



## Town of Hilton Head Island

### Finance and Administrative Committee Meeting

Tuesday, April 29, 2025, 10:00 AM

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

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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 March 18, 2025
4. **Presentations**
  - a. Town of Hilton Head Island FY2025 Monthly Financial Update – Adriana Burnett, Finance Director
5. **New Business**
  - a. Presentation of the FY26 Destination Marketing Organization Plan, Budget and Industry Metrics- Ariana Pernice, Vice President of the Visitor & Convention Bureau
  - b. Discussion to provide Direction for Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island Amending Municipal Code Section 2-5-60 Committees of Council - Shawn Colin, Assistant Town Manager
  - c. Consideration of an Ordinance of the Town of Hilton Head Island, Amending the Municipal Code by Adding New Sections 1-5-11 and 1-5-12, Authorizing the Issuance of Administrative Citations and Fines; Amending Section 10-2-60 to Authorize Administrative Citations and Fines for Violations of Article 10, Chapter 2 of the Municipal Code; Amending Section 10-2-70 of the Municipal Code to Add Issuance of More Than 5 Administrative Citations in Twelve Months as Grounds for Suspension or Revocation of Short Term Rental Permit; to Add Section 12-3-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapters 3 and 6; to Amend Section 12-3-117; to Amend Section 2-3-213; to Add Sections 12-6-100 and 12-6-101 to Authorize Administrative Citations and Fines for Violations of Article 12,

Chapter 6; to Amend Section 12-6-111 to Add a Definition for Resident Beach Pass; to Amend Sections 12-6-113, 12-6,114, 12-6-115,12-6-117 to Make Grammatical Changes; to Repeal Sections 12-6-119 and 12-6-120; and to Provide for Severability and Effective Date - Shawn Colin, Assistant Town Manager

- d. Consideration of an Ordinance of the Town of Hilton Head Authorizing the Execution of a Lease Purchase Agreement for Fire Trucks - Adriana Burnett, Director of Finance

## **6. Public Comment - Non Agenda Items**

## **7. 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  
FINANCE AND ADMINISTRATIVE  
COMMITTEE MEETING  
Tuesday, March 18, 2025, 10:00 AM  
Minutes

Call to Order

Chairman Brown called to the meeting to order at 10:06 a.m.

Committee Members Present: Alex Brown, Chair; Patsy Brison, and Melinda Tunner

Other Members of Town Council Present: Steve Alfred; Tamara Becker; and Steve DeSimone

Adoption of the Agenda

**Ms. Brison made a motion to adopt. Ms. Tunner seconded. Motion carried 3-0.**

Approval of the Minutes

Regular Meeting Minutes of February 25, 2025

**Ms. Brison made a motion to approve. Ms. Tunner seconded. Motion carried 3-0.**

Executive Session

Discussion of Legal Advice from the Town Attorney on Matters Covered Under the Attorney-Client Privilege [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Affiliated Agency Funding Requests

**At 10:07 a.m. Ms. Brison moved to enter into Executive Session for the reasons outlined on the agenda. Ms. Tunner seconded. Motion carried 3-0.**

**At 10:42 a.m. Ms. Brison moved to come out of Executive Session. Ms. Tunner seconded. Motion carried 3-0.**

Action from Executive Session

There was no action as a result of Executive Session.

## Presentations

### Consideration of Award Recommendations for the Fiscal Year 2026 Affiliated Agency Funding Requests - Adriana Burnett, Finance Director

Adriana Burnett presented the Fiscal Year 2026 Affiliated Agency funding requests. The Town has received a total of 11 timely applications for the Committee to review for a total combined \$3,241,567 in funding. The purpose of the Affiliated Agency program is to provide a transparent process to consider funding requests using public funds and to document the proposed public benefit of each funding request. It is the intention of this program to make limited grants to agencies and non-profit organizations providing services for public benefit that are not tourism related.

Applicants are listed below for the Committee's consideration:

1. 14th Circuit Solicitor - Career Criminal
2. 14th Circuit Solicitor - Multidisciplinary
3. Beaufort County Economic Development Corporation
4. Coastal Community Development Corporation
5. Coastal Discovery Museum
6. Hilton Head Island Recreation Association
7. Lowcountry Regional Transportation Authority
8. Mitchelville Preservation Project
9. Sandalwood Community Food Pantry
10. Sea Turtle Patrol HHI
11. The Children's Center

Members of the Committee had questions, comments and discussions regarding the agencies that applied.

14 Circuit Solicitor: the program has grown over the last few years; this is a five-county circuit for the program of which prosecution should be a duty of the State; it is not a Municipal function; no additional information was submitted; no funding should be given and the Solicitors Office is a valuable part of the community.

Beaufort County Economic Development Corporation: this is a function of a Municipality and County and has worked well over the years; the Town should continue to support this agency as it does not have its own; and it is a critically important agency to development & workers and should be supported.

Coastal Community Development Corporation: funding was previously given to this organizations efforts; there are no financials to compare to from previous years; organization seems to be doing well based on its balance sheet; there is an increase in the prior years ask; is there funding still available from the previous purchase of housing units; workforce housing is this organizations biggest priority; no funding; and if funded it is should be \$300k-\$500k range if funds remain.

Coastal Discovery Museum: this organization runs on behalf of the Town; support; and the organization provides a consistent approach to the signed Memorandum of Understanding.

Island Recreation Association: support for this agency as the Town does not have a Parks & Recreation department; they have a good business model; this is a good example of what an Affiliated Agency should be; the senior center needs to be looked at; and this agency should be supported.

Lowcountry Regional Transportation Authority: this agency brings workers to our Island from five counties & beyond; increase in trolley service fee over previous years; and what can be done to help in supporting the sales tax referendums for them.

Mitchelville Preservation Project: consensus of support.

Sandalwood Food Pantry: this is a wonderful community service organization; and no funding was the consensus.

Sea Turtle Patrol: this is an asset for the Town in addition to what we already do; great volunteers on Town property; if there was no patrol then the Town would have to hire for services; and full support.

The Children's Center: support early childcare programs; not a function of the Town; this is important work that is being done & their vision is supported; workforce housing is supported by accommodations tax funding, but childcare does not apply; and no support.

Marc Orlando provided the Committee with an overview of the Town's budget and the Affiliated Agency funding process. He noted that participation among agencies remains strong and that the organizations continue to serve the community as meaningful public benefit partners. How affiliated agencies are funding is done so at the will of Council and the overall budget is balanced as of now. The applications submitted are sound, however, a better process could be in place in the future.

**Ms. Brison made a motion to forward to Town Council the award recommendations for the Fiscal Year 2025-2026 Affiliated Agency Funding Requests in the amount of \$1,988,516 (graph attached) to be included in the first reading of the budget as set forth by Town Staff. Ms. Tunner seconded.**

APPLICANTS	2026 FUNDING REQUEST	F & A RECOMMENDATION
14TH CIRCUIT SOLICITORS OFFICE	\$168,500.00	\$0.00
BEAUFORT COUNTY ECONOMIC DEVELOPMENT CORPORATION	\$42,000.00	\$42,000.00
COASTAL COMMUNITY DEVELOPMENT CORPORATION	\$750,000.00	Pending more information
COASTAL DISCOVERY MUSEUM	\$141,650.00	\$141,650.00
HILTON HEAD ISLAND RECREATION ASSOCIATION	\$1,252,366.00	\$1,252,366.00
LOWCOUNTRY REGIONAL TRANSPORTATION AUTHORITY	\$507,051.00	\$350,000.00
MITCHELVILLE PRESERVATION PROJECT	\$105,000.00	\$105,000.00
SANDALWOOD COMMUNITY FOOD PANTRY	\$97,500.00	\$0.00
SEA TURTLE PATROL HHI	\$97,500.00	\$97,500.00
THE CHILDREN'S CENTER	\$80,000.00	\$0.00
TOTAL:	\$3,241,567.00	\$1,988,516.00

Chair Brown asked for public comment.

There was no public comment at this time.

**Motion carried 3-0.**

**Ms. Brison made a motion to recommend to the full Town Council that it requests the Town Manager develop a policy for funding of Affiliated Agencies, including the process and review with Staff the Memorandum of Understandings. Ms. Tunner seconded. Motion carried 3-0.**

Town of Hilton Head Island FY2025 Monthly Financial Update - Adriana Burnett, Finance Director

**Ms. Tunner made a motion to postpone the FY 2025 monthly financial update until next meeting. Ms. Brison seconded. Motion carried 3-0.**

Public Comment - Non Agenda Items

There was no public comment at that time.

Adjournment

**Chair Brown adjourned the meeting at 1:15 p.m.**

**The recording of this Meeting can be found on the Town's website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)**



# FY 2025 MONTHLY FINANCIAL UPDATE

April 29, 2025

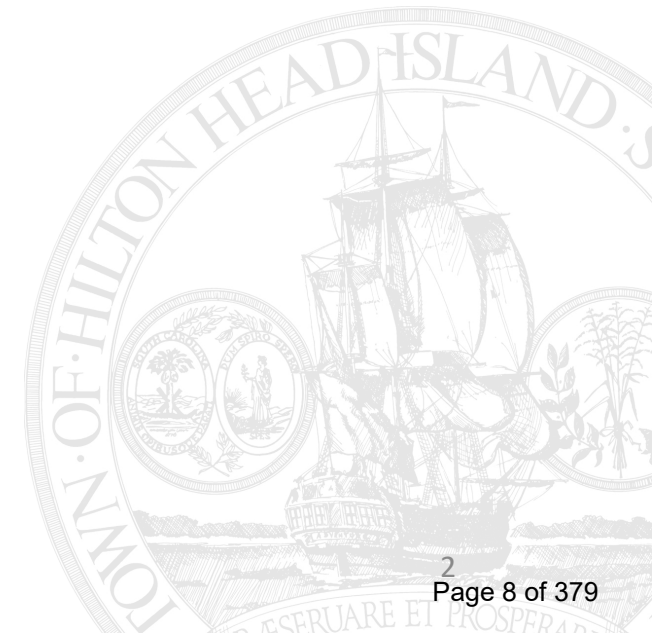


# FINANCIAL UPDATE

## Fiscal Year 2025 – YTD 3/31/25

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## FINANCIAL UPDATE

### MONTHLY / YEAR TO DATE – MARCH 31, 2025

#### GENERAL FUND

- General Fund revenues collected in March totaled approximately \$3.1 million, compared to \$2.3 million in March of the previous fiscal year. Top revenue sources included \$1.7 million in Business License Fees, \$483K in Property Tax and \$258K in EMS Revenue.
- General Fund fiscal year 2025 year-to-date revenues are 3.8% higher than fiscal year 2024, excluding transfer-ins.
- General Fund expenditures for March are \$3.9 million, consistent with expenditures from the same month last year. Primary expenditure included \$2.6 million in personnel and \$1.1 million in operating expenses, with \$221K in affiliated agencies reimbursements.

#### CAPITAL IMPROVEMENT PROGRAM FUND (CIP)

- CIP Fund revenues for March were approximately \$64K primarily from: \$12K in Traffic Impact Fees and \$42 K in interest earned. Revenues collected were comparable to fiscal year 2024.
- CIP Fund expenditures for March totaled approximately \$1.4 million, including \$374K on Park Improvements, \$297K on Roadway Improvements and \$447K on Facility Improvements. Last March's expenditures totaled \$1.5 million, indicating a 6% decrease, primarily due to vendor payment timing.



## FINANCIAL UPDATE

### MONTHLY / YEAR TO DATE – MARCH 31, 2025

- CIP Fund year-to-date expenditures, including encumbrances represent approximately \$36.9 million, leaving a remaining budget balance of \$46.8 million. A significant portion of the remaining balance is attributed to the \$16.5 million budgeted for the Beach Renourishment Program. A negative balance of approximately \$5.7 million is shown under Land Acquisition. A budget amendment to reflect recent land purchases will be presented to Town Council in May.

#### DEBT SERVICE FUND

- Debt Service Fund top sources of revenue for March include \$164K in property tax and \$45K in interest earned.
- Debt Service Fund, no expenditures were recorded in the month of March.
- Debt Service Fund year-to-date totals reflect a 5.4% increase compared to last year's figures in property tax revenue and 5.3% increase in Investment Income. There is also a decrease of \$5.7% in principal and a 13.5% decrease in interest. Overall year-to-date Debt Service Fund expenditures declined by 7.6%, reflecting ongoing debt repayment.

#### STORMWATER FUND

- Stormwater Fund revenues for March included \$29K in stormwater fees and \$25K in interest.
- Stormwater Fund expenditures for March included \$166K for personnel, operating and debt service and \$45K in stormwater maintenance.
- Stormwater Fund year-to-date revenues increased by 4.6% compared to last year, driven by a 85% increase in plan review fees and a 3.3% increase in stormwater utility fees.



## FINANCIAL UPDATE

### MONTHLY / YEAR TO DATE – MARCH 31, 2025

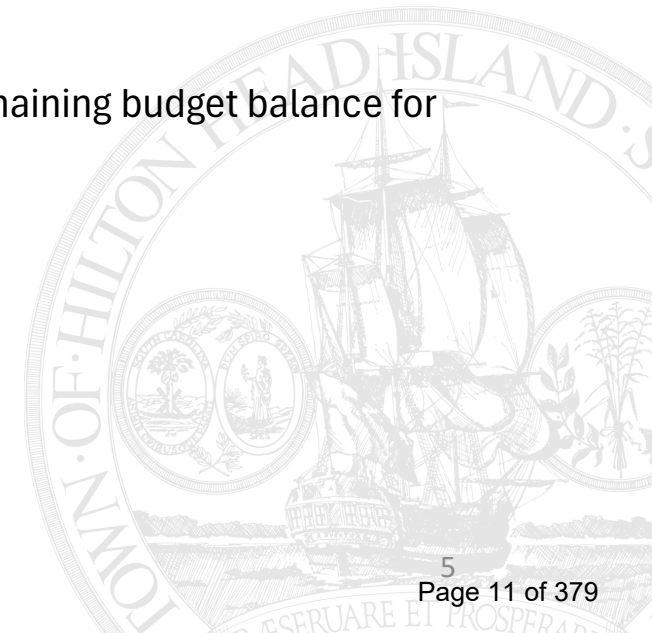
- Stormwater Fund year-to-date expenditures are approximately \$2.7 million in actual expenses, with an additional \$1.7 million encumbered.

#### GGHNCDC FUND

- GGHNCDC Fund revenues for March included a \$12K in interest earned and \$15K in expenditure for personnel expenses.
- GGHNCDC Fund year-to-date expenditures are \$246K compared to \$137K last year. The expenditures include personnel, operating and professional services.

#### HOUSING FUND

- Housing Fund expenditures for March include an operating expense of \$5K for workforce housing.
- Housing Fund housing program operating budget year-to-date reflects activity of \$295.7K, leaving a remaining budget balance for the year of \$115K.

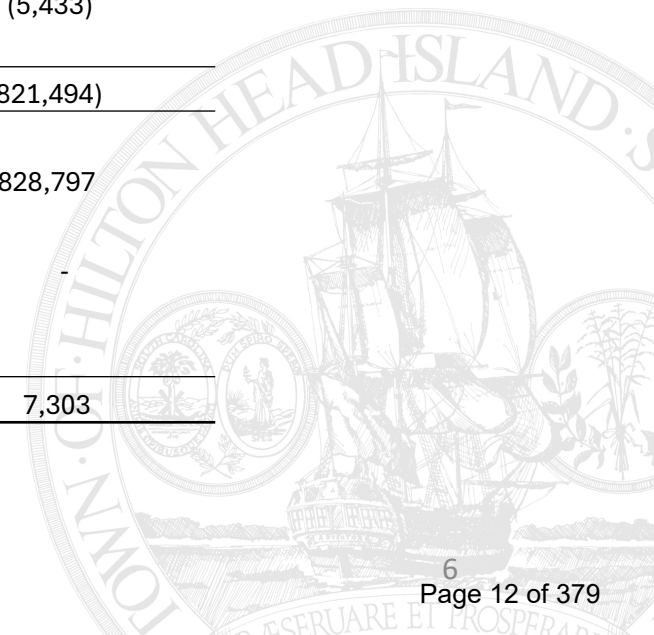


# TOWN OF HILTON HEAD ISLAND

## FY 2025 MARCH ACTIVITY



CORE FUNDS	MARCH 2025		
	MONTHLY REVENUES	MONTHLY EXPENDITURES	NET ACTIVITY
GENERAL FUND	\$ 3,103,303	\$ 3,868,810	\$ (765,507)
DEBT SERVICE FUND	\$ 209,299	\$ -	\$ 209,299
CIP FUND	\$ 64,230	\$ 1,405,686	\$ (1,341,456)
STORMWATER UTILITY FUND	\$ 295,958	\$ 211,648	\$ 84,310
GGHNCDC FUND	\$ 11,848	\$ 14,554	\$ (2,706)
HOUSING FUND	\$ -	\$ 5,433	\$ (5,433)
<b>SUBTOTAL</b>	<b>\$ 3,684,638</b>	<b>\$ 5,506,132</b>	<b>\$ (1,821,494)</b>
OTHER FINANCING SOURCES	\$ 2,251,378	\$ 422,581	\$ 1,828,797
TRANSFERS IN/OUT	\$ 2,481,711	\$ 2,481,711	\$ -
<b>TOTAL</b>	<b>\$ 8,417,727</b>	<b>\$ 8,410,424</b>	<b>\$ 7,303</b>



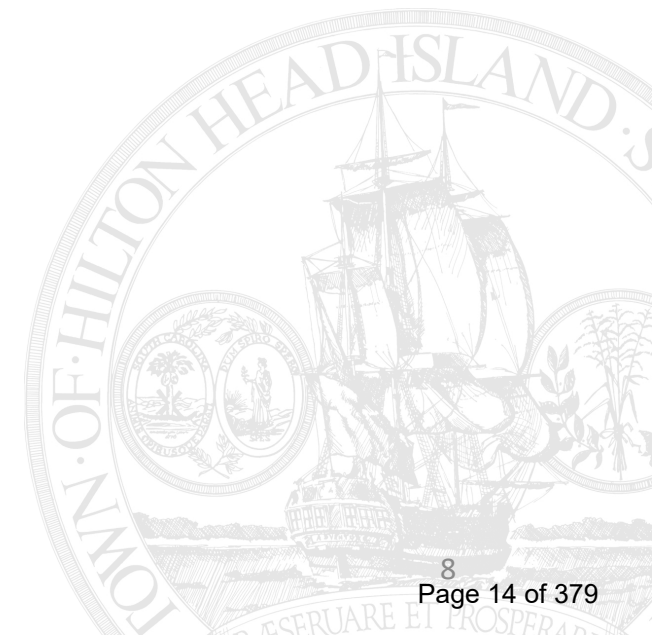


# FY 2025 CONSOLIDATED FINANCIALS YTD FUND BALANCES – 3/31/25

CORE FUNDS	FY22	FY23	FY24	FY25 YEAR BEGINNING BALANCE	YTD REVENUES	YTD EXPENDITURES	YTD ENDING FUND BALANCE 3/31/25
GENERAL FUND	\$ 29,062,865	\$ 33,502,808	\$ 39,536,669	\$ 39,536,669	\$ 34,217,592	\$ 40,302,231	\$ 33,452,029
DEBT SERVICE FUND	\$ 11,239,657	\$ 12,159,356	\$ 13,716,563	\$ 13,716,563	\$ 6,819,651	\$ 9,854,809	\$ 10,681,405
CIP FUND	\$ 8,796,482	\$ 3,402,646	\$ 7,675,346	\$ 7,675,346	\$ 833,337	\$ 21,645,375	\$ (13,136,691)
STORMWATER UTILITY FUND	\$ 10,540,740	\$ 13,178,610	\$ 13,754,708	\$ 13,754,708	\$ 5,633,564	\$ 2,565,978	\$ 16,822,294
GGHNCDC FUND	\$ -	\$ 5,415,560	\$ 5,561,896	\$ 5,561,896	\$ 190,626	\$ 209,903	\$ 5,542,619
HOUSING FUND	\$ -	\$ -	\$ 2,148,477	\$ 2,148,477	\$ -	\$ 134,084	\$ 2,014,393
<b>SUBTOTAL</b>	<b>\$ 59,639,744</b>	<b>\$ 67,658,980</b>	<b>\$ 82,393,659</b>	<b>\$ 82,393,659</b>	<b>\$ 47,694,770</b>	<b>\$ 74,712,379</b>	<b>\$ 55,376,050</b>
OTHER FINANCING SOURCES	\$ 129,980,212	\$ 143,762,604	\$ 147,377,808	\$ 147,377,808	\$ 43,165,663	\$ 10,344,724	\$ 180,198,747
TRANSFERS IN/OUT					\$ 40,975,450	\$ 37,775,252	\$ 3,200,198
<b>TOTAL</b>	<b>\$ 189,619,956</b>	<b>\$ 211,421,584</b>	<b>\$ 229,771,467</b>	<b>\$ 229,771,467</b>	<b>\$ 131,835,883</b>	<b>\$ 122,832,356</b>	<b>\$ 238,774,994</b>

# MAJOR FUND BALANCES

BUDGET COMPARISON: REVENUES & EXPENDITURES



# TOWN OF HILTON HEAD ISLAND



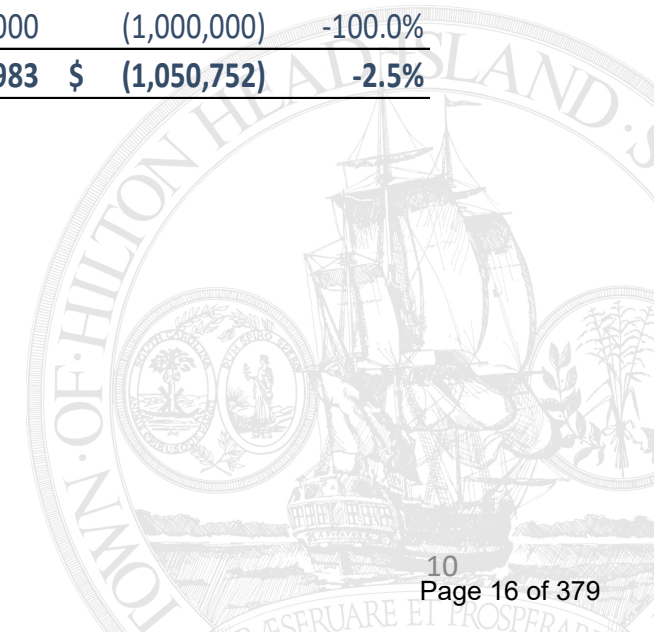
## FY 2025 GENERAL FUND – YTD 3/31/25

	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
<b>Revenues &amp; Transfers In</b>						
Property Taxes	\$ 18,076,000	\$ 18,346,818	\$ (270,818)	\$ 17,399,297	\$ 947,521	5.4%
Local Accommodations Tax	6,880,890	3,686,961	3,193,929	3,758,720	(71,758)	-1.9%
Business Licenses	12,690,924	4,903,897	7,787,027	4,950,094	(46,197)	-0.9%
Franchise Fees	840,000	696,719	143,281	634,426	62,293	9.8%
Permit Fees	1,800,000	1,908,366	(108,366)	1,919,851	(11,484)	-0.6%
Intergovernmental	973,093	738,587	234,506	698,600	39,987	5.7%
Grants - 911 Dispatch/Other	-	-	-	90,260	(90,260)	-100.0%
Beach Services/Parking	236,232	68,634	167,598	124,166	(55,532)	-44.7%
Other	294,704	165,822	128,882	191,543	(25,721)	-13.4%
Public Safety - EMS	2,036,000	1,927,522	108,478	1,613,153	314,370	19.5%
Public Safety - County	-	660	(660)	1,440	(780)	-54.2%
Investment Income	1,500,000	1,732,477	(232,477)	1,570,527	161,950	10.3%
Prior Year Funds	2,862,058	-	2,862,058	-	-	0.0%
Sale of Vehicle/Equipment	-	41,128	(41,128)	15,447	25,681	166.3%
<b>Subtotal</b>	<b>48,189,901</b>	<b>34,217,592</b>	<b>13,972,309</b>	<b>32,967,524</b>	<b>1,250,067</b>	<b>3.8%</b>
<b>Transfers In:</b>						
Beach Preservation Fee	1,983,508	1,983,508	-	1,487,631	495,877	33.3%
Hospitality Fee	6,257,894	6,257,894	-	3,796,818	2,461,076	64.8%
Tax Increment Financing (TIF)	110,000	110,000	-	82,500	27,500	33.3%
State Accommodations Tax	3,515,021	3,200,198	314,823	2,484,684	715,513	28.8%
Electric Franchise Fee	540,603	540,603	-	405,452	135,151	33.3%
Short Term Rental Permit Fee	1,825,000	1,825,000	-	875,000	950,000	108.6%
Stormwater Fee	125,000	125,000	-	93,750	31,250	33.3%
<b>Subtotal Transfers In</b>	<b>14,357,026</b>	<b>14,042,203</b>	<b>314,823</b>	<b>9,225,836</b>	<b>4,816,367</b>	<b>52.2%</b>
<b>Total Revenues</b>	<b>\$ 62,546,927</b>	<b>\$ 48,259,794</b>	<b>\$ 14,287,133</b>	<b>\$ 42,193,360</b>	<b>\$ 6,066,434</b>	<b>14.4%</b>



# FY 2025 GENERAL FUND – YTD 3/31/25

Expenditures by Category	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Encumbrances YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
Salaries & Benefits	\$ 38,483,711	\$ 25,603,996	\$ 882	\$ 12,878,833	\$ 25,035,168	\$ 568,829	2.3%
Operating	18,170,575	10,413,685	3,712,810	4,044,080	10,244,094	169,591	1.7%
Contracted Public Safety	2,642,000	1,724,965	108,393	808,642	1,811,035	(86,070)	-4.8%
Affiliated Agencies	3,250,641	2,559,585	-	691,056	1,262,686	1,296,898	102.7%
Transfer to Housing Fund	-	-	-	-	2,000,000	(2,000,000)	-100.0%
Transfer to Land Acquisition Fund	-	-	-	-	1,000,000	(1,000,000)	-100.0%
<b>Total Expenditures</b>	<b>\$ 62,546,927</b>	<b>\$ 40,302,231</b>	<b>\$ 3,822,085</b>	<b>\$ 18,422,611</b>	<b>\$ 41,352,983</b>	<b>\$ (1,050,752)</b>	<b>-2.5%</b>





# FY 2025 CIP FUND – YTD 3/31/25

	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
<b>Revenues</b>						
Traffic & Park Impact Fees	\$ 947,601	\$ 114,799	\$ 832,802	\$ 214,094	(99,295)	-46.4%
Sunday Liquor Permit Fees	1,455,811	32,550	1,423,261	41,550	(9,000)	-21.7%
HTAX Supported Lease	11,384,707	-	11,384,707	-	-	0.0%
Prior Bond Proceeds	-	-	-	9,289	(9,289)	-100.0%
Capital	554,702	58,483	496,219	249,231	(190,748)	-76.5%
Capital Investment Income	-	425,426	(425,426)	345,623	79,802	23.1%
Sale of Land	1,283,020	9,075	1,273,945	-	9,075	0.0%
Grants	500,000	193,005	306,995	3,408,165	(3,215,161)	-94.3%
Transfers In:						
Beach Preservation Fees	21,275,174	357,935	20,917,239	5,589,509	(5,231,574)	-93.6%
Hospitality Tax	18,601,126	2,001,175	16,599,951	1,201,509	799,666	66.6%
Tax Increment Financing (TIF)	11,260,717	6,650,873	4,609,844	318,101	6,332,773	1990.8%
General Fund	-	-	-	1,000,000	(1,000,000)	-100.0%
State ATAX	3,200,000	655,719	2,544,281	2,935,269	(2,279,550)	-77.7%
Road Usage Fee	762,871	475,924	286,947	(558,072)	1,033,995	-185.3%
Electric Franchise Fee	8,497,848	8,497,848	-	5,844,871	2,652,977	45.4%
Real Estate Transfer Fee	885,912	3,161,215	(2,275,303)	5,779,985	(2,618,770)	-45.3%
Short Term Rental Permit Fee	-	-	-	-	-	0.0%
Stormwater Utility Fee	2,193,310	-	2,193,310	860,000	(860,000)	-100.0%
<b>Total Revenues</b>	<b>\$ 82,802,799</b>	<b>\$ 22,634,027</b>	<b>\$ 60,168,772</b>	<b>\$ 27,239,125</b>	<b>(4,605,098)</b>	<b>-16.9%</b>

# TOWN OF HILTON HEAD ISLAND



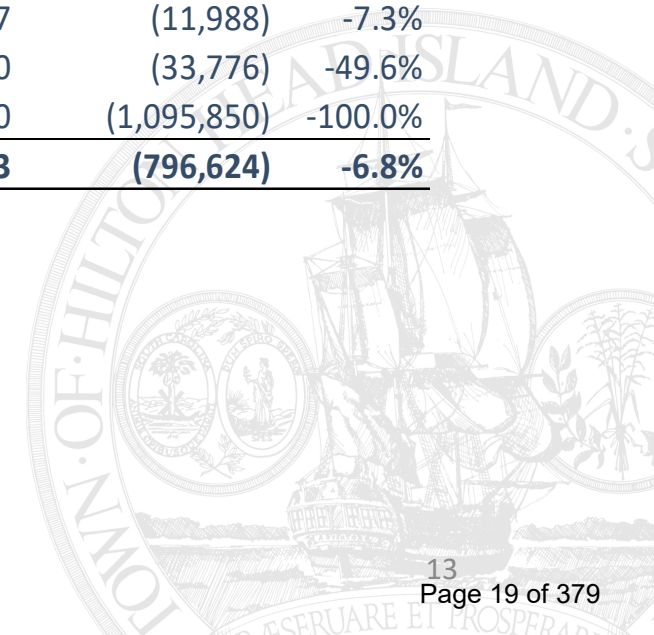
## FY 2025 CIP FUND – YTD 3/31/25

Expenditures by Program	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Encumbrances YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
Beach Program	\$ 21,599,000	\$ 489,119	\$ 831,320	\$ 20,278,562	\$ 1,753,583	(1,264,464)	-72.1%
Pathway Program	5,500,000	416,989	231,847	4,851,164	933,490	(516,501)	-55.3%
Roadway Program	10,317,218	1,587,943	1,556,185	7,173,090	1,361,443	226,500	16.6%
Park Program	19,815,273	2,279,269	7,909,550	9,626,455	1,169,942	1,109,327	94.8%
Facility & Equipment Program	8,402,291	2,950,176	1,058,104	4,394,011	2,502,618	447,558	17.9%
Stormwater Program	2,193,310	291,219	1,340,093	561,998	98,097	193,122	196.9%
Fleet Program	11,750,707	4,736,944	2,399,338	4,614,425	349,922	4,387,021	1253.7%
Land Acquisition & Administration	3,225,000	8,893,717	27,524	(5,696,241)	11,786,029	(2,892,312)	-24.5%
<b>Total Expenditures</b>	<b>\$ 82,802,799</b>	<b>\$ 21,645,375</b>	<b>\$ 15,353,960</b>	<b>\$ 45,803,464</b>	<b>\$ 19,955,124</b>	<b>1,690,251</b>	<b>8.5%</b>



# FY 2025 DEBT SERVICE FUND – YTD 3/31/25

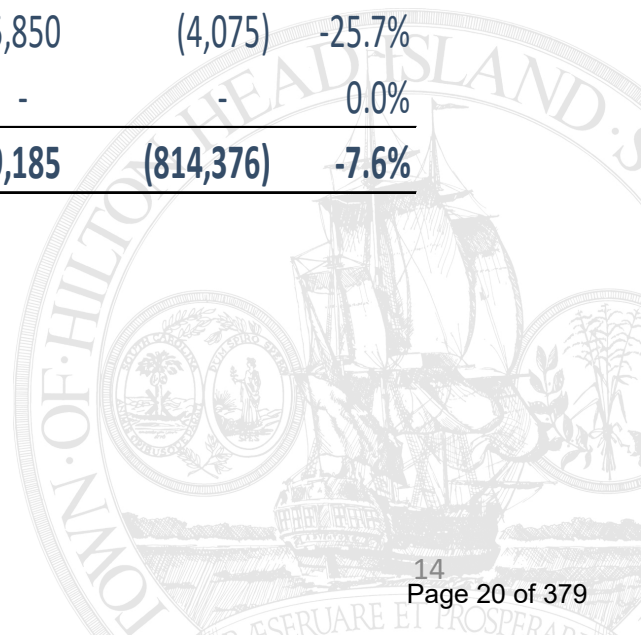
	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
<b>Revenues</b>						
Property Taxes	\$ 5,843,144	\$ 6,333,708	\$ (490,564)	\$ 6,011,466	322,242	5.4%
Investment Income	338,365	485,943	(147,578)	461,445	24,498	5.3%
Transfers In:			-		-	0.0%
Beach Preservation Fees	4,346,625	3,946,625	400,000	3,948,375	(1,750)	0.0%
Natural Disasters Fund	-	-	-	-	-	0.0%
Hospitality Fees	1,843,158	151,579	1,691,579	163,567	(11,988)	-7.3%
Tax Increment Financing (TIF)	3,928,708	34,354	3,894,354	68,130	(33,776)	-49.6%
Real Estate Transfer Fee	400,000	-	400,000	1,095,850	(1,095,850)	-100.0%
<b>Total Revenues</b>	<b>\$ 16,700,000</b>	<b>\$ 10,952,209</b>	<b>\$ 5,747,791</b>	<b>\$ 11,748,833</b>	<b>(796,624)</b>	<b>-6.8%</b>





# FY 2025 DEBT SERVICE FUND – YTD 3/31/25

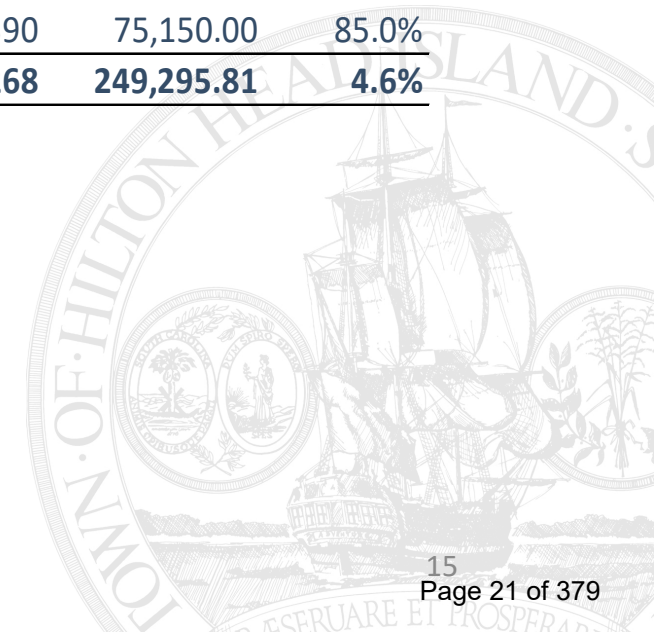
	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Encumbrances YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
<b>Expenditures</b>							
Principal	\$ 12,625,000	\$ 7,625,000	\$ -	\$ 5,000,000	\$ 8,090,000	(465,000)	-5.7%
Interest	2,403,968	2,218,034	-	185,934	2,563,335	(345,301)	-13.5%
Bank Fees	71,032	11,775	-	59,257	15,850	(4,075)	-25.7%
Anticipated Debt Costs	1,600,000	-	2,140	1,597,860	-	-	0.0%
<b>Total Expenditures</b>	<b>\$ 16,700,000</b>	<b>\$ 9,854,809</b>	<b>\$ 2,140</b>	<b>\$ 6,843,051</b>	<b>\$ 10,669,185</b>	<b>(814,376)</b>	<b>-7.6%</b>





# FY 2025 STORMWATER FUND – YTD 3/31/25

	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
<b>Revenues</b>						
Stormwater Utility Fees	\$ 5,067,000	\$ 5,225,042	\$ (158,042)	\$ 5,056,490	168,552.84	3.3%
Prior Year Funds	3,753,271	-	3,753,271	-	-	0.0%
Investment Income	150,000	244,982	(94,982)	239,389	5,592.97	2.3%
Plan Review Fees	112,420	163,540	(51,120)	88,390	75,150.00	85.0%
<b>Total Revenues</b>	<b>\$ 9,082,691</b>	<b>\$ 5,633,564</b>	<b>\$ 3,449,127</b>	<b>\$ 5,384,268</b>	<b>249,295.81</b>	<b>4.6%</b>





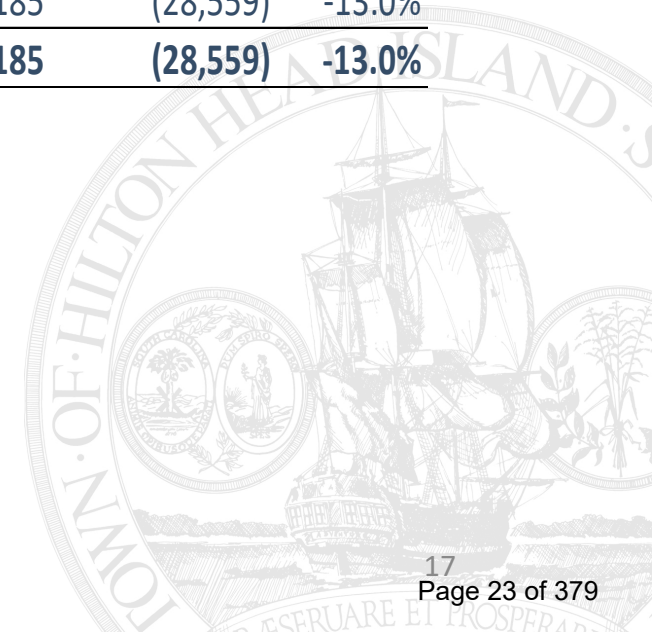
# FY 2025 STORMWATER FUND – YTD 3/31/25

	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Encumbrances YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
<b>Expenditures by Category</b>							
Salaries & Benefits	\$ 842,381	\$ 523,872	\$ -	\$ 318,509	\$ 528,639	(4,767)	-0.9%
Operating	198,570	130,769	4,558	63,243	129,445	1,324	1.0%
Monitoring	194,000	19,008	57,645	117,347	58,254	(39,246)	-67.4%
Inventory & Modeling / Analysis	680,432	66,293	447,114	167,025	8,683	(185,078)	-73.6%
POA Systems Corrective Maintenance	1,597,253	89,988	332,407	1,174,858	251,371	(290,454)	0.0%
Public Systems Corrective Maintenance	735,057	98,448	141,117	495,492	380,442	(281,994)	-74.1%
Routine Maintenance & Contingency	1,228,595	350,511	173,746	704,338	275,096	75,415	27.4%
Pump Station Maintenance	1,050,277	313,514	575,805	160,958	511,217	(197,702)	-38.7%
Stormwater Depreciation, Amortization, Interest & Fees	1,248,574	973,573	-	275,001	877,159	96,414	11.0%
Transfers Out:						-	0.0%
General Fund	125,000	125,000	-	-	93,750	31,250	33.3%
CIP Stormwater Program	1,182,552	-	-	1,182,552	860,000	(860,000)	-100.0%
<b>Total Expenditures</b>	<b>\$ 9,082,691</b>	<b>\$ 2,690,978</b>	<b>\$ 1,732,390</b>	<b>\$ 4,659,323</b>	<b>\$ 3,974,056</b>	<b>(1,283,078)</b>	<b>-32.3%</b>



# FY 2025 GGHNCDC FUND – YTD 3/31/25

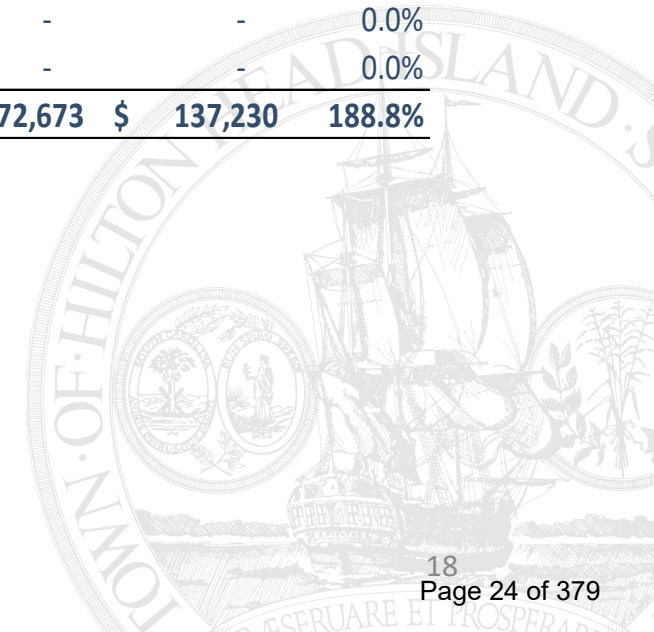
	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
<b>Revenues</b>						
Prior Year Grant - South Carolina	\$ 5,000,000	\$ -	\$ 5,000,000	\$ -	-	0.0%
Prior Year Grant - Beaufort County	216,434	-	216,434	-	-	0.0%
Investment Income	125,000	190,626	(65,626)	219,185	(28,559)	-13.0%
<b>Total Revenues</b>	<b>\$ 5,341,434</b>	<b>\$ 190,626</b>	<b>\$ 5,150,808</b>	<b>\$ 219,185</b>	<b>(28,559)</b>	<b>-13.0%</b>





# FY 2025 GGHNCDC FUND – YTD 3/31/25

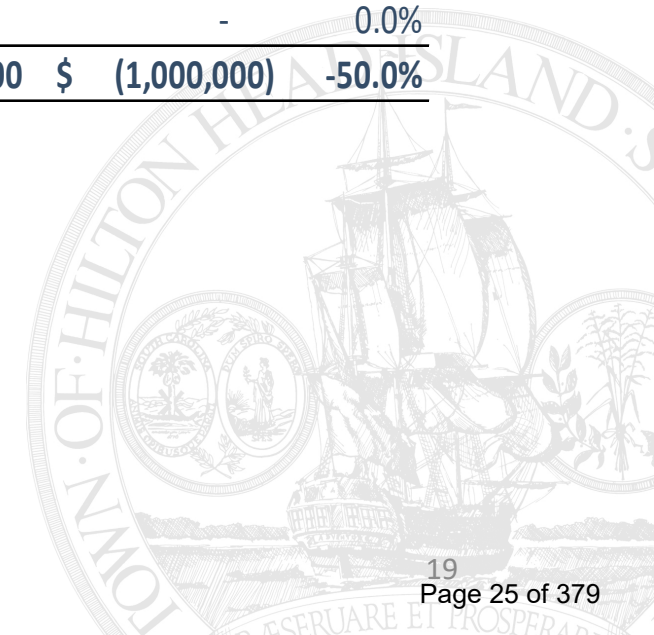
Expenditures by Category	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Encumbrances YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
Personnel & Benefits	\$ 200,376	\$ 140,160	\$ -	\$ 60,216	\$ 70,804	69,356	98.0%
Operating Expenses	65,125	9,788	-	55,337	1,869	7,919	423.7%
Professional Services	310,000	59,955	36,520	213,525	-	59,955	0.0%
Grants & Incentives Loans	1,500,000	-	-	1,500,000	-	-	0.0%
Capital Outlay & Land Acquisition	1,250,000	-	-	1,250,000	-	-	0.0%
Project Expenses & Contingency	80,000	-	-	80,000	-	-	0.0%
<b>Total Expenditures</b>	<b>\$ 3,405,501</b>	<b>\$ 209,903</b>	<b>\$ 36,520</b>	<b>\$ 3,159,078</b>	<b>\$ 72,673</b>	<b>\$ 137,230</b>	<b>188.8%</b>





# FY 2025 HOUSING FUND – YTD 3/31/25

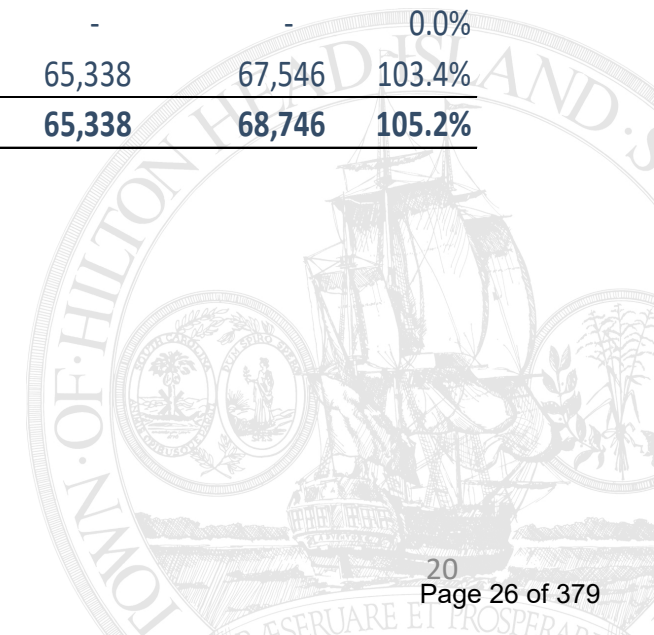
Revenues	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
Transfer from General Fund	\$ -	\$ -	\$ -	\$ 2,000,000	(2,000,000)	-100.0%
Transfer from Capital Projects	-	-	-	-	-	0.0%
Transfer from State ATAX	1,000,000	1,000,000	-	-	1,000,000	0.0%
Prior Year Housing Funds	2,000,000	-	2,000,000	-	-	0.0%
Prior Year Funds from ARPA	1,000,000	-	1,000,000	-	-	0.0%
<b>Total Revenues</b>	<b>\$ 4,000,000</b>	<b>\$ 1,000,000</b>	<b>\$ 3,000,000</b>	<b>\$ 2,000,000</b>	<b>\$ (1,000,000)</b>	<b>-50.0%</b>





# FY 2025 HOUSING FUND – YTD 3/31/25

Expenditures by Category	FY 2025 Budget	FY 2025 Actual YTD	FY 2025 Encumbrances YTD	FY 2025 Remaining Budget YTD	FY 2024 Actual YTD	FY 2025 Actual to FY 2024 Actual Change	% Change
Northpoint Public Private Partnership	\$ 1,000,000	\$ -	\$ 1,000,000	\$ -	\$ -	-	0.0%
Muddy Creek Neighborhood Stabilization	1,500,000	300	-	1,499,700	-	300	0.0%
Bryant Road Public Private Partnership	1,000,000	900	-	999,100	-	900	0.0%
Beaufort Jasper Housing Trust Dues	89,206	-	-	89,206	-	-	0.0%
Housing Program Personnel	-	-	-	-	-	-	0.0%
Housing Program Operating	410,794	132,884	162,771	115,139	65,338	67,546	103.4%
<b>Total Expenditures</b>	<b>\$ 4,000,000</b>	<b>\$ 134,084</b>	<b>\$ 1,162,771</b>	<b>\$ 2,703,145</b>	<b>\$ 65,338</b>	<b>68,746</b>	<b>105.2%</b>

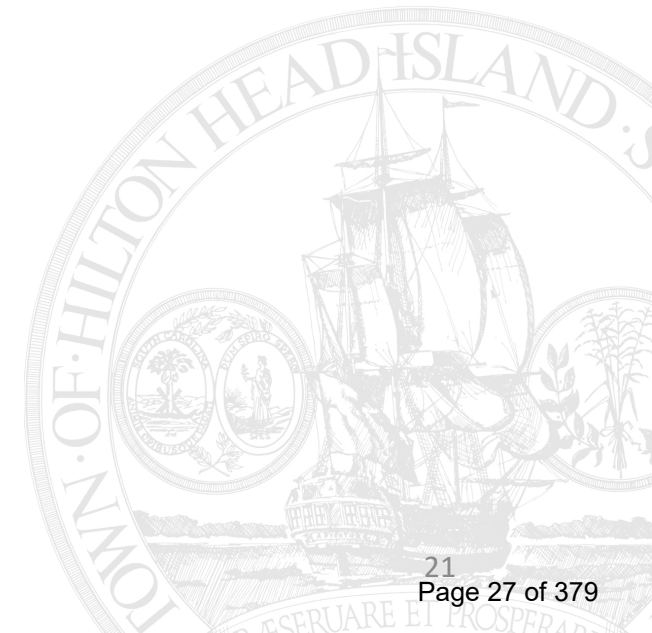




## QUESTIONS:

ADRIANA BURNETT  
FINANCE DIRECTOR

EMAIL: [ADRIANAB@HILTONHEADISLANDSC.GOV](mailto:ADRIANAB@HILTONHEADISLANDSC.GOV)





# TOWN OF HILTON HEAD ISLAND

## Staff Memo

**TO:** Finance & Administration Committee members  
**FROM:** Heather Woolwine, MA, *Communications Director*  
**CC:** Adriana Burnett, *Finance Director*  
Marc Orlando, *Town Manager*  
**DATE:** April 14, 2025  
**SUBJECT:** Presentation of the Destination Marketing Organization FY 26 Marketing Plan, Budget and Visitor Profile

The Finance & Administration 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 full Town Council. 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 (January), 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), and the Accommodations Tax Committee (March).

### **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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# 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.



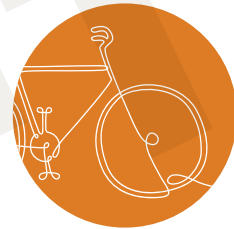
Ecotourism



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

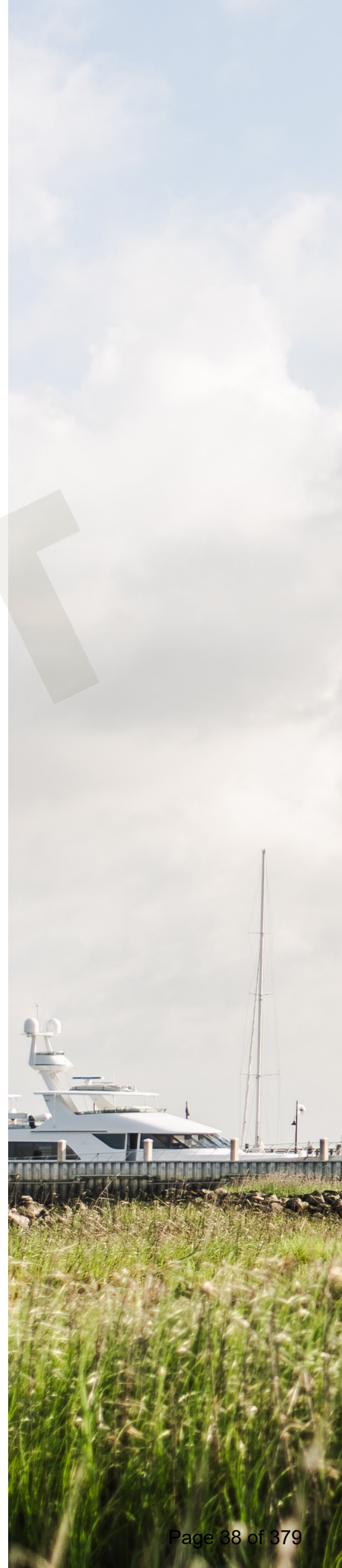
## A PLAN OF ACTION. A VISION FOR THE COMMUNITY.

