



Town of Hilton Head Island

Accommodations Tax Advisory Committee Meeting

Thursday, April 3, 2025, 9:00 AM

1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

1. **Call to Order**
2. **Adoption of the Agenda**
3. **Approval of the Minutes**
 - a. Regular Meeting Minutes of November 7, 2024
4. **New Business**
 - a. Presentation of the Destination Marketing Organization FY26 Marketing Plan, Budget and Industry Metrics - Ariana Pernice, Vice President of the Visitor & Convention Bureau, and Chase O'Dell, Research Manager, Visitor & Convention Bureau - Heather Woolwine, Communications Director
 - b. Consideration and Approval of the Revised Calendar Year 2025 Accommodations Tax Advisory Committee Meeting Dates - Michele Bunce, Senior Grants Administrator
5. **Public Comment - Non Agenda Items**
6. **Adjournment**

FOIA Compliance: Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Hilton Head Island will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further

accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:

“I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town.”



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, November 7, 2024, at 9:00 a.m.

MEETING MINUTES

Present from the Committee: Stephen Arnold, *Chairman*; John Farrell, *Vice-Chairman*; Cecile Eck, Martin Lesch, Keith Schlegel, Adriaan Radder, and Thomas Dowling

Absent from the Committee: None

Present from Town Council: None

Present from Town Staff: Adriana Burnett, *Director of Finance*; Erica Madhere, *Budget Analyst*; Shena Smith, *Finance Assistant*; Michele Bunce, *Senior Grants Administrator*, and Jacob Schreib, *IT Analyst*

Present from the Media: None

1. Call to Order

The meeting was called to order at 9:00 a.m.

2. Adoption of the Agenda

Chairman Arnold called for a motion to approve the agenda. Mr. Schlegel moved to approve the agenda as presented, and Mr. Farrell seconded. The motion passed unanimously (7-0-0)

3. Approval of the Minutes

a. Regular Meeting Minutes from Monday, October 7, 2024

Chairman Arnold called for a motion to approve the minutes from October 7, 2024. Mr. Schlegel moved to approve the minutes, and Mr. Lesch seconded. The motion passed unanimously, with a 7-0-0 vote.

b. Regular Meeting Minutes from Thursday, October 17, 2024

Chairman Arnold requested a motion to approve the minutes from October 17, 2024. Mr. Radder moved to approve the minutes, and Ms. Eck seconded. The motion passed unanimously, with a 7-0-0 vote.

c. Regular Meeting Minutes from Thursday, October 24, 2024

Chairman Arnold requested a motion to approve the minutes from October 24, 2024. Mr. Schlegel moved to approve the minutes, and Mr. Lesch seconded. The motion passed unanimously, with a 7-0-0 vote.

4. New Business

a. Consideration of the Proposed Calendar Year 2025 Meeting Dates – Shena Smith, Finance Assistant

Shena Smith, Finance Assistant, presented the proposed 2025 meeting dates, noting that they may be adjusted based on the Town Council's schedule to avoid conflicts. Once the Town Council finalizes its schedule in December, the Accommodations Tax Advisory Committee's meeting dates will be posted on the Town's website. The mandatory status of the August workshop for applicants will be discussed at a future meeting.

A motion to approve the 2025 meeting schedule was made by Ms. Eck, seconded by Mr. Lesch, and passed unanimously (7-0-0).

b. Review & Recommendation for the 2025 Accommodations Tax Grants – Adriana Burnett, Director of Finance

Adriana Burnett, Director of Finance, presented the estimated ATAX revenue projections for the third and fourth quarters. She clarified that actual figures from the state had not yet been provided, and the projections were based on declining trends from previous quarters. The projected total revenue for 2024 is \$12,236,834.45, with 32% (\$3,891,644) allocated to the ATAX grant. Total grant requests amounted to \$4,241,650, exceeding the estimated projected funds.

The committee reviewed and discussed each grant application, allocating funds over three rounds, with the total amounts allocated in each round as follows:

- **Round 1:** \$4,186,065 allocated
- **Round 2:** \$3,962,630 allocated
- **Round 3:** \$4,044,765 allocated

Concerns were raised regarding reduced funding due to the allocation for Workforce Housing and the conservative revenue estimates.

Mr. Radder made a motion to approve the first-round allocation of \$4,186,065 as the committee's recommendation, seconded by Mr. Lesch. He then made a second motion to recommend the third-round allocation of \$4,044,765, contingent on actual revenue matching the current projection, seconded by Mr. Schlegel. Both motions passed unanimously (7-0-0).

Recusals (previous meetings):

- **10/17:** Mr. Farrell recused himself from the First Tee of the Lowcountry and Lowcountry Golf Course Owners Association presentation due to his board membership (no direct conflict of interest). Disclosure forms are on file.
- **10/24:** Mr. Dowling recused himself from the Boys & Girls Club presentation due to his board membership (no direct conflict of interest).
- **10/24:** Mr. Farrell recused himself from the Harbour Town Merchants Association presentation due to a potential perceived conflict of interest.

Calendar Year 2025 Accommodations Tax Advisory Grant Requests

	2025 GRANTS			
	2025 Applicant Request	ATAC 1st Round	ATAC 2nd Round	ATAC 3rd Round
Art League of Hilton Head	\$ 80,000	\$ 80,000	\$ 75,000	\$ 77,500
Arts Center of Coastal Carolina	\$ 447,000	\$ 447,000	\$ 430,000	\$ 438,500
David M. Carmines Memorial Fnd	\$ 185,000	\$ 185,000	\$ 181,000	\$ 183,000
Gullah Museum of Hilton Head Island	\$ 180,000	\$ 180,000	\$ 150,000	\$ 165,000
Harbour Town Merchants Assoc.	\$ 29,000	\$ 29,000	\$ 29,000	\$ 29,000
Hilton Head Audubon Society	\$ 21,400	\$ 15,000	\$ 15,000	15,000
Hilton Head Choral Society	\$ 20,000	\$ 15,000	\$ 15,000	\$ 15,000
Hilton Head Concours d'Elegance	\$ 350,000	\$ 350,000	\$ 350,000	\$ 350,000
Hilton Head Dance Theater	\$ 23,000	\$ 20,000	\$ 20,000	\$ 20,000
Hilton Head Island Airport	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000
Hilton Head Island Bridge Assoc.	\$ 21,000	\$ 15,000	\$ 15,000	\$ 15,000
Hilton Head Land Trust	\$ 47,000	\$ 37,000	\$ 37,000	\$ 37,000
HHI Rec ASSOC. (Wingfest, Oyster & Jeep Fest)	\$ 75,000	\$ 75,000	\$ 60,000	\$ 67,500
HHI St. Patrick's Day Parade	\$ 80,000	\$ 68,388	\$ 68,388	\$ 68,388
HHI Wine and Food, Inc (Rhythm & Brews Fest)	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
HHI Wine and Food, Inc. (Wine & Food Fest)	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000
Hilton Head MLK Committee for Justice	\$ 5,000	\$ 2,980	\$ 2,980	\$ 2,980
Hilton Head Symphony Orchestra	\$ 350,000	\$ 350,000	\$ 330,000	\$ 345,000
Lean Ensemble Theatre	\$ 55,000	\$ 55,000	\$ 50,000	\$ 52,500
Lowcountry Golf Course Owners Assoc.	\$ 200,000	\$ 200,000	\$ 200,000	\$ 175,000
Long Cove Club Darius Rucker Intercollegiate	\$ 65,450	\$ 61,897	\$ 61,897	\$ 61,897
Lowcountry Gullah	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000
Mitchelville Preservation Project	\$ 190,000	\$ 190,000	\$ 190,000	\$ 190,000
Native Island Business & Community	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000
Rotary Club of Hilton Head Island	\$ 40,000	\$ 40,000	\$ -	\$ -
Sea Turtle Patrol HHI	\$ 70,000	\$ 70,000	\$ 70,000	\$ 70,000
Shelter Cove Harbour Company	\$ 293,800	\$ 293,800	\$ 244,600	\$ 280,000
TEDx Hilton Head	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
The Boys & Girls Club of Hilton Head	\$ 40,000	\$ 40,000	\$ 40,000	40,000
The Coastal Discovery Museum	\$ 400,000	\$ 400,000	\$ 375,000	\$ 387,500
The First Tee of the Lowcountry	\$ 50,000	\$ 50,000	\$ 40,000	\$ 45,000
The Heritage Library	\$ 143,000	\$ 135,000	\$ 135,000	\$ 135,000
The Outside Foundation	\$ 72,000	\$ 72,000	\$ 72,000	\$ 72,000
The Sandbox	\$ 64,000	\$ 64,000	\$ 60,765	\$ 62,000
Total	\$ 4,241,650	\$ 4,186,065	\$ 3,962,630	\$ 4,044,765
Balance Available		\$ (294,421)	\$ (70,986)	\$ (153,121)

*Highlighted portion reflects the round that was voted to be recommended to Town Council.

The Committee recommended full funding for 25 organizations. Nine organizations were not fully funded: three were limited by TERC-based funding caps, and the rest received reductions due to the constrained budget. *(See Grant Request Chart above)*

1. Public Comment – Non Agenda Items

Christy Cohen, representing the Darius Rucker Intercollegiate at Long Cove, expressed concern about the ATAX award timeline. She noted that uncertainty regarding funding until mid-January creates challenges for events scheduled in the first quarter of 2025.

Jim Fluker, former Chairman of the Accommodations Tax Grant Advisory Committee, acknowledged the committee's hard work and the difficult decisions they face. He suggested scheduling a Town Council workshop prior to the ATAX recommendation to discuss the recommendations in more detail, ideally with third-quarter revenue numbers available.

2. Adjournment

At 11:11 a.m. Mr. Arnold adjourned the meeting.

Submitted by: Shena Smith, Secretary

Approved:



TOWN OF HILTON HEAD ISLAND

Staff Memo

TO: Accommodations Tax Committee members
FROM: Heather Woolwine, MA, *Communications Director*
CC: Adriana Burnett, Finance Director
Michele Bunce, Senior Grants Administrator
DATE: March 27, 2025
SUBJECT: Presentation of the Destination Marketing Organization FY 26 Marketing Plan, Budget and Industry Metrics

The Accommodations Tax Committee is requested to review and approve, as appropriate, the Destination Marketing Organization (DMO) FY26 marketing plan, budget and 2025 visitor profile study.

BACKGROUND:

The DMO presents the FY26 plan, budget and visitor profile study annually as outlined in their current contract. The presentation will be given by Visitor & Convention Bureau Vice President Ariana Pernice and as needed, Research Manager Chase O'Dell. Vice President of Communications for the Hilton Head Island & Bluffton Chamber of Commerce Charlie Clark will also attend the meeting and may be available to answer questions as appropriate.

NEXT STEPS:

Committee members are encouraged to ask clarifying questions about the plan, provide any feedback to the DMO and Chamber representatives, and determine if the plan is suitable to proceed for evaluation by the Town Council's Finance & Administration Committee (April 29). Upon approval by the F&A committee, it will then proceed to a first reading as part of the Town Council's budget approval process (May 6).

The plan, budget and visitor profile were approved by the Town-wide marketing Council earlier this year, which includes Town Council member Alex Brown, Town Manager Marc Orlando, and Town staff (Heather Woolwine -Communications, Kelly Spinella-Communications, and Natalie Harvey-Office of Cultural Affairs).

ATTACHMENTS:

1. FY26 DMO Marketing Plan, budget and visitor profile packet



FISCAL YEAR 2025-2026

HILTON HEAD ISLAND DESTINATION MARKETING PLAN

HILTON HEAD ISLAND
SOUTH CAROLINA



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STRATEGIC MARKETING PLAN

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IT STARTS WITH A VISIT

As a community built upon tourism it is imperative to ensure the destination for the next generation of residents, business owners, and visitors.

As the Destination Marketing Organization (DMO) we are experts in this space, constantly working to ensure the community's priorities and stewardship of the brand that ultimately ensures the destination and quality of life for all.

The FY 2025-2026 DMO Strategic Marketing Plan ladders into our organization's three-year Strategic Plan and ultimately into our community-centric 10-year Destination Management Plan.

Our approach to long-term tourism success sits alongside the Hilton Head Island community's 20-year comprehensive plan. Our efforts complement and support a vibrant and collaborative partnership with the Town of Hilton Head Island to ensure the future of the destination for residents and visitors.

DRAFT

VISION

A welcoming world-class community embracing nature, culture and economic vibrance for residents and visitors.

MISSION

Stimulate the regional economy while enhancing the quality of life for all.



DEFINING OUR COMMUNITY CORNERSTONE

Our community is the heart of who we are and how we present ourselves to the world. Tourism is a competitive landscape. Every destination must compete with every other tourism destination for its share of the world's attention, visitation, and investment. A destination needs to integrate the community into marketing efforts to create the desire amongst travelers to experience the destination, meet its people, and experience its authentic offering.

For any destination to ensure its competitive advantage and increase visitor revenue, there must be a clear strategic framework for developing, articulating, and promoting the destination brand. That is why destination marketing and management organizations exist. They have the unique mandate to

steward the community's identity and reputation in the global visitor marketplace daily.

A destination brand is rooted in the community's priorities. It is a common good and a shared value. Promoting the destination is for the benefit and well-being of everyone in the community. Therefore, the stewardship of the brand is an essential investment for enhancing the quality of life and increasing opportunities for all residents.

The DMO warrants and represents that the marketing plan shall include a "Community Cornerstone plan" which engages the community with public relations, education, and social media strategies.



DESTINATION VALUES

In partnership with the town and in alignment with our community, our destination's core values support our out-marketing efforts.



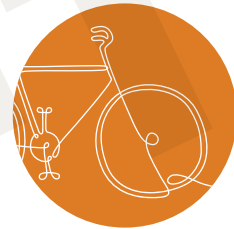
Ecotourism



History



Arts & Culture



Recreation



Wellness

DEMONSTRATING OUR VALUES

ECOTOURISM

We will continue to educate and inform residents and guests about the importance of protecting our delicate ecosystem, and the role each individual can play in that through our sustainability campaigns and messaging around leaving nothing but your footprints. In partnership with the town and its newly appointed Chief Environmental Officer, we are committed to advancing island conservation and sustainability through our Promise campaign. This initiative raises awareness and fosters education through consistent marketing efforts that highlight the importance of protecting our delicate ecosystem and natural wildlife. Our efforts include promoting Sea Turtle Nesting Season awareness, Oyster Shell Recycling, and beach re-nourishment programs, all aimed at preserving the island's unique environment for generations to come.

ARTS & CULTURE

In partnership with the Town of Hilton Head Island's Culture HHI, we are dedicated to promoting the Island's unique arts and culture in a way that can inspire a traveler to visit, through continued promotion with digital and social campaigns. Hilton Head Island's arts and cultural scene is vibrant and exciting, with numerous arts and cultural experiences from Broadway caliber productions to live jazz to public art trails.

HISTORICAL HERITAGE

As we look to further establish the destination as a place for heritage travel, we will work alongside the community to gather assets, collect the rich history it holds, and document it through various touchpoints for visitors to explore. We will also engage our partners within the community and tour operators to document and preserve the rich history of the island through visual storytelling, robust itineraries, and digital campaigns.

WELLNESS

We will build upon our strong foundation as a wellness destination that caters to all and work closely with our community partners to develop digital and social media campaigns, build itineraries and programs to drive overnight visitation and capture new content to showcase Hilton Head Island as an ideal wellness destination.

RECREATION

Recreation imagery, copy, and storytelling will be woven into all of our destination touchpoints, website, digital, social, email, public relations, and more. The approach allows us to connect more deeply with our visitors regarding our rich recreational assets, local businesses, and community business owners. Utilizing our website, social media, display campaigns, and search engine marketing, we can promote seasonally appropriate activities to ensure consistent visitor engagement year-round.





DESTINATION GOALS

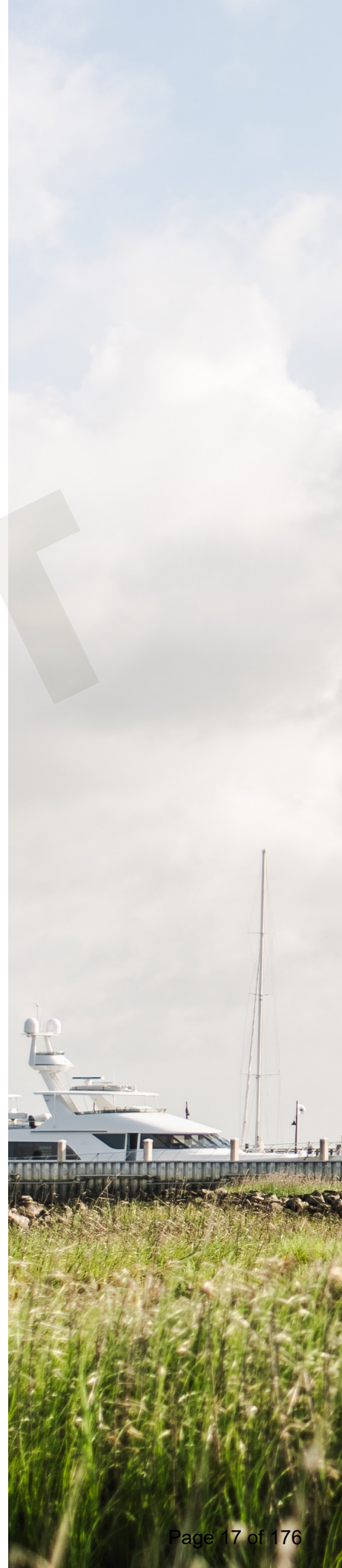
A PLAN OF ACTION. A VISION FOR THE COMMUNITY.

Through digital placements, paid and earned media, and print channels, we will compel our potential visitors to explore Hilton Head Island's natural beauty, culture, heritage, arts, culinary, and outdoor experiences. Woven into everything we do is the fabric of our community and a commitment to empowering them to tell the Hilton Head Island story and helping them be good stewards of the Island.

GOALS 1-5

The following goals outline our continuous efforts to market our destination to potential visitors, and our successes in our out-marketing efforts support our overarching mission of defining and implementing our Community Cornerstone Plan.

- 1** **CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE.**
- 2** **CREATE AN UNDERSTANDING OF AND RESPECT FOR OUR DELICATE ECOSYSTEM.**
- 3** **DRIVE THE DISCOVERY AND EXPLORATION OF THE DESTINATION.**
- 4** **BUILD BRAND AWARENESS.**
- 5** **ENHANCE LESIRE AND MEETING AND GROUP BUSINESS BY SUPPORTING QUALIFIED VISITATION.**





GOALS 1-5

GOALS	STRATEGIES
<p>1 CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE</p>	<ul style="list-style-type: none"> Community campaign and brand bootcamp Resident and visitor surveys Put the Beach to Bed campaign
<p>2 CREATE AN UNDERSTANDING OF AND RESPECT FOR OUR DELICATE ECOSYSTEM</p>	<ul style="list-style-type: none"> Eco Campaign
<p>3 DRIVE THE DISCOVERY AND EXPLORATION OF THE DESTINATION</p>	<ul style="list-style-type: none"> Lead generation ads Island Time Blog Paid social media Search engine optimization Social media video/reels/stories User generated content Chatbot evolution and optimization Digital experience personalization
<p>4 BUILD BRAND AWARENESS</p>	<ul style="list-style-type: none"> Digital display Connected TV and traditional broadcast Programmatic advertising Audio advertising Traditional ad placements (print and digital) Social media marketing (Facebook, Instagram, Spotify, Pinterest, X) User generated content curation Public relations (media outreach, partnerships, influencers, and earned media placements)
<p>5 ENHANCE LEISURE AND MEETING AND GROUP BUSINESS BY SUPPORTING QUALIFIED VISITATION</p>	<ul style="list-style-type: none"> Email marketing Social and display remarketing advertising Search engine marketing Search engine optimization and local search Digital experience personalization LinkedIn Networking

KEY PERFORMANCE INDICATORS

Community sentiment survey and continued benchmarking
Visitor Profile study

Campaign landing page visits
Campaign landing page referrals

Increase email signups
Increase time spent on blog
Increase social referrals
Increase in content engagement metric
Increase pages per visit

Website traffic
Paid media impressions
America's Favorite Escapes Campaign

Website traffic
Partner referrals
Home and villa occupancy
Hotel occupancy
Direct solicitation for meetings/group
Sales appointments (sales calls, trade shows, virtual)
Leads sent to properties

2024 RESULTS

Community sentiment survey completed, analysis can be referenced in the Appendix.
Visitor Profile Study completed, analysis can be referenced in the Appendix.

Sessions: 55K
Partner referrals: 4861

Total Email List: 156,739
Time spent on blog: 2:19 (+12.4% YOY)
Social referrals: 66K (+16% YOY)
Engagement rate: 73% (+17% YOY)
Average session duration: 2:56 (+22.5% YOY)
Pages per visit: 2.71 (+1.7% YOY)

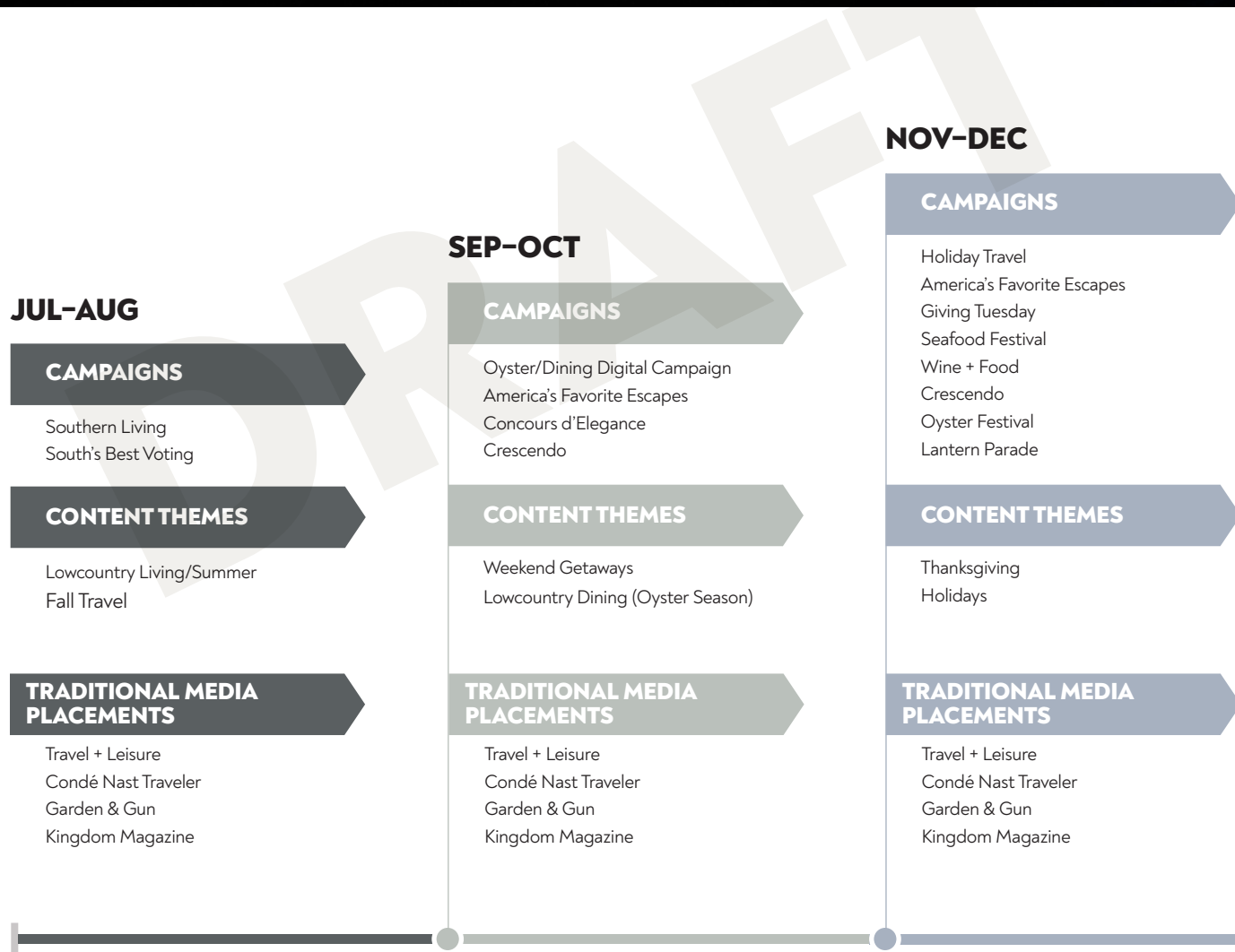
Website Traffic: 3.3M (+6.3% YOY)
130M+ paid media impressions (+0.8% YOY)
AFE landing page sessions: 192K
AFE partner referrals: 40K

Website Traffic: 3.3M (+6.3% YOY)
Partner Referrals: 1.5M (+28% YOY)
Home & Villa: Occupancy: 53% (-5%) ADR: \$364 (+3%) RevPAR: \$194 (-2%)
Hotel: Occupancy: 58% (-3%) ADR: \$248 (-1%) RevPAR: \$143 (-4%)

Leads sent to properties: 134 (+32% YOY)

2025-2026 MARKETING ROADMAP

Our strategic roadmap outlines the key milestones across strategies and tactics that will help the destination maintain momentum and drive results.



*Traditional media placements are examples of partnerships and publications that have been successful for the destination in the past, and remain as opportunities in the future.



JAN-FEB

CAMPAIGNS

Foodie February
Gullah Celebration
Wine + Food
Seafood Festival
Hilton Head Piano Competition
Restaurant Week
Travel + Leisure Voting
Darius Rucker Golf Tournament
Americas Favorite Escapes

CONTENT THEMES

Fresh Start
Lowcountry Love

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Garden & Gun
Kingdom Magazine

MAR-APR

CAMPAIGNS

RBC Heritage
Travel + Leisure Voting
Condé Nast Traveler Voting
WingFest

CONTENT THEMES

RBC Heritage
Spring in Swing: Golf, Fishing, Biking

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Garden & Gun
Kingdom Magazine

MAY-JUN

CAMPAIGNS

Sea Turtle Conservation
Condé Nast Traveler Voting
Pedal Hilton Head Island

CONTENT THEMES

Wildlife/Conservation

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Garden & Gun
Kingdom Magazine

FY 2025-2026 BUDGET

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

Hilton Head Island Visitor & Convention Bureau Schedule of Functional Revenues and Expenditures


	VCB	Town of HHI	VCB	SCPRT	SCPRT	Town of	Beaufort Co
	TOTALS	DMO	Private Sector	Dest. Specific	Co-ops	Bluffton DMO	Membership
Revenues							
Town of HHI DMO	3,900,000	3,900,000					
Private Sector	500,000		500,000				
SCPRT Destination Specific	1,500,000			1,500,000			
SCPRT Coop	500,000				500,000		
Private Match Coop	2,500,000				2,500,000		
Town of Bluffton DMO	365,000					365,000	
B/C Bluffton & Daufuskie	200,000						200,000
Total Revenues	9,465,000	3,900,000	500,000	1,500,000	3,000,000	365,000	200,000
Membership Revenue	11,465,000						2,000,000
Total Revenues with Membership							
Expenses							
Media Partnerships							
Media Buys	718,550	488,546	18,936	211,068			
Sub-total	718,550	488,546	18,936	211,068			
Social Media							
Partner Promotions	60,000	40,794	1,581	17,625			
Paid Brand Social Media	240,000	163,177	6,325	70,498			
Social Media Management	90,000	61,191	2,372	26,437			
Sub-total	390,000	265,163	10,278	114,559			
Digital Marketing							
Golf Marketing	200,000	135,981	5,271	58,748			
Digital Strategy, Web Maintenance & Support	100,000	67,991	2,635	29,374			
Technology Improvements	60,000	40,794	1,581	17,625			
SEO	24,000	16,318	632	7,050			
SEM / Display	741,090	503,871	19,530	217,689			
Managed Web Hosting and Content Delivery Network	4,800	3,264	126	1,410			
eNewsletter/Drip Campaign	42,000	28,556	1,107	12,337			
Marketing Strategy & Council	42,000	28,556	1,107	12,337			
Group Web Enhancement	15,000	10,199	395	4,406			
Sub-total	1,228,890	835,529	32,385	360,976			
Destination PR							
PR Strategy, Maintenance & Support	300,000	203,972	7,906	88,123			
Journalists/Influencers/Partnerships	60,000	40,794	1,581	17,625			
Monitoring Services (Print/Online/Broadcast Tracking)	20,000	13,598	527	5,875			
PR Contingency	50,000	33,995	1,318	14,687			
Sub-total	430,000	292,359	11,332	126,309			

Group Sales & Marketing									
Promotional Giveaways	10,000	6,799	264	2,937					
Program Incentives	2,000	1,360	53	587					
VCB Dues, Subscriptions and Training	80,000	54,392	2,108	23,499					
Tradeshow	146,000	99,266	3,848	42,886					
In-Market Events	10,000	6,799	264	2,937					
Focused Service	500	340	13	147					
SEM	65,000	44,194	1,713	19,093					
Social Media	50,000	33,995	1,318	14,687					
Website	15,000	10,199	395	4,406					
Sub-total	378,500	257,344	9,975	111,181					
International									
International Promotions and Events	155,410	105,664	4,096	45,650					
International Tradeshow	100,000	67,991	2,635	29,374					
International Toolkit	15,000	10,199	395	4,406					
International SEM	80,000	54,392	2,108	23,499					
Sub-total	350,410	238,246	9,234	102,930					
Destination Photography & Video									
	25,000	16,996	659	7,344					
Collateral/Fulfillment									
Vacation Planner	300,000	203,972	7,906	88,123					
Fulfillment	120,000	81,589	3,162	35,249					
Toll-Free Phone	4,000	2,720	105	1,175					
Sub-total	424,000	288,280	11,174	124,547					
Research & Planning									
VCB Sales, Mkt, Services & Ops:	242,000	164,537	6,377	71,086					
Personnel	1,417,500	737,100	272,755	189,000	63,000	99,645	56,000		
Benefits	303,750	157,950	58,448	40,500	13,500	21,353	12,000		
Operations	303,750	157,950	58,448	40,500	13,500	21,353	12,000		
Sub-total	2,025,000	1,053,000	389,650	270,000	90,000	142,350	80,000		
SCPRT									
SC PRT - Leisure	1,060,000				1,060,000				
SC PRT - Sports	950,000				950,000				
SC PRT - Meetings & Groups	900,000				900,000				
Sub-total	2,910,000				2,910,000				
Town of Bluffton DMO									
Promotions	222,650				222,650				
B/C Bluffton & Dairfuskie DMO									
Promotions	120,000				120,000				
TOTAL VCB EXPENSES	9,465,000	3,900,000	500,000	1,500,000	3,000,000	365,000	200,000	2,000,000	11,465,000
Difference btw Revenue & Expense	0	0	0	0	0	0	0	0	0
Total Expenses with Membership	11,465,000								
Revenues Minus Expenses:	0								
Revenues & Expenses for HHI-related marketing programs									
Revenues & Expenses for other marketing programs									


OUR TARGET LEISURE TRAVELER

2024 VISITOR PROFILE STUDY


Many of Hilton Head Island’s marketing efforts and attention are dedicated to reaching the family traveler. Families return here yearly, and it is also a host destination for multigenerational trips and memory-making experiences. Through performance media targeting and emphasizing the family-friendly experiences and accommodations available, we’re able to retain our dedicated family guests and attract new families for years to come. In addition to families, our efforts around the leisure market include empty-nest couples looking for an escape and young couples on a romantic getaway. More specifics around our leisure traveler can be found below.



**\$150-
\$250K+**
Affluent Traveler



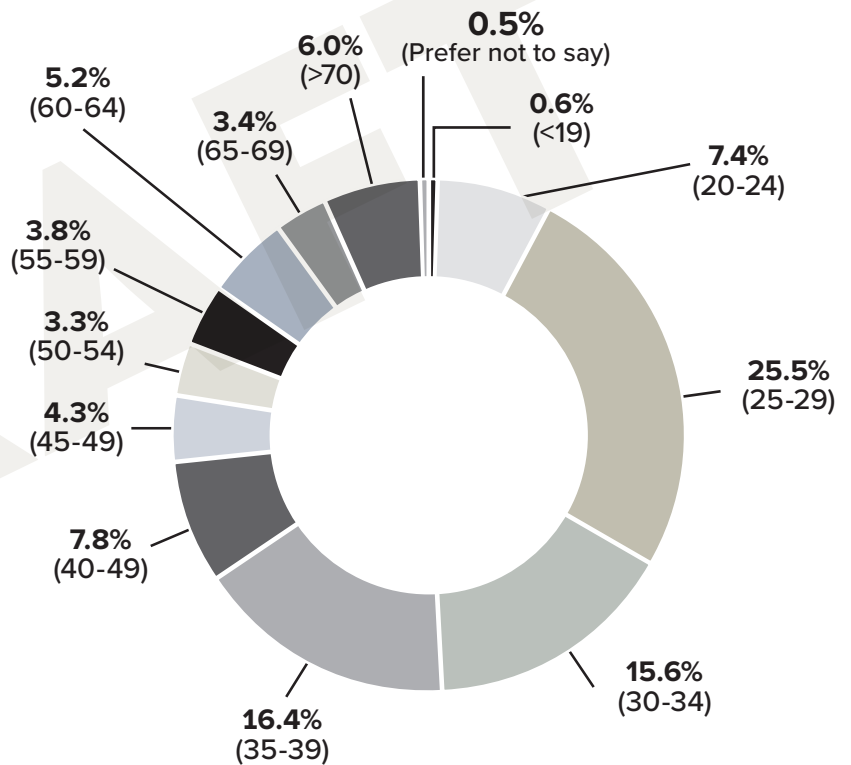
54%
Undergraduate
Degree or
Higher



2-4 Trips per Year
7 Nights Average
Length of Stay

**2024 Visitor Profile Study:
Office of Tourism Analysis,
College of Charleston*

AGE DISTRIBUTION



DEMOGRAPHICS AND PERSONAS



Weekenders



Families



Snowbirds



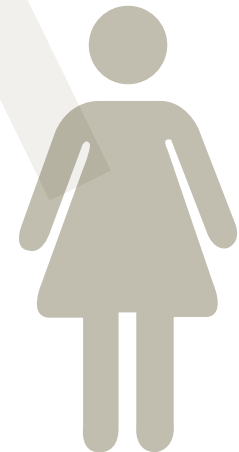
Sports
Enthusiasts



Culinary
Explorers



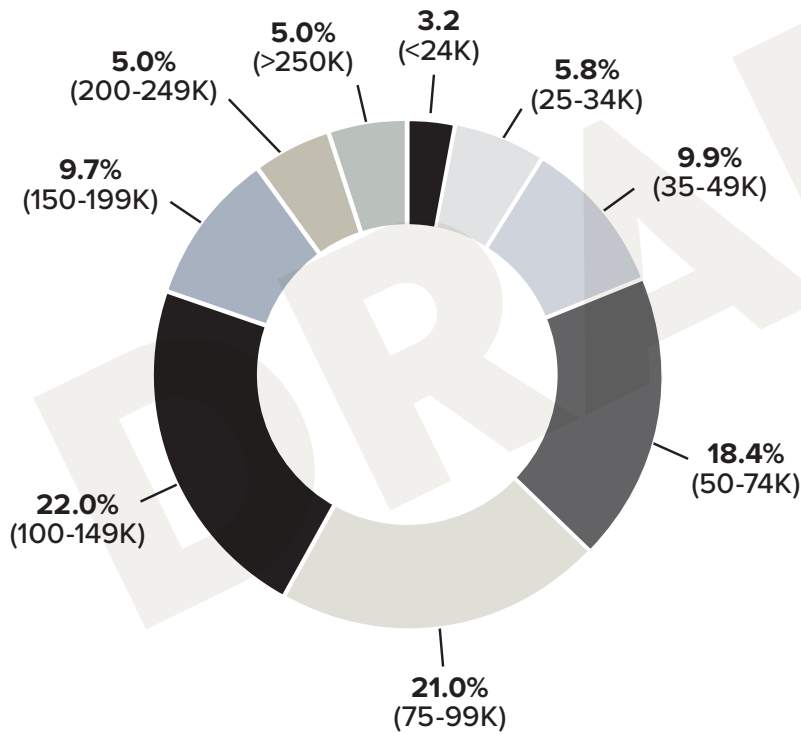
**50.7%
MALE**



**49.0%
FEMALE**

**0.3%
OTHER**

HOUSEHOLD INCOME DISTRIBUTION



Wellness
Traveler



Arts, History &
Cultural Enthusiasts



International
Travelers

STRATEGIC MARKETING PLAN





MARKETING PLAN STRATEGIES & TACTICAL DETAILS

The marketing strategy aims to engage like-minded visitors with our destination continuously. By leveraging a series of media touchpoints, we highlight our destination’s core values and create lasting connections.

AREAS OF FOCUS

LEADING WITH COMMUNITY IN MARKETING

We will highlight, celebrate, and feature our locals, their businesses, offerings, and unique identities across all our marketing channels and touchpoints. We will strive to add layers of additional authenticity, through stakeholder engagement we will focus on our destination pillars and outreach to community members that represent these areas of focus.

This will be done through organic integration across our social, blog, and email channels in the form of copy, photos, and videos.



DESTINATION WEBSITE

HiltonHeadIsland.org is the premier digital showcase for our island, connecting millions of potential visitors with the experiences, businesses, and natural beauty that define Hilton Head Island. Since its reimagined launch in 2023, the website has become our most powerful tool for engaging travelers and supporting the local economy. In 2024 alone, it generated over 1.5 million referrals to businesses across the Lowcountry.

Our commitment to seamless user experiences remains at the forefront. We continuously refine and enhance the website, ensuring that every visitor is intuitively guided toward the attractions, activities, and experiences most relevant to them.

From family-friendly adventures to world-class golf courses and rich cultural heritage, every element of HiltonHeadIsland.org is designed to inspire and captivate. Through strategic optimizations and immersive content, we are creating a platform that not only informs but evokes excitement and curiosity about Hilton Head Island. Working closely with our island partners, we are integrating dynamic visuals, updated photography, and high-impact video that bring our destination pillars to life.

Our dedication to innovation and excellence drives everything we do. By leveraging data insights, refining the platform, and embracing emerging digital trends, we will continue to deliver an exceptional online experience that truly reflects the essence of Hilton Head Island.

