



Town of Hilton Head Island

Accommodations Tax Advisory Committee Meeting

Thursday, April 23, 2026, 9:00 AM

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

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

1. **Call to Order**
2. **Adoption of the Agenda**
3. **Approval of the Minutes**
 - a. Regular Meeting Minutes of November 25, 2025
 - b. Special Meeting Minutes of March 31, 2026
4. **Unfinished Business**
 - a. Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI Concours d'Elegance - Dave Byrd, Finance Director
5. **New Business**
 - a. Presentation of the FY27 Destination Marketing Organization Plan, Budget and Industry Metrics- Ariana Pernice, Vice President of the Visitor & Convention Bureau
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
ACCOMMODATIONS TAX ADVISORY
COMMITTEE MEETING
Thursday, November 6, 2025, 9:00 AM
Minutes

Call to Order

Vice Chair Lesch called the meeting to order at 9:00 a.m.

Present from the Committee: Martin Lesch, Vice Chair; Thomas Dowling; Cecile Eck; John Farrell, Dave Ferguson; Adriaan Radder

Absent from the Committee: Keith Schlegel

Present from Town Council: Alan Perry, Mayor; Patsy Brison, and Alex Brown

Adoption of the Agenda

Ms. Eck made a motion to adopt. Mr. Farrell seconded. Motion carried 6-0.

Approval of the Minutes

Regular Meeting Minutes of September 25, 2025

Mr. Radder made a motion to adopt. Mr. Dowling seconded. Motion carried 6-0.

Regular Meeting Minutes of October 16, 2025

Mr. Ferguson made a motion to adopt. Mr. Dowling seconded. Motion carried 6-0.

Regular Meeting Minutes of October 23, 2025

Mr. Ferguson made a motion to adopt. Mr. Dowling seconded. Motion carried 6-0.

New Business

Review & Recommendation for the 2026 Accommodations Tax Grants - Dave Byrd, Finance Director

Michele Bunce, Senior Grant Administrator, opened the floor for the Committee to begin their review and recommendation process for the 2026 Accommodations Tax Grants.

She outlined an overview of the program and recommended that the Committee evaluate all submissions, summarize scoring results, and finalize funding recommendations for consideration by the Finance and Administrative Committee and subsequently Town Council. The Committee was also informed of the updated ATAX Policy adopted in July 2025, which revised the review process and funding approval structure.

During the meeting, staff outlined the background and financial context for the program, noting projected 2026 State Accommodations Tax revenues of \$12,354,522, with approximately \$4,076,992 (33%) allocated for grant awards. The Committee reviewed the structured evaluation process, which included initial application screening for completeness, detailed scoring of proposals based on feasibility, tourism impact, and alignment with program goals, and applicant presentations. Applications were evaluated using established criteria, including potential impact on local tourism, community benefits, and consistency with the Town's strategic objectives, in accordance with South Carolina Code of Laws and oversight by the Tourism Expenditure Review Committee (TERC).

Following discussion, the Committee began its final review of applications to determine funding recommendations. Emphasis was placed on selecting projects that enhance the visitor experience, promote tourism, and contribute to the long-term economic vitality of Hilton Head Island.

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

- **Round 1:** \$4,287,059 allocated
- **Round 2:** \$4,133,136 allocated
- **Round 3:** \$4,076,992 allocated
-

The Committee finalized its recommendation to forward to the Finance and Administrative Committee and Town Council for approval.

Town of Hilton Head Island
Accommodations Tax Grants 2026

Grantee Agency	2026 GRANTS					
	2026 Applicant Request	ATAC 1st Round	ATAC 2nd Round	ATAC Recommendation	Finance & Admin Rec.	Town Council Award
Art League of Hilton Head	100,000	100,000	80,000	79,000		
Arts Center of Coastal Carolina	447,000	447,000	440,000	440,000		
Beach Cat Sailors (Previously Paul Miller Fund)	100,000	50,000	50,000	40,000		
Community Foundation of the Lowcountry	16,500	5,000	5,000	App Withdrawn		
David M. Carmines Memorial Foundation	201,095	190,000	185,000	182,000		
Gullah Traveling Theater, Inc.	25,000	20,000	160,000	15,000		
Gullah Museum of Hilton Head Island	180,000	160,000	15,000	150,000		
Harbour Town Merchants Association	50,000	50,000	40,000	40,000		
HHI Audubon Society	27,955	22,000	20,000	20,000		
HHI Choral Society	20,000	20,000	18,000	18,000		
HHI Concours d'Elegance	350,000	343,000	340,000	340,000		
HHI Dance Theater	20,000	20,000	20,000	18,000		
Hilton Head Island Airport	175,000	175,000	160,000	160,000		
Hilton Head Island Bridge Association	20,000	17,000	15,000	15,000		
Hilton Head Island Land Trust	50,000	47,000	40,000	40,000		
HHI Rec Assoc. (Wingfest & Other Festivals)	75,000	75,000	75,000	70,000		
HHI St. Patrick's Day Parade	100,000	79,439	79,439	79,095		
HHI Wine and Food Fest	130,000	130,000	130,000	125,000		
HHI Wine & Food, Inc (Rhythm and Brews)	40,000	30,000	28,000	25,000		
HHI Symphony Orchestra	360,000	360,000	350,000	350,000		
Lean Ensemble Theatre	55,000	55,000	50,000	50,000		
Long Cove Club (Darius Rucker Intercollegiate)	67,250	63,320	61,897	61,897		
Lowcountry Golf Course Owners Assoc.	150,000	100,000	100,000	100,000		
Lowcountry Gullah	100,000	95,000	90,000	90,000		
Mitchelville Preservation Project	205,000	205,000	195,000	190,000		
Native Island Business & Community	320,000	246,000	240,000	240,000		
Palmetto Quilt Guild	8,000	8,000	8,000	7,000		
Rotary Club of Hilton Head (Quenchbuggy)	5,000	-	-	-		
Sea Pines Forest Preserve	48,000	48,000	40,000	40,000		
Sea Turtle Patrol HHI	70,000	70,000	70,000	65,000		
Shelter Cove Harbour Company	336,500	300,000	293,800	290,000		
The Boys & Girls Club of Hilton Head	45,000	44,300	40,000	40,000		
The Coastal Discovery Museum	400,000	400,000	390,000	395,000		
The First Tee of the Lowcountry	63,593	50,000	50,000	50,000		
The Heritage Library	140,000	125,000	125,000	125,000		
The Outside Foundation	72,000	72,000	65,000	65,000		
The Sandbox	82,200	65,000	64,000	62,000		
Subtotal	4,655,093	4,287,059	4,133,136	4,076,992		
Total Grants	4,655,093	(210,067)	(56,144)	4,076,992	-	-

**Awards will be based on the maximum reimbursable amount allowed under the submitted budget or TERC requirements.

*Any grant funds awarded but not expended by recipient organizations by the end of the 2026 grant year cycle will be carried forward in full (100%) and applied to the 2027 ATAX Grant Fund allocation.

Ms. Eck made a motion to approve \$4,076,992 for the calendar year 2026 Accommodation Tax Grants, Mr. Radder seconded. Motion carried 6-0.

Recusals (previous meetings):

October 16: Mr. Dowling recused himself from discussion and voting on The First Tee of the Lowcountry presentation and discussion due to his relationship with the Boys & Girls Club of Hilton Head Island. Ms. Eck recused herself from the presentation and discussion on the Beach Cat Sailors of Hilton Head due to a personal long-time association. Mr. Farrell recused himself from discussion and presentation on The First Tee of the Lowcountry grant application as he currently serves on the Board of Directors. The required disclosure and recusal forms are on file.

October 23: Mr. Dowling recused himself from presentation and discussion on the Boys & Girls Club of the Lowcountry – Pedal HHI grant application as he serves as a member of the Board of Directors. Mr. Farrell recused himself from presentation and discussion on the Lowcountry Golf Course Owners Association grant application as he serves as a member of the Board of Directors. The required disclosure and recusal forms are on file.

Consideration of the Proposed Calendar Year 2026 Meeting Dates - Michele Bunce, Senior Grants Administrator

Michele Bunce, provided the Committee with the 2026 Accommodations Tax Advisory Committee meeting dates. There was a discussion regarding the April meeting to change the date from April 9 to April 23.

Ms. Eck made a motion to approve the 2026 meeting schedule as revised. Mr. Fluker seconded. Motion carried 6-0.

Public Comment - Non Agenda Items

Vice Chair Lesch asked for public comment.

Heather Rath addressed the Committee regarding the usage of Accommodations Tax Funds, the committee's duty, SC State Law grant categories, Beaufort County application process and the Robin Hood Clause.

James Fluker addressed the Committee regarding their role, Accommodations Tax Grant applicants and the processes.

Adjournment

At 1:02 p.m. Mr. Farrell made a motion to adjourn. Ms. Eck second. Motion carried 6-0.

The full recording and a transcript of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov



**Town of Hilton Head Island
ACCOMMODATIONS TAX ADVISORY
COMMITTEE MEETING
Tuesday, March 31, 2026, 9:00 AM
Minutes**

Call to Order

Chair Schlegel called the meeting to order at 9:00 a.m.