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

## 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

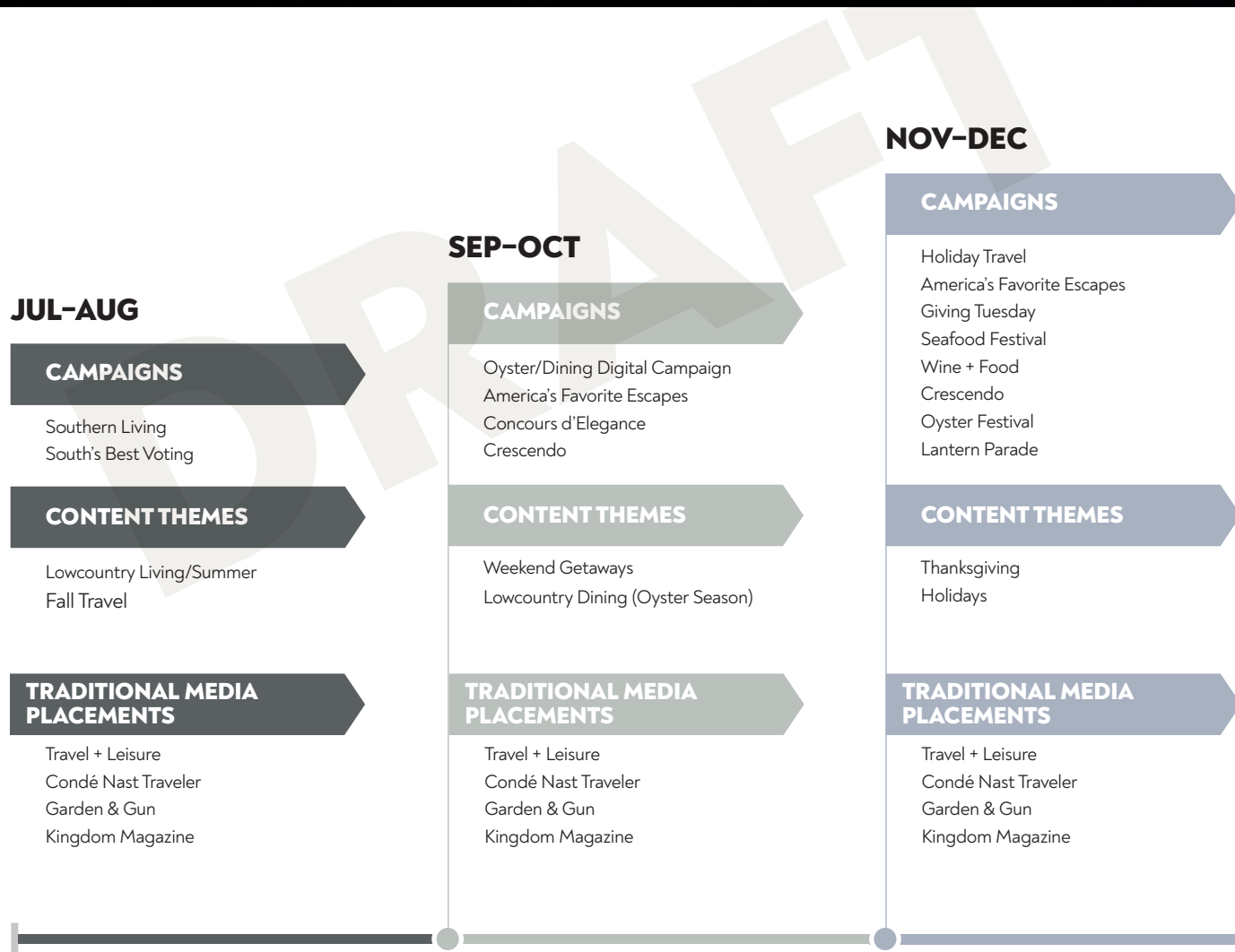
Total Email List: 156,739  
Time spent on blog: 2:19 (+12.4% YOY)  
Social referrals: 66K (+16% YOY)  
Engagement rate: 73% (+17% YOY)  
Average session duration: 2:56 (+22.5% YOY)  
Pages per visit: 2.71 (+1.7% YOY)

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	SCPR	SCPR	Town of	Beaufort Co
	TOTALS	DMO	Private Sector	Dest. Specific	Co-ops	Bluffton DMO	Membership
<b>Revenues</b>							
Town of HHI DMO	3,900,000	3,900,000					
Private Sector	500,000		500,000				
SCPR Destination Specific	1,500,000			1,500,000			
SCPR 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
<b>Total Revenues</b>	<b>9,465,000</b>	<b>3,900,000</b>	<b>500,000</b>	<b>1,500,000</b>	<b>3,000,000</b>	<b>365,000</b>	<b>200,000</b>
Membership Revenue	11,465,000						2,000,000
<b>Total Revenues with Membership</b>							
<b>Expenses</b>							
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			

<b>Group Sales &amp; Marketing</b>									
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					
<b>Sub-total</b>	<b>378,500</b>	<b>257,344</b>	<b>9,975</b>	<b>111,181</b>					
<b>International</b>									
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					
<b>Sub-total</b>	<b>350,410</b>	<b>238,246</b>	<b>9,234</b>	<b>102,930</b>					
<b>Destination Photography &amp; Video</b>									
	25,000	16,996	659	7,344					
<b>Collateral/Fulfillment</b>									
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					
<b>Sub-total</b>	<b>424,000</b>	<b>288,280</b>	<b>11,174</b>	<b>124,547</b>					
<b>Research &amp; Planning</b>									
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		
<b>Sub-total</b>	<b>2,025,000</b>	<b>1,053,000</b>	<b>389,650</b>	<b>270,000</b>	<b>90,000</b>	<b>142,350</b>	<b>80,000</b>		
<b>SCPRT</b>									
SC PRT - Leisure	1,060,000			1,060,000					
SC PRT - Sports	950,000			950,000					
SC PRT - Meetings & Groups	900,000			900,000					
<b>Sub-total</b>	<b>2,910,000</b>			<b>2,910,000</b>					
<b>Town of Bluffton DMO</b>									
Promotions	222,650			222,650					
B/C Bluffton & Dairfuskie DMO									
<b>Promotions</b>	<b>120,000</b>			<b>120,000</b>					
<b>TOTAL VCB EXPENSES</b>	<b>9,465,000</b>	<b>3,900,000</b>	<b>500,000</b>	<b>1,500,000</b>	<b>3,000,000</b>	<b>365,000</b>	<b>200,000</b>	<b>2,000,000</b>	<b>11,465,000</b>
Difference btw Revenue & Expense	0	0	0	0	0	0	0	0	0
Total Expenses with Membership	11,465,000								
Revenues Minus Expenses:	0								
<b>Revenues &amp; Expenses for HHI-related marketing programs</b>									
<b>Revenues &amp; Expenses for other marketing programs</b>									

# 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

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**54%**  
Undergraduate  
Degree or  
Higher

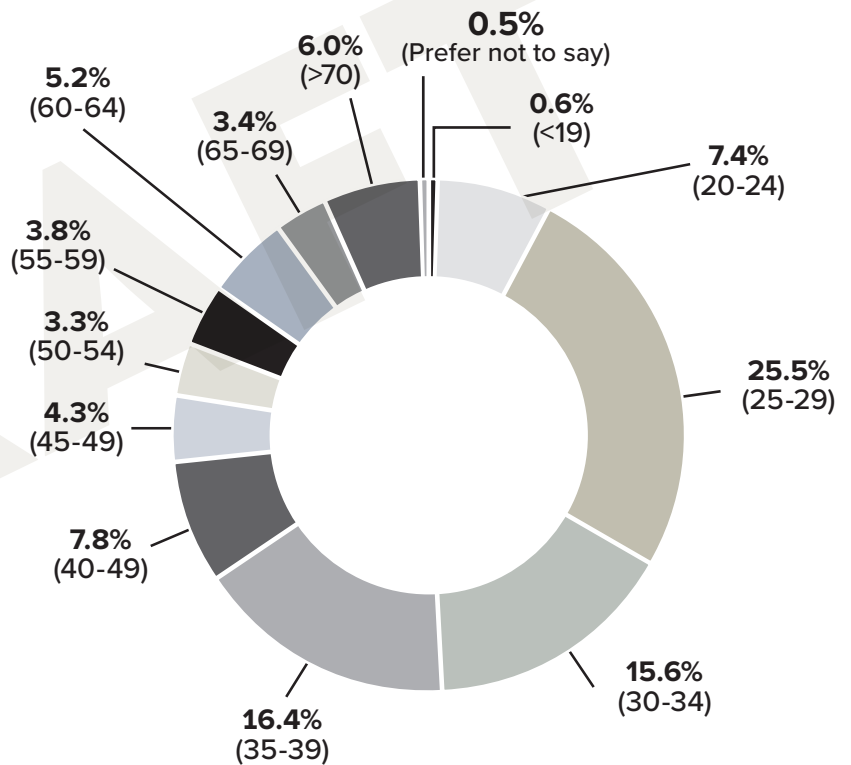
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**2-4** Trips per Year  
**7** Nights Average  
Length of Stay

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

## AGE DISTRIBUTION



## DEMOGRAPHICS AND PERSONAS



Weekenders



Families



Snowbirds



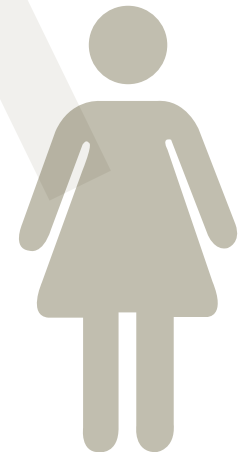
Sports  
Enthusiasts



Culinary  
Explorers



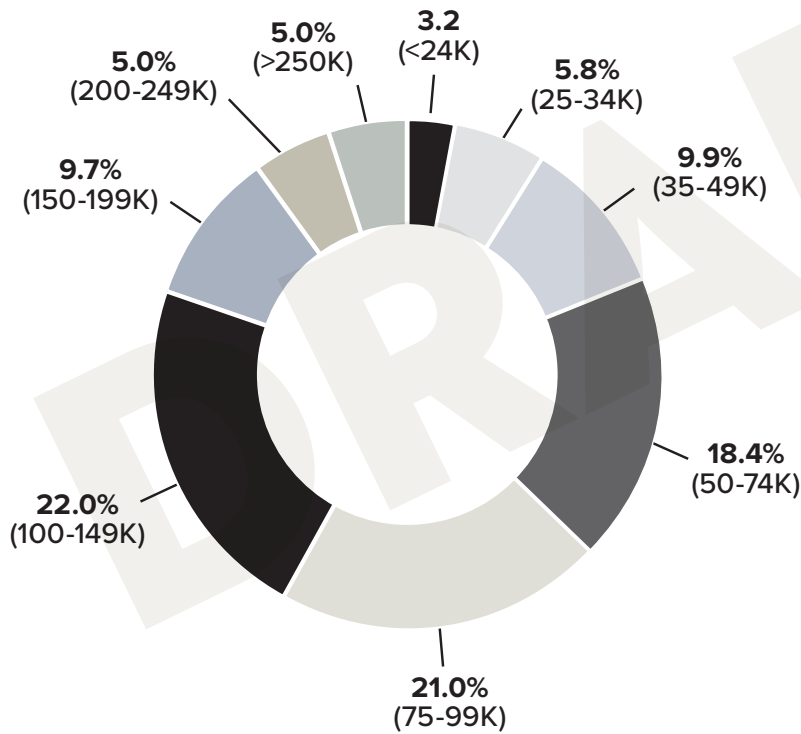
**50.7%  
MALE**



**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.

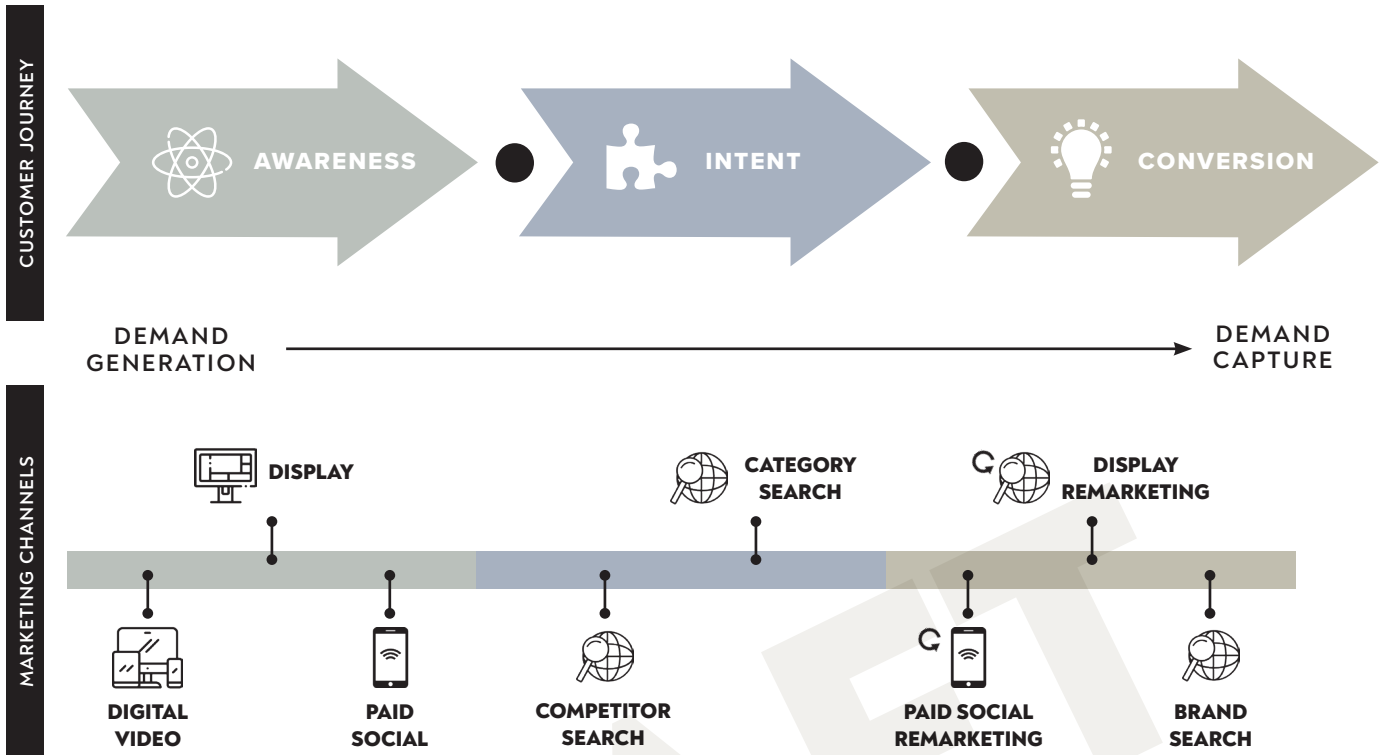


## DELIVERING AN AI-POWERED TRAVEL EXPERIENCE

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.

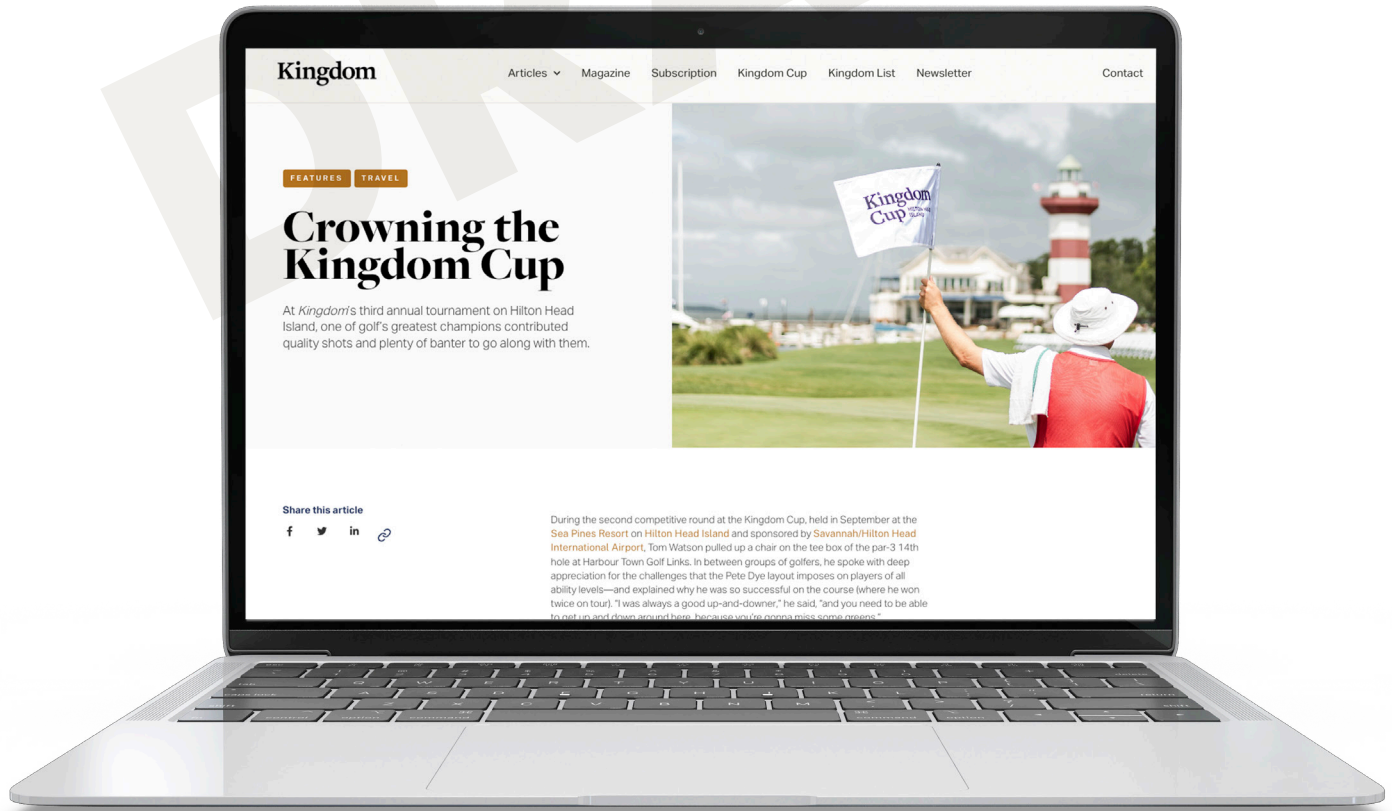
A campaign approach and timeline will be developed alongside a rollout plan based on funding and seasonality.

**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

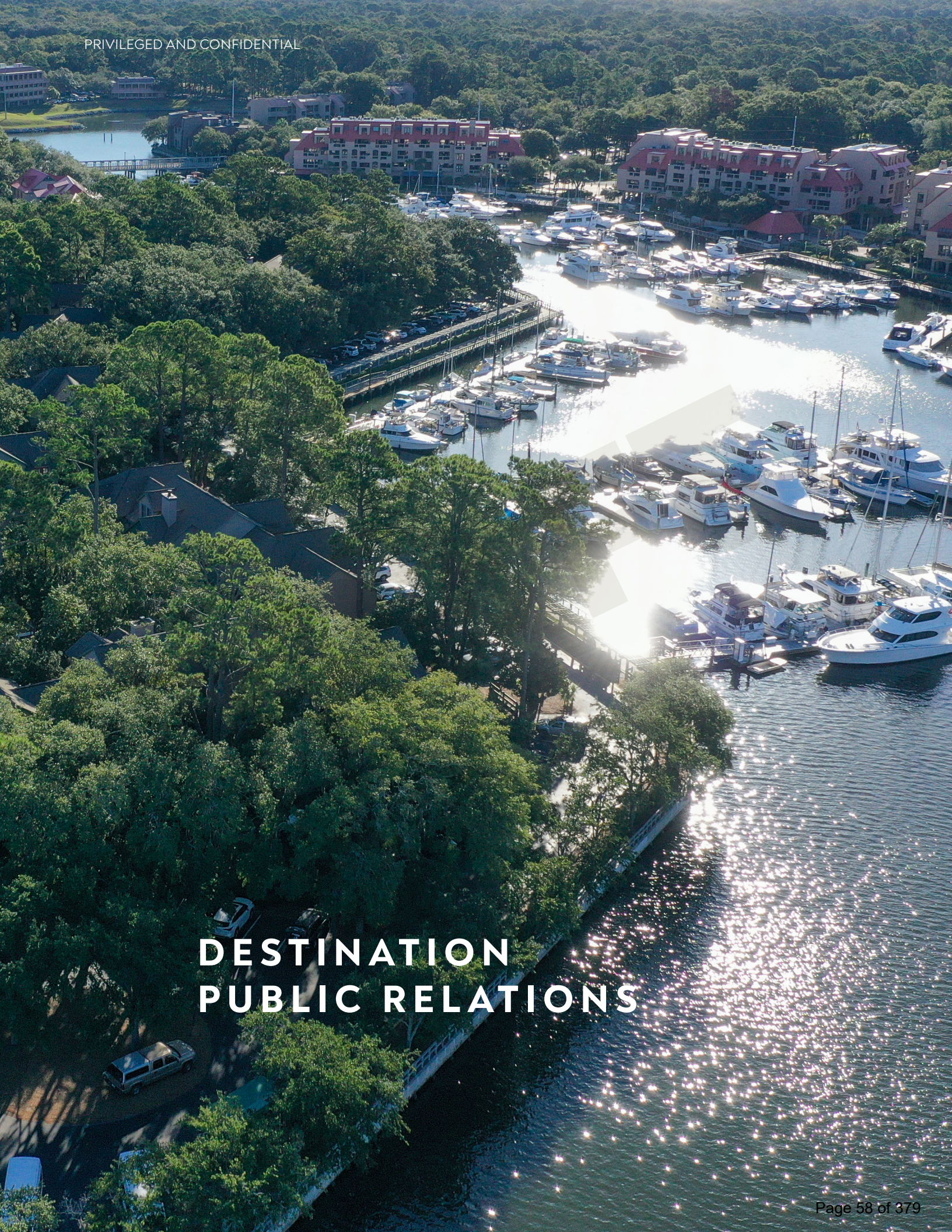
#### BY THE NUMBERS

**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

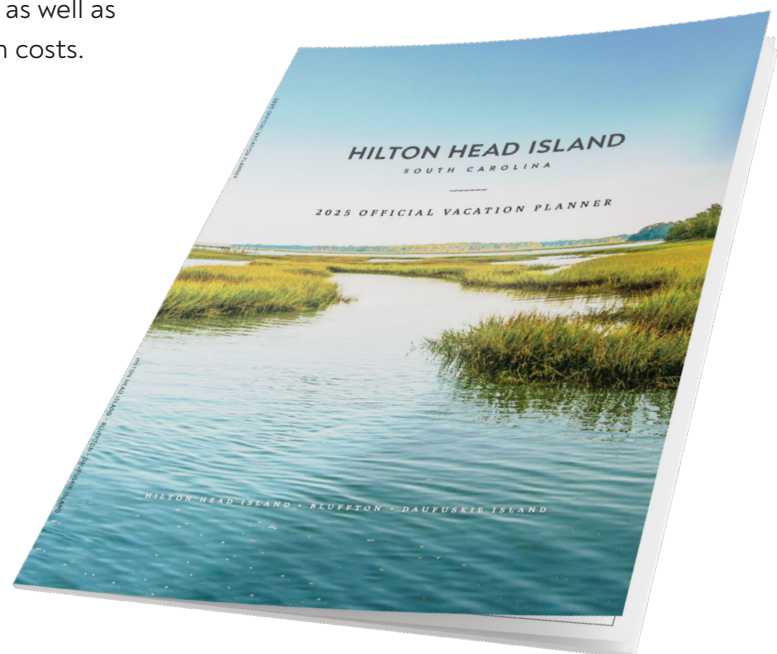
Included in our budget is a dedicated campaign for the promotion of the Vacation Planner for visitors to request a guide as well as for fulfillment and distribution costs.

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.



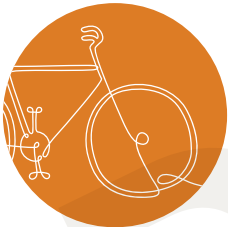
## Historical Heritage

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
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
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
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
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 &amp; 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
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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
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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
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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
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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	TACTICS
<p>Develop an arts, cultural &amp; entertainment district with recreation and event facilities appropriately designed to fit our community and development aesthetic.</p>	<p>Bring the Parks and Rec Master Plan forward and learn about upcoming integration touchpoints and opportunities.</p> <p>Develop branding and marketing approach for an arts, cultural &amp; entertainment district.</p>
<p>Partner with the Town of Hilton Head Island on building out a strategy for Island branding.</p>	<p>Collaborate with the Town of Hilton Head Island to create a cohesive branding strategy for the island.</p>
<p>Seek a 5-star property or resort designation to further elevate the Hilton Head Island brand in the luxury leisure and group marketplace.</p>	<p>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).</p>
<p>Evaluate current incentives for investment in new and existing venue capital to compete with other like-size coastal destinations.</p>	<p>Conduct competitive assessment to evaluate our destination compared to other like-minded destinations and competitive product offerings.</p> <p>Collaborate with our local and state representatives to inform, educate and influence decisions as it relates to capital investment and infrastructure funding.</p> <p>Work to develop holistic economic development strategy influenced by the 10-year destination management plan.</p>

## 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

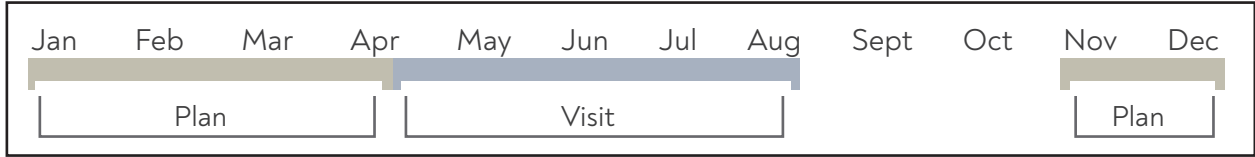
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Engage three rideshare partners.
Town/ Private Sector/ Chamber	•			RFP responses and successful bidding process.
Town/ Private Sector/ Chamber			•	Identification of ways to work alongside rideshare regulations and serve residents and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



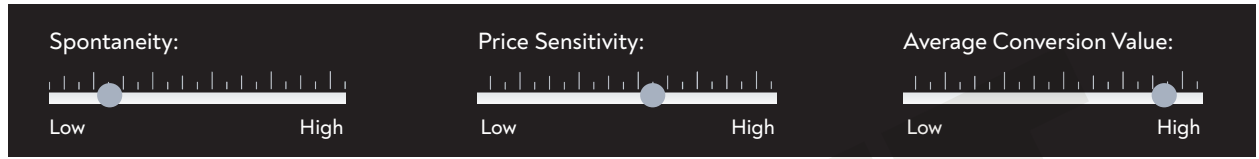
**FAMILY**

## 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

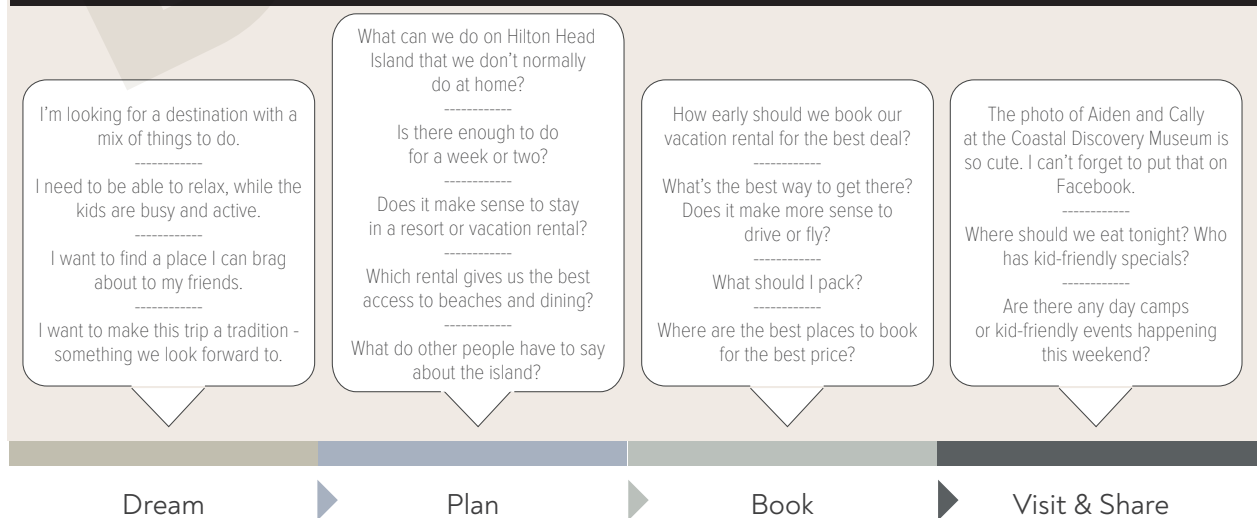
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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

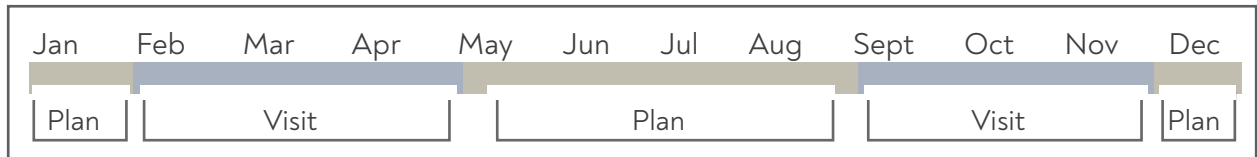




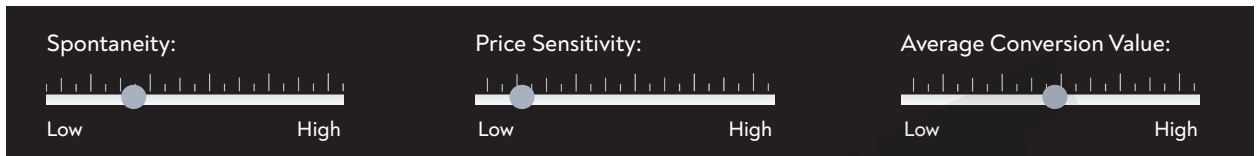
# ARTS, HISTORY & CULTURE

## TRAVEL OBJECTIVE

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



## ARTS, HISTORY & CULTURE TRAVEL HABITS



## WHO THEY ARE

Values Learning & Authenticity

Seeking an Immersive Experience

Image Conscious

Upscale & Status Oriented

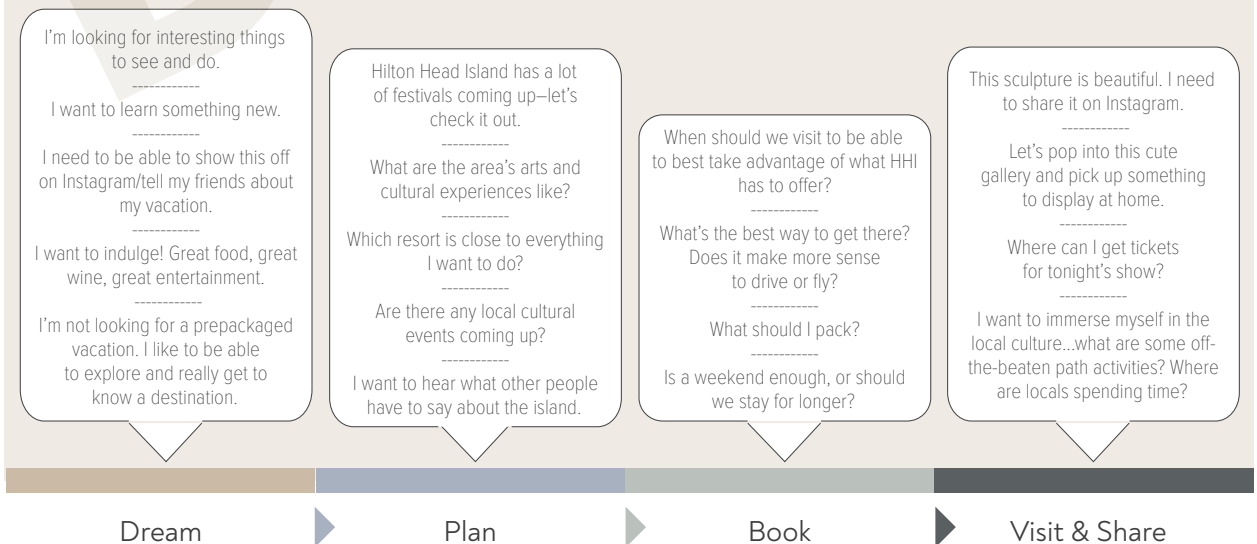
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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

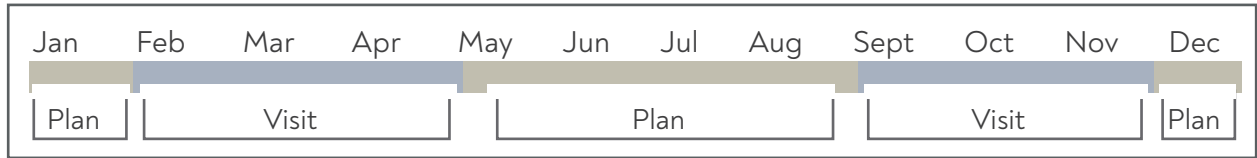




**WELLNESS TRAVELER**

## 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

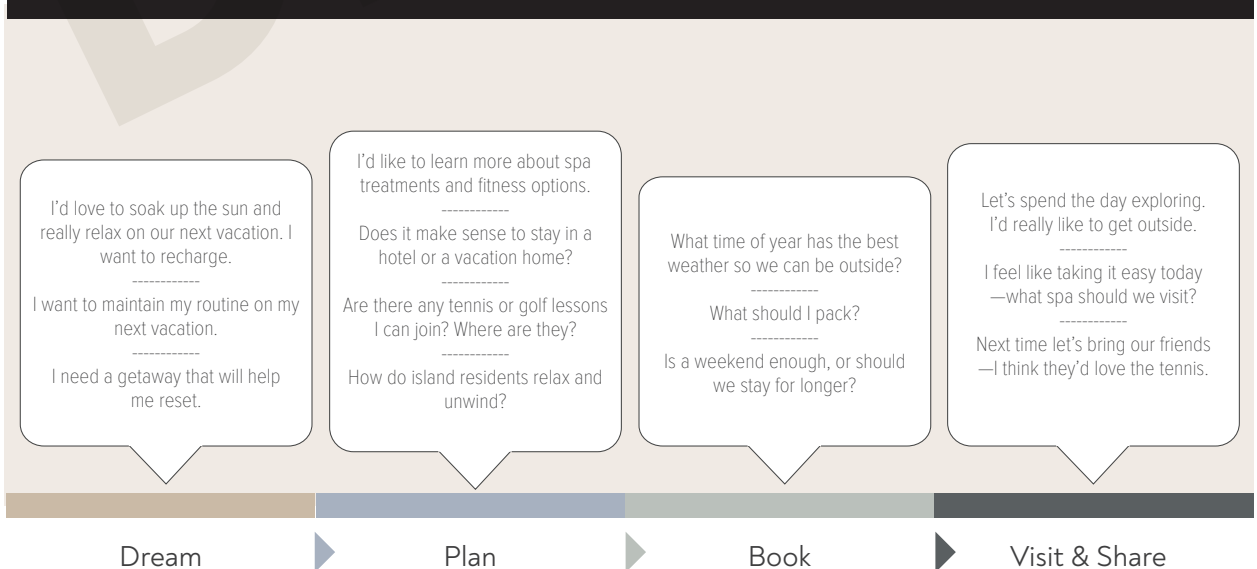
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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

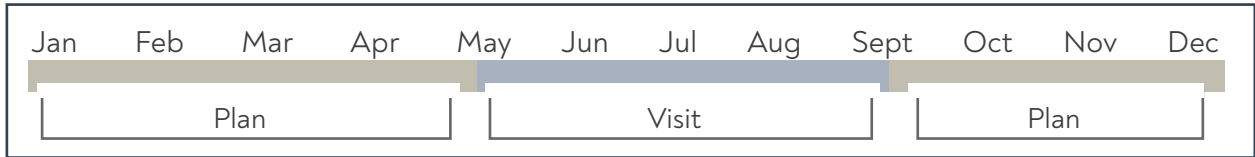




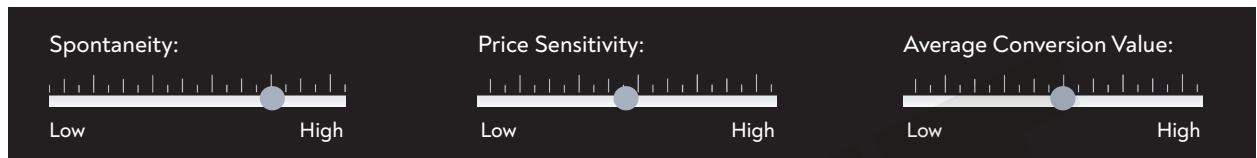
**SPORTS ENTHUSIAST**

## 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

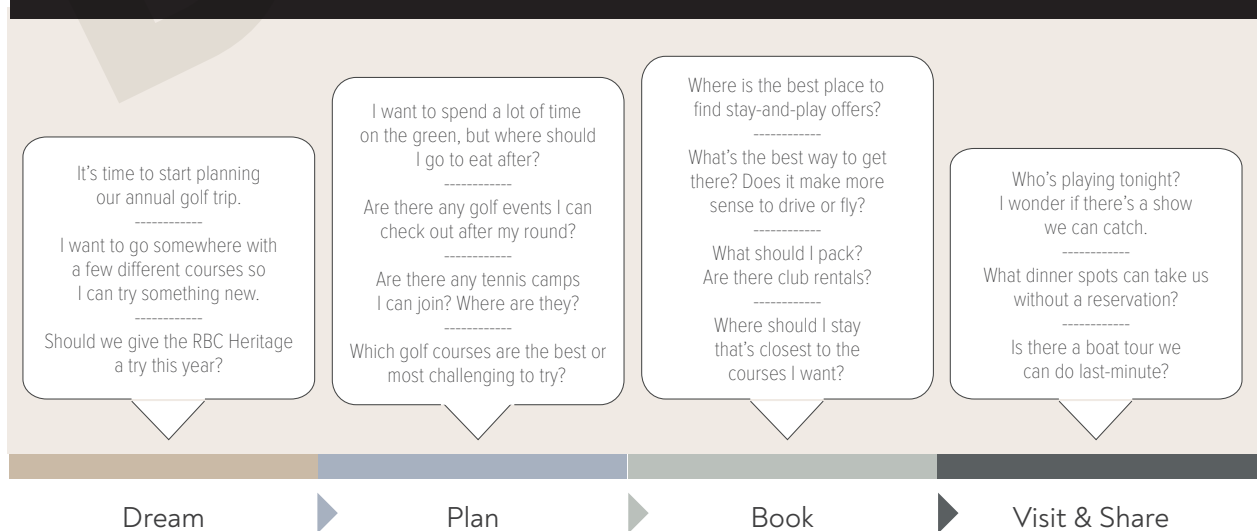
## PREFERRED ACTIVITIES & ATTRACTIONS

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

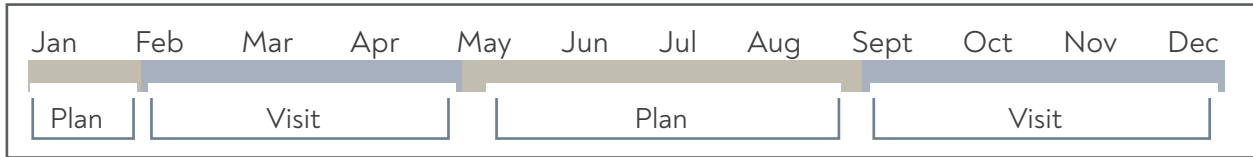




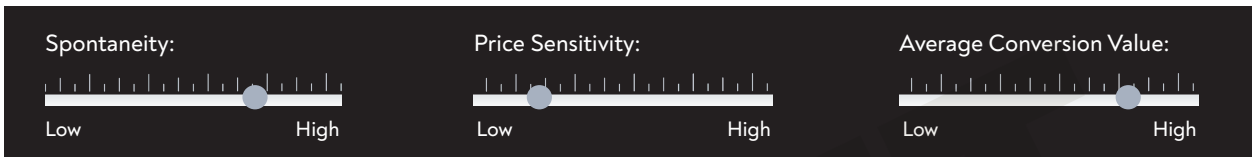
**CULINARY**

## 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
- Spontaneous & Social
- Seeking an Immersive Experience
- Unconventional

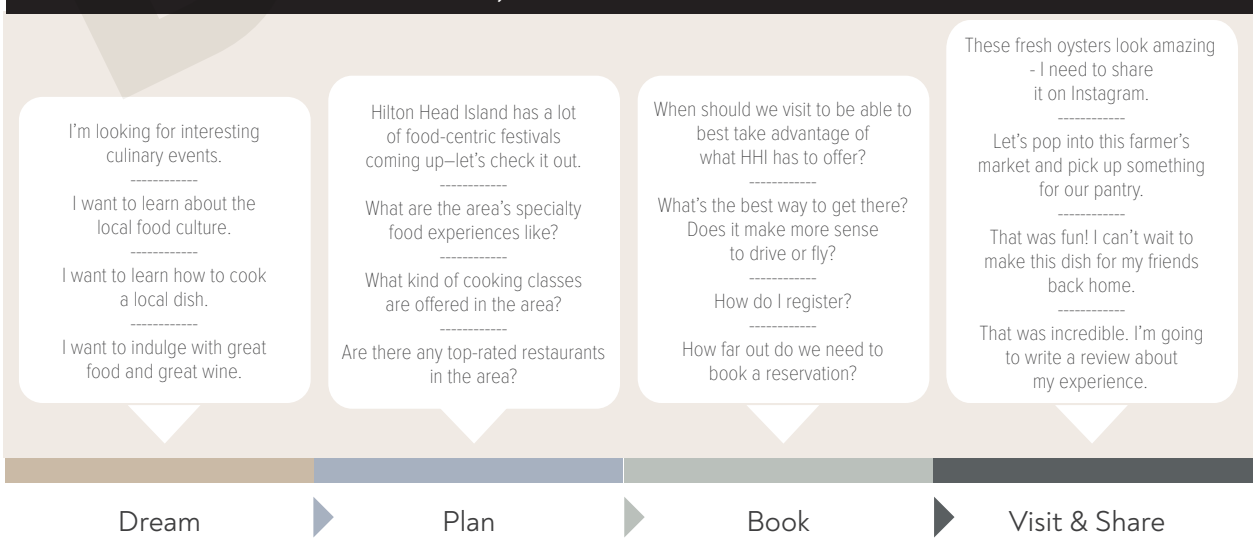
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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





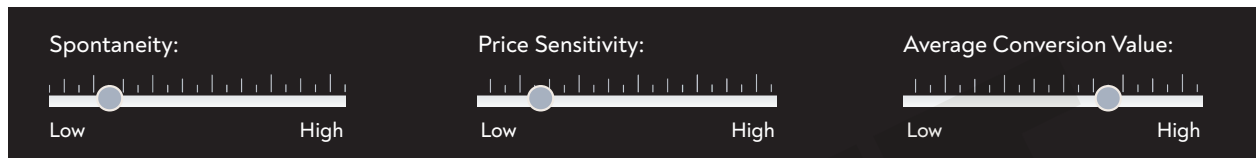
**SNOWBIRDS**

## 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

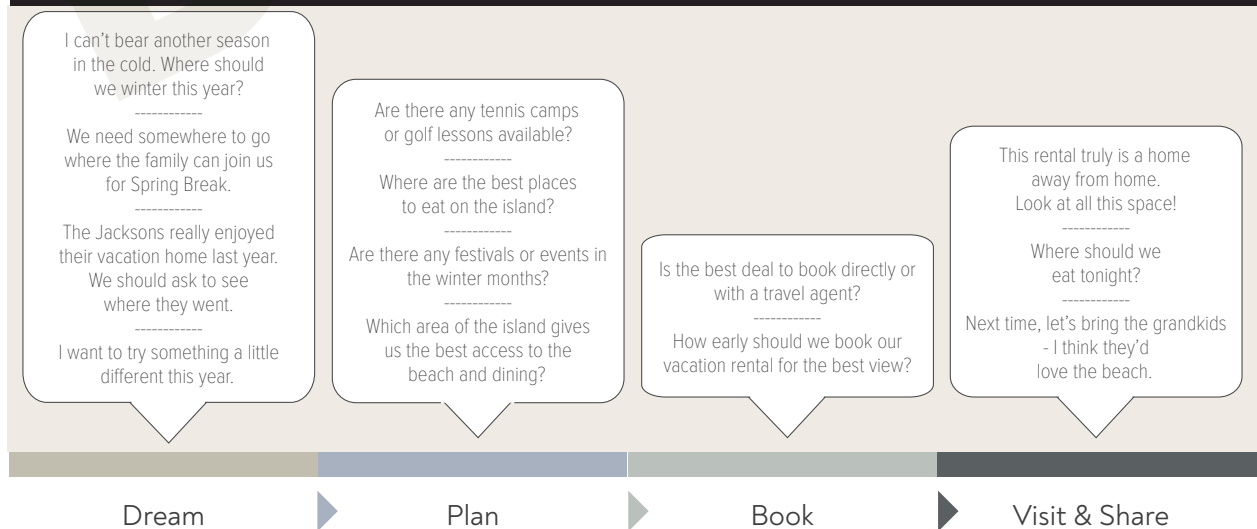
## PREFERRED ACTIVITIES & ATTRACTIONS

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



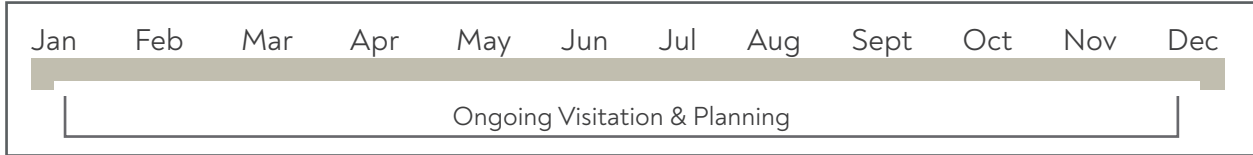


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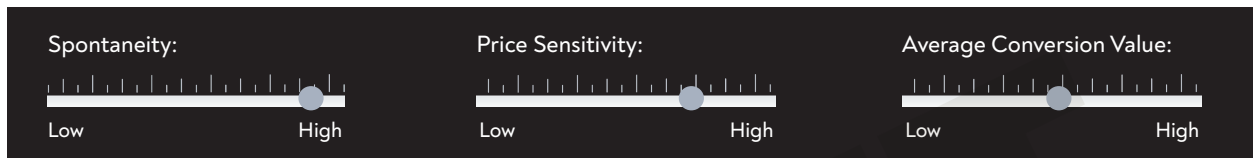
# THE WEEKENDERS

## 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

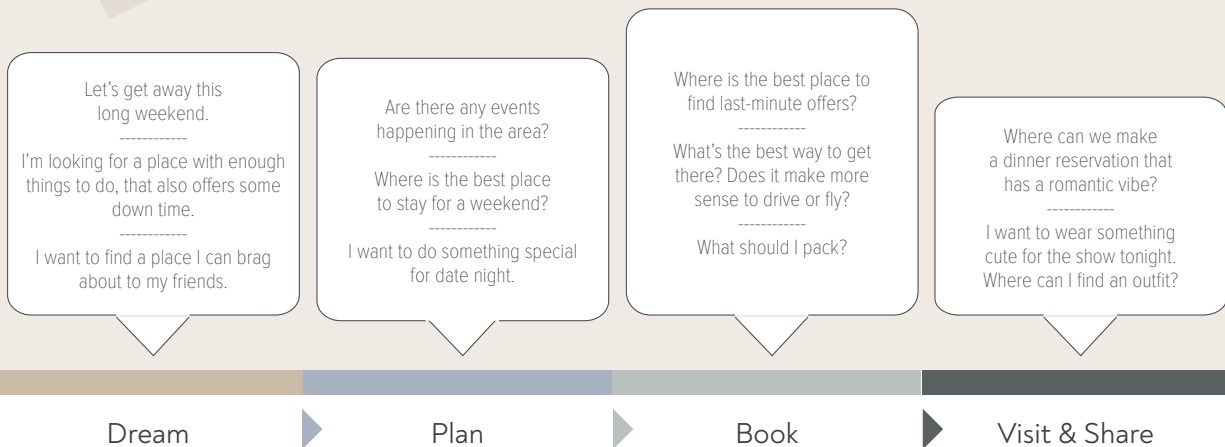
## PREFERRED ACTIVITIES & ATTRACTIONS

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

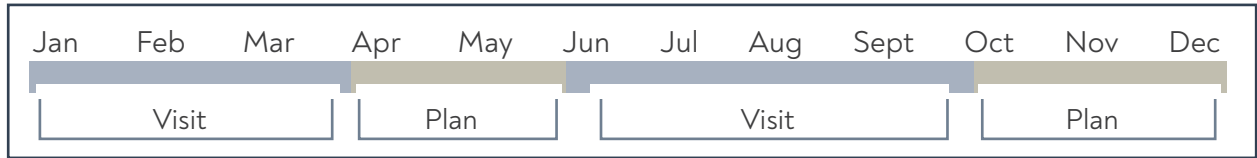




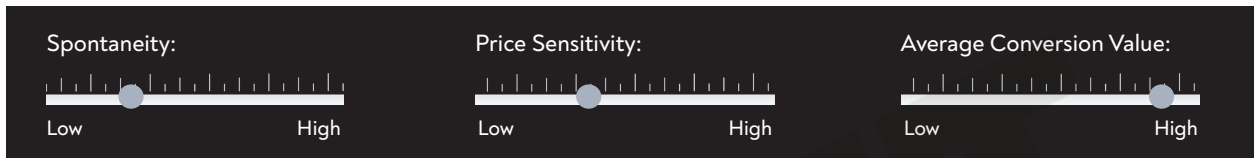
# INTERNATIONAL VISITORS

## 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

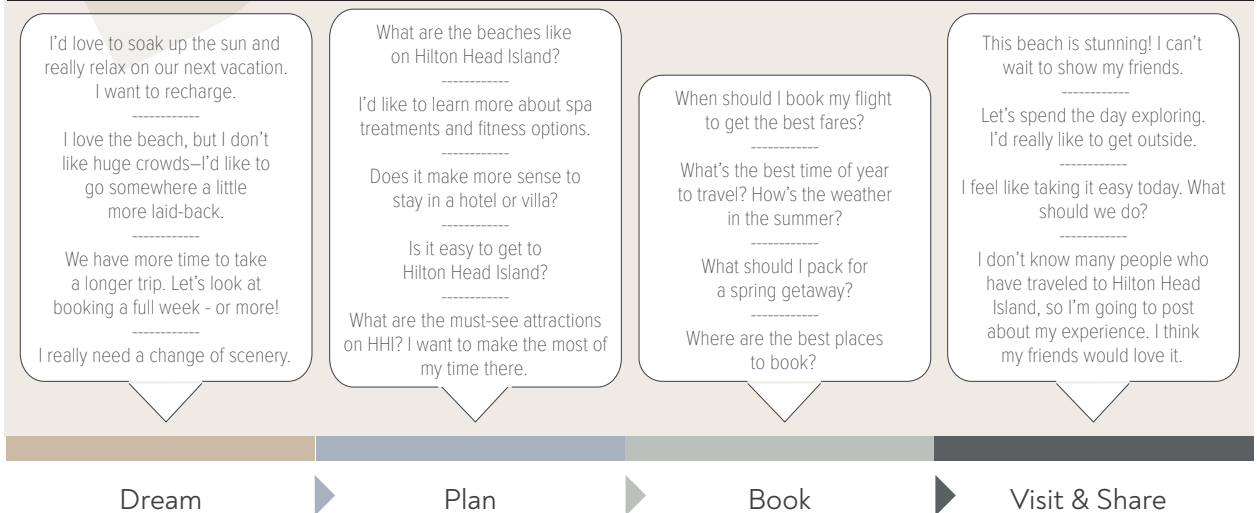
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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?

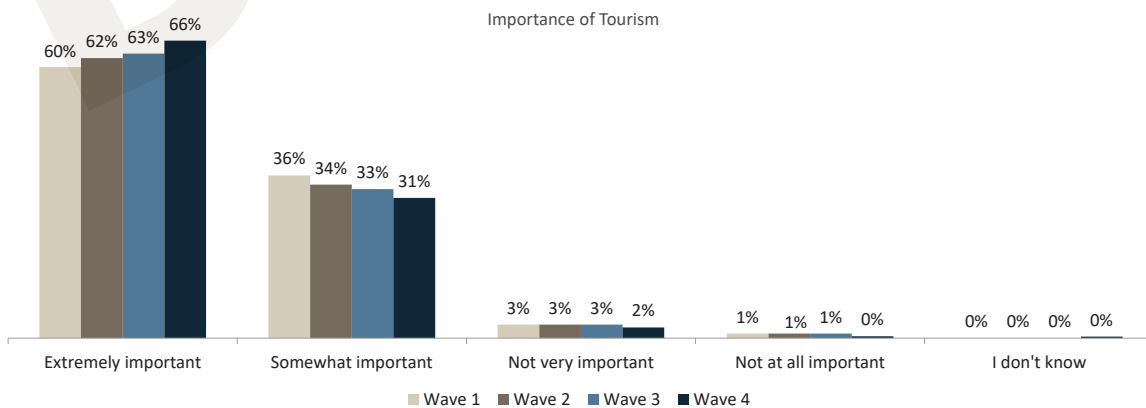
- The net promoter score rose by 7 points from Wave 3, largely due to newer residents and those working off-island
- Overall agreement with many positive aspects of tourism increased, including creating jobs and providing restaurants for residents to enjoy
- Negative aspects of tourism are less of a 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%

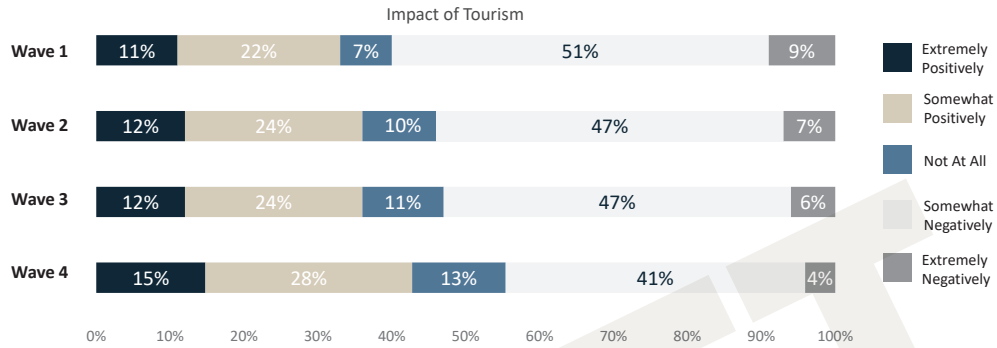
Key Insight #1

/ **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?



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## 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

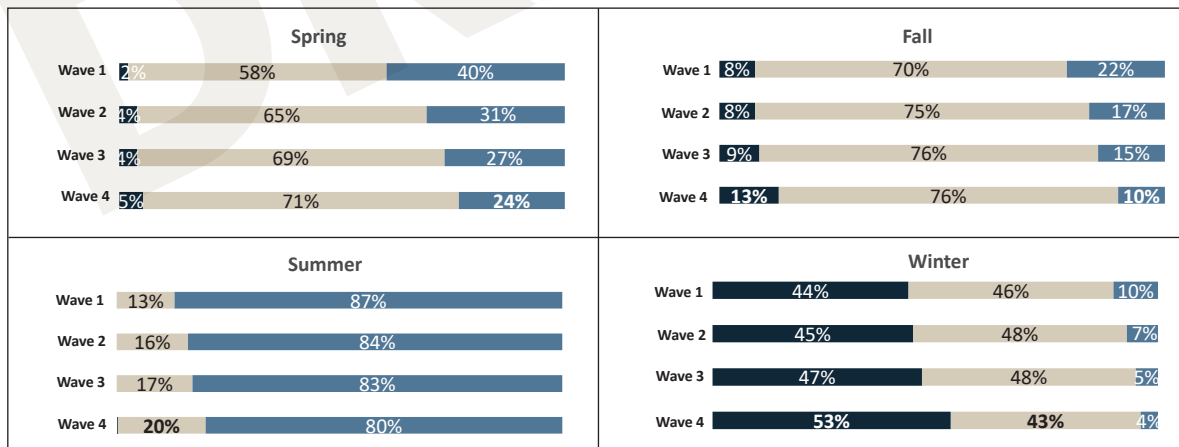
/ **Question:** How would you say Hilton Head Island tourism impacts your life as a resident?



- 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

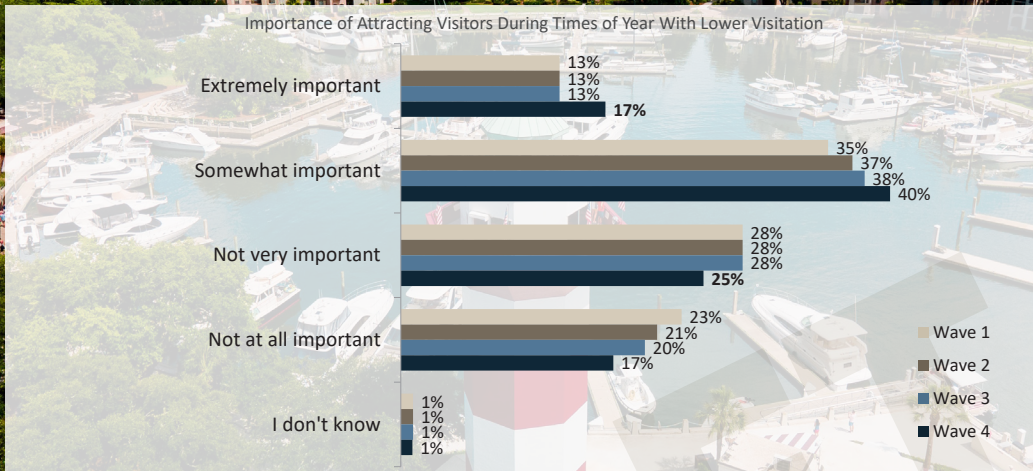
■ Not crowded   ■ Just right   ■ Too crowded

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



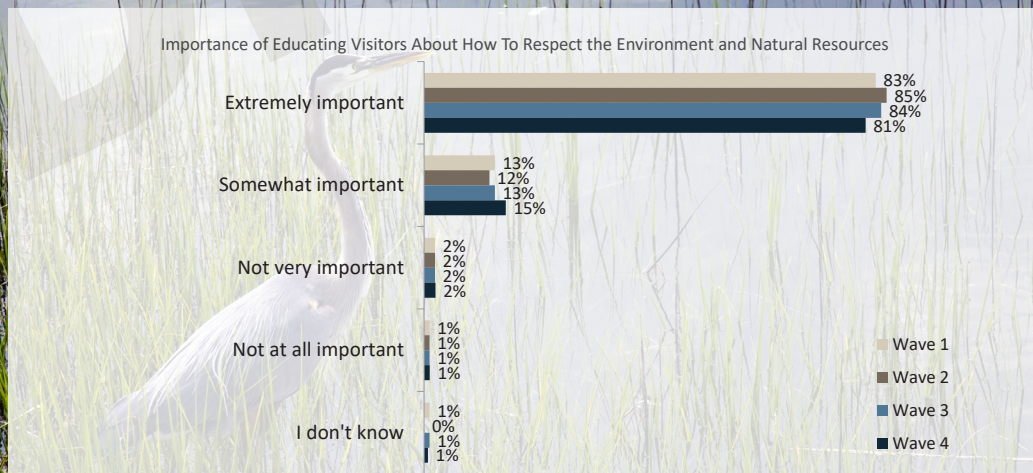
- 14 -

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



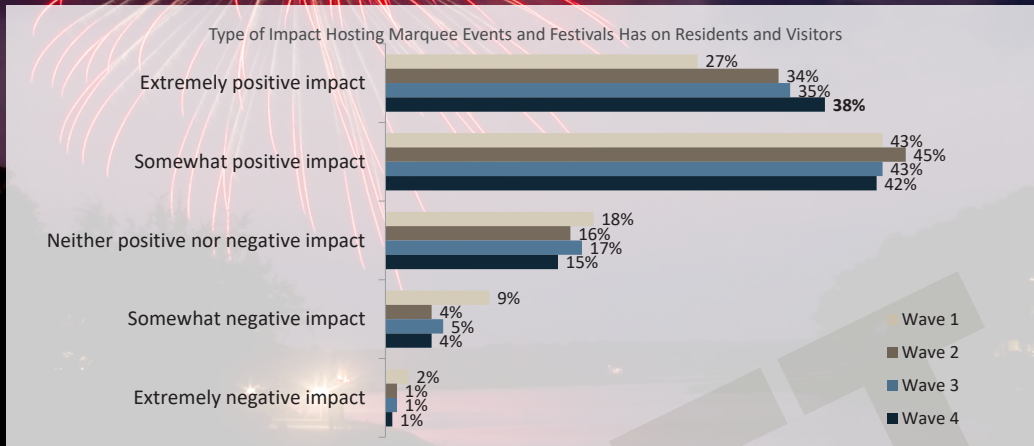
**Question:** Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

**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 marketing.

(% 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...



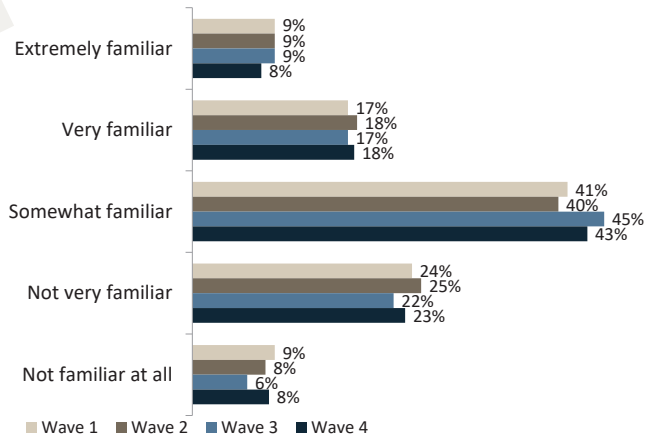
Key Insight #2

# 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

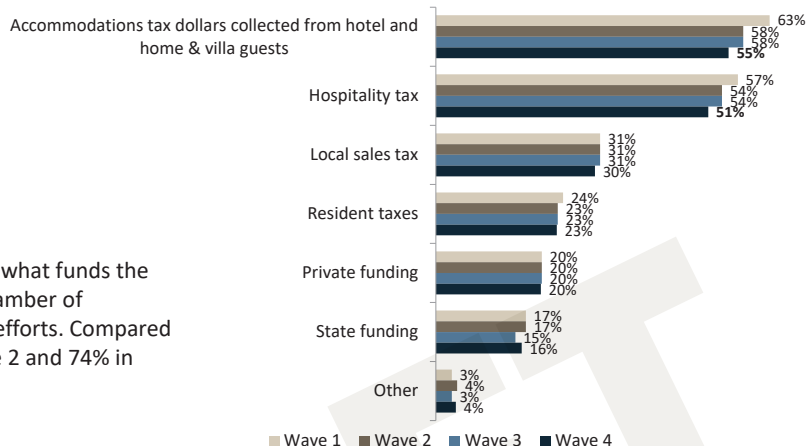
**Question:** To what extent, if at all, are you familiar with the Hilton Head Island-Bluffton Chamber of Commerce, the local organization responsible for marketing tourism for Hilton Head Island?