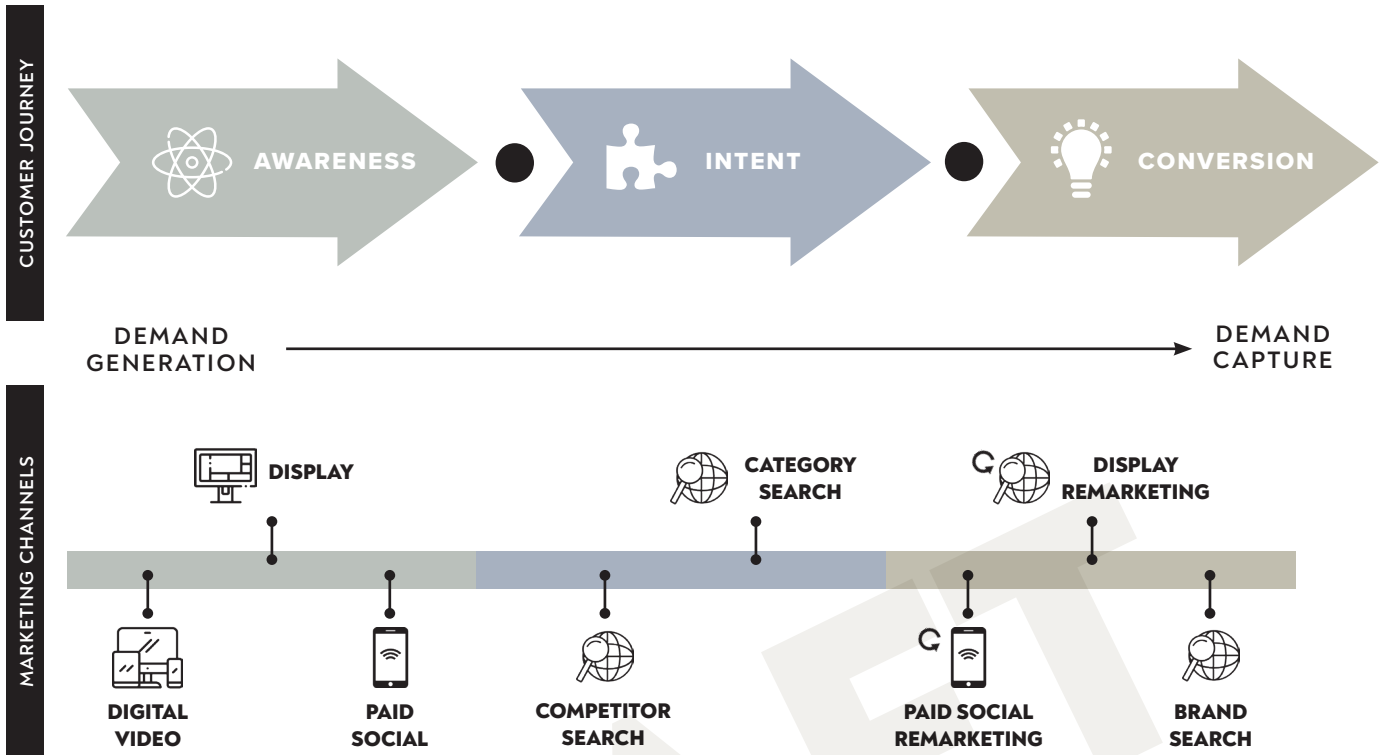


DELIVERING AN AI-POWERED TRAVEL EXPERIENCE

HiltonHeadIsland.org is set to revolutionize trip planning with an AI-powered experience delivering personalized content, intelligent recommendations, and curated itineraries tailored to each visitor’s unique preferences.

By leveraging advanced machine learning models, the web platform dynamically adapts to user behavior, analyzing search patterns, interests, and engagement to present hyper-relevant content and experiences. Whether a traveler is seeking hidden beach escapes, world-class golf courses, or the best local seafood,

AUDIENCE TARGETING WITH DIGITAL MEDIA



Our efforts begin with awareness and intend to move potential visitors down the funnel to eventual conversions. Potential visitors will see our destination videos and ads across social media, and through targeted remarketing efforts will eventually start to search for Hilton Head Island directly.

HiltonHeadIsland.org’s AI-driven discovery engine ensures seamless, data-powered exploration.

With predictive analytics and natural language processing, the site will also act as a smart travel concierge, providing real-time suggestions, refining itineraries based on user input, and integrating with hospitality partners for a frictionless planning and discovery process. From inspiration to itinerary, HiltonHeadIsland.org will continue to build on its own success by delivering an intuitive, immersive, and intelligent gateway to Hilton Head Island and the Lowcountry.

contract, will report on resident and visitor satisfaction annually through surveys, maintaining established processes. Using insights from survey information received, the DMO will continue to outreach and engage the Hilton Head Island community. Regular tourism updates will enhance residents' awareness of tourism's benefits, stimulating the regional economy and improving quality of life. Campaigns will be strategically deployed based on defined goals aligned with the overarching marketing plan, ensuring alignment with the visitor journey at every stage.

The 2025-26 marketing plan will consist of the following marketing channels:

- » Search Engine Marketing (SEM)
- » Organic & Search Engine Optimization (SEO)
- » Digital Video (YouTube, Social)
- » Connected TV and Broadcast

RESIDENT AND VISITOR SATISFACTION SURVEYS

The Town of Hilton Head Island and the Hilton Head Island-Bluffton Chamber of Commerce, under their Destination Marketing Organization

- » Social Media Advertising
- » Email Marketing and CRM
- » Programmatic Display & Remarketing
- » Audio Advertising on Digital Streaming Platforms (DSP)
- » Trade Marketing
- » Traditional Print, Radio
- » Public Relations and Influencer Marketing



VIDEO IN CONTENT MARKETING

Seasonal highlights, color-driven Reels, and trend-setting TikToks have helped Hilton Head Island’s social media evolve past previous years’ activities and tactics.

Our priority across all social channels will be focused on video content first, whether that’s through 15-second clips or in-depth community interviews. By leveraging newly developed video content we can create high-impact video placements to support the destination pillars.



DIGITAL ADVERTISING

The focus on qualified yet efficient digital media channels continues to be a core focus of the 2025-2026 digital advertising strategy. Our digital marketing efforts will focus on performance marketing channels that will enable the destination to purchase and connect with highly qualified audience targets on a cost-effective basis to drive maximum performance for the destination.

Working media dollars will be heavily allocated toward performance channels (Brand Search, Category Search, Performance Max, and Social Remarketing). This will be supported by digital video and streaming audio advertising efforts to build awareness of the destination.



EMAIL

Going forward, we aim to leverage interest in the destination by delivering personalized emails tailored to their preferences and interests. To facilitate this, we have updated our email preference center to include the destination’s marketing pillars, ensuring that subscribers receive content that aligns with their priorities. We will collaborate closely with our email marketing partner, Mailchimp, to remain ahead of trends and opportunities to create unique and engaging content.

New subscribers will be welcomed with an automated journey introducing them to the destination, while those requesting a visitor’s guide will receive automated emails guiding them further into the sales funnel.

Our email strategies will be guided by SEO research and continuously refined through testing and optimization efforts throughout the year.



EVENT CONTENT

We will work closely with our destination partners to understand their goals for their marquee events to ensure our promotional strategy best fits their marketing needs and KPIs.

BEFORE

Pre-promotional content will be shared to promote the event and drive referrals to the event partner across email, website, digital, and organic and paid social.

DURING

Real-time coverage will be shared “live” across social and boosted where applicable.

AFTER

Wrap-up content post-event will be shared on social media to spotlight the event and build awareness for the following year.

SOCIAL CHANNEL PRIORITIES FOR 2025-26

Our key areas of focus on social media will be supporting partner referrals and trip planning by showcasing the wide array of experiences available on Hilton Head Island through our brand pillars, promoting responsible and sustainable tourism to position our destination as a leader in eco-tourism and improving our brand recognition on social media. We'll do this by ensuring we have a balanced content mix to support our pillars and stakeholders,

FACEBOOK

With 3.07 billion monthly active users, this platform has our largest and most engaged audience with 238K likes and growing. This fiscal year, we'll grow our community by sharing fresh photo and video content, focusing on partner experiences, sustainability initiatives, marquee events, co-op partnerships, and campaigns.

INSTAGRAM

As Instagram continues to prioritize short-form video content within the platform's algorithm, we'll continue to stay on-trend with short-form video content through Reels, while focusing on growing the volume of owned video. We'll also prioritize highlighting each brand pillar in a way that resonates with the audience, keeps them engaged and support trip planning within the destination through compelling photo content and stories.

TIKTOK

With over a billion users, TikTok is a key platform for users who are looking for inspiration and entertainment. We've seen strong growth on our Hilton Head Island channel and will leverage TikTok's evolving features to reach new audiences by repurposing top performing short-form video and photo content. With TikTok becoming a common search engine for travel tips and itineraries, we'll ensure we're sharing keywords within the caption to further support discoverability and optimization.

TOTAL ORGANIC AUDIENCE 356,860

showcasing the eco-friendly experiences available on the island, and refining our brand presence on social media by refreshing our creative, developing on-trend content which aligns with our destination and enhances discoverability, and integrating proactive engagement within our social media strategy to reach new audiences and grow our community. These primary social media channels will continue to focus our efforts for FY 2025-2026:

PINTEREST

Through FY 25/26, we'll continue to support wedding planning, travel inspiration and destination awareness by showcasing the island's experiences through curated itineraries and fresh pins showcasing the destination's key pillars. We'll continue to integrate creative pins and elevate our SEO strategy within Pinterest to effectively drive website traffic and reach new audiences.

SPOTIFY

Through playlists, collaborations, and ads, Spotify offers unique ways to connect with customers. We'll share trending, island-inspired music and wellness-themed playlists which aligns with our monthly content themes to engage both new and existing audiences.

YOUTUBE

YouTube's Shorts provides an opportunity for us to further amplify our short-form video strategy and to highlight the destination's key pillars, catering to the platform's growing audience. We'll enhance our YouTube strategy by taking advantage of optimization on the platform to support reaching new users and enhance discoverability.

LINKEDIN

Our LinkedIn account is key for our B2B initiatives, destination updates and industry news. We'll continue to share relevant updates and content to engage with MICE professionals, the local community and visitors by prioritizing community initiatives, meetings and events, and select holidays. By doing this, we'll further position Hilton Head Island as a thought leader and a leader within destination marketing.

ISLAND TIME BLOG

Our Island Time Blog drives qualified, engaged traffic to HiltonHeadIsland.org. It's a landing page to bring people in from our social feeds and a great jumping-off point to show users what is happening on Hilton Head Island. Tied closely to search engine results, our goal with the Hilton Head Island blog is to create a useful tool for fun, inspiration, informational, travel tips, news, and more.

Over the past several years we have developed a strong bank of evergreen content for our audience, and now we can focus on deeper storytelling for specific audiences that aligns with our destination values.

- » For Different Demographics
- » For Different Interests
- » For Different Vacation Lengths

LEISURE MEDIA PARTNERSHIPS

Hilton Head Island's year-over-year increase in popularity and reach is undeniable, fueled by our alignment with current travel brands.

Prestigious accolades from Condé Nast Traveler, Travel + Leisure, and Southern Living affirm our status as a leading Lowcountry destination. These awards elevate the island's profile, reinforcing its "must-visit" appeal. To further connect with potential visitors, we will continue highlighting the authentic local community in our media, inspiring discovery and travel. The recognition from platforms like Travel + Leisure World's Best and Condé Nast Traveler's Reader's Choice Awards is invaluable, cutting through the crowded travel market and solidifying Hilton Head Island's position in travelers' minds.

In a competitive landscape where upscale, shoulder-season travel is highly sought after, these endorsements amplify our brand story and differentiate us, driving awareness and visitation to Hilton Head Island.

BRAND PARTNERSHIPS

Brand partnerships with companies and products that share similar values (such as a commitment to sustainability or a specific outdoor recreation experience) and audience alignment help the destination widen its reach and connection to new, potential visitors.

The strategy will see Hilton Head Island begin this initiative with travel-related products and then expand the scope and nature of these relationships.

Through Owned, Earned, and Paid Media tactics across both Hilton Head Island and partner brands, Hilton Head Island will be able to grow leads, engagements, social following and quality site traffic.

The partnerships will begin with site-hosted visits and organic and paid cross-promotion on social to begin and then expand to co-branded product opportunities and audience profile sharing and optimization.



These mutually beneficial marketing partnerships will be designed to live long-term across audience touchpoints, helping them naturally make the connection between their affinity for each brand.

BRAND CAMPAIGN (AMERICA'S FAVORITE ESCAPES)

Building on the success of the 2024-2025 America's Favorite Escapes campaign, we will launch a holistic, multi-channel, multi-year, full funnel brand campaign for the destination, inspired by the success of America's Favorite Island and the Favorite Escapes campaign.

Approach

- » A fresh creative campaign flexible enough to work across seasonality, pillar, and area of focus.
- » Aligned elements to support community outreach and engagement.
- » Systematic creative testing across target audience test groups.
- » An aligned Earned, Owned, and Paid media strategy to ensure consistent messaging reaches all touchpoint.
- » Adaptations to speak directly to international growth markets.
- » Year Two of The Favorite Escapes campaign with augmented creative and additional media channels.

COMMUNITY CORNERSTONE PLAN EXTENSION

Using our Community Cornerstone plan as a guide, we will initiate plans for a grassroots, in-destination marketing campaign to celebrate our local community and empower them to carry our campaign messaging and promise to their off-island network.

By amplifying the voices and insights of our residents and local businesses, we will reach potential guests with authentic messaging while fostering internal pride of place and pride in campaign efforts.

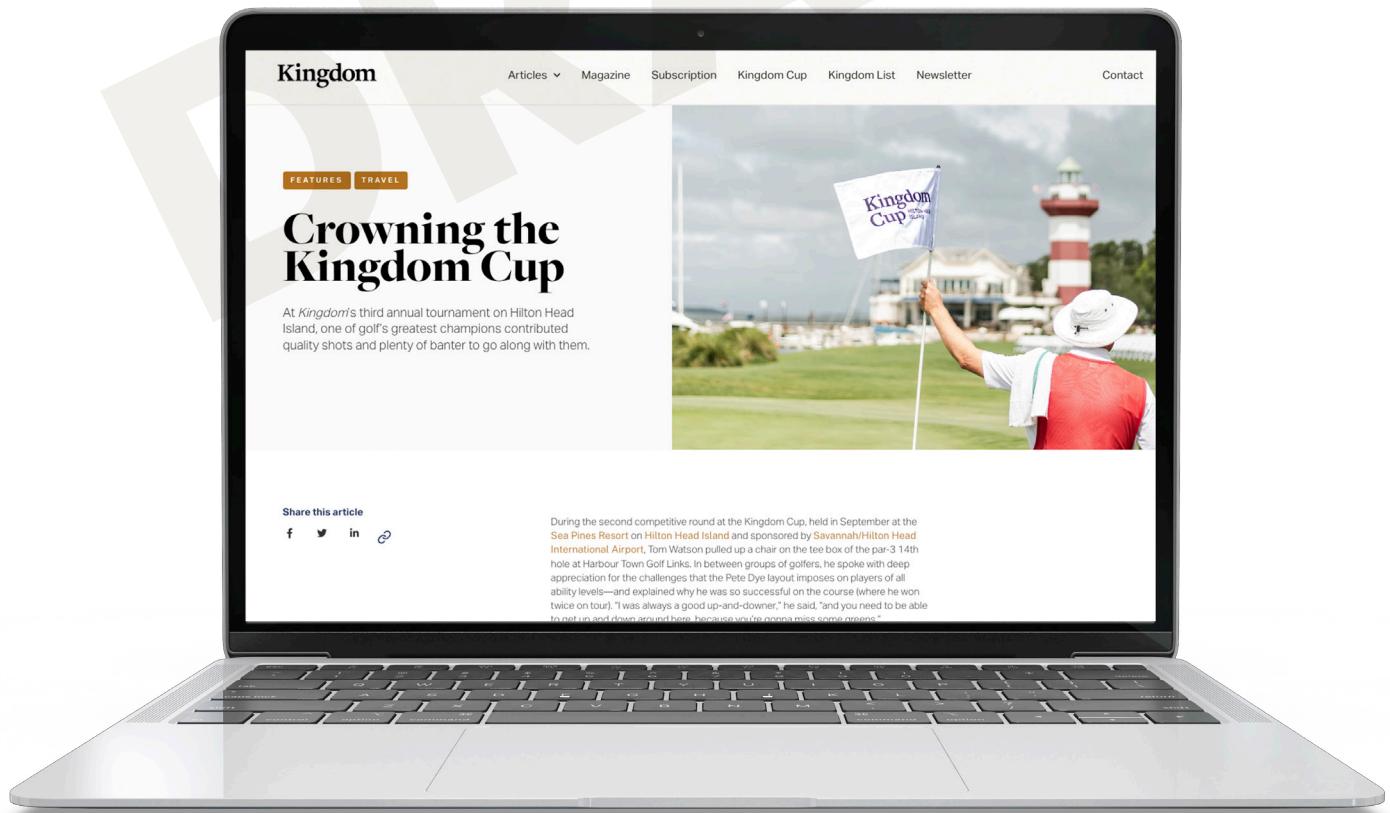
A campaign approach and timeline will be developed alongside a rollout plan based on funding and seasonality.

CONTENT CREATOR PARTNERSHIPS

A comprehensive influencer/content creator strategy has become increasingly important when building a successful communications and marketing plan. Working with powerful, high-quality content producers can result in new, multi-format tactics, new audiences, increased impressions and referrals, and a boost in overall engagement. All of this can be accomplished while reaching new potential visitors and pushing our clients towards meeting and exceeding their marketing goals.

This strategy will ensure our influencers and partnerships are carefully selected based on their content and audience quality, content themes and tone, and overall match with our clients' attributes and values.

Measuring the success of an influencer or content creator partnership, visit, activation, or campaign always begins with establishing clear objectives and Key Performance Indicators (KPIs) against which the activity will be evaluated upon completion.



These KPIs include:

Estimated Media Value (EMV): This measures the value of reach and engagement received by an influencer on a campaign. It estimates how much ad spend would be required to deliver the same results with paid media/advertising.

Engagements: We measure the total amount of engagements the partner's posts received across networks, including likes, shares, and comments.

Reach: How many people saw the posts?

Clicks/Referrals: How many people visited an offer/site/campaign page from the partner post?

Hilton Head Island will enhance its influencer strategy by collaborating with creators authentically aligning with its brand and audience. These partnerships will spotlight Hilton Head Island's core pillars—Arts & Culture, Eco Tourism, History,

Recreation, and Wellness—bringing the island's diverse offerings to life. From captivating cultural narratives and rich historical explorations to outdoor adventures and tranquil wellness escapes, influencers will showcase the island as a destination that seamlessly blends relaxation with enrichment.

In addition to working with influencers and creators from target markets, we will look to collaborate with local experts who can speak to and bring authenticity to our marketing efforts around our core values. For example, we will continue to expand our work with the Sea Turtle Patrol and investigate opportunities with individuals like Dr Jean Fruth from Outside Hilton Head. These locals will be featured in social media posts, blogs, and videos aligned with our pillars.

Additionally, local personalities will be tapped to help share the destination's story authentically and incorporated into the partnership program.



MEDIA PARTNERSHIPS

Below are examples of media partnerships we will continue to leverage. As additional opportunities arise throughout the year with cooperative partnerships these efforts could be expanded into other media brands.

SOUTHERN LIVING

BY THE NUMBERS

12.4M
PRINT REACH

\$118K
AVERAGE
HOUSEHOLD INCOME

54
AVERAGE AGE

36M
MONTHLY WEBSITE
PAGE VIEWS

15M
MONTHLY
VIDEO VIEWS

14M
DIGITAL
UNIQUE USERS

NY | LA | MIA | ATL | SF
TOP FIVE CITIES

AUDIENCE

BY THE NUMBERS

9.9MM
AFFLUENT AUDIENCE

962,867
CIRCULATION

11.3MM
DIGITAL UVS

15.7MM
SOCIAL MEDIA
FOLLOWERS

DIGITAL ENGAGEMENT

BY THE NUMBERS

12.8MM
UNIQUE VISITORS

2:00-5:00+
AVERAGE MINUTES
SPENT WITH NATIVE
CONTENT

27.7MM
VIEWS

3:13
AVERAGE MINUTES
SPENT ON A PAGE

CONDÉ NAST TRAVELER

BY THE NUMBERS

\$11B
SPENT ON TRAVEL

1.2X
LUXURY TRAVELERS

1.5X
CULTURE SEEKERS

1.3X
CULINARY TRAVELERS

3.2M
PRINT READERS

4.6M
AVG. MONTHLY
DIGITAL UNIQUES

22M
AVG. MONTHLY
VIDEO VIEWS

9M
SOCIAL FOLLOWERS

KINGDOM

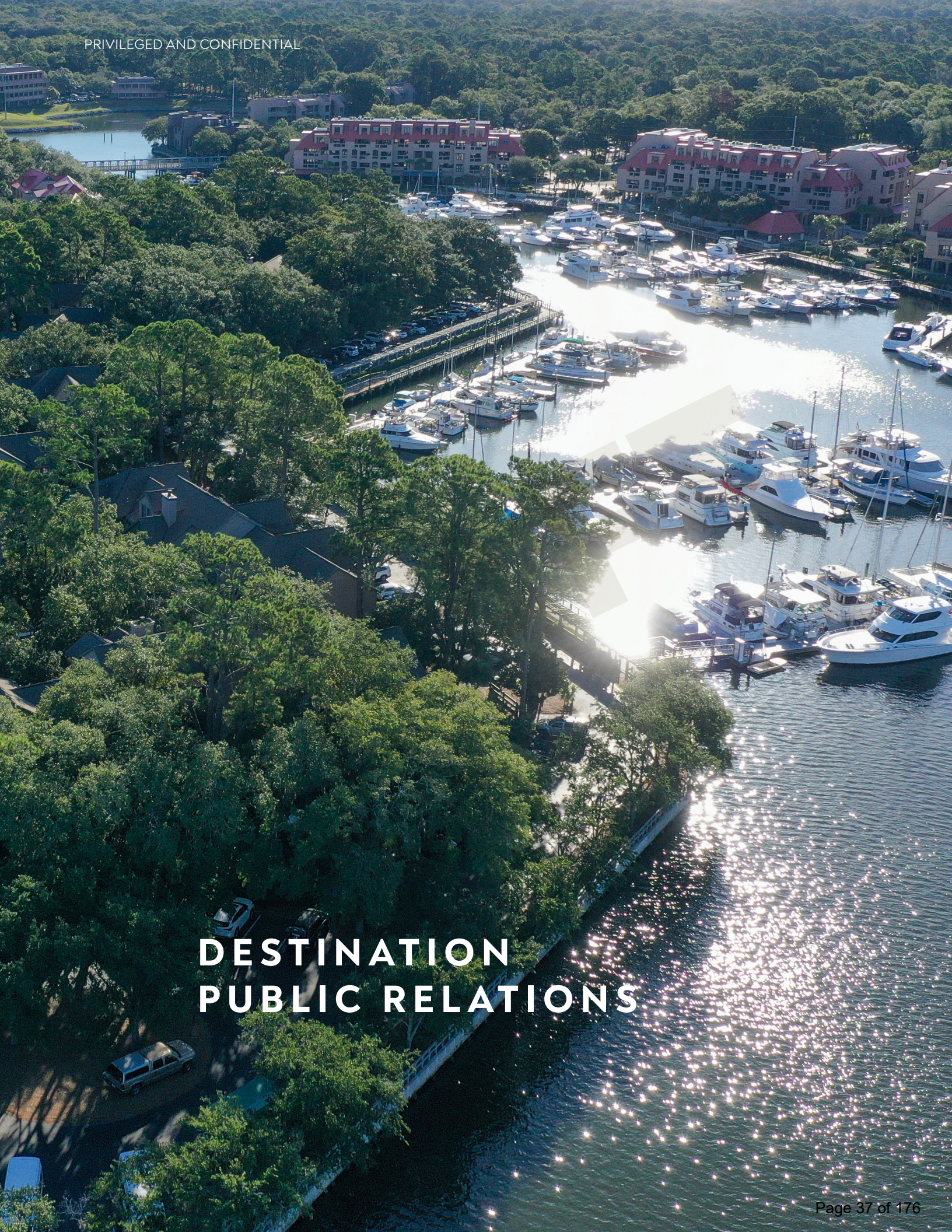
BY THE NUMBERS

761K
TOTAL PRINT
READERSHIP

120K
TOTAL NEWSLETTER
SUBSCRIBERS

195K
TOTAL CIRCULATION

160K
TOTAL SOCIAL
FOLLOWERS



DESTINATION PUBLIC RELATIONS

In 2025-2026, the Destination Marketing Organization will employ a forward-looking strategic and thoughtful public relations plan that is designed to distinguish Hilton Head Island from competitors and convert first-time visitors to repeat guests.

After the most challenging period in travel history, consumer behaviors around travel continue to trend upwards. Despite economic uncertainties and rising costs, consumers are still prioritizing meaningful travel and memorable experiences over many other areas. Travelers are continuing to seek unique, “off the beaten path” locations to beat the crowds, and immersive cultural destinations that prioritize sustainability, aligning with Hilton Head Island’s offerings.

Along with executing our tried-and-true PR tactics, we’ll leverage our strong media relationships and trends to ensure Hilton Head Island remains in consideration as a must-visit island destination.

MEDIA LANDSCAPE

We continuously monitor industry changes and trends that dictate the ever-evolving landscape to adapt accordingly. Key factors driving current changes across the industry include:

SHIFT IN MEDIA LANDSCAPE: The traditional newsroom is turned upside down, with digital media influence outpacing traditional media. National media houses – including Dotdash Meredith, Vox Media, Associated Press, Axios, Allen Media Group and many more – continue to see rounds of layoffs, resulting in an increased reliance on freelancers and contributors and more article syndication. Social platforms are now one of the biggest drivers in earned media headlines. Media not only source their trends from social, but publish content as well, amplifying and engaging with trending discussions.

INFLUENCERS AS TRUSTED SOURCES: Influencers are driving travel decisions more than ever before, with 69% of Gen-Z and Millennials finding travel inspiration on social media and 44% saying they use TikTok specifically (Tripit). To continue to adapt to the new media landscape, we’ll ensure we’re including influencers and social platforms into earned strategies to reach the widest audience possible.

MEDIA TRAVEL AND COVERAGE: Journalists are booking their travel earlier and earlier, with many looking to summer travel by the beginning of the year. With the shift in media landscape, reporters are also more cautious in what they’re able to confirm for coverage, with many looking to experience the destination before seeing what outlets they can pitch. As such, we’ll need to continue to look ahead to secure IPTs and be more flexible (or selective) with who we’re inviting to the area.

TRENDS IN CONSIDERATION

Shifts in consumer habits present opportunities for Hilton Head Island to leverage existing assets and tap into current and anticipated trends, such as:

DETOUR DESTINATIONS: Consumers are finding smaller, lesser-known destinations close to major cities to get away from the crowds and unlock off-the-beaten-path experiences, without having to stray too far from tourist hotspots.

JOMO: The “Joy of Missing Out,” a type of soft travel that encourages doing less, feeling more, and sinking into travel experiences, without rushing around to do anything and everything.

HERITAGE AND CULTURE EXPLORATION: Travelers are increasingly seeking deeper connections with local history and culture, reflecting a growing demand for meaningful, culturally rich experiences.

NATURAL PHENOMENA: Drove of travelers booked private vacation homes along the path of totality to see the total solar eclipse in 2024, proving people will travel great distances to see natural phenomena in real life.

SUSTAINABLE TRAVEL: Consumers are showing an increased interest in responsible travel that minimizes environmental impact, supports local communities, and preserves cultural heritage for future generations.

TARGET AUDIENCES

While our targets are familiar, we'll find new and engaging verticals to reach audiences that are most likely to travel and return to Hilton Head Island:

FAMILIES AND GROUPS: Family travel will remain top of mind, especially considering new travel trends such as skip-gen travel, where grandparents are taking their grandkids on vacation.

REGIONAL DRIVE MARKETS: As consumers prioritize affordability and accessibility, we'll engage media in regional drive markets such as Georgia and Florida.

HIGH VALUE CONSUMERS: We'll connect with consumers with more disposable incomes by targeting luxury media outlets to promote the Island's bespoke experiences.

NEW MEDIA AUDIENCES: We'll engage new audiences across different avenues, from podcasts and online lifestyle shows to influencer engagement.

PRIORITY FOCUS AREAS

We've aligned with Weber Shandwick on priority angles across key verticals that we believe provide potential for growth opportunities, high consumer interest and strong reliability, to highlight the island's unique culture, allure, and more:

HISTORY/GULLAH CULTURE: Elevate Gullah-Geechee awareness via compelling storytelling angles and spokespeople to comment on their past, present and future.

ECOTOURISM: Leverage the Island's history as the country's first eco-planned community and showcase the efforts to support the local community, such as turtle conservation and oyster reclamation.

FESTIVALS & EVENTS: Encourage visitation to museums and marquee events including on-Island experiences, such as:

- RBC Heritage PGA TOUR Tournament
- HHI Motoring Festival & Concours d'Elegance
- HHI Seafood Festival
- Gullah Celebration and Crescendo

WELLNESS AND RECREATION: Position the Island's variety of recreational offerings including but limited to its miles of bike paths, beautiful beaches and sports such as pickleball and tennis. Highlight the variety of wellness experiences available to travelers, including properties such as Hilton Head Health.

CULINARY: Spotlight robust culinary scene from Gullah cuisine to local seafood and local chef stories.

2025-2026 PR Tactics

We'll employ a variety of PR tactics to seamlessly spread destination news far and wide throughout the year. Efforts will include:

VISITING JOURNALIST/INFLUENCER PROGRAM:

Craft narratives that will meaningfully resonate with travelers by customizing media and influencer itineraries that highlight priority verticals and evergreen offerings.

PAID INFLUENCER PROGRAM: Strategically identify influencers with dedicated audiences for paid influencer partnership opportunities that will inspire travel to Hilton Head Island across Instagram and TikTok.

ALWAYS-ON MEDIA RELATIONS: Develop timely news bureau engine to pitch Hilton Head Island's diverse offerings as well newsjack larger consumer moments and incentivize travel to the destination.

STRATEGIC PARTNERSHIPS AND SPECIAL

PROJECTS: Encourage travel by partnering with like-minded brands that will engage new and existing audiences and elevate Hilton Head Island in cultural conversations with multiple touchpoints and scalable executions.







MEETINGS & GROUP SALES

Hilton Head Island stands out as a premier Meetings and Group Travel destination, offering a seamless blend of world-class amenities, distinctive Lowcountry charm, and breathtaking coastal landscapes.

Hilton Head Island offers an unparalleled setting for meetings and group events, blending world-class hospitality with the island's stunning natural beauty. With a diverse selection of resorts, hotels, and conference facilities, Hilton Head Island provides an exceptional experience for corporate gatherings, associations, SMERF, MICE groups, and government meetings. The island's coastal charm, pristine beaches, and championship golf courses create an inviting atmosphere for business and leisure, making it the perfect destination for extending a meeting into a memorable getaway.

Partnering with top-tier industry organizations and leveraging strategic marketing initiatives, we will position Hilton Head Island as the premier choice for planners seeking a seamless blend of productivity and relaxation.

Our integrated marketing strategy ensures visibility across key industry platforms, from digital advertising and content partnerships to targeted outreach on leading meeting and event planning websites. By actively participating in tradeshow and conferences that align with our peak booking timeframes, we foster meaningful connections with decision-makers, drive qualified leads and new business to the island. Collaborations with our hotel partners, DMCs, and regional stakeholders allow us to showcase unique offerings tailored to each group's needs, reinforcing Hilton Head Island's reputation as a premier meetings destination. Whether it's an executive retreat, an industry convention, or a team-building experience, our destination's blend of state-of-the-art facilities and breathtaking surroundings creates a compelling case for bringing groups to the Lowcountry.



Reunions

The Lowcountry landscape was made for reunions. Accessible, affordable, and delightfully different, along with all the must-haves for a perfect get-together.



Motorcoach Tours

Our dynamic destination is a short drive from Beaufort, Savannah, and Charleston—with wonderful accommodations, amenities, and experiences for everyone.



Religious Groups

Welcoming, warm, and relaxed settings create the perfect destination for spiritual nourishment, a sense of belonging and connection with like-minded individuals.



Government Groups

Host representatives from various government organizations to discuss policies, initiatives, and challenges, in order to seek innovative solutions.



Corporate Hosting

Whether you're hosting a small executive meeting or a large conference, our versatile facilities can be tailored to suit your requirements, ensuring a seamless and successful event.



Association Events

Inspire and energize your attendees. Collaborate, build relationships, innovate, and create in our one-of-a-kind atmosphere.



Family & Military Groups

Operation Unwind. From a weekend getaway for two, large family gatherings and everything in between, affordable fun and relaxation awaits.



MICE

With a diverse selection of resorts, hotels, and conference facilities, Hilton Head Island provides an exceptional offering for meetings, incentives, conference, and exhibition partners.

INTERNATIONAL MARKETING

With partner referrals from target international markets up 12% Year-over-Year we are well positioned to zero in on global audience growth by personalized, targeted marketing outreach to English speaking Europe and Canada, focusing on markets with supporting air service.

The International Outreach Strategy will Include:

- » Expanded Favorites campaign targeted and customized to and for UK and Ireland markets and Canadian marketing inclusive of custom search language and creative elements and personalized campaign landing pages. We will also explore opportunities within Germany.
- » Paid boosting and amplification of international earned media mentions to those markets.
- » In-marketing events that allow the consumer to connect deeper with the Hilton Head Island brand and allow for a platform to host international partners, media, and travel agencies.
- » Brand USA, U.S. Travel Association, Travel South, trade show, and Home & Villa partnerships.
- » Planning and research for future international Content Creator partnerships.
- » Testing of select international markets in Always On performance media marketing in partnership with Condé Nast Traveller and Wallpaper*.

Custom reporting focused on growth of engagement, traffic and partner referrals from these markets will help to determine the value of this initiative and ensure we understand which markets have room for ongoing growth.



COLLATERAL AND FULFILLMENT

The Hilton Head Island Visitor & Convention Bureau develops and produces the award-winning Official Hilton Head Island Regional Vacation Planner. This print and digital publication is our primary fulfillment piece and a comprehensive guide to what to see and do, where to stay, dining, activities and more on Hilton Head Island and in our region.

As travel trends have shifted and domestic travel to new destinations has increased, the Vacation Planner is a critical first touchpoint with potential visitors. Telling a story through stunning photography and compelling content is an imperative component to the travel journey process that ultimately leads to a conversion with our partners. This “coffee table” piece allows our visitors to visualize their vacation and discover the destination, the reason for our many accolades, and imagine themselves here vacationing on America’s Favorite Island®. In addition to working with a publisher, our in house marketing staff provides the business directory, event calendar, local photography, editorial content management, editorial review and proofreading for this asset.

PROMOTIONS AND BROCHURE DISTRIBUTION

Included in our budget is a dedicated campaign for the promotion of the Vacation Planner for visitors to request a guide as well as for fulfillment and distribution costs.

The books are distributed through:

- » Online requests
- » Phone inquiries
- » Savannah/Hilton Head International Airport
- » Hilton Head Island Airport
- » South Carolina Welcome Centers
- » AAA offices nationwide
- » Hotel partners
- » Tradeshows
- » Events
- » Media



2024 U.S. Travel Association Esto Award Winner - Destination Visitor Guide, Print



In partnership with the Lowcountry Golf Club Owners Association (LGCOA), we also include their Official Golf Vacation Planner with our planner when requested.

DEMONSTRATING OUR VALUES



Ecotourism

We will continue to educate and inform residents and guests about the importance of protecting our delicate ecosystem, and the role each individual can play in that. Our efforts throughout Sea Turtle Season as well as talking to other resident species such as dolphins and piping plovers, to bring awareness to preservation and conservation, continuing to build on the sustainability section of our website, are some of the few ways we continue to educate our residents and visitors about the importance of preserving our delicate ecosystem.



Arts & Culture

In partnership with the Town of Hilton Head Island's Culture HHI, we are dedicated to promoting the Island's unique arts and culture in a way that can inspire a traveler to visit, through continued digital and social campaigns. With some of the finest art galleries, live music venues, and dance and theater productions happening year-round, Hilton Head Island's arts and culture scene is second to none.



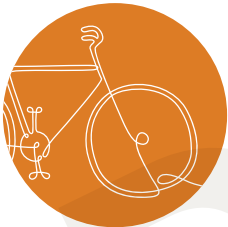
Historical Heritage

As we look to further establish the destination as a place for heritage travel we will work alongside the community to gather assets, collecting the rich history it holds and documenting it through various touchpoints for visitors to explore. We will also engage our partners within the community and tour operators to document and preserve the rich history of the island through visual storytelling, robust itineraries, and digital campaigns.



Wellness

We will build upon our strong foundation as a wellness destination and work closely with our community partners to develop digital and social media campaigns, build itineraries and programs to drive overnight visitation, and capture new content to showcase Hilton Head Island as an ideal wellness destination.



Recreation

Recreation imagery, copy and storytelling will be woven into all of our destination touchpoints, website, digital, social, email and public relations and more. The approach allows us to connect on a deeper level with our visitors regarding our rich recreational assets, our local businesses and community business owners. Utilizing our website, social media, display campaigns, and search engine marketing, we can promote seasonally appropriate activities to ensure consistent visitor engagement year-round.



OUR COMMUNITY CORNERSTONE

The details outlined above map our consistent efforts to promote Hilton Head Island as a unique experience suitable for those seeking a blend of luxury and natural beauty. The execution of our goals and the integration of our destination values throughout all out-marketing efforts are done in support of our Community Cornerstone Plan and ensure those that visit our beautiful island destination have a commitment to our community priorities.



APPENDIX

GLOSSARY OF TERMS

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

Board of Directors & DMO Marketing Council

DEMOGRAPHICS

COMMUNITY CORNERSTONE PLAN

2024 Performance, Goals 1-5

MMGY INTELLIGENCE

Community Sentiment Survey Executive Summary, Wave 3

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2024 Visitor Profile Study

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2024 Estimated Total Impact of Tourism in
Hilton Head Island on Beaufort County

VERB INTERACTIVE

2024 Digital and Social Media Marketing Recap

WEBER SHANDWICK

2024 Public Relations Recap



GLOSSARY OF TERMS

FULFILLMENT

Fulfillment - The number of physical vacation planners distributed from requests throughout multiple platforms: online, media and home inquiries. In addition, we also distribute the planner to state and local welcome centers, airports, along with tradeshow and promotional events.

HOTEL, HOME & VILLA OCCUPANCY

Corporate Housing - Lodging created by local businesses and organizations specifically to house seasonal workers.

Occupancy - Used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

ADR (Average Daily Rate) - Metric widely used to indicate the average realized room rental per day. ADR is calculated by dividing the room revenue by the total rooms sold.

RevPAR (Revenue Per Available Room) - Used to gauge industry health and is calculated by dividing the total room revenue by total room supply within a specific time period.

Corporate Hosting - A corporate event is an event that is sponsored by a company within a destination. The event focuses on either the employees or the clients of the company. Corporate events can be anything from a holiday party to an award ceremony.