Present from the Committee: Keith Schlegel, Chair; Martin Lesch, Vice Chair; Cecile Eck; and John Farrell

Absent from the Committee: Thomas Dowling and Dave Ferguson

Adoption of the Agenda

Mr. Lesch made a motion to adopt. Ms. Eck seconded. Motion carried 4-0.

New Business

Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI
Concours d'Elegance - Dave Byrd, Finance Director

The Committee received a presentation from Staff regarding a request for additional 2025 Accommodations Tax (ATAX) grant funding for the Hilton Head Island Concours d'Elegance in the amount of \$300,000. Staff noted that the request falls outside of the standard annual funding cycle and would utilize unallocated funds from the 2025 grant year. The Committee was advised that the event is intended to promote tourism and has previously received ATAX funding.

Mr. Rick Sabol, representing the Hilton Head Island Concours d'Elegance, addressed the Committee regarding the request and provided additional context on the organization's financial position. It was noted that the event has experienced operating deficits in recent years and is currently facing financial challenges. The applicant indicated that, without additional funding, the organization may have difficulty meeting its financial obligations. Financial documentation, including profit and loss statements, balance sheets, and cash flow projections, was provided for the Committee's review.

The Committee held discussion and asked questions regarding the long-term sustainability of the event; the effectiveness of proposed operational changes; and the appropriateness of considering funding outside of the established grant cycle and collaboratively felt that additional information regarding such was needed prior to making a recommendation to the Finance & Administrative Committee. Members noted the importance of ensuring that funding decisions are consistent with ATAX guidelines and provide a measurable benefit to the Town. It was also noted that the request should be considered on a case by case basis and does not establish precedent for future funding.

Following discussion, the Committee requested that Hilton Head Island Concours d'Elegance return before the Accommodations Tax Advisory Committee at its next meeting, April 23rd. No recommendation was made, and will be considered further at the committee's next meeting.

Public Comment - Non Agenda Items

Chair Schlegel asked for public comment.

Skip Hoagland addressed the committee regarding the Town submitting to a forensic audit, transparency and DOGE.

Adjournment

At 10:17 a.m., Ms. Eck made a motion to adjourn the meeting. Mr. Lesch seconded. Motion carried 4-0.

The full recording and a transcript of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov



TOWN OF HILTON HEAD ISLAND

Accommodations Tax Advisory Committee

TO: Accommodations Tax Advisory Committee
FROM: Dave Byrd, Finance Director
VIA: Michele Bunce, Senior Grants Administrator
DATE: April 23, 2026
SUBJECT: Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI Concours d'Elegance

RECOMMENDATION:

Staff recommend the Accommodations Tax Advisory Committee (ATAC) consider the request for additional grant funding through the Accommodations Tax (ATAX) Grant Award program using unspent funds from the 2025 grant year and provide a funding recommendation to the Finance and Administrative Committee.

BACKGROUND:

Mr. Rick Sabol, Executive Director of the Hilton Head Island Concours d'Elegance, has requested additional financial assistance from the Town to support the continued operation of the event.

The Concours d'Elegance is an annual multi-day festival targeting auto enthusiasts and destination travelers. It has been a recurring recipient of funding through the Town's Accommodations Tax (ATAX) Grant Award program, which is intended to attract visitors to Hilton Head Island and contribute to the local tourism economy.

Mr. Sabol has provided financial statements for the past five years. Based on the information submitted, the event has operated at a deficit in four of the last five years. The organization has indicated that, without additional financial support, it may be unable to meet current financial obligations.

The ATAC first reviewed this request during a Special ATAC Meeting on March 31, 2026. Representatives from the Concours d'Elegance organization presented their proposal and responded to questions at that time. The Committee requested that additional information be presented at its next meeting on April 23. At that time, the Committee will review the submitted materials and make a formal recommendation to the Finance & Administrative Committee for further consideration.

SUMMARY:

The Concours d'Elegance has received funding through the Accommodations Tax (ATAX) Grant Award program as follows:

Year	Requested	Awarded	Amount Remaining
2022	\$307,000	\$307,000	-
2023	\$385,000	\$385,000	-
2024	\$362,000	\$362,000	\$5,565.43
2025	\$350,000	\$350,000	-
2026	\$350,000	\$340,000	\$340,000*

**Calendar year 2026 funds are for use for expenditures from January 1, 2026 – December 31, 2026.*

The applicant is requesting additional 2025 ATAX Grant funding in the amount of \$300,000. Any funding provided would be structured as an additional award within the Accommodations Tax (ATAX) Grant Award program and funded utilizing unspent funds from the 2025 grant cycle, in accordance with Town policy.

Any approved funding must comply with all applicable State of South Carolina Accommodations Tax requirements and Town Policy, including eligibility by funding category. Expenses outside of the advertising and promotion category may be reimbursed only at the applicable tourism-related percentage and must be supported by appropriate visitor metrics and documentation for reporting to the Tourism Expenditure Review Committee (TERC).

This request represents a unique funding consideration outside of the standard annual application cycle and does not establish a precedent for future funding requests.

ATTACHMENTS:

1. HHI Concours d'Elegance Additional Supporting Documentation
 - a. 2025 Economic Impact
 - b. 2026 Reductions or Revenue Increases
 - c. Cash Flow Projection (April 2026 – March 2027)
 - d. Concours d'Elegance Improvements

2. March 31st ATAC Meeting - Submitted Materials
 - a. 2026 Operational Status Report
 - b. 2021 – 2025 Profit & Loss Statements and Balance Sheets
 - c. 2024 - Form 990 Tax Return
 - d. 2025 ATAX Post-Reimbursement Report
 - e. 2026 Revenue & Expenses
 - f. Profit & Loss compared to 2026 Budget & Balance Sheet
 - g. AP Aging Report
 - h. 2026 Cash Flow & Projection
 - i. 2025 ATAX Application & Project Budget



HILTON HEAD ISLAND
CONCOURS d'ELEGANCE
 & MOTORING FESTIVAL

2025

ECONOMIC IMPACT

(data collected by the Lowcountry and Resort Islands Tourism Institute at USC Beaufort)

2025 OVERALL ECONOMIC IMPACT

Data pulled from point-of-sale zip code collection and on-site survey data collected by USCB

AVERAGE NUMBER OF VISITORS TO A VISITOR PARTY	2.49 Visitors
TOTAL EXPENDITURE PER VISITOR PARTY/STAY <i>(Average daily expenditure per visitor party x average number of nights per visitor party)</i>	\$720/day x 4.5 days = \$3,159
AVERAGE ROOM RATE	\$269 (USCB Survey)
AVERAGE LENGTH OF STAY	4.5 days

2025 ACTUAL ECONOMIC IMPACT

2025 Out-of-Area Attendees (Outside a 50-mile radius) = 41.9% of 18,500 = 7,752

VISITOR PARTIES <i>(Number of Visitors/Number of Visitors to a Visitor Party)</i>	3,004 (7,752/2.58)
TOTAL VISITOR EXPENDITURE <i>(Visitor Parties x Total Expenditure per Visitor Party/Stay)</i> (3,004 x \$702 x 4.50)	\$9,489,600
NUMBER OF ROOM NIGHTS <i>(Visitor Parties x Average Length of Stay)</i> (3,004 x 4.5)	13,518
TOTAL ROOM REVENUE <i>(Number of Room Nights x Average Room Rate)</i> (13,518 x \$269)	\$3,636,342
TOTAL IMPACT	\$13,125,942

HHI Concours

2026 Reductions or Revenue Increases

- Eliminate all airport-related activities - both daytime and evening.
Eliminate Shuttles, Volunteers, F&B, Decorating, Tables/Chairs, Stage
Savings \$188,500
- Reduce the number of clubs and displays shown on Saturday to reduce complexity.
Reduced services, meals, awards, volunteers required.
Savings \$14,400
- Reduce the number of classes judged on Sunday to reduce complexity and costs.
Reduced services, awards, volunteers, judges
Savings \$19,250
- Decrease the number of single-purpose tents by combining user groups
Savings \$4,000
- Replace previous VIP evening events with a Saturday après awards Social consisting of a two-hour cash bar and other light refreshments, allowing attendees to choose to local restaurant and entertainment options.
Event replaces the airport site event @ no cost, donated hospitality or cash bar
- Adjust the Shuttle Service to improve efficiency, lower costs and remain convenient.
Savings \$3,000
- Charge fees for exhibitors' use of Concours provided truck/trailer parking.
New revenue of \$16,000
- Adjust sponsors and spectators fees to provide greater value.
Additional revenue, lower price, more tents sold, \$14,000 additional sales
- Improve operational efficiencies to better assure a positive outcome.
Contract reviews, better check points on attendance vs expenses

Hilton Head Island Concours d'Elegance, Inc.
Cash Flow Projection - \$300k Town Sponsorship
April 1, 2026 - March 31, 2027