# 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

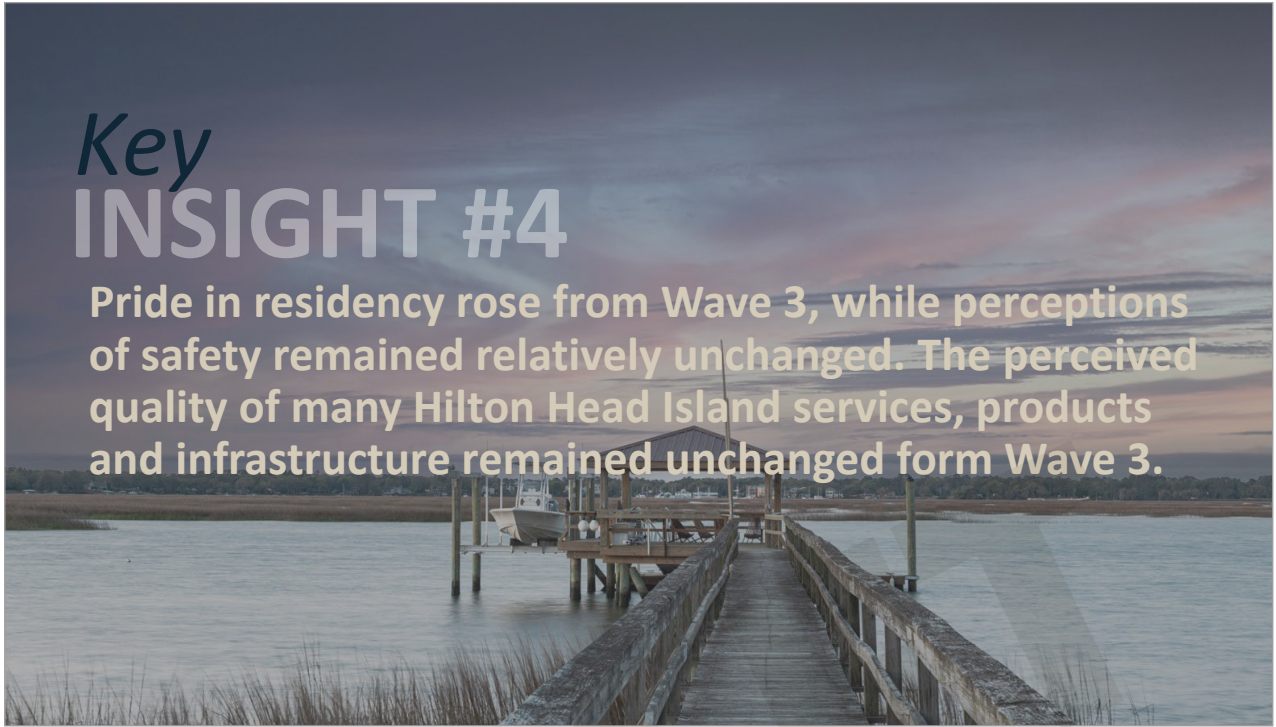
**Question:** When you are expecting out of town family or friends to visit you on Hilton Head Island, do you provide them with links to webpages and resources for their trip planning? / Which webpages and resources do you provide?



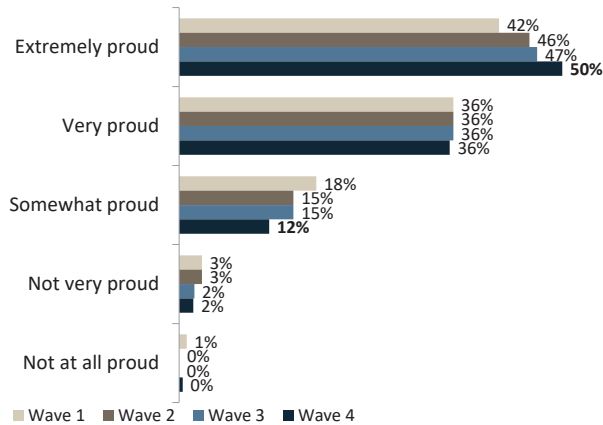
- 28 -

# 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 form 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

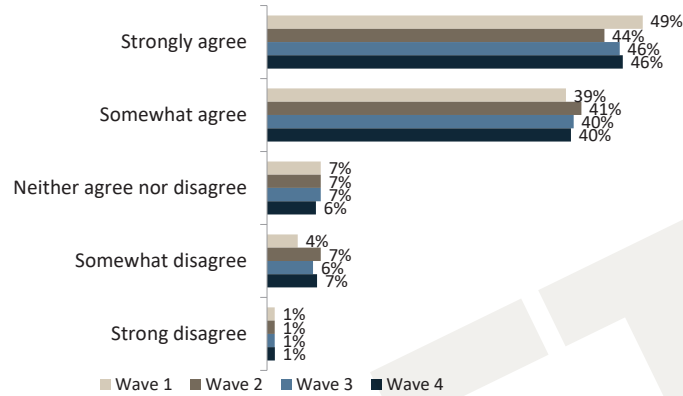
- 32 -

/ **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

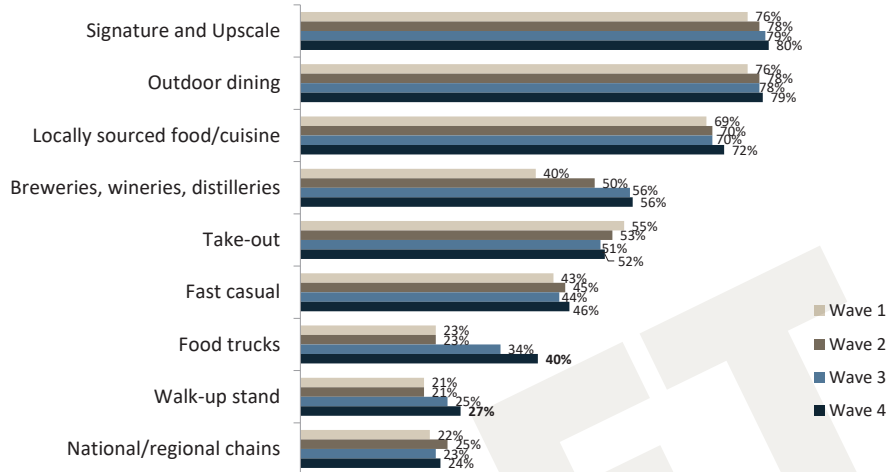
Key Insight #4

- 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



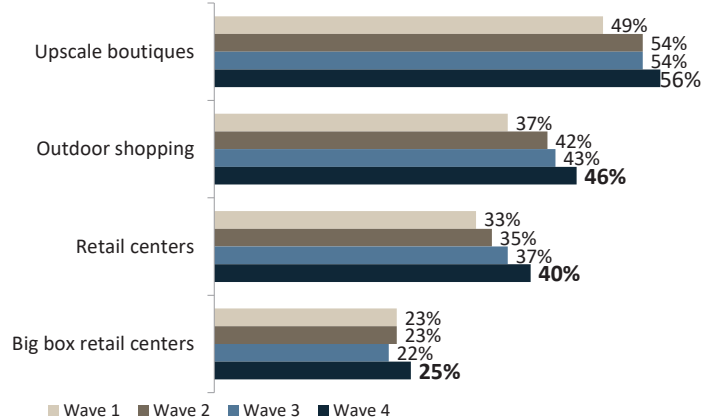
**Question:** Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.



Key Insight #4

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

Shopping Options in Hilton Head Island Perceived To Be High Quality



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

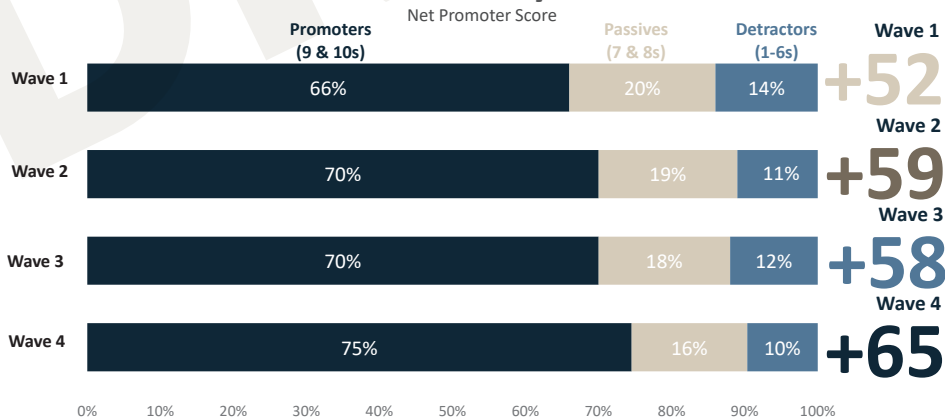


Key Insight #4

# 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	<b>+81</b>	<b>+61</b>	<b>+60</b>	<b>+53</b>

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	<b>+59</b>	<b>+83</b>	<b>+61</b>

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-



**Favorite Island Attributes To Share When Recommending Hilton Head Island As a Vacation Destination**

**84%**  
Wave 4

of residents consider themselves passionate advocates for Hilton Head Island. Compared to 81% in Wave 1, 82% in Wave 2 and 83% in Wave 3.



Key Insight #5

**Question:** Do you consider yourself to be a passionate advocate for Hilton Head Island? / As an advocate, what are your favorite island attributes to share and talk about when recommending Hilton Head Island as a vacation destination?



**Similar to previous waves, a few residents used this question to cite their frustration with tourism.**

"Hilton Head Island is becoming known as overcrowded during vacation months. Reputation is going down on social media."

"I used to say the beauty of the Island, clean water & air, the culture of the community of togetherness. The last 10 years people no longer want to keep the Island clean, they want to keep building & reshape the area for tourists and newcomers with little effort to maintain the original culture of HHI. Case in point, more lanes, coming and going from Island and taking property away, even though they are paid...we are losing the Island origins."

"I don't want more visitors. They are disrespectful to the environment, there are more traffic accidents, causes the area to be too crowded, and impossible to get restaurant reservations"

"I am an advocate for not recommending Hilton Head as a place to live or visit because of the over-crowding and upsurge in HUGE rental houses and visitors overwhelming what was once a beautiful and wonderful place to live. NOT anymore."

**Question:** As an advocate, what are your favorite island attributes to share and talk about when recommending Hilton Head Island as a vacation destination?



Key Insight #5

# 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  
CHAMBER OF COMMERCE

BY:  
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DRAFT

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DRAFT



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## 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](http://www.hiltonheadisland.org) or [www.visitbluffton.org](http://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%
<b>Total Visitors</b>	<b>3,126,856</b>	<b>3,089,346</b>	<b>2,983,919</b>	<b>2,835,224</b>	<b>-9.3%</b>	<b>-8.2%</b>	<b>-5.0%</b>

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



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**SURVEY FINDINGS**

**SAMPLE DEMOGRAPHICS**

	2019	2021	2022	2023	2024
<b>Gender</b>					
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%
<b>Marital Status</b>					
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%	-	-	-	-
<b>Education (highest level completed)</b>					
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%
<b>Age</b>					
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%
<b>Household Income</b>					
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

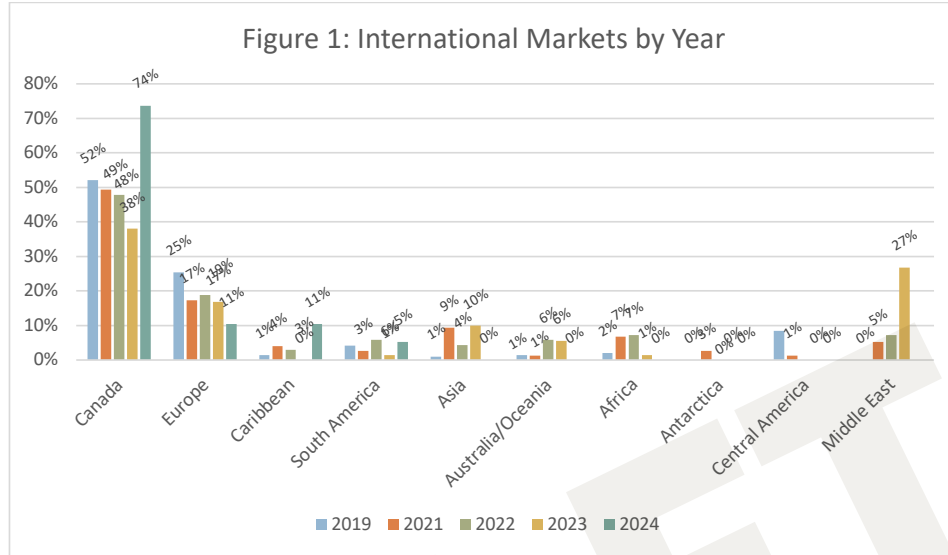
**SAMPLE POINT OF ORIGIN**

**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%
	<b>Total</b>	<b>1,040</b>	

Table 3: ZIP Code Analysis – Top 30 MSAs

**International Markets**

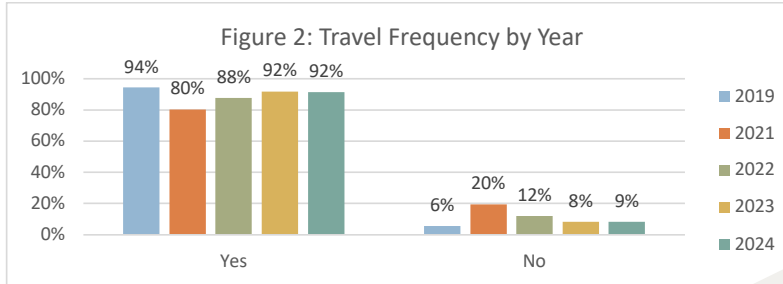


	2019	2021	2022	2023	2024
Canada	52.1%	49.3%	47.8%	38.0%	73.7%
Europe	25.4%	17.3%	18.8%	16.9%	10.5%
Caribbean	1.4%	4.0%	2.9%	-	10.5%
South America	4.2%	2.7%	5.8%	1.4%	5.3%
Asia	1.0%	9.3%	4.3%	9.9%	-
Australia/Oceania	1.4%	1.3%	5.8%	5.6%	-
Africa	2.1%	6.7%	7.2%	1.4%	-
Antarctica	-	2.7%	-	-	-
Central America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

Table 4: International Markets by Year

**TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA**

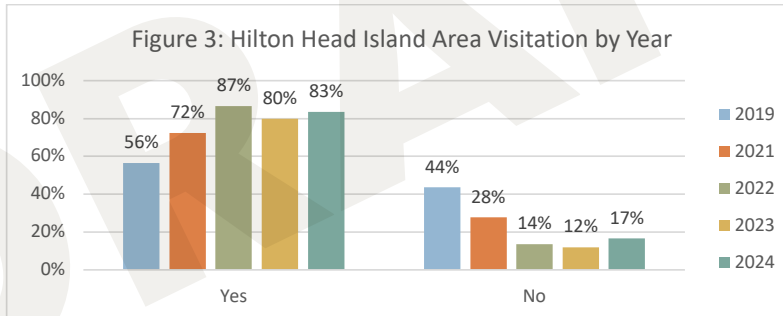
**Within the last 12 months have you traveled or taken a vacation?<sup>1</sup>**



	2019	2021	2022	2023	2024
<b>Yes</b>	94.3%	80.4%	87.8%	91.8%	91.5%
<b>No</b>	5.7%	19.6%	12.2%	8.2%	8.5%
<b>N</b>	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?<sup>1</sup>**



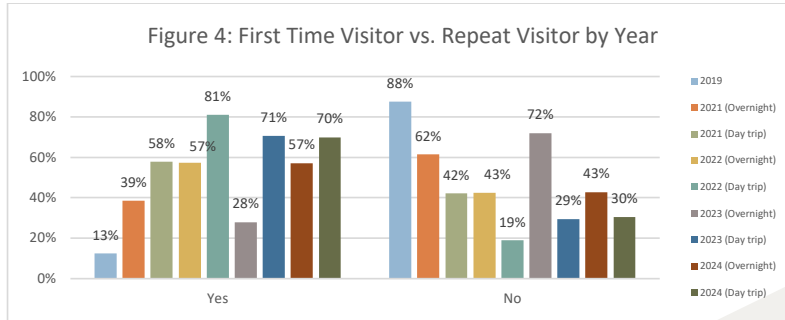
	2019	2021	2022	2023	2024
<b>Yes</b>	56.4%	72.3%	86.5%	79.8%	83.4%
<b>No</b>	43.6%	27.7%	13.5%	12.0%	16.6%
<b>N</b>	1,713	1,675	2,547	1,570	952

TABLE 6: Hilton Head Island Area Visitation by Year

<sup>1</sup> 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**

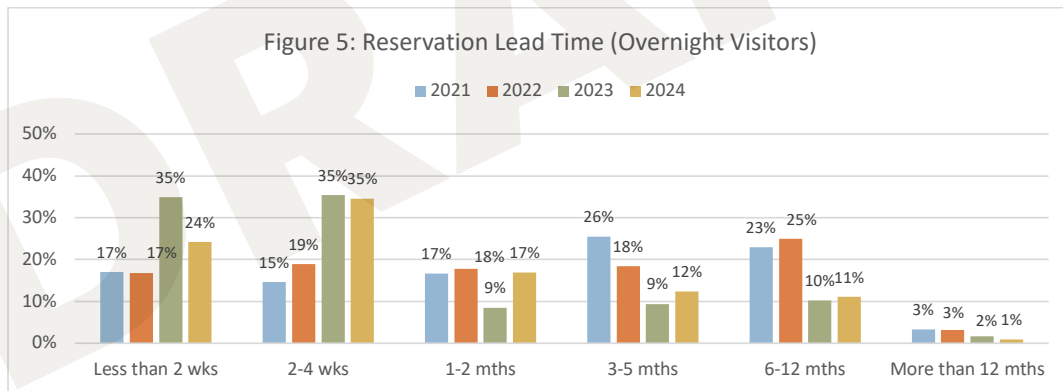
**Was that your first time visiting Hilton Head Island?**



	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
<b>Yes</b>	12.5%	38.5%	57.8%	57.4%	81.0%	28.0%	70.6%	57.2%	69.9%
<b>No</b>	87.5%	61.5%	42.2%	42.6%	19.0%	72.0%	29.4%	42.8%	30.4%
<b>N</b>	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.)?**



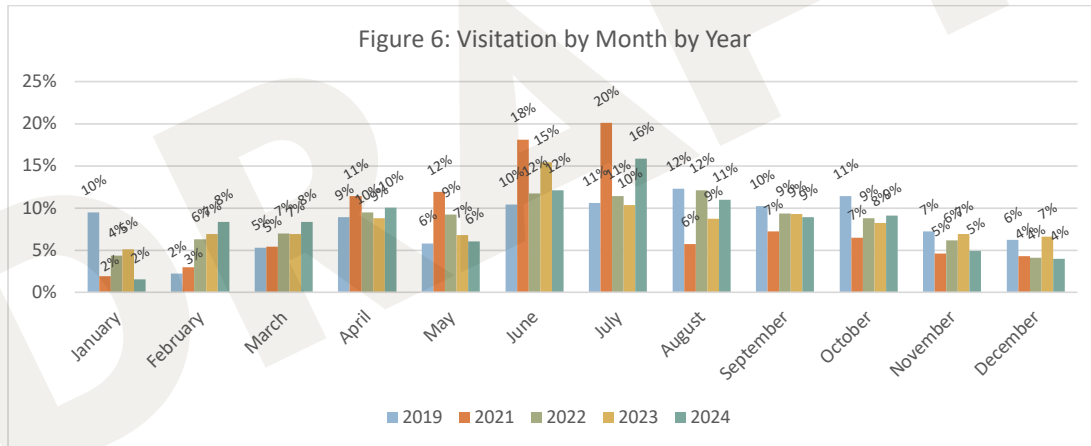
	2021	2022	2023	2024
<b>Less than 2 weeks</b>	17.0%	16.8%	34.9%	24.2%
<b>2 weeks to 4 weeks</b>	14.6%	18.9%	35.4%	34.5%
<b>1 to 2 months</b>	16.6%	17.8%	8.5%	16.9%
<b>3 to 5 months</b>	25.5%	18.4%	9.4%	12.4%
<b>6 to 12 months</b>	22.9%	24.9%	10.2%	11.1%
<b>More than 12 months</b>	3.3%	3.2%	1.6%	0.9%
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

TABLE 8: Reservation Lead Time

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

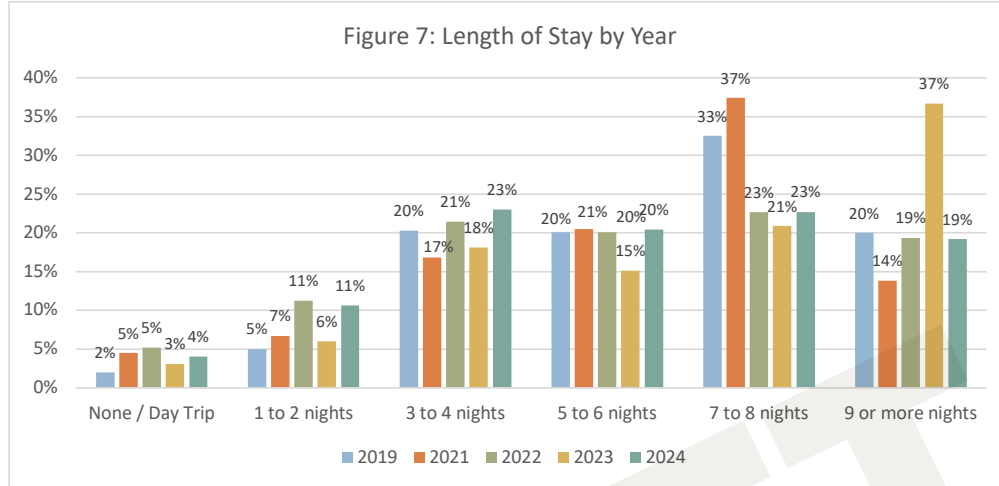
	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
January	9.5%	1.9%	-	4.3%	4.3%	5.1%	3.0%	1.5%	-
February	2.2%	3.0%	2.9%	6.4%	4.3%	6.9%	-	8.3%	4.8%
March	5.3%	5.3%	8.6%	6.8%	11.4%	6.9%	3.0%	8.3%	4.8%
April	8.9%	11.5%	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.

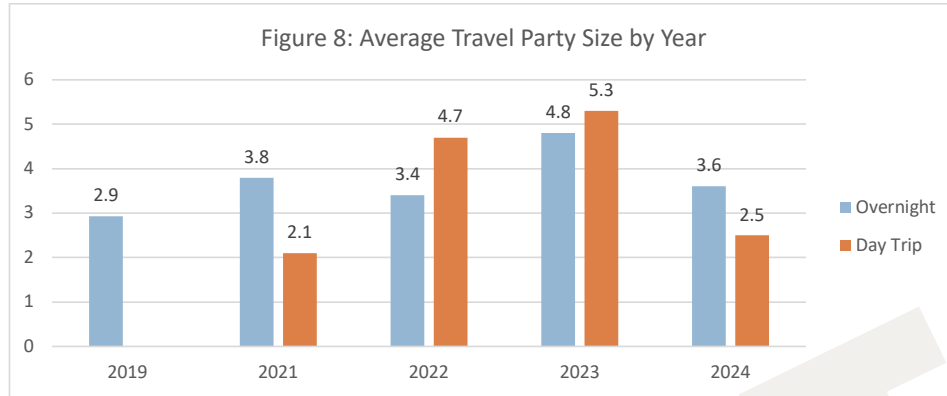
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021	2022	2023	2024
<b>None/day trip only</b>	2.0%	4.5%	5.2%	3.1%	4.0%
<b>1 night</b>	1.9%	1.8%	2.4%	0.4%	1.9%
<b>2 nights</b>	3.1%	4.9%	8.9%	5.6%	8.7%
<b>3 nights</b>	10.3%	7.5%	11.3%	10.2%	11.3%
<b>4 nights</b>	10.0%	9.3%	10.2%	7.9%	11.7%
<b>5 nights</b>	7.7%	9.6%	10.5%	7.5%	11.5%
<b>6 nights</b>	12.4%	10.9%	9.5%	7.6%	8.9%
<b>7 nights</b>	30.4%	34.0%	19.3%	15.4%	19.0%
<b>8 nights</b>	2.1%	3.4%	3.4%	5.5%	3.7%
<b>9 nights</b>	2.3%	2.6%	1.8%	3.7%	3.0%
<b>10 nights</b>	3.4%	3.1%	3.2%	3.7%	5.8%
<b>11 nights</b>	0.5%	0.4%	1.3%	2.6%	1.6%
<b>12 nights</b>	0.8%	0.9%	1.4%	3.7%	1.6%
<b>13 nights</b>	0.6%	0.7%	0.8%	2.9%	1.0%
<b>14 nights</b>	4.8%	4.2%	3.6%	4.4%	3.5%
<b>15 nights</b>	0.5%	0.8%	1.1%	2.9%	0.9%
<b>More than 15 nights</b>	7.1%	1.1%	6.2%	12.8%	1.9%
<b>N</b>	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)
<b>Average</b>	2.9	3.8	2.1	3.4	4.7	4.8	5.3	3.6	2.5
<b>N</b>	951	995	45	1,477	79	1,042	30	551	23

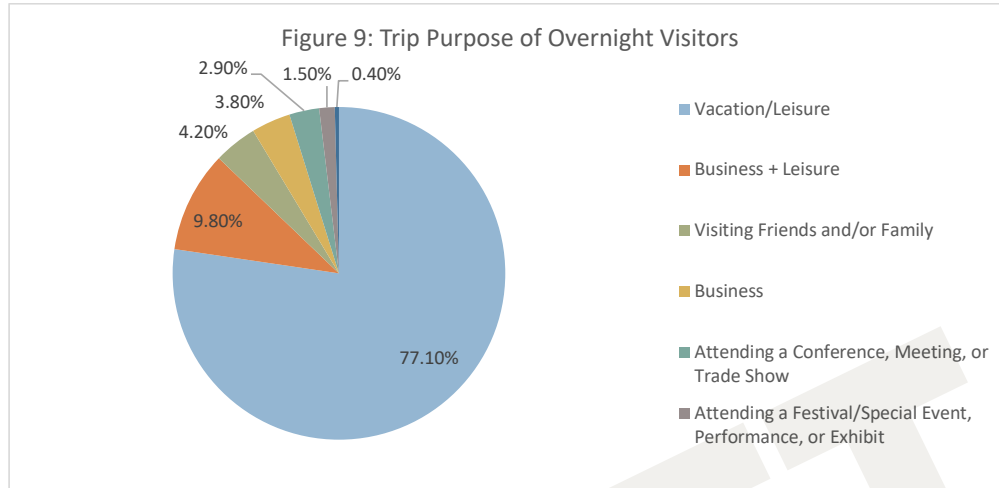
TABLE 11: Travel Party Size by Year

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

Age	0	1	2	3	4	5	6 or more
<b>Overnight</b>	<b>Under 18</b>	76.4%	12.9%	7.4%	1.3%	0.7%	0.4%
	<b>18-24</b>	77.0%	9.8%	6.7%	1.1%	3.4%	0.9%
	<b>25-34</b>	59.7%	21.6%	10.7%	4.5%	0.7%	1.5%
	<b>35-44</b>	68.8%	10.9%	12.3%	1.8%	1.6%	2.4%
	<b>45-54</b>	82.2%	6.5%	7.3%	1.8%	-	1.3%
	<b>55-64</b>	81.5%	5.8%	10.5%	0.4%	0.5%	0.4%
<b>65+</b>	87.3%	3.6%	8.2%	0.7%	0.2%	-	
<b>Day Trip</b>	<b>Under 18</b>	73.9%	17.4%	8.7%	-	-	-
	<b>18-24</b>	73.9%	17.4%	8.7%	-	-	-
	<b>25-34</b>	56.5%	21.7%	21.7%	-	-	-
	<b>35-44</b>	82.6%	-	8.7%	4.3%	4.3%	-
	<b>45-54</b>	91.3%	-	8.7%	-	-	-
	<b>55-64</b>	95.7%	-	4.3%	-	-	-
<b>65+</b>	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
<b>Vacation/Leisure</b>	82.1%	74.3%	87.1%	77.1%
<b>Business + Leisure</b>	6.7%	6.9%	4.4%	9.8%
<b>Visiting Friends and/or Family</b>	3.9%	5.0%	2.7%	4.2%
<b>Business</b>	2.1%	5.3%	2.5%	3.8%
<b>Attending a Conference, Meeting, or Trade Show</b>	2.3%	4.2%	1.1%	2.9%
<b>Attending a Festival/Special Event, Performance, or Exhibit</b>	0.9%	2.5%	0.7%	1.5%
<b>Other</b>	1.9%	1.7%	1.4%	0.4%
<b>N</b>	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
<b>Part of a vacation</b>	57.8%	72.2%	76.5%	73.9%
<b>Day trip from home</b>	42.2%	27.8%	23.5%	26.1%
<b>N</b>	45	79	34	15

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

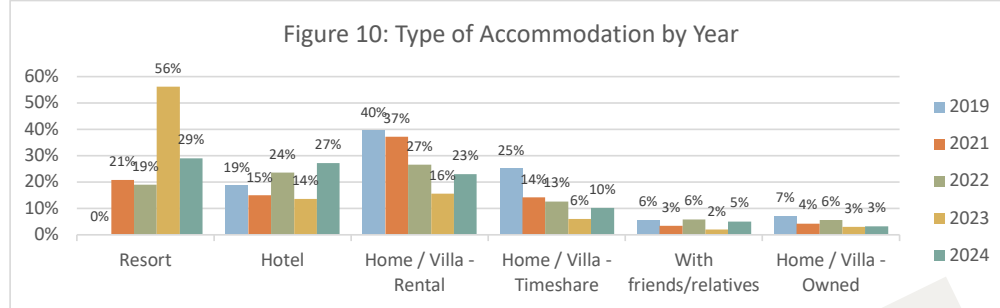
**Where did you stay overnight?**

	2021	2022	2023	2024
<b>Charleston</b>	19.2%	50.9%	26.9%	26.7%
<b>Savannah</b>	42.3%	19.3%	23.1%	26.7%
<b>Jacksonville</b>	3.8%	3.5%	11.5%	20.0%
<b>Beaufort</b>	19.2%	14.0%	15.4%	6.7%
<b>Tybee Island</b>	7.7%	10.5%	19.2%	6.7%
<b>Fripp Island</b>	3.8%	-	-	-
<b>Other</b>	3.8%	1.8%	3.8%	13.3%
<b>N</b>	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
<b>Resort</b>	-	20.9%	19.0%	56.1%	29.0%
<b>Hotel</b>	18.6%	15.0%	23.6%	13.7%	27.2%
<b>Home / Villa - Rental</b>	39.5%	37.2%	26.6%	15.6%	23.0%
<b>Home / Villa - Timeshare</b>	25.2%	14.2%	12.7%	6.1%	10.2%
<b>With friends/relatives</b>	5.6%	3.4%	5.9%	2.0%	5.1%
<b>Home / Villa - Owned</b>	7.1%	4.3%	5.6%	3.0%	3.3%
<b>RV park</b>	1.1%	0.4%	1.5%	0.4%	2.2%
<b>Other</b>	1.4%	0.3%	0.1%	-	-
<b>Resort</b>	-	20.9%	19.0%	56.1%	29.0%
<b>N</b>	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?**

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

TABLE 17: Top 10 Hotels or Resorts

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

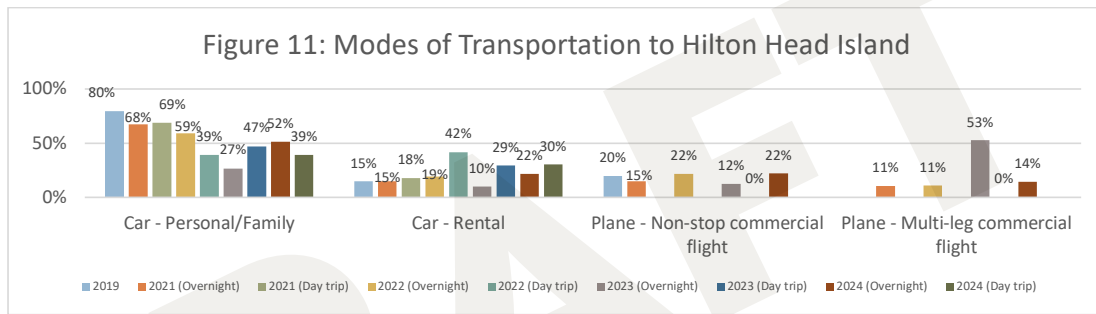
	2019	2021	2022	2023	2024
<b>A Local vacation rental company</b>	22.7%	22.9%	24.7%	22.2%	33.6%
<b>VRBO</b>	32.8%	34.2%	29.2%	32.3%	22.6%
<b>Directly with the resort</b>	11.2%	15.1%	13.0%	10.8%	17.1%
<b>Airbnb</b>	2.4%	10.0%	12.0%	10.2%	15.8%
<b>Vacasa</b>	-	4.9%	5.5%	6.6%	3.4%
<b>TurnKey</b>	-	1.3%	-	3.0%	2.1%
<b>Booking.com</b>	-	0.3%	2.2%	0.6%	1.4%
<b>HomeAway</b>	-	2.2%	3.5%	4.2%	0.7%
<b>Directly with owner</b>	-	6.2%	6.0%	-	-
<b>I don't remember</b>	3.5%	0.8%	3.0%	1.2%	1.4%
<b>None</b>	-	0.5%	0.5%	0.6%	2.1%
<b>Other</b>	23.5%	1.6%	0.5%	8.4%	-
<b>N</b>		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% <sup>2</sup>	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

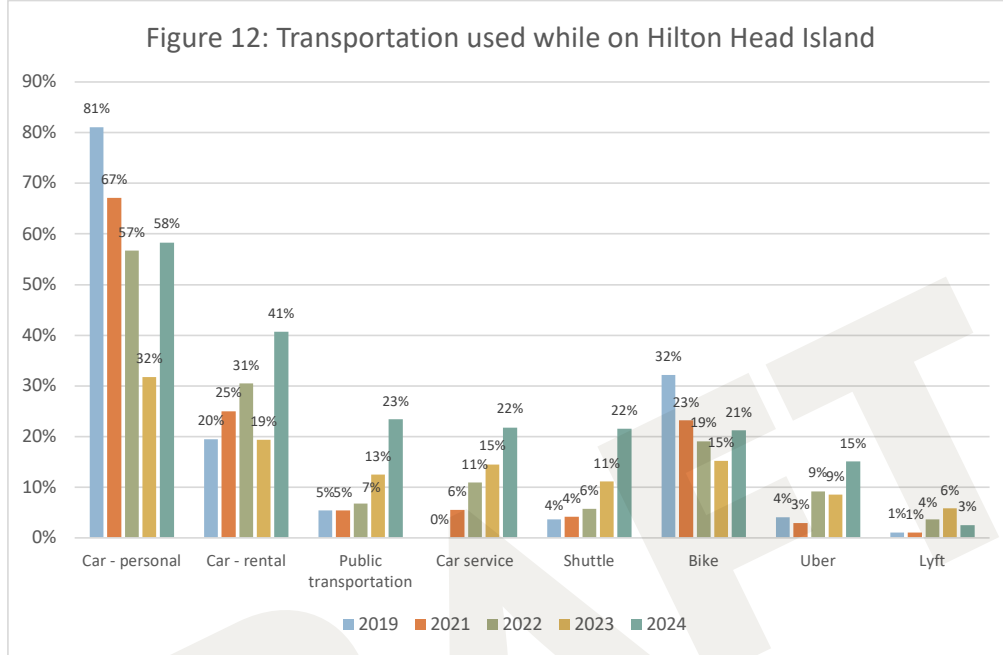
Which commercial airline did you use?

	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

<sup>2</sup> 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
<b>Car - personal</b>	81.1%	67.1%	56.7%	31.7%	58.3%
<b>Car - rental</b>	19.5%	25.0%	30.5%	19.4%	40.7%
<b>Public transportation (HHI Trolley, etc.)</b>	5.4%	5.4%	6.8%	12.5%	23.4%
<b>Car service</b>	-	5.5%	10.9%	14.5%	21.8%
<b>Shuttle offered by the hotel/resort</b>	3.7%	4.2%	5.7%	11.1%	21.6%
<b>Bike</b>	32.2%	23.2%	19.1%	15.2%	21.2%
<b>Uber</b>	4.1%	2.9%	9.2%	8.5%	15.1%
<b>Lyft</b>	1.1%	1.0%	3.7%	5.8%	2.5%
<b>Other</b>	-	0.1%	0.1%	-	0.7%
<b>On Foot</b>	-	1.4%	1.3%	0.8%	-
<b>N</b>	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
<b>Transportation</b>	\$275	\$392	\$410	\$478	\$642	\$94	\$378
<b>Lodging</b>	\$2,810	\$1,163	\$1,517	\$0	\$0	\$0	\$1,409
<b>Food - Dining</b>	\$690	\$445	\$650	\$623	\$480	\$186	\$521
<b>Food - Grocery</b>	\$306	\$198	\$271	\$287	\$170	\$44	\$228
<b>Shopping</b>	\$314	\$590	\$439	\$671	\$855	\$238	\$514
<b>Spas</b>	\$35	\$226	\$66	\$110	\$70	\$8	\$102
<b>Golf</b>	\$66	\$216	\$60	\$196	\$54	\$42	\$109
<b>Biking</b>	\$41	\$70	\$41	\$27	\$9	\$5	\$44
<b>Performance/Visual Arts</b>	\$24	\$263	\$62	\$74	\$37	\$31	\$117
<b>Festivals</b>	\$7	\$170	\$19	\$39	\$32	\$9	\$51
<b>Museums/Historical Tours</b>	\$22	\$158	\$69	\$21	\$75	\$19	\$74
<b>Boating/Sailing/Fishing</b>	\$128	\$273	\$213	\$87	\$286	\$37	\$200
<b>Nature-based Activities</b>	\$9	\$278	\$38	\$167	\$96	\$19	\$100
<b>Dolphin Tours</b>	\$57	\$220	\$69	\$32	\$50	\$17	\$99
<b>Tennis</b>	\$8	\$256	\$12	\$36	\$8	\$17	\$49
<b>Other Expenses</b>	\$38	\$709	\$86	\$177	\$266	\$72	\$278
<b>Total Expenditure</b>	<b>\$4,822</b>	<b>\$3,385</b>	<b>\$4,009</b>	<b>\$3,024</b>	<b>\$3,130</b>	<b>\$836</b>	<b>\$3,656</b>

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

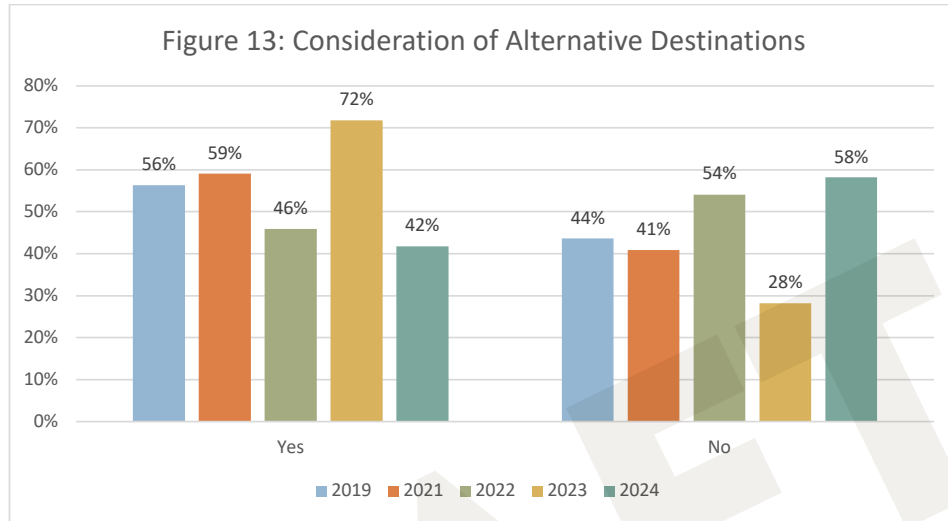
Did you visit any of the following cities while staying on Hilton Head Island?

	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
<b>Yes</b>	56.4%	59.1%	45.9%	71.8%	41.8%
<b>No</b>	43.6%	40.9%	54.1%	28.2%	58.2%
<b>N</b>	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%
<b>Total</b>	<b>248</b>	<b>425</b>	<b>720</b>	<b>800</b>	<b>278</b>

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%
<b>Total</b>	<b>953</b>	<b>1,039</b>	<b>1,570</b>	<b>1,288</b>	<b>574</b>

TABLE 30: Reasons for Visiting Hilton Head Island

**How likely are you to return to Hilton Head Island?**

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

TABLE 31: Likelihood of Visiting Hilton Head Island Again

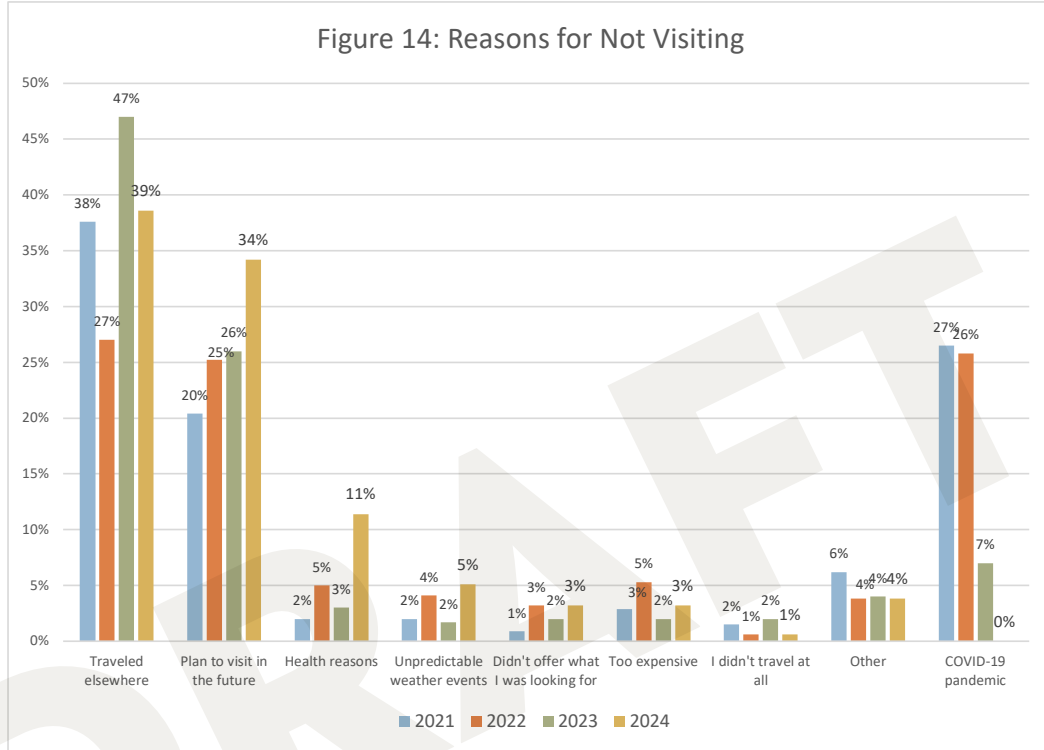
**How likely are you to recommend visiting Hilton Head Island to a friend or family member?**

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

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
<b>Traveled elsewhere</b>	37.6%	27.0%	47.0%	38.6%
<b>Plan to visit in the future</b>	20.4%	25.2%	26.0%	34.2%
<b>Health reasons</b>	2.0%	5.0%	3.0%	11.4%
<b>Unpredictable weather events</b>	2.0%	4.1%	1.7%	5.1%
<b>Didn't offer what I was looking for</b>	0.9%	3.2%	2.0%	3.2%
<b>Too expensive</b>	2.9%	5.3%	2.0%	3.2%
<b>I didn't travel at all</b>	1.5%	0.6%	2.0%	0.6%
<b>Other</b>	6.2%	3.8%	4.0%	3.8%
<b>COVID-19 pandemic</b>	26.5%	25.8%	7.0%	-
<b>Total</b>	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%
<b>Total</b>	<b>860</b>	<b>341</b>	<b>100</b>	<b>157</b>

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

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
<b>Yes, within one year</b>	49.2%	50.1%	48.8%	36.7%
<b>Yes, but not sure when</b>	42.5%	49.0%	47.0%	55.9%
<b>No</b>	8.3%	0.9%	4.2%	36.7%
<b>Total</b>	<b>859</b>	<b>341</b>	<b>168</b>	<b>245</b>

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

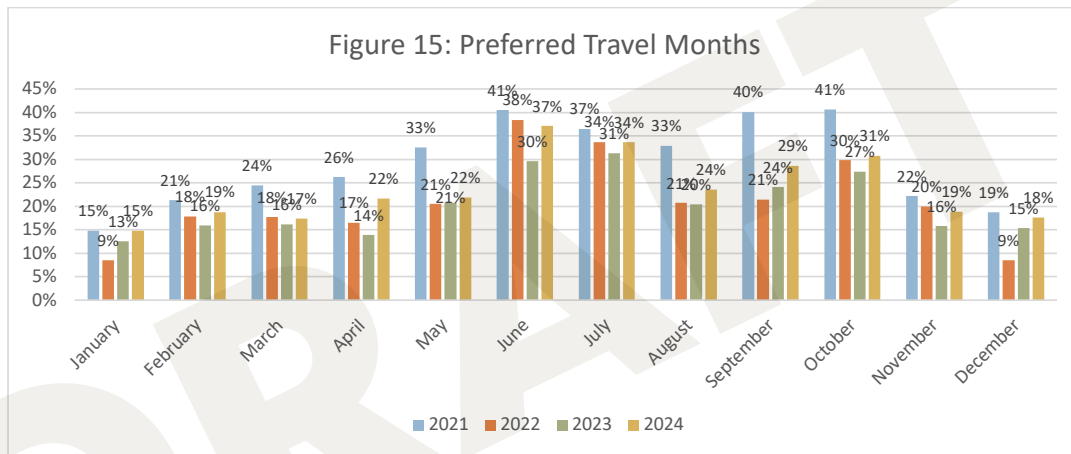
**TRAVEL BEHAVIOR – ALL RESPONDENTS**

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

	2021	2022	2023	2024
<b>0 to 1</b>	15.3%	10.0%	7.3%	11.7%
<b>2 to 4</b>	55.1%	47.3%	50.6%	57.8%
<b>5 to 7</b>	19.2%	29.9%	23.4%	18.8%
<b>8 to 10</b>	6.3%	8.2%	15.8%	8.7%
<b>More than 10</b>	4.1%	4.7%	2.9%	3.0%
<b>Total</b>	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
<b>January</b>	14.8%	8.5%	12.6%	14.8%
<b>February</b>	21.3%	17.8%	15.9%	18.8%
<b>March</b>	24.4%	17.7%	16.1%	17.4%
<b>April</b>	26.2%	16.5%	13.9%	21.6%
<b>May</b>	32.5%	20.5%	20.8%	21.9%
<b>June</b>	40.5%	38.4%	29.6%	37.1%
<b>July</b>	36.5%	33.7%	31.3%	33.7%
<b>August</b>	32.9%	20.7%	20.4%	23.6%
<b>September</b>	40.1%	21.4%	24.1%	28.7%
<b>October</b>	40.6%	29.8%	27.3%	30.8%
<b>November</b>	22.2%	20.0%	15.8%	18.8%
<b>December</b>	18.7%	8.5%	15.3%	17.6%
<b>Total</b>	1,042	984	1,625	1,040

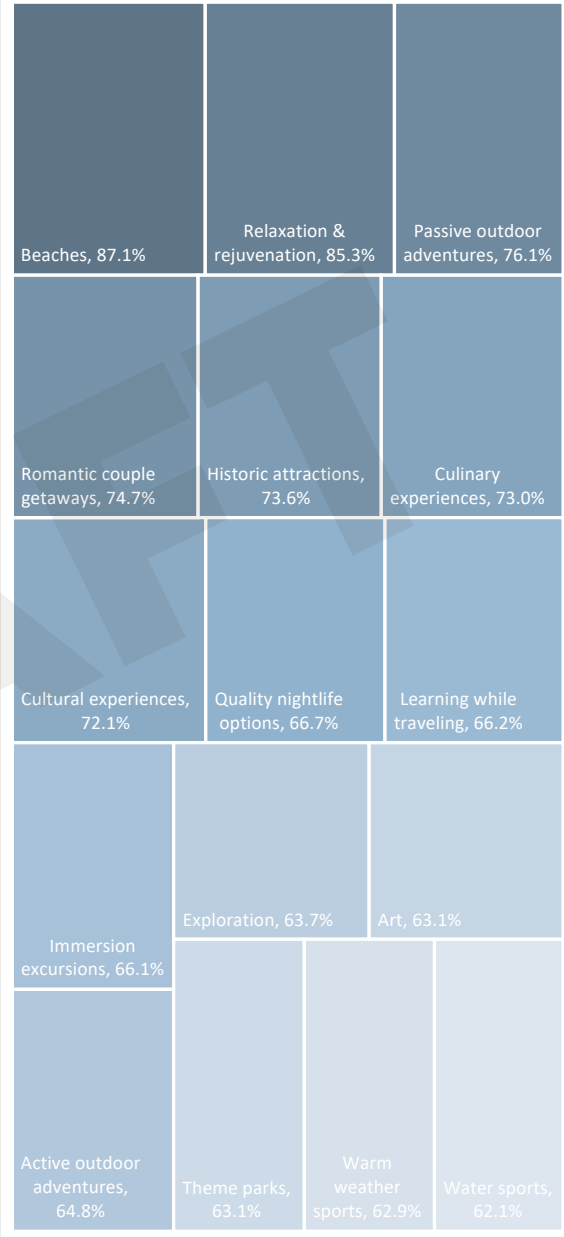
TABLE 38: Preferred Travel Months

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

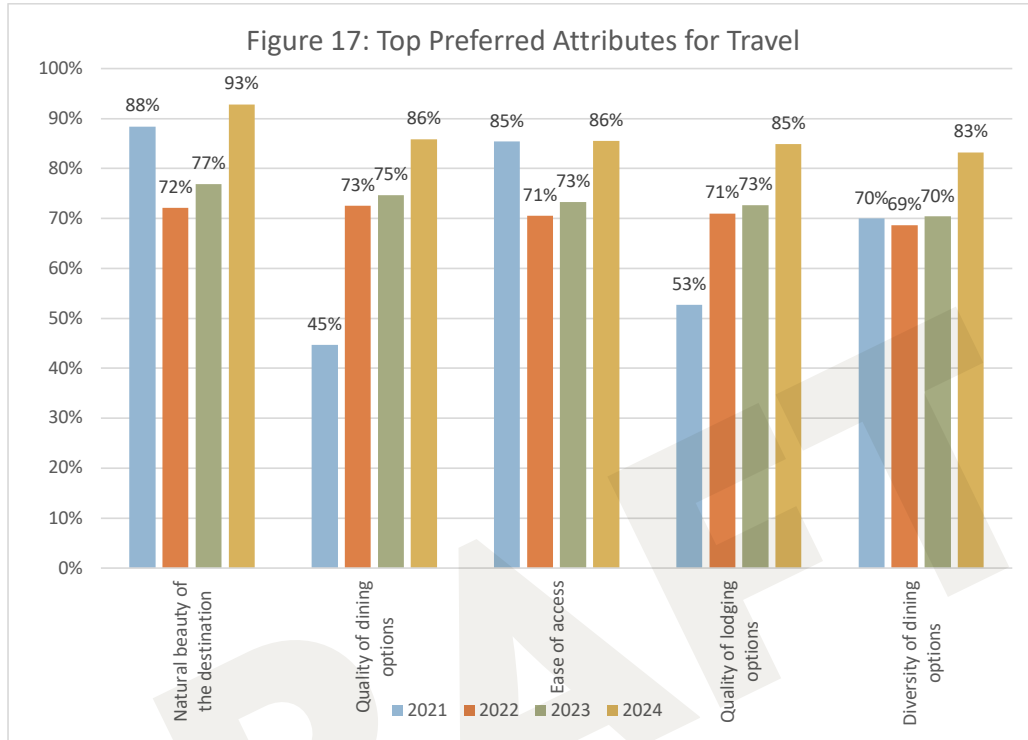
“Appealing” + “Very Appealing”	2021	2022	2023	2024
Beaches	88.4%	65.1%	71.2%	87.1%
Relaxation & rejuvenation	85.4%	66.9%	72.2%	85.3%
Passive outdoor adventures	72.6%	64.4%	63.7%	76.1%
Romantic couple getaways	70.0%	65.0%	60.8%	74.7%
Historic attractions	75.5%	64.4%	60.9%	73.6%
Culinary experiences	70.1%	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
<b>Natural beauty of the destination</b>	88.4%	72.1%	76.9%	92.8%
<b>Quality of dining options</b>	44.7%	72.5%	74.6%	85.8%
<b>Ease of access</b>	85.4%	70.5%	73.3%	85.5%
<b>Quality of lodging options</b>	52.7%	71.0%	72.6%	84.9%
<b>Diversity of dining options</b>	70.0%	68.6%	70.4%	83.2%
<b>Affordability</b>	75.5%	67.2%	73.0%	80.6%
<b>Diversity of lodging options</b>	25.8%	67.3%	65.9%	77.8%
<b>Low traffic congestion</b>	60.9%	64.8%	63.6%	74.7%
<b>Travel distance</b>	70.7%	63.1%	63.3%	71.1%
<b>Environmental/ecological sensitivity</b>	72.6%	67.6%	59.2%	69.9%
<b>Access to other cities in the surrounding area</b>	46.8%	58.8%	57.8%	66.9%
<b>Activities like events/festivals</b>	49.6%	64.2%	55.4%	66.0%
<b>Nightlife activity options</b>	48.4%	61.4%	53.2%	65.7%
<b>Medical/wellness</b>	37.4%	60.4%	52.6%	60.1%
<b>Public transportation</b>	57.5%	57.0%	49.2%	57.9%
<b>Total</b>	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
<b>I would rather rely on a travel agent or tour operator than make my own travel arrangements.</b>	8.8%	19.8%	25.2%	31.2%	15.0%
<b>I try to support the local economy of places that I visit.</b>	28.0%	47.8%	17.3%	3.3%	3.5%
<b>N 989</b>					

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**  
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DRAFT

## 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
<b>Total Visitors</b>	<b>2,835,224</b>

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
<b>Total Expenditure</b>	<b>\$2,848,090,163</b>

- **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

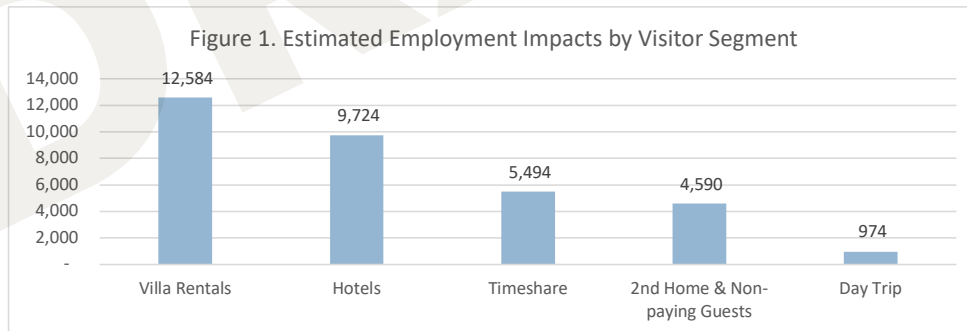
remained robust in 2024, such that the total economic impact of Hilton Head Island tourism on the Beaufort County economy is greater than it was in 2023.