Association Events - A group of people who work in the same industry. They aim to promote their profession, the interests of people and organizations in that profession, and the public interest. They gather regularly, e.g. monthly, quarterly, annually.

MEDIA PARTNERSHIPS

Paid Media - Paid promotional efforts, such as advertising and sponsored content, where payment is made to third parties for placement across various channels.

HHI - Household Income noted in Media Partnership section

PUBLIC RELATIONS

Earned Media - Refers to the instances when a destination or brand is featured in content without direct payment.

Impressions - This metric quantifies the number of times destination content has been viewed.

Ad Values - Sometimes known as AVE, or ad value equivalency, it's a calculation that estimates the value of a story or mention by comparing it to the cost of a comparable ad in the outlet for that coverage.

Mentions - Any instance where a brand or individual is discussed in various media, including news articles, social media posts, blogs, and interviews. These mentions contribute to overall visibility and help assess the impact of communication efforts.

UVPM (Unique Visitors per Month) - This metric represents the number of visitors to a media outlet.

Heritage Travel - A form of tourism in which individuals or groups visit destinations primarily to explore and connect with their cultural, historical, or familial heritage. This type of travel often involves visiting ancestral hometowns, landmarks, museums, historical sites, and other places significant to one's cultural or familial background.

Sustainable Travel - Refers to responsible travel practices that minimize negative impacts on the environment, preserve cultural heritage, and benefit local communities economically and socially.

Shoulder Season - Refers to the period between the peak and off-peak seasons in travel and tourism. During this time, there is a decrease in tourist activity compared to the peak season, but it's still more active than the off-peak season.

REPORTING PLATFORMS

2-Source Report - The 2-source report is an aggregated report of both Home and Villa and Hotel data.

Keydata - Keydata is a real time home and villa platform that allows users to view on the books and historical villa data.

STR - Smith Travel Research (STR).

SOCIAL MEDIA

Impressions - The amount of times your content was seen across a feed or in search terms.

Engagements - A measurement on how much your audience interacts with your content. This can be measured in likes, comments, shares, etc.

Total Audience - Number of followers across each platform combined.

UGC (User Generated Content) - Content captured by users online, who have given permission to have their content reposted.

WEBSITE PERFORMANCE

Demand Generation - The strategic efforts aimed at creating interest and awareness among potential customers for a product or service. It involves utilizing various digital channels and tactics to attract, engage, and ultimately convert prospects into leads or customers.

Demand Capture - The strategic efforts aimed to target individuals who are already actively seeking your brand with the goal of converting those individuals.

Visits - A website visit in Google Analytics 4 (GA4) refers to a period of user interaction with a website. Visits help measure user engagement and interactions on a website within a specific time frame.

User(s) - Website users in Google Analytics 4 (GA4) represent individual visitors or devices that access a website within a specified time period. Each user is identified by a unique identifier, allowing GA4 to track and analyze the behavior of distinct individuals or devices interacting with the site.

Partner Referrals - This metric refers to external link clicks to partner websites from ads or partner listings throughout the Hilton Head Island website. This helps quantify how many potential visitors we are connecting to local businesses.



2025 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

IMMEDIATE PAST CHAIR

Susana Cook
Hilton Garden Inn

VICE CHAIR, BLUFFTON REGIONAL BUSINESS COUNCIL

Diana McDougall
Coastal States Bank

VICE CHAIR, BUSINESS EDUCATION PARTNERSHIP

Bob Cosgrove
Sonesta Resort Hilton Head Island

VICE CHAIR, BUSINESS WORKFORCE COALITION

Lola Campbell
Binya Boutique, LLC

VICE CHAIR, FINANCE

Joel Taylor
Hilton Head Regional Healthcare

VICE CHAIR, MEMBERSHIP

Andrew Carmines
Hudson's Seafood House
on the Docks

VICE CHAIR, PUBLIC POLICY

Mary Lee Carns
Technical College of the Lowcountry

VICE CHAIR, VISITOR & CONVENTION BUREAU

Mike Tighe
Westin Hilton Head Island
Resort & Spa

PRESIDENT & CEO

William G. Miles, IOM, CCE
Hilton Head Island-Bluffton
Chamber of Commerce

BOARD OF DIRECTORS

Steve Birdwell
The Sea Pines Resort

Wayne Boutwell
Encompass Health Rehab.
Hospital of Bluffton

Andrea Bragg
Forsythe Jewelers

Berl Davis
Palmetto Electric
Cooperative

Caleb Graham
Ocean Oak Resort by
Hilton Grand Vacations

Darrell Naylor-Johnson
Savannah College of
Art & Design

Greg Kelly
Savannah/Hilton Head
International Airport

Jon McGaunn
Montage Palmetto Bluff

Walter Nester
Burr & Forman

Mike Overton
Outside Brands

Dr. Al Panu
University of SC, Beaufort

Jon Rembold
Hilton Head Island Airport

Ray Warco
Center for Strategic Planning/USCB

Ahmad Ward
Historic Mitchelville Freedom Park

Steve Wilmot
Heritage Classic Foundation

FY 2025-2026 MARKETING COUNCIL MEMBERS

The Hilton Head Island Marketing Council serves as an advisory and advocacy committee to the Hilton Head Island Visitor & Convention Bureau. The Council represents cross sections of the island's diverse travel and tourism industry and guides the planning and execution of the annual Destination Marketing Plan. The committee monitors the plan's effectiveness and results making recommendations for improvements and enhancements when needed.

Vice Chairman, Visitor & Convention Bureau

Mike Tighe

General Manager
Westin Hilton Head Island
Resort & Spa

Convention Property Seat

Mark Goodwin

Director of Sales & Marketing
The Sea Pines Resort

Cultural/ Historical Seat

Natalie Harvey

Director of Culture
Hilton Head Island

Cultural/ Historical Seat

Ahmad Ward

Executive Director
Historic Mitchelville Freedom Park

Ecotourism Seat

Mike Overton

Founder & CEO
Outside Brands

Entertainment Seat

Ryan Larson

Director of Marketing
SERG Group

Festival & Event Seat

Rex Garniewicz

President & CEO
Coastal Discovery Museum

Golf Seat

Brad Marra

Chief Operating Officer
Palmetto Dunes Oceanfront Resort

Transportation & Tours Seat

Lori Lynah

Director of Airline Recruitment
and Marketing
Savannah/Hilton Head
International Airport

Transportation & Tours Seat

Jon Rembold

Airport Director
Hilton Head Airport

Home & Villa Seat

Dru Brown

Managing Partner
Island Time Hilton Head

Outdoor Recreation/ Sports

Julie Jilly

Vice President
Professional Tennis Registry

Restaurant Seat

Catherine Reilley

Partner
Coastal Restaurants & Bars (CRAB)

Retail Seat

Beth Patton

Marketing Manager
Forsythe Jewelers

Town Council

Councilman Alex Brown

Ward 1

Communications Director

Heather Woolwine

Town of Hilton Head Island

Marketing & Brand Manager

Kelly Spinella

Town of Hilton Head Island

STRATEGY 1

COMMUNITY CORNERSTONE PLAN

2024-2026

FOSTER EFFECTIVE AND INCLUSIVE COMMUNITY COLLABORATION

Aligning the priorities of residents, industry stakeholders, small business, community groups and government organizations that balance and enhance resident quality of life and overall destination performance.

INITIATIVES

Develop social, cultural and environmental sustainability initiatives to engage locals and visitors.

Continue ongoing resident sentiment survey program that measures and tracks support for the local visitor economy. Publish the results on a regular basis for ongoing conversation.

Conduct live and virtual community speaking engagements, community updates regarding tourism and surveys on a regular basis to gain resident feedback on quality of life.

Develop community-wide programs to increase awareness and support of tourism & hospitality as a key economic driver providing growth opportunities for all.

Further invest in data management platforms and community crowdsourcing tools to ensure intelligent, data-driven decision making, and resident priorities across all levels of the public and private sector.

TACTICS

Continue to build out and promote The Promise campaign, a VCB initiative that promotes the importance of our environment and efforts to protect and preserve our delicate ecosystem.

Bring awareness to environmental programs; e.g. Loggerhead Sea Turtles, Dolphins, Piping Plovers through The Promise campaign, through touchpoints such as a Sustainability Tool Kit and e-Commerce platform.

Partner with Coastal Discovery Museum, Outside Foundation, Sea Turtle Patrol, & Office of Cultural Affairs creating in-depth programming to further emphasize the importance of our environment.

Implement annual resident sentiment survey.

Present findings to key stakeholders; Town, residents, businesses partners, etc.

Benchmark and update resident sentiment results annually.

Host bi-annual community engagement events.

Regular cadence of Chamber driven communications to local businesses, e.g. Monthly Power Hour, Monday Briefing, Chamber social, Chamber website, email campaign, regional and local media outlets.

Designated resident & community communications, outreach and informational meetings.

Deployment of annual resident sentiment surveys.

Connect with USCB and develop a Brand Boot Camp program. These could be extensions of the existing Island Ambassador Program or a hybrid program.

In partnership with USCB, create a Brand Tool Kit to complement the program. Once a business engages with the program, the Brand Tool Kit would be a leave behind local businesses could use to showcase through their channels.

Tourism economy health check -town integration/ cadence 1x per year.

Data management platform examples: Zartico, Simpleview, Keydata.

Hiring dedicated headcount to support these new platforms and analytics.

Liaise with community counterparts to share insights and promote a data-driven ecosystem for the destination.

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
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Chamber		•		15% of local businesses featuring promise seals (all businesses).
Town/Chamber/ Businesses		•		Number of Sustainable Toolkit downloads/engagements.
Chamber		•		Create programs with partners with budget to support.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
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Chamber	•	•	•	Growth in number of surveys completed YoY.
Chamber	•	•	•	Completion of presentations to stakeholders annually.
Chamber	•	•	•	Monitor YoY increase/ decrease in sentiment and address accordingly.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
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Chamber	•			Event participant numbers.
Chamber	•			Impressions & engagement, and open rate.
Chamber	•			Number of meetings held. Number of attendees, reach and open rate.
Chamber	•			Number of surveys sent. Number of surveys completed.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
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Chamber		•		Development of Brand Boot Camp Program in partnership with USCB.
Chamber			•	10% of island businesses have engaged with the Brand Boot Camp program and are using the Brand Tool Kit.
Chamber/Town	•			Contract deliverable, 1x per year.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
------	---------	---------	---------	------

Chamber	•			Establish platforms and set up reporting efforts (internal to Chamber).
Chamber		•		Hiring completed.
Chamber		•		Create comprehensive reports and discuss and establish cadence for reporting out and sharing insights.

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

ATTRACT EXTRAORDINARY TALENT

Resident quality of life and a positive visitor economy and brand are directly proportional to the quality of the local workforce. This must be prioritized more than ever before to ensure quality of life for residents and a positive visitor experience.

INITIATIVES	TACTICS
<p>Assist in the awareness of career opportunities and recruitment of talent for all residents and throughout the region.</p>	<p>Start a local job sourcing platform pulling in local career opportunities.</p> <p>Simultaneously position the Lowcountry lifestyle and real estate opportunities within this framework. e.g. aggregate all real estate listings, pull in VCB channels to showcase lifestyle.</p> <p>Showcase the diversity of career opportunities that exist throughout the destination.</p>
<p>Assess availability of existing structures and government-owned land to potentially develop workforce housing on/off island.</p>	<p>Chamber to establish a working relationship with the Affordable Housing Committee to understand current efforts in place, plan for future efforts, and overall need that Hilton Head Island can support.</p> <p>Town and Chamber representatives work closely to understand the private initiatives on island that are, or have implemented, workforce housing for their employees. exp: The Sea Pines Resort</p> <p>Town works to identify grants and other funding opportunities to support affordable workforce housing efforts on island.</p>
<p>Work in partnership and enhance industry workforce development initiatives with the public sector, area schools, and industry partners.</p>	<p>Introduce new, formalized internship programs within the Lowcountry that include diverse offerings and hiring opportunities postinternship.</p> <p>Work to enhance presence with TCL/ Culinary Institute/ USCB/ high school guidance counselors/ career fairs in an effort to build support for tourism and hospitality as a long-term viable career.</p> <p>Chamber's continued support of SC Apprentice Program, Chamber Junior and Senior Leadership programs that support the retention efforts regarding workforce and the tourism industry for this region.</p>
<p>Develop strategic understanding of requirements for hiring senior and strategic talent to support local businesses in their talent search.</p>	<p>Survey large, local hospitality businesses (The Sea Pines Resort etc.) and compile resourcing roadmap for required senior-level and strategic talent.</p> <p>Conduct salary analysis and competitive hiring practices in comparable communities.</p> <p>Understand and support collaborative efforts to ensure a competitive landscape on salaries, benefits and lifestyle opportunities.</p>
<p>Enhance and promote awareness of hospitality and cultural training programs in collaboration with local educational institutions and industry partners.</p>	<p>Establish a joint social media campaign between the Town and Chamber that speaks to the Live, Work, Play opportunities on Hilton Head Island.</p> <p>Create and promote a tourism & hospitality industry recruitment video.</p>

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town		•		Successful launch of job portal.
Town/Private Partner		•		Establish relationships with local realtors / communities and work to pull in their listings and community detail to the site.
Town		•		The platform shows many different types of job options with a filter feature.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Chamber		•		Relationship established between the Town, the Chamber, and the Committee.
Town/Private Partner/ Chamber		•		Town and Chamber have identified and established relationships with island partners.
Town/ Chamber		•		10% of funding opportunities identified to support overarching plan.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Beaufort County/ Town/ Chamber		•		Social impressions and engagements
Beaufort County/ Town/ Chamber	•			
Chamber	•			Social impressions and engagements

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/Private Partner/ Chamber		•		Establish base understanding and create a Hilton Head Island senior-level recruitment handbook.
Town/Private Partner/ Chamber		•		Report on comparable towns/cities and their hiring efforts.
Town/Private Partner/ Chamber			•	Report out on partner offerings/ packages in efforts to establish competitive effort for recruitment.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town		•		Create and implement program. Establish key metrics for measurement.
Chamber/Town		•		Confirm creation of video and plan to support promotion.

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

DIVERSIFY THE VISITOR & LOCAL EXPERIENCE YEAR-ROUND

More varied and integrated culinary, arts, cultural, historical, wellness, active, retail and evening experiences will attract high-value visitors who spend more, stay longer, and explore more of the destination.

INITIATIVES

Develop and promote the entirety of Hilton Head Island as a connected and easily navigable ecosystem of parks, beaches, and other outdoor spaces, as outlined in the Parks & Rec Master Plan and dispersion tactics.

Develop a local culinary, arts & cultural network/ trail to improve regional connectivity, showcase small businesses and unique local history, drive visitor dispersal, and provide suggestions for inclement weather days.

Enhance and support the historic and cultural locations on the island-programming and promotion.

Diversify the visitor by sharing different perspectives and representation across marketing touchpoints.

TACTICS

Onsite QR code or App mapping technology designed to lead visitors deeper into the destination and to help them discover new-to-them experiences.

Influencer partnerships designed to showcase itineraries based on visitor interest. Work with partners to make these experiences plannable, bookable, and part of a cohesive itinerary.

Immersive itineraries distributed through personalized media and technology platforms.

Develop mapped itineraries that can be filtered by interest/topic.

Sister partnerships/exchanges and sharing of ideas to create a FIC product.

Continue to bring forward Gullah cuisine and highlight locations, chefs and dishes that represent the rich history of our area/region.

Continued partnership with Historic Mitchelville Freedom Park through paid media, creative campaign strategy, and marketing roadmap.

Continue to develop art, culture and history tour programming with interactive interpretive panels that can be used to build awareness for the artist, their products and the importance of their role in enhancing the culture of the destination.

Continue the promotion of performing arts and cultural programming.

Increase diversified representation in marketing materials through a new photoshoot showcasing diverse talent.

Amplify local voices who can tell potential visitors about our culture and unique experiences in authentic ways through digital videos, email newsletters, and blogs.

Work with content creators and influencers who provide unique and diverse perspectives on travel.

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Private Partner/Town		•		Partner with Town on QR code platform, content creation and strategy for partner placement.
Chamber/Private Partner		•		Influencer partnership secured and itinerary efforts in place for capture.
Chamber/Private Partner			•	Itinerary page sessions, engagement and conversions.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber		•		Details on how many itineraries have been developed. Report out on number of engagements/sessions for this program.
TCL/ Private Partners		•		Development of a FIC product.
Chamber/Gullah Community		•		Impressions and engagement on platforms where content is placed.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Stakeholder/Town/ Chamber		•		Develop a robust marketing campaign. Measure and report out on earned media coverage. Report out on website sessions.
Stakeholder/Town/ Chamber		•		Partner with the Office of Cultural Affairs to identify, outreach and confirm partners for this program.
Chamber		•		Report out on website sessions to arts & culture content.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•			Completion of shoot Q1 FY23
Chamber	•			Number of locals involved in program/sessions to their content
Chamber		•		Establish an Influencer program: details of campaign, identify talent and budget

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

MODERNIZE MEETING & EVENT CAPABILITIES FOR THE FUTURE

Meeting and event planners today have a vast array of new technologies to drive audience engagement and business development. Destinations and their industry partners must have the required infrastructure and shared vision to deliver the event experience that today’s attendees expect.

INITIATIVES

Develop an arts, cultural & entertainment district with recreation and event facilities appropriately designed to fit our community and development aesthetic.

Partner with the Town of Hilton Head Island on building out a strategy for Island branding.

Seek a 5-star property or resort designation to further elevate the Hilton Head Island brand in the luxury leisure and group marketplace.

Evaluate current incentives for investment in new and existing venue capital to compete with other like-size coastal destinations.

TACTICS

Bring the Parks and Rec Master Plan forward and learn about upcoming integration touchpoints and opportunities.

Develop branding and marketing approach for an arts, cultural & entertainment district.

Collaborate with the Town of Hilton Head Island to create a cohesive branding strategy for the island.

Develop outreach plan and strategy for hospitality brands that align with Hilton Head Island’s current offerings and existing corporate presence on-island. (For example, this initiative would be designed to plan and pitch Hilton Head Island to corporations such as Marriott to consider an Autograph Collection property on-island).

Conduct competitive assessment to evaluate our destination compared to other like-minded destinations and competitive product offerings.

Collaborate with our local and state representatives to inform, educate and influence decisions as it relates to capital investment and infrastructure funding.

Work to develop holistic economic development strategy influenced by the 10-year destination management plan.

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Chamber		•		Schedule time with the Town Staff/ Lead POC to walk through the Parks & Rec Plan.

Chamber/Town			•	Scope of work established that includes timing, assets and budget.
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LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Chamber		•		Identify Town Staff POC and work with them to understand and determine the scope of work and budget for this project.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/Private Partner			•	Support the development/ redevelopment of a 5-star property.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/ Town/ Private Partners	•			Competitive assessment presentation.

Chamber/ Town/ Private Partners	•			Demonstrable influence on infrastructure decisions.
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Chamber/ Town/ Private Partners			•	Economic strategy developed.
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STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

IMPROVE MOBILITY & CONNECTIVITY TO SUPPORT LOCAL BUSINESSES

Mobility and connectivity support greater opportunities for residents, visitors, and industry stakeholders. Continue to connect visitors and local businesses, both physically and digitally, to drive resident satisfaction, higher conversion, and increase incremental sales.

INITIATIVES

Upgrade broadband infrastructure with 5G/ Ultra wideband capacity across gated, non-gated communities, business plazas, and public spaces.

Promote multimodule access to public transportation in support of local resident and visitor movement to/ from the island as well as throughout the island.

Increase rideshare and airport transportation options.

TACTICS

Conduct needs assessment by evaluating current infrastructure.
Evaluate solutions through collaboration with partners throughout the destination.
Develop and implement strategy for delivering 5G/ Ultra wideband throughout the destination.

Develop dedicated marketing campaign for visitors promoting the trolley system/ integration in market.

Set up meetings with rideshare companies to discuss driver recruitment strategies and partnership opportunities.

Prepare and release RFP for official regional shuttle/bus services.

Work with key stakeholders and the community to influence current rideshare regulations and constraints that limit cross-state transportation opportunities.

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Scope, budget, implement and report out on an assessment.
Town/ Private Sector/ Chamber			•	Identify top three viable options to bring forward for further review.
Town/ Private Sector/ Chamber			•	Strategy and rollout plan.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town/ Palmetto Breeze			•	Marketing campaign launch Campaign impressions and sessions Ridership increase

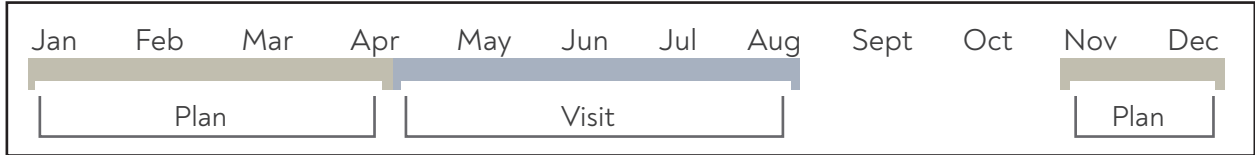
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Engage three rideshare partners.
Town/ Private Sector/ Chamber	•			RFP responses and successful bidding process.
Town/ Private Sector/ Chamber			•	Identification of ways to work alongside rideshare regulations and serve residents and visitors.



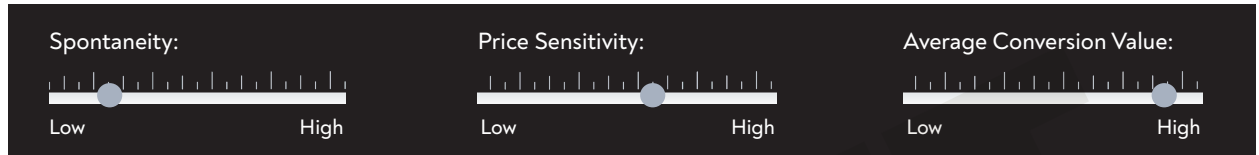
FAMILY

TRAVEL OBJECTIVE

Find a vacation spot that will please everyone during the school holidays.



FAMILY TRAVEL HABITS



WHO THEY ARE

- Upscale & Status Oriented
- Values Family Time
- Creating a Legacy
- Active & Health Conscious

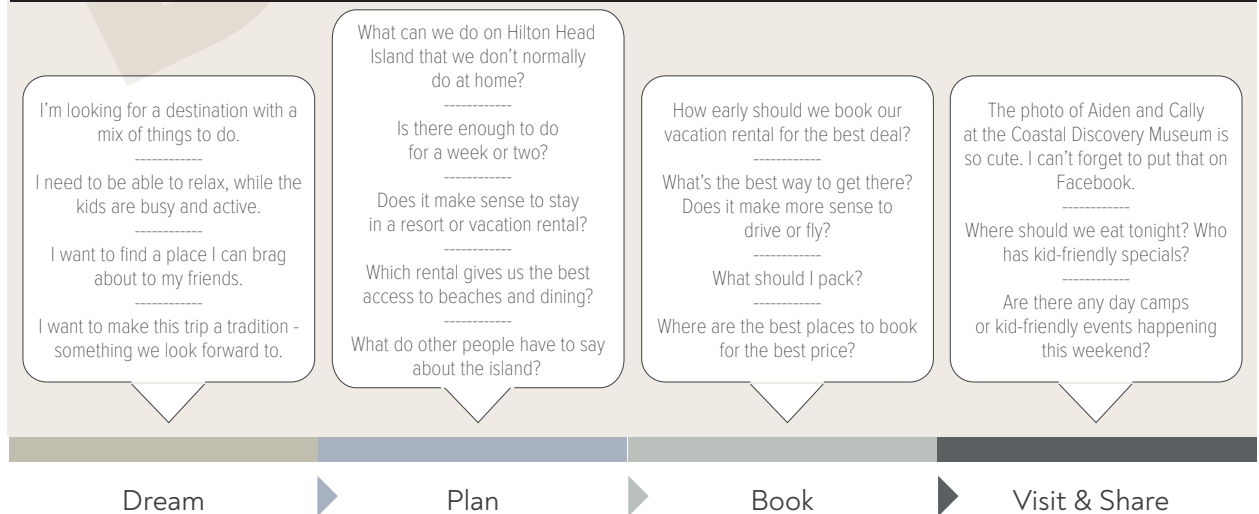
PREFERRED ACTIVITIES & ATTRACTIONS

- Vacation Rentals & Resorts
- Beach & Water Activities
- Biking & Hiking
- Tennis & Pickleball
- Festivals & Events
- Kid-friendly Dining
- Museums & Day Camps

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

“LET’S MAKE MEMORIES.” THEIR PATH TO PURCHASE

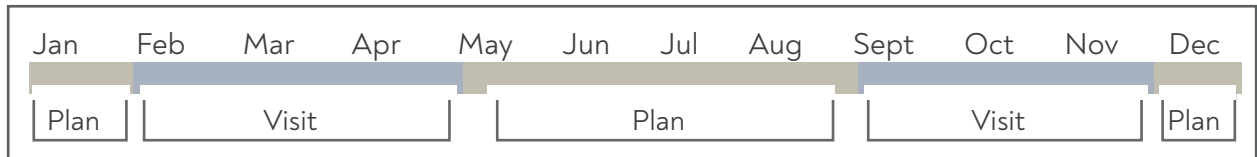




ARTS, HISTORY & CULTURE

TRAVEL OBJECTIVE

To explore cultural attractions, historical sites and the local arts scene.



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE

Values Learning & Authenticity

Image Conscious

Seeking an Immersive Experience

Upscale & Status Oriented

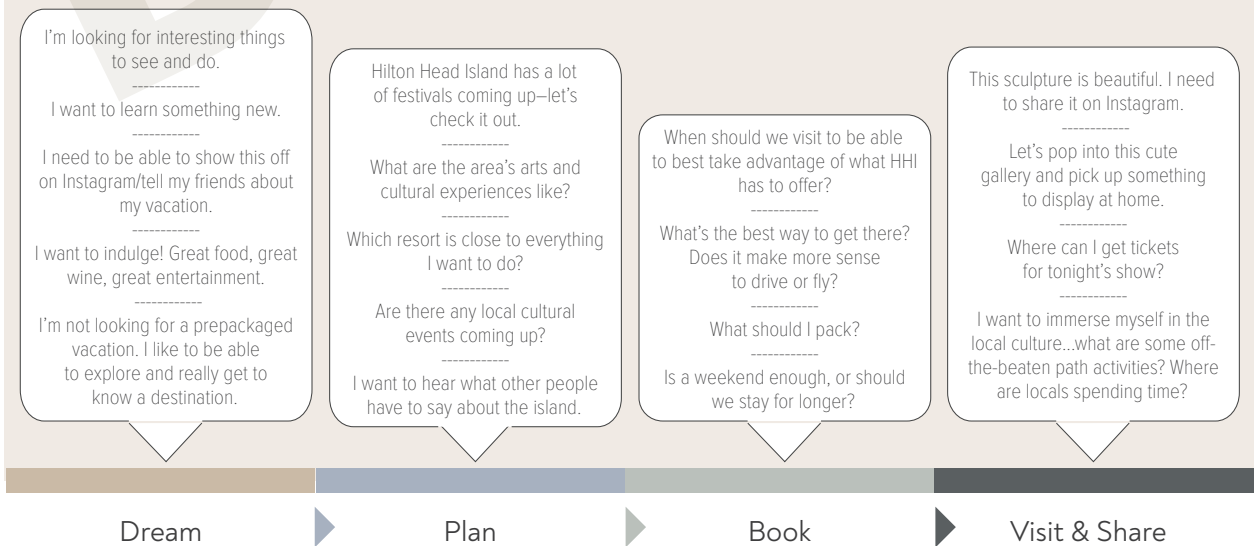
PREFERRED ACTIVITIES & ATTRACTIONS

- Historical Attractions
- Art Galleries
- Local Culture
- Culinary Experiences
- Festivals & Events
- Theater
- Music

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- Online Video
- Forums & Blogs
- Pinterest
- Earned Media (Print/Digital)

“EXPERIENCES ARE GREATER THAN THINGS.” THEIR PATH TO PURCHASE

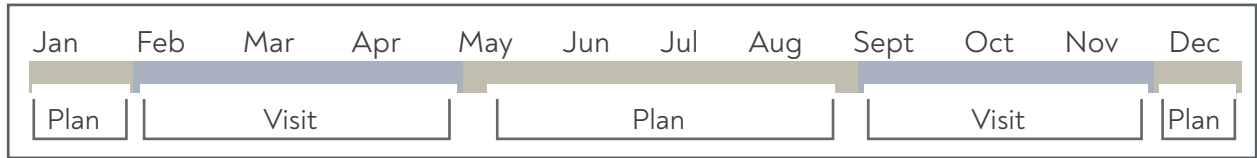




WELLNESS TRAVELER

TRAVEL OBJECTIVE

Find a getaway that will accommodate relaxation and rejuvenation, and allow them to prioritize their healthy lifestyle.



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE

- ★ Upscale & Status Oriented
- 🍏 Active & Health Conscious
- 🍷 Enjoys the Finer Things
- ☂️ Leisure Lovers

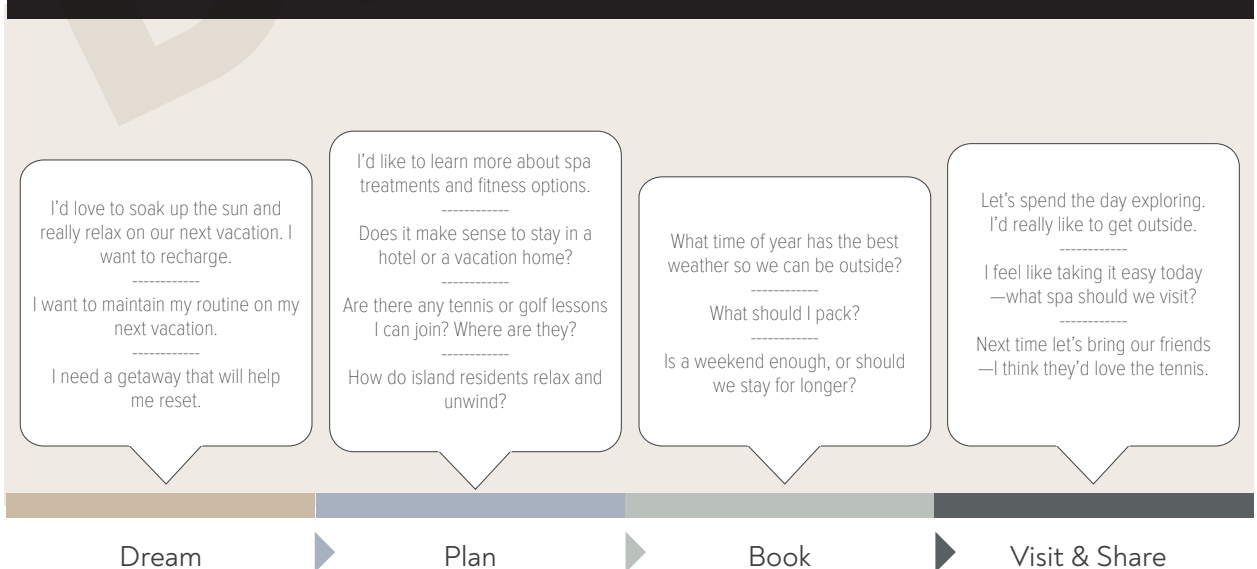
PREFERRED ACTIVITIES & ATTRACTIONS

- Vacation Rentals & Resorts
- Golf
- Tennis & Pickleball
- Biking
- Spas

MARKETING CHANNELS & FORMATS

- Facebook
- Instagram
- Forums & Blogs
- TripAdvisor
- Pinterest

“EXPERIENCES ARE GREATER THAN THINGS.” THEIR PATH TO PURCHASE

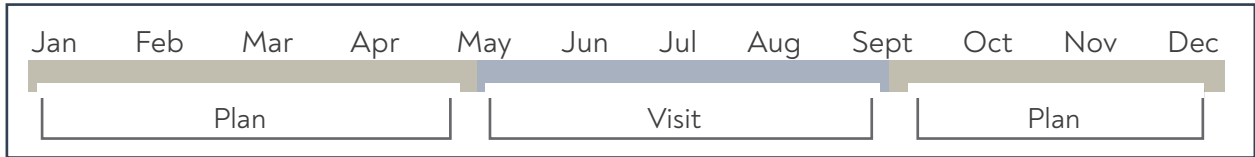




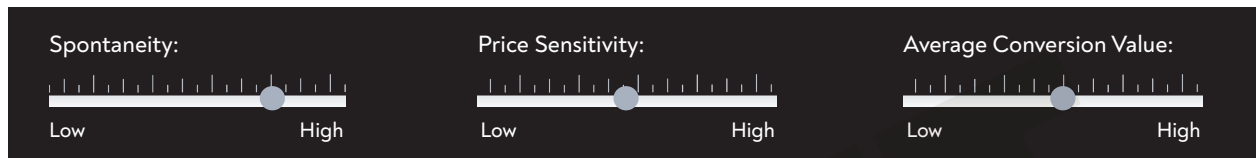
SPORTS ENTHUSIAST

TRAVEL OBJECTIVE

Find a destination where they can pursue their interests on their downtime.



SPORTS ENTHUSIAST TRAVEL HABITS



WHO THEY ARE


Sports Fans
(Golf & Tennis)


Leisure
Lovers


Spontaneous
& Social


Active & Health
Conscious

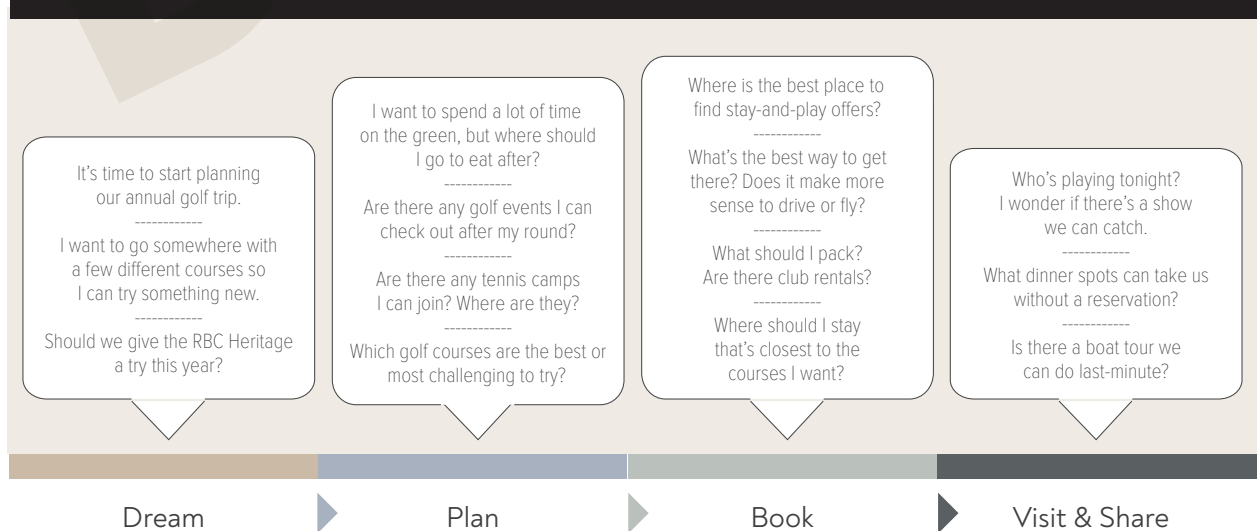
PREFERRED ACTIVITIES & ATTRACTIONS

Golf
Tennis & Pickleball
Boating & Water Activities
Hiking & Biking
Nightlife

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
Twitter
TripAdvisor
TV
Online Video
Forums & Blogs

“LET’S EXPLORE.” THEIR PATH TO PURCHASE

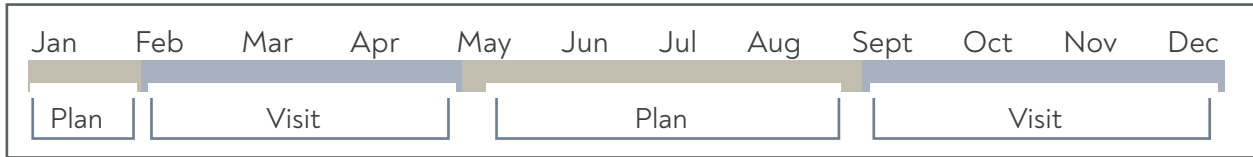




CULINARY

TRAVEL OBJECTIVE

Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.




CULINARY TRAVEL HABITS



WHO THEY ARE


Values
Authenticity


Seeking an
Immersive
Experience


Spontaneous
& Social


Unconventional

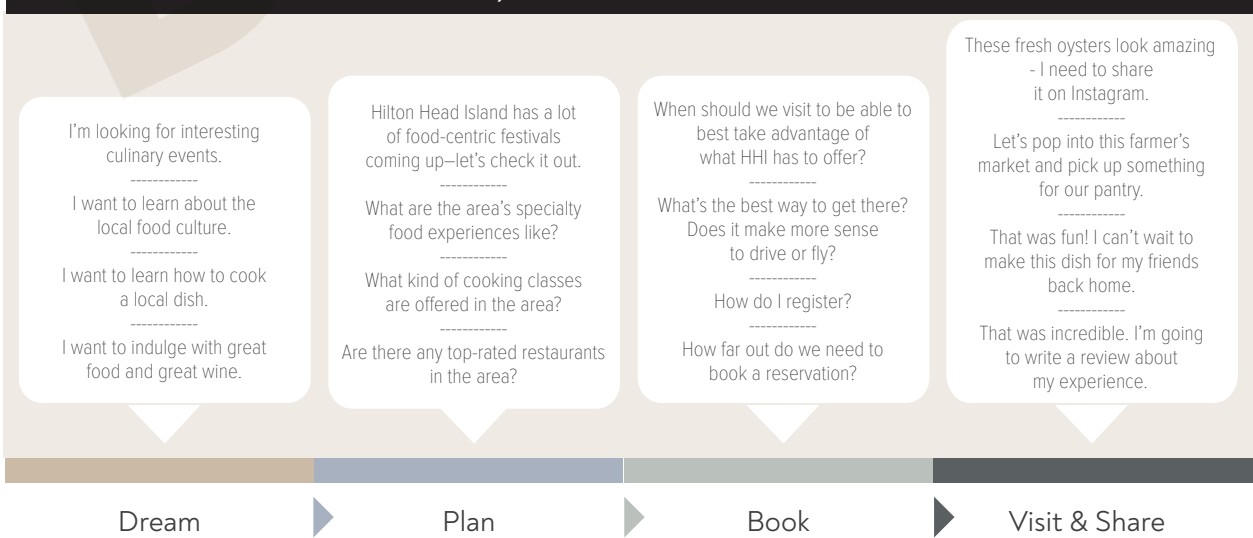
PREFERRED ACTIVITIES & ATTRACTIONS

Cooking Classes
Food Tours
Wine, Beer, and Food Festivals
Specialty Dining Experiences

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
Forums & Blogs
Pinterest

“EXPERIENCE AUTHENTIC, LOCAL CUISINE.” THEIR PATH TO PURCHASE





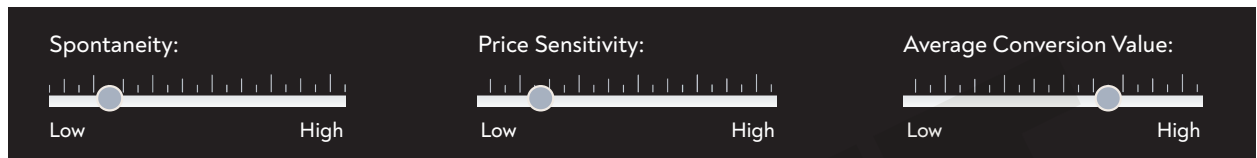
SNOWBIRDS

TRAVEL OBJECTIVE

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.



