



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 Launches Interactive e-Scrapbook, Encourages Guests to Post Their Own Vacation Photos, Videos and Memories

HILTON HEAD ISLAND, S.C. (October 9, 2009) – Palmetto Dunes Oceanfront Resort, an award-winning [Hilton Head Island beach resort](#), recently launched a new interactive e-Scrapbook page which enables guests to share their own vacation photos, videos and memories online.

The e-Scrapbook, located at <http://www.palmettodunes.com/hilton-head-resort-blog.php>, serves as an ideal way for Palmetto Dunes visitors to read, post and share their [Hilton Head vacation](#) experiences. The page includes tabs for Vacation Snapshots and channeled content relating to Golf, Tennis, Activities, the Beach and more. Visitors are also encouraged to comment on postings, adding to the interactive nature of the e-Scrapbook.

“The e-Scrapbook creates an online community where loyal past guests and new guests can come together and share their vacation memories,” said Bret Martin, Vice President of Resort Operations for Greenwood Communities and Resorts, the owner of Palmetto Dunes. “It has been really important to create this virtual portal where families come to share their stories and connect with other people who have had the same experiences.”

Known as a popular location for [South Carolina beach vacations](#), [group golf outings](#) and [Hilton Head Island weddings](#), Palmetto Dunes attracts visitors throughout the year.

E-site Marketing, a global Internet marketing company providing strategic e-business solutions to the hospitality industry, custom designed the e-Scrapbook page for the Palmetto Dunes website. The firm, which is based in Bethesda, Md., recently won the elite Web Marketing Association Hotel & Lodging Standard of Excellence Award and the prestigious Silver Adrian Award for their re-design of the Palmetto Dunes website.

“The e-Scrapbook is an excellent tool to promote viral marketing,” said Erin Riley, project manager for E-Site Marketing. “The ‘Share’ functionality allows visitors to send their stories or stories other people have posted to their friends and family. This is an exciting new function that makes the Palmetto Dunes website even more user-friendly.”

(more)

e-Scrapbook

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The e-Scrapbook is one of several recent web site enhancements include live web cams at the Robert Trent Jones Golf Course and The Dunes House, online reservation request forms and social bookmarking tags.

“We invite anyone who has ever visited Palmetto Dunes – on a family vacation, for a wedding or at a corporate event – to share their memories on our new e-Scrapbook,” said Martin. “It’s quick, easy and fun.”

Since the launch of the new web site, 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.

Named the #1 Family Resort in the United States and Canada by *Travel + Leisure Family*, Palmetto Dunes is widely considered to be one of the finest resort destinations in the world and one of the best [South Carolina beach resorts](#). For more information about Palmetto Dunes, please visit www.palmettodunes.com online or call 866-567-6513

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 866-567-6513 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 The Reserve at 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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