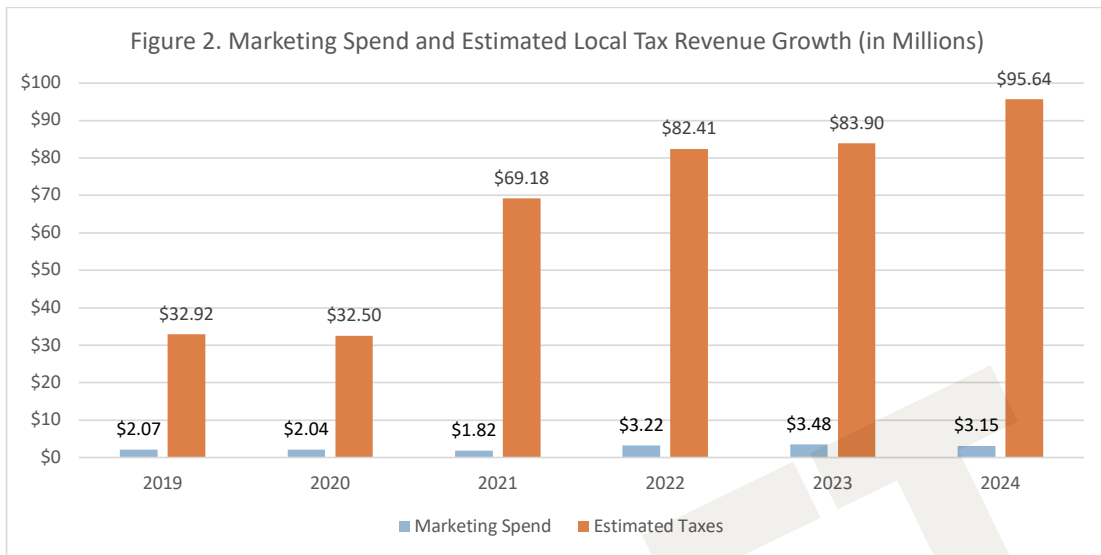
An estimated total of **2.84 million visitors** came to Hilton Head Island in 2024, down 5.0% compared to 2023 and up 5.6% over the 2019 prepandemic baseline. The overall economic impact of this tourism on Beaufort County was **\$3.72 billion**, up 3.1% compared to 2023. This economic impact represents 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
<b>Direct</b>	9,481	\$354,599,842	\$1,068,235,666
<b>Indirect</b>	1,905	\$91,183,147	\$296,417,573
<b>Induced</b>	1,198	\$56,868,859	\$197,562,837
<b>Total</b>	<b>12,584</b>	<b>\$502,651,849</b>	<b>\$1,562,216,077</b>

Table A2. Hotel – Estimated Economic Impact on Beaufort County

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

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

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

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

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

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

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

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

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

**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

*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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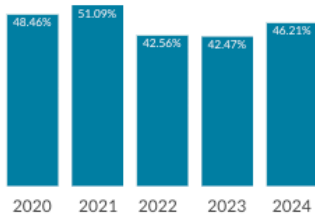
**VERB INTERACTIVE**  
2024 Digital Marketing Recap

# HILTON HEAD ISLAND PROPER

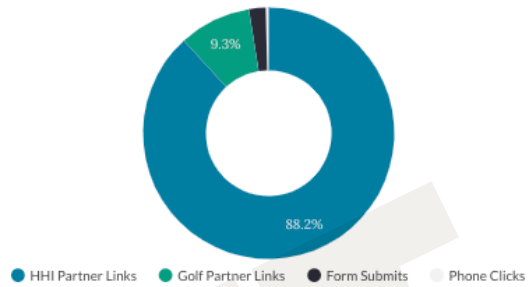
## CONVERSION RATE OVERVIEW

- 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



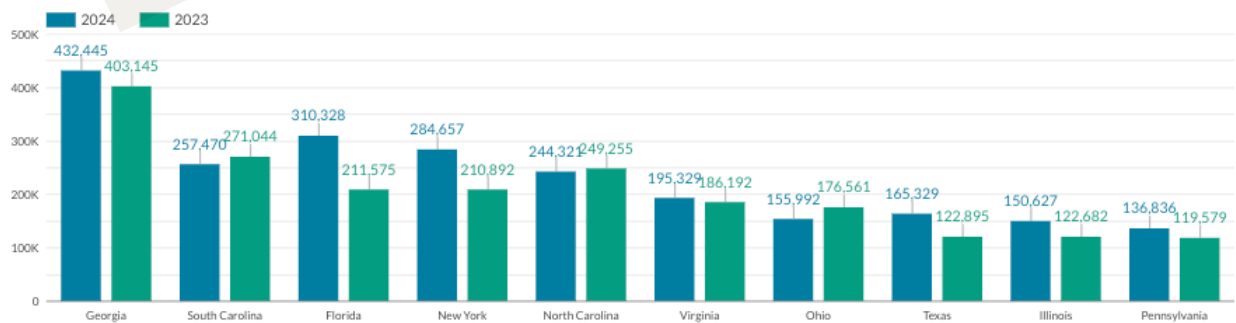
# HILTON HEAD ISLAND PROPER

## 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.

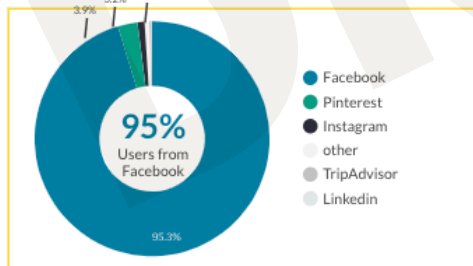
The Average Session Duration and Engagement Rate metrics indicate an interested and curious audience. Users are spending more time on site than in 2023, most notably on the homepage (+ 12 sec) and the co-op page (+ 1min 6 sec). Increasing our web visitation, as well as our core engagement metrics indicates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

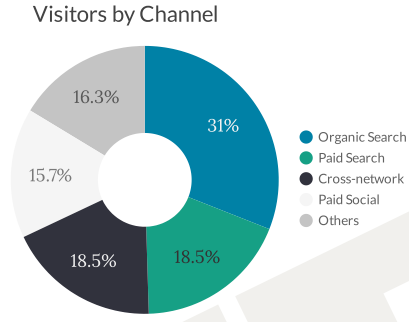
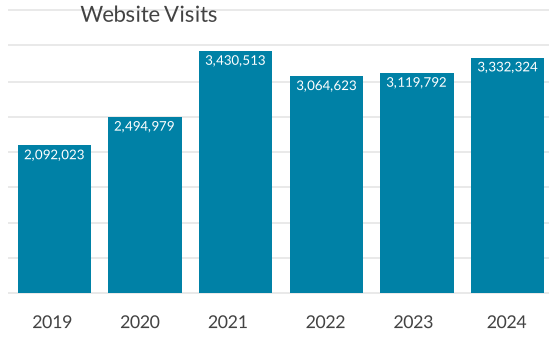
### Social Traffic Engagement

	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.	TripsAdvisor	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



# HILTON HEAD ISLAND 2024 COVERAGE HIGHLIGHTS



Weber  
Shandwick

**COVERAGE HIGHLIGHTS**  
 HISTORY/GULLAH CULTURE

## TRAVEL NOIRE

CULTURE/INSPIRATION

**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.

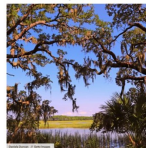


## VERANDA

**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.

**lonely planet**

2025  
**Best in Travel**  
REGIONS

**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.

**VOGUE**

TRAVEL

**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 (or 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.

**Southern Living**

**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](http://palmettodunes.com): 4 Queens Folly Road, Hilton Head Island, SC 29928; 877-460-0027

**Southern Living**

**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 sunset or to surf an 12-mile stretch of shoreline, there's always something to do in this charming coastal town. Hilton Head has been named a "Best of the South" by Southern Living magazine for 15 years. The island is a beautiful mix of natural beauty and luxury amenities. In addition to a public beach, which will be held in celebration of the resort's 50th anniversary, there are several private beaches, a water competition, and special parties.

[www.hiltonheadisland.com](http://www.hiltonheadisland.com)

**Southern Living**

**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'd 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](http://palmettodunes.com): 4 Queens Folly Rd, Hilton Head Island, SC

**PureWow**

**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 watchers 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 knot**

**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

Sea Pines Resort is a beautiful mix of natural beauty and luxury amenities. In addition to a public beach, which will be held in celebration of the resort's 50th anniversary, there are several private beaches, a water competition, and special parties.

[www.hiltonheadisland.com](http://www.hiltonheadisland.com)

**TRAVEL+LEISURE**

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

04 Hilton Head Island

Consistently ranked among the best beaches in the South, Hilton Head Island's 14 miles of coastline offers a mix of natural beauty and luxury amenities. In addition to a public beach, which will be held in celebration of the resort's 50th anniversary, there are several private beaches, a water competition, and special parties.

[www.hiltonheadisland.com](http://www.hiltonheadisland.com)

**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

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.

## Southern Living

### 15 Winter Island Escapes In the South

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. From the beaches and the palm trees to the warm weather and the beautiful views, a winter escape in the South is the perfect way to enjoy the season. Hilton Head Island is a beautiful winter escape in the South. The island is known for its beautiful beaches, its warm weather, and its beautiful views. Hilton Head Island is a beautiful winter escape in the South. The island is known for its beautiful beaches, its warm weather, and its beautiful views.

## 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 idyllic 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. Families who take their dogs along will be glad to know that until Memorial Day weekend, leashed dogs are welcome on the beach. If there's time, a walk to nearby Savannah or Beaufort provides even more Southern charm.

## 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—it's always checked that it was never revealed. The beaches are incredible, but fit all about that sweet-as-ginger-cake lifestyle by the pools 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 pass 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 charmingly quirky spots here. If you're not, there are 12 miles of beaches, 40 miles of multi-use trails and 20 bicycle rental shops; dolphins, tennis paths; and activities to get your adrenaline up, including jet skiing, golfing, and even helicopter tours. And all this action, you might want to give a nod to one of the island's recent spa facilities. Relax at the Merritt Hilton Head Resort & Spa and follow it up with dinner at Hilton's Andros Bar on the beach, which serves its seafood from one of two remaining fishing fleets on the island. This means fresh catch with sushi, 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 two 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 hot 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

#### Conda with a private beach in South Carolina

Located on the Retreat Hilton Head Island, this property (which is listed on Airbnb) is a perfect beach house for your 2024 summer getaway. The house is located on a private beach and offers a great view of the ocean. It has a large deck, a hot tub, and a pool. The house is also fully furnished and has all the amenities you need for a great vacation. If you're looking for a beach house in Hilton Head Island, this is a great option.

## Reader's Digest

### Quick and Affordable Weekend Getaways to Escape Without Breaking the Bank

#### Hilton Head, South Carolina

Hilton Head, South Carolina is a beautiful island with a rich history and a beautiful view of the ocean. It is a great place to visit for a weekend getaway. The island is known for its beautiful beaches, its warm weather, and its beautiful views. Hilton Head is a beautiful weekend getaway in the U.S. The island is known for its beautiful beaches, its warm weather, and its beautiful views.

## TRAVEL+ LEISURE

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

#### Hilton Head Island, South Carolina

Hilton Head Island is a beautiful island with a rich history and a beautiful view of the ocean. It is a great place to visit for a family vacation. The island is known for its beautiful beaches, its warm weather, and its beautiful views. Hilton Head is a beautiful family vacation in the U.S. The island is known for its beautiful beaches, its warm weather, and its beautiful views.

### THE EVERYGIRL

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

8. Hilton Head, South Carolina

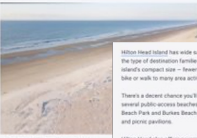


Hilton Head is famous for its white sand beaches, golf courses, and upscale resorts—fitting for the fanciest of coastal grandmas. To get around Hilton Head quickly, rent a bike so you can make the journey just as enjoyable as the destination, riding around with the wind in your hair. Then start your 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 dining options.

Where To Stay

Hilton Head Island offers a variety of accommodations, from luxury resorts to charming cottages. Families often enjoy staying in vacation homes or resorts that offer amenities like pools and private beaches.

### 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 wheelchairs 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 climbing 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 118 Steps on the Coast, 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



Oceanfront 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. Laysan, Coligny, and Harlowe are also your probably best spots for ocean critters, sea turtle nests, 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 be the most crowded. 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 dining options.

### 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 Pines 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

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

yahoo!/life

### 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 two 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 kayaking and paddleboarding 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 the Hilton Head Island's most beautiful beaches to the Hilton Head Island's most beautiful beaches, this is a road trip you won't want to miss.

**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 Bickles Beach.

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

Later, show down on authentic Gullah cuisine at Bubbie's or enjoy seafood at Bull Creek. Bookend your night at an evening stroll through one of the island's most beautiful beaches. Resort rates start at \$250 per night, and if you have Marriott Bonvoy points to burn, check out the Hilton Head Island Hilton Resort & Spa (rates start at \$150 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 Frome Restaurant**, 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 **Shedd's on the Docks** on Hilton Head Island, where he is the founding partner and chef. 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. Sidler 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  
Updated on 01/20/24

## The New York Times



In Defense of Wine: Raise a Glass to It  
A Sautéed Squash 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 *Madison's* *Madison House* on the *Beach* 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. Madison’s is known for Our Lowcountry Dirty Martini, with its splash of the Square Time oyster liquor in a martini glass. Had we needed you, we’d find somewhere else,” said Andrew Carleton, second generation owner of *Madison's* *Madison on the Beach* and *Madison House* *Owner*.



## 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



# 2024 Destination Marketing Organization Industry Metrics

Annual Report

**HILTON HEAD ISLAND**

SOUTH CAROLINA

The purpose of this document is to provide the Town of Hilton Head Island Finance and Administrative Committee with tourism metrics and/or reports to showcase annual Destination Marketing Organization (DMO) performance in efforts pertaining to the promotion of Hilton Head Island. It is understood and acknowledged that such metrics and/or reports may change from time to time based on best practices, funding, and the goals outlined in the marketing plan. The evaluation shall consider the metrics and reports in this document, collectively, and shall be compared with peers and other factors that affect the tourism industry such as the state of the economy, weather, condition of the lodging properties, etc.



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# *Visitor and Resident Satisfaction Surveys*

## *Executive Summary*

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As part of the official Destination Marketing Organization contract agreed upon and signed between the Town of Hilton Head Island and the Hilton Head Island-Bluffton Chamber of Commerce, we will report on resident and visitor satisfaction through annual survey results. We have an established process for both and will continue with those efforts.

Executive summaries for both surveys can be found in the appendix of this document.

- Visitor Profile Study Executive Summary, Office of Tourism Analysis, College of Charleston
- Community Sentiment Survey Executive Summary, MMGY Travel Intelligence



# *Revenue Per Available Room, Occupancy Rates & Average Daily Rate*

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Key performance indicators (KPIs) to measure operating performance for the hospitality industry include Revenue Per Available Room (RevPAR), Occupancy Rate (OCC), and Average Daily Rate (ADR). In order to achieve the most accurate performance indication, these benchmarks should be analyzed together.

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

<b>RevPar</b>	$\frac{\text{ROOM REVENUE}}{\text{ROOMS AVAILABLE}}$
---------------	------------------------------------------------------

Occupancy Rate (OCC) is another metric used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

<b>OCC</b>	$\frac{\text{ROOMS SOLD}}{\text{ROOMS AVAILABLE}}$
------------	----------------------------------------------------

Average Daily Rate (ADR) is a 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.

<b>ADR</b>	$\frac{\text{ROOM REVENUE}}{\text{ROOMS SOLD}}$
------------	-------------------------------------------------

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Details on the next page provide 2024 performance metrics for Hilton Head Island in a two-source combined calculation that includes both home & villa and hotels as well as broken out separately for comparison. There are also additional metrics for the hotel industry that show Hilton Head Island compared against the U.S. as a whole and top competitors, Charleston and Savannah.










Home & villa numbers are based on 3,720 units/keys and could vary, as an example from a one-bedroom villa to a ten-bedroom house. The hotel numbers are based on 2,008 total hotel rooms at 11 properties on the Island.

# 2024 Hilton Head Island Lodging Performance

## 2-SOURCE (Combined Home & Villa and Hotel Report)

## HOME & VILLA

## HOTELS

	2-SOURCE (Combined Home & Villa and Hotel Report)	HOME & VILLA	HOTELS
RevPAR	\$173.00  -3.0%	\$194.00  -2.0%	\$143.00  -4.0%
OCC	55.0%  -4.0%	53.0%  -5.0%	58.0%  -3.0%
ADR	\$313.00  +1.0%	\$364.00  +3.0%	\$248.00  -1.0%

## HOTEL INDUSTRY COMPARISON

### Nationwide

- RevPar up +1.0%
- Occupancy up +0%
- ADR up +1.0%

### Competitor Set

#### Charleston

- RevPar up +0%
- Occupancy up +1.0%
- ADR down -1.0%










#### Savannah

- RevPar up +1.0%
- Occupancy up +3.0%
- ADR down -1.0%

Source: 2024 Keydata

Note: Keydata adjusts reports annually, which can result in reporting variances.

# 2023 Hilton Head Island Lodging Performance

	2-SOURCE (Combined Home & Villa and Hotel Report)	HOME & VILLA	HOTELS
RevPAR	\$177.00  +1.1%	\$221.00  -7.0%	\$146.00  -3.0%
OCC	59.0%  -2.0%	59.0%  -2.3%	59.0%  -2.2%
ADR	\$299.00  +2.4%	\$375.00  +18.3%	\$245.00  -2.0%

## HOTEL INDUSTRY COMPARISON

### Nationwide

- RevPar up +4.9%
- Occupancy up +0.6%
- ADR up +4.3%

### Competitor Set

#### Charleston

- RevPar up +2.6%
- Occupancy up +0.8%
- ADR up +1.8%

#### Savannah

- RevPar up +1.7%
- Occupancy up +1.1%
- ADR up +0.6%










Source: 2023 Keydata and 2023 Smith Travel Research  
 Note: The Smith Travel Research and Keydata platforms adjust reports annually, which can result in reporting variances.

# 2022 Hilton Head Island Lodging Performance

## 2-SOURCE (combined Home & Villa and Hotels Report)

## HOME & VILLA

## HOTELS

RevPAR	\$175.00  +8.0%	\$221.00  +18%	\$147.00  +1.0%
OCC	54.0%  0% FLAT	45.0%  +4.0%	60.0%  -2.0%
ADR	\$323.00  +8.0%	\$496.00  +13%	\$247.00  +3.0%

## HOTEL INDUSTRY COMPARISON

### Nationwide

- RevPAR up +29.8%
- Occupancy up +8.9%
- ADR up +19.1%

### Competitor Set

#### Charleston

- RevPAR up +19.4 %
- Occupancy up +6.1%
- ADR up +12.5%

#### Savannah

- RevPAR up +24.2%
- Occupancy up +7.7%
- ADR up +15.4 %










Source: 2022 Keydata and 2022 Smith Travel Research  
Note: The Smith Travel Research and Keydata platforms adjust reports annually, which can result in reporting variances.

# 2021 Hilton Head Island Lodging Performance

## 2-SOURCE (Combined Home & Villa and Hotels Report)

## HOME & VILLA

## HOTELS

	2-SOURCE (Combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	\$175.00  +44.9%	\$191.00  +36.2%	\$150.00  +81.9%
OCC	59.9%  +26.9%	60.4%  +26.2%	60.3%  +29.9%
ADR	\$292.00  +14.2%	\$317.00  +8.0%	\$249.00  +40.1%

## HOTEL INDUSTRY COMPARISON

### Nationwide

- RevPAR up +58.1%
- Occupancy up +31%
- ADR up +20.7%

### Competitor Set

#### *Charleston*

- RevPAR up +92.2%
- Occupancy up +39.1%
- ADR up +38.2%

#### *Savannah*

- RevPAR up +77.2%
- Occupancy up +35.0%
- ADR up +31.2%









Source: 2021 Inntopia DestiMetrics and 2021 Smith Travel Research Inc.

# 2020 Hilton Head Island Lodging Performance

## 2-SOURCE (Combined Home & Villa and Hotels Report)

## HOME & VILLA

## HOTELS

RevPAR	\$131.00  +4.4%	\$164.00  +19.4%	\$81.59  -28.5%
OCC	47.7%  -6.9%	49.0%  +5.4%	47.7%  -23.5%
ADR	\$275.00  +12.1%	\$335.00  +13.3%	\$171.11  -6.6%

## HOTEL INDUSTRY COMPARISON

### Nationwide

- RevPAR down -47.5%
- Occupancy down -33.3%
- ADR down -21.3%

### Competitor Set

#### *Charleston*

- RevPAR down -48.6%
- Occupancy down -33.4%
- ADR down -22.8%

#### *Savannah*

- RevPAR down -42.0%
- Occupancy down -29.9%
- ADR down -17.3%

Source: 2020 Inntopia DestiMetrics and 2020 Smith Travel Research Inc.  
COVID-19

# Visitor Spending Studies

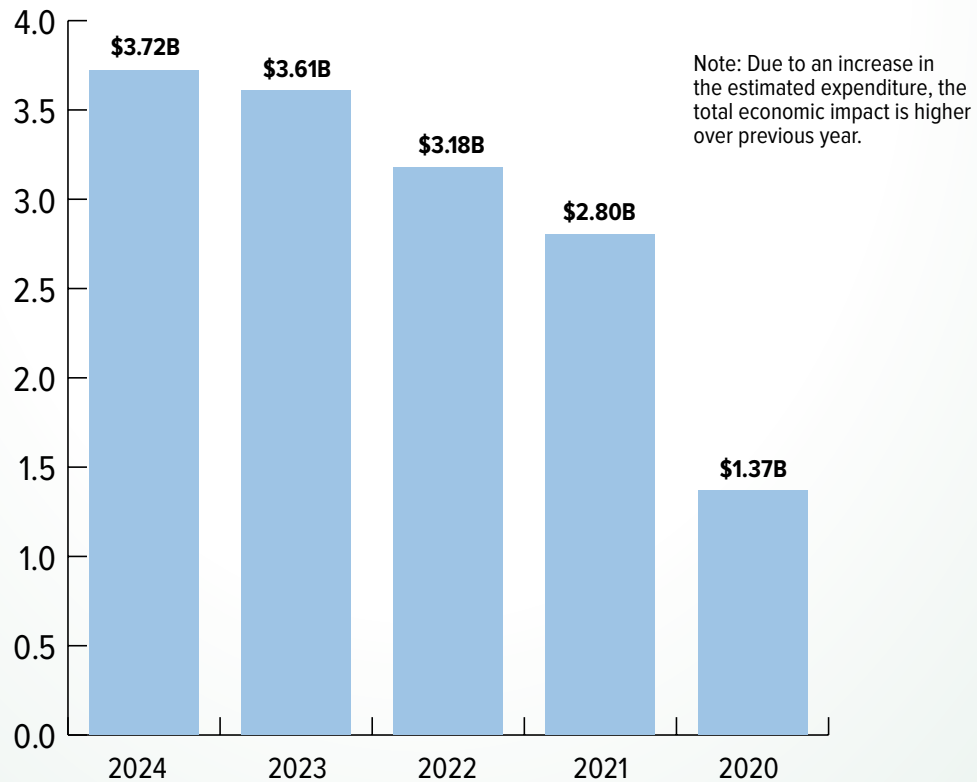
This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2024 was performed by the College of Charleston School of Business, Office of Tourism Analysis.

The study examines spending by tourists classified into five segments according to their lodging arrangement while visiting the island: villa rental, timeshare, hotel, second homeowners and their non-paying guests, and finally those who visit for the day and do not lodge overnight. The estimated impact from spending by each of these groups is summed in order to indicate the total impact that tourists to the Island had on Beaufort County, South Carolina.



# \$3.72 BILLION

## ECONOMIC IMPACT OF HILTON HEAD ISLAND TOURISM IN 2024



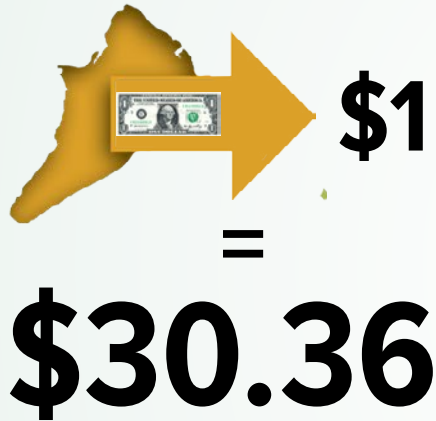
Source: *Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2024.*

# ROI for Visitor Spending Per Dollar of Investment

The Visitor & Convention Bureau is the destination marketing division of the Hilton Head Island-Bluffton Chamber of Commerce. This division works to increase tourism through its marketing efforts cultivating leisure as well as meetings and group business for Southern Beaufort County.

The marketing efforts put forth by the Visitor & Convention Bureau are delivered consistently to a well-defined target consumer set that aligns with our visitor research. Hilton Head Island experienced a slight decrease in visitation by 5% compared to 2023.

## FOR EVERY TAX DOLLAR INVESTED IN MARKETING



Source: *Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2024*

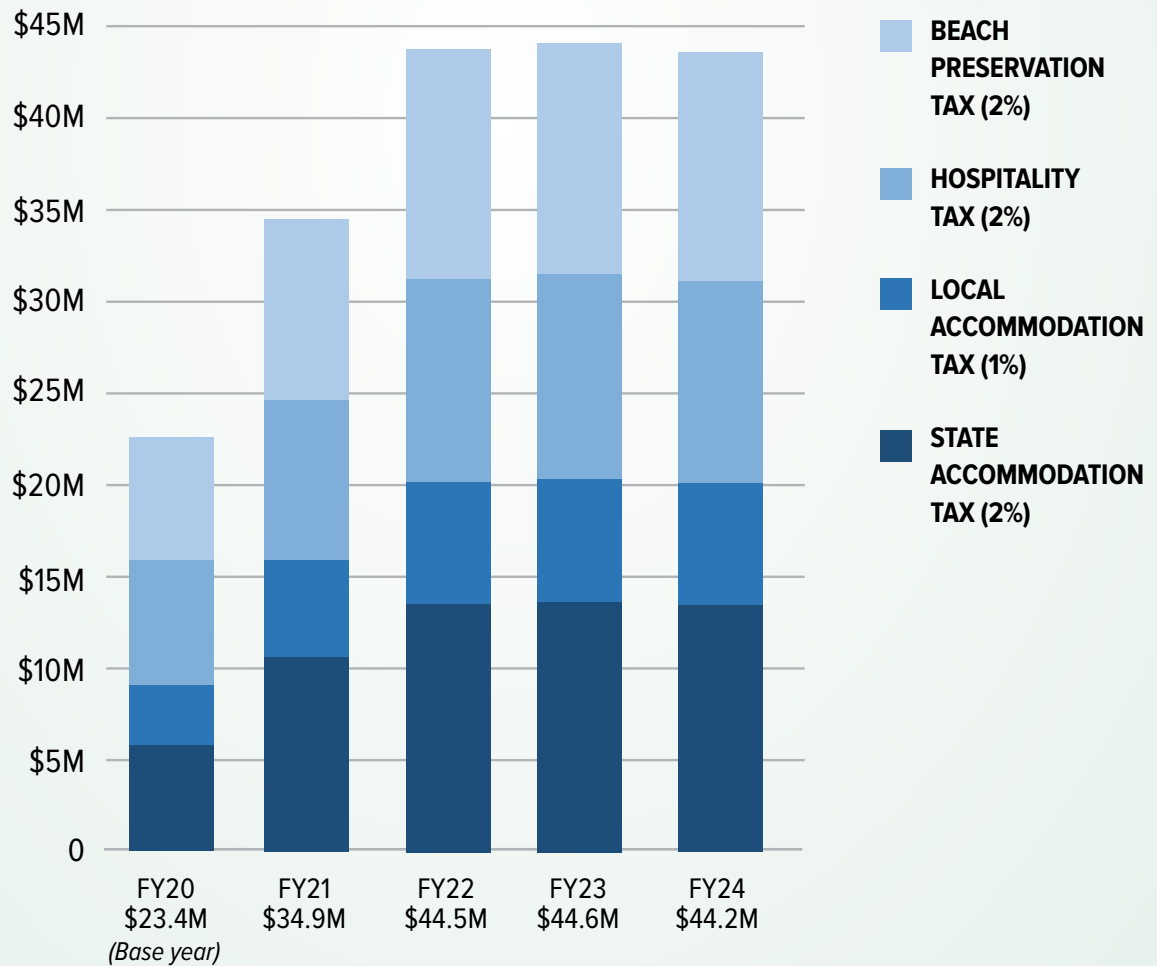
# Local Tax Revenues Generated by Visitor

**↑ 89%**

## ACCOMMODATION & HOSPITALITY TAX UP OVER 5 YEARS

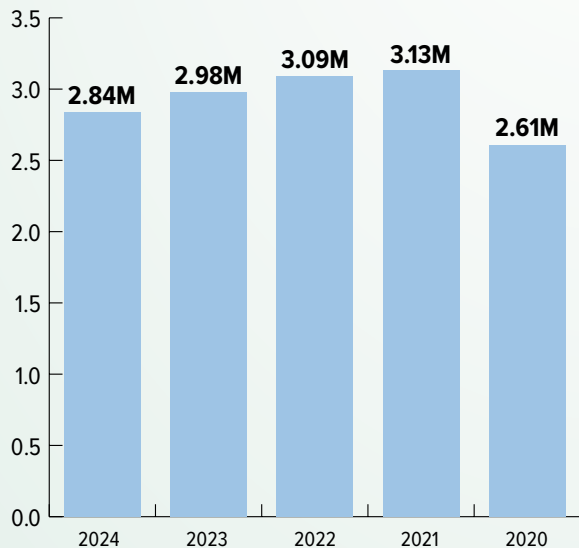
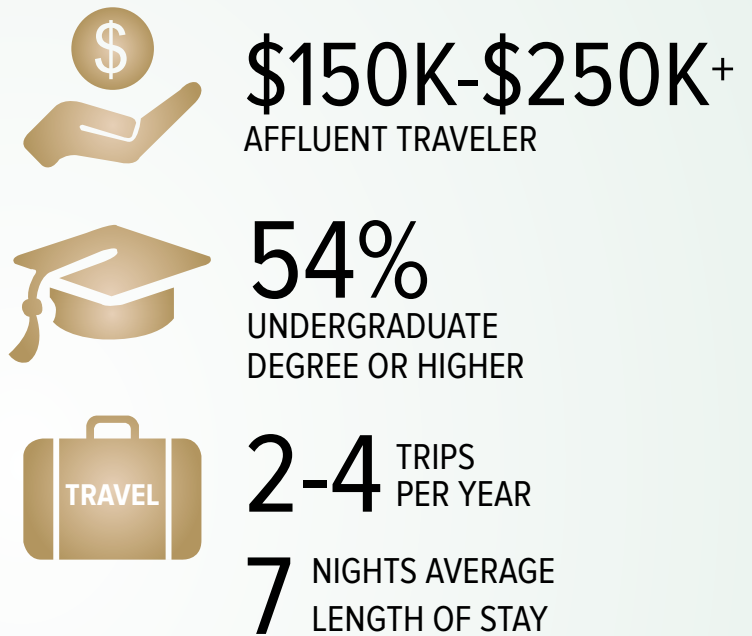
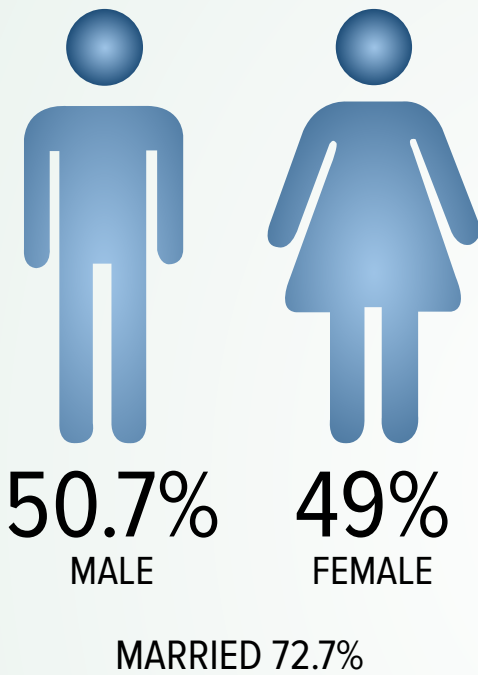
Source: Town of Hilton Head Island

### TOWN OF HHI ATAX and HTAX COLLECTIONS



# Number of Visitors

Based upon research gathered both locally and nationally, the Visitor & Convention Bureau is committed to attracting an affluent traveler with a household income of \$150K-\$250K+. Our target visitor skews Male (50.7%) and aged 25 - 40. This traveler has an undergraduate degree or higher (54%) and plans to take 2 to 4 trips per year lasting an average of 7 nights per trip. Our target key regions include the Northeast, Midwest, and Southeast markets.



**2.84M**  
NUMBER OF  
VISITORS IN 2024

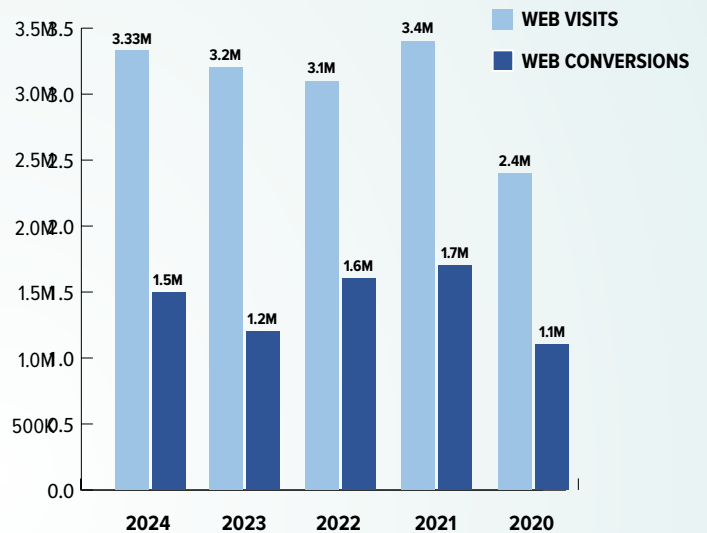
Sources: 2024 Visitor Profile Study/Keydata/Smith Travel Research Inc./College of Charleston

# Number of Referrals, Website Hits & Click Throughs to Area Businesses

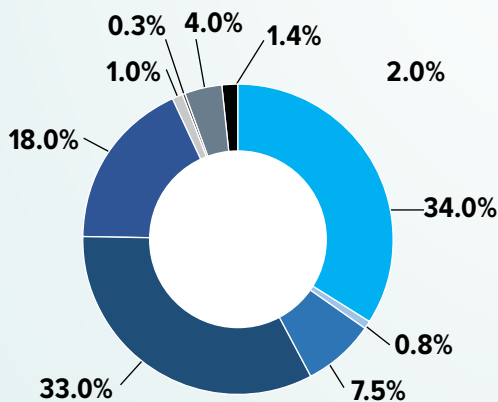
The HiltonHeadIsland.org website is our virtual storefront. The website serves as the window to our destination and plays an integral part in the decision-making process. The following metrics are important key indicators of overall brand health and allow insight into visitor behavior. The insight and data taken from this platform allow us to better serve our partners, anticipate trends and react to consumer behavior.

**3.33M**  
WEBSITE VISITS  
IN 2024

**1.5M**  
WEBSITE CONVERSIONS  
TO PARTNERS IN 2024

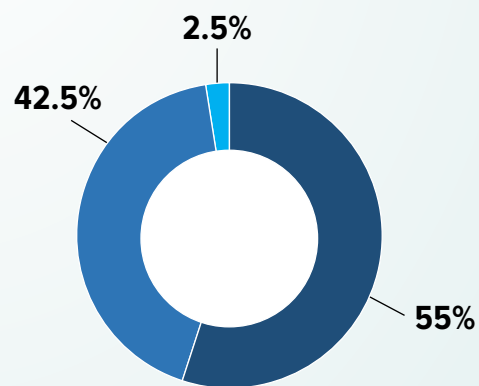


Visits by Source



■ ORGANIC SEARCH 
 ■ PAID MEDIA 
 ■ DIRECT 
 ■ DISPLAY 
 ■ EMAIL 
 ■ OTHER 
 ■ CROSS NETWORK 
 ■ ORGANIC SOCIAL

Conversion by Category



■ HHI PARTNER LINKS 
 ■ GOLF PARTNER LINKS 
 ■ NEWSLETTER LONG FORM SUBMIT

Source: Google Analytics & VERB Interactive

# Numbers Related to Mail Fulfillment

The Hilton Head Island Vacation Planner, our comprehensive guide to help visitor plan and envision their vacation here on Hilton Head Island, is our primary print fulfillment piece.

We receive requests for this piece from multiple platforms; online, media, and home inquiries. In addition, we also distribute the planner to state and local welcome centers, and airports, along with tradeshow and promotional events.

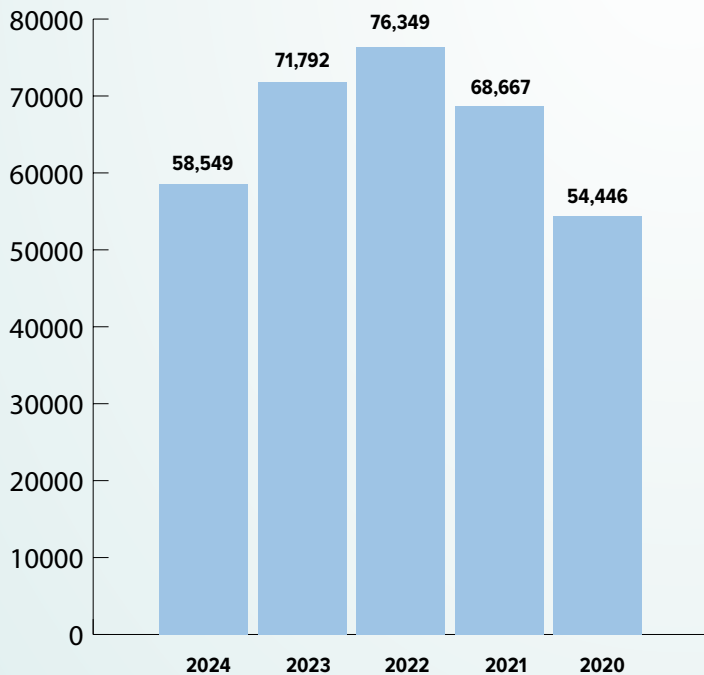
In today's more visual world, telling a story through stunning photography and compelling content is an imperative component of the travel journey process. The "coffee table" piece allows our visitors to visualize their vacation and discover, through this first touch point, the reason for our many accolades, ultimately imagining themselves here vacationing on Hilton Head Island.

To cater to our golf-specific visitors, we offer the Hilton Head Island, Golf Island Planner. This planner can be requested through the same channels as our Vacation Planner.

The production, fulfillment, and management of our Vacation Planners is a partnership between Kennickell, our fulfillment and asset inventory partner, Impact Golf, and our Visitor & Convention Bureau staff.

# 58,549

**HILTON HEAD ISLAND  
VACATION PLANNERS  
AND GOLF ISLAND  
BROCHURES MAILED**



Source: Kennickell Fulfillment/Hilton Head Island - Bluffton Chamber of Commerce

# *Spotlight on Accolades*

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## *America's Favorite Island®*



*Condé Nast Traveler*  
**Named “#1 Island for the  
8th consecutive year”**

---

*The Points Guy*  
**Where to go in 2025  
“The 29 best places to travel”**

*Travel + Leisure*  
**“10 of the Best U.S. Road  
Trips for Families”**

# ***Spotlight on Accolades***

---

*TripAdvisor*  
**“Traveler’s Choice Top 25  
Beaches in the US”**

*Travel + Leisure*  
**“The Best Weekend Beach  
Getaways in the US”**

*Southern Living*  
**South’s Best Island  
Best Waterfront Town Best  
Beaches**

*Travel + Leisure*  
**“Best Beach Towns on the  
East Coast”**

## ***Spotlight on Accolades***

---

*CACCE*  
**“Chamber named CACCE  
Chamber of the year”**

*Condé Nast Traveler*  
**“Savannah/Hilton Head  
International Airport  
named the top domestic  
airport”**

*U.S. Travel’s ESTO Awards*  
**Hilton Head Vacation Planner  
named “#1 in the country”**

# Number of Jobs Created by Tourism

This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2024 was performed by the College of Charleston School of Business, Office of Tourism Analysis.

The 33,367 jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2024 represent 36.3% of all jobs in Beaufort County.

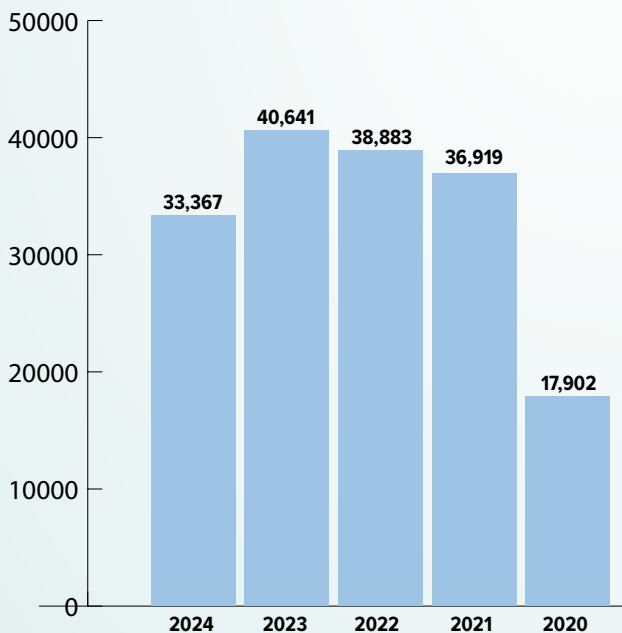
# 33,367 JOBS

GENERATED FROM  
HILTON HEAD ISLAND TOURISM

TOURISM ON HHI  
NOW ACCOUNTS FOR

# 36.3%

OF ALL JOBS IN  
BEAUFORT COUNTY



Source: *Estimated Total Impact of Tourism In Hilton head Island On Beaufort County, South Carolina 2024*

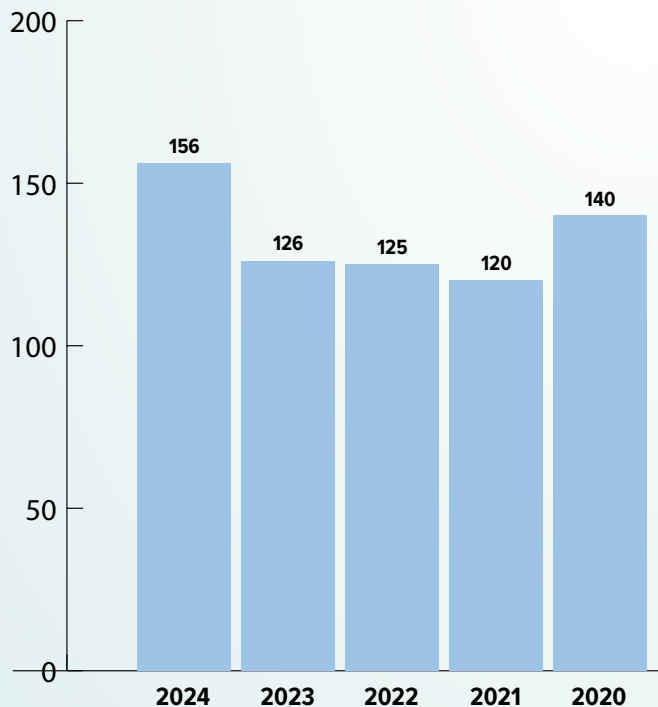
Note: *The number of jobs generated are based on economic activity within different sectors of tourism. (e.g. airlines, car rentals, coach services, etc)*

# Networking Events, Workshops and Member/Community Events

In 2024, we celebrated 65 ribbon cuttings and groundbreaking ceremonies along with 91 in-person and virtual networking, learning seminars, and meetings, reaching 6,200+ people.

**65** RIBBON CUTTINGS & GROUNDBREAKING CEREMONIES

**91** IN PERSON + VIRTUAL CHAMBER EVENTS



# OF EVENTS

## 2024 EVENTS

### JANUARY

1/10/2024

Power Hour Tele Town Hall  
[Virtual](#)

Leadership Class - Justice System  
[Bluffton](#)

1/12/2024

Ribbon Cutting: Sea Love  
[Hilton Head Island](#)

1/17/2024

RJr. Leadership Class Day:  
Healthy Lifestyles  
[Bluffton](#)

1/18/2024

Ribbon Cutting: Epworth  
Children's Home  
[Hilton Head Island](#)

Conversation + Cocktails at  
Chez Georges  
[Hilton Head Island](#)

1/23/2024

Board of Director's Meeting  
[Hilton Head Island](#)

1/31/2024

Biscuits + Benefits  
[Hilton Head Island](#)

CYP at Burnt Church Distillery  
[Bluffton](#)

01/24/2024-02/03/2024

Chamber Restaurant Week  
[Hilton Head Island & Bluffton](#)

## FEBRUARY

2/2/2024

Ribbon Cutting: Fred Astaire  
[Hilton Head Island](#)

2/5/2024

Ribbon Cutting:  
Your Health Organization  
[Bluffton](#)

2/7/2024

Power Hour Tele Town Hall  
[Virtual](#)

Executive Connection  
at Bowdie's  
[Hilton Head Island](#)

Leadership Class -  
Healthcare Day  
[Hilton Head Island](#)

2/8/2024

Ribbon Cutting: Outside DMC  
[Hilton Head Island](#)

2/14/2024

Jr. Leadership Class Day:  
Civic Engagement  
[Hilton Head Island](#)

2/15/2024

AI Forum  
[Bluffton](#)

Collab SC  
[Bluffton](#)

2/20/2024

Board of Regents Meeting  
[Hilton Head Island](#)

2/21/2024

Grand Opening/Ribbon Cutting  
Ceremony - Café Al Dente  
[Hilton Head Island](#)

2/22/2024

Conversation + Cocktails  
at The Bank  
[Hilton Head Island](#)

2/24/2024

Board of Directors Meeting  
[Hilton Head Island](#)

2/25/2024

Leadership Alumni -  
Oyster Bagging  
[Hilton Head Island](#)

2/26/2024

Ribbon Cutting: Sea Pines  
Montessori Academy  
[Hilton Head Island](#)

Ribbon Cutting: Ochsner  
[Ridgeland](#)

2/28/2024

Business Workforce Coalition  
[Hilton Head Island](#)

Ribbon Cutting Ceremony -  
Under New Ownership - Fraum  
Center for Restorative Care  
[Hilton Head Island](#)

2/29/2024

Grand Opening/Ribbon  
Cutting Ceremony  
Hilton Head Medical Spa  
[Hilton Head Island](#)

## MARCH

3/1/2024

Ribbon Cutting: Hilton  
Beachfront Resort & Spa  
Hilton Head Island  
[Hilton Head Island](#)

3/5/2024

Bluffton Regional  
Business Committeet  
[Bluffton](#)

Leadership Alumni  
Board Meeting  
[Hilton Head Island](#)

3/6/2024

Power Hour Tele Town Hall  
[Virtual](#)

Jr. Leadership  
Board Meeting  
[Bluffton](#)

3/7/2024

Ribbon Cutting: Carreta de  
oro Tequila by Krunal Patel  
[Hilton Head Island](#)

3/12/2024

CYP at Sea Love Candles  
[Hilton Head Island](#)

3/16/2024

Chamber Ball  
[Hilton Head Island](#)

3/19/2024

Leadership Board of  
Regents Meeting  
[Hilton Head Island](#)

Leadership Alumni Event  
[Hilton Head Island](#)

3/20/2024

Jr. Leadership Class Day:  
Lowcounty Day  
[Hilton Head Island](#)

Gullah Geechee  
Business Coalition  
[Hilton Head Island](#)

Ribbon Cutting: Hilton Head  
Insurance & Brokerage  
[Bluffton](#)

3/21/2024

Conversation + Cocktails -  
Java Burrito  
[Hilton Head Island](#)

3/22/2024

Ribbon Cutting: Eyemazy  
Iris Photography  
[Hilton Head Island](#)

3/26/2024

Board of Directors Meeting  
[Hilton Head Island](#)

Ribbon Cutting: Fiddle +  
Shine House Market  
[Bluffton](#)

Ribbon Cutting:  
May River Manor  
[Bluffton](#)

## APRIL

4/2/2024

Leadership Alumni  
Board Meeting  
[Hilton Head Island](#)

4/3/2024

Power Hour Tele Town Hall  
[Virtual](#)

**Jr. Leadership Board Meeting**  
[Virtual](#)

**Leadership Class Day:  
Education**  
[Bluffton](#)

**Ribbon Cutting: Coast  
Brokered by eXP**  
[Bluffton](#)

4/4/2024  
**Leadership Recruitment Coffee**  
[Hilton Head Island](#)

**Plaid Par-Tee at Country  
Club of Hilton Head**  
[Hilton Head Island](#)

4/5/2024  
**Ribbon Cutting: 1036 WHP, LLC**  
[Hilton Head Island](#)

4/10/2024  
**Biscuits + Benefits**  
[Hilton Head Island](#)

4/23/2024  
**Board of Directors Meeting**  
[Hilton Head Island](#)

4/24/2024  
**Ribbon Cutting: HHI Builders**  
[Hilton Head Island](#)

**Jr. Leadership Class Day:  
Team Building 2.0**  
[Okatie](#)

4/25/2024  
**Leadership Recruitment -  
Bluffton Library**  
[Bluffton](#)

4/26/2024  
**Ribbon Cutting:  
Arthur E. Brown Regional**  
[Bluffton](#)

4/29/2024  
**Ribbon Cutting:  
Hair by Denice**  
[Hilton Head Island](#)

## **MAY**

5/3/2024  
**Ribbon Cutting:  
Binya Boutiquel**  
[Hilton Head Island](#)

5/4/2024  
**Jr. Leadership Graduation -  
Hampton Hall**  
[Bluffton](#)

5/7/2024  
**BRBC + BEPC Education  
& Workforce Panel**  
[Bluffton](#)

**Bluffton Regional  
Business Committee**  
[Bluffton](#)

**Leadership Alumni  
Board Meeting**  
[Hilton Head Island](#)

5/8/2024  
**Leadership Class: Lowcountry  
Environment & the Arts**  
[Hilton Head Island](#)

5/9/2024  
**Public Policy Meeting**  
[Hilton Head Island](#)

**Executive Connection  
at Long Cove Club**  
[Hilton Head Island](#)

5/10/2024  
**Ribbon Cutting:  
Ace Hardware of Hilton Head**  
[Hilton Head Island](#)

5/14/2024  
**Ribbon Cutting:  
TemperaturePro**  
[Bluffton](#)

5/16/2024  
**Business Education  
Partnership**  
[Hilton Head Island](#)

**Ribbon Cutting: Spark by  
Hilton, Hilton Head Island**  
[Hilton Head Island](#)

**Ribbon Cutting: EE Zero LLC**  
[Bluffton](#)

**Member Exclusive Preview  
at Palmetto Bluff**  
[Bluffton](#)

5/16/2024  
**Business Education  
Partnership**  
[Hilton Head Island](#)

5/17/2024  
**Business Golf Classic  
at Palmetto Hall**  
[Hilton Head Island](#)

05/20/2024-05/24/2024  
**Small Business Week**  
[Hilton Head Island & Bluffton](#)

5/20/2024  
**SBW Pork in the Parking Lot**  
[Hilton Head Island](#)

5/21/2024  
**Board of Directors Meeting**  
[Hilton Head Island](#)

**Leadership Alumni Service  
Event - Networking/Happy  
Hour**  
[Bluffton](#)

5/22/2024  
**SBW Bluffton Block Party**  
[Bluffton](#)

**Gullah Geechee  
Business Coalition**  
[Hilton Head Island](#)

5/23/2024  
**Leadership Board of  
Regents Meeting**  
[Hilton Head Island](#)

5/30/2024  
**Business Workforce  
Coalition**  
[Hilton Head Island](#)

**Ribbon Cutting:  
Beach House**  
[Hilton Head Island](#)

**Conversation + Cocktails  
at Beach House**  
[Hilton Head Island](#)

## **JUNE**

6/3/2024

**Ribbon Cutting: Coastal  
Discovery Museum's  
Dragonfly Pond**  
[Hilton Head Island](#)

**Leadership Ribbon Cutting**  
[Hilton Head Island Island](#)

6/4/2024

**Leadership Alumni  
Board Meeting**  
[Hilton Head Island Island](#)

**Jr. Leadership Board Meeting**  
[Bluffton](#)

6/5/2024

**Power Hour Tele Town Hall**  
[Virtual](#)

**Leadership Graduation**  
[Hilton Head Island](#)

6/6/2024

**Ribbon Cutting:  
KL Skin Corporation**  
[Bluffton](#)

6/13/2024

**Public Policy Meeting**  
[Hilton Head Island](#)

6/14/2024

**Ribbon Cutting:  
Crumb! Cookies**  
[Hilton Head Island Island](#)

**Ribbon Cutting: Chill-N**  
[Bluffton](#)

6/18/2024

**Board of Directors Meeting**  
[Hilton Head Island](#)

6/19/2024

**Ribbon Cutting: Starboard  
Shop - Sea Pines Resort**  
[Hilton Head Island](#)

6/20/2024

**Ribbon Cutting: HomeSense**  
[Hilton Head Island](#)

6/25/2024

**Ribbon Cutting:  
Panache Boutique**  
[Bluffton](#)

6/26/2024

**Chamber Champions  
Reception**  
[Hilton Head Island](#)

6/27/2024

**Business Workforce  
Coalition**  
[Hilton Head Island](#)

**Ribbon Cutting: Sprout  
Momma Breads & Brews**  
[Hilton Head Island](#)

6/29/2024

**Ribbon Cutting:  
Carolina Jasmine**  
[Hilton Head Island](#)

## **JULY**

7/2/2024

**Bluffton Regional  
Business Committee**  
[Bluffton](#)

**Ribbon Cutting: Roy's  
Place Café & Catering**  
[Hilton Head Island](#)

**Ribbon Cutting: Sonesta  
Resort Hilton Head Island**  
[Hilton Head Island](#)

7/9/2024

**Ribbon Cutting: Zunzibar**  
[Hilton Head Island](#)

7/10/2024

**Ribbon Cutting: Heyward Point  
Land Development, LLC**  
[Okatie](#)

**Power Hour Tele Town Hall**  
[Virtual](#)

7/11/2024

**Public Policy Meeting**  
[Hilton Head Island](#)

7/16/2024

**Leadership Board of  
Regents Meeting**  
[Hilton Head Island](#)

7/18/2024

**Business Education  
Partnership**  
[Hilton Head Island](#)

7/23/2024

**Ribbon Cutting:  
Brims on the Bluff**  
[Bluffton](#)

7/24/2024

**GM/DOSM Quarterly  
Meeting**  
[Hilton Head Island](#)

7/25/2024

**Ribbon Cutting:  
StretchLab Hilton Head**  
[Hilton Head Island](#)

**Business Workforce Coalition**  
[Hilton Head Island](#)

7/26/2024

**Ribbon Cutting:  
TC Backer Construction**  
[Bluffton](#)

**Ribbon Cutting:  
A Coastal Christmas**  
[Hilton Head Island](#)

## **AUGUST**

8/6/2024

**Board of Directors Meeting**  
[Hilton Head Island](#)

8/7/2024

**Power Hour Tele Town Hall**  
[Virtual](#)

8/8/2024

**Public Policy Meeting**  
[Hilton Head Island](#)

8/14/2024

**Leadership Class Orientation**  
[Hilton Head Island](#)

8/15/2024

**Business Education  
Partnership**  
[Hilton Head Island](#)

8/19/2024

**Ribbon Cutting: Trainers Lab**  
[Hilton Head Island](#)

8/22/2024

**Conversation + Cocktails  
at Zunzibar**  
[Hilton Head Island](#)

**Business Workforce Coalition**  
[Hilton Head Island](#)

8/25/2024  
**Jr. Leadership Class Orientation**  
[Bluffton](#)

8/27/2024  
**Ribbon Cutting: Eggs Up Grill**  
[Bluffton](#)

8/29/2024  
**Ribbon Cutting: Revolutionary Financial Group**  
[Bluffton](#)

## SEPTEMBER

9/3/2024  
**Bluffton Regional Business Committee**  
[Bluffton](#)

9/4/2024  
**Jr. Leadership Board Meeting**  
[Bluffton](#)

**Power Hour Tele Town Hall**  
[Virtual](#)

9/5/2024  
**Ribbon Cutting: Madre & Mercado**  
[Hilton Head Island](#)

**Leadership Board of Regents Meeting**  
[Hilton Head Island](#)

9/6/2024  
**Leadership Class Retreat**  
[Hilton Head Island](#)

9/10/2024  
**CYP at StretchLab**  
[Hilton Head Island](#)

9/11/2024  
**Jr. Leadership Class Day - Team Building**  
[Hilton Head Island](#)

9/12/2024  
**Ribbon Cutting: Sweetwater Steamer**  
[Hilton Head Island](#)

**Public Policy Meeting**  
[Hilton Head Island](#)

9/13/2024  
**Ribbon Cutting: 7 Brew Coffee**  
[Hilton Head Island](#)

9/18/2024  
**Biscuits + Benefits**  
[Hilton Head Island](#)

**Leadership Class Day - Community & Culture**  
[Hilton Head Island](#)

9/19/2024  
**Conversations + Cocktails at Sandbox**  
[Hilton Head Island](#)

**Business Education Partnership**  
[Hilton Head Island](#)

9/20/2024  
**SC Chamber Grassroots Tour**  
[Bluffton](#)

9/24/2024  
**Board of Directors Meeting**  
[Hilton Head Island](#)

9/26/2024  
**Business Workforce Coalition**  
[Hilton Head Island](#)

## OCTOBER

10/2/2024  
**Jr. Leadership Board Meeting**  
[Bluffton](#)

10/3/2024  
**State of the Region**  
[Hilton Head Island](#)

10/7/2024  
**Ribbon Cutting: Mobile Concierge Care**  
[Hilton Head Island](#)

10/9/2024  
**Leadership Class Day: Local Government HHI**  
[Hilton Head Island](#)

**Power Hour Tele Town Hall**  
[Virtual](#)

10/10/2024  
**Public Policy Meeting**  
[Hilton Head Island](#)

10/15/2024  
**Ribbon Cutting: Players World of Sports**  
[Hilton Head Island](#)

**Leadership Board of Regents Meeting**  
[Hilton Head Island](#)

10/16/2024  
**Jr. Leadership Class Day: College & Career**  
[Hilton Head Island](#)

**Ribbon Cutting: Kitchen Design Solutions**  
[Ridgeland](#)

10/17/2024  
**Business Education Partnership**  
[Hilton Head Island](#)

10/17/2024  
**Ribbon Cutting: Forsythe Jewelers**  
[Hilton Head Island](#)

**Ribbon Cutting: Dolphin Spirit Store managed by Student Business Club**  
[Hilton Head Island](#)

10/18/2024  
**Ribbon Cutting: Hawaii Fluid Art HHI**  
[Hilton Head Island](#)

10/22/2024  
**CYP at Sprout Momma**  
[Hilton Head Island](#)

**Board of Directors Meeting**  
[Hilton Head Island](#)

10/24/2024  
**Business Workforce Coalition**  
[Hilton Head Island](#)

**Conversation + Cocktails at Nectar Bluffton**  
[Bluffton](#)

10/25/2024  
Ribbon Cutting: Family  
Focus Financial Group  
Bluffton

10/28/2024  
Ribbon Cutting:  
Beaufort Memorial Island  
Imaging Center  
Hilton Head Island

10/29/2024  
Leadership Alumni Event  
Bluffton

## NOVEMBER

11/1/2024  
Ribbon Cutting:  
"The Studio" at HHI Builders  
Hilton Head Island

Ribbon Cutting: A Beautiful  
U by Salon Celeste  
Bluffton

11/5/2024  
Bluffton Regional Business  
Committee  
Bluffton

Adopt A Poll  
Hilton Head Island & Bluffton

11/6/2024  
Jr. Leadership Class Day:  
Communication & Etiquette  
Hilton Head Island

Jr. Leadership Board Meeting  
Bluffton

11/13/2024  
Leadership Class Day: Local  
Government Bluffton  
Bluffton

Power Hour Tele Town Hall  
Virtual

11/14/2024  
Public Policy Meeting  
Hilton Head Island

Conversation + Cocktails  
at Metchelville Place  
Hilton Head Island

11/19/2024  
Annual Board of  
Directors Meeting  
Hilton Head Island

Ribbon Cutting:  
Hardee Greens  
Bluffton

11/20/2024  
Executive Connection  
at J Banks  
Hilton Head Island

11/21/2024  
Business Education  
Partnership  
Hilton Head Island

Leadership Board of  
Regents Meeting  
Hilton Head Island

11/28/2024  
Business Workforce  
Coalition  
Hilton Head Island

## DECEMBER

12/3/2024  
Ribbon Cutting:  
May River Recruiting  
Bluffton

12/4/2024  
Power Hour Tele Town Hall  
Virtual

Jr. Leadership Class Day  
Hilton Head Island

Jr. Leadership  
Board Meeting  
Bluffton

12/6/2024  
Sparkles + Spirits  
Hilton Head Island

12/10/2024  
Ribbon Cutting:  
Coastal Capri Ristorante  
Hilton Head Island

12/11/2024  
Jr. Leadership Class Day  
Bluffton

Ribbon Cutting: Uncorked  
Bluffton

12/12/2024  
Board of Directors Meeting -  
Holiday Luncheon  
Hilton Head Island

Public Policy Meeting  
Hilton Head Island

Ribbon Cutting:  
The Elle Apartments  
Bluffton

12/17/2024  
Leadership Board of  
Regents Meeting  
Hilton Head Island

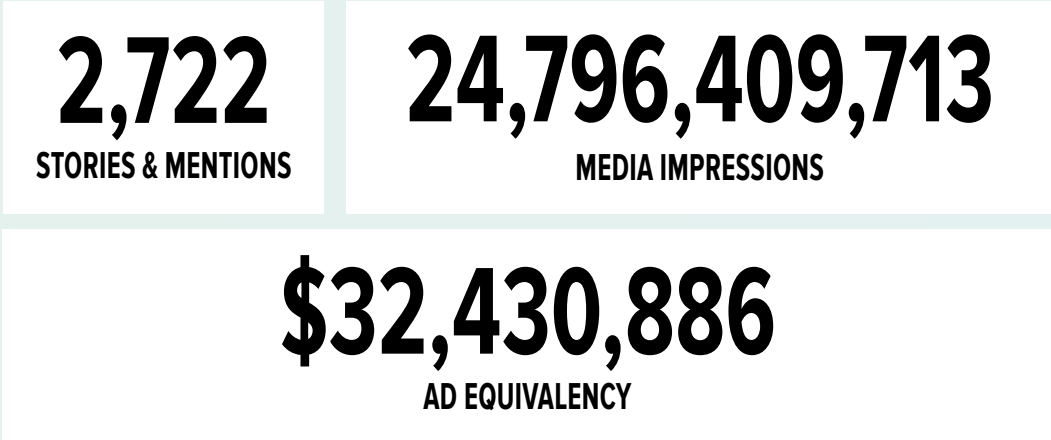
12/18/2024  
Business Education  
Partnership  
Hilton Head Island

12/26/2024  
Business Workforce  
Coalition  
Hilton Head Island



# Media Impressions and the Dollar Equivalent

Third party researchers and monitoring firms track all print, digital, and broadcast mentions and stories about Hilton Head Island. Hosting visiting journalists and social influencers, meeting with editors of some of the nation's top-tier publications, working with broadcast crews, and actively pitching story ideas about the destination are all part of the chamber's daily public relations outreach efforts in partnership with Weber Shandwick, one of the world's leading travel public relations firms.