SNOWBIRD TRAVEL HABITS



WHO THEY ARE

Traditional

Values Family Time

Enjoys the Finer Things

Active & Health Conscious

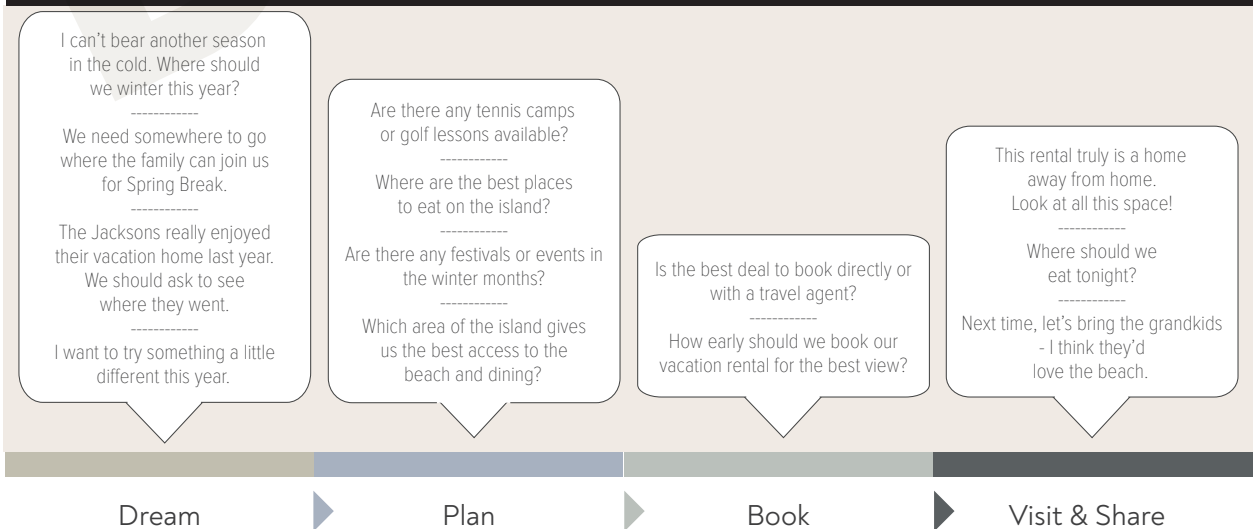
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Dining
Golfing
Tennis & Pickleball
Biking

MARKETING CHANNELS & FORMATS

Facebook
Print
TripAdvisor
Radio
TV
Online Video

“LET’S MAKE THIS FEEL LIKE HOME.” THEIR PATH TO PURCHASE



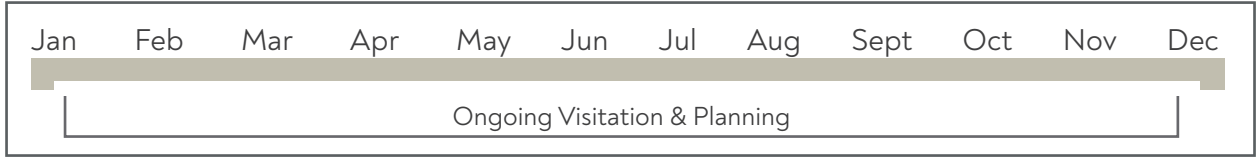


DRY

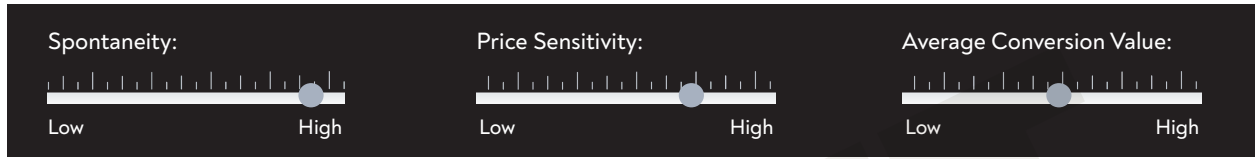
THE WEEKENDERS

TRAVEL OBJECTIVE

Find a fairweather weekend escape from work and city life.



THE WEEKENDERS TRAVEL HABITS



WHO THEY ARE

★
Upscale & Status
Oriented

🏠
Urban
Dwellers

💬
Spontaneous
& Social

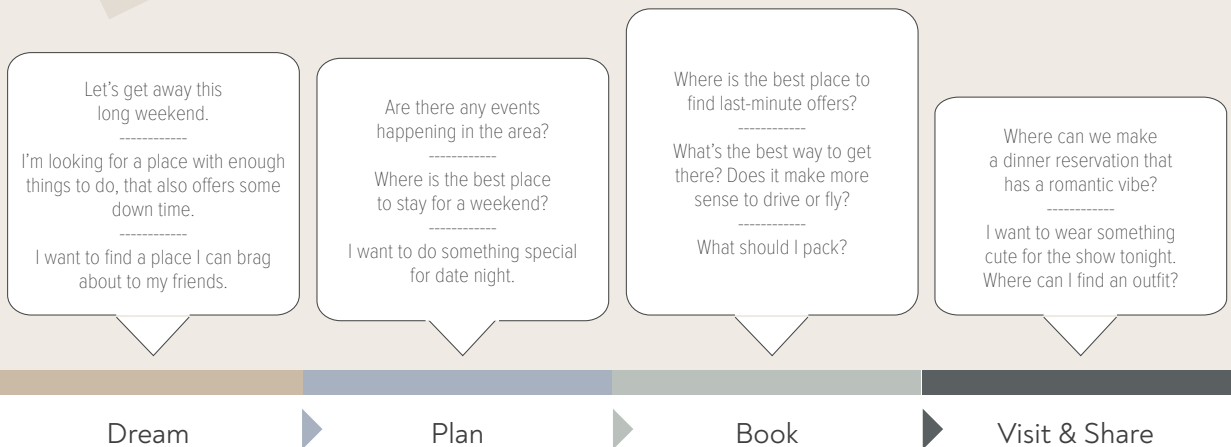
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Beach & Water Activities
Dining & Shopping
Romantic Things to Do
Festivals & Events
Weddings

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
TV
Online Video
Forums & Blogs
Pinterest

“LET’S GET AWAY.” THEIR PATH TO PURCHASE

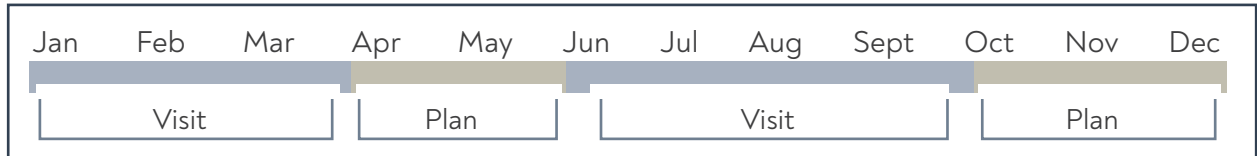




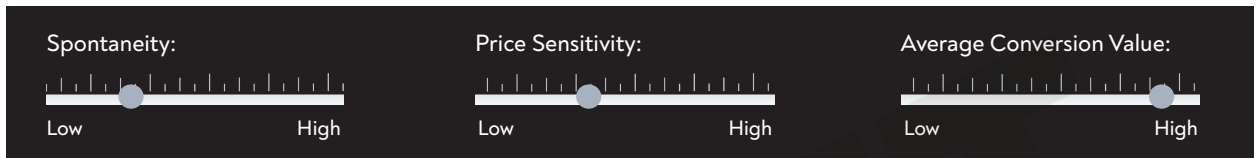
INTERNATIONAL VISITORS

TRAVEL OBJECTIVE

Find a vacation spot that will inspire and that offers something different than where we're from. Escape the everyday, relax and recharge in a destination that's fresh, and different from home.



INTERNATIONAL TRAVEL HABITS



WHO THEY ARE

- ★ Upscale & Status Oriented
- 🏠 Values Family Time
- 🩺 Wellness-Focused
- 📷 Making Memories
- 🍏 Active & Health Conscious

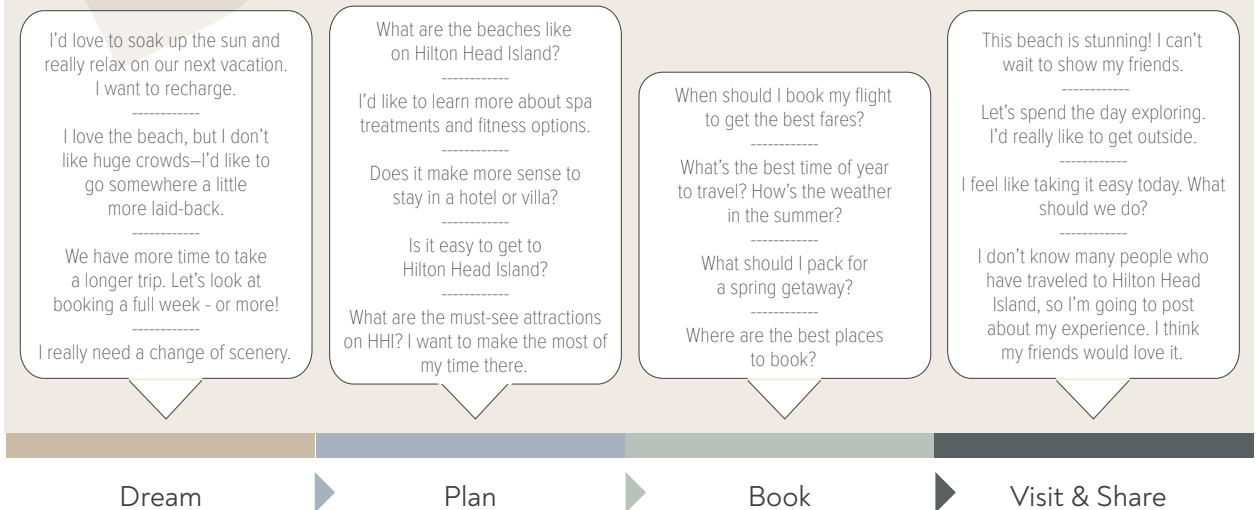
PREFERRED ACTIVITIES & ATTRACTIONS

- Homes & Villas
- Beach & Water Activities
- Biking & Hiking
- Food & Drink
- Festivals & Events

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

"IT'S TIME TO GET AWAY FROM IT ALL." THEIR PATH TO PURCHASE



MMGY INTELLIGENCE

Community Sentiment Survey Executive Summary, Wave 4



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Survey METHODOLOGY



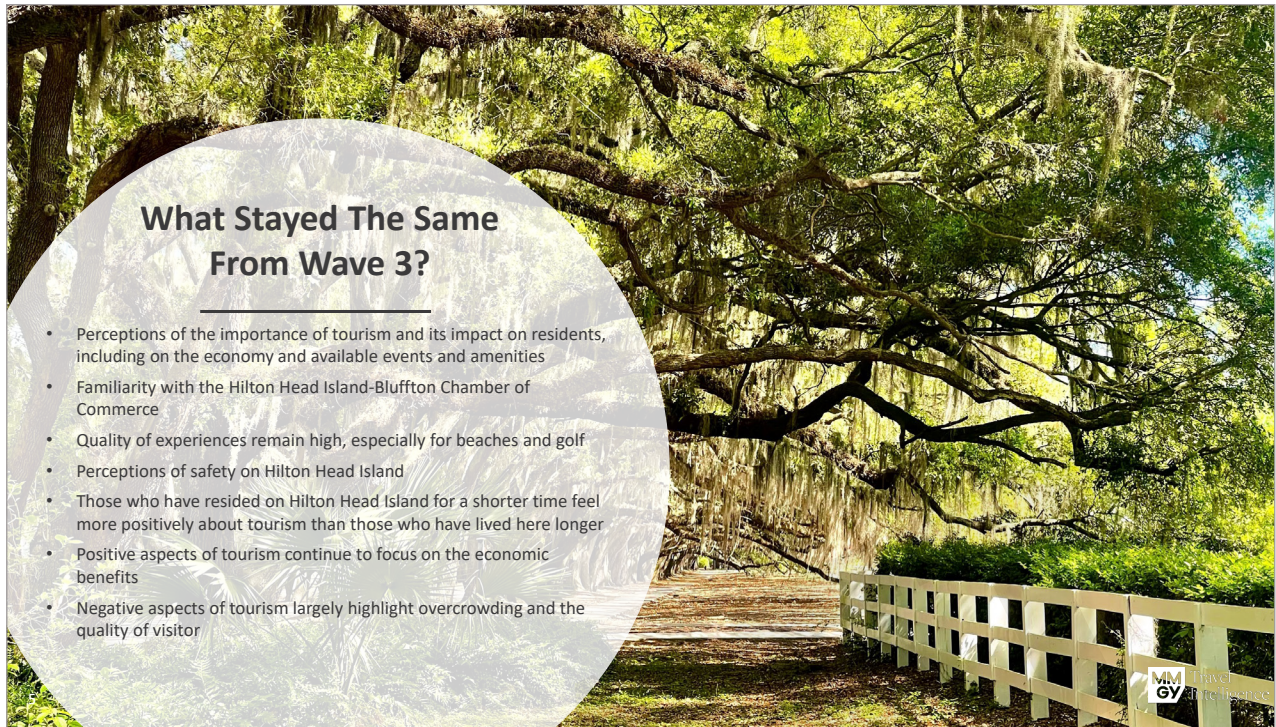
Survey Methodology

- MMGY Travel Intelligence conducted an online survey of 3,383 Hilton Head Island residents.
- Residents were invited to complete the online survey through the Chamber website, social media channels, and email outreach.
- The survey was fielded September 6th, 2024 – September 26, 2024. Data were tabulated and analyzed by MMGY Travel Intelligence.
- The participants met the following criteria:
 - / Must be a resident or property owner of Hilton Head Island;
 - / 18 years of age or older.

Comparisons in this report were made to Wave 3, as well as some comparisons across length of residency and employment status.

Throughout this report, data in bold indicates a significant difference.





What Stayed The Same From Wave 3?

- Perceptions of the importance of tourism and its impact on residents, including on the economy and available events and amenities
- Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce
- Quality of experiences remain high, especially for beaches and golf
- Perceptions of safety on Hilton Head Island
- Those who have resided on Hilton Head Island for a shorter time feel more positively about tourism than those who have lived here longer
- Positive aspects of tourism continue to focus on the economic benefits
- Negative aspects of tourism largely highlight overcrowding and the quality of visitor



What Changed From Wave 3?

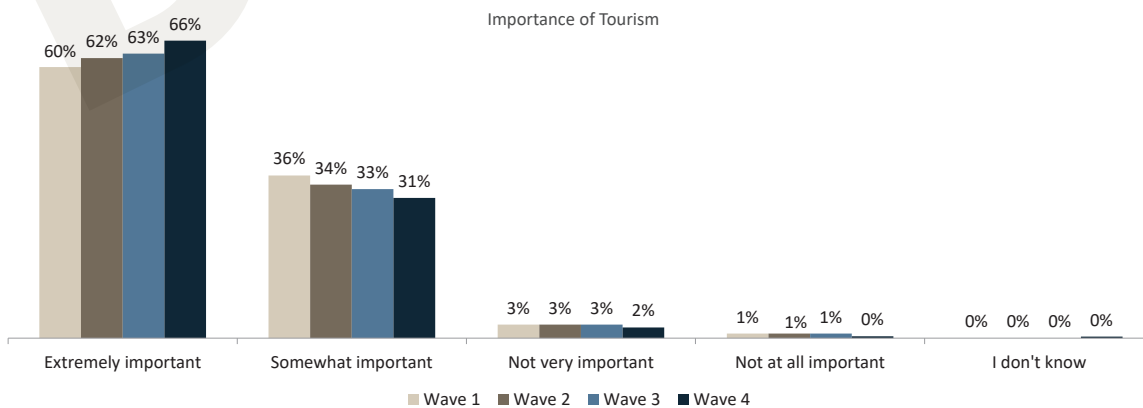
- The net promoter score rose by 7 points from Wave 3, largely due to newer residents and those working off-island
- Overall agreement with many positive aspects of tourism increased, including creating jobs and providing restaurants for residents to enjoy
- Negative aspects of tourism are less of a concern than previous waves
- Social media is an increasingly important source of tourism information
- Increase in pride of residents
- Importance to attract non-peak season visitation increased

Key INSIGHT #1

Perceptions of the importance of tourism and its impact on residents rose from Wave 3. While the majority of residents continue to feel that Summer is too crowded, fewer feel that way about Spring, Fall, and Winter.



Two-thirds of residents believe tourism is extremely important to the local economy, increasingly slightly from previous waves.



Question: How important do you believe tourism is to the local Hilton Head Island economy?



Key Insight #1

Significantly more of those who have moved to Hilton Head Island within the last 5 years find tourism to be extremely important than those who have lived here longer.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely important	75%	60%	64%	60%
Somewhat important	23%	36%	32%	35%
Not very important	1%	2%	3%	4%
Not at all important	0%	0%	1%	1%
I don't know	0%	0%	1%	0%

Key Insight #1

/ **Question:** How important do you believe tourism is to the local Hilton Head Island economy?



- 9 -

Those who work off-island are more likely to find tourism to be extremely important to the Hilton Head Island economy than those who are retired or currently work on Hilton Head Island.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely important	68%	78%	61%
Somewhat important	29%	20%	35%
Not very important	2%	2%	3%
Not at all important	0%	0%	1%
I don't know	0%	0%	0%

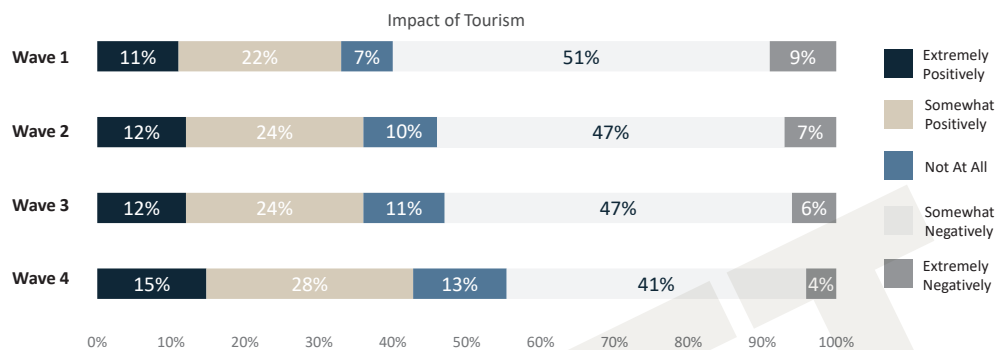
Key Insight #1

/ **Question:** How important do you believe tourism is to the local Hilton Head Island economy?



- 10 -

Perceptions of the impact of tourism on residents have increased significantly compared to previous waves.



Key Insight #1

/ Question: How would you say Hilton Head Island tourism impacts your life as a resident?



- 11 -

Those who have lived here longer are more likely to feel that tourism impacts them negatively than those who moved here in the past 5 years.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely positively	16%	14%	13%	16%
Somewhat positively	34%	25%	28%	23%
Not at all	16%	12%	12%	8%
Somewhat negatively	32%	45%	42%	46%
Extremely negatively	2%	4%	6%	5%

Key Insight #1

/ Question: How would you say Hilton Head Island tourism impacts your life as a resident?



- 12 -

Retirees are more likely to feel tourism impacts them negatively than those who currently work.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely positively	20%	24%	10%
Somewhat positively	28%	33%	26%
Not at all	8%	15%	14%
Somewhat negatively	39%	25%	46%
Extremely negatively	5%	2%	4%

Key Insight #1

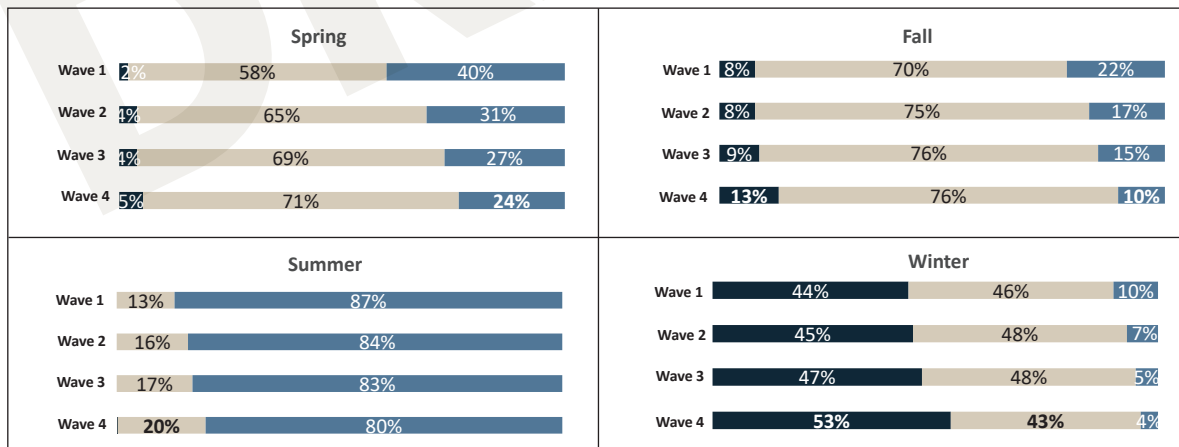
/ **Question:** How would you say Hilton Head Island tourism impacts your life as a resident?



- 13 -

Seasonal Perceptions

- The majority of residents believe that Summer is too crowded, while Spring and Fall have just the right amount of visitation.



Key Insight #1

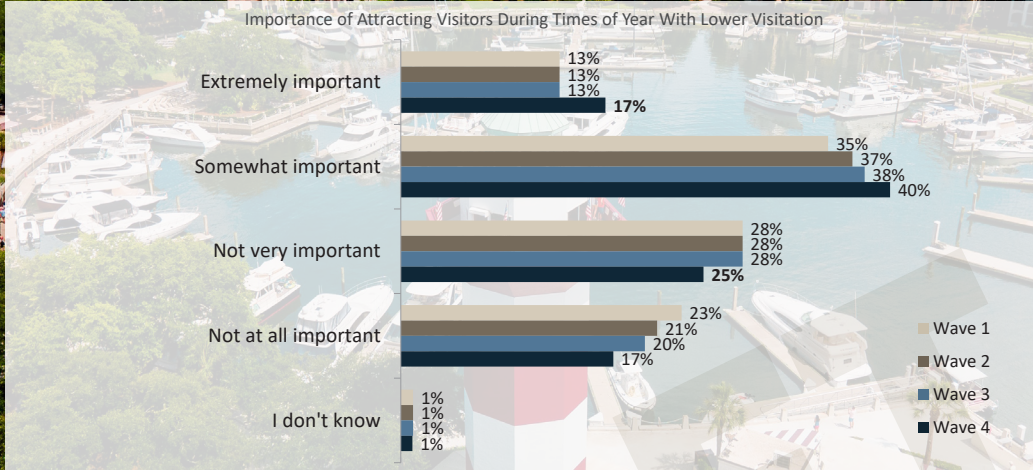
■ Not crowded ■ Just right ■ Too crowded

/ **Question:** Please indicate your perception of the level of visitation during the following seasons.



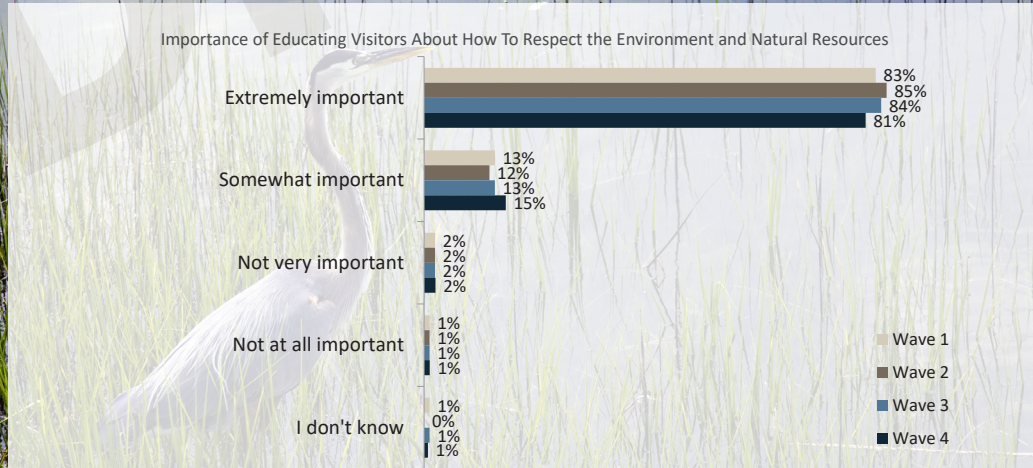
- 14 -

Nearly 6 in 10 residents believe it is important to attract visitors during times of year with lower visitation, significantly higher than previous waves.



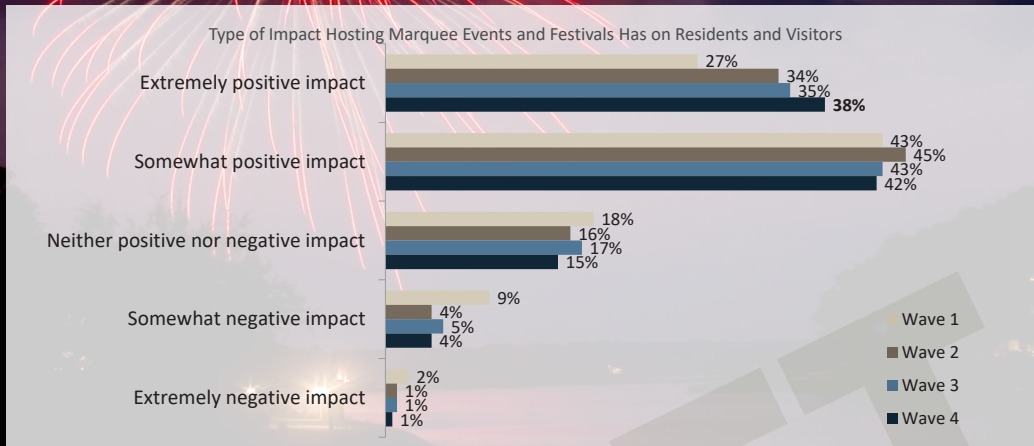
Question: Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

Nearly all residents believe it is important to educate visitors about how to respect the environment and natural resources when they visit, unchanged from previous waves.



Question: In your view, how important is it for Hilton Head Island–Bluffton Chamber of Commerce to educate visitors about how to respect the local environment and natural resources when they visit?

8 in 10 residents believe events have a positive impact on residents and visitors, unchanged from Wave 3.



Key Insight #1

Question: One of the Hilton Head Island–Bluffton Chamber of Commerce’s objectives is to promote marquee events and festivals (e.g., Concours d’Elegance, Seafood Festival, Wine & Food Festival, etc.). Please indicate the type of impact you believe these activities have on the quality of life for local residents and visitors.

Compared to last wave, fewer residents support educating visitors about how to be responsible in protecting and preserving our natural resources, but more support Hilton Head Island-Bluffton Chamber of Commerce in branding and marking.

(% Agree)	Wave 1	Wave 2	Wave 3	Wave 4
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in educating visitors about how to be responsible in protecting and preserving our natural resources when visiting Hilton Head Island	87%	87%	87%	82%
I support efforts by our town in the funding and installation of local public art, exhibits, and cultural attractions	67%	70%	70%	69%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in promoting attractions, festivals, exhibits and similar on Hilton Head Island	57%	67%	67%	69%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in branding and marketing Hilton Head Island for tourism	47%	51%	50%	56%

Key Insight #1

Question: Please indicate your level of agreement with each of the following statements:



Key INSIGHT #2

While traffic continues to be the top concern for residents, it fell significantly compared to Wave 3. Compared to last wave, more residents than ever agree that tourism creates jobs and brings in restaurants that visitors and residents can both enjoy.

Residents were asked their level of agreement with a few statements related to tourism in Hilton Head Island.

For organizational purposes, these statements have been grouped and labeled as “positive” or “negative.”

Positive: Tourism on Hilton Head Island...

- Creates jobs for area residents
- Provides amenities and attractions that residents can also enjoy
- Provides restaurants that residents can also enjoy
- Supports local business creation
- Generates tax revenues for state, county and local governments.
- Supports existing small businesses throughout the year
- Helps create a positive ambiance/vibe in the local community
- Is an important factor in making our community a great place to live
- Helps to offset the costs for public safety personnel, streets/roads, schools
- Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)
- Covers the cost of beach renourishment
- Increases real estate values

Negative: Tourism on Hilton Head Island...

- Creates traffic congestion problems for residents
- Causes local restaurant & entertainment prices to rise
- Negatively impacts our natural resources
- Brings too many people to Hilton Head Island

Key Insight #2



The most agreed with statements continue to be related to how tourism provides the opportunity for "creation" – new amenities, new jobs, new restaurants and new businesses - with many increasing significantly from Wave 3.

▲ Indicates a significant difference from Wave 2. For these positive statements, a green, up arrow indicates a more **positive perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these positive statements, a red, down arrow indicates a more **negative perception** (more people disagree).

Positive Statements (% Agree) – Top 6	Wave 1	Wave 2	Wave 3	Wave 4
Generates tax revenues for state, county and local governments	76%	80%	81%	83%
Creates jobs for area residents	71%	73%	74%	78% ▲
Provides restaurants that local residents can also enjoy	63%	68%	71%	74% ▲
Increases real estate values	64%	66%	67%	72% ▲
Supports local business creation	64%	68%	69%	70%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%	68% ▲

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



Key Insight #2

Nearly two-thirds of residents agree that tourism supports existing small businesses throughout the year, up significantly from Wave 3.

▲ Indicates a significant difference from Wave 2. For these positive statements, a green, up arrow indicates a more **positive perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these positive statements, a red, down arrow indicates a more **negative perception** (more people disagree).

Positive Statements (% Agree) – Bottom 6	Wave 1	Wave 2	Wave 3	Wave 4
Supports existing small businesses throughout the year	56%	59%	60%	64% ▲
Helps to offset the costs for public safety personnel, streets/roads, schools	51%	58%	61%	63%
Covers the cost of beach renourishment	50%	53%	54%	57% ▲
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56%	55%
Is an important factor in making our community a great place to live	39%	45%	46%	50% ▲
Helps create a positive ambience/vibe in the local community	33%	37%	38%	43% ▲

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



Key Insight #2

Compared to Wave 3, residents are significantly less likely to agree with negative statements surrounding tourism.

▲ Indicates a significant difference from Wave 2. For these negative statements, a red, up arrow indicates a more **negative perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these negative statements, a green, down arrow indicates a more **positive perception** (more people disagree).

Negative Statements (% Agree)	Wave 1	Wave 2	Wave 3	Wave 4
Creates traffic congestion problems for residents	86%	82%	82%	76% ▼
Brings too many people to Hilton Head Island	65%	59%	58%	53% ▼
Causes local restaurant & entertainment prices to rise	49%	52%	58%	52% ▼
Negatively impacts our natural resources	61%	57%	57%	51% ▼

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



Key Insight #2

Tourism on Hilton Head Island...

All Statements (% Agree)	Wave 1	Wave 2	Wave 3	Wave 4
Generates tax revenues for state, county and local governments	76%	80%	81%	83%
Creates jobs for area residents	71%	73%	74%	78%
Creates traffic congestion problems for residents	86%	82%	82%	76%
Provides restaurants that local residents can also enjoy	63%	68%	71%	74%
Increases real estate values	64%	66%	67%	72%
Supports local business creation	64%	68%	69%	70%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%	68%
Supports existing small businesses throughout the year	56%	59%	60%	64%
Helps to offset the costs for public safety personnel, streets/roads, schools	53%	58%	61%	63%
Covers the cost of beach renourishment	50%	53%	54%	57%
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56%	55%
Brings too many people to Hilton Head Island	65%	59%	58%	53%
Causes local restaurant & entertainment prices to rise	49%	52%	58%	52%
Negatively impacts our natural resources	61%	57%	57%	51%
Is an important factor in making our community a great place to live	39%	45%	46%	50%
Helps create a positive ambiance/vibe in the local community	33%	37%	38%	43%

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



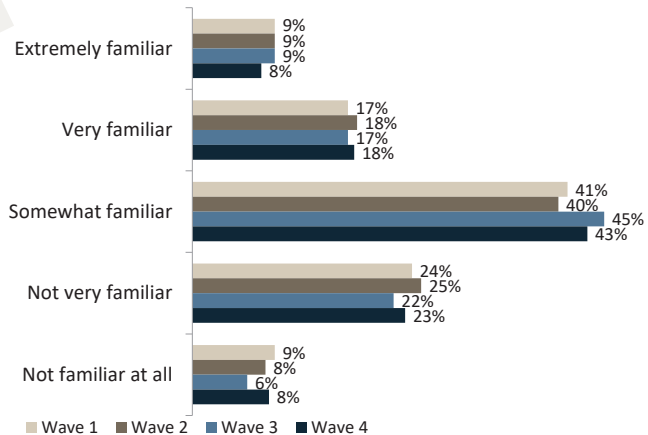
Key Insight #2

Key INSIGHT #3

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce is relatively unchanged from Wave 3. Social media is an increasingly important source of information for residents, with 6 in 10 citing this as their main source of tourism information.

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce is relatively unchanged from Wave 3.

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce



Key insight #3

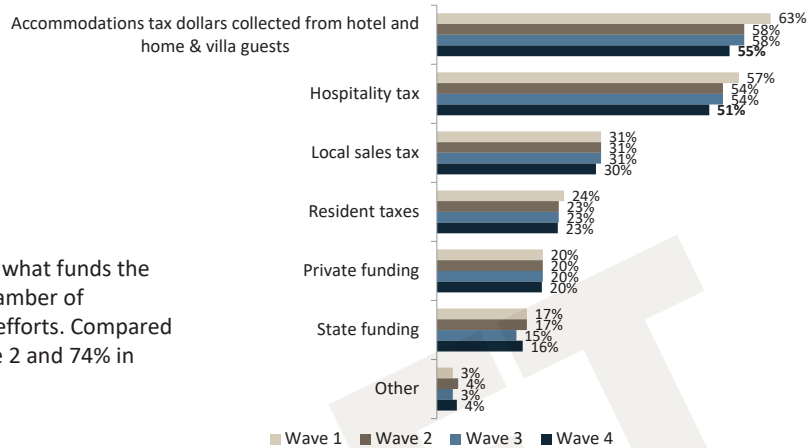
Question: To what extent, if at all, are you familiar with the Hilton Head Island-Bluffton Chamber of Commerce, the local organization responsible for marketing tourism for Hilton Head Island?



Hilton Head Island-Bluffton Chamber of Commerce Funding

72%
Wave 4

of residents believe they know what funds the Hilton Head Island-Bluffton Chamber of Commerce tourism marketing efforts. Compared to 76% in Wave 1, 74% in Wave 2 and 74% in Wave 3.



Key Insight #3

Question: Which of the following do you believe funds the Hilton Head Island-Bluffton Chamber of Commerce tourism marketing efforts? Please select all that apply.



- 27 -

Resources Provided to Family and Friends When Visiting.

37%
Wave 4

of residents provide resources to family and friends for trip planning when visiting Hilton Head Island. Compared to 29% in Wave 1, 34% in Wave 2 and 34% in Wave 3.



Key Insight #3

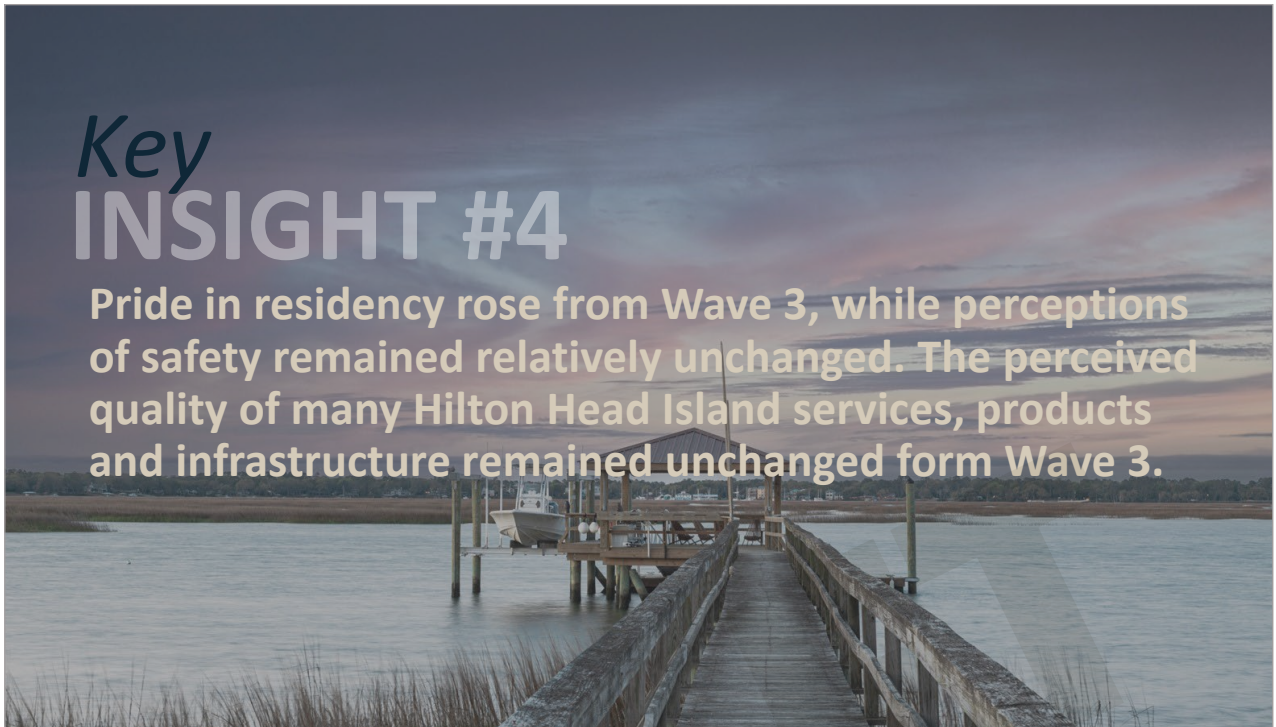
Question: When you are expecting out of town family or friends to visit you on Hilton Head Island, do you provide them with links to webpages and resources for their trip planning? / Which webpages and resources do you provide?



