 through Program End
Rebrand Launch/ Creative Development	Rebrand launch & development of creative campaign targeting visitors and increasing awareness of nonstop options to Hilton Head Island Airport.		
Website Updates	Placeholder to update/refresh airport website or add booking engine feature.		
Local Advertising Traditional + digital	2 year program to increase awareness locally to ensure residents are aware of HHH offerings.		
Inbound Route Awareness Digital Advertising		Data driven, targeted digital program, reaching travelers that are unaware of air service options to the Hilton Head Island Airport. WSAV providing partial in-kind funding.	
VCB + Island Event Partnership Opportunities		Planned funds related to continued and expanded Partnership opportunities with the RBC Heritage and the VCB for local event and inbound event fly-in promotions. Assumes in-kind contributions.	
Additional Opportunities & in-kind			<i>in-kind broadcast + additional opportunities</i>

Timelines and allocations will be adjusted based on SCASD requirements and air service changes that occur in during the grant timeline.



ROUNDTABLE DISCUSSION

DISCUSSION POINTS

CONNECTING WITH AIRLINE PARTNERS

Airline marketing is competitive.

- > Identify a forward, but unique proposal to help differentiate the airport to airlines.

Components of the Airport to Airline Brand Position:

- > Attractive Incentive Packages
- > Operational Efficiencies
- > Cost Savings Opportunities
- > **Marketing Support***
- > Location and Proximity
- > **Corporate and Tourism Travel Patterns***
- > Differentiate HHH from competitive airports

DISCUSSION POINTS

CONNECTING WITH PASSENGERS

Understand passenger perceptions

Determine if the Airport is resonating with travelers

Air Service Topics

- > Price
- > Destinations (perception of connectivity)
- > Non-Stop Options
- > Aircraft Size
- > Reliability (perception of cancellations and delays)
- > Schedules
- > Premium Seat Availability
- > Airline Loyalty

Amenity/Customer Service Topics

- > Lines/Waiting Times
- > Parking Options/Costs
- > Drive Times
- > Friendliness of Staff/Tenants
- > Willingness to Problem Solve/Assist Passengers
- > Airport Environment / Esthetics
- > Food/Dining/Waiting Options
- > Overall Airport Experience

DEFINING THE AIRPORT: ATTRIBUTES & CHALLENGES

Airport Attributes

Positive features to highlight in future airport messaging/communications

- > “At” Destination on landing
- > Close to Resorts
- > Easy Hub(s) for Connections
- > Close-in Parking
- > Shorter Drive Time
- > Small Terminal
- > Shorter Lines
- > Friendly Staff

Airport Challenges

Negative perceptions and/or realities that need to be overcome/understood

- > Lack of Understanding of Growth in Options
- > Multiple “larger” airports within range of area
- > Limited Service Options
- > Small Terminal*
- > Limited Schedule(s)
- > Limited Options in Terminal
- > Connection(s) Required
- > Sometimes Unreliable
- > Lack of low-cost carrier / fares

COMMUNITY ENGAGEMENT OF AIRLINE PARTNERS

- **Showcase Hilton Head Island to Airline Partners**
 - Partnership opportunities to host airline network planning teams can be timed around community events.
 - Highlight community support in Air Service Development efforts.
- Tie-in flight giveaways and Promotions for Local Events
- Travel Writers / FAM Trips
 - Leveraging local media and travel influencers to reach new audiences in a cost-effective and impactful way.

The HHI market is unique. For new air service efforts to be a success we will want to tell a story that will resonate with airlines and potential travelers in a meaningful and authentic way.



HILTON HEAD ISLAND
AIRPORT

PLEASE JOIN US FOR THIS YEAR'S



RBC
Heritage
PRESENTED BY BOEING

April 15 - 21, 2024

Your weekend in Hilton Head Island will be tailored to your personal interests and can include any of the following:

- Access to tournament events of interest including the RBC Heritage, presented by Boeing
- Hotel accommodations at a premier Hilton Head Island property
- VIP Access + tickets to pre/post tournament events, as interest dictates
- Personal tour of the Hilton Head Island Airport and of Hilton Head Island