Sources: Cision/Burrelles/Critical Mention/Weber Shandwick and includes all print, online, and broadcast media

## 2024

Stories & Mentions  
**2,722**  
Impressions  
**24,796,409,713**  
Ad Value  
**\$32,430,886**

## 2023

Stories & Mentions  
**2,138**  
Impressions  
**6,376,960,959**  
Ad Value  
**\$21,028,150.43**

## 2022

Stories & Mentions  
**2,799**  
Impressions  
**11,119,754,831**  
Ad Value  
**\$21,119,046.34**

## 2021

Stories & Mentions  
**2,316**  
Impressions  
**13,269,706,386**  
Ad Value  
**\$11,729,825.10**

## 2020

Stories & Mentions  
**1,866**  
Impressions  
**8,129,666,977**  
Ad Value  
**\$19,015,478.70**

# COVERAGE HIGHLIGHTS

## TRAVEL+NOIRE

CULTURE INSPIRATION

### 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 bought 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.

## Medium

### 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

Condé Nast  
**Traveler**

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

**msn**

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

**TRAVELPULSE**

Every State's Best February Events in 2024



South Carolina  
41/51

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.

lonely planet

2025  
**Best in Travel**  
REGIONS

**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.

**VOGUE**

TRAVEL

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 (or 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.

# COVERAGE HIGHLIGHTS

COVERAGE HIGHLIGHTS  
WELLNESS & RECREATION

## Southern Living

### 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](http://palmettodunes.com) • 4 Queens Folly Road, Hilton Head Island, SC 29928; 877-460-0027

## Southern Living

### 15 Best Places To Travel In The South This March

Hilton Head, South Carolina

As you see one of the South's most beloved beach towns, Hilton Head Island is one of the places that stands out for one after another. Whether you're looking for a peaceful escape or a fun-filled vacation, Hilton Head has it all. From its beautiful beaches to its world-class golf courses, Hilton Head is a destination that offers something for everyone. Visit in March to enjoy the beautiful weather and the island's many amenities. You'll find a warm and friendly atmosphere that makes you feel like you've found a second home. The island's many amenities, including its world-class golf courses, are just a few of the things that make Hilton Head a special place. The island's many amenities, including its world-class golf courses, are just a few of the things that make Hilton Head a special place.

## Southern Living

### 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 sweeping ocean views offer plenty of rooms 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](http://palmettodunes.com) • 4 Queens Folly Rd, Hilton Head Island, SC

## PureWow

### 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 \$266/night), Inislet Anchor Condo (from \$87/night), Seas to Shore Cottage (from \$244/night)

This historic resort island in South Carolina boasts 12 miles of gorgeous shoreline and a host 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. Thrill-seekers can sign up for ziplines and Aerial Adventures and spend the day in a tree-top playground, and lucky vacationers 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 knot

### The 10 Best South Carolina Beach Resorts for Couples

Glistening waterfront surroundings await in the Palmetto State.

The Sea Pines Resort, Hilton Head Island

Ocean Hilton Head Oceanfront Resort, Hilton Head

The Sea Pines Resort, Hilton Head Island

Ocean Hilton Head Oceanfront Resort, Hilton Head Island

## TRAVEL+LEISURE

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

Hilton Head Island

15. Hilton Head Island

Hilton Head Island

## 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 bike, 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

Hilton Head Island

Hilton Head Island

## Southern Living

### 15 Winter Island Escapes In The South

Hilton Head Island, South Carolina

12. Hilton Head Island, South Carolina

Hilton Head Island, South Carolina

## TRAVEL+LEISURE

### 10 Best Spring Break Destinations in the U.S.

Hilton Head Island, South Carolina

Hilton Head Island

## COSMOPOLITAN

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

Hilton Head is the Hottest of the South, and even though it's not a secret to anyone from this area—the always shocked that it's not more crowded. The beaches are incredible, but you'll also find some of the most relaxing resorts in the South at the historic Hilton Head Island Resort & Spa. The entire island has a small-town feel, and after spending the day on the sand, or walking around the shops and cafes at the Harbor Cross Inn and Market, you'll want to enjoy your evening with a drink at the Club Cafe for dinner and/or drinks around sunset.

# COVERAGE HIGHLIGHTS

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 an accessible location, made all the more popular by amenities that include showers, gazebos, benches, swings, free Wi-Fi, and a quiet location to view our family-friendly, 100-foot-tall and 100-year-old lighthouse from the water. Get there for sunrise, if you can, and keep an eye out for dolphins, which are known to pass by its shores.

RELATED: [Hilton Head Island Travel Guide](#)

## 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. All over Hilton Head, located barely off the coast in South Carolina's Lowcountry, is pretty darn special. If you're a public, you'll find two dozen more charmingly remote bays. If you're not, there are 12 miles of beaches, 40 miles of outdoor trails and 30 beaches around the island. There's more to do and see to get your adrenaline up, including, of course, jet skiing, and even helicopter tours. After all this advice, you might want to give it a try at one of the island's remote yet accessible bays. Like at the Market Hilton Head Beach & Spa and follow it up with dinner at Shadybrook House on the Docks, which is one of the most beautiful of our remaining fishing boats on the island. That would make a great date, dinner, and fish (or lobster) dinner from local waters on your terms.

For more information, visit [hiltonheadisland.org](#)

## 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 entire 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 motorboat and play a game of golf or tennis (both taking a million years), then head out for a seafood dinner by the water. Cheers, always get the she-bird right!

## BUSINESS INSIDER

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



**Combe with a private beach in South Carolina**

Located on the remote Hilton Head Island, this property is conveniently located in a 1500 private road offering everything you might need at a beach vacation. The house provides small kitchen appliances, beach accessories, games, a portable speaker, and even the kids' table. Not to mention, this property is located right where the Atlantic Ocean faces into the beach, so you are sure to get beautiful views of the beach at all times.

During your stay, you're also welcome to enjoy the owner's indoor and outdoor pools, game tables, hot tub, and more amenities. The location, with its light turquoise cottages and surfboard pillars, will give you those beach vibes.

If this house is booked up, consider our other picks for the best vacation homes on Hilton Head Island.

Read the [Hilton Head Beach House on Airbnb](#)

## 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 grandmothers. To get around Hilton Head, you'll need a car, but 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 two sandy beaches and a quiet, relaxing 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 5 miles wide and only 12 miles long—makes it easy to hike or walk to many nice activities, restaurants and of course, beaches.

There's a decent choice just stay in a resort with beach access, but Hilton Head has several public-access beaches, too. Coligny Beach Park, Dunes Beach Park, Veterans Beach Park and Butler Beach all have family-friendly amenities like playgrounds, restaurants and picnic pavilions.

Hilton Head also offers several different types of boat rentals on the island. You can get an inflatable party cruise or a sightseeing 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

When it comes to family-friendly vacation spots, Hilton Head Island is a top choice. With its beautiful beaches, golf courses, and historic lighthouse, it's a destination that offers something for everyone. The island is also known for its excellent dining and shopping options, making it a perfect spot for a family vacation. Whether you're looking for a quiet getaway or a more active vacation, Hilton Head Island has it all.

## Southern Living

### The 15 Best Girlfriend Getaways On The Coast

### Hilton Head Island, South Carolina



The Palmetto State's beloved resort town was also named our (2023) Favorite Island in South Carolina this year. With its white sand beaches, golf courses, and historic lighthouse, it's a destination that offers something for everyone. The island is also known for its excellent dining and shopping options, making it a perfect spot for a girlfriend getaway. Whether you're looking for a quiet getaway or a more active vacation, Hilton Head Island has it all.

EXPLORE HILTON HEAD

## Parents

### 11 Best Family Beach Towns for Your Next Vacation

### 1. Hilton Head Island, South Carolina



**Overseas Park.** You can't really go wrong with any of Hilton Head's 12-plus miles of white-sand beaches. Overseas Beach and Veterans Beach parks are particularly good choices for families because they also have playgrounds and picnic shelters. "Stay Stone Key," town manager. "While you'll probably spot tiny ocean critters, sea-turtle nests, or even dolphins at any of the beaches, Overseas Beach's wooden boardwalk actually takes you over a tidal marsh and sand dunes, so it's home to the most coastal. And Coligny Beach Park, which has splash fountains, also stands out for its shallow, calm water. "You'd have to walk out 30 yards for it to get above 3 feet deep," says Riley. On the other side of the island, don't miss the candy-striped lighthouse—it's a magnificent 74 steps to the top—on the Harbour Town area.

## lonely planet

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

### Hilton Head Island



**Step 1: Pick a home base**

Hilton Head Island

When it comes to family-friendly vacation spots, Hilton Head Island is a top choice. With its beautiful beaches, golf courses, and historic lighthouse, it's a destination that offers something for everyone. The island is also known for its excellent dining and shopping options, making it a perfect spot for a family vacation. Whether you're looking for a quiet getaway or a more active vacation, Hilton Head Island has it all.

# COVERAGE HIGHLIGHTS

**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 [Soco Pines 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

**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 13 world-class golf courses, Hilton Head was the first ever planned resort in the United States, and it's a favorite vacation spot for the ritzy set.

You can sleep yourself 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 52 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**

**msn**

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

**yahoo/life** Best Travel Destinations in the Fall for a Great 'Shoulder Season' Escape

**COVERAGE HIGHLIGHTS**  
WELLNESS & RECREATION

**thrillist**

**The Best Beaches Within Driving Distance of Atlanta**



**Hilton Head Island**

Between Snowy Mountain, The Green and St. Helena, Hilton Head Island has some of the most pristine beaches along the South Carolina coast. The island's beautiful beaches, complete with Spanish moss and palm trees, are a major draw for visitors. Hilton Head Island is a beautiful island with a variety of beaches, including Parris Point, Sea Pines, and Sea Raven. Each beach has its own unique character, from family-friendly to more secluded. Hilton Head Island is a beautiful island with a variety of beaches, including Parris Point, Sea Pines, and Sea Raven. Each beach has its own unique character, from family-friendly to more secluded.

**Fodor's Travel**

**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 heavy dose of nostalgia sum up a visit to Hilton Head Island. For some of the best waterfront views in town, post up at [Hydrex on the Docks](#). One of the only two 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 kayaking and paddleboarding through one of the island's vendors, including [Golfing 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 Coox](#), 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 Coast coast has some of the South's best beaches and amazing food along the way. This journey starts in Hilton Head Island, via the Hilton Head Island Airport (HIA) or Savannah/Hilton Head International Airport (SAV). You'll end up 200 miles north in Myrtle Beach. So take your flight from Myrtle Beach International Airport (MYR).

**Day One: Hilton Head Island**

Start in Hilton Head Island and take a drive up at the popular Coligny Beach Park. If you prefer a golf course, try Abbe Lane or Burke Beach.

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

Lake views down an authentic Gullah culture at Robb Lane or enjoy seafood at Shell Creek Seafoodhouse. Book a night at an idyllic Hilton Head resort, the Green Hilton Head Oceanfront Resort (rates start at \$200 per night) or if you have Marriott Rewards points to burn, check out the brandy Hilton Head Oceanfront & Spa (rates start at \$150 or 40,000 points per night).

COVERAGE HIGHLIGHTS

## 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 Sea Pines 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 thicker-skinned grape, tends to have at least a touch of that creaminess," he says. "The key here is that an unoaked Chardonnay such as Chablis will still maintain some of the natural acidity, which is vital to enliven the taste 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 at Mr. Crustacean, a chef and entrepreneur, serves his family's take on the dish, with spiced cream sautéed into a dress cooked crab back, then broiled until golden brown, at (361)633-2323 (Dicks) on Hilton Head Island, where he is the managing partner since 2012. Crustacean's parents bought the seafood restaurant, built on the site of a former oyster factory, in 1973.

"Fishing and crabbing are a large cultural aspect of the area, and they have been for a long time," said Mr. Crustacean, adding that the very foundation of his restaurant is built on a peninsula leased by detached oyster shells.

For many locals, it's the crab as a social act. Sellar Ann Robinson, a chef, caterer, and founder of Coastal Southern dinner, remembers learning to make the dish from her mother, who sold it to tourists.

## The New York Times

# Cooking

### Deviled Crab Bites



Recipe from *Crustacean* by Mark Bowman  
Sommelier at Sea Pines Resort



## 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 Bistrot & 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



Based on *William's Seafood House on the Beach* in Hilton Head Island, this drink uses the traditional olive brine and garnish, using pure oyster liquor in a glass garnished with three olives and a splash of yellow one. "We estimate our own oyster liquor for the restaurant that we're able to harvest and make. Our oyster beds are located right to produce the distinctive Lowcountry oyster. That's why it's known for. Our Lowcountry Dirty Martini, with its splash of the liquor from the oyster beds is a special treat and cocktail you won't find anywhere else," said Andrew Carnahan, general manager of *William's Seafood on the Beach* and *Shell King Oyster Company*.



## COVERAGE HIGHLIGHTS

### 2024 RESULTS

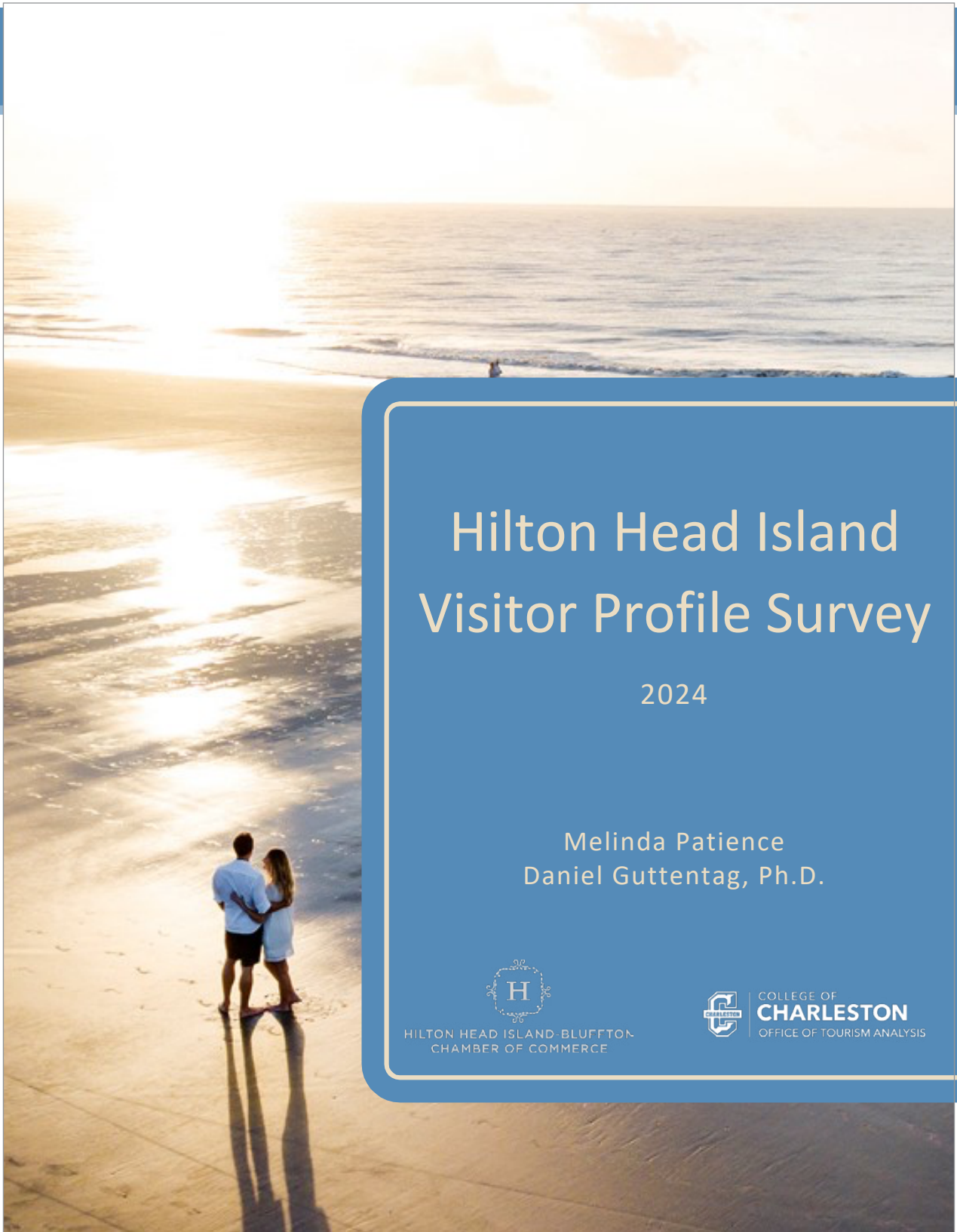
*\*Results represent 2024 calendar year mentions*

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

<b>TOTAL</b>	
2,722	MENTIONS
24,796,409,713	IMPRESSIONS
\$32,430,885.95	AD VALUE

# ***Appendix***



# 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  
CHAMBER OF COMMERCE

BY:  
OFFICE OF TOURISM ANALYSIS  
SCHOOL OF BUSINESS  
COLLEGE OF CHARLESTON  
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**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%).



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**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](http://www.hiltonheadisland.org) or [www.visitbluffton.org](http://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%
<b>Total Visitors</b>	<b>3,126,856</b>	<b>3,089,346</b>	<b>2,983,919</b>	<b>2,835,224</b>	<b>-9.3%</b>	<b>-8.2%</b>	<b>-5.0%</b>

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



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**SURVEY FINDINGS**

**SAMPLE DEMOGRAPHICS**

	2019	2021	2022	2023	2024
<b>Gender</b>					
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%
<b>Marital Status</b>					
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%	-	-	-	-
<b>Education (highest level completed)</b>					
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%
<b>Age</b>					
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%
<b>Household Income</b>					
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

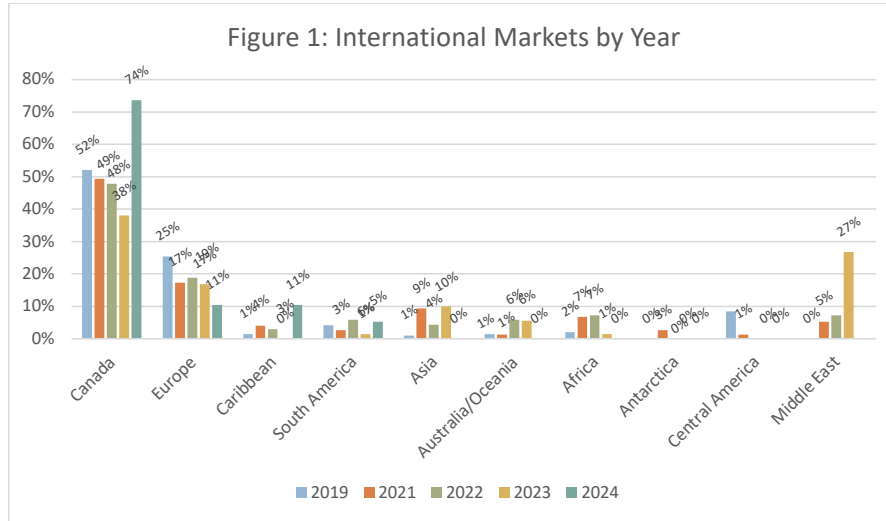
**SAMPLE POINT OF ORIGIN**

**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%
	<b>Total</b>	<b>1,040</b>	

Table 3: ZIP Code Analysis – Top 30 MSAs

**International Markets**

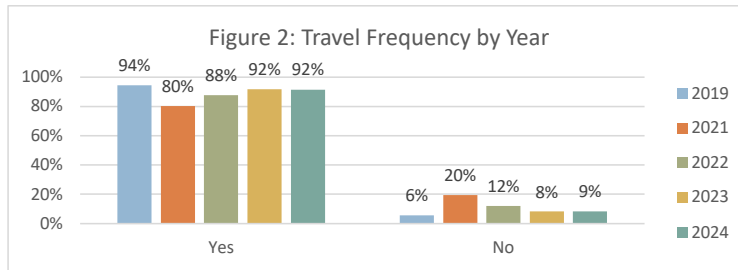


	2019	2021	2022	2023	2024
Canada	52.1%	49.3%	47.8%	38.0%	73.7%
Europe	25.4%	17.3%	18.8%	16.9%	10.5%
Caribbean	1.4%	4.0%	2.9%	-	10.5%
South America	4.2%	2.7%	5.8%	1.4%	5.3%
Asia	1.0%	9.3%	4.3%	9.9%	-
Australia/Oceania	1.4%	1.3%	5.8%	5.6%	-
Africa	2.1%	6.7%	7.2%	1.4%	-
Antarctica	-	2.7%	-	-	-
Central America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

Table 4: International Markets by Year

**TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA**

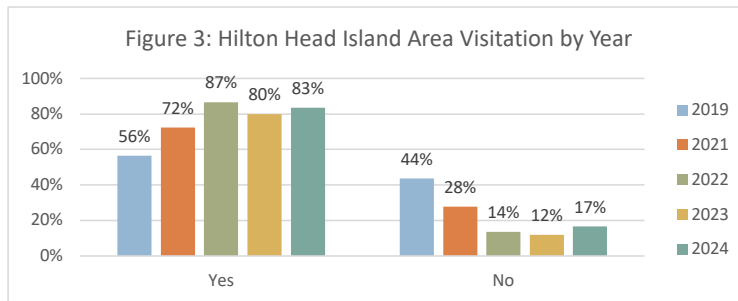
**Within the last 12 months have you traveled or taken a vacation?<sup>1</sup>**



	2019	2021	2022	2023	2024
<b>Yes</b>	94.3%	80.4%	87.8%	91.8%	91.5%
<b>No</b>	5.7%	19.6%	12.2%	8.2%	8.5%
<b>N</b>	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?<sup>1</sup>**



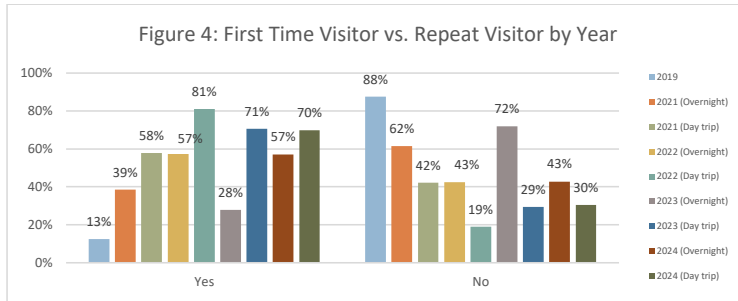
	2019	2021	2022	2023	2024
<b>Yes</b>	56.4%	72.3%	86.5%	79.8%	83.4%
<b>No</b>	43.6%	27.7%	13.5%	12.0%	16.6%
<b>N</b>	1,713	1,675	2,547	1,570	952

TABLE 6: Hilton Head Island Area Visitation by Year

<sup>1</sup> 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**

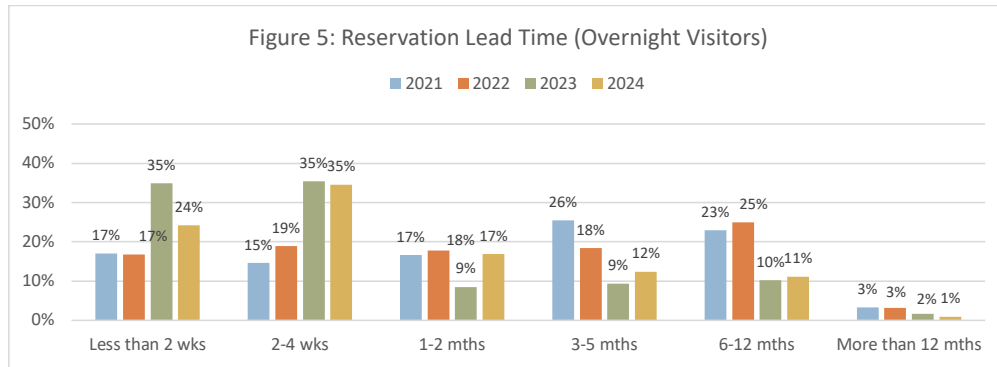
**Was that your first time visiting Hilton Head Island?**



	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
<b>Yes</b>	12.5%	38.5%	57.8%	57.4%	81.0%	28.0%	70.6%	57.2%	69.9%
<b>No</b>	87.5%	61.5%	42.2%	42.6%	19.0%	72.0%	29.4%	42.8%	30.4%
<b>N</b>	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.)?**



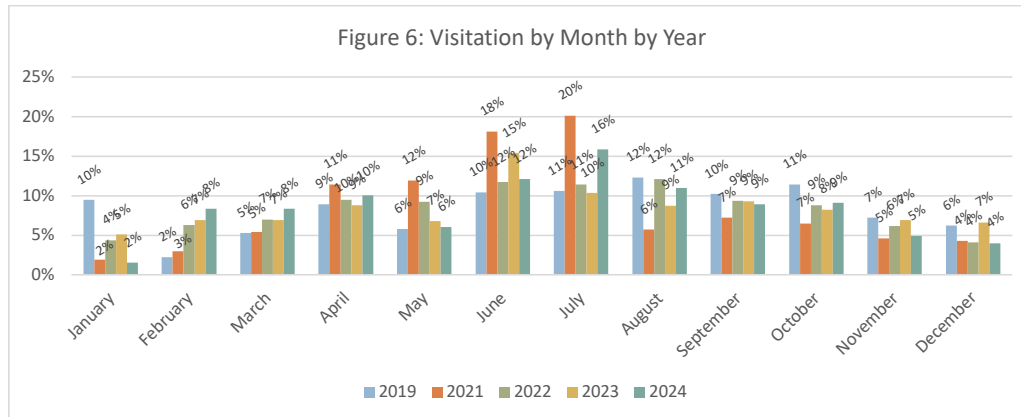
	2021	2022	2023	2024
<b>Less than 2 weeks</b>	17.0%	16.8%	34.9%	24.2%
<b>2 weeks to 4 weeks</b>	14.6%	18.9%	35.4%	34.5%
<b>1 to 2 months</b>	16.6%	17.8%	8.5%	16.9%
<b>3 to 5 months</b>	25.5%	18.4%	9.4%	12.4%
<b>6 to 12 months</b>	22.9%	24.9%	10.2%	11.1%
<b>More than 12 months</b>	3.3%	3.2%	1.6%	0.9%
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

TABLE 8: Reservation Lead Time

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

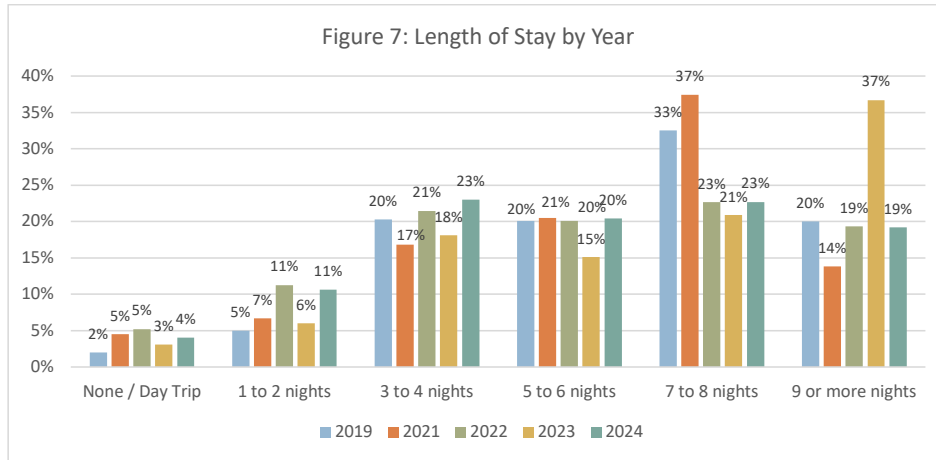
	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
January	9.5%	1.9%	-	4.3%	4.3%	5.1%	3.0%	1.5%	-
February	2.2%	3.0%	2.9%	6.4%	4.3%	6.9%	-	8.3%	4.8%
March	5.3%	5.3%	8.6%	6.8%	11.4%	6.9%	3.0%	8.3%	4.8%
April	8.9%	11.5%	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.

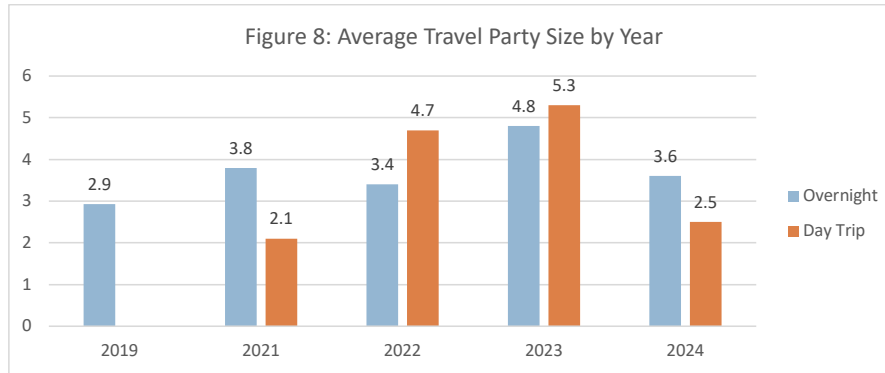
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021	2022	2023	2024
<b>None/day trip only</b>	2.0%	4.5%	5.2%	3.1%	4.0%
<b>1 night</b>	1.9%	1.8%	2.4%	0.4%	1.9%
<b>2 nights</b>	3.1%	4.9%	8.9%	5.6%	8.7%
<b>3 nights</b>	10.3%	7.5%	11.3%	10.2%	11.3%
<b>4 nights</b>	10.0%	9.3%	10.2%	7.9%	11.7%
<b>5 nights</b>	7.7%	9.6%	10.5%	7.5%	11.5%
<b>6 nights</b>	12.4%	10.9%	9.5%	7.6%	8.9%
<b>7 nights</b>	30.4%	34.0%	19.3%	15.4%	19.0%
<b>8 nights</b>	2.1%	3.4%	3.4%	5.5%	3.7%
<b>9 nights</b>	2.3%	2.6%	1.8%	3.7%	3.0%
<b>10 nights</b>	3.4%	3.1%	3.2%	3.7%	5.8%
<b>11 nights</b>	0.5%	0.4%	1.3%	2.6%	1.6%
<b>12 nights</b>	0.8%	0.9%	1.4%	3.7%	1.6%
<b>13 nights</b>	0.6%	0.7%	0.8%	2.9%	1.0%
<b>14 nights</b>	4.8%	4.2%	3.6%	4.4%	3.5%
<b>15 nights</b>	0.5%	0.8%	1.1%	2.9%	0.9%
<b>More than 15 nights</b>	7.1%	1.1%	6.2%	12.8%	1.9%
<b>N</b>	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)
<b>Average</b>	2.9	3.8	2.1	3.4	4.7	4.8	5.3	3.6	2.5
<b>N</b>	951	995	45	1,477	79	1,042	30	551	23

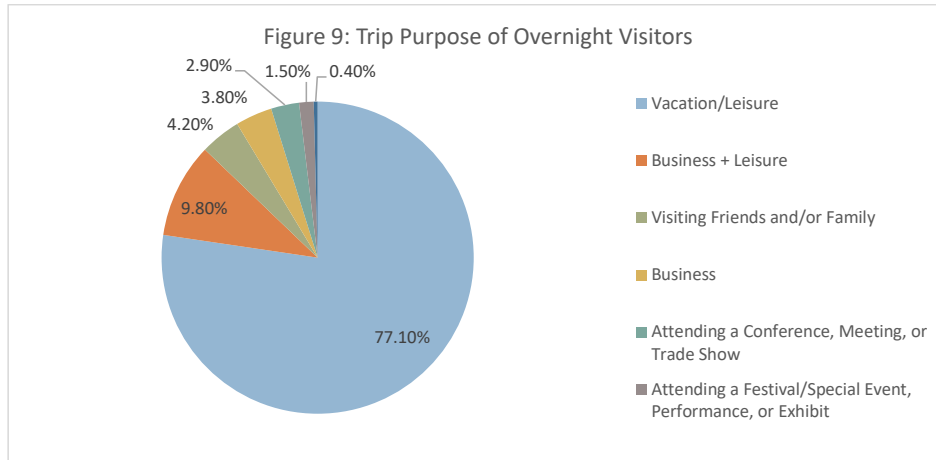
TABLE 11: Travel Party Size by Year

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

Age		0	1	2	3	4	5	6 or more
<b>Overnight</b>	<b>Under 18</b>	76.4%	12.9%	7.4%	1.3%	0.7%	0.4%	0.9%
	<b>18-24</b>	77.0%	9.8%	6.7%	1.1%	3.4%	0.9%	1.1%
	<b>25-34</b>	59.7%	21.6%	10.7%	4.5%	0.7%	1.5%	1.3%
	<b>35-44</b>	68.8%	10.9%	12.3%	1.8%	1.6%	2.4%	2.2%
	<b>45-54</b>	82.2%	6.5%	7.3%	1.8%	-	1.3%	0.9%
	<b>55-64</b>	81.5%	5.8%	10.5%	0.4%	0.5%	0.4%	0.9%
	<b>65+</b>	87.3%	3.6%	8.2%	0.7%	0.2%	-	-
<b>Day Trip</b>	<b>Under 18</b>	73.9%	17.4%	8.7%	-	-	-	-
	<b>18-24</b>	73.9%	17.4%	8.7%	-	-	-	-
	<b>25-34</b>	56.5%	21.7%	21.7%	-	-	-	-
	<b>35-44</b>	82.6%	-	8.7%	4.3%	4.3%	-	-
	<b>45-54</b>	91.3%	-	8.7%	-	-	-	-
	<b>55-64</b>	95.7%	-	4.3%	-	-	-	-
	<b>65+</b>	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
<b>Vacation/Leisure</b>	82.1%	74.3%	87.1%	77.1%
<b>Business + Leisure</b>	6.7%	6.9%	4.4%	9.8%
<b>Visiting Friends and/or Family</b>	3.9%	5.0%	2.7%	4.2%
<b>Business</b>	2.1%	5.3%	2.5%	3.8%
<b>Attending a Conference, Meeting, or Trade Show</b>	2.3%	4.2%	1.1%	2.9%
<b>Attending a Festival/Special Event, Performance, or Exhibit</b>	0.9%	2.5%	0.7%	1.5%
<b>Other</b>	1.9%	1.7%	1.4%	0.4%
<b>N</b>	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
<b>Part of a vacation</b>	57.8%	72.2%	76.5%	73.9%
<b>Day trip from home</b>	42.2%	27.8%	23.5%	26.1%
<b>N</b>	45	79	34	15

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

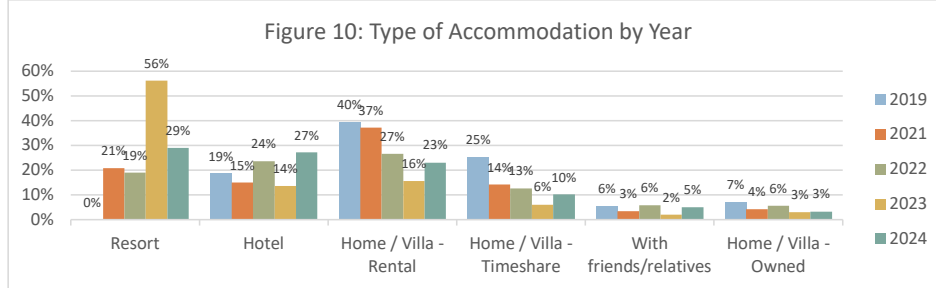
**Where did you stay overnight?**

	2021	2022	2023	2024
<b>Charleston</b>	19.2%	50.9%	26.9%	26.7%
<b>Savannah</b>	42.3%	19.3%	23.1%	26.7%
<b>Jacksonville</b>	3.8%	3.5%	11.5%	20.0%
<b>Beaufort</b>	19.2%	14.0%	15.4%	6.7%
<b>Tybee Island</b>	7.7%	10.5%	19.2%	6.7%
<b>Fripp Island</b>	3.8%	-	-	-
<b>Other</b>	3.8%	1.8%	3.8%	13.3%
<b>N</b>	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
<b>Resort</b>	-	20.9%	19.0%	56.1%	29.0%
<b>Hotel</b>	18.6%	15.0%	23.6%	13.7%	27.2%
<b>Home / Villa - Rental</b>	39.5%	37.2%	26.6%	15.6%	23.0%
<b>Home / Villa - Timeshare</b>	25.2%	14.2%	12.7%	6.1%	10.2%
<b>With friends/relatives</b>	5.6%	3.4%	5.9%	2.0%	5.1%
<b>Home / Villa - Owned</b>	7.1%	4.3%	5.6%	3.0%	3.3%
<b>RV park</b>	1.1%	0.4%	1.5%	0.4%	2.2%
<b>Other</b>	1.4%	0.3%	0.1%	-	-
<b>Resort</b>	-	20.9%	19.0%	56.1%	29.0%
<b>N</b>	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%
<b>N</b>	291

TABLE 17: Top 10 Hotels or Resorts

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

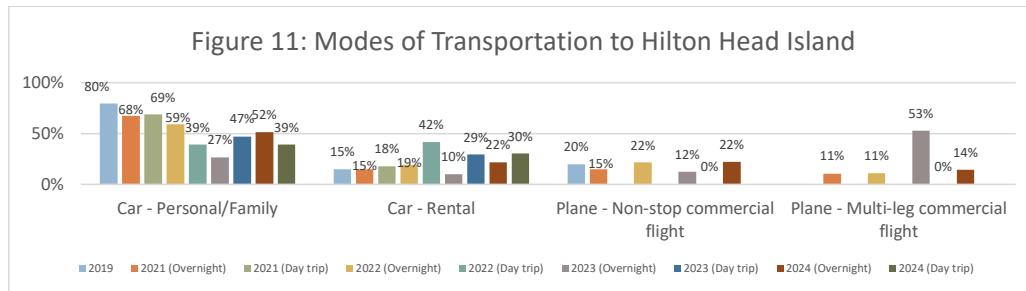
	2019	2021	2022	2023	2024
<b>A Local vacation rental company</b>	22.7%	22.9%	24.7%	22.2%	33.6%
<b>VRBO</b>	32.8%	34.2%	29.2%	32.3%	22.6%
<b>Directly with the resort</b>	11.2%	15.1%	13.0%	10.8%	17.1%
<b>Airbnb</b>	2.4%	10.0%	12.0%	10.2%	15.8%
<b>Vacasa</b>	-	4.9%	5.5%	6.6%	3.4%
<b>TurnKey</b>	-	1.3%	-	3.0%	2.1%
<b>Booking.com</b>	-	0.3%	2.2%	0.6%	1.4%
<b>HomeAway</b>	-	2.2%	3.5%	4.2%	0.7%
<b>Directly with owner</b>	-	6.2%	6.0%	-	-
<b>I don't remember</b>	3.5%	0.8%	3.0%	1.2%	1.4%
<b>None</b>	-	0.5%	0.5%	0.6%	2.1%
<b>Other</b>	23.5%	1.6%	0.5%	8.4%	-
<b>N</b>	371	401	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% <sup>2</sup>	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

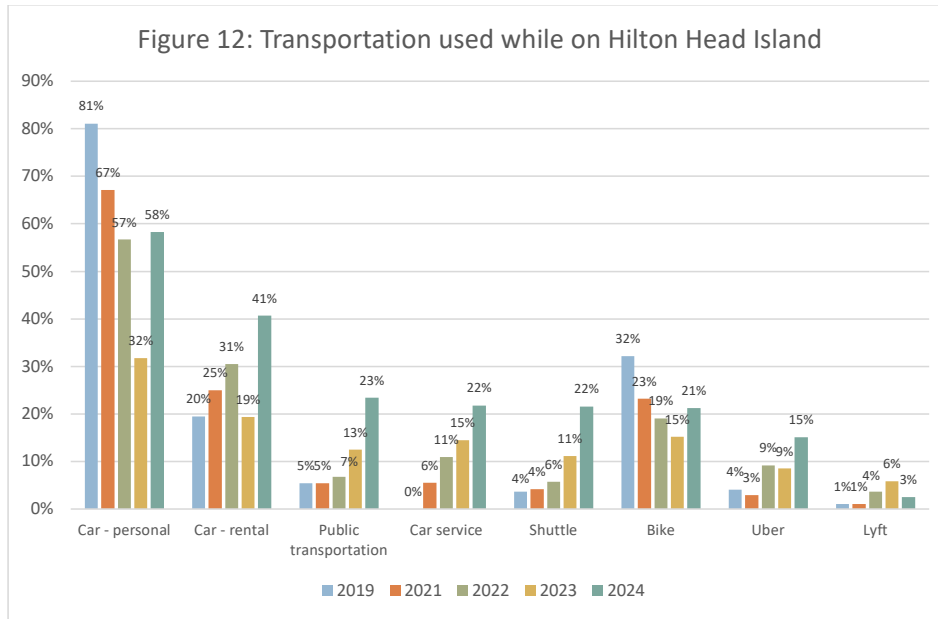
Which commercial airline did you use?

	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

<sup>2</sup> 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
<b>Car - personal</b>	81.1%	67.1%	56.7%	31.7%	58.3%
<b>Car - rental</b>	19.5%	25.0%	30.5%	19.4%	40.7%
<b>Public transportation (HHI Trolley, etc.)</b>	5.4%	5.4%	6.8%	12.5%	23.4%
<b>Car service</b>	-	5.5%	10.9%	14.5%	21.8%
<b>Shuttle offered by the hotel/resort</b>	3.7%	4.2%	5.7%	11.1%	21.6%
<b>Bike</b>	32.2%	23.2%	19.1%	15.2%	21.2%
<b>Uber</b>	4.1%	2.9%	9.2%	8.5%	15.1%
<b>Lyft</b>	1.1%	1.0%	3.7%	5.8%	2.5%
<b>Other</b>	-	0.1%	0.1%	-	0.7%
<b>On Foot</b>	-	1.4%	1.3%	0.8%	-
<b>N</b>	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
<b>Total Expenditure</b>	<b>\$4,822</b>	<b>\$3,385</b>	<b>\$4,009</b>	<b>\$3,024</b>	<b>\$3,130</b>	<b>\$836</b>	<b>\$3,656</b>

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)
<b>Beaches</b>	83.2%	81.8%	42.2%	69.4%	51.9%	46.%	44.1%	67.5%	30.4%
<b>Shopping</b>	69.1%	58.1%	46.7%	42.3%	13.9%	25.9%	29.4%	50.1%	26.1%
<b>Relaxation</b>	78.0%	68.7%	40.0%	45.6%	15.2%	28.1%	8.8%	42.1%	26.1%
<b>Time with family/friends</b>	70.5%	59.0%	37.8%	40.8%	20.3%	25.1%	20.6%	40.3%	39.1%
<b>Biking</b>	37.3%	40.5%	6.7%	38.4%	24.1%	31.2%	17.6%	36.7%	30.4%
<b>Nature-based activities (dolphin/turtle tours, fishing, etc.)</b>	30.3%	26.3%	8.9%	24.6%	7.6%	14.9%	23.5%	33.0%	21.7%
<b>Museum / Historical tours</b>	17.8%	15.7%	11.1%	17.9%	8.9%	9.9%	14.7%	24.3%	21.7%
<b>Culinary</b>	40.1%	29.1%	31.1%	27.5%	16.5%	14.3%	20.6%	21.8%	4.3%
<b>Water excursions</b>	24.4%	17.6%	17.8%	11.3%	29.1%	17.8%	17.6%	19.4%	17.4%
<b>Golf</b>	23.8%	18.7%	8.9%	14.6%	6.3%	6.7%	5.9%	18.5%	4.3%
<b>Festivals</b>	13.4%	6.5%	6.7%	12.1%	8.9%	5.8%	17.6%	16.2%	13.0%
<b>Health / Wellness / Fitness</b>	12.6%	12.8%	4.4%	14.8%	12.7%	7.8%	14.7%	15.4%	0.0%
<b>Business/work</b>	2.5%	7.1%	13.3%	11.8%	11.4%	5.4%	2.9%	15.1%	13.0%
<b>Music or theatrical performance / Visual arts exhibit</b>	16.7%	6.2%	8.9%	10.4%	3.8%	6.5%	8.8%	14.7%	13.0%
<b>Spas</b>	8.0%	5.1%	6.7%	9.5%	5.1%	3.9%	5.9%	13.1%	4.3%
<b>Sports activities</b>	8.1%	4.4%	8.9%	5.8%	5.1%	2.8%	91.2%	8.0%	4.3%
<b>Attend sporting event</b>	2.3%	4.9%	8.9%	13.5%	16.5%	15.3%	11.8%	7.3%	13.0%
<b>Tennis</b>	5.9%	4.9%	-	3.2%	1.3%	3.9%	2.9%	5.8%	4.3%
<b>University visit / Education / Intellectual programs</b>	0.6%	1.4%	2.2%	2.0%	1.3%	1.6%	2.9%	3.3%	0.0%
<b>Other</b>	3.9%	2.0%	-	2.6%	6.3%	1.8%	5.9%	1.3%	17.4%
<b>N</b>	950	995	45	1,477	79	1,115	34	551	23

TABLE 25: Activities Visitors Participated In

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

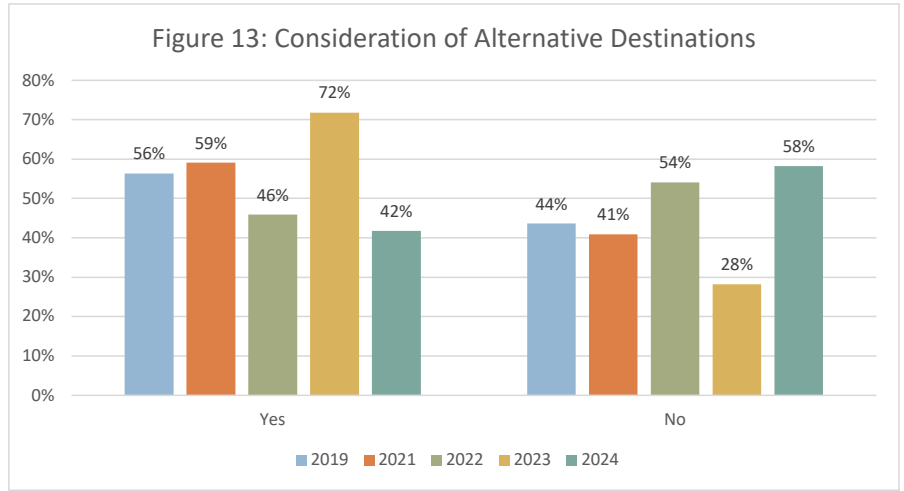
Did you visit any of the following cities while staying on Hilton Head Island?