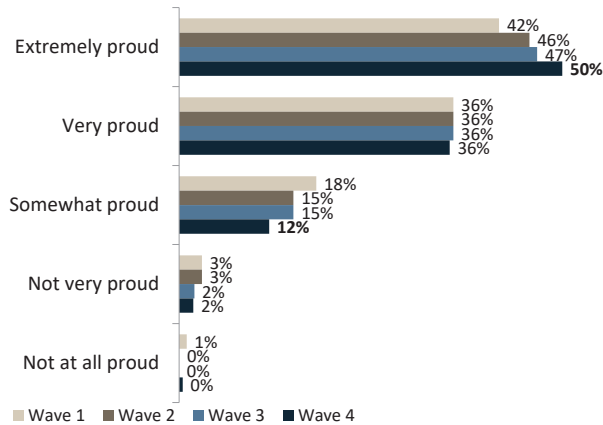
- 28 -

Key INSIGHT #4

Pride in residency rose from Wave 3, while perceptions of safety remained relatively unchanged. The perceived quality of many Hilton Head Island services, products and infrastructure remained unchanged from Wave 3.



Eighty-six percent of residents are proud to be residents of Hilton Head Island, slightly higher than Wave 3.



Key Insight #4

30 / **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



Those who have lived here less than 5 years are more likely to be extremely proud in their residency than those who have lived here longer.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely proud	56%	48%	47%	50%
Very proud	35%	37%	36%	34%
Somewhat proud	9%	12%	15%	12%
Not very proud	1%	2%	2%	4%
Not at all proud	0%	1%	1%	0%

Key Insight #4

- 31 -

/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



Those who work off-island are more likely to be extremely proud in their residency than retirees and those who work on-island.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely proud	53%	59%	46%
Very proud	30%	32%	38%
Somewhat proud	13%	8%	13%
Not very proud	3%	1%	2%
Not at all proud	0%	0%	1%

Key Insight #4

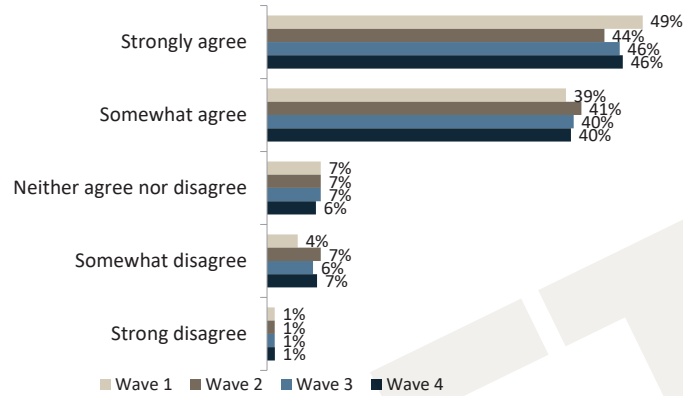
- 32 -

/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



86 percent of residents believe Hilton Head Island is a safe place to live, unchanged from the percentage reported in Wave 3.

"I believe Hilton Head Island is a very safe place to live."



Key Insight #4

- 33 - / **Question:** Please indicate your level of agreement with the following statement:



Perceived Quality of Hilton Head Island Experiences

Top 2 Box	Wave 1	Wave 2	Wave 3	Wave 4
Beaches	91%	92%	92%	94%
Golf courses	91%	91%	92%	93%
Leisure pathways and bike trails	86%	86%	87%	88%
Outdoor/nature activities	80%	82%	82%	84%
Savannah/Hilton Head International Airport	79%	80%	82%	82%
Outdoor public spaces for festivals and events	69%	77%	81%	83%
Water sports/activities	77%	79%	79%	80%
Community parks	70%	77%	78%	77%
Surface street bike paths	70%	70%	72%	74%
Hilton Head Island Airport	55%	57%	58%	57%
Retail shopping	49%	54%	52%	57%
Road quality	42%	44%	51%	59%
Playing fields for sports leagues, tournaments and competitions	44%	48%	50%	51%
Museums/Cultural attractions	38%	43%	47%	49%
Public pools/aquatic centers	27%	32%	31%	31%
Indoor facilities for sports leagues, tournaments and competitions	18%	22%	23%	24%

- The highest perceived Hilton Head Island experiences continue to be its beaches, golf courses, leisure pathways and bike trails.
- Compared to Wave 3, significantly more residents perceive the following Hilton Head Island experiences to be good quality:
 - Retail shopping
 - Road quality

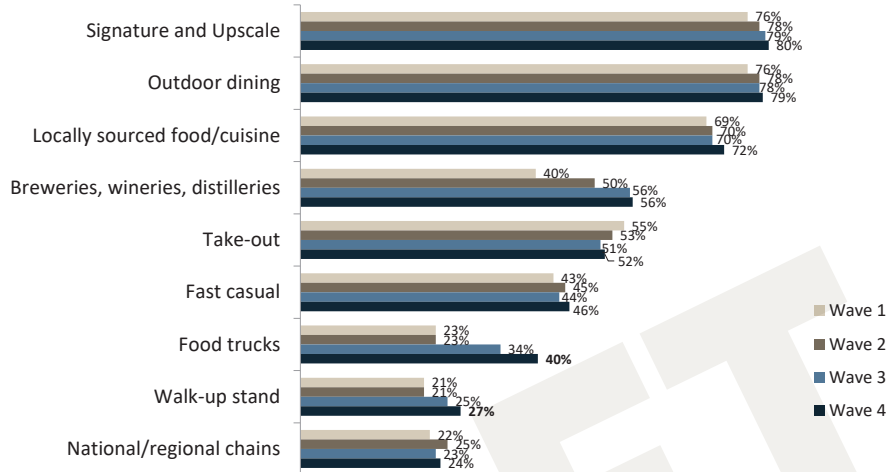
Key Insight #4

- 34 - / **Question:** Please indicate your perception of the quality of the following services, products and infrastructure on Hilton Head Island to serve visitors and residents alike.



Eight in 10 residents believe Hilton Head Island has quality signature and upscale dining and outdoor dining.

Dining Options in Hilton Head Island Perceived To Be High Quality



Key Insight #4

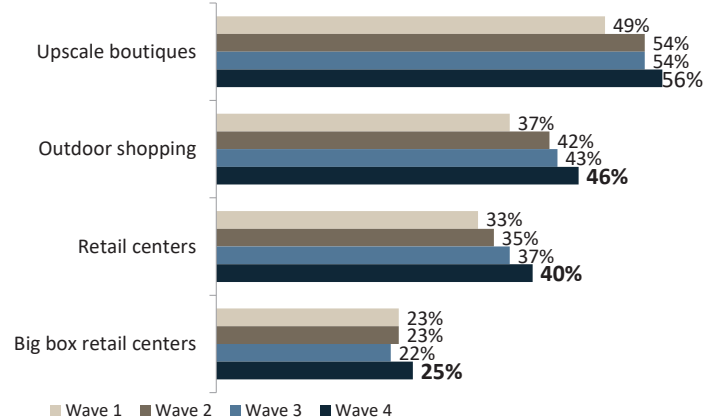
Question: Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.



- 35 -

Residents report a slight increase in the perception of quality for shopping options.

Shopping Options in Hilton Head Island Perceived To Be High Quality



Key Insight #4

Question: Please indicate your perception of the quality of each of the following categories of shopping on Hilton Head Island.

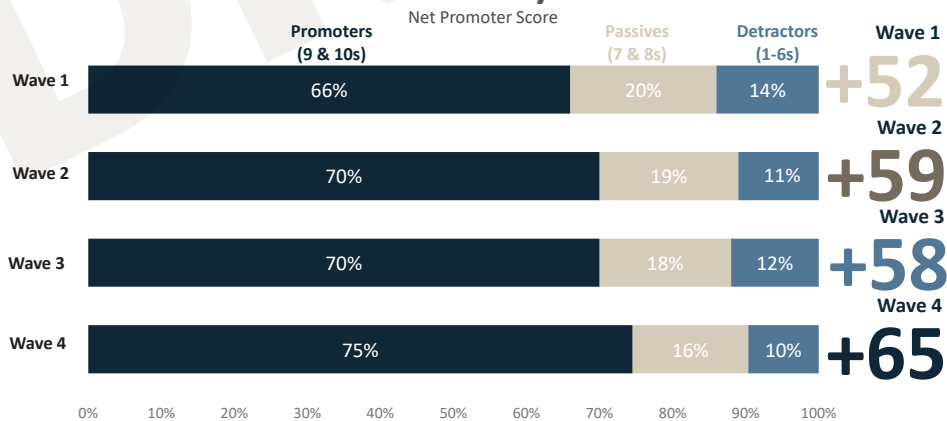


- 36 -

Key INSIGHT #5

The Net Promoter Score of residents rose by 7 points from Wave 3 and a similar percentage consider themselves passionate advocates. The most cited positive and negative aspects of tourism were similar to those reported in previous waves with economic benefits and amenities cited as positive impacts and overcrowding and the quality of the current visitor cited most frequently as negative aspects.

The Net Promoter Score rose by 7 points in Wave 4, with three-quarters of residents highly likely to recommend Hilton Head Island to friends and family.



/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?



Key Insight #5

Net Promoter Scores decrease as length of residency increases, although all scores are still extremely positive.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Promoters (9+10s)	84%	72%	72%	67%
Passives (7+8s)	13%	17%	16%	19%
Detractors (1-6s)	3%	11%	12%	14%
NPS	+81	+61	+60	+53

Key Insight #5

/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?

-39-



Net Promoter Scores are higher for those who work off-island than those who work on-island or are retired.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Promoters (9+10s)	72%	86%	72%
Passives (7+8s)	15%	11%	17%
Detractors (1-6s)	13%	3%	11%
NPS	+59	+83	+61

Key Insight #5

/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?

-40-



Positive Aspects to Tourism on Hilton Head Island

The positive aspects of tourism cited by residents are similar to responses reported last wave.

Economic Benefits

The most cited responses were related to the revenue tourism brings into Hilton Head Island. Many residents recognize that this revenue helps keep local businesses going, supports amenities that benefit visitors and residents alike and funds schools and public areas.

Amenities

Residents frequently mentioned the restaurants, golf courses, entertainment and shopping they get to enjoy year-round are driven by tourism to the area. They also know that tourism revenue funds beach renourishment and festivals and events on Hilton Head Island.

Vibrant and Family-Friendly Atmosphere

Some residents cited the positive atmosphere tourism creates promoting family travel as well as diversity within the community. Tourism allows for the local culture to flourish.

Key Insight #5



Negative Aspects to Tourism on Hilton Head Island

Overcrowding

The most cited negative aspects of tourism relate to overcrowding, congestion, and traffic. Residents feel that during the summer they are no longer able to enjoy festivals or restaurants and have difficulty with traffic on the bridge. They say pollution and waste has increased over the past few years due to increased tourism.

Quality of Visitor

Residents believe the quality of visitor has decreased over the past few years. Many cite visitors are rude, litter and disobey bike and traffic laws. These visitors are disrespectful to the natural environment and to residents alike, are rowdy and make residents feel less safe overall.

Overdevelopment

Residents also cited overdevelopment as a negative aspect of tourism. They feel that there is a large focus on development of housing and accommodations rather than focus on overall infrastructure. Residents worry that this overdevelopment is decreasing the charm of Hilton Head Island and becoming commercialized.

Rising Prices

Residents also cited the rising prices as a negative aspect of tourism, in restaurants, stores and housing. Many are also concerned about the lack of affordable housing for residents and Island workers, with many citing short-term rentals as a driving factor in family homes becoming unaffordable for residents and workers alike.

Key Insight #5



Top Concerns Facing The Community

	Wave 2	Wave 3	Wave 4
Workforce shortage	48%	44%	40%
278 Corridor project	38%	39%	40%
On-island workforce housing	36%	35%	33%
Overall development	29%	34%	33%
Environmental/open spaces protection	26%	27%	26%
General infrastructure needs (e.g. water/sewer, roads, other utilities)	20%	18%	20%
Short-term rental noise and parking	16%	18%	21%
South-end traffic	16%	17%	17%
Repurposing/modernizing Island commercial buildings	14%	14%	14%
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%	12%	11%
North-island traffic	11%	12%	11%
Bike safety	9%	7%	9%
Arts and development of cultural assets (e.g. Mitchelville Freedom Park)	4%	4%	4%
Other	9%	10%	9%
None of the above	0%	1%	1%

- The top concerns residents feel are facing their community are the workforce shortage, the 278 Corridor project, on-island workforce housing, and overall development. Compared to Wave 3, fewer residents are concerned about the workforce shortage while more are concerned about short-term rental noise and parking and bike safety.

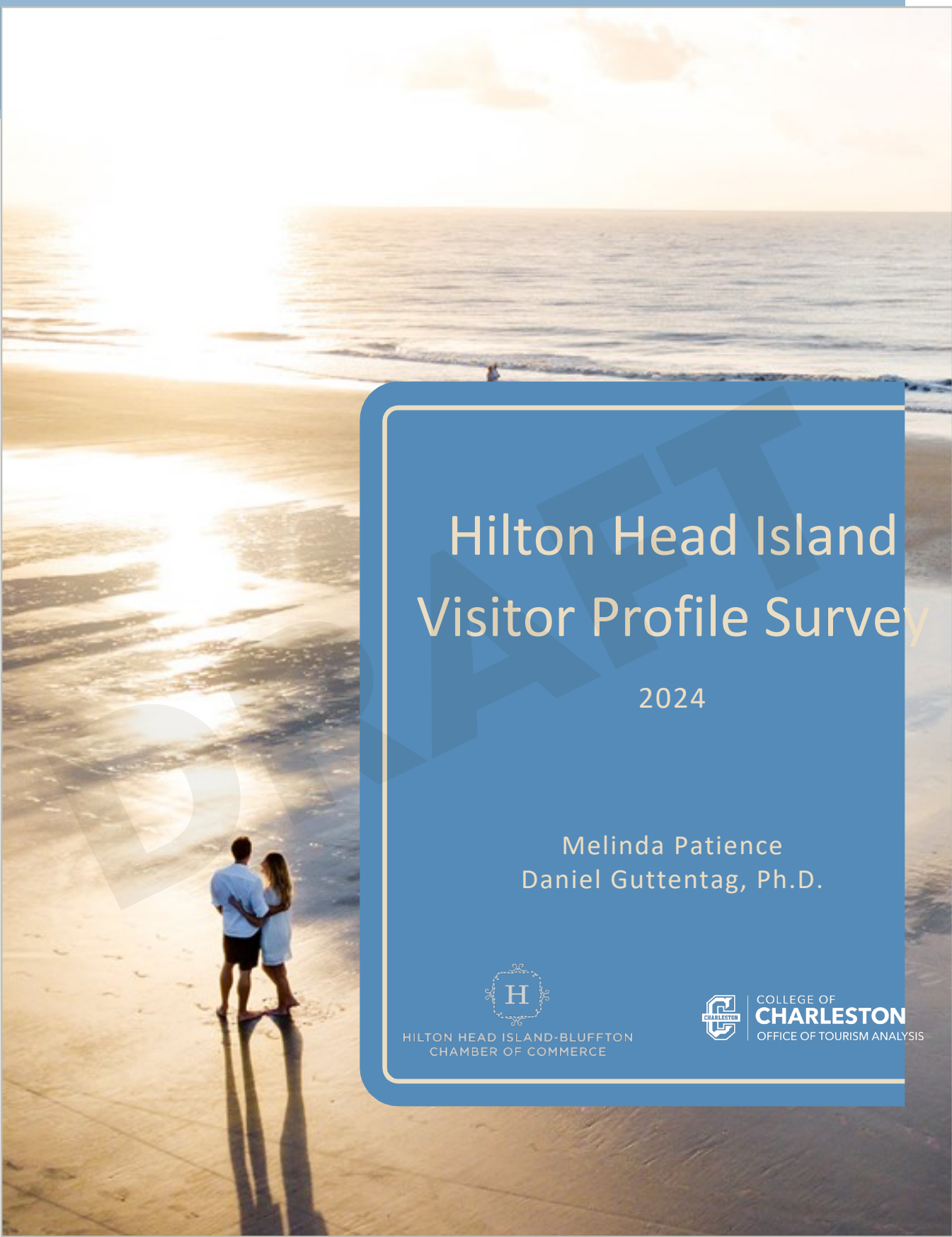
Key Insight #5

- 45 - / Question: What are your top three concerns facing our community?



**OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON**

2024 Visitor Profile Study



Hilton Head Island Visitor Profile Survey

2024

Melinda Patience
Daniel Guttentag, Ph.D.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



COLLEGE OF
CHARLESTON
OFFICE OF TOURISM ANALYSIS

PREPARED FOR:
HILTON HEAD ISLAND-BLUFFTON
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DRAFT

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DRAFT



1

EXECUTIVE SUMMARY

SAMPLE DEMOGRAPHICS

Millennials (29-44 years old) represented 39.8% of the respondents, followed by older Gen Z (19-28 years old) (33.6%), Baby Boomers (61+ years old) (14.6%), and then Gen X (45-60 years old) (11.5%). Over 54% of those surveyed had a Bachelor's degree or higher, and more than 62% had an annual household income of \$75,000 or more. Also, nearly 73% of the respondents were married.

POINT OF ORIGIN

The respondents resided in 268 geographical areas / MSAs (Metropolitan Statistical Areas) throughout the U.S., stretching from the east coast to the west coast. More respondents resided in California than any other state (8.6%). Second was New York (8.0%), followed then by Pennsylvania (5.4%), Kentucky (4.7%), Ohio (4.6%), and Washington (4.3%). In-state visitors represented 8.1% of the respondents.

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ; Los Angeles-Long Beach-Anaheim, CA; Seattle-Tacoma-Bellevue, WA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Lexington-Fayette, KY; Rochester, NY; Atlanta-Sandy Springs-Roswell, GA; Charleston-North Charleston, SC; Chicago-Naperville-Elgin, IL-IN; and Pittsburgh, PA.

Canada was the top international origin market amongst respondents (73.7%), followed by Europe (10.5%) and the British Virgin Islands (10.5%).

THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (61.9%), spending time with family (32.1%), and relaxation (31.8%), followed by nature-based activities (22.9%), boating activities (22.5%), biking (17.1%), heritage attractions (13.4%), and business (11.3%). The activities in which visitors actually participated are similar to the previously mentioned activities and also include shopping, culinary experiences, and golf.

Among Hilton Head Island's overnight visitors, 57.2% indicated they had visited Hilton Head Island, SC for the first time, suggesting that the destination continues to appeal to new visitors.

TRIP CHARACTERISTICS

The average group size of those surveyed was 3.6 for overnight visitors and 2.5 for day trip visitors. The main mode of transportation to and around the island continues to be personal/family car (58.3%), followed by various modes of flying into the destination (38.5%). The majority of visitors fly into Savannah/Hilton Head Island International Airport.

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 7.3 nights, hotel visitors stayed 5.7 nights, timeshare visitors stayed 6.7 nights, and second homeowners stayed 9.3 nights. The overall average was 6.6 nights.

Resorts stood out as the most popular choice of paid accommodation for overnight visitors (29.0%), followed by hotels (27.2%), home/villa rentals (23.0%), timeshares (10.2%), and second homes (3.3%).



TRAVEL PLANNING

Local vacation rental companies were by far the most popular online booking platform for villas/homes (33.6%), followed by VRBO (22.6%) and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (17.1%). The percentage of respondents booking via Airbnb increased slightly from around 10% to 16%.

The Caribbean, Hawaii, Alabama Golf Trail, the Outer Banks, and Gulf Shores were the top competitors for Hilton Head Island as alternative beach destinations. The top competing market was the Caribbean.

The top reasons for choosing to visit Hilton Head Island were wanting to visit a beach destination (52.3%), word-of-mouth/recommendation (40.8%), previous visitation (40.6%), nature-based attractions (39.9%), and wanting to visit heritage attractions (32.6%).

Of those visitors surveyed, 84.1% indicated an intention to return to visit Hilton Head Island, which signals a high degree of trip satisfaction.

NON-VISITORS

Of those who indicated not to have traveled at all or not to have traveled to the Hilton Head Island / Bluffton area in the past 12 months (N=246), 29.7% had never visited the Hilton Head Island / Bluffton area before, and 61.8% had visited one to five times before.

Of those non-visitors, 38.6% traveled elsewhere, 34.2% plan to visit in the future, 11.4% mentioned health reasons, 5.1% were hesitant because of unpredictable weather events, 3.2% did not find what they were looking for, and 0.6% did not travel at all. Of those who did not visit the Hilton Head Island / Bluffton area, alternative destinations in the Southeast (34.4%) and Northeast (33.1%) were the most popular. Nonetheless, 36.7% of the non-visitors indicated they had plans to visit the Hilton Head Island / Bluffton area within one year.

TRAVEL BEHAVIOR

Looking at the travel behavior of both visitors and non-visitors together, the majority (57.8%) take two to four leisure/vacation trips per year, and they are most likely to travel between May and October. The top five most appealing experiences for leisure trips/vacations were: beaches (87.1%), relaxation & rejuvenation (85.3%), passive outdoor adventures (76.1%), romantic couple getaways (74.7%), and historic attractions (73.6%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (92.8%), quality of dining options (85.8%), ease of access (85.5%), quality of lodging options (84.9%), diversity of dining options (83.2%), and affordability (80.6%).



METHODOLOGY

The 2024 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2024 and January 2025, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same time period on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 1,040 completed surveys were collected. This report is based largely on the 574 respondents who visited Hilton Head Island as an overnight or day trip, along with 246 individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton. The remaining 230 responses were individuals who only visited Bluffton and are covered in a separate report.

This report presents the results of the present study, together with comparative results from the last four times this study was completed, examining visitation in 2019, 2021, 2022 and 2023. When 2019 data is not presented, it is because the question was not asked in that survey.

The table below shows the visitor estimates for Hilton Head Island by segment for 2021, 2022, 2023 and 2024. The estimates are based on secondary data for hotel, timeshare, and villa visitors, as well as primary data collected regarding second homeowners, their guests, and day trippers.

Visitor Segment	2021	2022	2023	2024	Change (%) vs 2021	Change (%) vs 2022	Change (%) vs 2023
Villa/Home Rentals	962,686	951,126	920,345	834,495	-13.3%	-12.3%	-9.3%
Hotels/Resorts	508,977	497,574	481,328	453,826	-10.8%	-8.8%	-5.7%
Timeshares	481,934	481,461	477,628	483,070	0.2%	0.3%	1.1%
Second Homeowners	719,302	710,673	674,278	652,215	-9.3%	-8.2%	-3.3%
Non-paying Guests	186,667	184,428	174,983	169,258	-9.3%	-8.2%	-3.3%
Day trippers	267,290	264,083	255,358	242,361	-9.3%	-8.2%	-5.1%
Total Visitors	3,126,856	3,089,346	2,983,919	2,835,224	-9.3%	-8.2%	-5.0%

Table 1: Visitor Estimates for 2021-2024 and Percent Change Comparison



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SURVEY FINDINGS

SAMPLE DEMOGRAPHICS

	2019	2021	2022	2023	2024
Gender					
Female	67.4%	62.5%	48.8%	54.1%	49.0%
Male	32.6%	37.4%	51.1%	45.7%	50.7%
Self-identify	-	0.1%	-	0.3%	0.3%
Marital Status					
Married	76.7%	76.7%	77.3%	86.4%	72.7%
Single	8.5%	9.2%	9.9%	6.7%	14.9%
Divorced	7.4%	7.7%	5.8%	3.4%	6.6%
Widowed	3.1%	5.3%	5.9%	2.8%	4.3%
Separated	0.5%	1.1%	1.1%	0.7%	1.5%
Living as Married	3.8%	-	-	-	-
Education (highest level completed)					
Grade School	0.2%	0.7%	0.4%	0.9%	0.6%
High School	8.0%	8.0%	6.5%	3.8%	7.2%
Some College	19.6%	20.9%	21.5%	22.6%	24.0%
Associates Degree (2 years)	13.1%	13.6%	13.2%	16.0%	14.2%
Bachelor's Degree (4 years)	31.5%	32.9%	32.3%	33.0%	35.2%
Graduate Degree (Post degree/MA)	26.9%	23.8%	26.1%	23.7%	18.8%
Age					
19 years or younger	0.1%	0.1%	0.1%	0.3%	0.6%
20 to 29 years	0.9%	10.5%	23.8%	24.1%	33.0%
30 to 39 years	5.9%	16.5%	28.8%	39.4%	32.1%
40 to 49 years	15.3%	12.6%	13.1%	8.3%	12.1%
50 to 59 years	26.8%	18.7%	10.9%	9.4%	7.1%
60 to 69 years	34.4%	25.8%	14.2%	11.6%	8.6%
70 years and over	15.9%	14.5%	8.6%	6.3%	6.0%
Prefer not to say	0.6%	1.4%	0.3%	0.5%	0.5%
Household Income					
Under \$24,999	1.4%	2.3%	1.5%	1.1%	3.2%
\$25,000-\$34,999	1.8%	6.3%	4.1%	1.8%	5.8%
\$35,000-\$49,999	5.5%	7.7%	8.0%	6.5%	9.9%
\$50,000-\$74,999	12.6%	15.7%	12.2%	17.1%	18.4%
\$75,000-\$99,999	14.6%	17.7%	17.2%	17.0%	21.0%
\$100,000-\$149,999	22.1%	24.6%	21.8%	17.0%	22.0%
\$150,000-\$199,999	11.3%	13.0%	17.1%	18.0%	9.7%
\$200,000-\$249,999	5.8%	5.9%	9.4%	15.9%	5.0%
\$250,000 or more	6.2%	6.8%	8.6%	5.6%	5.0%
Not Applicable	18.8%	-	-	-	-
N	1,682	1,884	1,913	1,154	1,040

Table 2: Demographics

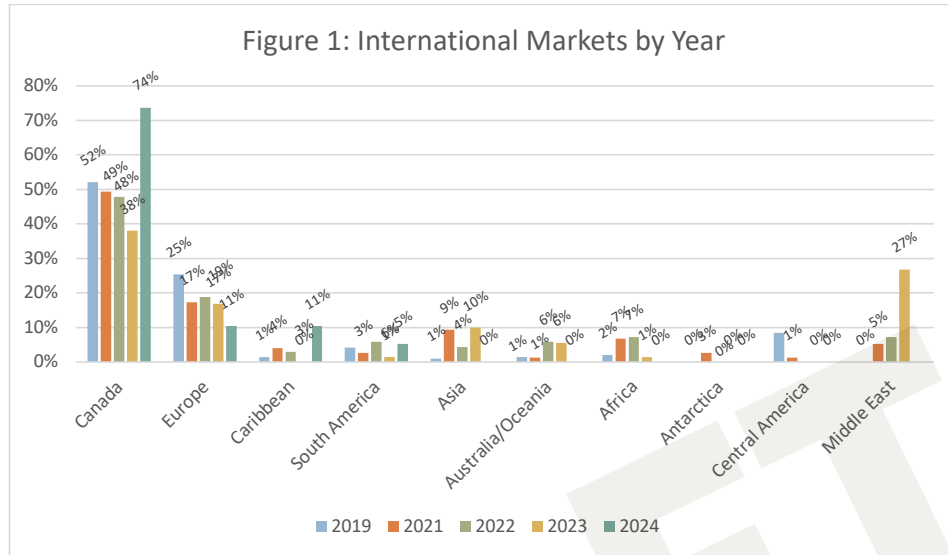
SAMPLE POINT OF ORIGIN

ZIP Code Analysis – Top 30 MSAs

	Metropolitan Area	Sum MSA	Percent MSA Share
1	New York-Newark-Jersey City, NY-NJ	73	7.1%
2	Los Angeles-Long Beach-Anaheim, CA	42	4.1%
3	Seattle-Tacoma-Bellevue, WA	38	3.7%
4	Washington-Arlington-Alexandria, DC-VA-MD-WV	33	3.2%
5	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	28	2.7%
6	Lexington-Fayette, KY	27	2.6%
7	Rochester, NY	25	2.4%
8	Atlanta-Sandy Springs-Roswell, GA	22	2.2%
9	Charleston-North Charleston, SC	20	2.0%
10	Chicago-Naperville-Elgin, IL-IN	19	1.9%
11	Pittsburgh, PA	19	1.9%
12	Charlotte-Concord-Gastonia, NC-SC	17	1.7%
13	Dallas-Fort Worth-Arlington, TX	16	1.6%
14	Hilton Head Island-Bluffton-Port Royal, SC	14	1.4%
15	Baltimore-Columbia-Towson, MD	13	1.3%
16	Las Vegas-Henderson-North Las Vegas, NV	13	1.3%
17	Myrtle Beach-Conway-North Myrtle Beach, SC	13	1.3%
18	Louisville/Jefferson County, KY-IN	12	1.2%
19	Cincinnati, OH-KY-IN	11	1.1%
20	Phoenix-Mesa-Chandler, AZ	11	1.1%
21	Boston-Cambridge-Newton, MA-NH	10	1.0%
22	Miami-Fort Lauderdale-West Palm Beach, FL	10	1.0%
23	Rural OH	10	1.0%
24	Columbia, SC	9	0.9%
25	Detroit-Warren-Dearborn, MI	9	0.9%
26	Minneapolis-St. Paul-Bloomington, MN-WI	9	0.9%
27	Columbus, OH	8	0.8%
28	Birmingham, AL	7	0.7%
29	Fresno, CA	7	0.7%
30	Greenville-Anderson-Greer, SC	7	0.7%
	Other	469	45.9%
	Total	1,040	

Table 3: ZIP Code Analysis – Top 30 MSAs

International Markets

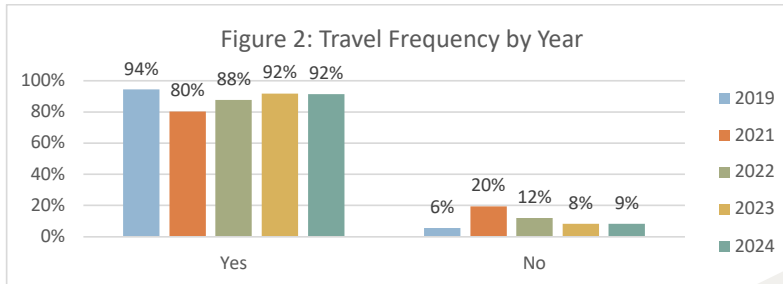


	2019	2021	2022	2023	2024
Canada	52.1%	49.3%	47.8%	38.0%	73.7%
Europe	25.4%	17.3%	18.8%	16.9%	10.5%
Caribbean	1.4%	4.0%	2.9%	-	10.5%
South America	4.2%	2.7%	5.8%	1.4%	5.3%
Asia	1.0%	9.3%	4.3%	9.9%	-
Australia/Oceania	1.4%	1.3%	5.8%	5.6%	-
Africa	2.1%	6.7%	7.2%	1.4%	-
Antarctica	-	2.7%	-	-	-
Central America	8.5%	1.3%	-	-	-
Middle East	-	5.3%	7.2%	26.8%	19.0%
N	71	75	69	71	19

Table 4: International Markets by Year

TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA

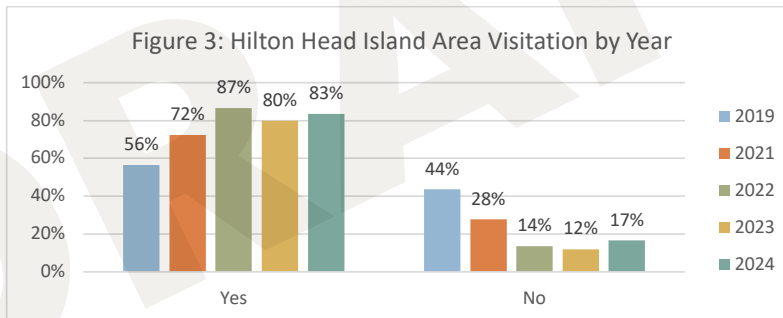
Within the last 12 months have you traveled or taken a vacation?¹



	2019	2021	2022	2023	2024
Yes	94.3%	80.4%	87.8%	91.8%	91.5%
No	5.7%	19.6%	12.2%	8.2%	8.5%
N	1,684	2,084	2,918	1,710	1,040

TABLE 5: Travel Frequency by Year

Did you visit Hilton Head Island, SC or Bluffton, SC in the last 12 months?¹



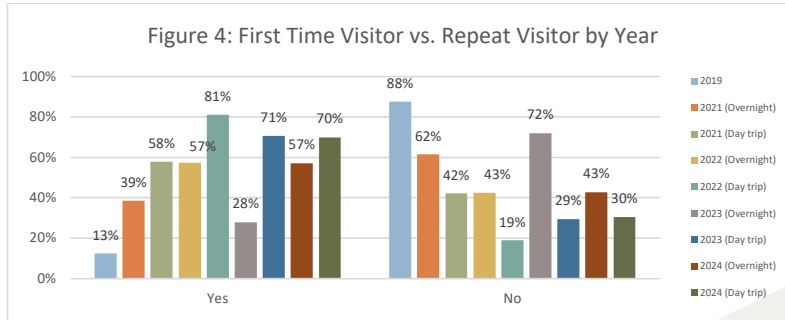
	2019	2021	2022	2023	2024
Yes	56.4%	72.3%	86.5%	79.8%	83.4%
No	43.6%	27.7%	13.5%	12.0%	16.6%
N	1,713	1,675	2,547	1,570	952

TABLE 6: Hilton Head Island Area Visitation by Year

¹ For the 2019 report, these questions asked about the last 18 months instead of the last 12 months. Also, in 2019 the second question was asked of all respondents, whereas in subsequent years it was just asked of those who had travelled.

HILTON HEAD ISLAND VISITORS

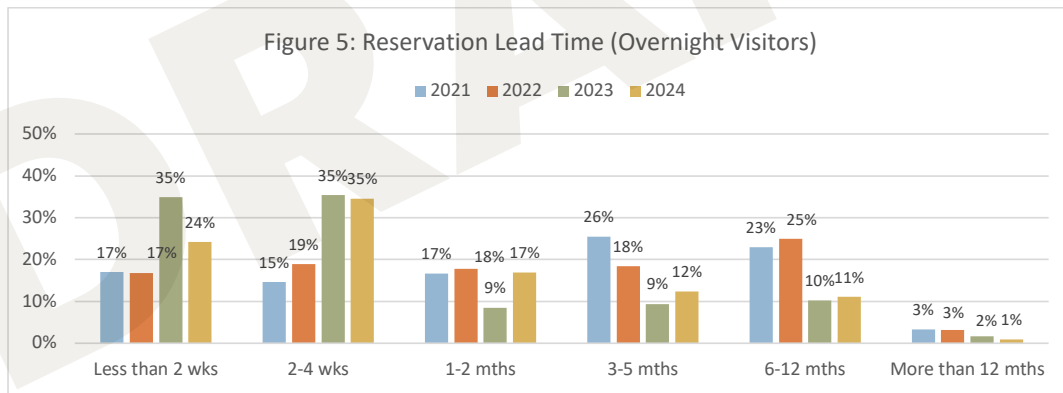
Was that your first time visiting Hilton Head Island?



	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Yes	12.5%	38.5%	57.8%	57.4%	81.0%	28.0%	70.6%	57.2%	69.9%
No	87.5%	61.5%	42.2%	42.6%	19.0%	72.0%	29.4%	42.8%	30.4%
N	946	991	45	1,477	79	1,077	34	547	23

TABLE 7: First Time Visitor vs. Repeat Visitor by Year

Approximately how long before your trip to Hilton Head Island did you make your first reservation (e.g., accommodation, transportation, etc.)?



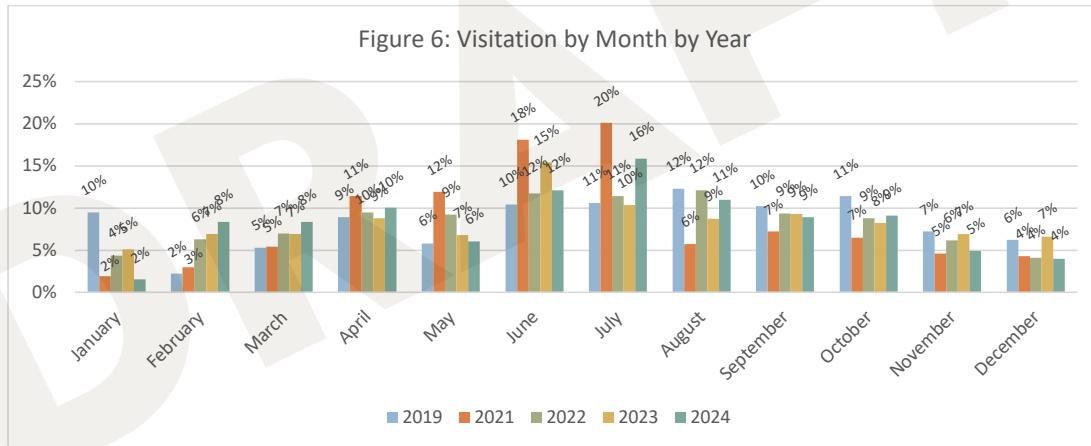
	2021	2022	2023	2024
Less than 2 weeks	17.0%	16.8%	34.9%	24.2%
2 weeks to 4 weeks	14.6%	18.9%	35.4%	34.5%
1 to 2 months	16.6%	17.8%	8.5%	16.9%
3 to 5 months	25.5%	18.4%	9.4%	12.4%
6 to 12 months	22.9%	24.9%	10.2%	11.1%
More than 12 months	3.3%	3.2%	1.6%	0.9%
N	991	1,479	1,076	550

TABLE 8: Reservation Lead Time

When did you make your most recent trip to Hilton Head Island?