MGMT. COPY
DATE COMPILED: 4/14/2026

<u>Description</u>	<u>Jan-Mar</u>										<u>Total 2026</u>	<u>Jan. 2027</u>	<u>Feb. 2027</u>	<u>Mar. 2027</u>
	<u>2026 Actual</u>	<u>Apr. 2026</u>	<u>May 2026</u>	<u>June 2026</u>	<u>July 2026</u>	<u>Aug. 2026</u>	<u>Sept. 2026</u>	<u>Oct. 2026</u>	<u>Nov. 2026</u>	<u>Dec. 2026</u>				
Cash balance, beginning of month	59,313	91,744	63,362	379,406	190,589	97,642	154,061	237,631	360,767	337,600		200,435	181,002	161,569
Cash Inflows														
Ticket sale revenues	-	-	-	23,000	23,000	34,500	46,000	80,500	23,000	-	230,000	-	-	-
Merchandise sales	-	-	-	-	-	-	-	-	17,500	-	17,500	-	-	-
Event parking revenues	-	-	-	800	1,600	2,400	3,200	5,600	2,400	-	16,000	-	-	-
Volunteer shirt revenues	-	-	-	-	1,640	1,640	1,640	1,640	1,640	-	8,200	-	-	-
Public funding - Town of Hilton Head (A-Tax Funding)	-	-	-	19,542	19,542	55,833	55,833	83,750	50,250	50,250	335,000	15,000	15,000	15,000
Public funding - Beaufort County (A-Tax Funding)	17,500	-	-	7,500	-	-	-	-	-	15,000	40,000	-	-	-
Interest income	-	277	277	278	278	278	278	278	278	278	2,500	208	208	208
Exhibitor revenues	-	-	-	-	6,275	6,275	6,275	6,275	6,275	-	31,375	-	-	-
Charitable fund giving donations	63,500	-	-	31,000	-	-	25,250	25,250	-	-	145,000	-	-	-
Sponsorship revenues (Note #3)	-	-	44,426	57,159	57,159	55,659	55,659	55,659	41,429	-	367,150	-	-	-
Total cash inflow from operations	81,000	277	44,703	139,279	109,494	156,585	194,135	258,952	142,772	65,528	1,192,725	15,208	15,208	15,208
Other cash inflow - Town of Hilton Head Sponsorship	-	-	300,000	-	-	-	-	-	-	-	300,000	-	-	-
Other cash inflow - customer payments (Note #2)	-	-	-	15,000	-	-	-	-	-	-	15,000	-	-	-
Total monthly cash inflow	81,000	277	344,703	154,279	109,494	156,585	194,135	258,952	142,772	65,528	1,507,725	15,208	15,208	15,208
Cash Outflows														
Event Costs														
Production expenses	-	-	-	-	10,300	10,300	-	-	18,285	18,285	57,170	-	-	-
Facility costs	-	-	-	-	111,525	-	-	-	55,763	55,762	223,050	-	-	-
Hospitality (food and beverages) expense	-	-	-	-	-	-	-	28,250	14,125	14,125	56,500	-	-	-
Marketing Expense	-	-	-	42,857	42,857	42,857	42,857	42,857	42,857	42,858	300,000	-	-	-
Merchandise/Inventory purchases	-	-	-	-	-	-	8,200	8,200	-	-	16,400	-	-	-
Services expense	-	-	-	-	-	-	12,500	12,500	-	-	25,000	-	-	-
Sponsor solicitation costs	-	-	-	9,100	9,100	9,100	9,100	9,100	-	-	45,500	-	-	-
Ticket printing expenses	-	-	-	-	-	9,250	9,250	-	-	-	18,500	-	-	-
Volunteer costs	-	-	-	-	-	-	-	6,250	6,250	-	12,500	-	-	-
Total event costs	-	-	-	51,957	173,782	71,507	81,907	107,157	137,280	131,030	754,620	-	-	-
Concours Charitable Giving	-	-	-	-	-	-	-	-	-	43,000	43,000	-	-	-
Administrative Costs (Note #1)	46,646	28,018	28,018	28,018	28,018	28,018	28,018	28,018	28,018	28,022	298,812	34,000	34,000	34,000
Total cash flow from operations	46,646	28,018	28,018	79,975	201,800	99,525	109,925	135,175	165,298	202,052	1,096,432	-	-	-
Other cash outflows - EIDL monthly loan payment	1,923	641	641	641	641	641	641	641	641	641	5,769	641	641	641
Other cash outflows - 2025 Concours Charitable Giving	-	-	-	5,700	-	-	-	-	-	-	5,700	-	-	-
Other cash outflows - payment to vendors (Note #2)	-	-	-	256,779	-	-	-	-	-	-	256,779	-	-	-
Total monthly cash outflow	48,569	28,659	28,659	343,095	202,441	100,166	110,566	135,816	165,939	202,693	1,364,680	34,641	34,641	34,641
Net monthly cash inflow/(outflow)	32,431	(28,382)	316,044	(188,817)	(92,948)	56,419	83,569	123,136	(23,167)	(137,165)		(19,433)	(19,433)	(19,433)
Cash balance, end of month	91,744	63,362	379,406	190,589	97,642	154,061	237,631	360,767	337,600	200,435		181,002	161,569	142,136

Notes and Disclosures

Note #1: Includes amounts for payroll, office rent, office supplies, insurance, accounting, software subscriptions, credit card fees, utilities, etc.

Note #2: Includes amounts due as of 3/31/2026 to vendors/from customers and projected to be collected/paid in June 2026.

Note #3: Sponsorship revenues include Award Sponsors, Galleria, Biz Expo, Patrons Tables, Program Ads and general corporate sponsors. In addition, previously submitted budgeted revenues included a \$150,000 sponsorship from The Town of Hilton Head resulting in total budgeted revenues of \$1,342,725; however, this cash flow worksheet reallocates that amount, as well as an additional requested \$150,000, to the following line item: *Other cash inflow - Town of Hilton Head Sponsorship*.

Disclosure: In-Kind donation of services received in 2026 and not accounted for within this worksheet

<u>Description</u>	<u>Estimated Annual Value</u>
Land planning services	7,500
Executive director services	<u>105,000</u>
Total	<u>112,500</u>

HHI CONCOURS

SCAD SERVE IDEAS for CONCOURS IMPROVEMENTS

April 2026

PROJECT: REDESIGNING THE CONCOURS WEBSITE

CORE IDEA: Leverage elevated design, intuitive navigation, and refined storytelling to reduce friction, clarify value, and guide users seamlessly from discovery to ticket purchase.

COST vs REVENUE: Little to no cost as this is an in-house project with staff. With clearer communications, warmer entry points and more legible planning tools, the Concourts can feel more approachable to newcomers while still preserving the sophistication and exclusivity that loyal guests value.

- Investment: Minimal (in-house execution; existing staff and resources)
- Operational Impact: No additional overhead; scalable within current infrastructure
- Revenue Leverage: High—digital platform becomes a conversion engine rather than a static information hub

OUTCOME: Transforms the website into a high-performing commercial and brand asset—driving measurable revenue growth, enhancing the guest experience, and expanding the Concourts audience to include a younger, more diverse, and future-facing demographic, all while preserving the event’s core identity of exclusivity and excellence.

PROJECT: TRANSFORMING TICKETING

CORE IDEA: Reposition ticketing from a transactional necessity into a curated, high-touch pre-event experience that drives revenue, increases attendee confidence, and reinforces the Concourts’ premium brand positioning.

Investment:

- Training and onboarding: Minimal.(short_term)

Cost Savings:

- Elimination of paper ticketing and fulfillment: Up to \$6,000 annually
- Reduced manual labor and customer service inquiries

Revenue Levers:

- Digital upselling (VIP, add-ons, experiences)
- Pre-event engagement campaigns

OUTCOME: Transforms ticketing into a high-impact revenue and experience platform—driving measurable increases in conversion, total revenue, and per-guest spend while simultaneously enhancing guest satisfaction and expanding audience reach. The result is a more modern, efficient, and profitable operation that attracts a younger, next-generation audience without compromising the exclusivity and prestige of the Concourts.

PROJECT: RETHINKING SOCIAL MEDIA

CORE IDEA: Transform social media from a passive marketing channel into a high-impact growth engine that educates, inspires, and converts—while extending the heritage of the Concours to a broader, younger, and more diverse audience.

COST vs REVENUE:

- Paid media (targeted ad buys): Moderate?scalable
- Content production (video, editing, design): Moderate
- Talent access (interviews, features): Low- moderate
- Strategic support via SCAD interns (cost-efficient, high-value creative pipeline)

Revenue Levers:

- Direct social-to-ticket conversion funnels
- Retargeting campaigns for high-intent users
- Increased brand awareness

OUTCOME: Transforms social media into a measurable growth channel—driving increased awareness, deeper engagement, and meaningful revenue impact. By educating and inspiring a broader audience, the Concours expands its reach, attracts a younger and more diverse demographic, and strengthens long-term brand equity—while maintaining the exclusivity and prestige that define the experience.

PROJECT: CREATING A BETTER YOUTUBE CHANNEL

CORE IDEA: Transform YouTube from an underutilized channel into a cinematic, documentary-style content hub that captures the depth, heritage, and personalities behind the Concours—turning passive viewers into emotionally invested attendees.

COST vs REVENUE:

Investment:

- Video production (filming, editing, post-production): Moderate
- Supplemental support via SCAD interns (cost-efficient production scale)

Revenue Levers:

- YouTube-driven traffic to ticketing platform
- Sponsorship integration and branded content opportunities
- Monetization via ads (long-term, secondary benefit)
- Increased demand driven by global exposure

OUTCOME: Transforms YouTube into a powerful storytelling and revenue-driving platform—expanding global awareness, deepening audience engagement, and increasing ticket sales through emotional connection and narrative depth. The result is a more visible, culturally relevant, and future-focused Concours that attracts a younger, broader audience while reinforcing its legacy of excellence and prestige.