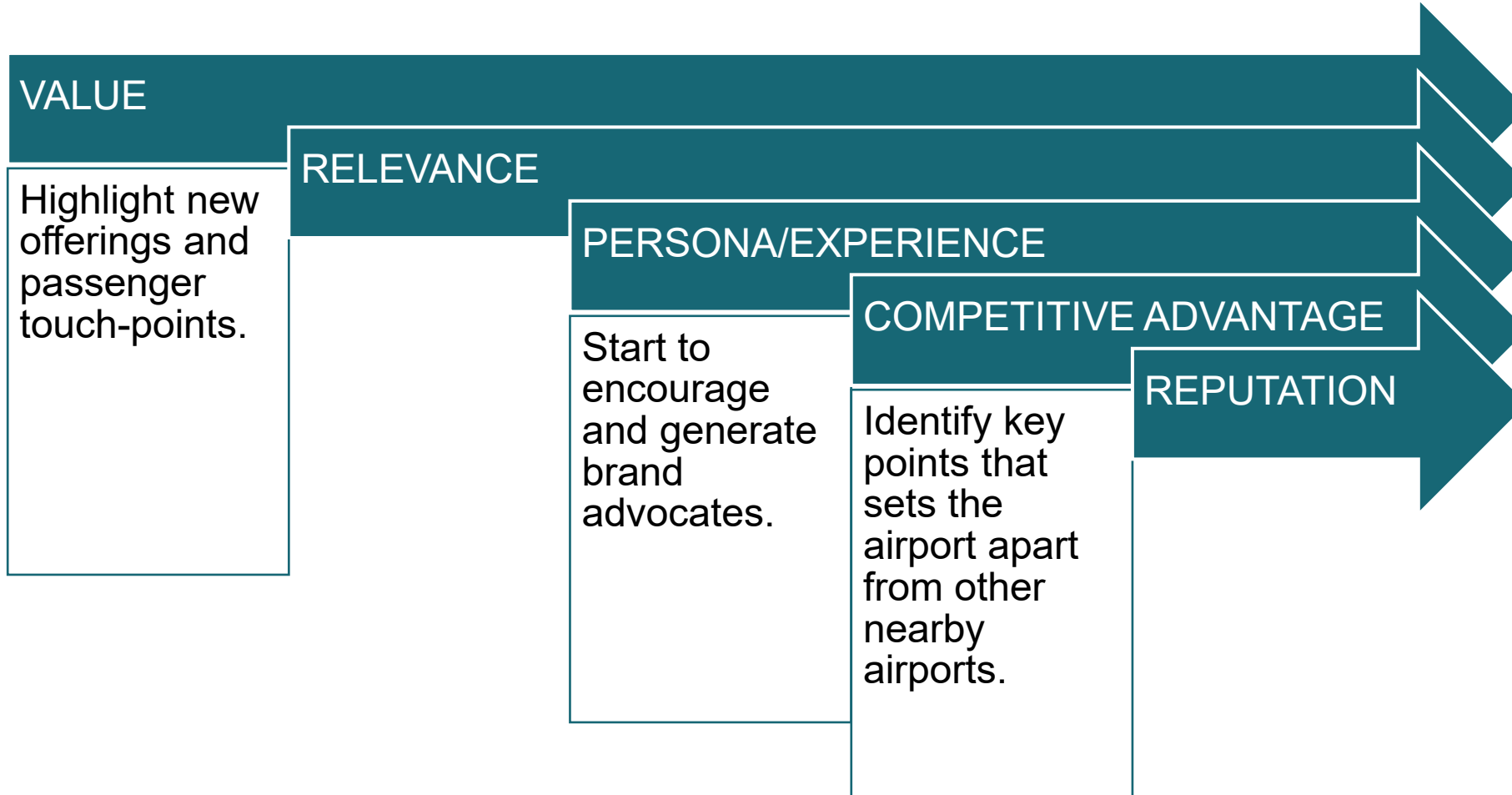
We look forward to welcoming you or a member of your team to Hilton Head Island!

For complete details or to RSVP for the event, please contact Rocío Rexrode: rrexrode@bcgov.net

AIRLINE / COMMUNITY PARTNERSHIPS: DIG INTO THE DATA

- Demographic and geographic data helps the airport to refine targeting and overall strategy.
- Current and potential airline partners greatly appreciate any data from the community that can be shared with the Airport.
 - Zip Codes
 - Occupancy Seasonality and Trends
 - Website stats to chart location of website visits
 - Other
- Follow up Survey to Partners

UPDATE BRAND MESSAGE FOLLOWING NEW TERMINAL OPENING





SUMMARY



RECAP AND NEXT STEPS

- South Carolina air service and air travel demand is growing.
- HHH air service grew dramatically with the 2018 runway extension.
- Further growth will be incremental given infrastructure limits and market seasonality.
- It is essential that additional capacity or new routes be supported as much as possible to ensure success.
- **Awareness** of HHH air service, both locally and for inbound visitors, is a key element in ensuring HHH air service success.
- Before the runway extension, HHH had little to offer visitors. We are still playing catchup on educating visitors on flight options to the region.
- **Every visitor, every arrival, adds up. For our entire community.**



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