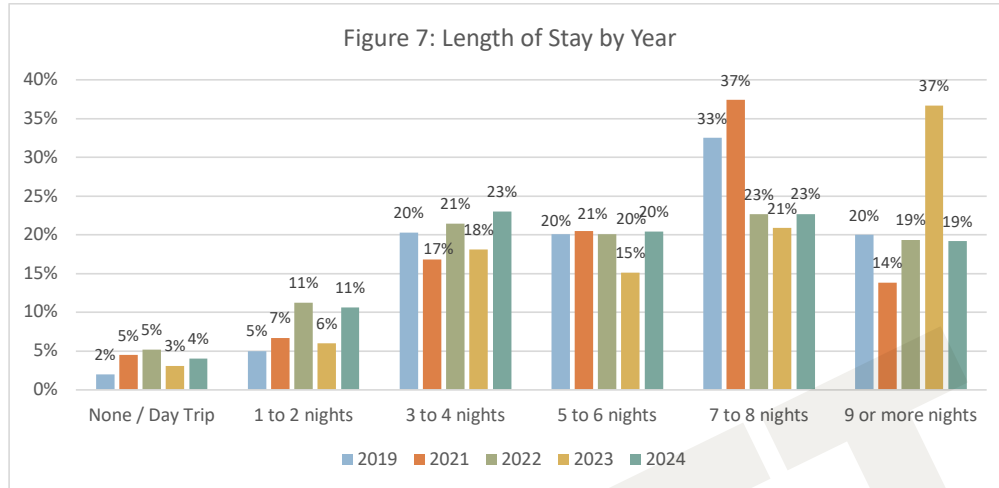
	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
January	9.5%	1.9%	-	4.3%	4.3%	5.1%	3.0%	1.5%	-
February	2.2%	3.0%	2.9%	6.4%	4.3%	6.9%	-	8.3%	4.8%
March	5.3%	5.3%	8.6%	6.8%	11.4%	6.9%	3.0%	8.3%	4.8%
April	8.9%	11.5%	5.7%	9.6%	7.1%	8.8%	15.2%	10.0%	9.5%
May	5.8%	12.0%	5.7%	9.5%	4.3%	6.8%	12.1%	6.0%	23.8%
June	10.4%	17.8%	31.4%	11.7%	12.9%	15.4%	18.2%	12.1%	9.5%
July	10.6%	20.0%	25.7%	11.4%	11.4%	10.3%	12.1%	15.9%	9.5%
August	12.3%	5.8%	2.9%	11.4%	25.7%	8.7%	12.1%	11.0%	4.8%
September	10.2%	7.2%	5.7%	9.3%	11.4%	9.3%	6.1%	8.9%	4.8%
October	11.4%	6.5%	8.6%	9.2%	1.4%	8.2%	9.1%	9.1%	28.6%
November	7.2%	4.7%	-	6.3%	2.9%	6.9%	-	4.9%	-
December	6.2%	4.3%	2.9%	4.2%	2.9%	6.6%	9.1%	4.0%	-
N	951	1,504	34	1,361	70	1,044	33	529	21

TABLE 9: Visitation by Month by Year



Note: For the 2019 survey, data collection occurred exclusively in January/February; for the 2021 survey, data collection occurred on a continuous basis from June onwards; and for the 2022 survey and subsequent surveys, data collection occurred on a continuous basis throughout the year.

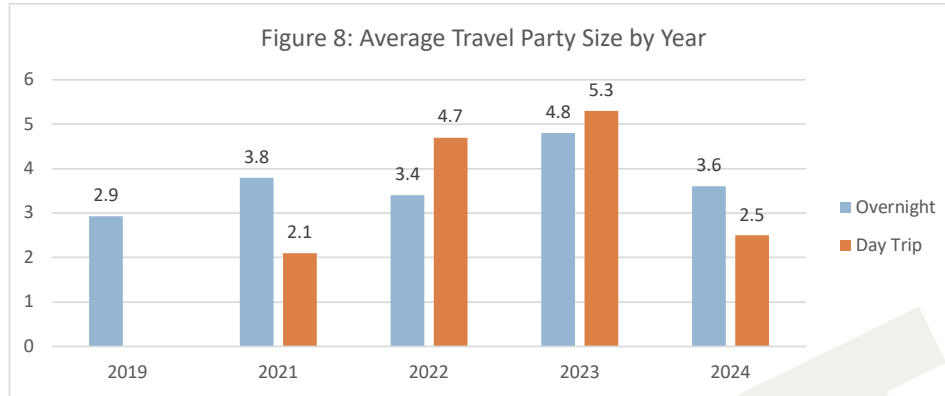
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021	2022	2023	2024
None/day trip only	2.0%	4.5%	5.2%	3.1%	4.0%
1 night	1.9%	1.8%	2.4%	0.4%	1.9%
2 nights	3.1%	4.9%	8.9%	5.6%	8.7%
3 nights	10.3%	7.5%	11.3%	10.2%	11.3%
4 nights	10.0%	9.3%	10.2%	7.9%	11.7%
5 nights	7.7%	9.6%	10.5%	7.5%	11.5%
6 nights	12.4%	10.9%	9.5%	7.6%	8.9%
7 nights	30.4%	34.0%	19.3%	15.4%	19.0%
8 nights	2.1%	3.4%	3.4%	5.5%	3.7%
9 nights	2.3%	2.6%	1.8%	3.7%	3.0%
10 nights	3.4%	3.1%	3.2%	3.7%	5.8%
11 nights	0.5%	0.4%	1.3%	2.6%	1.6%
12 nights	0.8%	0.9%	1.4%	3.7%	1.6%
13 nights	0.6%	0.7%	0.8%	2.9%	1.0%
14 nights	4.8%	4.2%	3.6%	4.4%	3.5%
15 nights	0.5%	0.8%	1.1%	2.9%	0.9%
More than 15 nights	7.1%	1.1%	6.2%	12.8%	1.9%
N	950	996	1,519	1,103	573

TABLE 10: Length of Stay by Year

Please indicate how many people (including yourself) were in your travel party.



	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Average	2.9	3.8	2.1	3.4	4.7	4.8	5.3	3.6	2.5
N	951	995	45	1,477	79	1,042	30	551	23

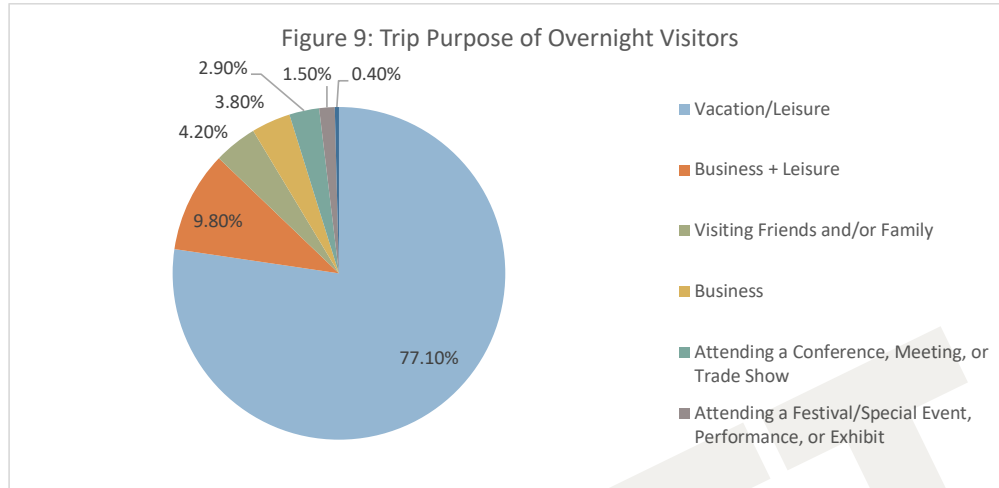
TABLE 11: Travel Party Size by Year

Please indicate by age category how many people were in your travel party.

Age	0	1	2	3	4	5	6 or more
Overnight	Under 18	76.4%	12.9%	7.4%	1.3%	0.7%	0.4%
	18-24	77.0%	9.8%	6.7%	1.1%	3.4%	0.9%
	25-34	59.7%	21.6%	10.7%	4.5%	0.7%	1.5%
	35-44	68.8%	10.9%	12.3%	1.8%	1.6%	2.4%
	45-54	82.2%	6.5%	7.3%	1.8%	-	1.3%
	55-64	81.5%	5.8%	10.5%	0.4%	0.5%	0.4%
65+	87.3%	3.6%	8.2%	0.7%	0.2%	-	
Day Trip	Under 18	73.9%	17.4%	8.7%	-	-	-
	18-24	73.9%	17.4%	8.7%	-	-	-
	25-34	56.5%	21.7%	21.7%	-	-	-
	35-44	82.6%	-	8.7%	4.3%	4.3%	-
	45-54	91.3%	-	8.7%	-	-	-
	55-64	95.7%	-	4.3%	-	-	-
65+	87.0%	4.3%	4.3%	4.3%	-	-	

TABLE 12: Travel Party Ages by Year

What was the main purpose of your overnight visit to Hilton Head Island?



	2021	2022	2023	2024
Vacation/Leisure	82.1%	74.3%	87.1%	77.1%
Business + Leisure	6.7%	6.9%	4.4%	9.8%
Visiting Friends and/or Family	3.9%	5.0%	2.7%	4.2%
Business	2.1%	5.3%	2.5%	3.8%
Attending a Conference, Meeting, or Trade Show	2.3%	4.2%	1.1%	2.9%
Attending a Festival/Special Event, Performance, or Exhibit	0.9%	2.5%	0.7%	1.5%
Other	1.9%	1.7%	1.4%	0.4%
N	995	1,491	1,081	551

TABLE 13: Trip Purpose of Overnight Visitors

Day Trip Visitors:

Was this visit part of an overnight vacation or a day trip from home?

	2021	2022	2023	2024
Part of a vacation	57.8%	72.2%	76.5%	73.9%
Day trip from home	42.2%	27.8%	23.5%	26.1%
N	45	79	34	15

TABLE 14: Day Trip as Part of a Vacation or Day Trip from Home

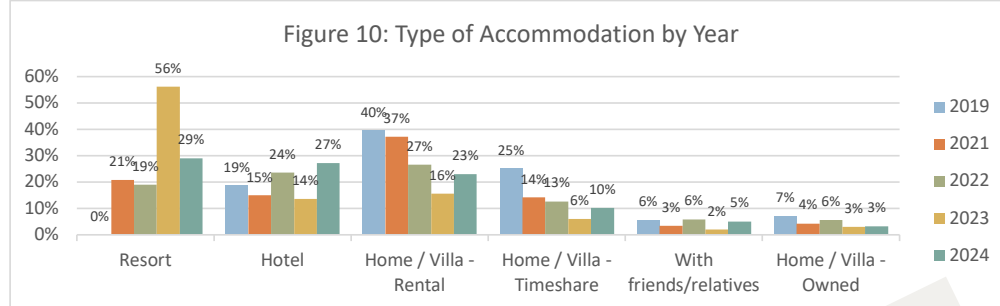
Where did you stay overnight?

	2021	2022	2023	2024
Charleston	19.2%	50.9%	26.9%	26.7%
Savannah	42.3%	19.3%	23.1%	26.7%
Jacksonville	3.8%	3.5%	11.5%	20.0%
Beaufort	19.2%	14.0%	15.4%	6.7%
Tybee Island	7.7%	10.5%	19.2%	6.7%
Fripp Island	3.8%	-	-	-
Other	3.8%	1.8%	3.8%	13.3%
N	26	57	26	15

TABLE 15: Day Trip Visitors' Overnight Location

Overnight Visitors:

What was your primary form of accommodation while visiting Hilton Head Island?



	2019	2021	2022	2023	2024
Resort	-	20.9%	19.0%	56.1%	29.0%
Hotel	18.6%	15.0%	23.6%	13.7%	27.2%
Home / Villa - Rental	39.5%	37.2%	26.6%	15.6%	23.0%
Home / Villa - Timeshare	25.2%	14.2%	12.7%	6.1%	10.2%
With friends/relatives	5.6%	3.4%	5.9%	2.0%	5.1%
Home / Villa - Owned	7.1%	4.3%	5.6%	3.0%	3.3%
RV park	1.1%	0.4%	1.5%	0.4%	2.2%
Other	1.4%	0.3%	0.1%	-	-
Resort	-	20.9%	19.0%	56.1%	29.0%
N	951	1,040	1,570	1,115	551

TABLE 16: Types of Accommodation by Year

What was the name of the Hotel/Resort where you stayed?

Sonesta	16.2%
Hampton Inn	15.0%
The Westin Hilton Head Island Resort & Spa	8.3%
Hilton Head Island Beach and Tennis Resort	7.5%
Crowne Plaza Hotel	3.8%
Disney's Hilton Head Island Resort	3.8%
Courtyard by Marriott Hilton Head Island	3.4%
Simple Rewards Inn	2.6%
Beach House Resort Hilton Head Island	2.3%
Hilton Beachfront	2.3%
N	291

TABLE 17: Top 10 Hotels or Resorts

Which of the following online platforms did you use to make your home/villa reservation?

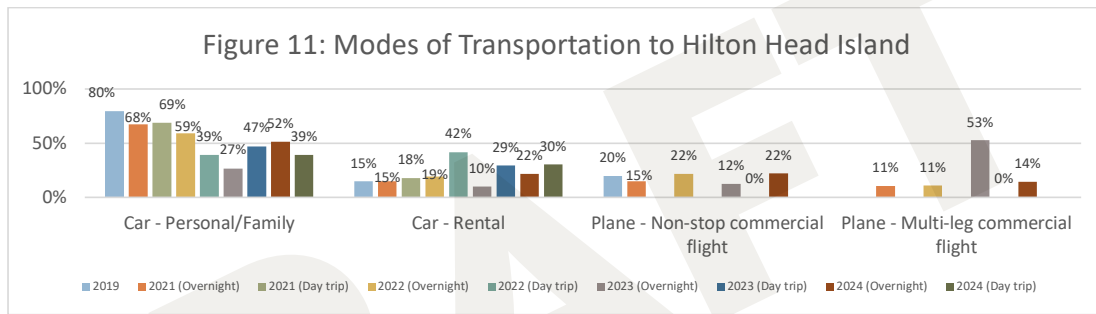
	2019	2021	2022	2023	2024
A Local vacation rental company	22.7%	22.9%	24.7%	22.2%	33.6%
VRBO	32.8%	34.2%	29.2%	32.3%	22.6%
Directly with the resort	11.2%	15.1%	13.0%	10.8%	17.1%
Airbnb	2.4%	10.0%	12.0%	10.2%	15.8%
Vacasa	-	4.9%	5.5%	6.6%	3.4%
TurnKey	-	1.3%	-	3.0%	2.1%
Booking.com	-	0.3%	2.2%	0.6%	1.4%
HomeAway	-	2.2%	3.5%	4.2%	0.7%
Directly with owner	-	6.2%	6.0%	-	-
I don't remember	3.5%	0.8%	3.0%	1.2%	1.4%
None	-	0.5%	0.5%	0.6%	2.1%
Other	23.5%	1.6%	0.5%	8.4%	-
N		371	401	167	146

TABLE 18: Booking Platforms for Home/Villa Rental

What type of transportation did you use to travel to Hilton Head Island?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Car - Personal/Family	79.5%	67.6%	68.9%	59.3%	39.2%	26.7%	47.1%	51.5%	39.1%
Plane - Non-stop commercial flight	19.5% ²	14.8%	-	21.5%	-	12.4%	-	22.1%	-
Car - Rental	14.7%	15.0%	17.8%	19.4%	41.8%	10.0%	29.4%	21.8%	30.4%
Plane - Multi-leg commercial flight	-	10.7%	-	11.0%	-	52.8%	-	14.2%	-
Motor Coach/Tour bus	-	1.5%	6.7%	3.9%	15.2%	5.9%	11.8%	10.0%	21.7%
Personal RV	1.1%	2.2%	-	4.9%	1.3%	1.9%	17.6%	5.1%	17.4%
Plane - Private	0.2%	0.7%	13.3%	3.4%	10.1%	1.5%	17.6%	2.2%	21.7%
Other	0.6%	0.6%	-	0.1%	-	0.2%	-	0.2%	-
N	953	995	45	1,477	79	1,115	34	551	23

TABLE 19: Modes of Transportation to Hilton Head Island



Visitors Arriving by Plane:

At which airport did you land?

	2019	2021	2022	2023	2024
Savannah/Hilton Head Island International	69.5%	40.6%	38.1%	12.1%	56.5%
Hilton Head Island	12.8%	39.8%	33.8%	81.6%	31.7%
Charleston	9.2%	8.8%	12.7%	3.3%	5.3%
Jacksonville	1.4%	2.0%	5.5%	1.1%	2.8%
Charlotte	1.4%	2.0%	3.3%	0.3%	2.0%
Atlanta	2.8%	5.6%	6.1%	1.4%	-
Other	2.8%	1.2%	0.4%	0.3%	2.0%
N	114	251	488	728	246

TABLE 20: Arrival Airport by Year

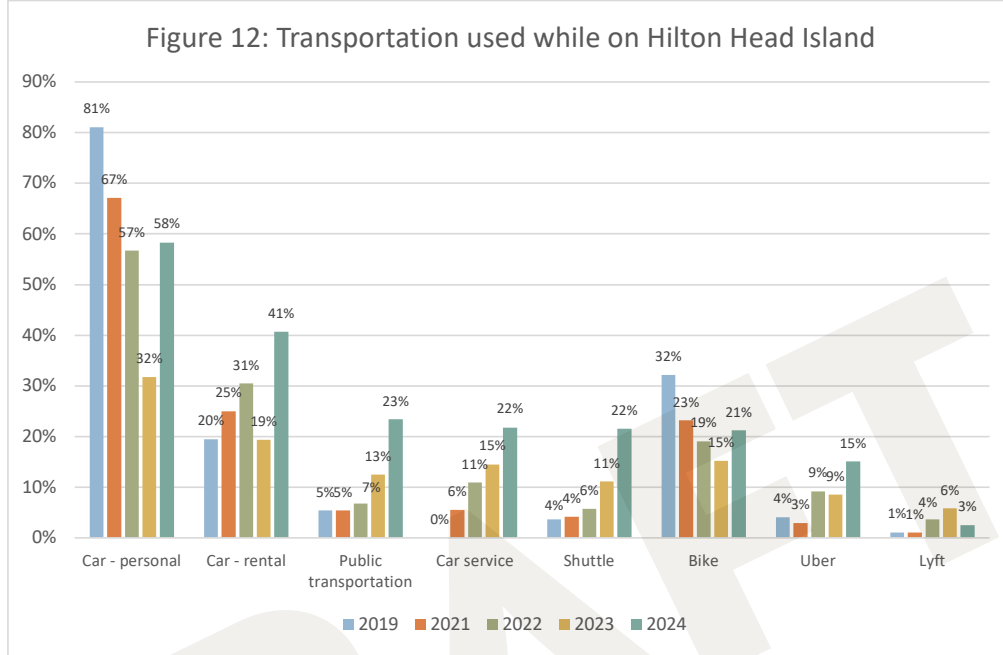
Which commercial airline did you use?

	2021	2022	2023	2024
American Airlines	38.9%	44.8%	25.4%	59.3%
Alaska	2.8%	10.4%	1.7%	8.3%
Air Canada	5.3%	6.8%	12.8%	7.5%
Southwest	8.1%	9.0%	14.2%	7.5%
Allegiant	10.1%	8.1%	2.1%	3.3%
Delta	16.6%	7.0%	2.6%	3.3%
JetBlue	6.5%	3.6%	12.2%	3.3%
Frontier	1.6%	2.3%	11.9%	2.9%
Breeze	1.2%	3.2%	1.4%	2.5%
Silver Airways	0.8%	1.8%	14.2%	1.2%
United	6.9%	1.8%	-	0.8%
Sun Country Airlines	0.4%	0.9%	0.1%	-
Spirit	0.4%	0.2%	-	-
N	247	442	720	241

TABLE 21: Commercial Airlines Used

² The 2019 survey did not divide commercial flights into non-stop and multi-leg, so stated percentage is for all commercial flights.

Once on Hilton Head Island, what mode(s) of transportation did you use?



	2019	2021	2022	2023	2024
Car - personal	81.1%	67.1%	56.7%	31.7%	58.3%
Car - rental	19.5%	25.0%	30.5%	19.4%	40.7%
Public transportation (HHI Trolley, etc.)	5.4%	5.4%	6.8%	12.5%	23.4%
Car service	-	5.5%	10.9%	14.5%	21.8%
Shuttle offered by the hotel/resort	3.7%	4.2%	5.7%	11.1%	21.6%
Bike	32.2%	23.2%	19.1%	15.2%	21.2%
Uber	4.1%	2.9%	9.2%	8.5%	15.1%
Lyft	1.1%	1.0%	3.7%	5.8%	2.5%
Other	-	0.1%	0.1%	-	0.7%
On Foot	-	1.4%	1.3%	0.8%	-
N	948	995	1,477	1,115	551

TABLE 22: Transportation Used While on Hilton Head

Please indicate the approximate total amount of money that was spent by your party/group for each category while in the Hilton Head Island area.

	Villa Rental	Hotel	Timeshare	Second Homeowner	Non-paying Guests	Day Trip	Overall
Transportation	\$275	\$392	\$410	\$478	\$642	\$94	\$378
Lodging	\$2,810	\$1,163	\$1,517	\$0	\$0	\$0	\$1,409
Food - Dining	\$690	\$445	\$650	\$623	\$480	\$186	\$521
Food - Grocery	\$306	\$198	\$271	\$287	\$170	\$44	\$228
Shopping	\$314	\$590	\$439	\$671	\$855	\$238	\$514
Spas	\$35	\$226	\$66	\$110	\$70	\$8	\$102
Golf	\$66	\$216	\$60	\$196	\$54	\$42	\$109
Biking	\$41	\$70	\$41	\$27	\$9	\$5	\$44
Performance/Visual Arts	\$24	\$263	\$62	\$74	\$37	\$31	\$117
Festivals	\$7	\$170	\$19	\$39	\$32	\$9	\$51
Museums/Historical Tours	\$22	\$158	\$69	\$21	\$75	\$19	\$74
Boating/Sailing/Fishing	\$128	\$273	\$213	\$87	\$286	\$37	\$200
Nature-based Activities	\$9	\$278	\$38	\$167	\$96	\$19	\$100
Dolphin Tours	\$57	\$220	\$69	\$32	\$50	\$17	\$99
Tennis	\$8	\$256	\$12	\$36	\$8	\$17	\$49
Other Expenses	\$38	\$709	\$86	\$177	\$266	\$72	\$278
Total Expenditure	\$4,822	\$3,385	\$4,009	\$3,024	\$3,130	\$836	\$3,656

Table 23: Average Per Travel Party Trip Expenditures by Category and Visitor Type

What are the three primary reasons why you visited Hilton Head Island?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Beaches	73.5%	75.4%	55.6%	62.0%	38.0%	40.7%	44.1%	61.9%	47.8%
Time with family/friends	48.4%	46.6%	24.4%	32.6%	10.1%	22.2%	26.5%	32.1%	34.8%
Relaxation	58.6%	51.5%	31.1%	34.1%	12.7%	31.7%	20.6%	31.8%	13.0%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	11.3%	12.0%	2.2%	13.3%	3.8%	19.5%	23.5%	22.9%	0.0%
Boating / Sailing / Kayaking	1.6%	7.5%	11.1%	13.6%	16.5%	12.3%	26.5%	22.5%	8.7%
Biking	15.7%	16.4%	11.1%	21.3%	27.8%	17.4%	11.8%	17.1%	21.7%
Heritage attractions / Museum / Historical tours	3.3%	6.5%	20.0%	10.6%	16.5%	6.1%	32.4%	13.4%	17.4%
Business trip (convention, meeting, etc.)	1.2%	5.1%	4.4%	10.5%	24.1%	13.1%	2.9%	11.3%	13.0%
Golf	16.3%	13.7%	8.9%	10.4%	13.9%	14.1%	2.9%	11.3%	8.7%
Shopping	11.7%	10.9%	24.4%	10.7%	8.9%	14.3%	20.6%	11.1%	8.7%
Festivals	4.0%	3.6%	6.7%	8.2%	3.8%	11.6%	8.8%	10.0%	4.3%
Culinary	13.9%	12.2%	31.1%	14.2%	27.8%	14.3%	20.6%	8.3%	8.7%
Attend sporting event	0.6%	4.7%	15.6%	11.2%	10.1%	11.3%	2.9%	7.8%	4.3%
Health/wellness/fitness	2.1%	3.4%	11.1%	5.9%	6.3%	13.1%	8.8%	5.8%	0.0%
Parks	1.4%	1.8%	6.7%	4.9%	5.1%	11.1%	2.9%	5.6%	4.3%
Wedding	-	1.2%	-	1.6%	-	0.9%	2.9%	2.7%	0.0%
Tennis	2.1%	1.7%	6.7%	2.6%	11.4%	3.9%	2.9%	2.4%	4.3%
Other	8.1%	4.1%	-	3.9%	2.5%	1.8%	5.9%	2.2%	8.7%
N	953	995	45	1,477	79	1,115	34	551	23

TABLE 24: Three Primary Reasons for Visitation



Which of the following activities did you actively participate in?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Beaches	83.2%	81.8%	42.2%	69.4%	51.9%	46.6%	44.1%	67.5%	30.4%
Shopping	69.1%	58.1%	46.7%	42.3%	13.9%	25.9%	29.4%	50.1%	26.1%
Relaxation	78.0%	68.7%	40.0%	45.6%	15.2%	28.1%	8.8%	42.1%	26.1%
Time with family/friends	70.5%	59.0%	37.8%	40.8%	20.3%	25.1%	20.6%	40.3%	39.1%
Biking	37.3%	40.5%	6.7%	38.4%	24.1%	31.2%	17.6%	36.7%	30.4%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	30.3%	26.3%	8.9%	24.6%	7.6%	14.9%	23.5%	33.0%	21.7%
Museum / Historical tours	17.8%	15.7%	11.1%	17.9%	8.9%	9.9%	14.7%	24.3%	21.7%
Culinary	40.1%	29.1%	31.1%	27.5%	16.5%	14.3%	20.6%	21.8%	4.3%
Water excursions	24.4%	17.6%	17.8%	11.3%	29.1%	17.8%	17.6%	19.4%	17.4%
Golf	23.8%	18.7%	8.9%	14.6%	6.3%	6.7%	5.9%	18.5%	4.3%
Festivals	13.4%	6.5%	6.7%	12.1%	8.9%	5.8%	17.6%	16.2%	13.0%
Health / Wellness / Fitness	12.6%	12.8%	4.4%	14.8%	12.7%	7.8%	14.7%	15.4%	0.0%
Business/work	2.5%	7.1%	13.3%	11.8%	11.4%	5.4%	2.9%	15.1%	13.0%
Music or theatrical performance / Visual arts exhibit	16.7%	6.2%	8.9%	10.4%	3.8%	6.5%	8.8%	14.7%	13.0%
Spas	8.0%	5.1%	6.7%	9.5%	5.1%	3.9%	5.9%	13.1%	4.3%
Sports activities	8.1%	4.4%	8.9%	5.8%	5.1%	2.8%	91.2%	8.0%	4.3%
Attend sporting event	2.3%	4.9%	8.9%	13.5%	16.5%	15.3%	11.8%	7.3%	13.0%
Tennis	5.9%	4.9%	-	3.2%	1.3%	3.9%	2.9%	5.8%	4.3%
University visit / Education / Intellectual programs	0.6%	1.4%	2.2%	2.0%	1.3%	1.6%	2.9%	3.3%	0.0%
Other	3.9%	2.0%	-	2.6%	6.3%	1.8%	5.9%	1.3%	17.4%
N	950	995	45	1,477	79	1,115	34	551	23

TABLE 25: Activities Visitors Participated In

DRAFT

Which shopping locations did you visit?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Coligny Plaza	68.8%	64.7%	26.7%	54.4%	32.9%	31.6%	23.5%	47.0%	13.0%
Main Street Village	25.0%	20.2%	8.9%	24.6%	25.3%	14.9%	20.6%	26.0%	4.3%
Downtown Bluffton	30.5%	25.4%	28.9%	31.1%	34.2%	20.4%	38.2%	40.5%	52.2%
Harbour Town	60.2%	55.8%	26.7%	44.2%	39.2%	29.2%	23.5%	39.0%	13.0%
Shelter Cove Harbour	47.8%	42.0%	17.8%	36.9%	21.5%	23.0%	20.6%	29.0%	13.0%
Shelter Cove Towne Centre	40.4%	33.4%	20.0%	25.0%	8.9%	21.2%	29.4%	30.3%	13.0%
Tanger Outlets	53.2%	34.9%	37.8%	26.1%	22.8%	19.6%	5.9%	20.5%	8.7%
Village at Wexford	16.4%	10.9%	6.7%	12.8%	11.4%	10.9%	11.8%	12.7%	8.7%
The Shops at Sea Pines Center	32.6%	30.3%	8.9%	25.5%	6.3%	18.1%	35.3%	26.0%	26.1%
South Beach Marina	25.2%	21.5%	11.1%	17.7%	15.2%	14.9%	23.5%	22.0%	13.0%
Buckwalter shopping areas	2.9%	4.9%	11.1%	8.3%	10.1%	10.1%	8.8%	14.9%	13.0%
Shopping areas off 278 (Target, Kroger, Best Buy, etc.)	42.0%	30.7%	22.2%	21.7%	20.3%	18.3%	20.6%	19.6%	8.7%
Other	5.5%	2.1%	2.2%	2.3%	1.3%	2.1%	67.6%	-	-
None	2.1%	1.5%	2.2%	0.7%	1.3%	0.7%	23.5%	1.3%	8.7%
N	945	995	45	1,477	79	1,115	34	551	23

TABLE 26: Shopping Locations Visited

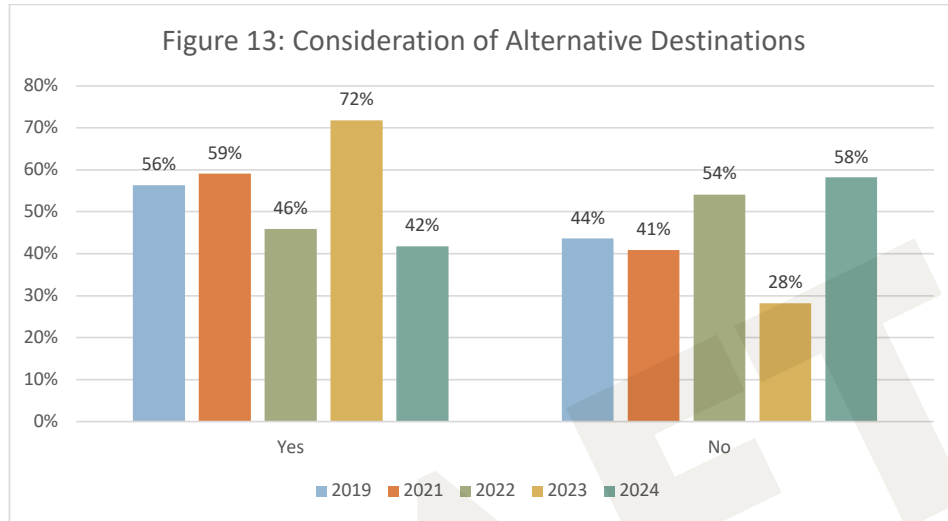
Did you visit any of the following cities while staying on Hilton Head Island?

	2021	2022	2023	2024
Bluffton	37.0%	37.4%	66.2%	45.0%
Beaufort	17.7%	23.2%	9.4%	19.8%
Charleston	15.7%	20.8%	10.5%	23.6%
Daufuskie Island	13.0%	17.1%	7.8%	18.7%
Jacksonville	5.4%	11.3%	4.8%	15.6%
Savannah	29.3%	26.0%	16.0%	23.2%
Tybee Island	7.3%	10.0%	51.1%	16.5%
Other	0.9%	0.5%	0.9%	0.5%
I did not visit any other cities.	28.8%	20.1%	12.2%	18.0%
N	995	1,477	1,115	551

TABLE 27: Other Cities Visited While on Hilton Head

TRAVEL PLANNING

Before deciding to visit Hilton Head Island, did you consider any other destinations?



	2019	2021	2022	2023	2024
Yes	56.4%	59.1%	45.9%	71.8%	41.8%
No	43.6%	40.9%	54.1%	28.2%	58.2%
N	1,691	1,039	1,570	1,114	574

TABLE 28: Consideration of alternative destinations by year

Which of the following destinations did you consider visiting?

	2019	2021	2022	2023	2024
Caribbean	12.5%	23.1%	20.4%	12.1%	29.6%
Hawaiian Islands	4.8%	15.8%	24.4%	14.4%	29.3%
Alabama Golf Trail	1.6%	23.8%	31.9%	15.1%	27.5%
Outer Banks, NC	22.6%	28.9%	20.0%	12.3%	27.5%
Gulf Shores, AL	14.9%	19.8%	28.1%	18.3%	26.1%
Savannah, GA	33.9%	20.0%	19.3%	11.3%	22.6%
Isle of Palms, SC	12.5%	18.1%	16.1%	6.9%	22.6%
Charleston, SC	45.2%	24.2%	19.3%	8.5%	21.3%
Orlando, FL	12.1%	19.3%	15.0%	9.5%	18.5%
Other	11.3%	13.2%	13.6%	12.4%	16.7%
Sanibel Island, FL	13.7%	13.4%	13.8%	7.5%	15.7%
Sea Island, GA	4.8%	10.4%	12.5%	9.4%	14.6%
Kiawah Island, SC	14.1%	15.5%	10.8%	7.5%	13.9%
Aspen, CO	2.0%	11.5%	10.1%	10.4%	13.2%
Marco Island/Naples, FL	12.1%	14.4%	18.2%	11.8%	12.9%
Ponte Vedre, FL	3.6%	8.5%	8.9%	5.5%	12.9%
Telluride, CO	0.8%	7.8%	12.4%	10.3%	12.5%
Sandestin, FL	8.5%	9.2%	13.1%	8.4%	12.5%
Reynolds Plantation, GA	1.2%	8.9%	10.7%	8.3%	12.5%
Napa/Sonoma, CA	2.8%	8.5%	8.9%	6.4%	11.8%
Jekyll Island, GA	12.5%	13.2%	10.1%	10.4%	11.1%
St. Simons Island, GA	-	10.1%	10.4%	7.6%	10.8%
Sarasota, FL	6.9%	7.3%	9.6%	6.9%	10.5%
Myrtle Beach, SC	37.5%	20.5%	12.9%	7.0%	10.1%
Pinehurst, NC	3.2%	9.9%	12.2%	7.0%	9.8%
Tampa/St. Petersburg, FL	10.1%	9.6%	6.5%	6.3%	8.7%
The Florida Keys	19.4%	12.5%	8.5%	11.6%	7.7%
Tybee Island, GA	18.2%	14.6%	8.8%	6.3%	7.0%
Santa Fe, NM	1.6%	2.8%	4.0%	5.4%	7.0%
Bluffton, SC	-	1.9%	4.4%	1.5%	5.2%
Total	248	425	720	800	278

TABLE 29: Alternative Destinations by Year

How did Hilton Head Island make it to your list of places to consider for your vacation?

	2019	2021	2022	2023	2024
Wanted to visit a beach destination.	48.3%	49.7%	45.7%	32.6%	52.3%
It was recommended by friends/family.	18.2%	24.1%	26.2%	12.2%	40.8%
Had visited in the past and wanted to return.	80.3%	60.0%	42.5%	20.4%	40.6%
Wanted to visit because of the nature-based attractions.	10.9%	14.5%	23.3%	23.4%	39.9%
Wanted to visit heritage attractions.	4.6%	7.8%	20.3%	18.2%	32.6%
Wanted to visit someplace new.	8.6%	18.1%	17.8%	10.6%	29.1%
Discovered/learned about it on the internet/display ads/search engines.	3.0%	7.5%	10.1%	4.7%	19.2%
Wanted to visit some place within driving distance.	22.7%	23.9%	19.4%	7.9%	18.5%
Saw an advertisement in a magazine or website/social media about the area.	2.1%	4.0%	9.9%	4.4%	18.3%
Wanted to attend a cultural/performing arts event.	1.9%	2.7%	6.3%	3.2%	14.1%
Safe place to visit during or after COVID-19 pandemic.	-	19.0%	9.3%	4.2%	7.8%
Wanted to attend a sporting event.	1.7%	2.9%	4.3%	1.9%	6.6%
Other	14.2%	8.5%	5.1%	2.9%	6.6%
Total	953	1,039	1,570	1,288	574

TABLE 30: Reasons for Visiting Hilton Head Island

How likely are you to return to Hilton Head Island?

	2021	2022	2023	2024
Very likely	74.3%	62.7%	44.4%	53.7%
Likely	15.0%	22.5%	24.3%	30.4%
Neutral	7.6%	9.5%	17.2%	12.6%
Unlikely	1.9%	3.7%	13.4%	2.2%
Very Unlikely	1.3%	1.7%	0.6%	1.0%
Total	1,027	1,510	1,027	574

TABLE 31: Likelihood of Visiting Hilton Head Island Again

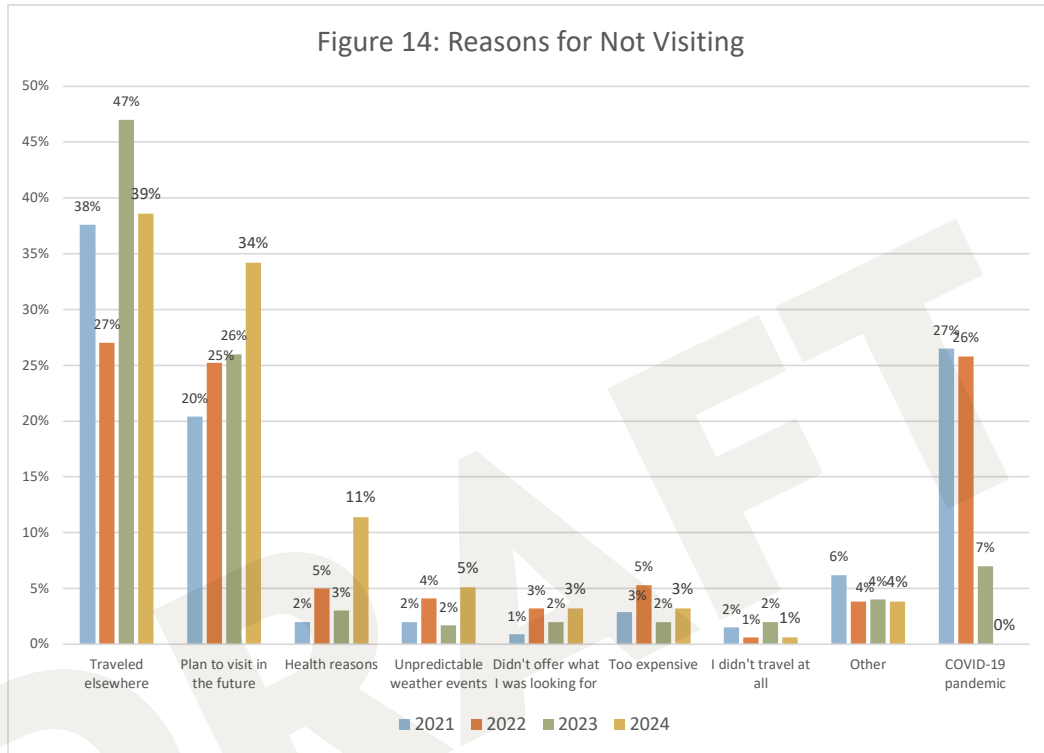
How likely are you to recommend visiting Hilton Head Island to a friend or family member?