PROJECT: FOSTERING CONVERSATIONS ON DESIGN

CORE IDEA: Leverage the Concours' reputation as The.Designers".Concours by creating a dedicated Design Café—a social, educational, and hospitality-driven space where attendees can:

- Participate in discussions with designers, judges, and collectors
- Observe live demonstrations and interviews
- Engage in meaningful networking around design and automotive culture

The Café acts as a hub of interaction, turning casual visitors into informed enthusiasts, building loyalty, and creating additional revenue opportunities.

COST vs REVENUE:

Investment:

- Physical space setup (furniture, signage, AV equipment): Moderate.upfront.cost
- Content creation: interviews, live demos, moderated panels: Low-moderate

Revenue Levers:

- Premium ticket add-ons for Design Café access, workshops, or VIP sessions
- Food & beverage sales during café hours
- Sponsorship and partnership opportunities with design brands
- Merchandising or post-event content monetization

Cost Efficiency:

- Space can double as lounge and presentation venue for multiple sessions per day
- Partnerships with design schools, local artisans, or sponsors offset costs

OUTCOME: By combining hospitality with design-centered programming, the café creates a more approachable environment where guests can pause, gather, and engage more deeply with the world behind the cars.

PROJECT: RESTRUCTURING THE PARADE

CORE IDEA: Transform the Car Parade and Awards Ceremony into a signature, must-attend “main stage” moment—elevating spectacle, storytelling, and production value to drive increased attendance, engagement, sponsorship value, and premium ticket revenue.

COST vs REVENUE:

- Premium seating / VIP viewing packages
- Sponsored award categories and branded moments
- Livestream sponsorship and digital advertising
- Post-event content monetization and media rights

ROI Opportunity:

- Converts an existing program into a high-yield revenue and sponsorship asset
- Elevates perceived value of attendance across all ticket tiers

OUTCOME: The result is a more engaging, emotionally resonant, and visually compelling experience that attracts a broader, younger audience while reinforcing the event's legacy of excellence, prestige, and celebration.

PROJECT: HIGHLIGHTING OUR VOLUNTEERS

CORE IDEA: Reposition volunteering as an exclusive, meaningful way to participate in the Concours experience—not just support it.

COST vs REVENUE:

Investment:

- Website redesign (in_house)
- Content creation (testimonials, photography, video): Low
- Volunteer recognition program (pins, tiering system): Low- moderate
- Pre-event gatherings and training sessions: Low

Revenue & Value Levers:

- Volunteer registration fee: upwards of \$7,500 in new revenue
- Continued sponsorship support for volunteer program
- Conversion of volunteers into future ticket buyers and donors

OUTCOME: By elevating visibility, experience, and recognition, the Concours cultivates a passionate, multi-generational volunteer base that not only supports the event, but actively embodies and extends its culture, prestige, and legacy.

PROJECT: ENHANCING OUR EXHIBITOR EXPERIENCE

CORE IDEA: Position exhibitors not only as participants, but as strategic content drivers and audience magnets. By intentionally curating a mix of heritage vehicles alongside supercar and hypercar entries, the Concours can preserve its legacy while creating new entry points for younger, aspirational audiences. This duality—timeless elegance + modern performance—broadens appeal without diluting prestige.

COST vs REVENUE:

Investment:

- Registration and onboarding redesign (in-house): Minimal
- Relationship development (targeted outreach, invitations, social integration): Low-moderate
- Enhanced exhibitor hospitality (lounges, recognition, concierge support): Moderate

Revenue & Value Levers:

- Exhibitor parking/program fees: P\$666>.incremental.revenue
 - Exhibitor hospitality packages: P\$706>.incremental.revenue
 - Continued and expanded sponsorship alignment with exhibitor programming
 - Conversion of exhibitors into future ticket buyers, donors, and long-term partners
-

OUTCOME: By integrating supercar and hypercar presence with traditional concours excellence, the event strengthens its long-term relevance, increases ticket demand, and ensures its position as a future-facing, world-class automotive and lifestyle experience.

ADDITIONAL IDEAS:

- Reboot the auction (increase revenue)
- Create smaller events (1-2) throughout the year for additional grant money from local non-profits
- How can we bring in better exhibitors?



Hilton Head Island Concours d'Elegance & Motoring Festival

A unique, nationally recognized, multi-day "lowcountry" motoring experience that entertains, educates and supports our community.



2026 Operational Status

As of March 26, 2026

The HHI Concours and Motoring Festival is nationally recognized as an exceptional event and destination for enthusiasts of automotive history, culture and lifestyle. For 24 years, our non-profit organization has brought thousands of visitors from around the region and country to our island, introducing newcomers and reacquainting repeat visitors to everything that makes our Lowcountry so special.

From incremental dining and lodging to retail spending, our multi-day event drives tourism revenue. Our annual contribution of \$10 to \$12 million in economic impact along with local charity support in Hilton Head Island, Beaufort County and Savannah is well documented. To quote a 2025 event guest who brought a group of 12 Porsche enthusiasts from Charleston: "Congratulations on an awesome event! We'll be back! I'm going to grab as many condos as possible for 2026."

Visitors and locals alike enjoy some of the world's rarest automobiles during our Sunday Concours and Saturday Car Club Showcase, as well as exhibits, seminars and hospitality stretching across three fairways of Port Royal. Whether chatting with an automotive legend like Bobby Rahal about his car collection or meeting nationally recognized automotive designers, influencers and media personalities, our event presents Hilton Head Island and our neighboring communities through the unique lens of automotive culture.

As a past winner of the Governor's Cup Award for Tourism Excellence, our vision for the event is to evolve, grow and drive even more business locally.



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- ATAX
- Balance Sheet Objectives

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Charting the course for the future

Building a Strong Foundation for Success

Since its start nearly a quarter century ago, the Hilton Head Island Concours d'Elegance has grown into one of the premier destinations for automotive enthusiasts in the U.S., as well as the 2nd largest annual event on our island. To date, we've contributed over \$1,000,000 to local non-profits, worked with thousands of island residents who annually volunteer and have introduced countless newcomers to the joys of the Lowcountry.

Despite our great track record of growth and success, 2025 proved challenging for us. A strong program, tremendous community support and excellent attendance could not make up for a softening in tourism and sponsorship, and our revenue fell short of expectations. We did not meet our hotel block minimum, increasing our costs. Unlike previous years, the hotel was unable to support us with a sponsorship. Catering was considerably more expensive as prices significantly increased here on the island. As a result, we have begun to institute a number of changes, including event scale and overall cost structure.

We have also solicited support from our Board of Trustees and from a group of individuals (our Angels) who believe deeply in the value of preserving this event and want to see it continue to thrive. To date, we have secured Board financial commitments totaling \$64,000 and Angels matching funds for the 2026 event of \$36,500, as well as \$41,500 in Sponsor and County ATAX for the 2026 event.

We are now respectfully asking the Town to consider helping by providing a grant to the Concours in the form of a named sponsorship at the \$300,000 level. This support would allow us to meet outstanding 2025 obligations and, more importantly, provide the financial stability needed to deliver a 2026 event that continues to give back to our community, including local non-profit grants and tourism revenue.

We are already budgeting a conservative expense target of \$1.1MM, reflecting the current slowdown in visitor spending and continued increase in event production costs. Every aspect of the event is under review, and we are rethinking the format and programs to ensure that we can operate more efficiently. For example, we have decided to eliminate previous airport-related activities, including the Flights & Fancy



evening, as they have not attracted required attendance and sponsors to operate at a minimum of break-even.

Our chief mission continues to be growth in our charitable activities, which can flourish if the event evolves and finds solid financial footing.

We are confident that, with actions already taken as well as your support, we can build on past successes and continue our role as a driving force in our community

Rick Sabol
Executive Director



Proposed 2026 Budget

2026 Event Changes

The Concours operates within an industry of similar events that take place during the year in other parts of the country. Our participants show their cars in many of these other events. Concours Board members and staff frequently visit these other events to bring home new ideas and invite participants to our event. We also follow challenges at other events to stay up to date in our industry.

While Concours weekend exhibits and programs will continue to draw collectors, VIPs, sponsors, visiting enthusiasts and local community spectators alike, we have a plan in place to trim content to reflect a new reality.

We are budgeting with a conservative expense target of \$1.1MM, reflecting the current slowdown in visitor spending as well as sponsorship sales. Every aspect of the event is under review, and we are making difficult but necessary decisions to align our costs with tourism trends. For example:

- Eliminate all airport-related activities - both daytime and evening.
- Reduce the number of clubs and displays shown on Saturday to reduce complexity.
- Reduce the number of classes judged on Sunday to reduce complexity and costs.
- Decrease the number of single-purpose tents by combining user groups.
- Replace previous VIP evening events with a Saturday après awards Social consisting of a two-hour cash bar and other light refreshments, allowing attendees to choose to local restaurant and entertainment options.
- Adjust the Shuttle Service to improve efficiency, lower costs and remain convenient.
- Charge fees for exhibitors' use of Concours provided truck/trailer parking.
- Adjust sponsors and spectators fees to provide greater value.
- Improve operational efficiencies to better assure a positive outcome.