	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
<b>Yes</b>	56.4%	59.1%	45.9%	71.8%	41.8%
<b>No</b>	43.6%	40.9%	54.1%	28.2%	58.2%
<b>N</b>	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%
<b>Total</b>	<b>248</b>	<b>425</b>	<b>720</b>	<b>800</b>	<b>278</b>

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%
<b>Total</b>	<b>953</b>	<b>1,039</b>	<b>1,570</b>	<b>1,288</b>	<b>574</b>

TABLE 30: Reasons for Visiting Hilton Head Island

**How likely are you to return to Hilton Head Island?**

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

TABLE 31: Likelihood of Visiting Hilton Head Island Again

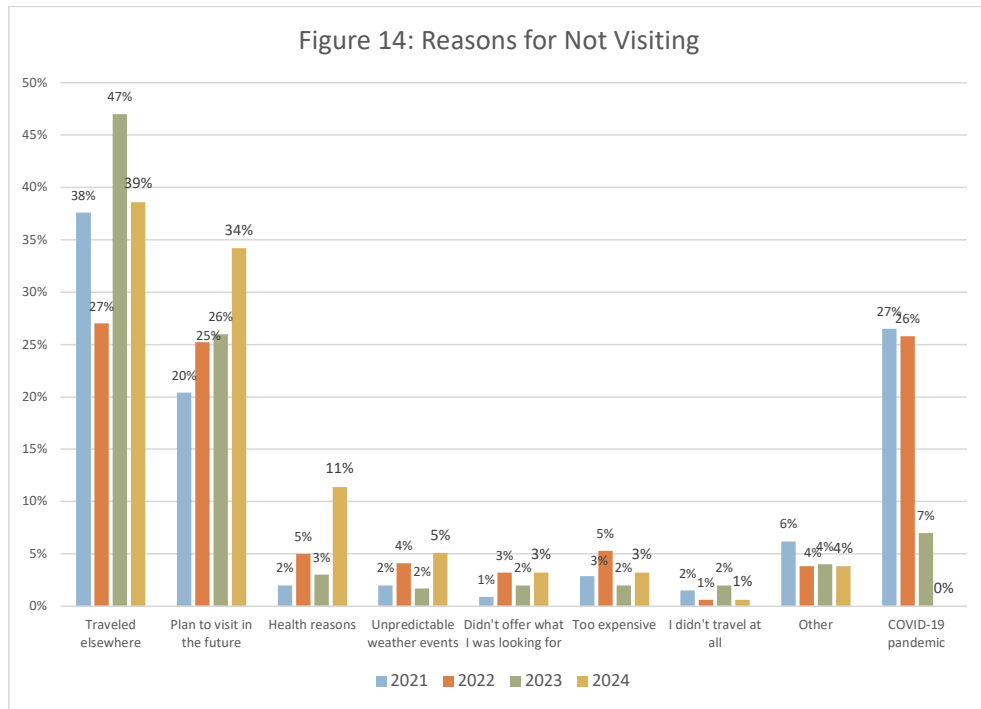
**How likely are you to recommend visiting Hilton Head Island to a friend or family member?**

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

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
<b>Traveled elsewhere</b>	37.6%	27.0%	47.0%	38.6%
<b>Plan to visit in the future</b>	20.4%	25.2%	26.0%	34.2%
<b>Health reasons</b>	2.0%	5.0%	3.0%	11.4%
<b>Unpredictable weather events</b>	2.0%	4.1%	1.7%	5.1%
<b>Didn't offer what I was looking for</b>	0.9%	3.2%	2.0%	3.2%
<b>Too expensive</b>	2.9%	5.3%	2.0%	3.2%
<b>I didn't travel at all</b>	1.5%	0.6%	2.0%	0.6%
<b>Other</b>	6.2%	3.8%	4.0%	3.8%
<b>COVID-19 pandemic</b>	26.5%	25.8%	7.0%	-
<b>Total</b>	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%
<b>Total</b>	<b>860</b>	<b>341</b>	<b>100</b>	<b>157</b>

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

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
<b>Yes, within one year</b>	49.2%	50.1%	48.8%	36.7%
<b>Yes, but not sure when</b>	42.5%	49.0%	47.0%	55.9%
<b>No</b>	8.3%	0.9%	4.2%	36.7%
<b>Total</b>	<b>859</b>	<b>341</b>	<b>168</b>	<b>245</b>

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

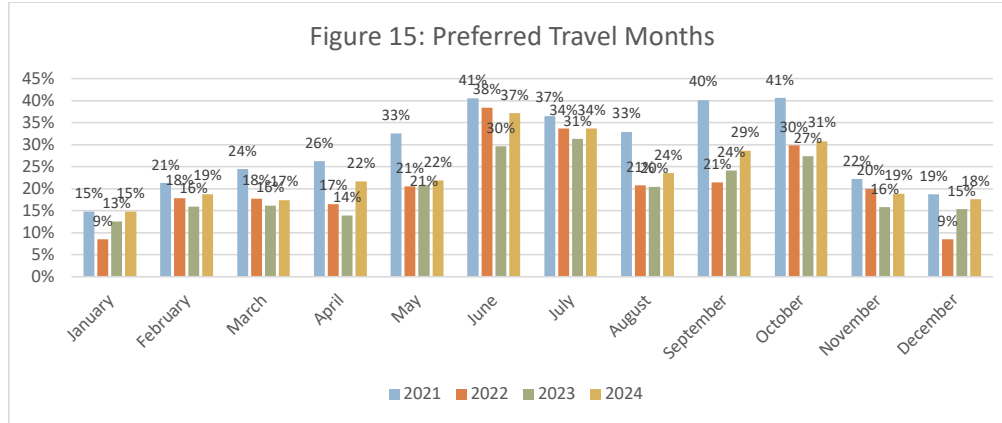
**TRAVEL BEHAVIOR – ALL RESPONDENTS**

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

	2021	2022	2023	2024
<b>0 to 1</b>	15.3%	10.0%	7.3%	11.7%
<b>2 to 4</b>	55.1%	47.3%	50.6%	57.8%
<b>5 to 7</b>	19.2%	29.9%	23.4%	18.8%
<b>8 to 10</b>	6.3%	8.2%	15.8%	8.7%
<b>More than 10</b>	4.1%	4.7%	2.9%	3.0%
<b>Total</b>	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
<b>January</b>	14.8%	8.5%	12.6%	14.8%
<b>February</b>	21.3%	17.8%	15.9%	18.8%
<b>March</b>	24.4%	17.7%	16.1%	17.4%
<b>April</b>	26.2%	16.5%	13.9%	21.6%
<b>May</b>	32.5%	20.5%	20.8%	21.9%
<b>June</b>	40.5%	38.4%	29.6%	37.1%
<b>July</b>	36.5%	33.7%	31.3%	33.7%
<b>August</b>	32.9%	20.7%	20.4%	23.6%
<b>September</b>	40.1%	21.4%	24.1%	28.7%
<b>October</b>	40.6%	29.8%	27.3%	30.8%
<b>November</b>	22.2%	20.0%	15.8%	18.8%
<b>December</b>	18.7%	8.5%	15.3%	17.6%
<b>Total</b>	1,042	984	1,625	1,040

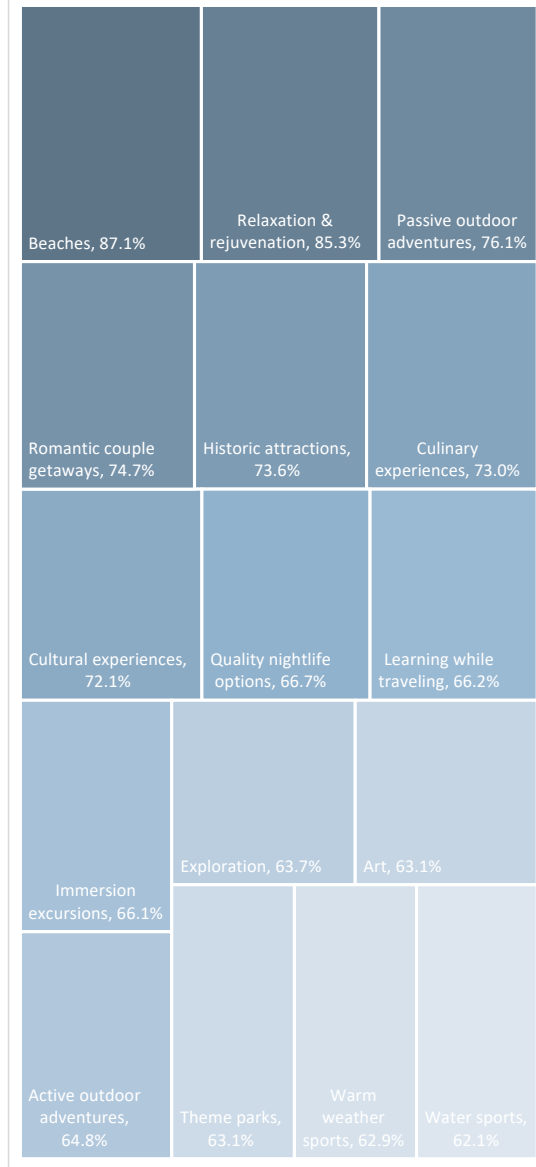
TABLE 38: Preferred Travel Months

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

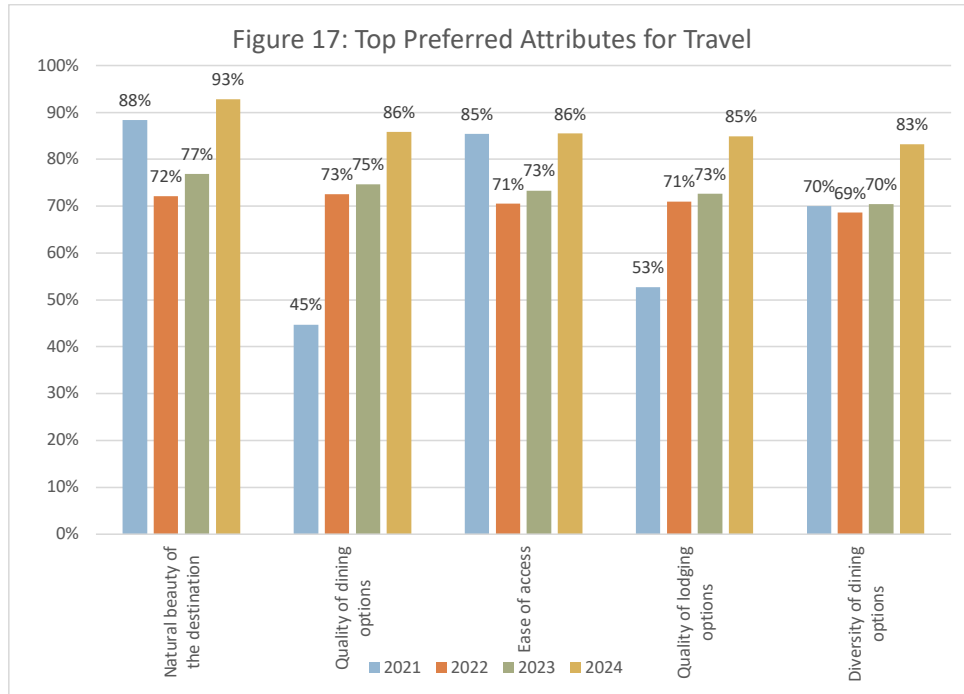
“Appealing” + “Very Appealing”	2021	2022	2023	2024
Beaches	88.4%	65.1%	71.2%	87.1%
Relaxation & rejuvenation	85.4%	66.9%	72.2%	85.3%
Passive outdoor adventures	72.6%	64.4%	63.7%	76.1%
Romantic couple getaways	70.0%	65.0%	60.8%	74.7%
Historic attractions	75.5%	64.4%	60.9%	73.6%
Culinary experiences	70.1%	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
<b>Natural beauty of the destination</b>	88.4%	72.1%	76.9%	92.8%
<b>Quality of dining options</b>	44.7%	72.5%	74.6%	85.8%
<b>Ease of access</b>	85.4%	70.5%	73.3%	85.5%
<b>Quality of lodging options</b>	52.7%	71.0%	72.6%	84.9%
<b>Diversity of dining options</b>	70.0%	68.6%	70.4%	83.2%
<b>Affordability</b>	75.5%	67.2%	73.0%	80.6%
<b>Diversity of lodging options</b>	25.8%	67.3%	65.9%	77.8%
<b>Low traffic congestion</b>	60.9%	64.8%	63.6%	74.7%
<b>Travel distance</b>	70.7%	63.1%	63.3%	71.1%
<b>Environmental/ecological sensitivity</b>	72.6%	67.6%	59.2%	69.9%
<b>Access to other cities in the surrounding area</b>	46.8%	58.8%	57.8%	66.9%
<b>Activities like events/festivals</b>	49.6%	64.2%	55.4%	66.0%
<b>Nightlife activity options</b>	48.4%	61.4%	53.2%	65.7%
<b>Medical/wellness</b>	37.4%	60.4%	52.6%	60.1%
<b>Public transportation</b>	57.5%	57.0%	49.2%	57.9%
<b>Total</b>	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
<b>I would rather rely on a travel agent or tour operator than make my own travel arrangements.</b>	8.8%	19.8%	25.2%	31.2%	15.0%
<b>I try to support the local economy of places that I visit.</b>	28.0%	47.8%	17.3%	3.3%	3.5%
<b>N 989</b>					

TABLE 41: Travel Preferences

## 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%



COLLEGE OF  
**CHARLESTON**  
OFFICE OF TOURISM ANALYSIS

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***2024 Community Sentiment  
Survey: MMGY Travel  
Intelligence***

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# Survey METHODOLOGY



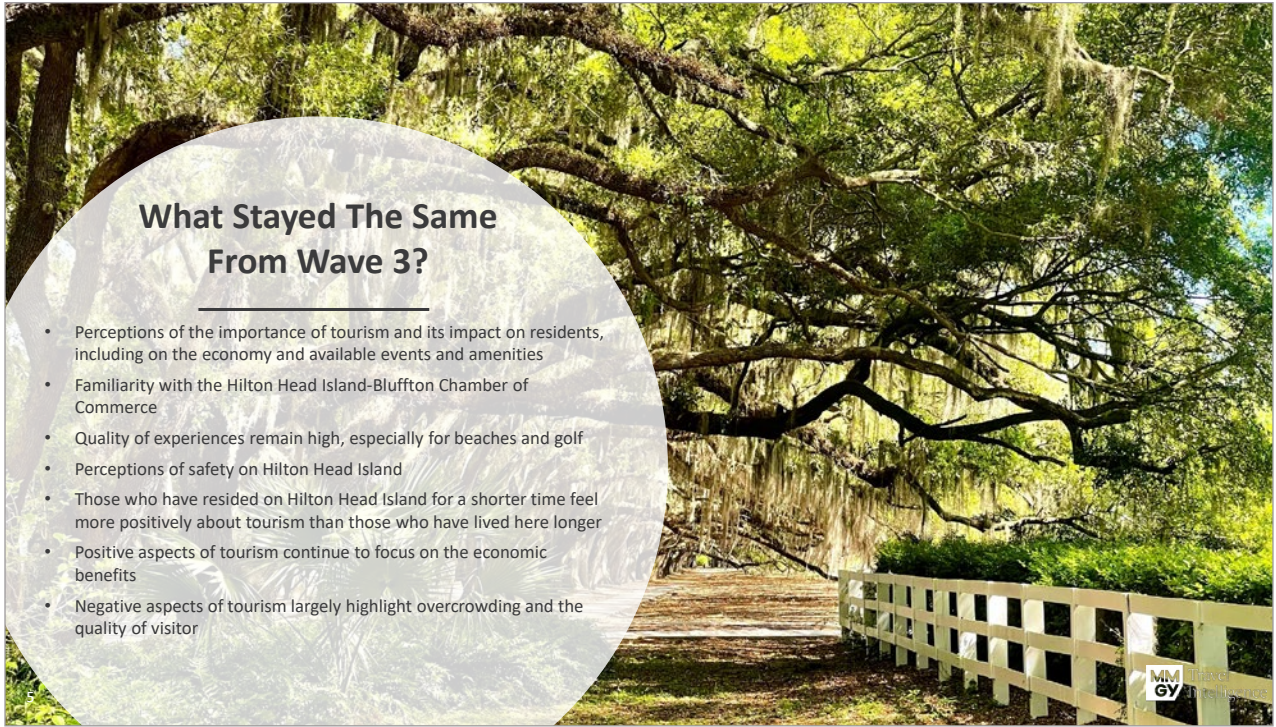
## Survey Methodology

- 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



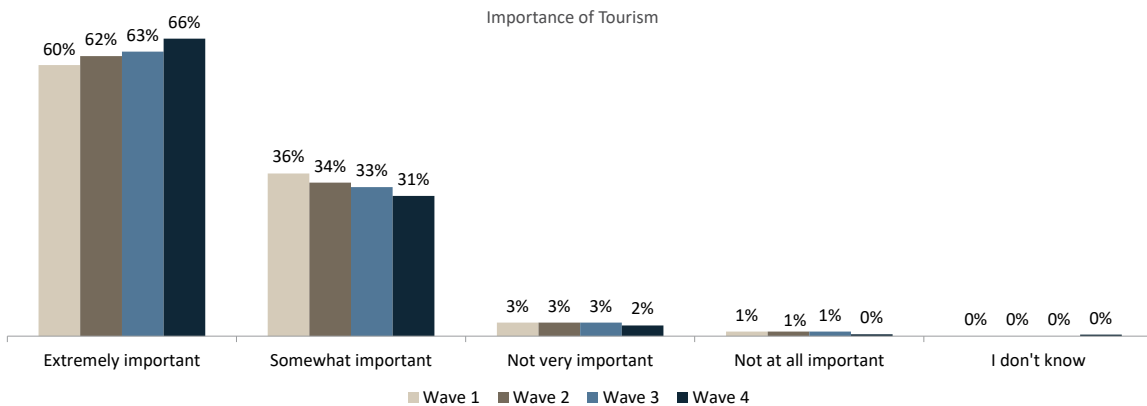
## What Changed From Wave 3?

- 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%

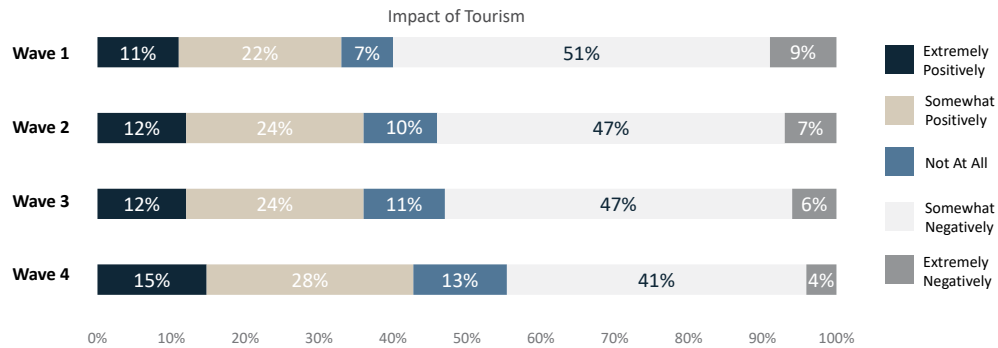
Key Insight #1

/ **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

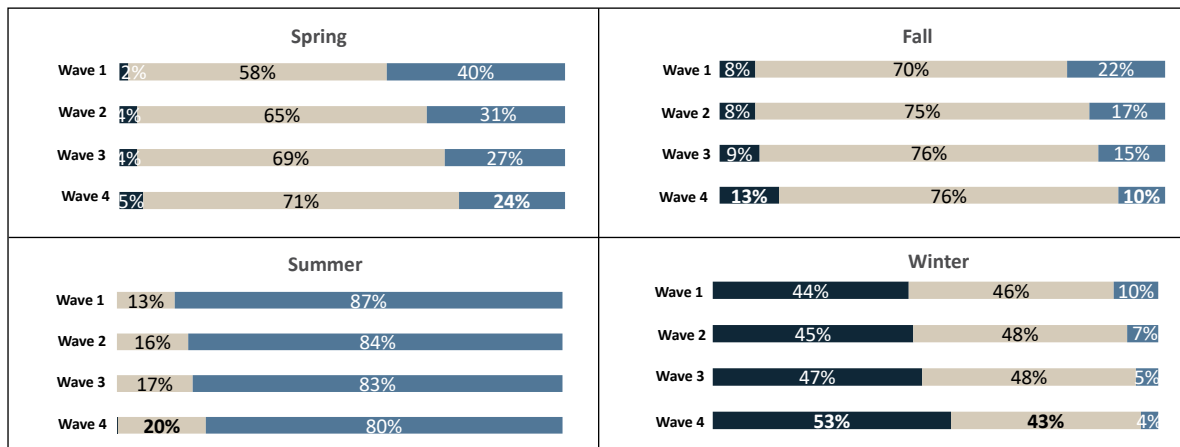
/ **Question:** How would you say Hilton Head Island tourism impacts your life as a resident?



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## 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

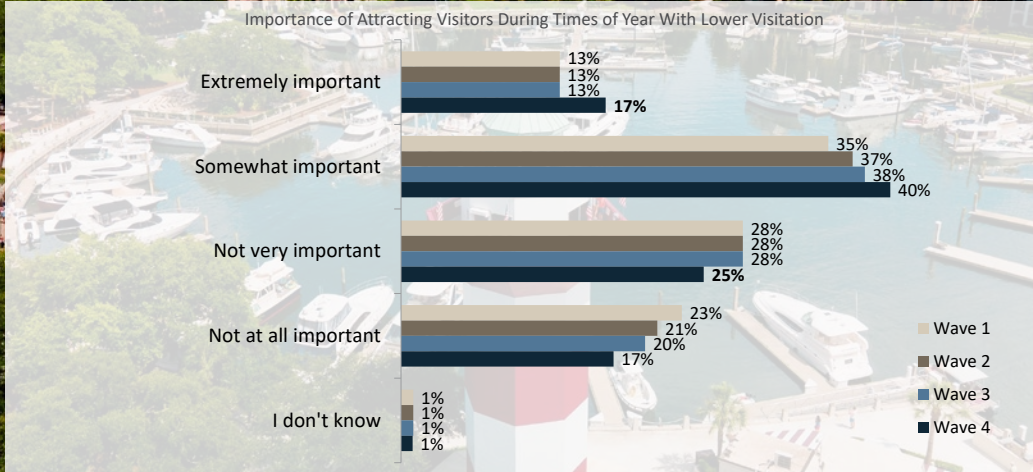
■ Not crowded   ■ Just right   ■ Too crowded

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



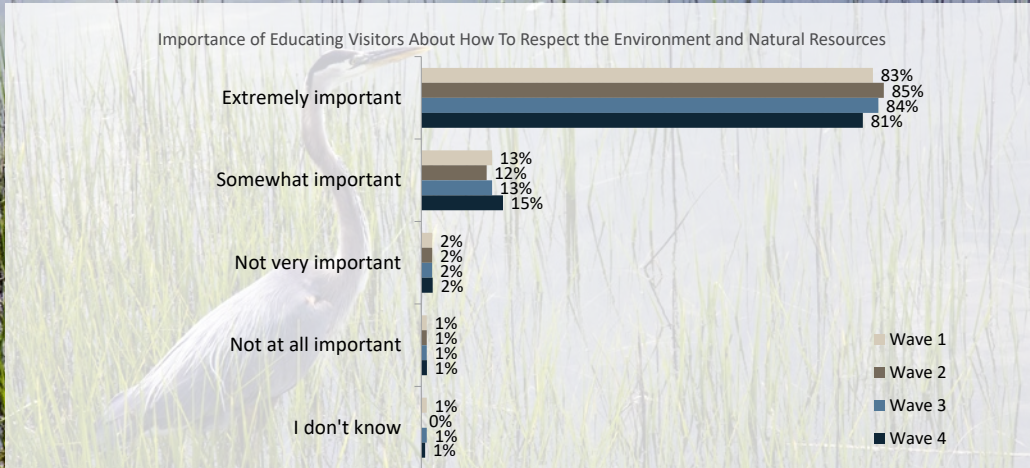
- 14 -

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



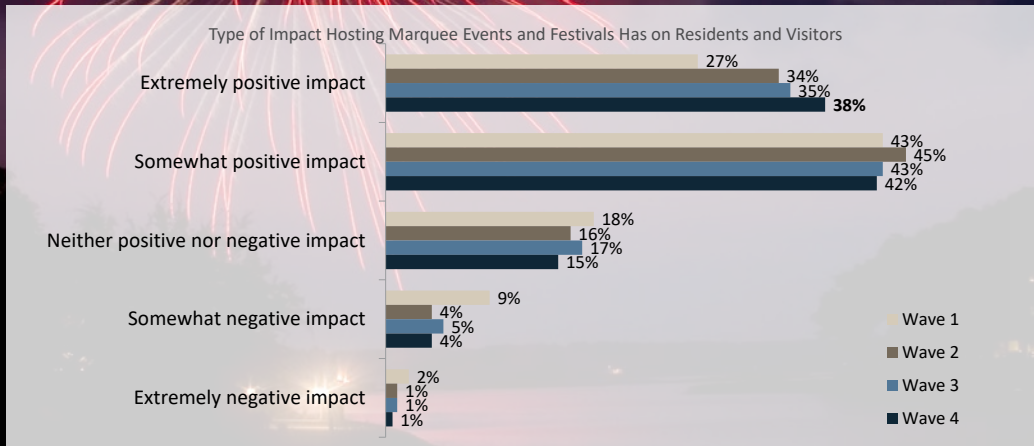
**Question:** Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

**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

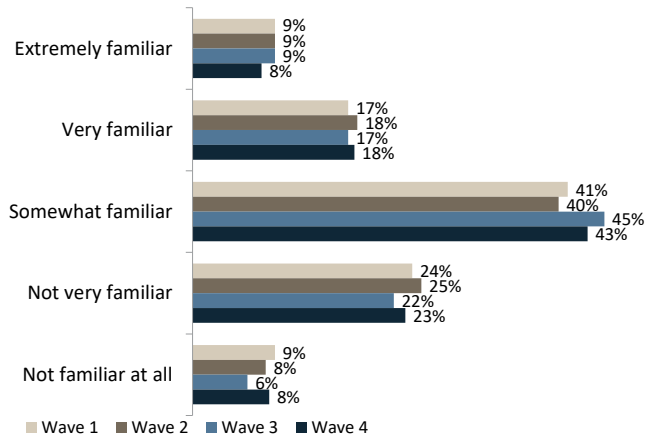
# Key INSIGHT #3

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

-26-

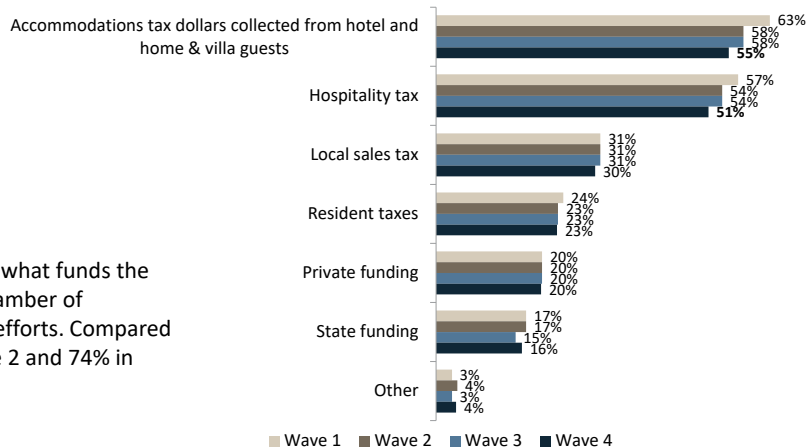
**Question:** To what extent, if at all, are you familiar with the Hilton Head Island-Bluffton Chamber of Commerce, the local organization responsible for marketing tourism for Hilton Head Island?



# 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.



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# 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

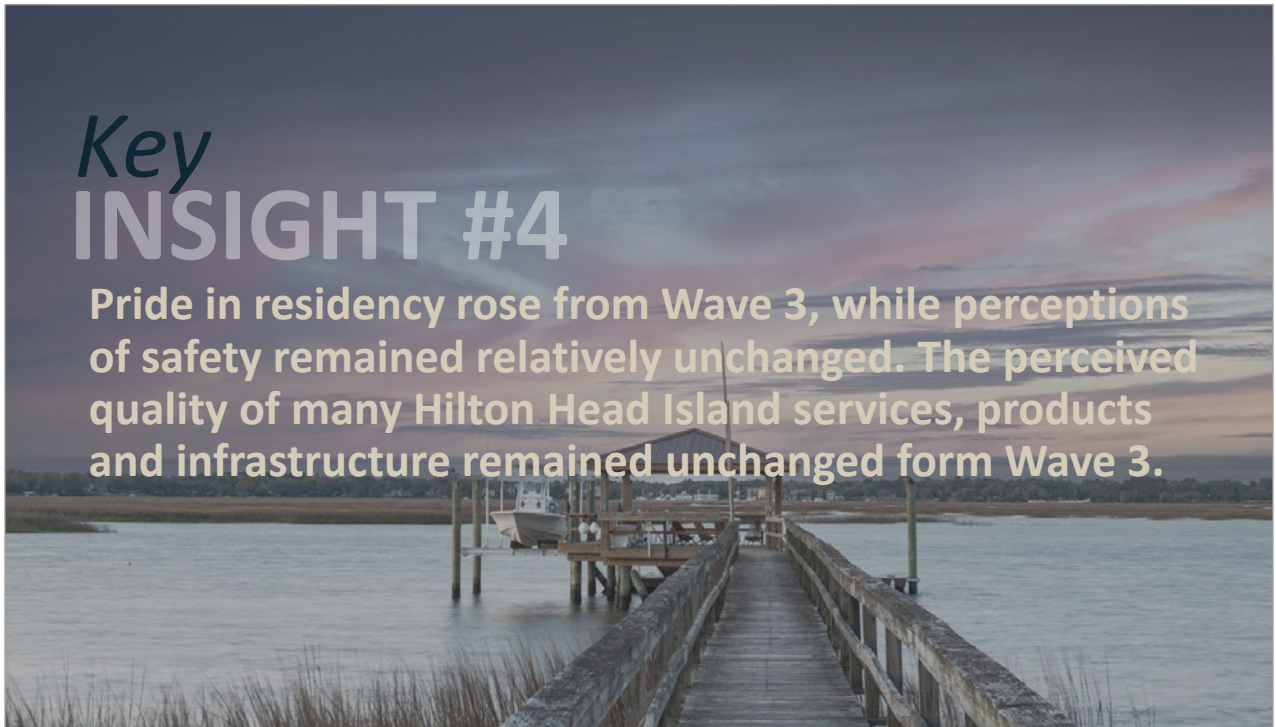
**Question:** When you are expecting out of town family or friends to visit you on Hilton Head Island, do you provide them with links to webpages and resources for their trip planning? / Which webpages and resources do you provide?



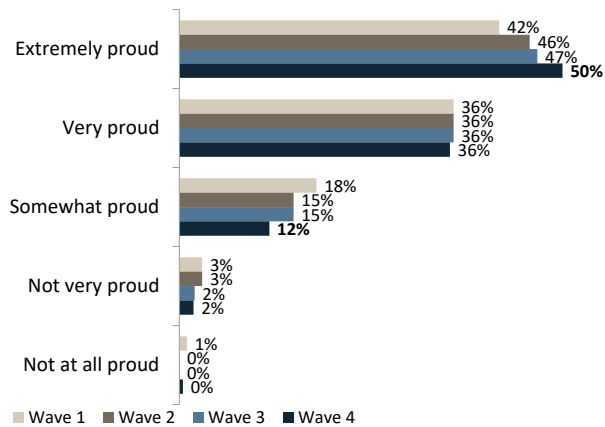
- 28 -

# 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 form 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

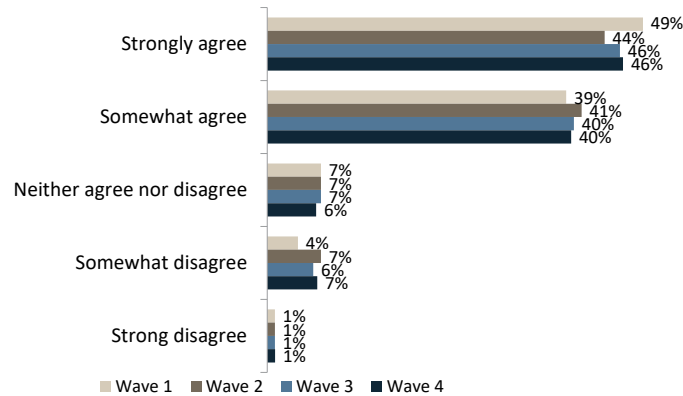
- 32 -

/ **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

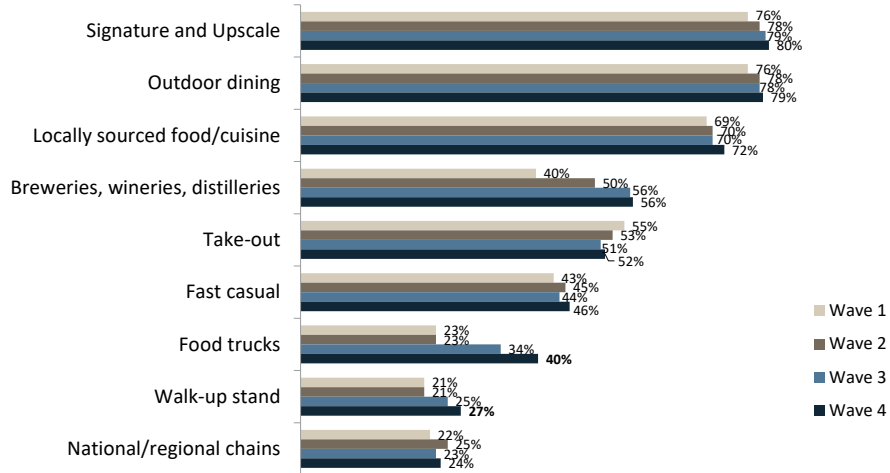
- 34 -

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

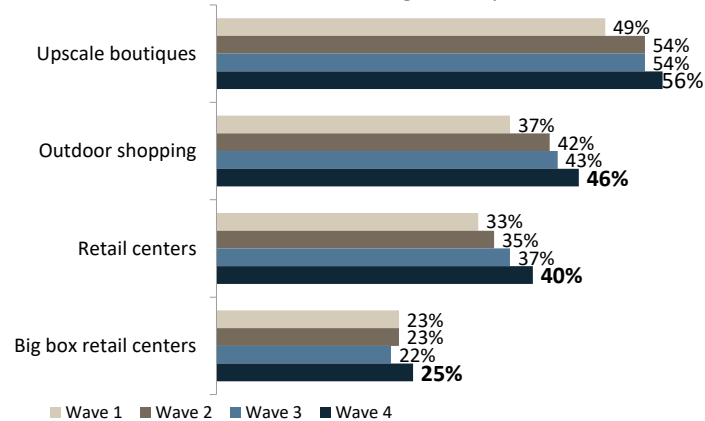
**Question:** Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.



- 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.

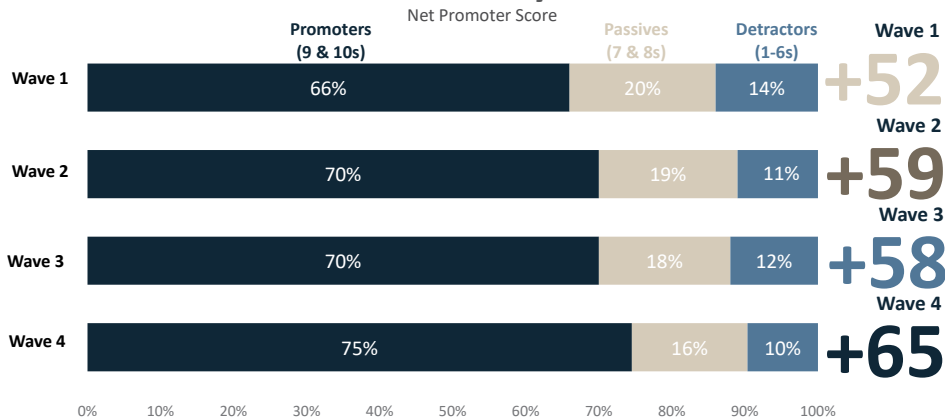


- 36 -

# 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	<b>+81</b>	<b>+61</b>	<b>+60</b>	<b>+53</b>

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	<b>+59</b>	<b>+83</b>	<b>+61</b>

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?





# HILTON HEAD ISLAND

SOUTH CAROLINA

[THINKHILTONHEADISLAND.ORG](http://THINKHILTONHEADISLAND.ORG)



FISCAL YEAR 2025-2026  
DMO STRATEGIC MARKETING PLAN



# **DMO TOURISM APPROACH**

OBJECTIVES FOR TODAY

# IT STARTS WITH A VISIT



**VISION**

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

**MISSION**

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

# DESTINATION VALUES

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



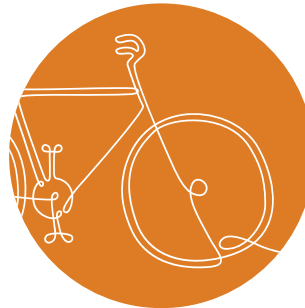
**ECOTOURISM**



**HISTORY**



**ARTS & CULTURE**



**RECREATION**



**WELLNESS**

# OUR TARGET LEISURE TRAVELER

## 2024 Visitor Profile Study

Office of Tourism Analysis, College of Charleston



\$150-250K

Affluent Traveler



54%

Undergraduate Degree or Higher



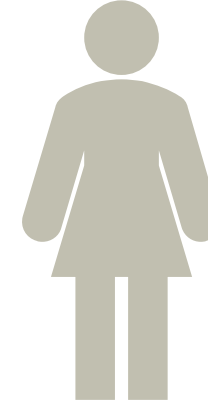
2-4 Trips per Year

7 Nights Average Stay



50.7%

MALE



49.0%

FEMALE

0.3% OTHER

## DEMOGRAPHICS AND PERSONAS



Weekenders



Families



Snowbirds



Sports Enthusiasts



Culinary Explorers



Wellness Traveler



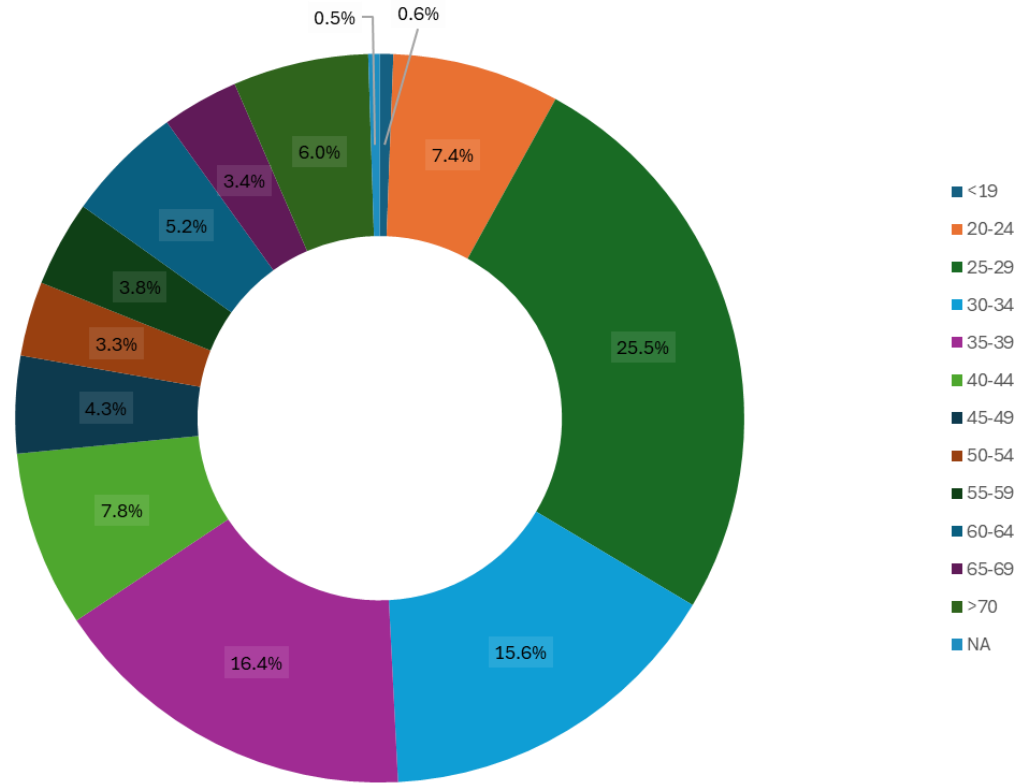
Arts, History & Cultural Enthusiasts



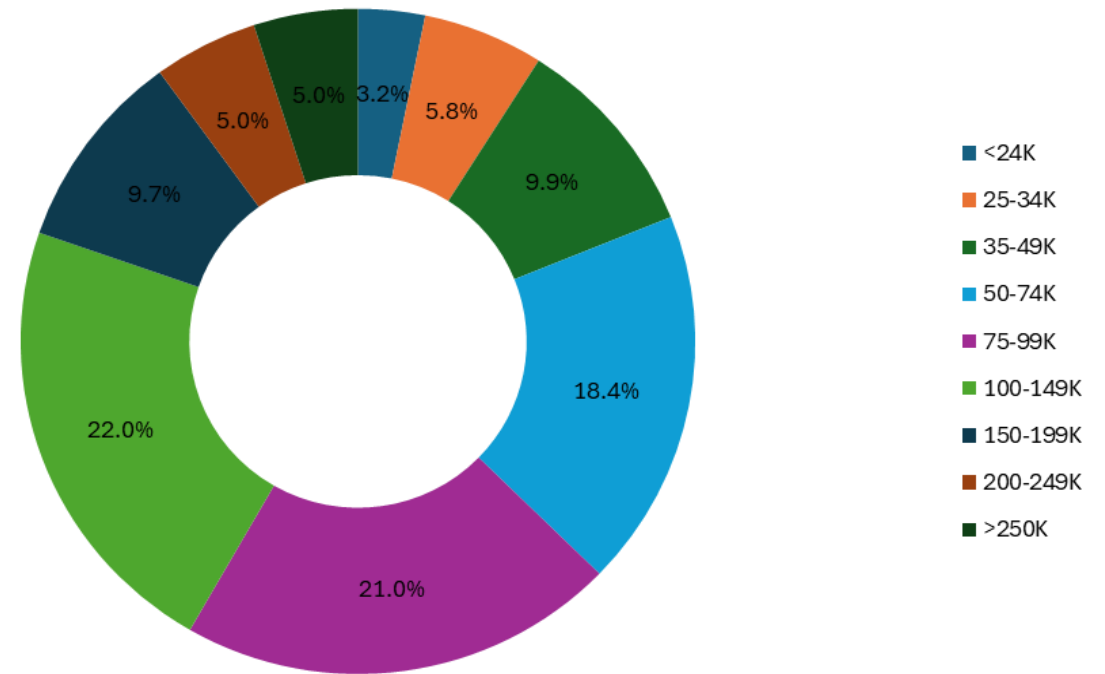
International Travelers

# OUR TARGET LEISURE TRAVELER

## Age Distribution



## Income Distribution

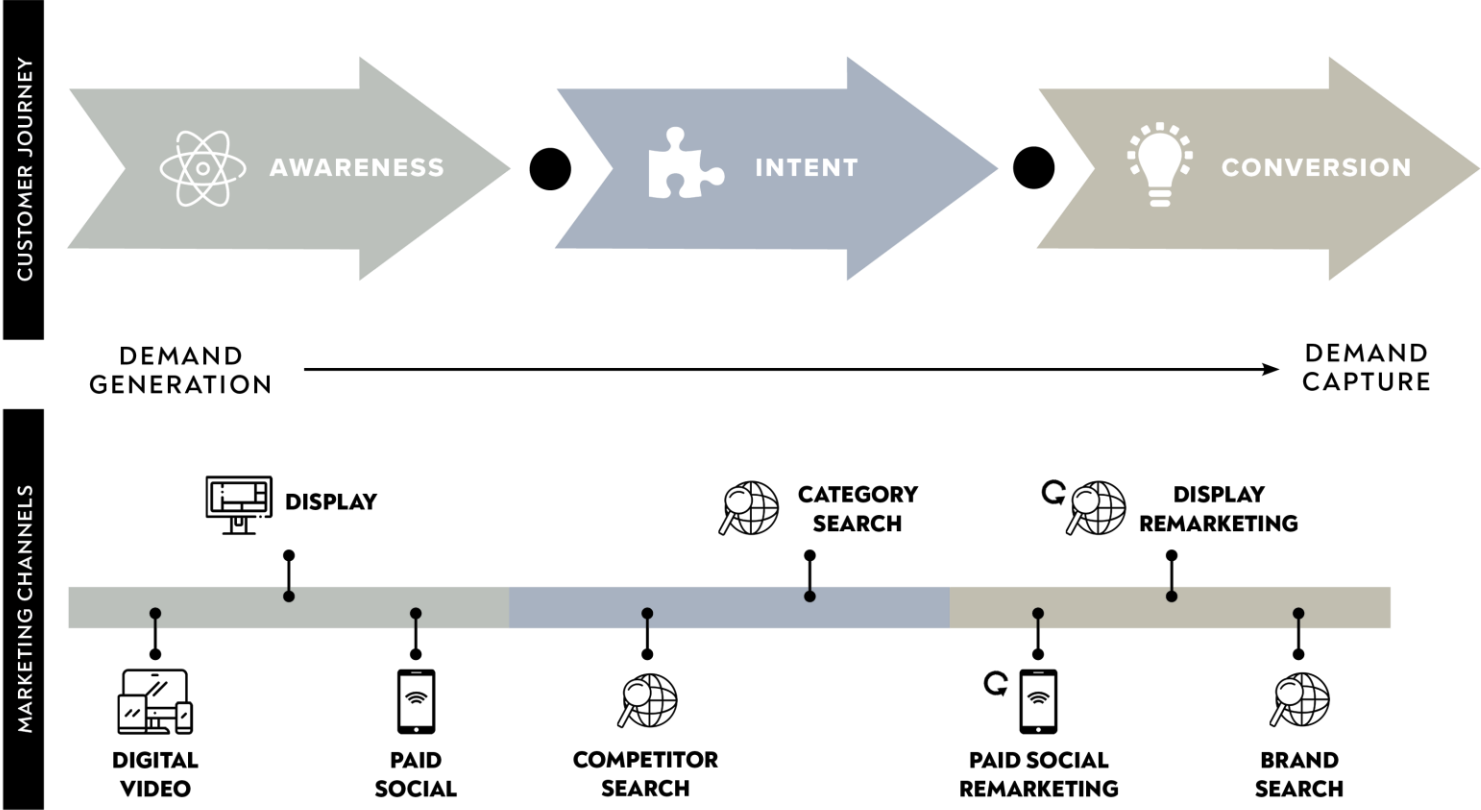


# AN ALWAYS ON APPROACH



# OUT-MARKETING STRATEGY

## AUDIENCE TARGETING WITH DIGITAL MEDIA



An aerial photograph of a wetland area with a winding waterway. In the background, a residential neighborhood with houses is visible, surrounded by dense trees. The overall scene is captured in a dark, low-key lighting style.

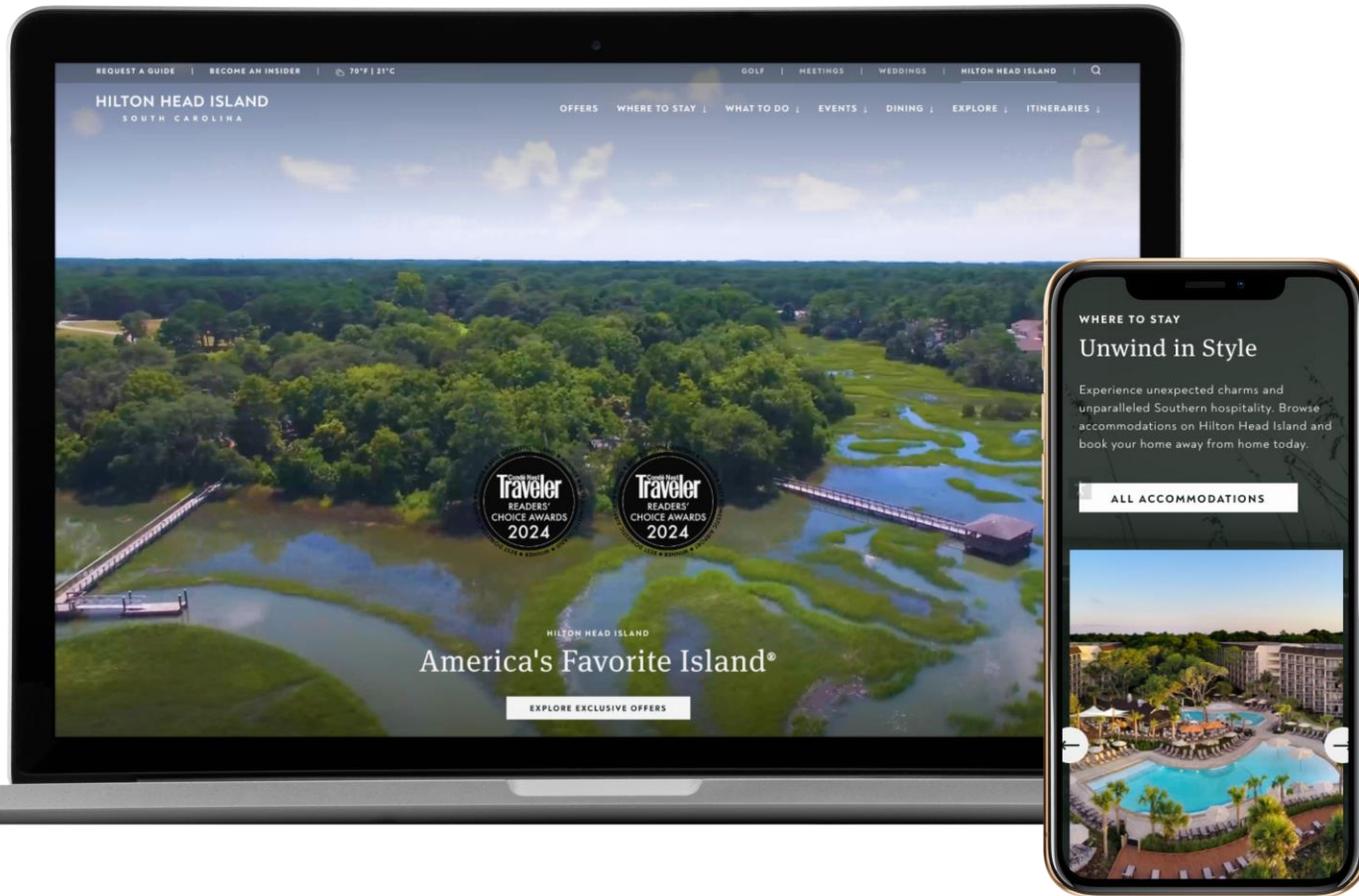
# **A LOOK BACK**

## **2024 PERFORMANCE RESULTS**

OBJECTIVES FOR TODAY

# A LOOK BACK

2024 HiltonHeadIsland.org Website Performance



**3.3M**

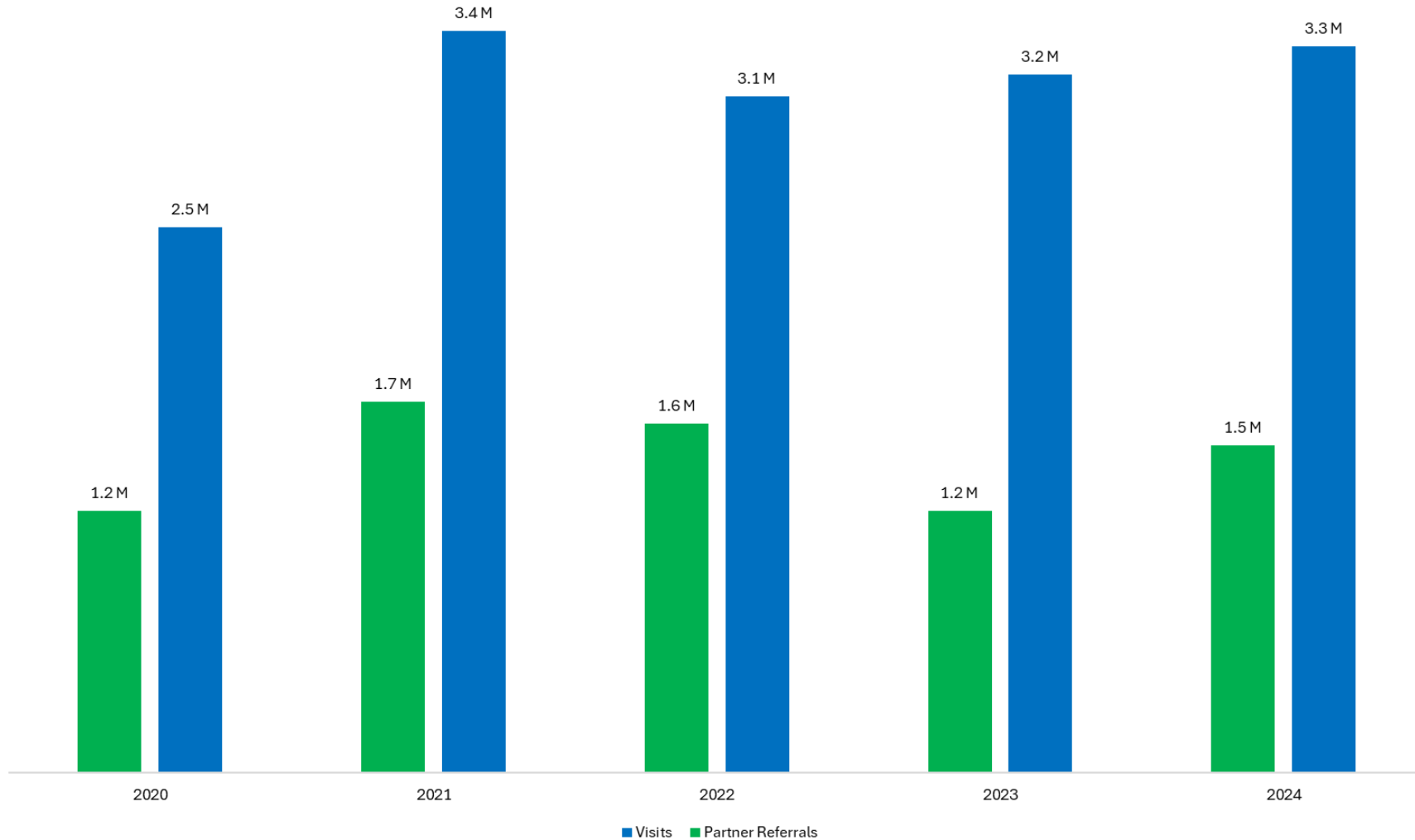
**VISITS/SESSIONS**

**1.5M**

**PARTNER REFERRALS**

# A LOOK BACK

## 2020-2024 HiltonHeadIsland.org Website Performance



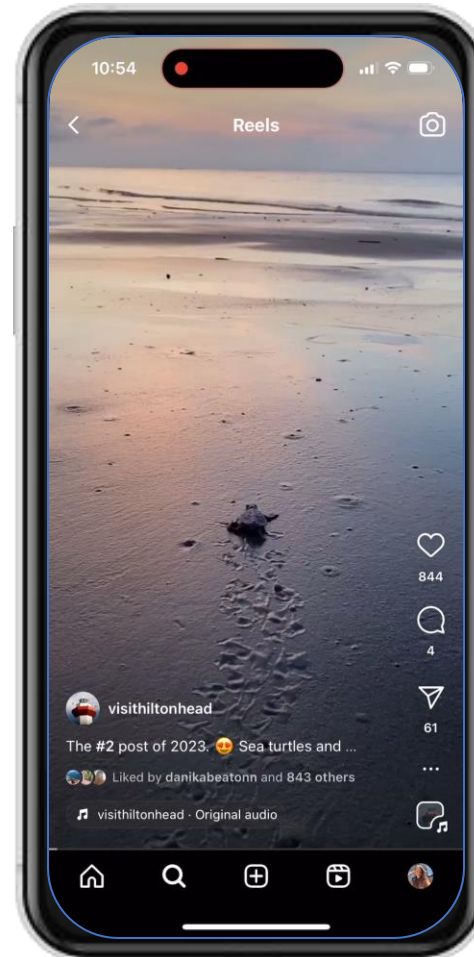
# A LOOK BACK

## 2024 Hilton Head Island Social Performance



AUDIENCE  
**357K**

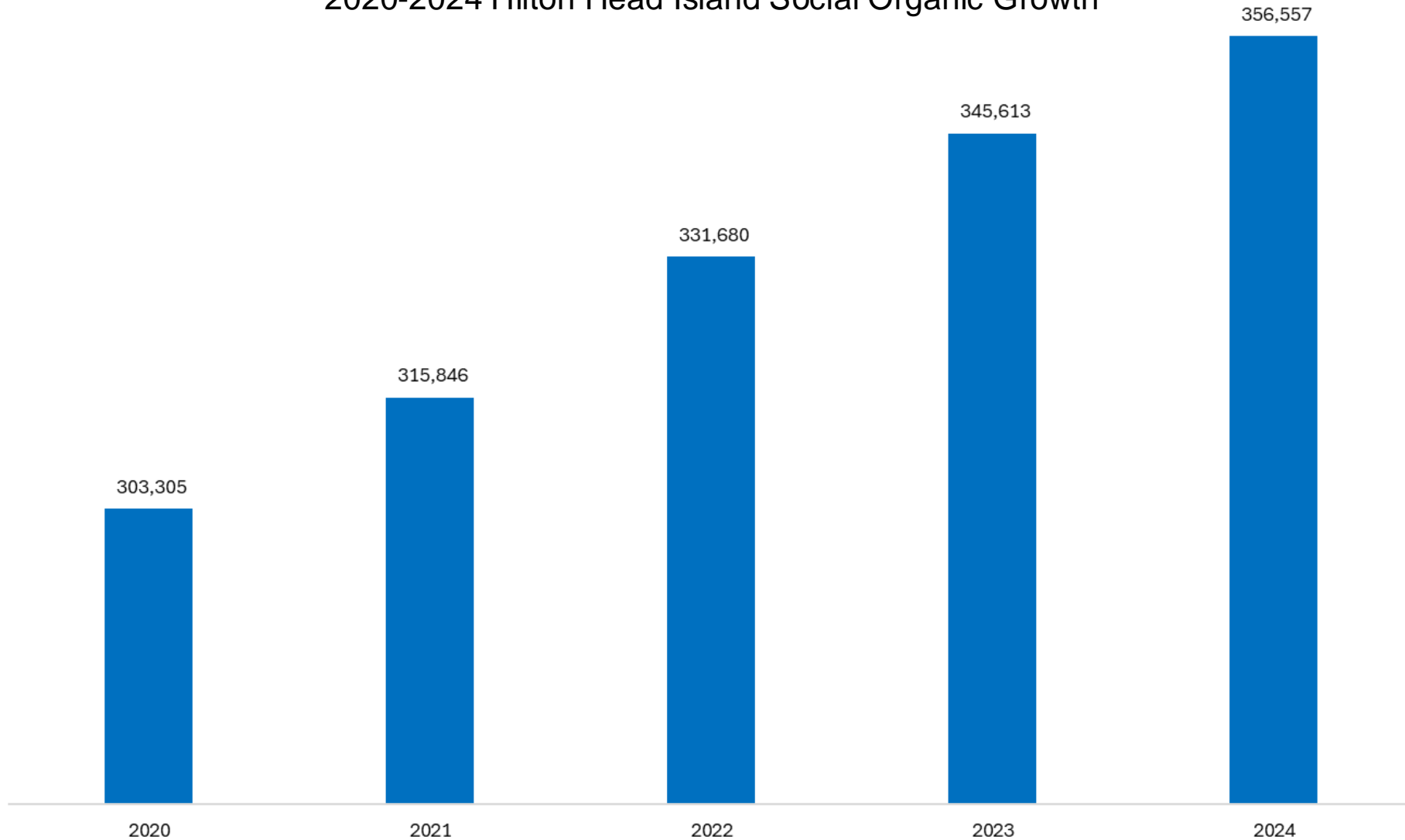
SOCIAL SESSIONS  
**435K**



Click to Play

# A LOOK BACK

2020-2024 Hilton Head Island Social Organic Growth



# A LOOK BACK

2024 Public Relations – What Others Are Saying About Us



**24,796,409,713**  
IMPRESSIONS  
+288% YOY



**2,722**  
STORIES & MENTIONS  
+27% YOY



**\$32,430,886**  
AD EQUIVALENCY  
+54% YOY

# A LOOK BACK

2024 Official Vacation Planner

The Official Vacation Planner for Hilton Head Island was mailed and distributed January through December of 2024.

