



PALMETTO DUNES™ OCEANFRONT RESORT

H I L T O N H E A D I S L A N D

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Palmetto Dunes Wins 2009 Web Marketing Association Hotel & Lodging Standard of Excellence Award

HILTON HEAD ISLAND, S.C. (September 30, 2009) – Palmetto Dunes Oceanfront Resort recently won the prestigious 2009 Web Marketing Association Hotel & Lodging Standard of Excellence Award for the ambitious re-design of the resort’s web site, located online at www.palmettodunes.com. The award was recently announced at the Web Marketing Association’s 13th Annual WebAward Competition, which has the distinction of being one of the world’s premier web site awards.

“We are truly honored to be recognized for our marketing efforts and for our online marketing strategies, both of which enable us to better serve our valued guests,” said Bret Martin, Vice President of Resort Operations for Greenwood Communities and Resorts, the owner of Palmetto Dunes. “By completely upgrading our web site, we have enhanced our online presence and successfully reached more visitors from across the country and around the world. More visitors than ever know about our outstanding resort and its breadth of offerings which include award-winning golf and tennis, an impressive array of accommodations and year-round sun, fun, peace and quiet.”

In 2008, E-site Marketing, a global Internet marketing company providing strategic e-business solutions to the hospitality industry, redesigned the Palmetto Dunes site and promptly won the prestigious Silver Adrian Award, which annually attracts over 1,800 entries from 52 countries around the world. E-site Marketing has won a total of 19 Adrian Awards to date and is based in Bethesda, Md.

Since the launch of the freshly renovated design, Palmetto Dunes has increased web site traffic by 37%, due in large part to both the new design and strategic search engine optimization. The site now receives an average of 40,000 visits per month.

Specially-gearred promotions featuring golf, tennis, romance and seasonal resort packages are now part of the resort’s most successful online marketing techniques. The resort also emails special eBlast promotions to thousands of repeat visitors and prospective guests each month, keeping them abreast of the latest offers at Palmetto Dunes.

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“We’ve seen a steady increase in our reservations since the launch of our new web site, despite the downturn in the economy,” said Martin.

Recent web site enhancements include live web cams featuring the Robert Trent Jones Golf Course and The Dunes House; special sections featuring expanded information about The Dunes House, Shelter Cove Marina and Palmetto Dunes Outfitters; online reservation request forms; and social bookmarking tags.

Founded in 1997, the Web Marketing Association is made up of marketing, advertising, public relations and web design professionals from around the world who share a passion for improving the quality of advertising, marketing and web site development on the Internet today and in the future, consequently setting an elite benchmark for Internet marketing and development for websites globally.

About Palmetto Dunes Oceanfront Resort

A 2,000+ acre resort stretching from three miles of prime Atlantic Ocean beach to Shelter Cove Harbour’s “sheltered” inlet adjoining the Intracoastal Waterway on Hilton Head Island, S.C., Palmetto Dunes Oceanfront Resort is consistently recognized among the world’s finest resorts. The resort features three world-class golf courses, an award-winning tennis center, plus an 11 mile inland salt-water lagoon system for kayaking and fishing. The resort also features a popular marina and Outfitters bike and adventure shop, along with one of the best beaches on the Eastern seaboard. Shelter Cove Harbour & Marina, one of the finest ports of call on the East Coast, is the largest deep-water marina on Hilton Head Island. Shelter Cove features an impressive line-up of unique apparel and gift shops, restaurants and art galleries in a one-of-a-kind Mediterranean setting. In addition, Shelter Cove is home to a full variety of charters, nature cruises, dolphin tours, sport crabbing and fishing. Shelter Cove is located mid-island on the western side of Hwy. 278 at the entrance to Palmetto Dunes Resort. For information about activities or reservations, please call 800-827-3006 or visit www.palmettodunes.com online.

About Greenwood Communities and Resorts

A recognized leader in the design, management and operation of fine resorts and communities across the Southeast, Greenwood Communities and Resorts excels at creating gracious, contemporary living environments that enrich the lives of owners and guests. Based in Greenwood, S.C., Greenwood Communities and Resorts proudly celebrates 31 years of developing properties which offer truly unique lifestyle opportunities. Each Greenwood property has been strategically designed to maximize the area’s natural beauty while steadfastly incorporating the principles of intelligent, sustainable land planning. From the rural charm of Lake Keowee in upstate South Carolina to the luxury beachfront resort setting at Palmetto Dunes Oceanfront Resort on Hilton Head Island, Greenwood’s properties are as unique as the residents who enjoy them. For more information, please call 843-785-1106 or visit www.greenwoodcr.com online.

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