After these adjustments, the 2026 weekend will continue to include our popular Friday driving tour that introduces top collectors and exhibitors to local attractions and Friday evening's Grand Motoring Film Festival held in partnership with Popcorn Octane at the Coastal Art Center. The very popular Saturday Car Club Showcase, and our nationally-known Sunday Concours d'Elegance are also continuing. We are currently in conversation with national and regional car clubs to hold "events within our event" to increase the show's offerings, increase attendance and provide an additional source of revenue.

2026 Revenue & Expense Budgets

The Concours' goal is to retire remaining 2025 expenses (\$250k) and produce a 2026 event that not only funds all costs but provides charitable donations and produces profit necessary to launch the 2027 event. Rebuilding the reserve account is essential to our future success.

The current 2026 Expense Budget of \$1.1MM reflecting 2026 event changes is \$470k less than 2025's Actual Expenses. The 2026 Revenue Budget of \$1.3MM is projected to retire 2025 Expenses of \$250k, cover 2026 Expenses while allowing \$43k to be



donated to outside charities, provide funding to launch the 2027 Concours and start rebuilding the reserve account.

ATAX

Annually, the Concours Board authorizes Hilton Head Island Concours d'Elegance, Inc. to apply for ATAX grants from the Town of Hilton Head Island and Beaufort County. The Town's Accommodation Tax Advisory Committee approved a \$350,000 grant for 2025. The County approved a \$35,000 grant for 2025.

The Concours is limited as to how its ATAX grant funds can be spent. In general, the Town of Hilton Head Island's funding can be used for marketing and promotions to draw attendees from outside of a 50-mile radius from Hilton Head Island. The process calls for the Concours to submit invoices to the Accommodation Tax Advisory Committee after spending on items the Concours has determined qualifies. The Committee reviews the submittal and approves for reimbursement the items the Committee deems are qualified expenditures. The Town then sends an ACH to the Concours for the Committee approved amount. The Concours' day-to-day operational and event facilities expenses do not qualify and are not submitted for reimbursement, other than up to \$21,720 for expenses associated with our airport event. During 2025 the Concours submitted seven (7) separate ATAX reimbursement requests to the Town.

As requested, the Concours has provided the Town a 2025 ATAX Post-Reimbursement Report that summarizes 2025 ATAX Grant expenditures.

Balance Sheet Objectives

We are working to return our Balance Sheet to a healthy state.

- Charitable Fund - \$50k
The Concours makes annual grants of approximately \$50k to local charities that support our event with volunteers and to organizations that support youth education in automotive design, engineering, restoration and transportation fields. Currently, the revenues that support this fund must be generated each year to fund the following year's grants.
- Q1 Operation Expenses - \$105k
At the beginning of each year the Concours has operational expenses in producing that year's event. The event starts producing income from sponsors and early ticket sales after the 1st quarter of the year. Therefore, from a cash flow perspective, we must have 1st quarter expenses at the beginning of the year before revenues start arriving.
- Reserve Account - \$150k
The reserve account is intended to be used for unexpected financial shortfalls and contribute toward paying off the outstanding Economic Injury Disaster Loan (EIDL) which has a current balance of \$123k.



Appendix
(Provided separately.)

Contents

- Year End Profit & Loss and Balance Sheet Statements from 2021 to 2025
- 2024 Form 990 Return of Organization Exempt From Income Tax
- 2025 ATAX Post-Reimbursement Report
- 2026 Revenue & Expense Budgets
- February 28, 2026 Financials (P/L compared to 2026 Budget and Balance Sheet)
- Current A/P Aging Report
- Burn Rate Calculation



Hilton Head Island
Concours d'Elegance & Motoring Festival

*A unique, nationally recognized, multi-day "lowcountry" motoring experience that entertains,
educates and supports our community.*

Year End Profit & Loss and Balance Sheet Statements from 2021 to 2025



2021

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2021

	Jan - Dec 21	Jan - Dec 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
40000 - Revenue	1,365.00	0.00	1,365.00	100.0%
Award Sponsors	4,100.00	1,000.00	3,100.00	310.0%
Beverage Sales	3,464.00	0.00	3,464.00	100.0%
Business Expo Tents	5,025.00	0.00	5,025.00	100.0%
Concours Charitable Fund	99,621.71	19,425.00	80,196.71	412.9%
Concours General Fundraising	3,000.00	67,860.00	-64,860.00	-95.6%
Driving Tour	10,851.00	0.00	10,851.00	100.0%
Exhibitor Registration Fees	6,560.00	0.00	6,560.00	100.0%
Hospitality Events	21,320.00	0.00	21,320.00	100.0%
Hospitality Other - Airport	129,538.00	0.00	129,538.00	100.0%
Interest Income	0.00	5.29	-5.29	-100.0%
Merchandise Sales	6,628.39	160.00	6,468.39	4,042.7%
Misc Income	28,918.98	467.01	28,451.97	6,092.4%
Patrons	99,344.00	0.00	99,344.00	100.0%
Program Advertising	29,550.00	0.00	29,550.00	100.0%
Public Funding	417,915.46	255,206.29	162,709.17	63.8%
RACE TRACK	1,534.00	450.00	1,084.00	240.9%
Retail Vendor Space	11,300.00	500.00	10,800.00	2,160.0%
Sponsors	309,275.00	6,000.00	303,275.00	5,054.6%
Ticket	214,888.50	0.00	214,888.50	100.0%
Total Income	1,404,199.04	351,073.59	1,053,125.45	300.0%
Gross Profit	1,404,199.04	351,073.59	1,053,125.45	300.0%
Expense				
Administration	118,336.01	71,483.56	46,852.45	65.5%
Auction	0.00	200.00	-200.00	-100.0%
Charitable Fund	9,292.00	3,107.65	6,184.35	199.0%
Event Production	217,666.86	3,749.19	213,917.67	5,705.7%
Facilities	262,475.55	6,232.10	256,243.45	4,111.7%
Hospitality	68,666.81	0.00	68,666.81	100.0%
Marketing	300,823.58	58,445.79	242,377.79	414.7%
Merchandise	12,283.69	0.00	12,283.69	100.0%
Payroll Expenses	224,259.59	183,638.52	40,621.07	22.1%
Sponsor Solicitation	63,135.08	4,530.85	58,604.23	1,293.5%
Ticketing	25,673.20	0.00	25,673.20	100.0%
TRACK DAY	97.85	617.94	-520.09	-84.2%
void	0.00	0.00	0.00	0.0%
Volunteers	16,938.71	53.00	16,885.71	31,859.8%
Total Expense	1,319,648.93	332,058.60	987,590.33	297.4%
Net Ordinary Income	84,550.11	19,014.99	65,535.12	344.7%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2021

	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>\$ Change</u>	<u>% Change</u>
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	27,449.14	37,200.00	-9,750.86	-26.2%
InterestExpense	4,714.14	388.23	4,325.91	1,114.3%
Total Other Expense	32,163.28	37,588.23	-5,424.95	-14.4%
Net Other Income	-32,163.28	-37,588.23	5,424.95	14.4%
Net Income	52,386.83	-18,573.24	70,960.07	382.1%

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2021

	Dec 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Cash On Hand	592.39
Community Foundation Of The LC	492.08
SC Unemployment Reserve	-743.51
Synovus Bank Checking	303,932.18
Total Checking/Savings	304,273.14
Accounts Receivable	
Accounts Receivable	76,533.57
Total Accounts Receivable	76,533.57
Other Current Assets	
Deposits - Current	5,958.00
Total Other Current Assets	5,958.00
Total Current Assets	386,764.71
TOTAL ASSETS	386,764.71
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	18,022.85
Total Accounts Payable	18,022.85
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	3,382.64
Total Other Current Liabilities	3,382.64
Total Current Liabilities	21,405.49
Long Term Liabilities	
SBA - EIDL	143,564.37
Total Long Term Liabilities	143,564.37
Total Liabilities	164,969.86
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	153,432.57
Net Income	52,386.83
Total Equity	221,794.85
TOTAL LIABILITIES & EQUITY	386,764.71