FULFILLMENT  
**58,549**

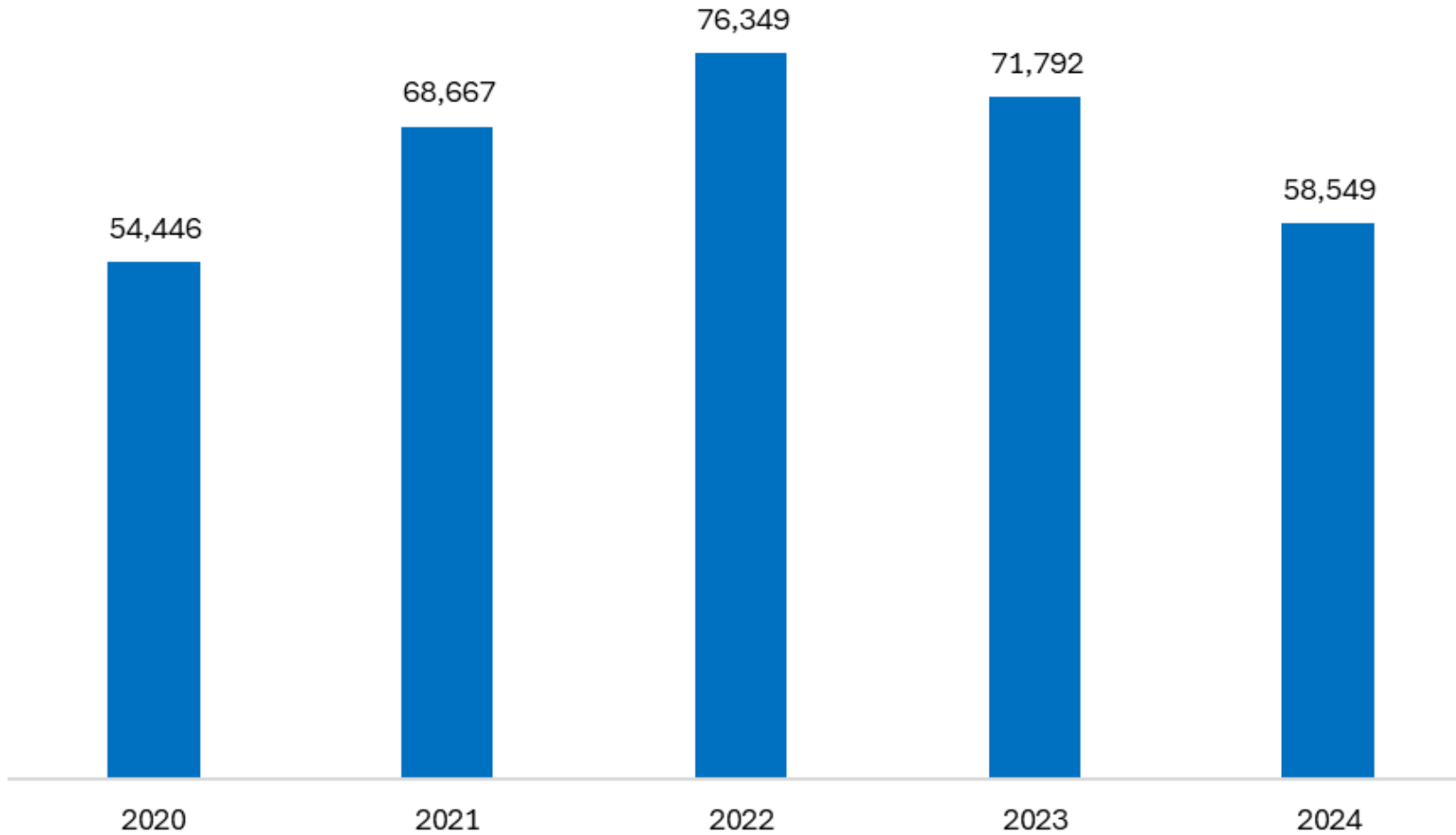
Distribution touch points are:

- Hilton Head Island-Bluffton Chamber of Commerce
- All State Welcome Centers
- AAA Offices
- Email/ Phone Fulfillment Requests
- Tradeshows/ Events
- Media and Public Relations initiatives



# A LOOK BACK

2020-2024 Hilton Head Island Vacation Planner Fulfillment



# A LOOK BACK

2-SOURCE Performance  
(Combined Home & Villa and Hotel Report)



## WHY IT MATTERS

- Immediately after COVID, we saw a strong demand resurgence, leading to gains across all metrics.
- In the years since, we've seen metrics start to normalize as the post-COVID boom wanes.
- 2024 saw modest declines in occupancy and RevPAR, though ADR remained strong.



-4.0%



+1.0%

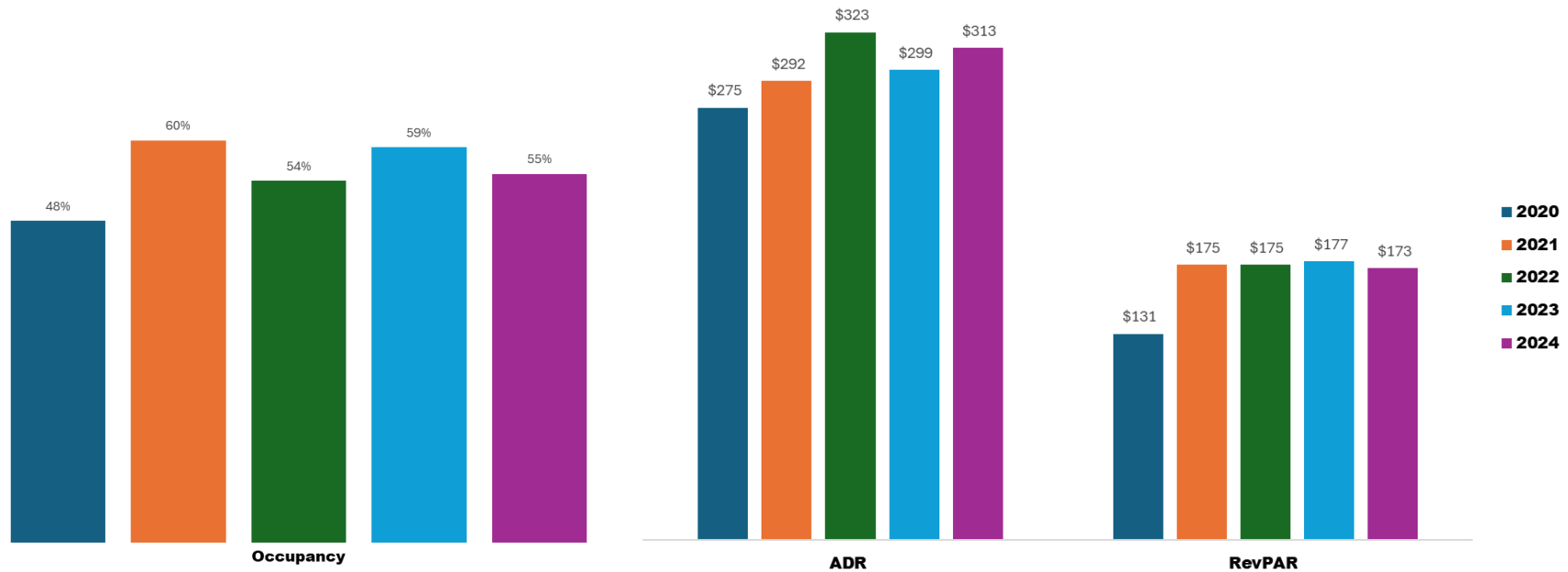


-3.0%



# A LOOK BACK

## 2020-2024 Hilton Head Island Lodging Performance



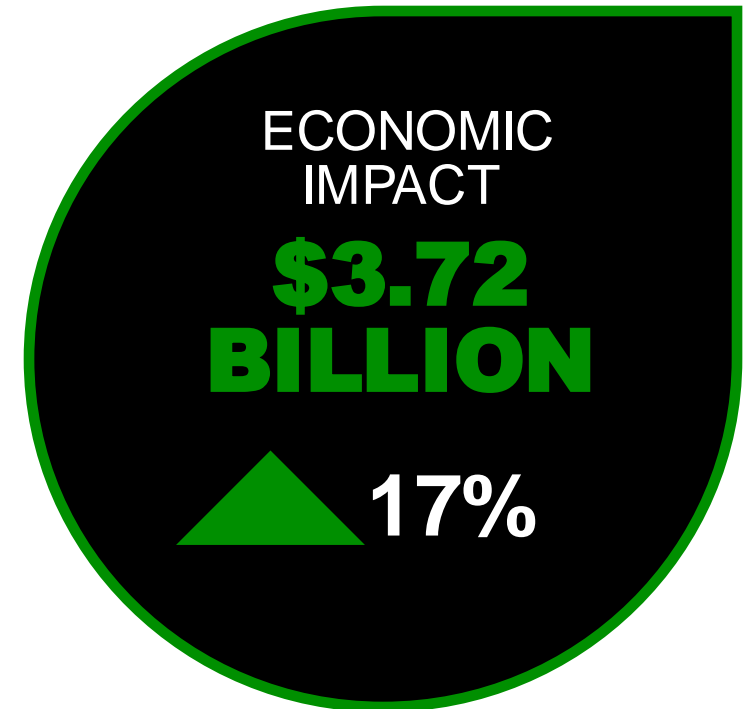
# A LOOK BACK

Number of Visitors & Economic Impact



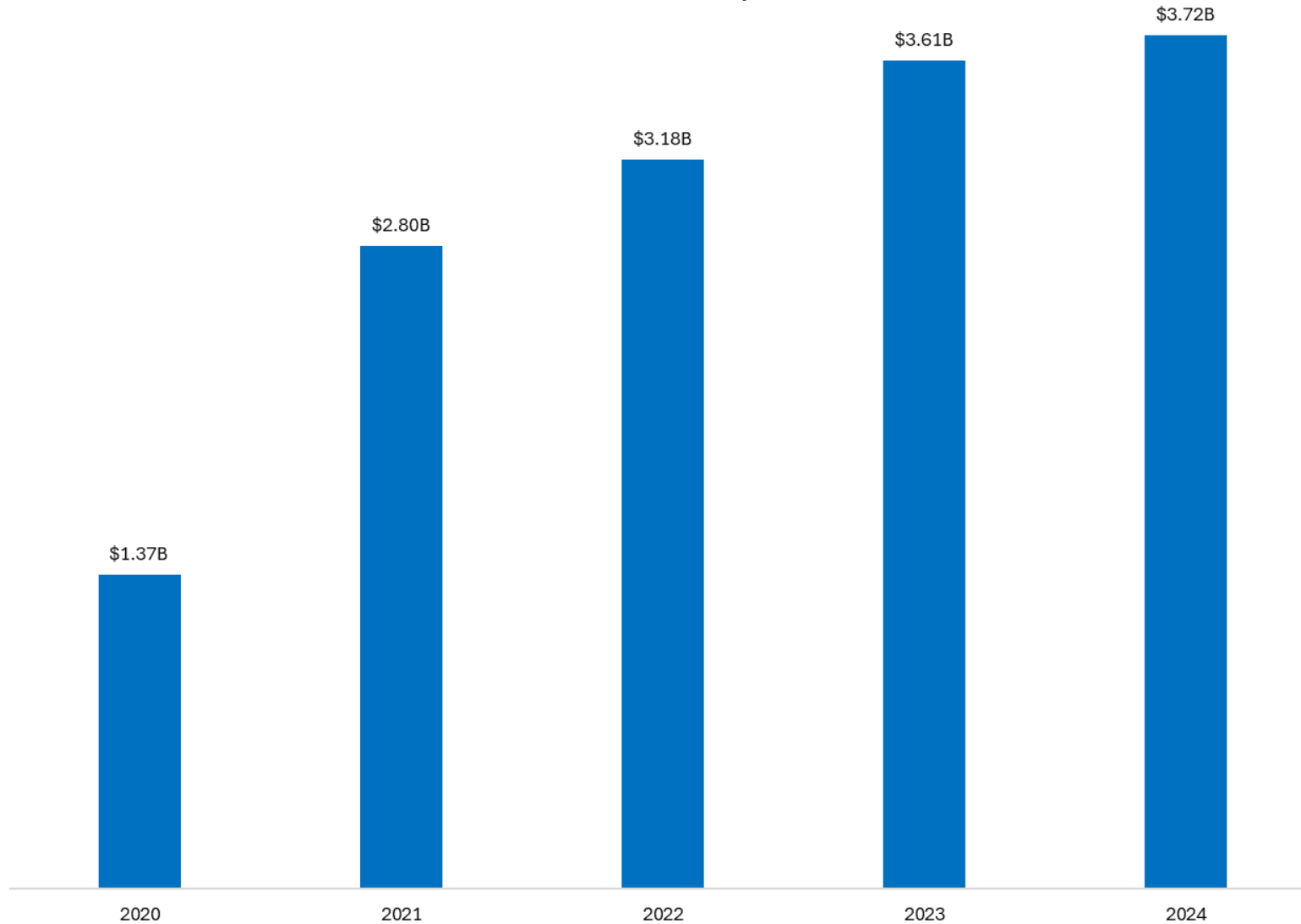
## WHY IT MATTERS

- 2024 Overall Visitation Down
- Increased Spending by Visitors to Hilton Head Island
- Increased Economic Impact Based of Tourism on Hilton Head Island to Beaufort County



# A LOOK BACK

## 2020-2024 Economic Impact of Visitors



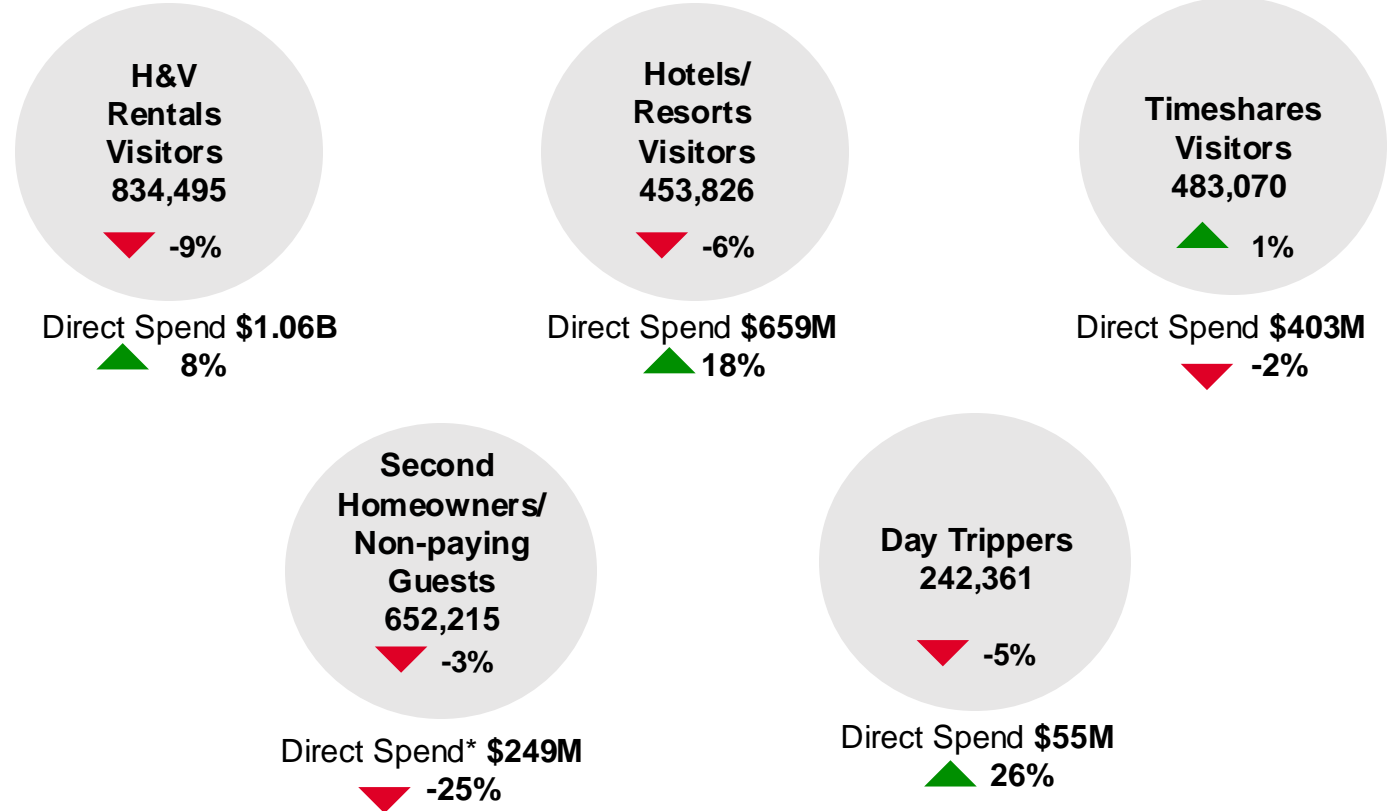
# A LOOK BACK

## Visitation by Segment and Segment Spend Breakout 2024



### WHY IT MATTERS

- Visitor Spending Across Top Tourism Segments is Up
- Inflation Taken Into Consideration





# **A LOOK FORWARD**

OBJECTIVES FOR TODAY

## **FY 2025 – 2026 DMO STRATEGIC MARKETING PLAN INITIATIVES**

# GLOBAL TRENDS ON TRAVEL



**WELLNESS  
TRAVEL**



**SUSTAINABLE  
TRAVEL**



**ACTIVE  
TRAVEL**



**PASSION  
TRAVEL**



**JET-SETTING  
TRAVEL**



**SLOW  
TRAVEL**



**CULINARY  
TRAVEL**

SHOULDER SEASON GETAWAYS, OFF THE BEATEN PATH EXPERIENCES,  
ATHLETIC ADVENTURES

# DESTINATION GOALS

A PLAN OF ACTION. A VISION FOR THE COMMUNITY.

1

**CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE.**

2

**CREATE AN UNDERSTANDING OF, AND RESPECT FOR OUR DELICATE ECOSYSTEM (RESIDENTS & VISITORS).**

3

**DRIVE DEEPER DISCOVERY AND EXPLORATION OF OUR DESTINATION.**

4

**BUILD BRAND AWARENESS.**

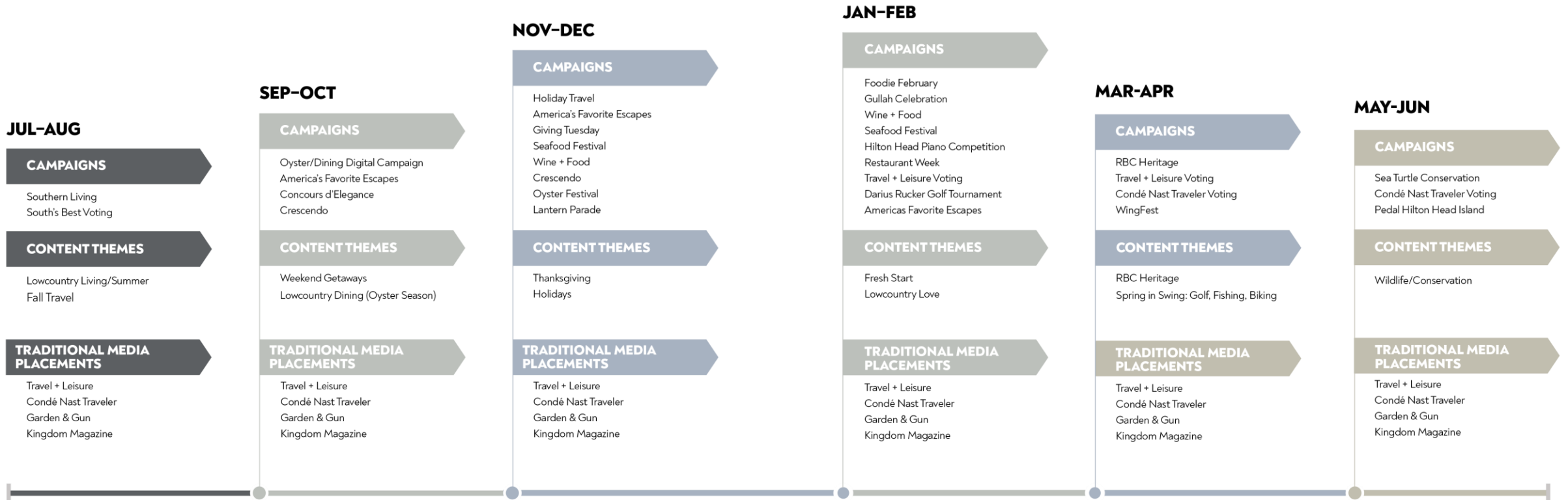
5

**ENHANCE LEISURE & GROUP BUSINESS THROUGH QUALIFIED VISITATION.**

# MARKETING PLAN STRATEGIES & TACTICS



# 2025-2026 STRATEGIC MARKETING ROADMAP



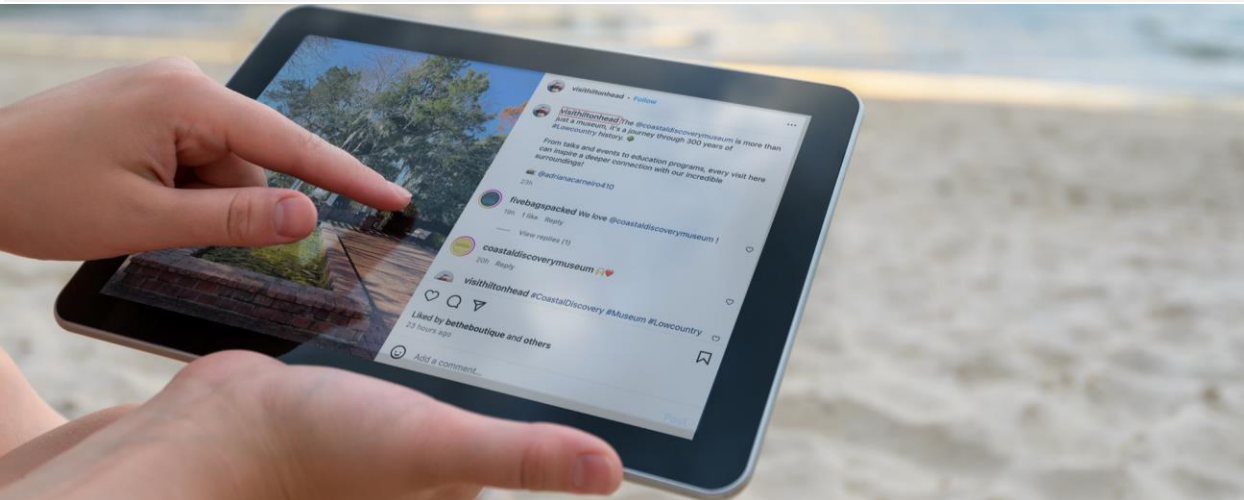
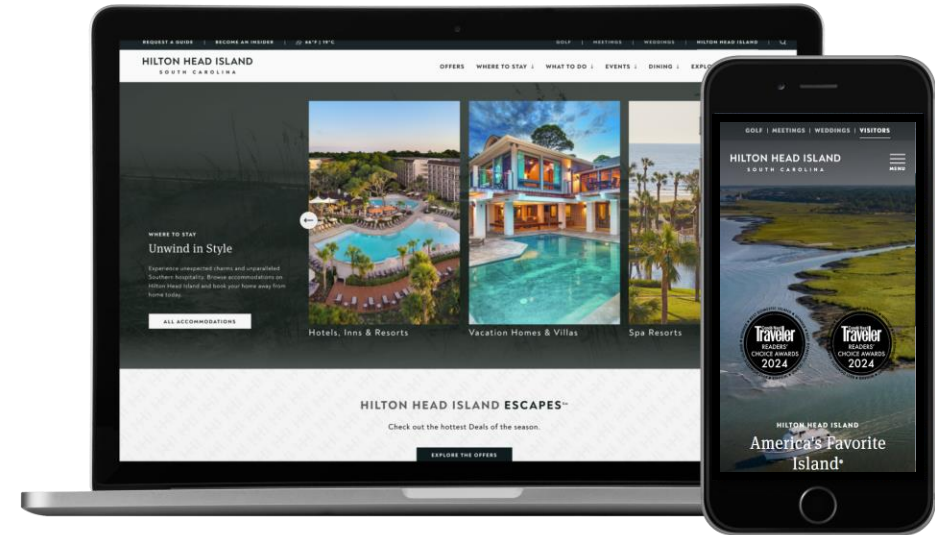
\*Traditional media placements are examples of partnerships and publications that have been successful for the destination in the past, and remain as opportunities in the future.

# MARKETING PLAN STRATEGIES & TACTICAL DETAILS



## 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. Our commitment to seamless user experience remains at the forefront of any future and continued web optimizations.



## ORGANIC SOCIAL MEDIA

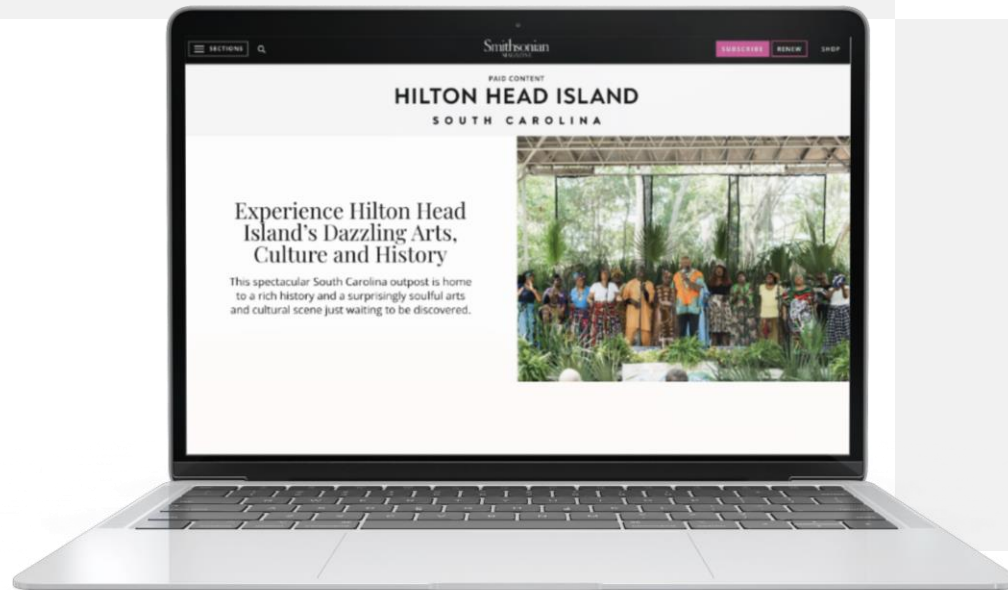
With a total audience of over 356K across platforms, social media allows us to strategically connect with our engaged audience, and share our brand in an authentic and engaging way through photos, videos, stories and more.

# MARKETING PLAN STRATEGIES & TACTICAL DETAILS



## DIGITAL ADVERTISING

The focus on qualified yet efficient digital media channels continues to be our core focus going into FY 2026. Working media dollars will be allocated towards performance channels such as Brand/Category Search, Performance Max, and Social Remarketing, supported by digital video to bring awareness to the destination.



## MEDIA PARTNERSHIPS

Aligning the Hilton Head Island brand with top luxury media outlets and their readership ensures we're consistently creating awareness of the destination amongst our target audience of \$150K-\$250K+ household income, averaging 2 to 4 trips per year.

# MARKETING PLAN STRATEGIES & TACTICAL DETAILS



## PUBLIC RELATIONS

After the most challenging period in travel history, consumer behaviors around travel continue to trend upwards. Travelers are seeking “off the beaten path” locations to beat crowds, and have more authentic experiences that promote sustainability, aligned with Hilton Head Island’s offerings.

VOGUE

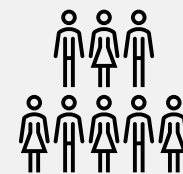
TRAVEL+  
LEISURE

Condé Nast  
Traveler

Southern Living®

Smithsonian  
MAGAZINE

THE  
POINTS  
GUY



## MEETINGS & GROUPS

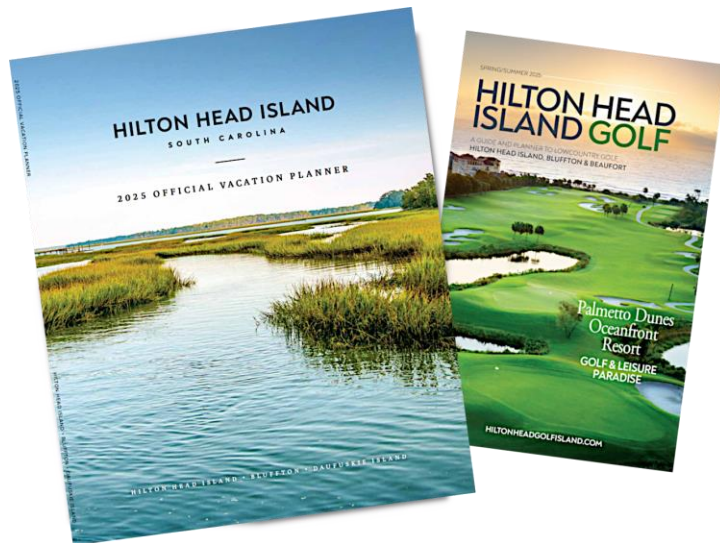
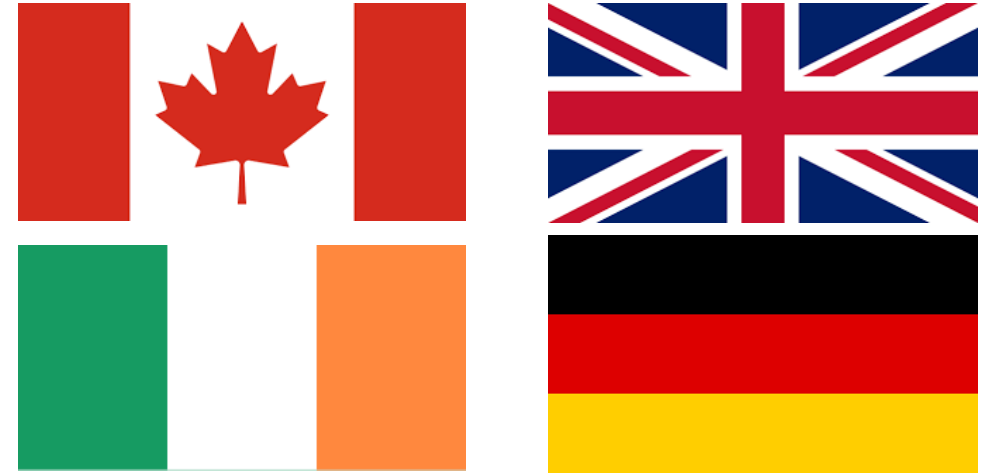
Hilton Head Island is well positioned to provide the ideal environment for groups of various sizes and across multiple segments as a destination that leads with sustainability and ecotourism.

# MARKETING PLAN STRATEGIES & TACTICAL DETAILS



## INTERNATIONAL MARKETING

Potential visitors from Canada and Europe are eager to visit our destination. By maintaining strong partnerships with the U.S. Travel Association and Brand USA, we continue to tap into the international market through tradeshows and accommodations partners.



## VACATION PLANNER

The Official Hilton Head Island Vacation Planner is a critical first touchpoint with potential visitors. 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 on America’s Favorite Island®.

# COMMUNITY CORNERSTONE PLAN

As the Town's Designated Marketing Organization (DMO) we have the unique privilege to steward the community's identity to the world. Aligning our destination out-marketing messaging and initiatives with our destination core values of Arts/Culture, History, Culinary, Wellness, and Recreation, we are aligned with the Town and residents in efforts to ensure, enhance, and protect the quality of life for our community.



**ECOTOURISM**



**HISTORY**



**ARTS & CULTURE**

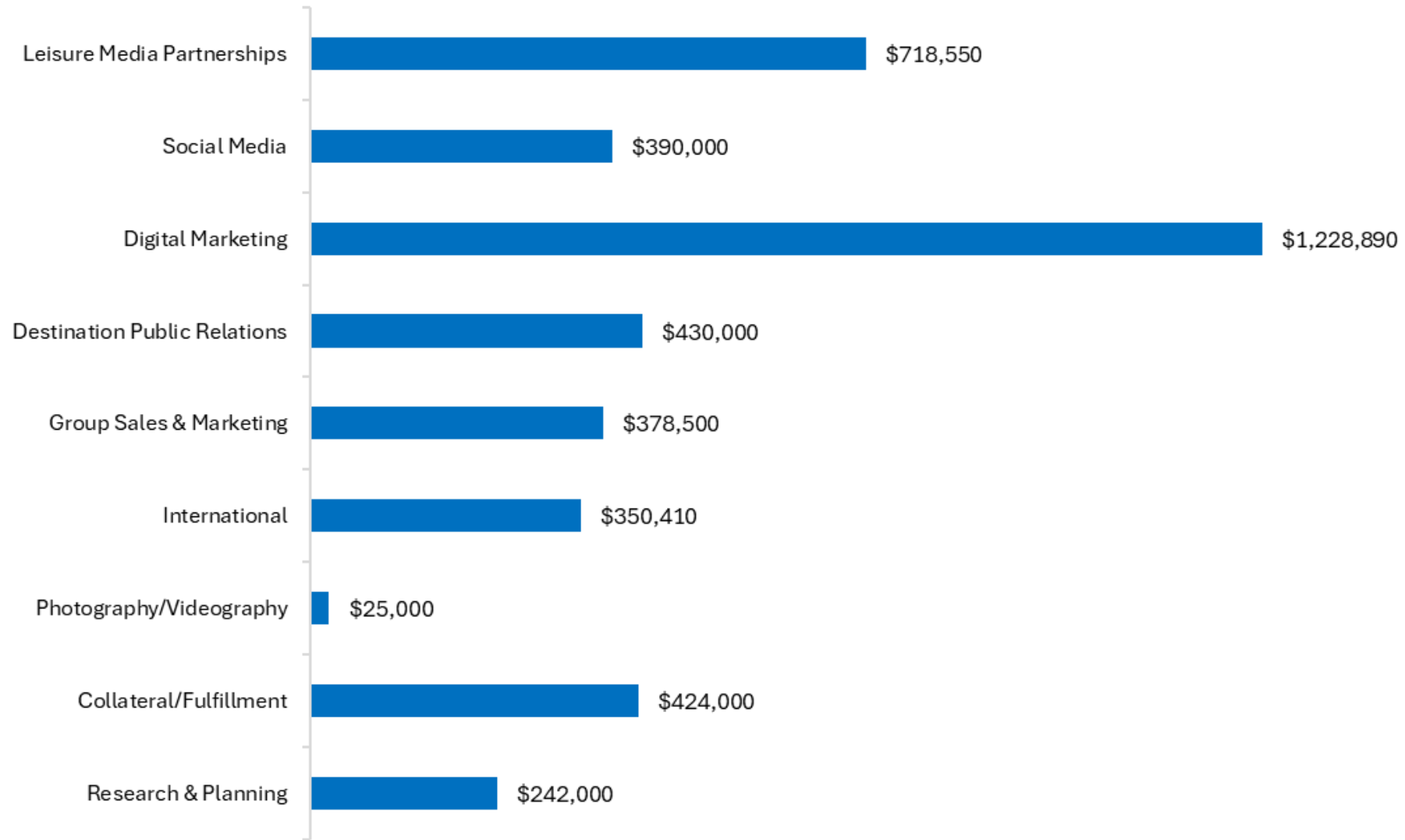


**RECREATION**



**WELLNESS**

# FY 2025-2026 PROPOSED BUDGET



*Budget lines for VCB sales, MKT, service OPS & supplemental request not included in graphic.  
The full budget, including these items, is in the FY2025-2026 Hilton Head Island Destination Marketing Plan.*

THANK YOU





# TOWN OF HILTON HEAD ISLAND

## *Finance and Administrative Committee*

---

**TO:** Finance & Administrative Committee  
**FROM:** Shawn Colin, AICP, Assistant Town Manager - Strategic Initiatives  
**CC:** Marc Orlando, ICMA-CM, Town Manager  
Curtis Coltrane, Town Attorney  
**DATE:** April 29, 2025  
**SUBJECT:** Town Council Provide Direction for Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island Amending Municipal Code Section 2-5-60, Committees of Council

---

### **RECOMMENDATION:**

Town Council provide Direction for Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island Amending Municipal Code Section 2-5-60, Committees of Council.

### **BACKGROUND:**

Section 2-5-60 of the Municipal Code currently outlines the framework for the Town Council's standing and non-standing committees. Over the past decade, the Town has adjusted this structure multiple times in response to evolving priorities. For information and reference, the current committee structure established under Section 2-5-60, along with a list of historical changes to Town Council Standing Committees, are summarized below to provide context for the discussion.

### **Current Code Language (Sec. 2-5-60 Overview):**

- Town Council maintains standing committees: Finance and Administrative, Community Services and Public Safety, and Public Planning.
- Each committee shall be composed of four (4) Town Council members and an alternate, who shall also be a member of Town Council.
- Members and alternates are appointed by the mayor, with a designated chairperson.
- Additional (non-standing) committees may be created by resolution, with residents serving as members if appointed.

- Town Council may adopt rules and procedures governing these committees.

**Historical Committee Structure Changes:**

- 2015 Ordinance 2015-05: Established six standing committees
- 2019 Ordinance 2019-10: Reduced to four committees
- 2020 Ordinance 2020-32: Reduced to current three committees

**Request for Town Council Direction:**

As the Town's organizational structure has continued to evolve, there is growing consensus that further refinement of the committee framework is needed. Specifically, staff requests the Finance and Administrative Committee's input and direction on the following elements in preparation for potential amendments to Section 2-5-60 of the Municipal Code:

a) *Direction on Number of Standing Committees*

- i) There are currently 3 Town Council Standing Committees
- ii) Proposal for consideration: 2 Town Council Standing Committees

b) *Direction on Names of Town Council Standing Committees*

- i) Current Committee Names:
  - Finance and Administrative Committee
  - Community Services and Public Safety Committee
  - Public Planning Committee
- ii) Proposal for consideration: Alternative Names as follows:
  - Finance and Administrative Committee
  - Community Development and Public Services Committee

c) *Direction on Composition of Town Council Standing Committees*

- i) Current Committee Composition:

- Each committee is composed of four (4) Town Council members and an alternate, who shall also be a member of Town Council.
- Members and alternates are appointed by the mayor, with a designated chairperson

ii) Proposed Committee Composition:

- Each committee is composed of three (3) Town Council members and an alternate, who shall also be a member of Town Council
- Members and alternates are appointed by the mayor, with a designated chairperson

d) *Direction on Role of the Town Council Standing Committee*

i) Current Roles of the Town Council Standing Committees (as outlined in staff report supporting Ordinance 2020-32, **included as Attachment 1**):

- Finance and Administration Committee

Mission:

Review and analyze the Town's budgets and financial statements, including balance sheet management, vendor contracts, Accommodations Tax funds, and the Town's Designated Marketing Organization. Establish and measure annual performance goals for the Town Manager and perform evaluations of such services. Monitor the performance of the Town's Designated Marketing Organization. Determine the manner and method by which the Town will conduct an annual performance review of the Town Manager. Build and maintain relationships with local, county, state, and federal governments and departments, as well as formulate positions for Town Council review. Receive periodic reports from representatives of the Beaufort County Legislative Delegation. Work with regional governmental bodies such as the Beaufort County Economic Development Corporation, Southern Lowcountry Regional Board, or Lowcountry Area Traffic Study Committee.

Areas of Focus:

- Budget process
- Town revenues and expenditures
- Fee structures
- Personnel issues
- Town attorney matters
- Procurement process review

- All other financial/administrative issues
  - Designated Marketing Organization
  - Accommodations/Hospitality Taxes
  - Matters relating to other governmental entities
  - Matters relating to pending or proposed legislation
  - Economic Development
- Community Services and Public Safety Committee

Mission:

Review, discuss and evaluate in greater detail specific issues that directly impact the quality and sustainability of Town infrastructure, Town owned facilities and Town owned property. Manage the Town's Talent Bank and make recommendations for board or committee appointments to Town Council. Consider the efficiency and effectiveness of Town provided services to include, parks and recreation, arts and culture, water and sewer services, pathways and pathway safety, roads, drainage, and other matters for which the Town is the identified service provider or works closely with an identified service provider. Work with the Town Manager to coordinate the solicitation of grants available to the Town for infrastructure or community services related projects. Review, discuss and evaluate in greater detail specific issues related to matters of public safety and the provision of public safety services such as fire response, emergency medical services, law enforcement, beach operations, litter control and enforcement, animal control, and matter related to Town code enforcement

Areas of Focus:

- Public infrastructure, facilities, lands
- CIP /TIF matters
- Appointments to boards and committee
- Parks and recreation
- Arts and culture
- Hilton Head Island Fire Rescue
- Beaufort County Sheriffs Office
- Beach operations
- Litter
- Code enforcement
- Hurricane response and resiliency

- Public Planning Committee

Mission:

Review and make recommendations to Town Council for matters pertaining to planning, zoning, land use, growth management, redevelopment, affordable housing, workforce development, Board of Zoning Appeals, Planning Commission, and matters related to the Town's Land Management Ordinance

Areas of Focus:

- Matters related to community development
- Zoning
- Land Use
- Workforce Development
- Land Management Ordinance
- Comprehensive Plan
- Design Review Board
- Building Codes
- Construction Board of Adjustment Appeals
- Mitchelville/Gullah Geechee Matters

ii) Proposed Roles of the Town Council Standing Committees:

- Finance and Administrative Committee

Mission:

Oversees financial planning, budgeting, legislative relations, procurement, personnel matters, and economic development, including coordination with regional and state partners

Areas of Focus:

- Budget Process
- Town Revenues and Expenditures
- Procurement Process Review
- Intergovernmental Affairs and Legislation
- Economic Development and Partnerships
- Designated Marketing Organization (DMO) Oversight
- Fee Structures
- Town Attorney Matters
- All other Financial /Administrative Matters

- Accommodation/Hospitality Taxes
  - Matters relating to other Governmental Entities
  - Matters relating to Pending or Proposed Legislation
- 
- Community Development and Public Services Committee

Mission:

Responsible for infrastructure, public safety, land use planning, community services, and quality-of-life initiatives. Integrates prior Public Planning Committee duties

Areas of Focus:

- Infrastructure and Public Services
- Public Safety (Fire Safety, EMS, BCSO, Code Enforcement)
- Comprehensive Plan
- Zoning
- Land Use
- Land Management Ordinance
- Building Codes
- Design Review Board
- Mitchelville/Gullan Geechee Matters
- Workforce Housing and Development
- Parks and Recreation, Arts and Culture
- Town Properties and Facilities
- Hurricane Response
- Resilience Planning
- Appointments to Boards and Committees
- Capital Improvement Program
- Tax Increment Finance Matters
- Beach Operations

e) *Town Council Committee Procedures*

**Option 1: Committee as Gatekeeper.** Under this structure, Town Council Committees serve a filtering function, allowing them to manage workload by advancing only priority items to the full Council.

**Key Features:**

- Committees have delegated authority over specific subject matters.
- Applies exclusively to items not legally or procedurally required to be reviewed by the full Town Council.
- Items not approved by a committee do **not** advance automatically to the Town Council.

- Committees may vote to **deny** or **table** items they believe do not warrant further action.
- These outcomes are formally documented as “**No further action recommended.**”
- Items may still be elevated to Town Council only if:
  - A Council Member submits a formal override request supported by a majority of Town Council; or
  - The mayor determines the item holds significant public interest and reassigns it to the full Council agenda.

### **Option 2: Full Council Review for All Items**

This approach ensures transparency and comprehensive oversight by allowing all matters—regardless of committee recommendation—to be reviewed by the full Town Council.

#### **Key Features:**

- Committees may vote to **recommend approval, recommend denial, or offer no recommendation.**
- All items proceed to the full Town Council agenda with the mayor’s approval, irrespective of committee outcome.
- Committee actions and recommendations are included in the staff report for Council context.
- Upon review, the Town Council may:
  - Approve the item;
  - Deny the item; or
  - Refer the item back to the originating committee for further consideration.

#### **ATTACHMENTS:**

1. Ordinance 2020-32 – Amendment to 2-5-60 Committees of Council

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**ORDINANCE NO. 2020-32**

**PROPOSED ORDINANCE NO. 2020-34**

**AN ORDINANCE TO AMEND TITLE 2 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, GENERAL GOVERNMENT AND ADMINISTRATION, CHAPTER 5 SECTION 2-5-60, COMMITTEES OF COUNCIL; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Town Council of the Town of Hilton Head Island, South Carolina previously adopted Ordinance 2015-05, amending Section 2-5-60 for the purpose of codifying Town Council Standing Committees, namely the Finance and Administrative Committee, Intergovernmental Relations Committee, Community Services Committee, Public Planning Committee, Public Facilities Committee, and the Public Safety Committee; and

**WHEREAS**, the Town Council adopted Ordinance 2019-10, further amending Section 2-5-60 reducing the number of standing committees of Town Council to four, the Finance and Administrative Committee, Intergovernmental Committee, Community Services and Public Safety Committee; and the Public Planning Committee; and

**WHEREAS**, the purpose of the Town Council Standing Committee system is to facilitate a more efficient Town Council system within the Town Council/Manager form of government and to allow for in-depth analysis of issues, proposed ordinances, and other Town-related matters; and

**WHEREAS**, the Town Council now desires to amend Section 2-5-60 by reducing the number of standing committees of Town Council to three, the Finance and Administrative Committee, Community Services and Public Safety Committee, and Public Planning Committee.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID TOWN COUNCIL:**

**NOTE:** Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

**Section 1. Sec. 2-5-60. - Committees of council.**

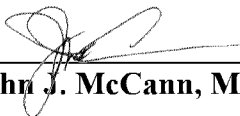
- (a) The Town Council shall have standing committees to assist in the efficient operation of the Town Council, namely the Finance and Administrative Committee, ~~Intergovernmental Committee~~, Community Services and Public Safety Committee, and Public Planning Committee. Each committee shall be composed of ~~three (3)~~ four (4) Town Council members and an alternate, who shall also be a member of council. The Mayor shall appoint the members and the alternate and shall designate a chairman.

- (b) The Town Council may appoint, by resolution, such other committees i.e. non-standing committees, composed exclusively of council members as it shall deem necessary and appropriate for the efficient operation of the Town Council. To assist such council committees, the Town Council may appoint town resident citizens to serve as committee members. The term of the committee membership of any town resident citizen shall be as prescribed by resolution, but in no event shall the term of any committee extend beyond the term of the then sitting council.

**Section 2 Severability.** If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 3 Effective Date.** This Ordinance shall be effective upon adoption thereof by the Town Council for the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS 15th DAY OF December, 2020**

By:   
John J. McCann, Mayor

**ATTEST:**

By:   
Krista Wiedmeyer, Town Clerk

First Reading: December 1, 2020

Second Reading: December 15, 2020

**APPROVED AS TO FORM:**

  
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: William D. Harkins



## **TOWN OF HILTON HEAD ISLAND**

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### *Executive Department*

**TO:** Town Council  
**DATE:** December 9, 2020  
**SUBJECT:** Town Council Standing Committees

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At the December 1, 2020 meeting, Town Council reviewed the proposed amendments to Chapter 5 of Title 2 of the Municipal Code, changing the standing committees of Town Council and increasing the number of members assigned to each committee. Town Council made no changes to Proposed Ordinance 2020-34.

# MEMORANDUM

**TO:** Town Council

**FROM:** Joshua A. Gruber, Deputy Town Manager

**RE:** Proposed Ordinance Number 2020-34 - Committees of Council

**DATE:** November 18, 2020

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**Recommendation:** To better facilitate the most efficient Town Council system within the Town Council/Manager form of government, Town staff recommends approval of Proposed Ordinance 2020-34.

**Summary:** Approval of the amendment to Section 2-5-60 of the Municipal Code will reduce the number of standing committees of Town Council to three, the Finance and Administrative Committee, Community Services and Public Safety Committee, and Public Planning Committee. By making these changes, the workload of the committees would be more evenly distributed and reduce the number of meetings Council members must attend. The committees will be composed of four members of Town Council and one alternate, also a member of Town Council.

It is anticipated that the mission and areas of focus of each committee would be as follows:

## **Finance and Administration Committee**

Mission: Review and analyze the Town's budgets and financial statements, including balance sheet management, vendor contracts, Accommodations Tax funds, and the Town's Designated Marketing Organization. Establish and measure annual performance goals for the Town Manager and perform evaluations of such services. Monitor the performance of the Town's Designated Marketing Organization. Determine the manner and method by which the Town will conduct an annual performance review of the Town Manager. Build and maintain relationships with local, county, state, and federal governments and departments, as well as formulate positions for Town Council review. Receive periodic reports from representatives of the Beaufort County Legislative Delegation. Work with regional governmental bodies such as the Beaufort County Economic Development Corporation, Southern Lowcountry Regional Board, or Lowcountry Area Traffic Study Committee.

### **Areas of Focus:**

- Budget process
- Town revenues and expenditures
- Fee structures
- Personnel issues
- Town attorney matters
- Procurement process review
- All other financial/administrative issues
- Designated Marketing Organization
- Accommodations/Hospitality Taxes
- Matters relating to other governmental entities
- Matters relating to pending or proposed legislation
- Economic Development

### **Community Services and Public Safety Committee**

Mission: Review, discuss and evaluate in greater detail specific issues that directly impact the quality and sustainability of Town infrastructure, Town owned facilities and Town owned property. Manage the Town's Talent Bank and make recommendations for board or committee appointments to Town Council. Consider the efficiency and effectiveness of Town provided services to include, parks and recreation, arts and culture, water and sewer services, pathways and pathway safety, roads, drainage, and other matters for which the Town is the identified service provider or works closely with an identified service provider. Work with the Town Manager to coordinate the solicitation of grants available to the Town for infrastructure or community services related projects. Review, discuss and evaluate in greater detail specific issues related to matters of public safety and the provision of public safety services such as fire response, emergency medical services, law enforcement, beach operations, litter control and enforcement, animal control, and matter related to Town code enforcement.

#### **Areas of Focus:**

- Public infrastructure, facilities, lands
- CIP/TIF matters
- Appointments to boards and committee
- Parks and recreation
- Arts and culture
- Hilton Head Island Fire Rescue
- Beaufort County Sheriff's Office
- Beach operations
- Litter
- Code enforcement
- Hurricane response and resiliency

### **Public Planning Committee**

Mission: Review and make recommendations to Town Council for matters pertaining to planning, zoning, land use, growth management, redevelopment, affordable housing, workforce development, Board of Zoning Appeals, Planning Commission, and matters related to the Town's Land Management Ordinance.

#### **Areas of Focus:**

- Matters related to community development
- Zoning
- Land use
- Workforce development
- Land Management Ordinance
- Comprehensive Plan
- Design Review Board
- Building Codes
- Construction Board of Adjustment Appeals
- Mitchelville/Gullah Geechee matters



# TOWN OF HILTON HEAD ISLAND

## Finance & Administrative Committee

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**TO:** Finance & Administrative Committee  
**FROM:** Shawn Colin, Assistant Town Manager  
**CC:** Marc Orlando, Town Manager  
Bob Bromage, Director of Public Safety  
Adriana Burnett, Finance Director

**DATE:** April 29, 2025  
**SUBJECT:** Consideration of an Ordinance of the Town of Hilton Head Island, Amending the Municipal Code by Adding New Sections 1-5-11 and 1-5-12, Authorizing the Issuance of Administrative Citations and Fines; Amending Section 10-2-60 to Authorize Administrative Citations and Fines for Violations of Article 10, Chapter 2 of the Municipal Code; Amending Section 10-2-70 of the Municipal Code to Add Issuance of More Than 5 Administrative Citations in Twelve Months as Grounds for Suspension or Revocation of Short Term Rental Permit; to Add Section 12-3-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapters 3 and 6; to Amend Section 12-3-117; to Amend Section 2-3-213; to Add Sections 12-6-100 and 12-6-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapter 6; to Amend Section 12-6-111 to Add a Definition for Resident Beach Pass; to Amend Sections 12-6-113, 12-6,114, 12-6-115,12-6-117 to Make Grammatical Changes; to Repeal Sections 12-6-119 and 12-6-120; and to Provide for Severability and Effective Date

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### **RECOMMENDATION:**

Consideration of an Ordinance of the Town of Hilton Head Island, Amending the Municipal Code by Adding New Sections 1-5-11 and 1-5-12, Authorizing the Issuance of Administrative Citations and Fines; Amending Section 10-2-60 to Authorize Administrative Citations and Fines for Violations of Article 10, Chapter 2 of the Municipal Code; Amending Section 10-2-70 of the Municipal Code to Add Issuance of More Than 5 Administrative Citations in Twelve Months as Grounds for Suspension or Revocation of Short Term Rental Permit; to Add Section 12-3-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapters 3 and 6; to Amend Section 12-3-117; to Amend Section 2-3-213; to Add Sections 12-6-100 and 12-6-101 to Authorize Administrative Citations and Fines for Violations of Article 12, Chapter 6; to Amend Section 12-6-111 to Add a Definition for Resident Beach Pass; to Amend Sections 12-6-113, 12-6,114, 12-6-115,12-6-117 to Make Grammatical Changes; to Repeal Sections 12-6-119 and 12-6-120; and to Provide for Severability and Effective Date

**BACKGROUND:**

The Town of Hilton Head Island is proposing amendments to the Municipal Code to introduce Administrative Citations and Fines as a more efficient, proportionate, and flexible enforcement mechanism for code violations. Currently, most enforcement actions rely on criminal penalties, which may not always be appropriate, especially for minor or repeat infractions that could be better resolved through civil means.

By establishing an administrative enforcement process, the Town seeks to:

- Reduce dependency on criminal proceedings for non-compliance.
- Improve timely resolution of code violations.
- Provide due process while promoting voluntary correction.
- Ensure greater consistency and clarity in enforcement efforts.

The adoption of this alternative enforcement tool will improve regulatory compliance while preserving the Town’s ability to pursue criminal or other remedies when necessary. With this tool in place, amendments to Title 10 and Title 12 will include application of Administrative Citations and Fines to Short Term Rental Operations and Parking and Beach Parking Operations, respectively.

The proposed amendments to Sections 1-5-11 and 1-5-12 establish and clarify procedures for issuing Administrative Citations for violations of the Town Code where such authority is specifically provided. These amendment provisions are summarized below:

Amendment Provisions:

1. General Authority
  - a. Establishes that where specifically authorized, officials may issue an Administrative Citation as an alternative enforcement option.
2. Violations
  - a. Allows issuance of Administrative Citations for any ongoing or observed violations of applicable code sections.
  - b. Does not restrict the Town from pursuing other enforcement options concurrently.
3. Warning Notices
  - a. At the discretion of the enforcement officer, a warning notice may be issued prior to a citation, identifying the violation, steps for correction, and a deadline.
  - b. A warning is not a required step before citation issuance.
4. Administrative Citation Process
  - a. Citation Content Requirements:
    - i. Date, time, and location of violation.
    - ii. Code section violated and description.

- iii. Penalty amount and payment instructions.
    - iv. Appeal procedures and officer identification.
  - b. Service of Citation:
    - i. May be delivered in person, posted on the property, mailed to the last known address within the Town, or sent via authorized email.
  - c. Penalties:
    - i. Fine amounts will be defined within the applicable code section.
    - ii. Daily citations may be issued if violations persist beyond 24 hours of the first citation.
  - d. Appeal Process (Administrative Protest):
    - i. Must be filed in writing within 30 calendar days.
    - ii. The Town Manager or his designee will review the case and issue a written final determination.
- 5. Supplementary Nature
  - a. Clarifies that Administrative Citations are not exclusive and may be used in addition to any other legal or equitable remedies available to the Town.

The proposed amendments to 10-2-60 and 10-2-70 establish specific violations, penalties, and enforcement mechanisms related to short-term rental (STR) operations. These amendment provisions are summarized below:

Amendment Provisions:

- 1. Violations Defined
  - a. Leasing or advertising a STR property without meeting Chapter requirements.
  - b. Failing to comply with any provision of the Chapter.
- 2. Administrative Citations:
  - a. Violations are subject to Administrative Citations under Section 1-5-11 of the Town Code.
- 3. Fines Structure:
  - a. \$250 for the first violation.
  - b. \$500 for a second violation within one year.
  - c. \$1,000 for a third violation within one year of the second.
  - d. \$25 late fee applies to fines unpaid after 30 days.
- 4. Vehicle Enforcement:
  - a. Vehicles violating this Chapter may be towed or immobilized at the owner's expense if deemed necessary for public safety by Town officials or the Sheriff's Office.
- 5. Additional Remedies:
  - a. Violators may also face penalties under other sections of the Town Code, including business license suspension and other cumulative remedies allowed by law.

6. Grounds for Suspension:
  - a. More than five Administrative Citations issued in connection with the STR property within 12 months.