	2021	2022	2023	2024
Definitely Recommend	79.7%	70.2%	48.4%	65.6%
Probably Recommend	14.9%	21.8%	22.8%	23.4%
May or May Not Recommend	4.9%	6.2%	14.1%	9.0%
Probably Not Recommend	0.5%	1.5%	14.4%	1.6%
Definitely Not Recommend	-	0.2%	0.2%	0.3%
Total	1,034	1,522	1,039	574

TABLE 32: Likelihood of Recommending a Visit to Hilton Head Island

NON-VISITORS

Which of the following most accurately reflects why you did not visit Hilton Head Island-Bluffton during the last 12 months?



	2021	2022	2023	2024
Traveled elsewhere	37.6%	27.0%	47.0%	38.6%
Plan to visit in the future	20.4%	25.2%	26.0%	34.2%
Health reasons	2.0%	5.0%	3.0%	11.4%
Unpredictable weather events	2.0%	4.1%	1.7%	5.1%
Didn't offer what I was looking for	0.9%	3.2%	2.0%	3.2%
Too expensive	2.9%	5.3%	2.0%	3.2%
I didn't travel at all	1.5%	0.6%	2.0%	0.6%
Other	6.2%	3.8%	4.0%	3.8%
COVID-19 pandemic	26.5%	25.8%	7.0%	-
Total	860	341	100	158

TABLE 33: Reasons for not visiting

Please indicate the region(s) that you traveled to in the past 12 months.

	2021	2022	2023	2024
USA - Southeast (GA, FL, NC, SC)	26.9%	33.7%	42.0%	34.4%
USA - Northeast (CT, MA, MA, NJ, NH, NY, PA, RI, VT)	9.1%	18.5%	24.0%	33.1%
USA - West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9.8%	19.6%	22.0%	25.5%
USA - South (AL, AR, KY, LA, MS, OK, TN, TX)	9.0%	22.3%	27.0%	23.6%
Canada	1.4%	10.9%	16.0%	16.6%
USA - South Atlantic (DE, DC, MD, VA, WV)	8.0%	17.0%	16.0%	14.6%
Europe	1.2%	7.3%	10.0%	14.6%
USA - Midwest (IA, IN, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)	10.5%	20.8%	17.0%	14.0%
Latin America and Caribbean	2.1%	6.5%	6.0%	12.1%
Asia	0.5%	4.4%	8.0%	12.1%
Australia/New Zealand	0.2%	3.2%	6.0%	5.1%
Africa	0.3%	1.2%	1.0%	2.5%
Total	860	341	100	157

TABLE 34: Regions Visited by Non-Visitors in the Past 12 Months

How many times have you visited Hilton Head Island-Bluffton in the past 10 years?

	2021	2022	2023	2024
Never visited	38.9%	42.9%	33.7%	29.7%
1	18.6%	14.0%	9.5%	16.3%
2 to 5	30.2%	36.4%	40.8%	45.5%
6 to 10	9.8%	5.0%	13.6%	6.5%
11 to 20	1.9%	0.9%	1.2%	1.6%
21 or more	0.9%	0.5%	1.2%	0.4%
Total	860	341	169	246

TABLE 35: Visitation Frequency in the Past 10 Years by Non-Visitors

Do you have plans to visit Hilton Head Island-Bluffton in the near future?

	2021	2022	2023	2024
Yes, within one year	49.2%	50.1%	48.8%	36.7%
Yes, but not sure when	42.5%	49.0%	47.0%	55.9%
No	8.3%	0.9%	4.2%	36.7%
Total	859	341	168	245

TABLE 36: Plans of visiting Hilton Head Island in the Future by Non-Visitors

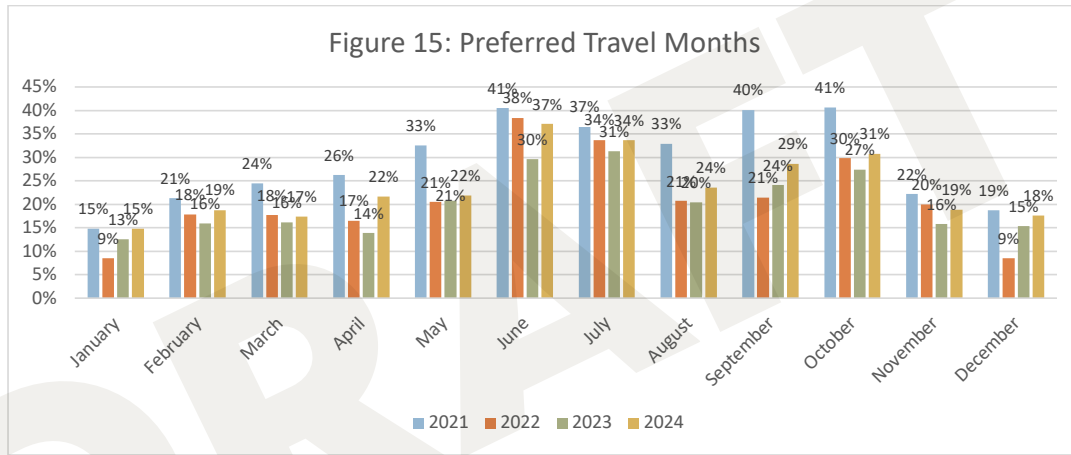
TRAVEL BEHAVIOR – ALL RESPONDENTS

On average, approximately how many leisure/vacation trips do you take each year?

	2021	2022	2023	2024
0 to 1	15.3%	10.0%	7.3%	11.7%
2 to 4	55.1%	47.3%	50.6%	57.8%
5 to 7	19.2%	29.9%	23.4%	18.8%
8 to 10	6.3%	8.2%	15.8%	8.7%
More than 10	4.1%	4.7%	2.9%	3.0%
Total	1,042	984	1,625	1,025

TABLE 37: Frequency of Leisure/Vacation Trips

Which month(s) are you most likely to travel for vacation purposes?



	2021	2022	2023	2024
January	14.8%	8.5%	12.6%	14.8%
February	21.3%	17.8%	15.9%	18.8%
March	24.4%	17.7%	16.1%	17.4%
April	26.2%	16.5%	13.9%	21.6%
May	32.5%	20.5%	20.8%	21.9%
June	40.5%	38.4%	29.6%	37.1%
July	36.5%	33.7%	31.3%	33.7%
August	32.9%	20.7%	20.4%	23.6%
September	40.1%	21.4%	24.1%	28.7%
October	40.6%	29.8%	27.3%	30.8%
November	22.2%	20.0%	15.8%	18.8%
December	18.7%	8.5%	15.3%	17.6%
Total	1,042	984	1,625	1,040

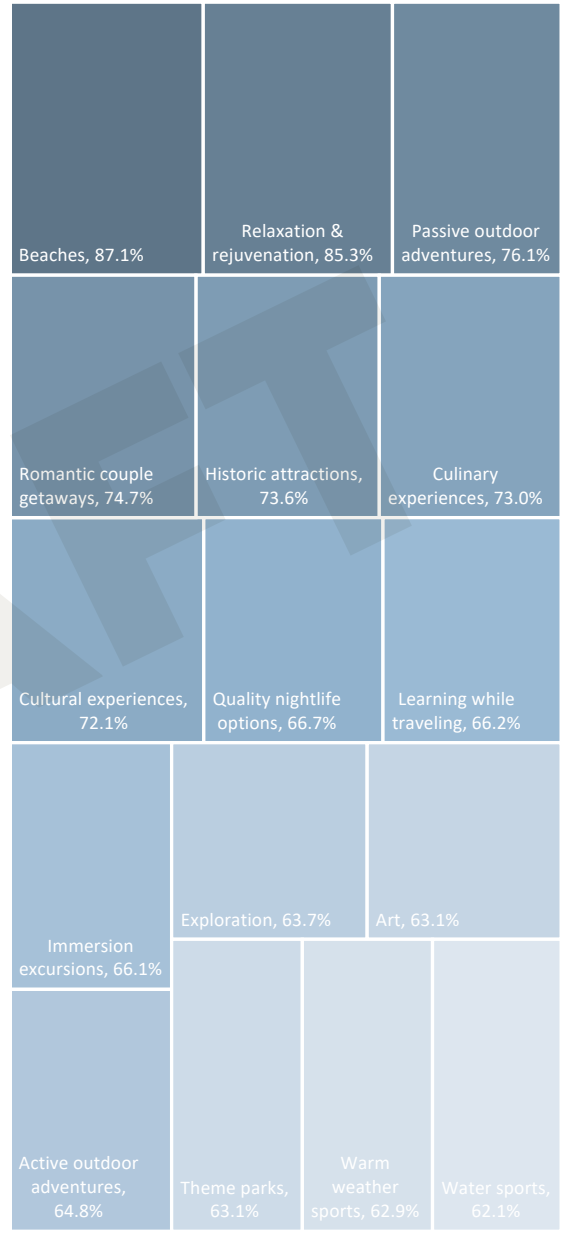
TABLE 38: Preferred Travel Months

To what extent do the following types of vacations/leisure trips and/or travel experiences appeal to you?

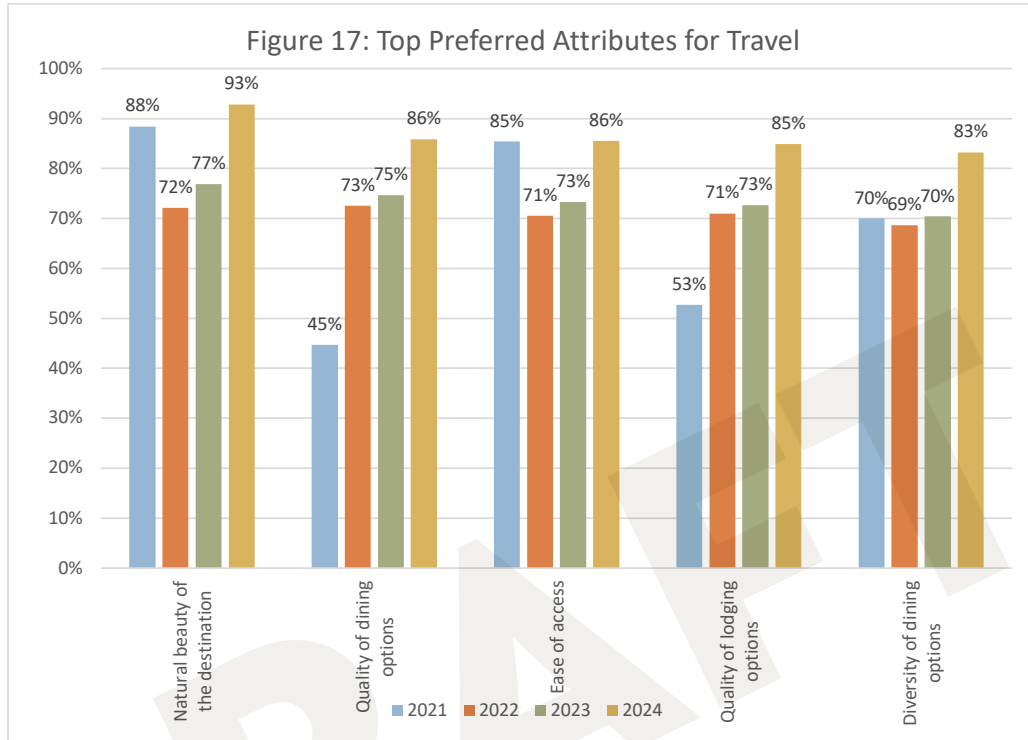
“Appealing” + “Very Appealing”	2021	2022	2023	2024
Beaches	88.4%	65.1%	71.2%	87.1%
Relaxation & rejuvenation	85.4%	66.9%	72.2%	85.3%
Passive outdoor adventures	72.6%	64.4%	63.7%	76.1%
Romantic couple getaways	70.0%	65.0%	60.8%	74.7%
Historic attractions	75.5%	64.4%	60.9%	73.6%
Culinary experiences	70.1%	63.7%	60.3%	73.0%
Cultural experiences	70.7%	62.9%	57.5%	72.1%
Quality nightlife options	52.6%	60.3%	52.2%	66.7%
Learning while traveling	60.9%	56.3%	54.1%	66.2%
Immersion excursions	49.6%	57.4%	51.1%	66.1%
Active outdoor adventures	46.8%	59.6%	51.9%	64.8%
Exploration	57.5%	59.8%	54.1%	63.7%
Art	49.8%	57.1%	49.2%	63.1%
Theme parks	44.7%	58.7%	51.7%	63.1%
Warm weather sports	52.7%	61.2%	53.5%	62.9%
Water sports	48.8%	60.4%	51.1%	62.1%
Performing/cultural arts getaways	51.2%	58.6%	50.5%	61.0%
Luxury camping	39.9%	55.0%	50.7%	60.6%
Urban getaway	48.4%	58.5%	48.0%	60.2%
Spectator sporting events	49.2%	57.0%	51.5%	59.7%
Waterparks	40.3%	54.4%	47.9%	58.4%
Medical/wellness	40.8%	55.5%	47.9%	56.1%
Golf getaways	37.4%	50.6%	41.9%	52.3%
Winter sports	30.2%	53.9%	42.5%	51.7%
Voluntourism	29.5%	49.9%	40.8%	47.6%
Tennis getaways	25.8%	48.5%	36.2%	47.0%
Total	949	1,005	1,625	967

TABLE 39: Preferred Vacation/Leisure Travel Experiences

Figure 16: Preferred Travel Experiences



How important are the following attributes to you in choosing a leisure vacation?



“Important” + “Very Important”	2021	2022	2023	2024
Natural beauty of the destination	88.4%	72.1%	76.9%	92.8%
Quality of dining options	44.7%	72.5%	74.6%	85.8%
Ease of access	85.4%	70.5%	73.3%	85.5%
Quality of lodging options	52.7%	71.0%	72.6%	84.9%
Diversity of dining options	70.0%	68.6%	70.4%	83.2%
Affordability	75.5%	67.2%	73.0%	80.6%
Diversity of lodging options	25.8%	67.3%	65.9%	77.8%
Low traffic congestion	60.9%	64.8%	63.6%	74.7%
Travel distance	70.7%	63.1%	63.3%	71.1%
Environmental/ecological sensitivity	72.6%	67.6%	59.2%	69.9%
Access to other cities in the surrounding area	46.8%	58.8%	57.8%	66.9%
Activities like events/festivals	49.6%	64.2%	55.4%	66.0%
Nightlife activity options	48.4%	61.4%	53.2%	65.7%
Medical/wellness	37.4%	60.4%	52.6%	60.1%
Public transportation	57.5%	57.0%	49.2%	57.9%
Total	949	1,005	1,625	967

TABLE 40: Preferred Attributes for Vacation/Leisure Travel

Please indicate the extent to which you agree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I would rather rely on a travel agent or tour operator than make my own travel arrangements.	8.8%	19.8%	25.2%	31.2%	15.0%
I try to support the local economy of places that I visit.	28.0%	47.8%	17.3%	3.3%	3.5%
N 989					

TABLE 41: Travel Preferences

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APPENDIX

ALL ZIP CODES COLLECTED BY MSA

MSA	Count	Percent
New York-Newark-Jersey City, NY-NJ	73	7.1%
Los Angeles-Long Beach-Anaheim, CA	42	4.1%
Seattle-Tacoma-Bellevue, WA	38	3.7%
Washington-Arlington-Alexandria, DC-VA-MD-WV	33	3.2%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	28	2.7%
Lexington-Fayette, KY	27	2.6%
Rochester, NY	25	2.4%
Atlanta-Sandy Springs-Roswell, GA	22	2.2%
Charleston-North Charleston, SC	20	2.0%
Chicago-Naperville-Elgin, IL-IN	19	1.9%
Pittsburgh, PA	19	1.9%
Charlotte-Concord-Gastonia, NC-SC	17	1.7%
Dallas-Fort Worth-Arlington, TX	16	1.6%
Hilton Head Island-Bluffton-Port Royal, SC	14	1.4%
Baltimore-Columbia-Towson, MD	13	1.3%
Las Vegas-Henderson-North Las Vegas, NV	13	1.3%
Myrtle Beach-Conway-North Myrtle Beach, SC	13	1.3%
Louisville/Jefferson County, KY-IN	12	1.2%
Cincinnati, OH-KY-IN	11	1.1%
Phoenix-Mesa-Chandler, AZ	11	1.1%
Boston-Cambridge-Newton, MA-NH	10	1.0%
Miami-Fort Lauderdale-West Palm Beach, FL	10	1.0%
Rural OH	10	1.0%
Columbia, SC	9	0.9%
Detroit-Warren-Dearborn, MI	9	0.9%
Minneapolis-St. Paul-Bloomington, MN-WI	9	0.9%
Columbus, OH	8	0.8%
Birmingham, AL	7	0.7%
Fresno, CA	7	0.7%
Greenville-Anderson-Greer, SC	7	0.7%
Indianapolis-Carmel-Greenwood, IN	7	0.7%
Milwaukee-Waukesha, WI	7	0.7%
Providence-Warwick, RI-MA	7	0.7%
San Francisco-Oakland-Fremont, CA	7	0.7%
San Jose-Sunnyvale-Santa Clara, CA	7	0.7%
St. Louis, MO-IL	7	0.7%
Virginia Beach-Chesapeake-Norfolk, VA-NC	7	0.7%
Akron, OH	6	0.6%
Denver-Aurora-Centennial, CO	6	0.6%
Fort Collins-Loveland, CO	6	0.6%
Little Rock-North Little Rock-Conway, AR	6	0.6%
New Orleans-Metairie, LA	6	0.6%
Rural SC	6	0.6%
San Diego-Chula Vista-Carlsbad, CA	6	0.6%
Tampa-St. Petersburg-Clearwater, FL	6	0.6%
Asheville, NC	5	0.5%

MSA	Count	Percent
Athens-Clarke County, GA	5	0.5%
Augusta-Richmond County, GA-SC	5	0.5%
Buffalo-Cheektowaga, NY	5	0.5%
Montgomery, AL	5	0.5%
Orlando-Kissimmee-Sanford, FL	5	0.5%
Riverside-San Bernardino-Ontario, CA	5	0.5%
Rural TX	5	0.5%
Sacramento-Roseville-Folsom, CA	5	0.5%
Allentown-Bethlehem-Easton, PA-NJ	4	0.4%
Davenport-Moline-Rock Island, IA-IL	4	0.4%
Dayton-Kettering-Beavercreek, OH	4	0.4%
Janesville-Beloit, WI	4	0.4%
Kansas City, MO-KS	4	0.4%
Knoxville, TN	4	0.4%
Memphis, TN-MS-AR	4	0.4%
Nashville-Davidson--Murfreesboro--Franklin, TN	4	0.4%
Toledo, OH	4	0.4%
Waco, TX	4	0.4%
Albuquerque, NM	3	0.3%
Chattanooga, TN-GA	3	0.3%
Deltona-Daytona Beach-Ormond Beach, FL	3	0.3%
Des Moines-West Des Moines, IA	3	0.3%
Durham-Chapel Hill, NC	3	0.3%
El Paso, TX	3	0.3%
Fargo, ND-MN	3	0.3%
Florence, SC	3	0.3%
Greensboro-High Point, NC	3	0.3%
Gulfport-Biloxi, MS	3	0.3%
Oklahoma City, OK	3	0.3%
Portland-Vancouver-Hillsboro, OR-WA	3	0.3%
Richmond, VA	3	0.3%
Rural NV	3	0.3%
Spartanburg, SC	3	0.3%
Sumter, SC	3	0.3%
Syracuse, NY	3	0.3%
Terre Haute, IN	3	0.3%
Tuscaloosa, AL	3	0.3%
Wichita, KS	3	0.3%
Albany-Schenectady-Troy, NY	2	0.2%
Augusta-Waterville, ME	2	0.2%
Austin-Round Rock-San Marcos, TX	2	0.2%
Bellingham, WA	2	0.2%
Cape Coral-Fort Myers, FL	2	0.2%
Columbia, MO	2	0.2%
Crestview-Fort Walton Beach-Destin, FL	2	0.2%
Eau Claire, WI	2	0.2%
Evansville, IN	2	0.2%
Greeley, CO	2	0.2%
Harrisburg-Carlisle, PA	2	0.2%

MSA	Count	Percent
Hartford-West Hartford-East Hartford, CT	2	0.2%
Houston-Pasadena-The Woodlands, TX	2	0.2%
Huntsville, AL	2	0.2%
Hutchinson, KS	2	0.2%
Jackson, MS	2	0.2%
Jacksonville, FL	2	0.2%
Juneau, AK	2	0.2%
Kingsport-Bristol, TN-VA	2	0.2%
Kingston, NY	2	0.2%
Lakeland-Winter Haven, FL	2	0.2%
Lansing-East Lansing, MI	2	0.2%
Macon-Bibb County, GA	2	0.2%
Mobile, AL	2	0.2%
Ottawa, IL	2	0.2%
Owatonna, MN	2	0.2%
Parkersburg-Vienna, WV	2	0.2%
Peoria, IL	2	0.2%
Portland-South Portland, ME	2	0.2%
Raleigh-Cary, NC	2	0.2%
Rural KS	2	0.2%
Rural KY	2	0.2%
Rural NY	2	0.2%
Rural WI	2	0.2%
San Antonio-New Braunfels, TX	2	0.2%
Santa Cruz-Watsonville, CA	2	0.2%
Savannah, GA	2	0.2%
Springfield, MA	2	0.2%
Stockton-Lodi, CA	2	0.2%
Topeka, KS	2	0.2%
Trenton-Princeton, NJ	2	0.2%
Tucson, AZ	2	0.2%
Youngstown-Warren, OH	2	0.2%
Aberdeen, WA	1	0.1%
Adrian, MI	1	0.1%
Albany, GA	1	0.1%
Alexander City, AL	1	0.1%
Anchorage, AK	1	0.1%
Ann Arbor, MI	1	0.1%
Auburn, NY	1	0.1%
Bakersfield-Delano, CA	1	0.1%
Barnstable Town, MA	1	0.1%
Batavia, NY	1	0.1%
Beatrice, NE	1	0.1%
Beaumont-Port Arthur, TX	1	0.1%
Beaver Dam, WI	1	0.1%
Beckley, WV	1	0.1%
Bemidji, MN	1	0.1%
Bend, OR	1	0.1%
Bennington, VT	1	0.1%

MSA	Count	Percent
Blacksburg-Christiansburg-Radford, VA	1	0.1%
Boise City, ID	1	0.1%
Branson, MO	1	0.1%
Bremerton-Silverdale-Port Orchard, WA	1	0.1%
Bridgeport-Stamford-Danbury, CT	1	0.1%
Brookings, SD	1	0.1%
Bucyrus, OH	1	0.1%
Campbellsville, KY	1	0.1%
Canton-Massillon, OH	1	0.1%
Cedar Rapids, IA	1	0.1%
Charleston, WV	1	0.1%
Charlottesville, VA	1	0.1%
Chillicothe, OH	1	0.1%
Clarksville, TN-KY	1	0.1%
Columbus, GA-AL	1	0.1%
Concord, NH	1	0.1%
Corning, NY	1	0.1%
Daphne-Fairhope-Foley, AL	1	0.1%
Del Rio, TX	1	0.1%
Dublin, GA	1	0.1%
Duluth, MN-WI	1	0.1%
East Stroudsburg, PA	1	0.1%
Easton, MD	1	0.1%
Effingham, IL	1	0.1%
El Dorado, AR	1	0.1%
Elizabeth City, NC	1	0.1%
Elizabethtown, KY	1	0.1%
Elko, NV	1	0.1%
Eugene-Springfield, OR	1	0.1%
Evanston, WY-UT	1	0.1%
Fallon, NV	1	0.1%
Faribault-Northfield, MN	1	0.1%
Fayetteville-Springdale-Rogers, AR	1	0.1%
Fayetteville, NC	1	0.1%
Fergus Falls, MN	1	0.1%
Flint, MI	1	0.1%
Fond du Lac, WI	1	0.1%
Fort Payne, AL	1	0.1%
Fort Wayne, IN	1	0.1%
Frankfort, IN	1	0.1%
Gaffney, SC	1	0.1%
Gainesville, GA	1	0.1%
Grand Forks, ND-MN	1	0.1%
Green Bay, WI	1	0.1%
Greeneville, TN	1	0.1%
Greenville, NC	1	0.1%
Grenada, MS	1	0.1%
Hannibal, MO	1	0.1%
Hays, KS	1	0.1%

MSA	Count	Percent
Helena, MT	1	0.1%
Indiana, PA	1	0.1%
Jackson, MI	1	0.1%
Jacksonville, TX	1	0.1%
Jasper, IN	1	0.1%
Johnstown, PA	1	0.1%
Kennewick-Richland, WA	1	0.1%
Kill Devil Hills, NC	1	0.1%
Kirksville, MO	1	0.1%
Klamath Falls, OR	1	0.1%
Lafayette-West Lafayette, IN	1	0.1%
Lancaster, PA	1	0.1%
Las Cruces, NM	1	0.1%
Lima, OH	1	0.1%
Lubbock, TX	1	0.1%
Lynchburg, VA	1	0.1%
Marquette, MI	1	0.1%
McAllen-Edinburg-Mission, TX	1	0.1%
Meridian, MS	1	0.1%
Middlesborough, KY	1	0.1%
Monroe, MI	1	0.1%
Morgantown, WV	1	0.1%
Mount Pleasant, TX	1	0.1%
Napa, CA	1	0.1%
New Philadelphia-Dover, OH	1	0.1%
Norfolk, NE	1	0.1%
North Port-Bradenton-Sarasota, FL	1	0.1%
Ocala, FL	1	0.1%
Odessa, TX	1	0.1%
Ogden, UT	1	0.1%
Omaha, NE-IA	1	0.1%
Opelousas, LA	1	0.1%
Orangeburg, SC	1	0.1%
Oxford, MS	1	0.1%
Oxnard-Thousand Oaks-Ventura, CA	1	0.1%
Panama City-Panama City Beach, FL	1	0.1%
Pensacola-Ferry Pass-Brent, FL	1	0.1%
Pueblo, CO	1	0.1%
Redding, CA	1	0.1%
Roanoke, VA	1	0.1%
Rural AK	1	0.1%
Rural AZ	1	0.1%
Rural FL	1	0.1%
Rural GU	1	0.1%
Rural LA	1	0.1%
Rural ME	1	0.1%
Rural MI	1	0.1%
Rural MO	1	0.1%
Rural NC	1	0.1%

MSA	Count	Percent
Rural NE	1	0.1%
Rural OK	1	0.1%
Rural SD	1	0.1%
Rural VA	1	0.1%
Rural WV	1	0.1%
Saginaw, MI	1	0.1%
Salt Lake City-Murray, UT	1	0.1%
Santa Maria-Santa Barbara, CA	1	0.1%
Scranton--Wilkes-Barre, PA	1	0.1%
Sebastian-Vero Beach-West Vero Corridor, FL	1	0.1%
Seneca, SC	1	0.1%
Sioux City, IA-NE-SD	1	0.1%
Spokane-Spokane Valley, WA	1	0.1%
St. Joseph, MO-KS	1	0.1%
State College, PA	1	0.1%
Staunton-Stuarts Draft, VA	1	0.1%
Texarkana, TX-AR	1	0.1%
Tupelo, MS	1	0.1%
Twin Falls, ID	1	0.1%
Utica-Rome, NY	1	0.1%
Valdosta, GA	1	0.1%
Watertown-Fort Atkinson, WI	1	0.1%
Williamsport, PA	1	0.1%
Wooster, OH	1	0.1%
Worcester, MA	1	0.1%
Yankton, SD	1	0.1%

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**OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON**

2024 Estimated Total Impact of Tourism in
Hilton Head Island on Beaufort County

ESTIMATED TOTAL IMPACT OF TOURISM IN

Hilton Head Island

ON BEAUFORT COUNTY, SOUTH CAROLINA 2024



MARCH 2025

CONDUCTED BY:

MELINDA PATIENCE
DANIEL GUTTENTAG, PH.D.



COLLEGE OF
CHARLESTON
OFFICE OF TOURISM ANALYSIS

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Introduction

This study estimates the economic impact generated by tourism to the Town of Hilton Head Island in the year 2024. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by the visitors’ lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them together for an overall total.

This analysis was conducted by Dr. Daniel Guttentag and Melinda Patience of the Office of Tourism Analysis, which is part of the School of Business at the College of Charleston.

Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand, as provided by various third-party entities (e.g., Key Data), combined with visitor behavior data that is collected via a Visitor Profile Survey. The estimated total number of visitors in each segment for 2024 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about their spending in over a dozen categories (e.g., lodging, food,

transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2024, can be observed in Table 2.

The previously described data subsequently were used to determine average per-person expenditures. These figures were combined with the estimated visitor counts and used as inputs for a regional economic impact modelling tool, IMPLAN. IMPLAN is an input-output (I-O) model that uses regionalized economic data and other information to determine economic output that accounts for direct expenditure and the secondary benefits of such expenditure (i.e., indirect and induced impacts). The model further estimates labor impacts and tax revenues.

Table 1. Number of HHI Visitors

Segment	Visitors
Villa Rental	834,495
Hotel	453,826
Timeshare	483,070
Second Homeowner	652,215
Non-Paying Guests	169,258
Day Trip	242,361
Total Visitors	2,835,224

The following metrics, as estimated by the economic impact model, are covered within this report:

- **Employment:** The number of jobs in the region supported by the economic activity, which involves an industry-specific mix of full-time, part-time, and seasonal employment. Seasonal jobs are adjusted to annual equivalents.

Table 2. 2024 Estimated Total Expenditure by Spending Category

Category	Totals
Transportation (around the destination)	\$234,510,210
Lodging	\$1,020,793,976
Food – Dining Out	\$384,636,615
Food – Groceries	\$165,110,669
Shopping	\$310,062,092
Spas	\$60,325,531
Golf	\$74,930,879
Biking	\$27,785,235
Performance/Visual Arts	\$61,123,562
Festivals	\$33,395,923
Museums/Historical Tours	\$41,656,633
Boating/Sailing/Fishing	\$113,480,607
Nature-based Activities	\$64,785,638
Dolphin Tours	\$59,439,696
Tennis	\$45,526,046
Other Expenses	\$150,526,849
Total Expenditure	\$2,848,090,163

- **Labor income:** All forms of employment income, including employee compensation (wages and benefits) and proprietor income.
- **Output:** The total value of industry production, which for the service sector represents total sales, for the retail sector represents gross margins, and for the manufacturing sector represents sales minus inventory change.
- **Direct:** The initial effects to local industries that are directly receiving the expenditures of interest.
- **Indirect:** The secondary effects resulting from business-to-business purchases in the supply chain occurring throughout the region, as triggered by or in support of the direct expenditure activity.
- **Induced:** The ripple effects in the region resulting from household spending of income, after the removal of taxes, savings, and commuters.
- **Taxes:** These revenues take into account a variety of taxes, including sales tax, property tax, and income tax. These figures do not account for tourism taxes, such as accommodation taxes.

Results

Visitation numbers to Hilton Head Island in 2024 declined slightly from the prior year. This pattern is consistent with macro-level trends amongst Southeastern coastal vacation destinations, which have seen demand soften since the post-pandemic boom when visitors flocked to such locales. Nonetheless, it is important to note that Hilton Head Island visitor volume in 2024 continued to significantly surpass the pre-pandemic high of 2.68 million visitors in 2019. Moreover, expenditure levels

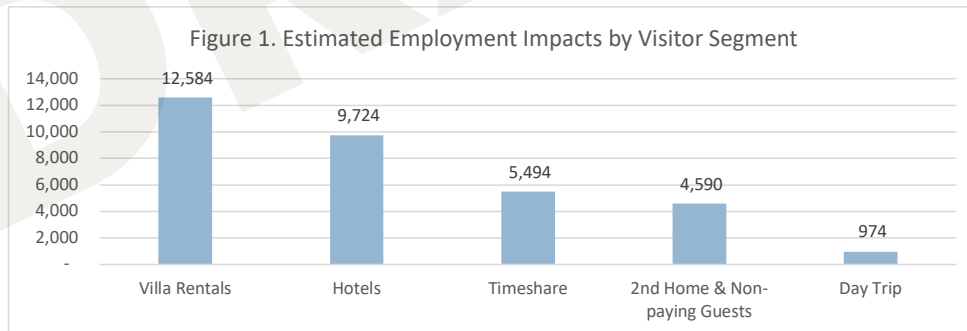
remained robust in 2024, such that the total economic impact of Hilton Head Island tourism on the Beaufort County economy is greater than it was in 2023.

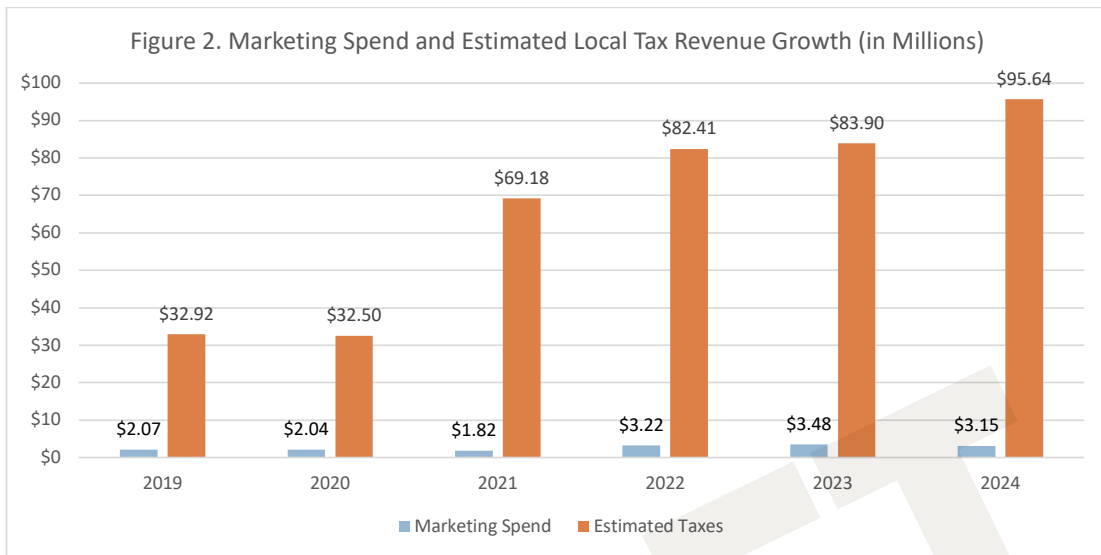
An estimated total of **2.84 million visitors** came to Hilton Head Island in 2024, down 5.0% compared to 2023 and up 5.6% over the 2019 prepandemic baseline. The overall economic impact of this tourism on Beaufort County was **\$3.72 billion**, up 3.1% compared to 2023. This economic impact represents not just the direct expenditure by visitors, but also the secondary ripple effects of such economic activity that occur as tourism businesses spend operating funds and as tourism dollars are re-spent within the region. Hilton Head Island tourism also supported an estimated **33,367 jobs**, which represent **36.3%** of all jobs in Beaufort County, as per employment data provided by the Bureau of Labor Statistics. Similar to the economic impact figure, this employment figure does not refer solely to jobs within the tourism sector, but rather to a combination of full-time, part-time, and seasonal jobs that are both directly and indirectly supported by the broader tourism economy and its secondary effects on non-tourism industries and enterprises. Impact estimates for each of the

visitor segments are presented in the Appendix (Tables A1 - A6), and the employment impacts are presented in Figure 1.

A total output multiplier for tourist spending was calculated using the model estimates. This multiplier represents the ratio of total economic impact to direct spending. The estimated output multiplier for Hilton Head Island tourism on Beaufort County was **1.31**. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.31.

The tourist expenditures generated an estimated **\$50.95 million** in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional **\$44.70 million** in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this **\$95.64 million** in tax revenue represents a Return on Tax Investment (ROTI) of 30.36, based on the \$3.15 million that was spent on destination marketing in 2024. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$30.36** in local tax revenue.





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Appendix

Table A1. Villa Rental – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	9,481	\$354,599,842	\$1,068,235,666
Indirect	1,905	\$91,183,147	\$296,417,573
Induced	1,198	\$56,868,859	\$197,562,837
Total	12,584	\$502,651,849	\$1,562,216,077

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	7,336	\$228,124,091	\$659,247,307
Indirect	1,572	\$71,385,619	\$247,621,245
Induced	816	\$38,702,533	\$134,463,330
Total	9,724	\$338,212,244	\$1,041,331,882

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	4,167	\$130,828,786	\$403,965,472
Indirect	863	\$41,086,514	\$136,346,984
Induced	464	\$22,044,922	\$76,586,493
Total	5,494	\$193,960,223	\$616,898,950

Table A4. Second Homeowner & Non-Paying Guests – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	3,584	\$81,242,119	\$249,963,176
Indirect	698	\$32,162,908	\$112,974,092
Induced	309	\$14,665,815	\$50,952,917
Total	4,590	\$128,070,841	\$413,890,184

Table A5. Day Trip – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	761	\$19,166,663	\$55,034,147
Indirect	143	\$6,587,714	\$23,377,079
Induced	70	\$3,337,264	\$11,594,701
Total	974	\$29,091,640	\$90,005,927

Table A6. Total, All Segments – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	25,328	\$813,961,501	\$2,436,445,769
Indirect	5,181	\$242,405,902	\$816,736,973
Induced	2,858	\$135,619,393	\$471,160,277
Total	33,367	\$1,191,986,796	\$3,724,343,019
Estimated Local Tax Revenue			\$50,946,081
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$44,697,517
Total Estimated Local Tax Revenue			\$95,643,598

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	\$874,283,360
2	Full-service restaurants	\$419,652,270
3	Transit and ground passenger transportation	\$241,109,342
4	Other real estate	\$180,588,099
5	Hotels and motels, including casino hotels	\$174,937,056
6	Retail - Miscellaneous store retailers	\$172,904,374
7	Fitness and recreational sports centers	\$151,899,567
8	Water transportation	\$113,269,468
9	Museums, historical sites, zoos, and parks	\$108,650,684
10	Owner-occupied housing	\$95,018,328
11	Insurance agencies, brokerages, and related activities	\$81,859,369
12	Truck transportation	\$71,792,666
13	Scenic and sightseeing transportation and support activities for transportation	\$69,645,391
14	Performing arts companies	\$64,669,083
15	Retail - Food and beverage stores	\$61,028,386
16	All other food and drinking places	\$37,808,287
17	Other amusement and recreation industries	\$36,706,273
18	Monetary authorities and depository credit intermediation	\$33,808,488
19	Other local government enterprises	\$32,531,173
20	Management of companies and enterprises	\$31,948,696
21	Maintenance and repair construction of nonresidential structures	\$27,842,251
22	Legal services	\$27,304,032
23	Employment services	\$25,581,365
24	Services to buildings	\$23,807,856
25	Limited-service restaurants	\$21,762,387
26	Management consulting services	\$20,994,412
27	Travel arrangement and reservation services	\$20,146,153
28	Securities and commodity contracts intermediation and brokerage	\$19,952,770
29	Advertising, public relations, and related services	\$19,234,408
30	Offices of physicians	\$18,854,352
31	Other financial investment activities	\$18,496,146
32	Nondepository credit intermediation and related activities	\$17,626,040
33	Accounting, tax preparation, bookkeeping, and payroll services	\$17,511,422
34	Landscape and horticultural services	\$16,444,038
35	Lessors of nonfinancial intangible assets	\$15,391,495
36	Postal service	\$15,285,101
37	Data processing, hosting, and related services	\$14,188,157
38	Couriers and messengers	\$12,426,811
39	Automotive repair and maintenance, except car washes	\$12,248,302

7

Impact of Tourism in HHI on Beaufort County, 2024

	Industry	Output
40	Retail - Motor vehicle and parts dealers	\$11,859,539
41	Commercial and industrial machinery and equipment rental and leasing	\$11,548,420
42	Retail - General merchandise stores	\$10,555,137
43	Independent artists, writers, and performers	\$10,542,448
44	Insurance carriers, except direct life	\$10,250,300
45	Wholesale - Other nondurable goods merchant wholesalers	\$10,158,923
46	Internet publishing and broadcasting and web search portals	\$9,529,293
47	Waste management and remediation services	\$9,011,511
48	Computer systems design services	\$8,888,373
49	Retail - Building material and garden equipment and supplies stores	\$8,777,823
50	Personal and household goods repair and maintenance	\$8,749,730

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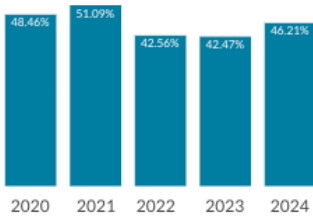
VERB INTERACTIVE
2024 Digital Marketing Recap

HILTON HEAD ISLAND PROPER

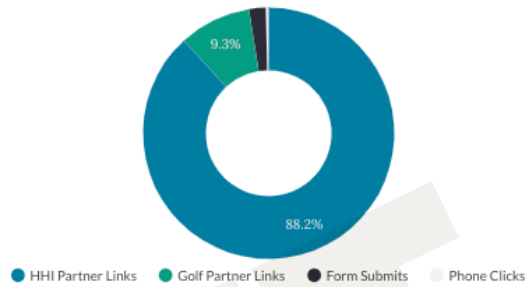
CONVERSION RATE OVERVIEW

- We were able to increase our conversion rate by a few points compared to 2023, up to 46%.
- The majority of conversions are outgoing links to partners (88.2%). Golf accounts for 9.3% of conversions. Form Submits and Click to Call actions drove 2.6% between the two.