2022

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2022

	Jan - Dec 22	Jan - Dec 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
40000 - Revenue	0.00	1,365.00	-1,365.00	-100.0%
Award Sponsors	2,000.00	4,100.00	-2,100.00	-51.2%
Banner Sales	500.00	0.00	500.00	100.0%
Beverage Sales	7,873.57	3,464.00	4,409.57	127.3%
Business Expo Tents	0.00	5,025.00	-5,025.00	-100.0%
Concours Charitable Fund	66,574.75	99,621.71	-33,046.96	-33.2%
Concours General Fundraising	0.00	3,000.00	-3,000.00	-100.0%
Driving Tour	7,570.00	10,851.00	-3,281.00	-30.2%
Exhibitor Registration Fees	7,050.00	6,560.00	490.00	7.5%
Hospitality Events	16,093.75	21,320.00	-5,226.25	-24.5%
Hospitality Other - Airport	132,771.29	129,538.00	3,233.29	2.5%
Merchandise Sales	13,116.68	6,628.39	6,488.29	97.9%
Misc Income	0.10	28,918.98	-28,918.88	-100.0%
Patrons	110,907.50	99,344.00	11,563.50	11.6%
Program Advertising	27,450.00	29,550.00	-2,100.00	-7.1%
Public Funding	347,340.00	417,915.46	-70,575.46	-16.9%
RACE TRACK	0.00	1,534.00	-1,534.00	-100.0%
Retail Vendor Space	12,550.00	11,300.00	1,250.00	11.1%
Sponsors	355,700.00	309,275.00	46,425.00	15.0%
Ticket	247,426.00	214,888.50	32,537.50	15.1%
Total Income	1,354,923.64	1,404,199.04	-49,275.40	-3.5%
Gross Profit	1,354,923.64	1,404,199.04	-49,275.40	-3.5%
Expense				
Administration	135,099.00	118,336.01	16,762.99	14.2%
Charitable Fund	4,459.21	9,292.00	-4,832.79	-52.0%
Event Production	201,520.35	217,666.86	-16,146.51	-7.4%
Facilities	315,010.66	262,475.55	52,535.11	20.0%
Hospitality	86,690.44	68,666.81	18,023.63	26.3%
Marketing	313,911.50	300,823.58	13,087.92	4.4%
Merchandise	12,338.60	12,283.69	54.91	0.5%
Payroll Expenses	243,285.40	224,259.59	19,025.81	8.5%
Savannah Events	2,863.70	0.00	2,863.70	100.0%
Sponsor Solicitation	79,460.74	63,135.08	16,325.66	25.9%
Ticketing	22,138.18	25,673.20	-3,535.02	-13.8%
TRACK DAY	0.00	97.85	-97.85	-100.0%
void	0.00	0.00	0.00	0.0%
Volunteers	13,477.33	16,938.71	-3,461.38	-20.4%
Total Expense	1,430,255.11	1,319,648.93	110,606.18	8.4%
Net Ordinary Income	-75,331.47	84,550.11	-159,881.58	-189.1%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	73,451.00	27,449.14	46,001.86	167.6%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2022

	<u>Jan - Dec 22</u>	<u>Jan - Dec 21</u>	<u>\$ Change</u>	<u>% Change</u>
InterestExpense	3,016.18	4,714.14	-1,697.96	-36.0%
Total Other Expense	76,467.18	32,163.28	44,303.90	137.8%
Net Other Income	-76,467.18	-32,163.28	-44,303.90	-137.8%
Net Income	<u><u>-151,798.65</u></u>	<u><u>52,386.83</u></u>	<u><u>-204,185.48</u></u>	<u><u>-389.8%</u></u>

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2022

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash On Hand	531.87
SC Unemployment Reserve	-903.52
Synovus Bank Checking	180,466.35
Total Checking/Savings	180,094.70
Accounts Receivable	
Accounts Receivable	43,075.18
Total Accounts Receivable	43,075.18
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	4,204.50
Total Other Current Assets	10,162.50
Total Current Assets	233,332.38
TOTAL ASSETS	233,332.38
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	23,723.09
Total Accounts Payable	23,723.09
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	495.42
Total Other Current Liabilities	495.42
Total Current Liabilities	24,218.51
Long Term Liabilities	
SBA - EIDL	139,117.67
Total Long Term Liabilities	139,117.67
Total Liabilities	163,336.18
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	205,819.40
Net Income	-151,798.65
Total Equity	69,996.20
TOTAL LIABILITIES & EQUITY	233,332.38



2023
Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2023

	Jan - Dec 23	Jan - Dec 22	\$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	4,500.00	2,000.00	2,500.00	125.0%
Banner Sales	500.00	500.00	0.00	0.0%
Beverage Sales	9,231.00	7,873.57	1,357.43	17.2%
Business Expo Tents	7,250.00	0.00	7,250.00	100.0%
Concours Charitable Fund	120,948.31	66,574.75	54,373.56	81.7%
Driving Tour	10,813.00	7,570.00	3,243.00	42.8%
Exhibitor Registration Fees	19,710.00	7,050.00	12,660.00	179.6%
Hospitality Events	0.00	16,093.75	-16,093.75	-100.0%
Hospitality Other - Airport	91,315.50	132,771.29	-41,455.79	-31.2%
Interest Income	14.45	0.00	14.45	100.0%
Merchandise Sales	15,045.64	13,116.68	1,928.96	14.7%
Misc Income	0.00	0.10	-0.10	-100.0%
Parking Fees - VIP	7,000.00	0.00	7,000.00	100.0%
Patrons	116,666.50	110,907.50	5,759.00	5.2%
Program Advertising	32,500.00	27,450.00	5,050.00	18.4%
Public Funding	425,532.28	347,340.00	78,192.28	22.5%
Retail Vendor Space	18,700.00	12,550.00	6,150.00	49.0%
Sponsors	364,603.83	355,700.00	8,903.83	2.5%
Ticket	224,856.06	247,426.00	-22,569.94	-9.1%
Total Income	1,469,186.57	1,354,923.64	114,262.93	8.4%
Gross Profit	1,469,186.57	1,354,923.64	114,262.93	8.4%
Expense				
Administration	126,616.42	135,099.00	-8,482.58	-6.3%
Charitable Fund	16,599.66	4,459.21	12,140.45	272.3%
Event Production	204,135.64	201,520.35	2,615.29	1.3%
Facilities	261,371.48	315,010.66	-53,639.18	-17.0%
Hospitality	70,854.48	86,690.44	-15,835.96	-18.3%
Marketing	371,307.64	313,911.50	57,396.14	18.3%
Merchandise	19,024.83	12,338.60	6,686.23	54.2%
Payroll Expenses	249,489.52	243,285.40	6,204.12	2.6%
Savannah Events	0.00	2,863.70	-2,863.70	-100.0%
Sponsor Solicitation	78,270.25	79,460.74	-1,190.49	-1.5%
Ticketing	19,771.14	22,138.18	-2,367.04	-10.7%
void	0.00	0.00	0.00	0.0%
Volunteers	13,446.58	13,477.33	-30.75	-0.2%
Total Expense	1,430,887.64	1,430,255.11	632.53	0.0%
Net Ordinary Income	38,298.93	-75,331.47	113,630.40	150.8%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	46,188.00	73,451.00	-27,263.00	-37.1%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2023

	<u>Jan - Dec 23</u>	<u>Jan - Dec 22</u>	<u>\$ Change</u>	<u>% Change</u>
InterestExpense	5,019.49	3,016.18	2,003.31	66.4%
Total Other Expense	51,207.49	76,467.18	-25,259.69	-33.0%
Net Other Income	-51,207.49	-76,467.18	25,259.69	33.0%
Net Income	<u><u>-12,908.56</u></u>	<u><u>-151,798.65</u></u>	<u><u>138,890.09</u></u>	<u><u>91.5%</u></u>

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2023

	Dec 31, 23
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	135,065.09
Cash On Hand	1,712.46
SC Unemployment Reserve	-119.68
Synovus Bank Checking	28,610.66
Total Checking/Savings	165,268.53
Accounts Receivable	
Accounts Receivable	119,078.23
Total Accounts Receivable	119,078.23
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	7,819.86
Total Other Current Assets	13,777.86
Total Current Assets	298,124.62
TOTAL ASSETS	298,124.62
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	104,465.81
Total Accounts Payable	104,465.81
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	11.46
Total Other Current Liabilities	11.46
Total Current Liabilities	104,477.27
Long Term Liabilities	
SBA - EIDL	136,559.71
Total Long Term Liabilities	136,559.71
Total Liabilities	241,036.98
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	54,020.75
Net Income	-12,908.56
Total Equity	57,087.64
TOTAL LIABILITIES & EQUITY	298,124.62



2024

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2024

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	4,200.00	4,500.00	-300.00	-6.7%
Banner Sales	0.00	500.00	-500.00	-100.0%
Beverage Sales	0.00	9,231.00	-9,231.00	-100.0%
Business Expo Tents	18,500.00	7,250.00	11,250.00	155.2%
Concours Charitable Fund	66,457.25	120,948.31	-54,491.06	-45.1%
Driving Tour	12,380.00	10,813.00	1,567.00	14.5%
Exhibitor Registration Fees	25,097.50	19,710.00	5,387.50	27.3%
Federal Payroll Tax Refund	14,803.33	0.00	14,803.33	100.0%
Hospitality Events	785.00	0.00	785.00	100.0%
Hospitality Other - Airport	87,171.00	91,315.50	-4,144.50	-4.5%
Interest Income	2,642.97	14.45	2,628.52	18,190.5%
Merchandise Sales	10,751.86	15,045.64	-4,293.78	-28.5%
Misc Income	297.38	0.00	297.38	100.0%
Parking Fees - VIP Patrons	3,850.00	7,000.00	-3,150.00	-45.0%
Patrons	111,306.00	116,666.50	-5,360.50	-4.6%
Program Advertising	10,700.00	32,500.00	-21,800.00	-67.1%
Public Funding	360,840.98	425,532.28	-64,691.30	-15.2%
Retail Vendor Space	17,825.00	18,700.00	-875.00	-4.7%
Sponsors	336,900.00	364,603.83	-27,703.83	-7.6%
Ticket	240,432.28	224,856.06	15,576.22	6.9%
Total Income	1,324,940.55	1,469,186.57	-144,246.02	-9.8%
Gross Profit	1,324,940.55	1,469,186.57	-144,246.02	-9.8%
Expense				
Administration	132,898.65	126,616.42	6,282.23	5.0%
Charitable Fund	10,862.06	16,599.66	-5,737.60	-34.6%
Event Production	194,769.55	204,135.64	-9,366.09	-4.6%
Facilities	246,984.78	261,371.48	-14,386.70	-5.5%
Hospitality	55,363.99	70,854.48	-15,490.49	-21.9%
Marketing	347,452.21	371,307.64	-23,855.43	-6.4%
Merchandise	18,621.99	19,024.83	-402.84	-2.1%
Payroll Expenses	253,713.12	249,489.52	4,223.60	1.7%
Sponsor Solicitation	23,239.30	78,270.25	-55,030.95	-70.3%
Ticketing	16,660.64	19,771.14	-3,110.50	-15.7%
void	0.00	0.00	0.00	0.0%
Volunteers	8,190.54	13,446.58	-5,256.04	-39.1%
Total Expense	1,308,756.83	1,430,887.64	-122,130.81	-8.5%
Net Ordinary Income	16,183.72	38,298.93	-22,115.21	-57.7%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	40,400.00	46,188.00	-5,788.00	-12.5%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2024