The proposed amendments to Title 12, Chapters 3 and 6 establish specific violations, penalties, and enforcement mechanisms related to parking and beach parking operations. These amendment provisions are summarized below:

#### Amendment Provisions

1. Authority:
  - a. Section 12-3-101 (New): Adds authority to issue Administrative Citations for violations of parking regulations under Article 12, Chapters 3 and 6.
  - b. Sections 12-6-100 and 12-6-101 (New): Further reinforce the authority to issue fines for parking violations.
2. Fines Structure:
  - a. \$50 for the first violation.
  - b. \$100 for a second violation within one year.
  - c. \$250 for a third violation within one year of the second infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle
  - d. \$500 for any subsequent infraction within one (1) year of the third infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle.
  - e. \$25 late fee applies to fines unpaid after 30 days.
3. Definitions:
  - a. Definition Added to Section 12-6-111 that introduces a new definition for “Resident Beach Parking Pass” to clarify eligibility.
4. Grammatical Changes:
  - a. Grammatical Revisions (proposed to Sections 12-6-113 to 12-6-117 to improve clarity and consistency in code language.
5. Repeal of Obsolete Sections:
  - a. Sections 12-6-119 and 12-6-120 have been repealed to remove outdated provisions to streamline the parking enforcement framework.

#### **SUMMARY:**

The proposed amendments introduce an Administrative Citation process, which allows Town officials or Code Enforcement Officers to issue fines and compel compliance through civil means. This process emphasizes corrective action, preserves due process, and helps reduce reliance on criminal proceedings for code violations.

These amendments introduce a comprehensive set of amendments to the Municipal Code that establish a framework for the issuance of administrative citations and fines for

specific code violations. These changes are designed to improve compliance through a non-criminal, streamlined enforcement process and provide flexibility in addressing infractions related to short-term rental permits, beach parking regulations, and other municipal code provisions.

**ATTACHMENTS:**

1. Draft Ordinance with Exhibits

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AMENDING THE MUNICIPAL CODE BY ADDING NEW SECTIONS 1-5-11 AND 1-5-12, AUTHORIZING THE ISSUANCE OF ADMINISTRATIVE CITATIONS AND FINES; AMENDING SECTION 10-2-60 TO AUTHORIZE ADMINISTRATIVE CITATIONS AND FINES FOR VIOLATIONS OF ARTICLE 10, CHAPTER 2 OF THE MUNICIPAL CODE; AMENDING SECTION 10-2-70 OF THE MUNICIPAL CODE TO ADD ISSUANCE OF MORE THAN 5 ADMINISTRATIVE CITATIONS IN TWELVE MONTHS AS GROUNDS FOR SUSPENSION OR REVOCATION OF SHORT TERM RENTAL PERMIT; TO ADD SECTION 12-3-101 TO AUTHORIZE ADMINISTRATIVE CITATIONS AND FINES FOR VIOLATIONS OF ARTICLE 12, CHAPTERS 3 AND 6; TO AMEND SECTION 12-3-117; TO AMEND SECTION 12-3-213; TO ADD SECTIONS 12-6-100 AND 12-6-101 TO AUTHORIZE ADMINISTRATIVE CITATIONS AND FINES FOR VIOLATIONS OF ARTICLE 12, CHAPTER 6; TO AMEND SECTION 12-6-111 TO ADD A DEFINITION FOR RESIDENT BEACH PARKING PASS; TO AMEND SECTIONS 12-6-113, 12-6-114, 12-6-115 AND 12-6-117 TO MAKE GRAMMATICAL CHANGES; TO REPEAL SECTIONS 12-6-119 AND 12-6-120; AND TO PROVIDE FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Town Council for the Town of Hilton Head Island, South Carolina, finds that enforcement of the Municipal Code of the Town of Hilton Head Island, South Carolina, would benefit from the authorization of the authority to issue civil Administrative Citations and to impose civil Administrative Fines for violations of the Municipal Code, in addition to the existing General Penalty of § 1-5-10 of the Municipal Code; and,

**WHEREAS**, the Town Council for the Town of Hilton Head Island, South Carolina, finds that Administrative Citations and Administrative Fines will aid in enforcement of the Municipal Code by providing an alternative to criminal prosecution under of § 1-5-10 of the Municipal Code, by reducing enforcement costs and providing violators with a non-criminal resolution of the violation; and,

**WHEREAS**, the Town Council for the Town of Hilton Head Island, South Carolina, finds that the health, safety and general welfare of the Town and its citizens, residents, property owners and visitors benefit from an alternate means of enforcement for violations of Beach Parking restrictions and Short Term Rental Permit Violations; and that it is in the best interests of the Town and its citizens, residents, property owners and visitors to adopt the amendments authorizing Administrative Citations and Fines as an alternate means of enforcement of the Municipal Code, to authorize Administrative Citations and Fines for violations of Beach Parking restrictions and Short Term Rental Permit Violations.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS HEREBY ORDERED AND ORDAINED BY AND UNDER AUTHORITY OF SAID TOWN COUNCIL, AS FOLLOWS:**

**Section 1. Amendment.** That the Municipal Code is amended as shown on Exhibit "A" to this Ordinance. Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

**Section 2. Severability.** If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 3. Effective Date.** This Ordinance shall be effective upon its adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2025.**

**THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA**

\_\_\_\_\_  
Alan R. Perry, Mayor

ATTEST:

\_\_\_\_\_  
Kimberly Gammon, Town Clerk

First Reading:  
Second Reading:

APPROVED AS TO FORM:

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

INTRODUCED BY COUNCIL MEMBER

\_\_\_\_\_

**Sec. 1-5-11. Administrative Citation**

- (a) General Application. Whenever in this Code any act is prohibited or is declared to be unlawful or an offense, or whenever in this Code the doing of any act is required or the failure to do any act is declared to be unlawful, and this Code specifically provides the authority for the issuance of an Administrative Citation, then the Public Safety Director, Code Enforcement Officer may issue an Administrative Citation pursuant to this Section.
- (b) Administrative Citations and Administration Citation Fines described in subsection e(iii) below are civil.
- (c) Violations. When the Public Safety Director or Code Enforcement Officer finds that a Person has violated, or continues to violate, a provision of the Code subject to Administrative Citations, then the Public Safety Director or Code Enforcement Officer has the authority to issue an Administrative Citation. Issuance of an Administrative Citation shall not be a bar against, or a prerequisite for, taking any other action against any Person found to be in violation of the Code.
- (d) Warning. When the Public Safety Director or Code Enforcement Officer determines that a violation of the Code has occurred, they may issue at their discretion a warning to the person responsible for the violation or upon the real or personal property related to the violation. A warning notice of violation is not a prerequisite to the issuance of an Administrative Citation, or a municipal citation as authorized in § 7-2-10, *et seq.*, of this Code, or any other remedy. The warning shall identify the Code section violated, a description of the violation and how it can be corrected. The warning shall specify a time and date by which the violation shall be corrected.
- (e) Administrative Citations.
- i. Content of Administrative Citation. The Administrative Citation must be issued on a form approved by the Town Manager or his designee and shall contain the following information:
    - a. Date, location and approximate time of violation; and,
    - b. The Code Section violated and a brief description of the violation; and,
    - c. The amount of the Administrative Fine and the Code section establishing the Administrative Fine; and,
    - d. Instructions for payment of the Administrative Fine, the time period or specific date by which it shall be paid and consequences for a failure to pay the penalty within the specified time period; and,
    - e. Instructions on how to protest the Administrative Citation; and,
    - f. The name or a numerical identifier of the Public Safety Director or Code Enforcement Officer who is administering the Administrative Citation.
  - ii. Service of Administrative Citation. The Administrative Citation shall be deemed served upon the Person in violation if one (1) of the following have been fulfilled:
    - a. If the Person is present at the time of the violation then the Public Safety Director, Code Enforcement Officer shall provide a copy of the Administrative Citation to the Person; or,
    - b. If the Person is not present, is otherwise unavailable at the time of the violation, or refuses to personally accept a copy of the Administrative Citation, then the Official or Code Enforcement

Officer shall: (1) post a copy of the Administrative Citation in a conspicuous location on the real or personal property where the violation occurred; or (2) deliver a copy of the Administrative Citation to the last known address for the Person if said address is within the jurisdictional limits of the Town; or,

- c. If the Person has authorized delivery of written notices including Administrative Citations by electronic mail under the Chapter associated with the violation stated on the Administrative Citation, then the Citation may be delivered by electronic mail to the address on file with the Town.

**iii. Administrative Citation Fines.**

- a. Amount of Fine. The fines for an Administrative Citation shall be established in any specific Code Section authorizing the issuance of an Administrative Citation. Administrative Citation Fines may be assessed on a per violation basis. If the violation is not corrected within twenty-four (24) hours of receiving the first Administrative Citation, then additional Administrative Citations may be issued daily until the violation is corrected.

**iv. Administrative Protest.** Any person who receives an Administrative Citation may protest the Administrative Citation by submitting a written protest to the Town Manager or his designee within ten (10) days of the date of the service or posting of the Administrative Citation. The written protest shall set forth plainly, fully, and distinctly why the Administrative Citation is contrary to law. The written protest shall also identify the individual making the writing protest, provide the person's address and email address and state whether the person is to receive the decision on the appeal by regular mail or by e-mail.

- (a) The Town Manager or his designee shall review the written protest and shall issue a written decision within ten (10) days from the date of receipt of the written protest.
- (b) The written decision of the Town Manager or his designee is the final decision of the Town on a protest of an Administrative Citation.

**Sec. 1-5-12 Remedies Cumulative**

The remedies provided for violations of this Code, whether civil or criminal, shall be cumulative as provided by law, and are in addition to any other remedy provided by law or in equity, and may be exercised in any order.

## **Sec. 10-2-60. Violations and Penalties.**

(a) *Violations.* It shall be a violation of this Chapter to:

- (1) Lease any short-term rental property for a short-term rental without complying with the requirements of this Chapter.
- (2) Advertise any residential property for a short-term rental without first complying with the requirements of this Chapter.
- (3) Fail to comply with any requirement of this Chapter.

(b) Administrative Citations, Penalties, Fines and Towing. Unless otherwise provided herein, violations of any provision of Chapter are subject to the penalties provided for in this Section.

(1) Administrative Citation. Any Person who violates any provision of this Chapter shall be subject to an Administrative Citation as established in Hilton Head Island Code, Section 1-5-11.

(2) Penalties and Fines. Any person who violates any provision of this Chapter shall be subject to administrative fines, fees, and penalties as established in this Chapter. Administrative Fines for violations of this Chapter are as follows:

- i. Two Hundred Fifty (\$250) Dollars for first infraction;
- ii. Five Hundred (\$500) Dollars for a second infraction within one (1) year of the first infraction; and,
- iii. One Thousand (\$1000) Dollars for a third infraction within one (1) year of the second infraction.

(3) A twenty-five (\$25.00) Dollar late fee shall be applied to any fine not paid within thirty (30) days of being issued.

(4) The Public Safety Director Code Enforcement Officer, or the Beaufort County Sheriff's Office may also immobilize, tow, or impound any vehicle parked in violation of this Chapter if, in their sole discretion, deem it necessary for public safety purposes. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle.

(c) Other Penalties and Remedies. Violations of this Chapter are also subject to the penalties and remedies authorized under Title 12 Chapter 3, Parking; Section 1-5-11, Administrative Citation; Section 1-5-10, General penalty; continuing violation, Section 10-1-150, Business and professional licenses; suspension or revocation of license, Section 9-1-111, *et seq.* These remedies are in addition to any other remedies available in this Code or at law or in equity for a violation.

## **Sec. 10-2-70. Suspension or revocation of Short-term rental permit.**

(a) *Suspension.* When the Public Safety Director determines:

- (1) A STR Permit has been mistakenly or improperly issued or issued contrary to law;

- (2) An Owner has breached any condition upon which the STR Permit was issued;
- (3) An Owner has obtained a STR Permit through any fraud, misrepresentation, a false or misleading statement, or evasion or suppression of a material fact in the STR Permit application;
- (4) An Owner is delinquent in the payment to the Town municipality of any fee, ~~tax~~, or any Administrative Citation Fine or other fine required to be paid under this Chapter or this Code;
- (6) The operation of a STR Property has been declared a nuisance; or
- (7) More than two (2) convictions for violations of this Code , arising from any activities at, or connected with, a STR Property occur within any twelve-month period; or,
- (8) More than five (5) Administrative Citations arising from any activities at, or connected with, a STR property occurring within any twelve-month period,

Then the Town may give Written Notice to the Owner that the STR Permit is suspended for a period up to one-year and may be revoked, pending a single hearing before Town Council for the purpose of determining whether the suspension should be upheld and whether the STR Permit should be revoked.

## Chapter 3 PARKING

### **Sec. 12-3-100. Purpose.**

**Sec. 12-3-101. Administrative Citations, Penalties, Fines and Towing.** Unless otherwise provided herein, violations of any provision of Chapter are subject to the penalties provided for in this Section.

- (a) Administrative Citation. Any Person who violates any provision of this Chapter shall be subject to an Administrative Citation as established in Hilton Head Island Code, Section 1-5-11.
  - (b) Penalties, Fines and Towing. Any person who violates any provision of this Chapter shall be subject to administrative fines and vehicle tow or immobilization. Administrative Fines for violations of this Chapter are as follows:
    - i. Fifty (\$50) Dollars for first infraction;
    - ii. One Hundred (\$100) Dollars for a second infraction within one (1) year of the first infraction;
    - iii. Two Hundred Fifty (\$250) Dollars for a third infraction within one (1) year of the second infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle; and
    - iv. Five Hundred (\$500) Dollars for any subsequent infraction within one (1) year of the third infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle.
- (1) A twenty-five (\$25.00) Dollar late fee shall be applied to any original fine not paid within thirty (30) days of being issued.
  - (2) The Public Safety Director, Code Enforcement Officer, or the Beaufort County Sheriff's Office may immobilize, tow, or impound any vehicle parked in violation of this Chapter if, in its sole discretion, deems it necessary for public safety purposes. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle.

## **ARTICLE 1. PARKING METERS**

### **Sec. 12-3-111. Authority to establish paid parking areas.**

The town council may establish by resolution, from time to time as traffic conditions require, zones to be known as paid parking areas upon such streets or properties of the town as are selected by the town council for the location of such designation: and, in such paid parking areas, the town manager shall causes appropriate signage and notification of paid parking equipment or other similar electronic paid parking capabilities to be designated as hereinafter provided.

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

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Editor's note(s)—Ord. No 2024-15, § 1 (Att. 1), adopted Oct. 1, 2024, changed the title of § 12-3-111 from "Authority to establish parking zones and install meters" to read as set out herein.

**Sec. 12-3-112. Location and operation of paid parking areas.**

The town manager shall take such actions as may be necessary and appropriate to implement the collection and corresponding enforcement of paid parking areas as designated by the town council. These actions shall include the posting of necessary signage, the installation of paid parking infrastructure, and the implementation of a comprehensive paid parking program either directly or through contracting with appropriate entities as may be required to effectuate the directives of the town council.

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

Editor's note(s)—Ord. No 2024-15, § 1 (Att. 1), adopted Oct. 1, 2024, changed the title of § 12-3-112 from "Location and operation of meters" to read as set out herein.

**Sec. 12-3-113. Lines and markings adjacent to meters; manner of parking generally.**

The town manager is hereby authorized to have lines or markings painted or placed upon the curb, or upon the street, or parking lot adjacent to each parking meter for the purpose of designating the parking space for which such meter is to be used. Each vehicle parked alongside of or next to any parking meter shall park within the lines or markings so established. It shall be unlawful and a violation of this article to park any vehicle across any such line or marking or to park such vehicle in such position that the same shall not be entirely within the area so designated. In those parking lots which do not have lines or markings designating the parking space, the vehicle shall be parked in such a manner as to be centered against the parking bumper block.

(Ord. No. 90-12, § 1, 5-7-90)

**Sec. 12-3-114. Reserved.**

Editor's note(s)—Ord. No. 2024-15, § 1 (Att. 1), adopted Oct. 1, 2024, repealed § 12-3-14, which pertained to depositing coins and derived from Ord. No. 90-12, § 1, adopted May 7, 1990.

**Sec. 12-3-115. Overtime parking at meters prohibited.**

It shall be unlawful for any person to cause, allow, permit or suffer any vehicle registered in his name, or which he has leased or rented from another person, to be parked longer than the maximum period of legal parking time established for any parking meter zone as herein described, as shown on the face of the meter. The provisions of this section apply whether or not an additional coin is put in the meter after the vehicle has remained parked longer than the maximum period shown on the meter face.

(Ord. No. 90-12, § 1, 5-7-90)

**Sec. 12-3-116. Depositing slugs, etc.**

It shall be unlawful to deposit or cause to be deposited in any parking meter, any slug, device or metallic substitute for a coin of the United States of America, which is, at the time, legal tender.

(Ord. No. 90-12, § 1, 5-7-90)

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**Sec. 12-3-117. Defacing, injuring, etc.**

~~It shall be unlawful for any person to deface, injure, tamper with, open or willfully break, destroy or impair the usefulness of any signage or device installed under the provisions of this article. It is unlawful for any person to deface, open, damage, tamper with, open, break, destroy or impair in any way, any sign or equipment erected, installed, operated and maintained by the Town under the authority of this Ordinance. Violations of this section will be prosecuted as provided in Title 16 of the South Carolina Code.~~

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-3-118. Reserved. ~~Violations; parking enforcement personnel to report; notices; penalty.~~**

~~(a) It shall be the duty of the town, Code Enforcement Officers the designated parking contractor of the town, or the Beaufort County Sheriff to report:~~

~~(1) The identity of each paid parking area which indicates that the vehicle occupying a designated parking space within such paid parking area is or has been parked in violation of any of the provisions of this chapter; and~~

~~(2) The state license number of such vehicle; and~~

~~(3) Any other facts, knowledge of which is necessary to a thorough understanding of the circumstances surrounding such violation.~~

~~(b) Each such community code enforcement officer, designated town staff member, designated parking contractor, or member of the Beaufort County Sheriffs Office shall also attach to such vehicle a notice to the owner thereof that such vehicle has been parked in violation of a provision of this article stating the administrative penalty associated with such violation.~~

~~(c) In any paid parking area, every hour or fraction of an hour of overtime parking shall constitute a separate offense.~~

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 93-24, § 6, 9-20-93; Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-3-119. Disposition of parking charges.**

The funds derived from parking meters as provided in this article are hereby levied and assessed as fees to provide for the proper regulation and control of parking upon the public streets and off-street public parking and to cover the cost of the supervision, inspection, installation, operation, maintenance, control and use of the parking spaces and regulation of vehicular parking in the parking meter zone.

(Ord. No. 90-12, § 1, 5-7-90)

**Sec. 12-3-120. Parking meter exemptions.**

Disabled operators of vehicles bearing license plates or other permits issued by any state highway department indicating that the operator is disabled shall be exempt from the requirements of this article pertaining to deposit of coins in parking meters. All other parking and meter regulations, including overtime parking prohibitions, shall apply to such operators.

(Ord. No. 90-12, § 1, 5-7-90)

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**Sec. 12-3-121. Reserved.**

Editor's note(s)—Ord. No. 2024-15, § 1 (Att. 1), adopted Oct. 1, 2024, repealed § 12-3-121, which pertained to penalties for delinquent parking fines and derived from Ord. No. 01-08, § 1, adopted June 5, 2001.

***ARTICLE 2. PARKING RESTRICTIONS***

**Sec. 12-3-211. Parking in violation of posted or marked restrictions declared unlawful.**

- (a) It is unlawful to park any vehicle in any area where the town, county or state has placed "no-parking" or similar signs.
- (b) It is unlawful to park any vehicle that does not have the appropriate permit displayed on or in it in any parking space where the town has placed "permit holder only parking," "handicap parking" or similar signs.
- (c) It is unlawful to park any vehicle at any time along, in or upon any area in violation of any other parking restriction posted or placed by the town, county or state including restrictions related to time limits for parking in any area.
- (d) It is unlawful to park any vehicle in any metered parking space in the municipal limits of the town other than in strict compliance with the requirements of title 12, chapter 3, article 1 of the municipal code of the Town of Hilton Head Island.
- (e) It is unlawful to park any vehicle in any metered or un-metered space in any town parking lot or in any metered or un-metered public parking space in any public right-of-way within the municipal limits of the town overnight.
- (f) When the town has painted yellow lines or applied any other markings to curbs or pavement, including fire lanes, or has otherwise affixed any other markings to curbs or pavements, along or upon any right-of-way, vehicular way or any portion of the same, giving notice that parking is prohibited or restricted in any way in or along the painted or marked area thereof, it is unlawful to park in any vehicle in violation of the restrictions.
- (g) It is unlawful to park any vehicle within the right-of-way of any public road within the municipal limits of the Town of Hilton Head Island, South Carolina; provided, however, that parking a vehicle in any town designated, defined and marked parking space existing in a public road right-of-way within the municipal limits of the Town of Hilton Head Island, South Carolina, is permitted in accordance with any posted restrictions or limitations placed by the town.
- (h) It is unlawful to park any vehicle in any public beach access other than in a defined, marked parking space.
- (i) It is unlawful to park any vehicle on or in town owned entrances or access roads to town parks, open space, or on any power line or utility easement areas.

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 2020-10, § 1, 5-12-20)

Editor's note(s)—Ord. No. 2020-10, § 1, adopted May 12, 2020, changed the title of § 12-3-211 from "Parking in violation of town signs" to read as herein set out.

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**Sec. 12-3-212. Responsibility of vehicle owner for violations.**

No person shall allow, permit or suffer any vehicle registered in his name, or which he has leased or rented from another person, to park in any street in the town in violation of any of the ordinances of this town regulating the parking of vehicles.

(Ord. No. 90-12, § 1, 5-7-90)

**Sec. 12-3-213. Exemptions.**

~~(a) Beaufort County Sheriff's Office vehicles;~~

~~(b) Town of Hilton Head Island Fire Department, EMS and other official vehicles;~~

~~(c) Vehicles of any utility provider while engaged in installation, repair or maintenance of utilities.~~

The following vehicles shall be exempt from the parking restrictions established in this Article:

- (1) Vehicles of emergency responders while engaged in official duties;
- (2) Vehicles of disabled persons displaying appropriate placards or license plates;
- (3) Vehicles of authorized town employees engaged in official duties;
- (4) Vehicles displaying registered with a Town issued Resident Beach Parking Pass; and,
- (5) Vehicles of utility provides while engaged in the installation, repair or maintenance of utilities.

(Ord. No. 2020-10, § 1, 5-12-20)

***ARTICLE 3. PARKING DISTRICTS***

**Sec. 12-3-311. Residential parking district established.**

Whenever the Town Manager determines that a particular residential area of the Town is severely impacted by nonresidential on-street parking by reason of adjacent beach and park users, he may designate such residential area as a permit parking district.

(Ord. No. 90-12, § 1, 5-7-90)

**Sec. 12-3-312. Issuance of permits.**

When an area has been designated as a permit parking district, each single-family residence or residential unit in the particular district shall be issued a permit for each registered vehicle entitling it to be parked in the restricted district. No vehicle shall receive a permit for more than one permit parking district at a time. Proof of residency (i.e., driver's license, vehicle registration, deed or lease) shall be required. Permits can be used within two (2) blocks of the resident's address. The fee for the annual residential permit shall be five dollars (\$5.00).

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 90-16, § 1, 6-4-90)

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**Sec. 12-3-313. Visitor permits.**

On application of any resident of the restricted district, the town shall issue visitor permits limited to that particular permit parking district for a period of no more than two (2) weeks. Each permit shall be purchased for a two dollar (\$2.00) fee to help defray the cost of issuing these permits. Residents may also apply for a single annual visitor permit to be issued at such time as the standard parking permit is issued. Said visitor permit shall indicate the address for which the annual visitor permit is issued and it shall only be utilized within two (2) blocks of the address of the resident or as specified by the town manager or his authorized agent. The fee for the annual visitor permit shall be the same as for the standard residential permit.

Passes for a specific social event will be issued on request on presentation by the resident of a specific guest list and a clear identification of the time and place of the event.

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 90-16, § 2, 6-4-90)

**ARTICLE 4. TOWING AND IMMOBILIZATION**

**Sec. 12-3-411. Reserved.**

Editor's note(s)—Ord. No. 2020-10, § 1, adopted May 12, 2020, repealed § 12-3-411, which pertained to parking in public beach access areas and derived from Ord. No. 90-12, § 1, adopted May 7, 1990; and Ord. No. 90-16, § 3, adopted June 4 1990.

**Sec. 12-3-412. Parked vehicles as public nuisance.**

Any vehicle parked in violation of any term or subsection of sec. 12-3-211 of the municipal code of the Town of Hilton Head Island, South Carolina, is hereby declared to be a public nuisance.

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 2020-10, § 1, 5-12-20)

**Sec. 12-3-413. Towing and impounding vehicles authorized.**

Any vehicle identified as a public nuisance under sec. 12-3-412 of the municipal code of the Town of Hilton Head Island, South Carolina, may be impounded by the town by giving authorization to a commercial towing or wrecker service to tow the vehicle away and store it in a safe place until claimed by the owner. Storage of any towed vehicle by a towing or wrecker company must be in a secure lot in or within twenty-five (25) miles of the municipal limits of the town.

(Ord. No. 90-12, § 1, 5-7-90; Ord. No. 2020-10, § 1, 5-12-20)

Editor's note(s)—Ord. No. 2020-10, § 1, adopted May 12 2020, changed the title of sec. 12-3-413 from "Impounding and immobilizing authorized" to read as herein set out.

**Sec. 12-3-414. Release to the owner.**

- (a) No impounded vehicle shall be released without satisfactory proof of ownership or lessee's contract. The owner or lessee of a towed or immobilized vehicle may secure its release by posting the bond required by the municipal court for his appearance to contest the validity of the actions of the town and to answer for the parking violations.

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- (b) Towing and storage charges of a commercial towing or wrecker service shall be the sole responsibility of the owner or lessee.

(Ord. No. 90-12, § 1, 5-7-90)

## Chapter 6 BEACH PARKING

**Sec. 12-6-100. Purpose.** The purpose of this Chapter is to establish regulations for the management of beach parking within the jurisdiction of the Town of Hilton Head Island. The intent is to promote the effective use of parking resources and ensure the public safety, accessibility, and convenience of beachgoers, while minimizing adverse effects on the neighboring environment.

**Sec. 12-6-101. Administrative Citations, Penalties, Fines and Towing.** Unless otherwise provided herein, violations of any provision of Chapter are subject to the penalties provided for in this Section.

- (c) **Administrative Citation.** Any Person who violates any provision of this Chapter shall be subject to an Administrative Citation as established in Hilton Head Island Municipal Code, Section 1-5-11.
- (d) **Fines and Towing.** Any person who violates any provision of this Chapter shall be subject to Administrative Citation Fines and vehicle tow or immobilization. Administrative Citation Fines for violations of this Chapter are as follows:
- i. Fifty (\$50) Dollars for first infraction;
  - ii. One Hundred (\$100) Dollars for a second infraction within one (1) year of the first infraction;
  - iii. Two Hundred Fifty (\$250) Dollars for a third infraction within one (1) year of the second infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle; and
  - iv. Five Hundred (\$500) Dollars for any subsequent infraction within one (1) year of the third infraction, and possible towing or immobilization of the vehicle parked in violation of this Article. Any and all charges or fees associated with towing or immobilization shall be the expense of the owner of the vehicle.
- (2) A twenty-five (\$25.00) Dollar late fee shall be applied to any original Administrative Citation Fine not paid within thirty (30) days of being issued.
- (3) The Public Safety Director Code Enforcement Officer, or the Beaufort County Sheriff's Office may also immobilize, tow, or impound any vehicle parked in violation of this Chapter if, in its sole discretion, deems it necessary for public safety purposes. Any and all charges or fees associated with towing or immobilization shall be at the expense of the owner of the vehicle.

### ARTICLE 1. BEACH PARKING MANAGEMENT

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**Sec. 12-6-110. Purpose and intent.**

The purpose of this article is to establish regulations for the management of paid parking areas for public beach access within the jurisdiction of the Town of Hilton Head Island. The intent of this article is to promote the effective use of parking resources and ensure the public safety, accessibility, and convenience of beachgoers, while minimizing adverse effects on the neighboring environment.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-111. Definitions.**

[The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:]

(a) *Paid parking area.* Any area designated by the town requiring payment to park therein.

~~*Parking contractor.* The town or its designed vendor to manage the beach parking program.~~

(b) *Resident.* For purposes of this article, resident shall mean:

~~(a)~~ (i) Any person who owns any single or multi-family residence in the municipal limits of the town, irrespective of whether the person qualifies for the four (4) percent special assessment ratio except:

(1) The owner of a property that is offered for leases of any term of more than 183 days in any calendar year is not deemed a "resident" eligible for a beach parking pass based on the ownership of that property.

~~(b)~~ (ii) Any person who is a tenant under a lease for a single or multi-family residence for a period of one hundred eighty-three (183) days or more in any calendar year.

~~(c)~~ (iii) Any person who owns time-share interests totaling more than one hundred eighty-three (183) days per year.

(c) Resident Beach Parking Pass. As used in Title 12 of the *Municipal Code of the Town of Hilton Head Island, South Carolina*, a Resident Beach Parking Pass is a pass issued under Sec. 12-3-115 to a Resident that authorizes a Resident to park a vehicle in any designated Paid Parking Area under Sec. 12-6-112 without payment of parking fees.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-112. Designation of paid parking areas.**

The following areas are designated as paid parking areas:

(a) Alder Lane Beach Park;

(b) Chaplin Beach Community Park;

~~(c) Coligny Beach Park;~~

~~(d)~~ Dreissen Beach Park;

~~(e)~~ Fish Haul Beach Park;

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~~(ef)~~ Folly Field Beach Park; and,

~~(fg)~~ Islanders Beach Park.

The town council shall determine the appropriate rates for the paid parking areas by resolution.

The town manager or designee shall install and maintain appropriate signs indicating the boundaries of the paid parking areas and the parking rates established therefore. (Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-113. Parking Fees, and payment, and enforcement.**

- (a) The parking fees for any paid parking area shall be established by a resolution of the Town Council.
- (b) Any person, unless exempt under Section 12-6-114, who parks a vehicle in a paid parking area must pay the appropriate fee as ~~specified by the town or designated parking contractor~~ established by Town Council.
- (c) Payment shall be made through the designated payment mechanism installed by the Town ~~of designated parking contractor~~ or otherwise provided for electronically for the express purpose of paying for a designated parking space.
- ~~(d) The town or designated parking contractor shall enforce the payment of parking fees and Officer may issue administrative citations or take other appropriate measures to ensure compliance, including but not limited to vehicle immobilization and/or towing.~~

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-114. Exemptions.**

- (a) The following vehicles shall be exempt from payment of parking fees:
  - (1) Vehicles of emergency responders while engaged in official duties;
  - (2) Vehicles of disabled persons displaying appropriate placards or license plates; and
  - (3) Vehicles of authorized Town employees engaged in official duties; and,
  - (4) Vehicles of utility provides while engaged in the installation, repair or maintenance of utilities.
- (b) The Town Manager may establish additional exemptions during permitted special events.
- (c) Vehicles which have been registered pursuant to the Town's resident beach parking pass program shall be exempt from the payment of parking fees.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-115. Resident beach pass.**

- (a) The Town shall issue Resident Beach Parking Passes to residents who can prove primary residency within the Town of Hilton Head Island as defined in section 12-6-111. Resident Beach Parking Passes will allow residents to park within the paid parking areas during the established hours of operation without paying the daily parking fees as designated by the Town Council.
- (b) Qualified residents of Hilton Head Island shall be entitled to receive a maximum of two (2) Resident Beach Parking Passes per household. Beginning in calendar year 2025, Resident Beach Parking Passes provided for in this section shall be issued without charge. However, the Town Council shall have the right to assess a fee for Resident Beach Parking Passes in the future and shall be authorized to set such fee by the adoption of a corresponding resolution setting forth this amount.

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- (c) Residents who receive a Resident Beach Parking Pass are subject to the parking regulations of this article.
  - (d) The Town may revoke or refuse to issue Resident Beach Parking Passes for individuals who violate this article.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-116. Defrauding, opening, impairing, or damaging paid parking devices.**

It shall be unlawful for any person to defraud, open, impair, or damage a paid parking device or related equipment. Violations of this section shall be punishable as set forth in section 1-5-10 of the Municipal Code of the Town of Hilton Head Island.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-117. Rules and regulations.**

- (a) The following rules and regulations are applicable in the paid parking area and shall be enforced by the Public Safety Director, ~~designated parking contractor~~, community Code Enforcement Officers or the Beaufort County Sheriff's Office:
  - 1. No parking outside of the hours of operation of the paid parking area;
  - 2. No parking in areas designated as no parking zones;
  - 3. No parking in areas marked for emergency vehicles;
  - 4. No parking in areas reserved for handicapped individuals unless a valid handicapped placard is visibly displayed: and
  - 5. No parking in any area within a designated paid parking area that is not specifically identified as a parking space.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-118. Dates and hours of operation, Chaplin Beach Park exception.**

- (a) Paid parking areas shall be open for public use during the dates and hours designated by the town council, which shall be formalized through either the adoption of an ordinance or corresponding paid parking area resolution setting forth such dates and/or hours,
- (b) The dates and hours of operation adopted by the Town Council and the corresponding paid parking requirements therein shall be posted on appropriate signs and may be adjusted from time to time as deemed necessary by subsequent action of the Town Council.
- (c) Paid parking requirements at the Chaplin Beach Park shall be suspended during any youth recreational sports programming season facilitated by the Island Recreation Association.

The Town will coordinate with the Island Recreation Association on the dates that this exemption will be in place and will cause appropriate signage to be installed notifying individuals when paid parking will be required at this location.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

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**Sec. 12-6-119. Penalties and fines.**

- (a) Unless otherwise stated in this article, any person who violates any provision of this article shall be subject to fines and vehicle tow or immobilization. The fine schedule shall be on a graduated basis based on the number of violations issued within a twelve-month period as follows:
- (1) First violation: a written warning and/or a fine of fifty dollars (\$50.00), reminder of parking regulations and notification of potential vehicle tow or immobilization for future violations.
  - (2) Second violation: a fine of one hundred dollars (\$100.00) and possible towing or immobilization of vehicle at owner's expense.
  - (3) Third and subsequent violations: a fine of two hundred fifty dollars (\$250.00) and mandatory towing or immobilization of vehicle at owner's expense.
  - (4) Fourth and subsequent violations: a fine of five hundred dollars (\$500.00) and mandatory towing or immobilization of vehicle at owner's expense.
- (b) A twenty-five dollar (\$25.00) late fee shall be applied to any original fine not paid within thirty (30) days of being issued.
- (c) The town, parking contractor, or the Beaufort County Sheriff's Office may also immobilize, tow, or impound any vehicle parked in violation of this chapter if, in its sole discretion, deems it necessary for public safety purposes.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)

**Sec. 12-6-120. Appeals of administrative citation.**

- (a) Any person who receives an administrative citation related to paid parking may appeal the citation by submitting a written appeal to the designated parking contractor within thirty (30) days of the citation.
- (b) The parking contractor shall review the appeal and issue a written decision within thirty (30) days of receiving the appeal.
- (c) If the person appealing the citation disagrees with the decision of the parking contractor, he or she may appeal to the town attorney or his or her designee within thirty (30) days of receiving the decision of the parking contractor. An appeal to the town attorney or his or her designee shall include statements of fact and conclusions of law to support the appeal.
- (d) The decision of the town attorney or his or her designee shall be final. Any subsequent appeals may be made to a court of competent jurisdiction within thirty (30) days of receiving the town attorney's final decision.
- (e) This section does not apply to violations issued in accordance with section 12-5-517 of this article.

(Ord. No. 2024-15, § 1 (Att. 1), 10-1-24)



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## TOWN OF HILTON HEAD ISLAND *FINANCE & ADMINISTRATIVE COMMITTEE*

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**TO:** Finance & Administrative Committee  
**FROM:** Adriana Burnett, Finance Director  
**CC:** Marc Orlando, ICMA-CM, Town Manager  
John McGowan, Assistant Finance Director  
**DATE:** April 29, 2025  
**SUBJECT:** Consideration for the Town to Enter into a Tax-Exempt Lease Purchase Agreement for the Financing of Town-Owned Fire Trucks

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### **RECOMMENDATION:**

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island approving and authorizing the Town to enter into a tax-exempt lease agreement with a financial institution to finance both past and future fire truck purchases.

Upon execution of the lease purchase agreement, the Town will receive from the financial institution, not to exceed, \$8,000,000 in lease proceeds, which will be distributed to the Hospitality Tax Fund for the following purposes:

1. **Reimbursement** – To reimburse the Town for fire trucks already purchased in FY2024 and FY2025 (eight “pumpers” totaling \$5,051,135).
2. **Future Funding** – To provide funds for fire trucks currently under contract and scheduled for delivery in FY2026 and FY2027 (two “quints” totaling \$2,398,853).

The Town will then repay the financial institution in fixed annual payments over a 10-year term, which aligns with the anticipated useful life of the fire trucks. This lease agreement will be subject to annual appropriation by Town Council.

### **BACKGROUND:**

Town Fire Rescue Staff proposed the replacement of 10 fire trucks as part of the FY2022 Budget. This recommendation was based on the fire trucks exceeding their standard useful life of 10 years, along with increasing repair costs and downtime associated with maintaining the aging fleet. During the budget approval process, it was agreed that funding for these fire trucks would be pursued through an equipment lease. Funding for

the associated lease payments has since been carried forward into the FY2023, FY2024, and FY2025 budgets.

Following the FY2022 budget approval, the Town entered into an agreement (“the 2021 Purchase Agreement”) with Safe Industries on December 1, 2021, which was later updated and extended on November 14, 2023. The agreement provides for the purchase of 10 new fire trucks—eight pumpers and two quints. Due to production delays and supply chain disruptions, delivery of the Trucks has been postponed multiple times.

**Pumper Delivery and Purchase Timing** – The Town received delivery of the eight pumpers between June and October 2024. Payment for each vehicle was due within 30 days of delivery. These payments were initially made using cash from the Town’s Hospitality Tax revenues.

**Quint Delivery and Purchase Timing** – The remaining two fire Trucks (quints) have not yet been delivered due to ongoing production delays. The Town anticipates their arrival in late FY2026 or early FY2027.

**SUMMARY:**

Authorizing the Fire Truck Lease Ordinance would allow the Town to enter into a tax exempt lease financing agreement, increasing the balance of the Hospitality Tax Fund by the actual paid or to be paid amounts. This infusion of funds would benefit the town by:

- a. Maintaining a strong Hospitality Tax fund balance
- b. Enabling the Town to pay for other approved capital projects
- c. Providing financial flexibility in the event of a natural disaster
- d. Supporting compliance with proposed minimum fund balance policies
- e. The lease financing structure will align the Town’s annual lease payments with the fire trucks’ anticipated 10-year useful life, offering a more equitable and financially sustainable approach.
- f. The proposed tax-exempt equipment lease will not count against the Town’s 8% General Obligation Bond capacity. It will remain as a long-term financial obligation of the Town until fully repaid.

**Key Dates & Milestones:**

- May 6 – Town Council Meeting: First Reading of the Ordinance
- May 14 – Issue Request for Proposals (RFP) to Potential Bidders
- May 20 – Town Council Meeting: Second Reading of the Ordinance

- June 4 – Bid Submission Deadline; Call with Financing Team to Review Bids\*
- June 9 – Financing Team Reviews Financing Agreement and Closing Documents
- June 24 – Formal Bid Award and Financial Closing
- June 24 – Transfer of Funds to the Hospitality Tax Fund for:
  - Reimbursement of past fire trucks purchases (8 pumpers)
  - Funding for future fire vehicle purchases (2 quints)

**ATTACHMENTS:**

1. Town of Hilton Head Island Ordinance Document
2. Request for Proposal (RFP) to be distributed to Financial Institutions

ORDINANCE NO. \_\_\_\_\_

PROPOSED ORDINANCE NO. \_\_\_\_\_

AUTHORIZING THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO EXECUTE AND DELIVER A LEASE PURCHASE AGREEMENT IN THE AMOUNT OF NOT EXCEEDING \$8,000,000 BETWEEN THE TOWN AND THE LESSOR THEREOF TO DEFRAY THE COST OF ACQUIRING CERTAIN FIRE TRUCKS, INCLUDING REIMBURSEMENT OF THE TOWN THEREFOR; AND OTHER MATTERS RELATING THERETO.

BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID TOWN COUNCIL, AS FOLLOWS

Section 1. Findings and Determinations. The Town Council (the “Council”) of the Town of Hilton Head Island, South Carolina (the “Town”), hereby finds and determines:

(a) The Town is an incorporated municipality located in Beaufort County, South Carolina, and as such possesses all powers granted to municipalities by the Constitution and laws of the State of South Carolina.

(b) Section 5-7-40 of the Code of Laws of South Carolina 1976, as amended (the “S.C. Code”), empowers all municipalities to own and possess real and personal property and such municipalities may lease any such property.

(c) The Town has previously ordered certain fire trucks, some of which the Town has previously accepted delivery and some of which the Town expects to take delivery in the future, all as more particularly described in Exhibit A hereto (the “Fire Trucks”), and the Town desires to enter into a lease purchase agreement (the “Lease Agreement”) with a bank or other financial institution selected by the Town Manager for the purpose of financing the acquisition of the Fire Trucks, or reimbursement therefor.

(d) The Lease Agreement will not constitute a “financing agreement” and the Fire Trucks will not constitute “assets” as such terms are defined in Section 11-27-110 of the S.C. Code. Thus, the amount of the Lease Agreement will not be included when calculating the Town’s constitutional debt limit under Article X, Section 14 of the Constitution of the State of South Carolina.

(e) The Lease Agreement will be subject to annual appropriation by the Council.

(f) It is in the best interest of the Town to acquire (or reimburse itself for) the Fire Trucks by entering into the Lease Agreement. The Lease Agreement will enable the Town to purchase the Fire Trucks (or reimburse itself therefor) which will provide service necessary and useful to the operations of the Town government.

Section 2. Approval of Lease/Purchase Financing; Delegation of Authority to Determine Certain Matters Relating to the Lease/Purchase Financing. The Fire Trucks described in Exhibit A shall be acquired (or the Town shall reimburse itself therefor) pursuant to a lease purchase financing which is hereby approved in a principal amount of not exceeding \$8,000,000 (the “Lease/Purchase Financing”). The Request for Proposals in the form set forth as Exhibit B hereto and the distribution thereof to various banks and other financial institutions in the Town and other locations as the Town Manager shall determine, is hereby ratified and approved. Without further authorization, the Council hereby delegates to the Mayor and the Town Manager, or either of them acting alone, the authority to: (a) determine the principal amount of the Lease Agreement, if less than authorized by this Ordinance; (b) determine the payment schedule and final payment date under the Lease Agreement; (c) determine the terms relating to any prepayment of the Lease Agreement; (d) determine the date and time for receipt of bids under the Request for Proposals; (e) accept, as well as negotiate, with any responsible bidder under the terms of the Request for Proposals and award the sale of the Lease Purchase Financing to the bidder (the “Bidder”) submitting the proposal determined to be the most advantageous to the Town in accordance with the terms of the Request for Proposals; and (f) make changes to the quantity, cost or description of the Fire Trucks set forth in Exhibit A attached hereto.

Section 3. Approval of Lease Agreement. Without further authorization, the Mayor and the Town Manager, or either of them acting alone (each, an “Authorized Person”), is authorized to approve the form, terms and provisions of the Lease Agreement proposed by the Bidder, and to execute, acknowledge and deliver the Lease Agreement in the name and on behalf of the Town. The proceeds of the Lease Agreement may be used for the acquisition of the Fire Trucks (or reimburse the Town therefor) as well as any of the Town’s costs of issuance related thereto. The Lease Agreement is to be in the form as shall be approved by any Authorized Person, the Authorized Person’s execution thereof to constitute conclusive evidence of such approval.

Section 4. Execution of Documents; Ratification of Certain Actions. The Mayor, Town Manager, Assistant Town Manager, Clerk, Finance Director and Town Attorney are fully empowered and authorized to take such further actions and to execute and deliver such additional documents as may be reasonably requested by the Bidder to effect the delivery of the Lease Agreement, including any project fund or acquisition fund agreement, in accordance with the terms and conditions therein set forth and the transactions contemplated hereby and thereby, and the actions of such officers in executing and delivering any of such documents, in such form as any Authorized Person shall approve, is hereby fully authorized.

Section 5. Federal Tax Covenant. The Town, as lessee under the Lease Agreement, agrees and covenants that it will not take any action which will, or fail to take any action which failure will, cause interest components of the payments to be made under the Lease Agreement to become includable in the gross income of the Bidder or its successors or assignees for federal income tax purposes pursuant to the provisions of the Internal Revenue Code of 1986, as amended (“Code”) and regulations promulgated thereunder in effect on the date of the execution and delivery of the Lease Agreement, and that it will comply with all applicable provisions of Section 103 and Sections 141 through 150 of the Code, and any regulations promulgated thereunder, to maintain the exclusion from gross income for federal income tax purposes of the interest portion of the payments to be made under the Lease Agreement; and to that end the Town shall:

- (a) comply with the applicable provisions of Section 103 and Sections 141 through 150 of the Code and any regulations promulgated thereunder so long as the Lease Agreement is outstanding;
- (b) establish such funds, make such calculations and pay such amounts in the manner and at the times required in order to comply with the requirements of the Code relating to required rebates of certain amounts to the United States; and
- (c) make such reports of such information at the times and places required by the Code.

The Town will timely file Form 8038-G in accordance with the applicable regulations of the Internal Revenue Service.

Section 6.     Filings with Central Repository. In compliance with Section 11-1-85 of the S.C. Code, the Town covenants that it will file or cause to be filed with a central repository for further availability in the secondary bond market when requested; (a) a copy of the annual audit of the Town within thirty (30) days of the Town's receipt thereof; and (b) within thirty (30) days of the occurrence thereof, relevant information of an event which, in the opinion of the Town, adversely affects more than five percent (5%) of the Town's revenue or its tax base.

Section 7.     Severability. All ordinances, resolutions and parts thereof, procedural or otherwise, in conflict herewith or the proceedings authorizing the execution of the Lease Agreement are, to the extent of such conflict, hereby repealed.

Section 8.     Effective Date. This Ordinance shall be effective upon its enactment by the Council.

[Execution page follows]

PASSED, APPROVED, AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA ON THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2025.

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Alan Perry, Mayor

ATTEST:

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Kimberly Gammon  
Town Clerk

APPROVED AS TO FORM:

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Curtis L. Coltrane, Town Attorney

First Reading:  
Second Reading:

Introduced by Council Member:

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[Signature page]

EXHIBIT A

Fire Trucks

Description/Quantity	Approximate Cost	Delivery Dates
8 pumper fire trucks	\$5,051,890.32	June-October, 2024
2 quintuple combination pumper fire trucks	\$2,398,852.72	Fiscal Year 2027 <sup>1</sup>

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<sup>1</sup> Expected

EXHIBIT B

Form of Request for Proposals

## Request for Proposals

### Town of Hilton Head Island, South Carolina \$[\_\_\_\_\_] \* 2025 Lease Purchase Financing

#### **Bids due by: Wednesday, June 4, 2025 @ 12:00pm**

The Town of Hilton Head Island, South Carolina (the “Town”), is requesting electronic proposals from financial institutions with respect to a commercial loan to be evidenced by its \$[\_\_\_\_\_] \* tax-exempt lease purchase financing (the “Financing”) between the lessor and the Town. The following key assumptions are to be utilized in preparing your proposal:

*Issuer:* Town of Hilton Head Island, South Carolina.

*Use of Proceeds:* The proceeds of the Financing will be used to (i) reimburse the Town for the purchase of eight pumper fire trucks at an approximate cost of \$5,051,890, (ii) purchase two quintuple combination pumper fire trucks to be delivered at a later date at an approximate cost of \$2,398,853 and (iii) pay cost of issuance. The fire trucks are collectively referred to herein as the “Trucks”.

*Tax Treatment:* Tax-Exempt.

*Bank Qualified:* No.

*Audit:* The Town’s annual comprehensive financial reports and budgets are available on the Town’s website at the following link: <https://hiltonheadislandsc.gov/finance/>

*Title:* Title to the Trucks will be in the name of the Town, subject to the lessor’s rights under the financing agreement. The successful bidder shall be responsible for taking all actions it deems necessary to impose its lien upon or perfect any security interest in the Trucks.

Unencumbered title to the Trucks must be provided to the Town, and the bidder’s lien on the Trucks must be released, on the date of final payment, whether upon maturity or prior redemption of the financing agreement. The financing agreement must allow the Town to dispose of certain of the Trucks in its sole discretion prior to the termination of the financing agreement provided the value of the remaining Trucks is not less than the outstanding principal balance of the financing agreement at the time of such disposition.

*Acquisition/  
Escrow Account:*

The Town will require the successful bidder to transfer by Federal funds the full amount of the Financing on the date of the closing. If a bidder requires that an acquisition/escrow account be held by it or its designee, the bidder must so indicate in its proposal. Otherwise, the Town retains the right to designate a bank or the South Carolina Local Government Investment Pool to act as custodian of the acquisition/escrow account. If held by the lender, the acquisition/escrow account must be an interest-bearing account with earnings accruing to the benefit of the Town. This acquisition/escrow account will be structured to allow payments therefrom to be made (1) to the Town to reimburse it for amounts previously

expended on the Trucks and (2) to the vendors of the Trucks for payment as directed by the Town. All funds invested or deposited in the acquisition/escrow account shall at all times be invested or deposited, as applicable, in a manner which satisfied the requirements of the laws of the State of South Carolina relating to investment or deposit of public funds, including, without limitation, Sections 6-5-10, 6-5-15 and 6-6-10 or of the Code of Laws of South Carolina 1976, as amended, as applicable.

*Deficiency*

*Judgment:*

No deficiency judgment can be assessed or imposed against the Town nor will the full faith, credit and taxing power of the Town be pledged to the payment of the Financing.

*Non-Appropriation:*

There must be a non-appropriation clause in the financing agreement. Any and all amounts due including, but not limited to, scheduled lease payments, reimbursements, penalties or fees under the financing agreement or any acquisition/escrow account must be subject to annual appropriation by the Town.

*Non-Substitution:*

Non-substitution clauses are not permitted.

*Rating:*

No credit rating is expected to be obtained for the Financing. However, the Town currently maintains General Obligation Bond ratings of Aaa / AA+ / AAA from Moody's, S&P and Fitch, respectively.

*Issue Size:*

\$\_[\_\_\_\_\_]\*

*Debt Structure:*

The Town has provided a preliminary amortization below, which should be used in preparation of your bid. The Town reserves the right to revise the amortization to achieve its desired level debt service structure. A fixed rate for the entire term of the Financing is required.

[AMORTIZATION TABLE TO BE INSERTED]

*Principal Payments:*

Annual principal payments commencing June 1, 2026.

*Interest Payments:*

Annual interest payments, calculated on a 30/360 basis, commencing June 1, 2026.

*Prepayment:*

The Town is seeking flexibility with respect to redemption provisions. Please specify the redemption structure(s) that would provide the Town with flexibility at the lowest cost of funds. Proposals with multiple redemption options are permitted.

*Closing Costs:*

None anticipated to be paid to or on behalf of the successful bidder. Please specify any exceptions.

*Annual/Ongoing Costs:*

None anticipated to be paid to or on behalf of the successful bidder. Please specify any exceptions.

*Closing:*

Closing is anticipated to take place on June 24, 2025. The interest rate bid must be held firm until at least this date.

*Ongoing Disclosure:* In accordance with its customary practice, the Town will post its annual financial statements to its website when available. The Town expects these filings will satisfy all financial reporting requirements. If additional information will be requested beyond these filings, describe the specific level, type and frequency of such additional requirements.

*Award:* *The Town expects to accept the successful proposal by the close of business on Thursday, June [5], 2025 (the "Award Date").* The Town reserves the right to request additional information from the bidders and to waive any irregularity or informality and to negotiate provisions and covenants directly with any bidder. The Town also reserves the right to reject all proposals for any reason. Although the selection will be based substantially on lowest total financing cost (including both interest cost and upfront fees and expenses), the Town reserves the right to award the commercial loan to be evidenced by the Financing to the bidder that best meets the needs of the Town in the Town's sole and absolute discretion.

**Bids containing rates of interest which may adjust upon the occurrence of specified events, including changes in the Internal Revenue Code of 1986, as amended, changes in the bidder's capital requirements or cost of capital or loss of tax exemption (other than due solely to the actions or inactions of the Town), will be rejected. In the event of a tie bid and absent other factors favoring one proposal over another in the Town's sole and absolute discretion, the financing agreement will be awarded to the bidder whose bid was received first in the Town's sole and absolute discretion.**

*Special Counsel/  
Documentation:*

Burr & Forman, LLP ("Burr") will serve as special counsel to the Town in connection with the Financing. The legal documentation necessary for the Financing will be prepared by Burr, subject to the review and approval by the winning bidder and its counsel (if any). A copy of the financing agreement can be provided upon request. Alternatively, the Town and Burr may consider the use of a financing agreement provided by the winning bidder, subject to the review and approval of Burr.

*Representations:*

The winning bidder (the "Bank") will be required to execute a letter to the Town acknowledging, among other things, that (1) no official statement or other offering material has been furnished other than this Request for Proposals ("RFP"); (2) the Bank had an opportunity to make inquiries of, and receive answers from such officials, employees, agents and attorneys of the Town; (3) the Bank has knowledge and experience in financial and business matters and that it is capable of evaluating the merits and risks of making the loan to be evidenced by the Financing and is financially able to bear the economic risk of holding the Financing; (4) the Bank is acquiring the Financing as a vehicle for making a commercial loan and without a present view to the distribution or resale thereof (subject, nevertheless, to any requirement of law that the disposition of its property shall at all times be under its control) within the meaning of the Federal securities laws; and (5) the Bank is acquiring the Financing solely for its own account and no other person now has any direct or indirect beneficial ownership or interest therein.

The Bank will also be required to covenant that it will not voluntarily dispose of all or any portion of the Financing unless it procures from each assignee thereof representations and covenants in form and content substantially the same as those made by the Bank.

*LOAN TREATMENT:*

BY SUBMITTING A BID IN RESPONSE TO THIS RFP, EACH BIDDER ACKNOWLEDGES AND REPRESENTS TO THE TOWN AND ITS FINANCIAL ADVISOR THAT (1) NO OFFICIAL STATEMENT OR OTHER OFFERING MATERIAL WILL BE FURNISHED OTHER THAN THIS RFP; (2) THE BIDDER HAS KNOWLEDGE AND EXPERIENCE IN FINANCIAL AND BUSINESS MATTERS AND THAT IT IS CAPABLE OF EVALUATING THE MERITS AND RISKS OF MAKING THE COMMERCIAL LOAN TO BE EVIDENCED BY THE FINANCING AND IS FINANCIALLY ABLE TO BEAR THE ECONOMIC RISK OF HOLDING THE FINANCING; (3) NO CUSIP NUMBER WILL BE OBTAINED FOR THE FINANCING; AND (4) THE BIDDER INTENDS TO ACQUIRE THE FINANCING SOLELY FOR ITS OWN ACCOUNT AS A VEHICLE FOR MAKING A COMMERCIAL LOAN AND WITH NO PRESENT INTENTION TO DISTRIBUTE OR RESELL THE FINANCING OR ANY PORTION THEREOF.

*Confidentiality:*

If requested by a bidder, the Town and its professional advisors will maintain the confidentiality of such bid and the contents therein beginning from the Town's receipt of such bid until the Award Date; however, neither the Town nor its professional advisors shall be subject to any term or provision relating to the confidentiality of any bid or the contents therein following the Award Date. Notwithstanding anything to the contrary, in no event shall any confidentiality term or provision contained in any bid prevent any disclosure by the Town required by any applicable law or regulation (including continuing disclosure undertakings by the Town required thereby) or as a result of any legal or administrative procedure.

Proposals should include: the name, address, telephone number of your institution; the primary contact; and identity of legal counsel, if any.

To be considered, a proposal must be received by 12:00 pm on Wednesday, June 4, 2025. Email submission of the proposal to the following individuals is required:

[adrianab@hiltonheadislandsc.gov](mailto:adrianab@hiltonheadislandsc.gov)

[johnmc@hiltonheadislandsc.gov](mailto:johnmc@hiltonheadislandsc.gov)

[mseezen@burr.com](mailto:mseezen@burr.com)

[fheizer@burr.com](mailto:fheizer@burr.com)

[dcheatwood@firsttryon.com](mailto:dcheatwood@firsttryon.com)

[asmith@firsttryon.com](mailto:asmith@firsttryon.com)

Questions may be addressed to the Town through its special counsel or financial advisor:

**Special Counsel**

Frannie Heizer / Michael Seezen  
Burr & Forman, LLP  
(803) 753-3232 / (803) 753-3257  
[mseezen@burr.com](mailto:mseezen@burr.com)  
[fheizer@burr.com](mailto:fheizer@burr.com)

**Financial Advisor**

David Cheatwood / Andy Smith  
First Tryon Advisors  
(704) 926-2447 / (704) 703-3747  
[dcheatwood@firsttryon.com](mailto:dcheatwood@firsttryon.com)  
[asmith@firsttryon.com](mailto:asmith@firsttryon.com)

**No questions may be directed to or contacts made with the Mayor, other members of Town Council or any Town staff not identified in this Request for Proposals as points of contacts during the period of time that this Request for Proposals is made public until the final selection is made, except as otherwise provided for herein. Violation of this prohibition may disqualify the bidder from further consideration.**