Conversion Rate



Conversion Breakdown



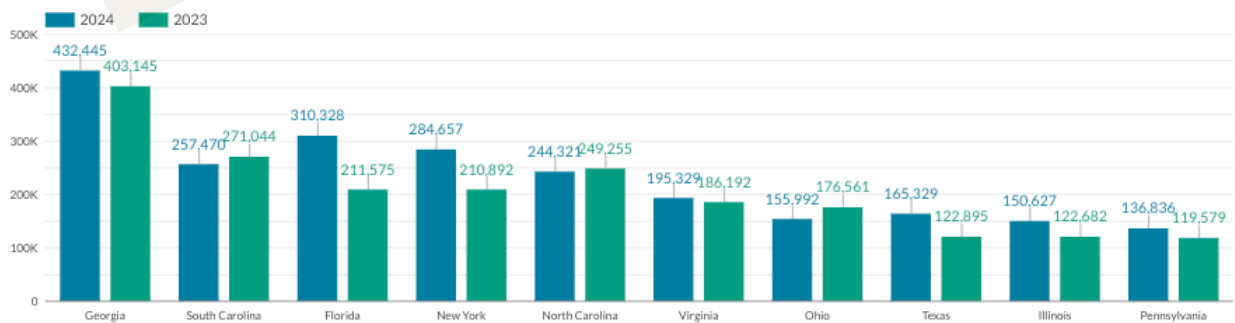
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DMAs

In 2024 we see positive increases in many DMAs, and marginal decreases in some. Notably, traffic from Florida, New York and Texas saw really positive increases.

While traffic remained quite consistent YOY, we were able to increase our visitation from key markets.

Top 10 Markets



HILTON HEAD ISLAND PROPER

PAGE PERFORMANCE

The homepage continues to be the top landing page on the website, followed by the See & Do page, and Co-op marketing page. The America's Favorite Escapes landing page, launched in October 2024, ranked as the 11th most visited page in 2024, contributing to both website sessions and partner referrals.

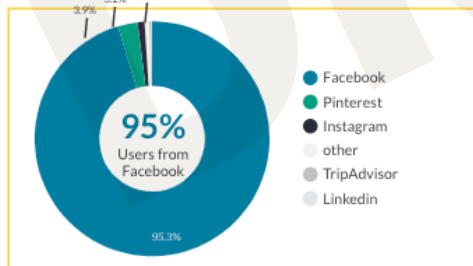
The Average Session Duration and Engagement Rate metrics indicate an interested and curious audience. Users are spending more time on site than in 2023, most notably on the homepage (+ 12 sec) and the co-op page (+ 1min 6 sec). Increasing our web visitation, as well as our core engagement metrics indicates users are deepening their knowledge of the destination.

Top Pages

	Page path and screen class	Pageviews	Avg Session Duration	Engagement rate
1.	/	706,773	01:37	77.12%
2.	/see-do	367,218	01:19	61.36%
3.	/offers/hilton-head-island-escapes	315,430	02:25	81.29%
4.	/stay/hotels-inns-resorts	200,534	03:40	88.29%
5.	/events	149,577	02:26	79.03%
6.	/dining	100,012	00:28	28.8%
7.	/golf/golf-getaway	96,153	01:30	78.29%
8.	/hilton-head-island-airport	89,978	01:20	77.5%
9.	/stay/vacation-homes-villas	82,044	03:50	89.64%
10.	/chamber-restaurant-week	80,972	06:21	88.24%
11.	/americas-favorite-escapes	79,228	01:55	71.43%
12.	/offers	77,047	01:30	80.56%

HILTON HEAD ISLAND

ORGANIC SOCIAL TRAFFIC



- Facebook is the key driver for the majority of the social traffic to the website, accounting for 95% of the organic social sessions.
- Users are more likely to convert on Facebook than other organic platforms. On platforms like Instagram and Pinterest, we are able to share high quality content to deeper the connection followers have with the destination, while converting users from Facebook.

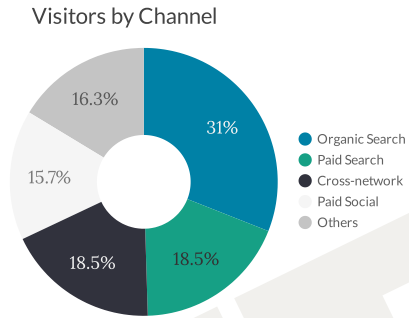
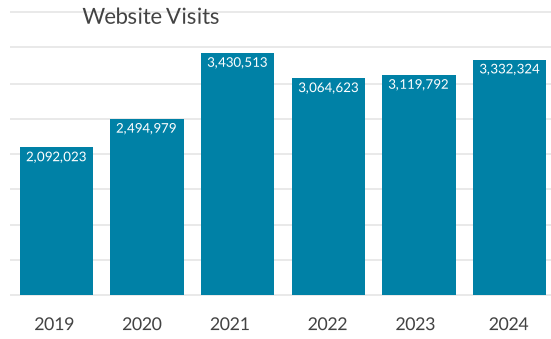
Social Traffic Engagement

	Social Network	Sessions	% Sessions of Total	Pages / Session	Avg. Session Duration
1.	Facebook	129,325	96%	15.38	19:13
2.	Pinterest	3,691	3%	21.64	11:20
3.	Instagram	1,307	1%	5.08	03:13
4.	other	877	1%	39.27	02:30
5.	TrippAdvisor	371	0%	18.52	07:53
6.	LinkedIn	149	0%	1.95	11:14

HILTON HEAD ISLAND PROPER

TOTAL WEBSITE VISITATION

- In 2024, there were 3.3M visits to the hiltonheadisland.org website. Search traffic (organic and paid) contributed the majority of traffic to the website (65.2%). Traffic to the website increased by +6.3% vs. PY.
- 73.7% of users navigated to the site from a mobile device, followed by 20.3% on a desktop and 5.9% from a tablet.



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WEBER SHANDWICK

2024 Public Relations Recap



COVERAGE HIGHLIGHTS
HISTORY/GULLAH CULTURE

TRAVEL NOIRE

**THE STORY OF MITCHELVILLE:
AMERICA'S FIRST SELF-
GOVERNING TOWN OF
FORMERLY ENSLAVED PEOPLE**

At 40 Harriet Tubman Way, an unassuming road in Lowcountry South Carolina, sits a wealth of American history—Black history—that you've likely never seen in any textbook. But the historical site, located on the north end of present-day Hilton Head Island, holds the story of our ancestors. The soil of Mitchelville, South Carolina holds stories of resilience, opportunity, and freedom for formerly enslaved people, even before the passing of the Emancipation Proclamation.

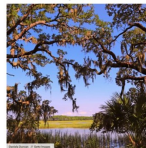


VERANDA

**11 Inspiring Places Around the U.S. to
Learn More About Black History**

From museums and parks to theaters and restaurants, there's so much to do and see in these storied destinations.

Lowcountry, South Carolina



South Carolina's Lowcountry includes the popular destinations of Charleston, Bluffton and Hilton Head Island, all places significant to the Gullah Geechee people, descendants of West and Central Africans who were enslaved and brought to the lower Atlantic states to work on coastal plantations. Because their enslavement was relatively isolated, they maintained many of their indigenous African traditions that are still alive today.

Take a [Gullah Heritage Tour](#) in Hilton Head to see family compounds, former schoolhouses and Mitchelville Freedom Park, the first self-governed freepersons town in the United States. Gullah cuisine is also an interesting mix of southern staples and the freshest seafood, so make sure to try it at [Ruby Lee's](#) on Hilton Head Island.

COVERAGE HIGHLIGHTS
ECOTOURISM



The Ultimate 2024 Summer Travel Guide To Refresh & Relax

Beach House Hilton Head Island



As the country's first eco-planned community, Hilton Head Island is committed to wildlife preservation, especially when it comes to its tiniest residents – sea turtles. In addition to implementing a “lights out” program, Hilton Head Island and the Sea Turtle Patrol work together to recognize beachfront resorts that are taking the extra step to ensure successful nesting and hatching environments, such as sea turtle friendly lighting and putting their beaches to bed.

And one “Sea Turtle Friendly Certified” resort – Beach House Hilton Head Island – is offering a limited “Weekend Getaway” package, where guests can save up to 15% on a three-night+ stays through August 29, 2024. (Terms and conditions apply). What’s more, guests can enjoy Beach House’s refreshed amenities, including an all-new Tiki Hut – the island’s only beachfront music venue – plus a completely elevated pool experience.

COVERAGE HIGHLIGHTS
ARTS & CULTURE



How Your Favorite Airports Are Paying Homage to Local Businesses and Culture



How Your Favorite Airports Are Paying Homage to Local Businesses and Culture



Every State's Best February Events in 2024



South Carolina
4/1/21


Charleston will once again play host to the Color of Music Festival (February 6-10), an event that celebrates the rich legacy of black classical musicians. Meanwhile, film lovers shouldn't miss the esteemed Beaufort International Film Festival (February 19-25), which promises a captivating lineup of cinematic delights. Cap off your February with a culinary extravaganza on Hilton Head Island at the renowned Hilton Head Seafood Festival (February 20-26), where all in attendance will get the chance to indulge in delectable treasures from the sea, savor fine wines at tastings and experience the culinary skills of celebrity chefs.

Parade

Eat Up: A Month-by-Month Guide to Visiting the Best Food Festivals



Touted as Hilton Head's most popular food festival, the Hilton Head Island Seafood Festival brings together the best of local seafood, authentic Gullah cuisine and southern BBQ. Delivering a lowkey island atmosphere with a serene backdrop this is one off-the-radar festival you need to add to your list.



LOWCOUNTRY, SOUTH CAROLINA AND GEORGIA
REGION | USA

The sultry vibe of Lowcountry in South Carolina and Georgia has long lured visitors to its miles of beaches and marshes, as well as its big-name cities, Charleston and Savannah. This region has one of the country's most vibrant food scenes, and its complicated history has thoughtfully come to the fore at the recently opened International African American Museum.



An Endless Summer in South Carolina's Lowcountry—With a Guest Appearance by Stan Smith (the Man, Not the Shoe)



Sea Pines has its origins in the late 1950s, when a man named Charles Fraser—inspired by the harbor of Portofino, Italy—set about attracting a new kind of tourism that prioritized environmental concerns and focused on active recreation, both novel concepts at the time. (Fraser also encouraged his employees to picnic with their families and play tennis in the middle of the day, among many other forward-thinking qualities.) When Fraser caught the 1970s golf and tennis boom earlier than almost anyone else, Sea Pines quickly became known as a pioneer in development, influencing the design and management of resorts around the world.

Today, Sea Pines retains this laid-back, out-of-time ambiance—more Spanish moss, more glistening light between towering live oaks—while providing the resolutely of-the-moment comforts of luxury homes scattered across 5,000 acres (for a smorgasbord of room options at the Inn & Club at Harbourtown, more centrally located amidst dining and entertainment options). We showed up to find an array of bicycles—each sized perfectly for each member of the family—in a rack outside the house, and within minutes I was helping my son learn to ride his bike (and avoid those pesky alligators that he feared but that we, thankfully, never saw) on the paths winding around that golf course. In the late afternoon, we all jumped into the nearby pool, which—save one solitary figure—we had to ourselves.



20 Best Golf Resorts In The South

Hilton Head, South Carolina

Hilton Head has long been known as a golfer's paradise, and Palmetto Dunes has certainly contributed to the island's reputation. The oceanfront resort sits on 2,000 acres with direct access to three miles of beaches, a full-service marina, and an 11-mile lagoon system. It's a big draw for families, but golfers can't get enough of the resort's three championship courses that were each designed by a different golf legend: George Fazio, Robert Trent Jones, and Arthur Hills.

palmettodunes.com • 4 Queens Folly Road, Hilton Head Island, SC 29928 • 877-460-0027



15 Best Places To Travel In The South This March

08 Hilton Head, South Carolina

Arguably one of the South's most beloved beach towns, Hilton Head Island is one of those places that people return to year after year. Whether to catch a glimpse of a sea turtle or to enjoy the island's scenic beauty, there's always a reason to visit. Hilton Head has been named one of the most beautiful islands in the world by National Geographic. With over 100 miles of beaches, a full-service marina, and an 11-mile lagoon system, Hilton Head is a golfer's paradise. The island is also home to three championship golf courses, each designed by a different golf legend: George Fazio, Robert Trent Jones, and Arthur Hills. In addition to a full-service marina, Hilton Head also features a wide variety of water sports, including kayaking, canoeing, and fishing.

palmettodunes.com • 4 Queens Folly Road, Hilton Head Island, SC 29928 • 877-460-0027




The 10 Best Beachfront Hotels In South Carolina

Hilton Head Island, Palmetto Dunes Oceanfront Resort

This beautiful Hilton Head property offers the perks of a resort, with all the comforts of home (and more). Three miles of swimming ocean views offer plenty of room to spread out and soak in the sun. And with multiple restaurants, a full-service marina, two lakes, a lagoon, a tennis center, and three golf courses, you can be as busy or as relaxed as you like at Palmetto Dunes Oceanfront Resort. Choose from a villa, condo, or house rental—many come with their own pool. All the lodging options offer more privacy and space than a hotel, making them ideal for families or groups.

palmettodunes.com • 4 Queens Folly Rd, Hilton Head Island, SC




The 27 Best Spring Break Destinations for Families

16. Hilton Head, South Carolina

- Why We Love It: coastal escape, ziplining, amusement parks, wildlife viewing, boat tours
- Where to Stay: Sonesta Resort Hilton Head (from \$206/night), Rustic Anchor Condo (from \$87/night), "Sea to View" Cottage (from \$224/night)

This historic resort island in South Carolina boasts 14 miles of gorgeous shoreline and a boatload of family-friendly activities to boot. Families will have a blast playing arcade games and mini golf at Adventure Cove or learning about history and wildlife at the interactive Coastal Discovery Museum. They'll swear on a stack of oysters for Zipline and Aerial Adventures and spend the day in a treetop playground, and monkey watchmeisters can absorb the island vibes with a relaxing boat tour. And did we mention that Hilton Head has dining and shopping options for days? Yep, this spring break destination truly has something for everyone.



The 10 Best South Carolina Beach Resorts for Couples


Glistering waterfront surroundings await in the Palmetto State.

The Sea Pines Resort, Hilton Head Island

04 Hilton Head Oceanfront Resort, Hilton Head

With its stunning views of the ocean and its location on a private island, Sea Pines is a romantic getaway for couples. The resort features a full-service marina, a tennis center, and three championship golf courses. In addition to a full-service marina, Hilton Head also features a wide variety of water sports, including kayaking, canoeing, and fishing.

palmettodunes.com • 4 Queens Folly Road, Hilton Head Island, SC 29928 • 877-460-0027



15 Best Beaches in South Carolina, According to Someone Who Lived in the State for 20 Years

05 Hilton Head Island

Consistently ranked among the best beaches in the South, Hilton Head is a beautiful beach town with a long history of tourism. The island is home to three championship golf courses, each designed by a different golf legend: George Fazio, Robert Trent Jones, and Arthur Hills. In addition to a full-service marina, Hilton Head also features a wide variety of water sports, including kayaking, canoeing, and fishing.

palmettodunes.com • 4 Queens Folly Road, Hilton Head Island, SC 29928 • 877-460-0027

COVERAGE HIGHLIGHTS
WELLNESS & RECREATION

ESSENCE

Here Are The Top Domestic Locations To Visit During Spring Break

Hilton Head Island, South Carolina: Despite what Bravo promotes, Hilton Head Island in South Carolina isn't only for housewives and reality television professionals. The area is also known for its generous beaches, as 12 miles of Atlantic shoreline boasts fishing, parasailing, kayaking, jet skiing, and sailing. However, if you're not interested in getting wet, you can hike, golf, or go horseback riding, as the weather is usually warm in the spring and full of Southern charm.

TRAVEL+ LEISURE

11 All-inclusive Resorts Perfect for a Girls Trip

Hilton Head Health

Located on idyllic Hilton Head Island, guests at this wellness resort can enjoy a handful of amenities that promote health lifestyle choices and weight loss. Between soaks in the heated outdoor pool and services at the spa, you and your girlfriends can sign up for dance classes, go kayaking, practice pickleball, or take cooking classes for healthy recipes. When it's time to refuel, head to the on-site restaurant and enjoy dishes like lobster tacos, flatbreads, quiches, and even cupcakes. When your day is done, you can retreat to your room at the Sweetgrass Inn, or choose one of the private cottages or villas for even more space. The property offers seven, 14, 21, and 28-day programs, but three-day stays can be booked by calling a number on the resort's website.

Forbes

The 12 Best Resorts On Hilton Head Island For Spa Trips, Romance And More

Editor's Pick

Hilton Head Island is a beautiful destination for a romantic getaway. The island is known for its pristine beaches, world-class golf courses, and luxurious resorts. Hilton Head Island is a beautiful destination for a romantic getaway. The island is known for its pristine beaches, world-class golf courses, and luxurious resorts.

Southern Living

15 Winter Island Escapes In the South

11 Hilton Head Island, South Carolina

For all the sunny and carefree vacation time you'll have in the South, there's nothing more relaxing than a winter escape. Hilton Head Island is a beautiful destination for a winter escape. The island is known for its pristine beaches, world-class golf courses, and luxurious resorts.

TRAVEL+ LEISURE

10 Best Spring Break Destinations in the U.S.

Hilton Head Island, South Carolina

Hilton Head Island attracts beach bums from all over the Midwestern and East Coast states by 12 miles of Atlantic shoreline and warm sand for fishing, parasailing, kayaking, jet skiing, and sailing. On land, you can hike, play golf, and go horseback riding. The weather is warm, with highs in the 70s, but not too hot to spend entire days outside.

COSMOPOLITAN

The 15 Most Underrated Summer Travel Destinations in the U.S.

Hilton Head is the Hampton of the South, and even though it's not a secret to anyone from this area—the always checked that it's not even revealed. The beaches are incredible, but fit all about that sweet sea-sipping culture beloved by the people at The Woods Hilton Head Island Resort & Spa. The entire island has a small-town feel, and after spending the day on the beach, or walking around the shops and cafes at the Shelter Cove Harbour and Marina, pretty much anyone ends up at the Sassy Day Cafe for dinner and or drinks around sunset.

COVERAGE HIGHLIGHTS
WELLNESS & RECREATION

TRAVEL+ LEISURE

25 Best Beaches in the USA

Coligny Beach Park, Hilton Head, South Carolina

Hilton Head isn't just golf courses and candy-colored resorts. Its incredibly well-maintained beaches have made it a summer destination for people all over the southeast. The beautifully landscaped entrance to Coligny Beach welcomes you to its accessible location, made all the more popular by amenities that include showers, gazebos, benches, swings, free Wi-Fi, and a splash fountain to rinse off your sandy children. Wheelchair- and stroller-friendly meeting heads to the water. Get there by summer, if you can, and keep an eye out for dolphins, which are known to grace by its shores.

Women's Health

The 30 Most Magical Island Getaways in the United States

You didn't think we'd end our list without including the island that bills itself as America's favorite, did you? Hilton Head, located barely off the coast in South Carolina's Lowcountry, is pretty darn special. If you are a gal, you'll find two dozen other *changeling* come here. If you're not, there are 12 miles of beaches, 40 miles of multi-use trails (and 20 bicycle rental shops), dolphin tours galore, and activities to get your adrenaline up, including jet skiing, golfing, and even helicopter tours. And on this section, you might want to give a nod to one of the island's rivers with spa facilities. Relax at the Merritt Hilton Head Resort & Spa and follow it up with dinner at Hilton's Andalus Restaurant on the docks, which serves its seafood from one of two remaining fishing fleets on the island. This means fresh catch with fish, shrimp, oysters, and fish go (dishes) direct from local waters to your table.

COSMOPOLITAN

We Found the 30 Best Bachelorette Party Destinations for You and Your Crew

6

Hilton Head, South Carolina

A little more laidback than Charleston or Savannah, Hilton Head is the perfect low-key, low-key getaway for the girls. Just time to kick back and relax on the beach for your resort trip, or indulge in a spa treatment or two at one of the many luxe resorts (even if you're not staying there). If you really want to embrace the Southern charm, get on your must-visit list and plan a game of golf or tennis (while taking a million pics), then head out for a seafood dinner by the water. (Always, always get the she-crab soup!)

BUSINESS INSIDER

The 26 best beach houses on Airbnb for your 2024 summer getaway

Condo with a private beach in South Carolina

Located on the Retreat Hilton Head Island, this property (which is named like a Vay golden leaf) is offering anything you might need on a beach vacation. The condo provides small kitchen appliances, beach accessories, games, a portable speaker, and toys for the kids. Not to mention, this property is located right where the Atlantic Ocean meets the sea, so you are sure to get beautiful views of boats on the sea.

Reader's Digest

Quick and Affordable Weekend Getaways to Escape Without Breaking the Bank

Hilton Head, South Carolina

Book on TripAdvisor

TRAVEL+ LEISURE

22 Best Family Vacations in the U.S. That Are Perfect for Everyone — From Toddlers to Teens

Hilton Head Island, South Carolina

THE EVERYGIRL

10 Coastal Grandma-Inspired Destinations That Look Straight Out of a Nancy Meyers Movie

8. Hilton Head, South Carolina

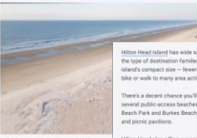


Hilton Head is famous for its white sand beaches, golf courses, and upscale resorts—fitting for the fanciest of coastal grandmas. To get around Hilton Head quickly, rent a bike so you can make the journey just as enjoyable as the destination, riding around with the wind in your hair. Then start your day by checking one of the island's most famous landmarks off your to-do list: The Harbour Town lighthouse and lighthouse has been open for over 40 years and allows you to climb about 100 stairs to the top for a fantastic panoramic view of the area.

THE POINTS GUY

The 8 best family beach vacation destinations to kick off summer

Hilton Head, South Carolina



Hilton Head Island has wide sandy beaches and a quiet, nostalgic atmosphere that make it the type of destination families return to year after year for an annual beach vacation. The island's compact size—less than 20 miles wide and only 12 miles long—makes it easy to hike or walk to many area activities, restaurants and of course, beaches.

There's a decent chance you'll stay in a resort with beach access, but Hilton Head has several public access beaches, too. Coligny Beach Park, Dunes Beach Park, Harlowe Beach Park and Buxton Beach all have family-friendly amenities like playgrounds, restrooms and picnic pavilions.

Hilton Head also offers several different types of boat excursions on the island. You can opt for an interactive pirate cruise or a lighted-up dolphin cruise, among other options. You should also make time for a visit to Harbour Town, where you can shop, dine and climb 114 steps to get to the top of the Harbour Town Lighthouse.

Forbes

The 12 Best Summer Vacation Destinations For Families In The U.S.

Hilton Head Island



Hilton Head Island, South Carolina

Hilton Head Island is a beautiful destination for families. It offers a mix of relaxation and adventure, with its iconic lighthouse and pristine beaches. The island is known for its family-friendly atmosphere and excellent amenities, making it a top choice for summer vacations.

Southern Living

The 15 Best Girlfriend Getaways On The Coast

14 Hilton Head Island, South Carolina



The Palmetto State's beloved resort town was also named our readers' favorite island in South Carolina this year. Palms have been known to top wheeled beach cruisers right onto the green rubber colored sand on Hilton Head's 12 miles of unspoiled beaches. The girls will love shopping in Harbour Town, then strolling to the top of its iconic red and white striped lighthouse for stunning views of the water, beach and Coligny Sound. Before you head home, make sure to snag a table on the expansive deck of 118Steps on the 200s, which overlooks the sparkling Port Royal Sound.

[EXPLORE HILTON HEAD](#)

Parents

11 Best Family Beach Towns for Your Next Vacation

1. Hilton Head Island, South Carolina



Overseas Fun. You can't really go wrong with any of Hilton Head's 12-plus miles of white-sand beaches. Dunes Beach and Harlowe Beach parks are particularly good choices for families because they also have playgrounds and picnic shelters. Lays, Stone Ring, and the larger 10th and 11th streets probably sport long ocean cliffs, sea-kurle necks, or even dolphins at any of the beaches. Dunes Beach's wooden boardwalk actually takes you out to a tidal marsh and sand dunes, so it's known to the most coastal. And Coligny Beach Park, which has a splash fountain, also stands out for its shallow, calm water. "You'll have to wade out 30 yards for it to get above 3 feet deep," says Fry. On the other side of the island, don't miss the candy-striped lighthouse—it's a manageable 114 steps to the top—in the Harbour Town area.

lonely planet

How to plan your summer vacation to South Carolina's Sea Islands

Step 1: Pick a home base

Hilton Head Island



Hilton Head Island is a beautiful destination for families. It offers a mix of relaxation and adventure, with its iconic lighthouse and pristine beaches. The island is known for its family-friendly atmosphere and excellent amenities, making it a top choice for summer vacations.

Reader's digest

The Best Labor Day Weekend Getaways in Every State



SOUTH CAROLINA
Hilton Head Island

[Book on TripAdvisor](#)

USA TODAY

8 incredible golf courses in the US you can build a whole vacation around

2. Atlantic Dunes by Davis Love III

Hilton Head Island, South Carolina

South Carolina's Hilton Head Island is known for its beachfront hotels and stunning golf courses, one of the most impressive of which is [Sea Pine Resort's Atlantic Dunes course](#). A complete reconstruction of the very first course built on Hilton Head, Atlantic Dunes is loaded with hidden bunkers and water hazards, making it challenging yet still playable for novice golfers.



8 incredible golf courses in the U.S. you can build a whole vacation around

MEN'S JOURNAL

Best Travel Destinations in the Fall for a Great 'Shoulder Season' Escape



Hilton Head Island, SC

[yahoo!/life](#) Best Travel Destinations in the Fall for a Great 'Shoulder Season' Escape

lonely planet

The top 6 beaches in South Carolina offer a slice of the good life

2. Hilton Head

Best beach for luxury

Famous for its stylish luxury accommodations, Lowcountry beaches and more than 23 world-class golf courses, Hilton Head was the first eco-planned resort in the United States, and it's a favorite vacation spot for the rich and famous.

You can sleep soundly in decadent luxury at Hilton Head's spas, dine in four diamond-rated restaurants and play a round or two in between bronzing and beach-combing, but you'll need a budget to match.

Covering 42 sq miles, low-lying Hilton Head Island is bordered by 12 miles of stunning beaches, and many of the island's exclusive hotels have their own private beach access. The Gulf Stream keeps the daytime temperature comfortably above 80°F from May to September, and the ocean waters are not much cooler in summer. Travelers on a budget will appreciate the public sections of beach; metered parking is available at eight of the island's beaches.


Aol.

8 incredible golf courses in the US you can build a whole vacation around




8 incredible golf courses in the US you can build a whole vacation around

COVERAGE HIGHLIGHTS
WELLNESS & RECREATION




The Best Beaches Within Driving Distance of Atlanta



Hilton Head Island

Atlanta-area readers: The coast will be beautiful. Hilton Head Island is a beautiful beach town with a variety of activities to enjoy. From golfing to fishing, there's something for everyone. The island is also known for its beautiful beaches and historic architecture. If you're looking for a relaxing getaway, Hilton Head Island is the perfect destination. The island is also known for its beautiful beaches and historic architecture. If you're looking for a relaxing getaway, Hilton Head Island is the perfect destination.



The 10 Best Day Trips From Charleston

2 OF 10
Hilton Head Island

WHERE: South Carolina

Beautiful beaches, world-class golf courses, excellent dining, and a healthy dose of nostalgia turn up a visit to Hilton Head Island. For some of the best waterfront views in town, post up at **Hickory on the Docks**. One of the only remaining local fishing fleets on the island that brings in fresh-caught seafood from the docks to the tables. **Nectar Farm Kitchen** is another local favorite, serving up a mix of Lowcountry classics. Day trippers can choose between kaping and paddleboating through one of the island's rivers, including **Outside Hilton Head**. An access point to the island's idyllic shores, **Coligny Beach** is a fully equipped beach park with outdoor showers, changing rooms, and several lounging areas and shaded gazebos. Don't miss **The Jazz Corner**, hailed as one of the best jazz clubs in the South, before you go.

TRAVEL+ LEISURE

15 Best Places to Travel in February

Hilton Head Island, South Carolina



THE POINTS GUY

The 12 best road trips to take with your family this summer



The South Carolina coast has some of the South's best beaches and amazing food along the way. This journey starts in Hilton Head Island, one of the Hilton Head Island's most beautiful beaches. From here, you can head to Myrtle Beach, one of the South's most popular vacation spots. The trip ends at 200 miles north in Myrtle Beach, to look your high home from Myrtle Beach International Airport (MYR).

Day One: Hilton Head Island

Start in Hilton Head Island and start your trip at the popular Coligny Beach Park. If you prefer a quiet scene, try **Abbe's Lane** or **Beaches Beach**.

Learn about South Carolina's Lowcountry and Gullah history and culture at the Coastal Discovery Museum and enjoy the scenic natural beauty of the Pinckney Island National Wildlife Refuge and Sea Pines Forest Preserve.

Later, show down on authentic Gullah cuisine at **Blue Hen** or enjoy seafood at **Blue Crab**. Bookend your night at an evening **Blue Hen** with live music from **Blue Hen Live**. **Blue Hen** Reservations start at \$200 per night, and if you have Marriott Bonvoy points to burn, check out the **Waldorf Hilton Head Island Resort**. 6 Star hotels start at \$200 to \$400 per night.

COVERAGE HIGHLIGHTS
CULINARY

WINE ENTHUSIAST

How to Pair Wine with Soup



The Best Wine for Raw Corn Soup with Manchego: Chablis

Mark Bowman, sommelier at Hilton Head Island's **Sole From Resort**, recommends Chablis to pair with a cold soup that emphasizes the essence of raw corn.

"Corn has a natural, creamy sweetness, and Chardonnay, as a thick-skinned grape, tends to have at least a touch of that creaminess," he says. "The key here is that an unadorned Chardonnay such as Chablis will still maintain some of its natural acidity, which is vital to enliven the verve of a raw corn soup."

The New York Times

The Ingenuity of Lowcountry's Deviled Crab

Deviling bolsters smaller pieces of blue crab with mayonnaise, bread crumbs, sautéed aromatics, plus a kick of cayenne.




Now 65, Mr. Carstairs, a chef and oysterman, serves his family's take on the dish, with light cream, sautéed onions in a clear crabbed crab back, then broiled until golden brown, at **BlueHen** on the Docks in Hilton Head Island, where he is the founding-generation owner. Mr. Carstairs's parents bought the seafood restaurant, built on the site of a barter center factory, in 1973.

"Fishing and crabbing were a major cultural aspect of the area, and they have been for a long time," said Mr. Carstairs, adding that the very foundation of his restaurant is built on a peninsula owned by his family.

For many locals, deviled crab is a meal and a business. Sidle Ann Robinson, a chef, tour guide and historian at **Crab Cookery** in Beaufort, remembers learning to make the dish from her mother, who sold it to tourists.

The New York Times

Cooking

Deviled Crab Backs



Recipe from **Deviled Crab Backs**
Serves 4
Prep time: 15 min
Cook time: 15 min

The New York Times



In Defense of Wine: Raise a Glass to It
A Stuffed Peppercorn in the Lowcountry
Stuffed Peppers, With a Cheesy Twist
Crab's Curious Past, But at What Cost

COVERAGE HIGHLIGHTS
CULINARY

WINE ENTHUSIAST

Have a Very Caffeinated Christmas with Eggnog Espresso Martinis

Punch au Lait Espresso

(aka Eggnog Espresso Martini)

Courtesy Monica Collins, beverage manager, *Chez Georges (Bistro & Bar)*, Hilton Head Island, South Carolina

Ingredients

- 1 tablespoon grated nutmeg
- 1 tablespoon sugar
- 2 ounces homemade eggnog*
- 1 ounce cooled espresso or cold brew coffee

Real talk: **Eggnog** is a holiday tradition, but it can be a bit of a snooze. Shake things up with espresso or cold brew for an eye-opening variation.

Use your favorite eggnog recipe—spiked or not—or try the rich version served at *Chez Georges* in Hilton Head. “You can adjust the recipe to your liking by choosing different amounts of booze, more or less,” says bar manager Monica Collins. While you’re making a batch, she suggests bottling extra to give as holiday gifts. For extra special presentation appeal, Collins suggests serving this drink in vintage coupe glasses: “Find your favorites at estate sales, online, yard sales or flea markets.”

Forbes

20 Delicious Ways To Honor National Oyster Day

The Lowcountry Dirty Martini



Found at *Shakespeare's* in the Dock on the Dock at Hilton Head Island, then do away with the traditional olive garnish and garnish, using pure oyster liquor in a glass garnished with three olives and a splash of tabasco sauce. “We realized our own artisanal system for the moment that we’re able to harvest our oysters. Our oyster beds are divided daily to produce the distinctive Lowcountry system. That’s why it’s known as Our Lowcountry Dirty Martini, with its splash of the Square Time oyster liquor in a martini glass. It’s a drink you won’t find anywhere else,” said Andrew Cameron, second generation owner of *Shakespeare's* on the Dock and Shell King Oyster Company.



2024 RESULTS

*Results represent 2024 calendar year mentions

PRINT/ONLINE

1,853 MENTIONS

24,428,959,272 IMPRESSIONS

\$8,187,484.95 AD VALUE

BROADCAST

869 MENTIONS

367,450,441 IMPRESSIONS

\$24,243,401.00 AD VALUE

TOTAL

2,722 MENTIONS

24,796,409,713 IMPRESSIONS

\$32,430,885.95 AD VALUE



DRAFT



HILTON HEAD ISLAND
SOUTH CAROLINA



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Accommodations Tax Advisory Committee
FROM: Michele Bunce, Senior Grants Administrator
VIA: Adriana Burnett, Finance Director
DATE: April 3, 2025
SUBJECT: Consideration and Approval of the Revised Calendar Year 2025 Accommodations Tax Advisory Committee Meeting Dates

RECOMMENDATION:

Staff recommends that the Accommodations Tax Advisory Committee (ATAC) review and approve two revisions to the 2025 Meeting Schedule adopted at the November 7, 2024 Meeting. The schedule is designed to ensure efficient committee attendance and a thorough review of applicants seeking funds from the Accommodations Tax Grant Award.

BACKGROUND:

The Accommodations Tax Advisory Committee plays a crucial role in evaluating applications for the Accommodations Tax Grant throughout the year. The committee's meetings are structured around an annual cycle that aligns with the ATAX funding process and its key milestones.

First Revision – July Meeting Change:

ATAX Policy revisions will be presented to Town Council at their July 15, 2025 Meeting. Therefore, staff propose to reschedule the July 10 ATAC Meeting to July 24 or July 31, 2025 so the approved policy revisions can be shared with the committee.

Second Proposed Revision – August Meeting Cancellation:

A new onboarding process for ATAC members is being implemented, which will help committee members understand their role and provide a thorough understanding of Town policies and strategic goals. The August ATAC Meeting is designed to convey the same information as the onboarding process.

Therefore, staff propose that the August 7 ATAC Meeting be canceled in lieu of the new onboarding process. In addition, staff will schedule two ATAX Workshops – one during the day and another in the evening – giving those applying for FY 2026 ATAX funds the opportunity to still review the ATAX program in more detail.

To summarize:

- **July:** Reschedule meeting to either July 24 or July 31 (same time)
- **August:** Cancel meeting and hold two applicant workshops

SUMMARY:

The proposed revisions will allow for improvements to the ATAX process for both committee members and applicants. In addition, it will help all parties involved to be adequately prepared throughout all phases of the ATAX program and 2026 funding cycle.

ATTACHMENTS:

1. Approved Accommodations Tax Advisory Committee 2025 Schedule

ACCOMMODATIONS TAX ADVISORY COMMITTEE 2025 SCHEDULE

Thursday	April 3	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Thursday	July 10	2:00 p.m. – Welcome New Members & Election of Officers	Council Chambers
Monday	August 4	8:00 a.m. – Grant Application Available for Electronic Filing	www.hiltonheadislandsc.gov
Thursday	August 7	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 5	4:00 p.m. – Application Deadline	www.hiltonheadislandsc.gov
Thursday	September 25	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 16	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 23	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 6	9:00 a.m. – Review and Recommendations	Council Chambers

Note:

APPROVED: November 7, 2024