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
InterestExpense	2,740.70	5,019.49	-2,278.79	-45.4%
Total Other Expense	43,140.70	51,207.49	-8,066.79	-15.8%
Net Other Income	-43,140.70	-51,207.49	8,066.79	15.8%
Net Income	-26,956.98	-12,908.56	-14,048.42	-108.8%

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2024

	Dec 31, 24
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	69,593.45
Cash On Hand	1.16
SC Unemployment Reserve	2,494.07
Synovus Bank Checking	0.01
Total Checking/Savings	72,088.69
Accounts Receivable	
Accounts Receivable	84,753.97
Total Accounts Receivable	84,753.97
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	100.00
Total Other Current Assets	6,058.00
Total Current Assets	162,900.66
TOTAL ASSETS	162,900.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,850.00
Total Accounts Payable	1,850.00
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	-47.41
Total Other Current Liabilities	-47.41
Total Current Liabilities	1,802.59
Long Term Liabilities	
SBA - EIDL	130,967.41
Total Long Term Liabilities	130,967.41
Total Liabilities	132,770.00
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	41,112.19
Net Income	-26,956.98
Total Equity	30,130.66
TOTAL LIABILITIES & EQUITY	162,900.66



2025

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2025

	Jan - Dec 25	Jan - Dec 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	0.00	4,200.00	-4,200.00	-100.0%
Beverage Sales	7,453.00	0.00	7,453.00	100.0%
Business Expo Tents	0.00	18,500.00	-18,500.00	-100.0%
Concours Charitable Fund	60,126.15	66,457.25	-6,331.10	-9.5%
Driving Tour	3,437.00	12,380.00	-8,943.00	-72.2%
Exhibitor Registration Fees	-95.00	25,097.50	-25,192.50	-100.4%
Federal Payroll Tax Refund	0.00	14,803.33	-14,803.33	-100.0%
Hospitality Events	759.00	785.00	-26.00	-3.3%
Hospitality Other - Airport	101,912.00	87,171.00	14,741.00	16.9%
Interest Income	0.00	2,642.97	-2,642.97	-100.0%
Merchandise Sales	16,805.57	10,751.86	6,053.71	56.3%
Misc Income	365.61	297.38	68.23	22.9%
Other Online Deposits	166,462.00	0.00	166,462.00	100.0%
Parking Fees - VIP	1,081.00	3,850.00	-2,769.00	-71.9%
Patrons	26,268.00	111,306.00	-85,038.00	-76.4%
Program Advertising	12,900.00	10,700.00	2,200.00	20.6%
Public Funding	399,593.59	360,840.98	38,752.61	10.7%
Retail Vendor Space	7,900.00	17,825.00	-9,925.00	-55.7%
Sponsors	305,105.00	336,900.00	-31,795.00	-9.4%
Ticket	178,300.11	240,432.28	-62,132.17	-25.8%
Total Income	1,288,373.03	1,324,940.55	-36,567.52	-2.8%
Gross Profit	1,288,373.03	1,324,940.55	-36,567.52	-2.8%
Expense				
Administration	111,787.44	132,898.65	-21,111.21	-15.9%
Charitable Fund	20,756.45	10,862.06	9,894.39	91.1%
Event Production	238,971.57	194,769.55	44,202.02	22.7%
Facilities	319,111.18	246,984.78	72,126.40	29.2%
Hospitality	98,816.25	55,363.99	43,452.26	78.5%
Marketing	392,919.49	347,452.21	45,467.28	13.1%
Merchandise	18,884.96	18,621.99	262.97	1.4%
Miscellaneous	313.00	0.00	313.00	100.0%
Payroll Expenses	262,068.41	253,713.12	8,355.29	3.3%
Reconciliation Discrepancies	2,500.00	0.00	2,500.00	100.0%
Sponsor Solicitation	69,268.85	23,239.30	46,029.55	198.1%
Ticketing	17,782.21	16,660.64	1,121.57	6.7%
void	0.00	0.00	0.00	0.0%
Volunteers	16,532.18	8,190.54	8,341.64	101.8%
Total Expense	1,569,711.99	1,308,756.83	260,955.16	19.9%
Net Ordinary Income	-281,338.96	16,183.72	-297,522.68	-1,838.4%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	44,500.00	40,400.00	4,100.00	10.2%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
 January through December 2025

	Jan - Dec 25	Jan - Dec 24	\$ Change	% Change
InterestExpense	1,837.11	2,740.70	-903.59	-33.0%
Total Other Expense	46,337.11	43,140.70	3,196.41	7.4%
Net Other Income	-46,337.11	-43,140.70	-3,196.41	-7.4%
Net Income	-327,676.07	-26,956.98	-300,719.09	-1,115.6%

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2025

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	69,974.61
10003 - Contingency Fund	1,000.00
Cash On Hand	1.16
SC Unemployment Reserve	2,791.97
Synovus Bank Checking	0.01
Total Checking/Savings	73,767.75
Accounts Receivable	
Accounts Receivable	64,924.74
Total Accounts Receivable	64,924.74
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	1,822.77
Total Other Current Assets	7,780.77
Total Current Assets	146,473.26
TOTAL ASSETS	146,473.26
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	307,280.85
Total Accounts Payable	307,280.85
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	7,652.03
Total Other Current Liabilities	7,652.03
Total Current Liabilities	314,932.88
Long Term Liabilities	
SBA - EIDL	123,275.41
Total Long Term Liabilities	123,275.41
Total Liabilities	438,208.29
Equity	
Opening Bal Equity	21,785.83
Retained Earnings	14,155.21
Net Income	-327,676.07
Total Equity	-291,735.03
TOTAL LIABILITIES & EQUITY	146,473.26

PUBLIC INSPECTION EDITION

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Form **990**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

2024

Open to Public Inspection

A For the 2024 calendar year, or tax year beginning and ending

B Check if applicable: Address change Name change Initial return Final return/terminated Amended return Application pending	C Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.		D Employer identification number 02-0547759	
	Doing business as		E Telephone number 843-785-5747	
	Number and street (or P.O. box if mail is not delivered to street address)	Room/suite	G Gross receipts \$ 1,324,941.	
	1 CARDINAL ROAD	16	H(a) Is this a group return for subordinates? Yes <input checked="" type="checkbox"/> No	
City or town, state or province, country, and ZIP or foreign postal code HILTON HEAD ISLAND, SC 29926		H(b) Are all subordinates included? Yes No		
F Name and address of principal officer: RICK SABOL SAME AS C ABOVE		H(c) Group exemption number		
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) 501(c) () (insert no.) 4947(a)(1) or 527				
J Website: HTTP://WWW.HHICONCOURS.COM/				
K Form of organization: <input checked="" type="checkbox"/> Corporation Trust Association Other				L Year of formation: 2002
M State of legal domicile: SC				

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: ANNUAL AUTO SHOW & MOTORING FESTIVAL LOCATED ON HILTON HEAD ISLAND, SC.		
	2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	17
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	17
	5 Total number of individuals employed in calendar year 2024 (Part V, line 2a)	5	4
	6 Total number of volunteers (estimate if necessary)	6	400
	7 a Total unrelated business revenue from Part VIII, column (C), line 12	7a	10,700.
b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	0.	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	425,959.	375,298.
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	969,657.	852,090.
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	14.	2,643.
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	54,971.	76,288.
		1,450,601.	1,306,319.
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	46,188.	40,400.
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	249,676.	253,317.
	16a Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.
	b Total fundraising expenses (Part IX, column (D), line 25)	0.	
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	1,167,643.	1,039,559.
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	1,463,507.	1,333,276.	
19 Revenue less expenses. Subtract line 18 from line 12	-12,906.	-26,957.	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 26)	298,125.	162,901.
	22 Net assets or fund balances. Subtract line 21 from line 20	241,037.	132,770.
	57,088.	30,131.	

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer		Date		
	RICK SABOL, PRESIDENT Type or print name and title				
Paid Preparer Use Only	Preparer's name	Preparer's signature	Date	Check if self-employed	PTIN
	MICHAEL R. PUTICH, CPA	MICHAEL R. PUTICH, C	03/06/26	<input type="checkbox"/>	P00853466
	Firm's name	Firm's EIN		Phone no.	
	ROBINSON GRANT & CO., P.A.	57-0735924		843-815-6161	
	Firm's address				
	P.O. DRAWER 22959 HILTON HEAD ISLAND, SC 29925				

May the IRS discuss this return with the preparer shown above? See instructions Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III []

1 Briefly describe the organization's mission: THE CONCOURS EVENT IS HELD ANNUALLY ON HILTON HEAD ISLAND, SC AND DISPLAYS HISTORICAL AND SIGNIFICANT AUTOMOBILES FOR THE PURPOSE OF EDUCATING THE PUBLIC ON THE AUTOMOTIVE INDUSTRY ORIGIN, DEVELOPMENT AND CONTRIBUTION TO HISTORY

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [] Yes [X] No If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [] Yes [X] No If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 1,180,414. including grants of \$) (Revenue \$) PRODUCTION OF A WEEK-LONG FESTIVAL MOTOR SHOW THAT FOCUSES UPON AUTOMOBILES AND OTHER VARIOUS METHODS OF TRANSPORTATION AND WHICH IS OPEN AND AVAILABLE TO THE GENERAL PUBLIC.

4b (Code:) (Expenses \$ 40,400. including grants of \$ 40,400.) (Revenue \$) PAYMENT OF GRANTS TO LOCAL NOT-FOR-PROFIT ORGANIZATIONS

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe on Schedule O.) (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 1,220,814.

HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	X	
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ? See instructions	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? <i>If "Yes," complete Schedule C, Part III</i>		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>		X
b Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I.</i> See instructions		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X

HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Part IV Checklist of Required Schedules (continued)

	Yes	No
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>		X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		X
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		X
26 Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties? (See the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? <i>If "Yes," complete Schedule L, Part IV</i>	X	
b A family member of any individual described in line 28a? <i>If "Yes," complete Schedule L, Part IV</i>		X
c A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? <i>If "Yes," complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in noncash contributions? <i>If "Yes," complete Schedule M</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19?	X	

Note: All Form 990 filers are required to complete Schedule O

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

	Yes	No
1a Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable		
b Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

		Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
	2a		4
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
b	If "Yes," has it filed a Form 990-T for this year? <i>If "No" to line 3b, provide an explanation on Schedule O</i>	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If "Yes," enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
d	If "Yes," indicate the number of Forms 8282 filed during the year		7d
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12	10a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders	11a	
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b	
c	Enter the amount of reserves on hand	13c	
14a	Did the organization receive any payments for indoor tanning services during the tax year?		X
b	If "Yes," has it filed a Form 720 to report these payments? <i>If "No," provide an explanation on Schedule O</i>	14b	
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see the instructions and file Form 4720, Schedule N.	15	X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16	X
17	Section 501(c)(21) organizations. Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	17	

HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Part VI Governance, Management, and Disclosure. For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year 17 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.		
b	Enter the number of voting members included on line 1a, above, who are independent 17		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Did the organization have members or stockholders?		X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?		X
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses on Schedule O		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?		X
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13		X
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe on Schedule O how this was done		
13	Did the organization have a written whistleblower policy?		X
14	Did the organization have a written document retention and destruction policy?		X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a	The organization's CEO, Executive Director, or top management official	X	
b	Other officers or key employees of the organization		X
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

- 17** List the states with which a copy of this Form 990 is required to be filed **SC**
- 18** Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain on Schedule O)
- 19** Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
- 20** State the name, address, and telephone number of the person who possesses the organization's books and records
BOB LEE - 843-785-5747
1 CARDINAL ROAD, SUITE #16, HILTON HEAD ISLAND, SC 29926

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
 - List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.
 - List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
 - List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.
- See the instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) CHRIS BREWER PRESIDENT	40.00	X		X			105,000.	0.	0.	
(2) MIKE MCCLELLAND CHAIRMAN	5.00	X		X			0.	0.	0.	
(3) BOB LEE TREASURER	20.00	X		X			0.	0.	0.	
(4) TRUITT RABUN SECRETARY	5.00	X		X			0.	0.	0.	
(5) MERRY HARLACHER CHAIRMAN EMERITUS	5.00	X					0.	0.	0.	
(6) LAWRENCE KOCH BOARD MEMBER	5.00	X					0.	0.	0.	
(7) JOYCE CARLTON BOARD MEMBER	5.00	X					0.	0.	0.	
(8) PAUL IANUARIO BOARD MEMBER	5.00	X					0.	0.	0.	
(9) WALTER NESTER BOARD MEMBER	5.00	X					0.	0.	0.	
(10) LEE NINER BOARD MEMBER	5.00	X					0.	0.	0.	
(11) DENNIS WRIGHT BOARD MEMBER	5.00	X					0.	0.	0.	
(12) ELKE MARTIN BOARD MEMBER	5.00	X					0.	0.	0.	
(13) ERIK DOERRING BOARD MEMBER	5.00	X					0.	0.	0.	
(14) PAUL BOES BOARD MEMBER	5.00	X					0.	0.	0.	
(15) CARROL JENSEN BOARD MEMBER	5.00	X					0.	0.	0.	
(16) BILL SCMITT BOARD MEMBER	5.00	X					0.	0.	0.	
(17) STEWART BROWN CHAIRMAN EMERITUS	5.00	X					0.	0.	0.	

HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
1b Subtotal							105,000.	0.	0.	
c Total from continuation sheets to Part VII, Section A							0.	0.	0.	
d Total (add lines 1b and 1c)							105,000.	0.	0.	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization 1

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>		X
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization 0

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Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A)	(B)	(C)	(D)		
			Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512 - 514		
Contributions, Gifts, Grants and Other Similar Amounts	1 a	Federated campaigns	1a					
	b	Membership dues	1b					
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e	360,841.				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	14,457.				
	g	Noncash contributions included in lines 1a-1f	1g	\$				
	h Total. Add lines 1a-1f			375,298.				
Program Service Revenue	2 a	PATRON & SPONSORSHIP I	Business Code 900099	504,406.	504,406.			
	b	EVENT TICKET SALES	900099	223,035.	223,035.			
	c	FLIGHTS AND FANCY AIRP	900099	87,171.	87,171.			
	d	EXHIBITOR REGISTRATION	900099	25,098.	25,098.			
	e	DRIVING TOUR TICKETS	900099	12,380.	12,380.			
	f	All other program service revenue						
	g Total. Add lines 2a-2f			852,090.				
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		2,643.			2,643.	
	4	Income from investment of tax-exempt bond proceeds						
	5	Royalties						
	6 a	Gross rents	6a	(i) Real				
				(ii) Personal				
	b	Less: rental expenses	6b					
	c	Rental income or (loss)	6c					
	d	Net rental income or (loss)						
	7 a	Gross amount from sales of assets other than inventory	7a	(i) Securities				
				(ii) Other				
	b	Less: cost or other basis and sales expenses	7b					
	c	Gain or (loss)	7c					
d	Net gain or (loss)							
8 a	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	8a						
b	Less: direct expenses	8b						
c	Net income or (loss) from fundraising events							
9 a	Gross income from gaming activities. See Part IV, line 19	9a						
b	Less: direct expenses	9b						
c	Net income or (loss) from gaming activities							
10 a	Gross sales of inventory, less returns and allowances	10a	10,752.					
b	Less: cost of goods sold	10b	18,622.					
c	Net income or (loss) from sales of inventory		-7,870.	-7,870.				
Miscellaneous Revenue	11 a	BUSINESS EXPO & RETAIL	Business Code 900099	36,325.	36,325.			
	b	ONLINE PURCHASE FEE RE	900099	17,398.	17,398.			
	c	COVID 19 FUNDING - EMP	900099	14,803.	14,803.			
	d	All other revenue	541800	15,632.	4,932.	10,700.		
	e Total. Add lines 11a-11d			84,158.				
12 Total revenue. See instructions			1,306,319.	917,678.	10,700.	2,643.		

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INC.

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 ...	40,400.	40,400.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	105,000.	78,750.	26,250.	
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	129,652.	103,722.	25,930.	
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes	18,665.	13,999.	4,666.	
11 Fees for services (nonemployees):				
a Management				
b Legal				
c Accounting	33,588.	16,794.	16,794.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)				
12 Advertising and promotion	347,452.	347,452.		
13 Office expenses				
14 Information technology	20,283.	10,140.	10,143.	
15 Royalties				
16 Occupancy	19,173.	11,504.	7,669.	
17 Travel	3,337.	3,337.		
18 Payments of travel or entertainment expenses for any federal, state, or local public officials ...				
19 Conferences, conventions, and meetings				
20 Interest	2,741.		2,741.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance	12,360.	9,888.	2,472.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a FACILITY EXPENSES/RENTA	246,985.	246,985.		
b EVENT PRODUCTION COSTS	194,770.	194,770.		
c HOSPITALITY SPACE COSTS	66,226.	66,226.		
d SPONSOR SOLICITATION EX	23,239.	23,239.		
e All other expenses _____	69,405.	53,608.	15,797.	
25 Total functional expenses. Add lines 1 through 24e	1,333,276.	1,220,814.	112,462.	0.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

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Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	165,269.	1	72,089.
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	119,078.	4	84,754.
	5 Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges		9	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b Less: accumulated depreciation	10b		10c
	11 Investments - publicly traded securities		11	
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11	13,778.	15	6,058.
16 Total assets. Add lines 1 through 15 (must equal line 33)	298,125.	16	162,901.	
Liabilities	17 Accounts payable and accrued expenses	104,466.	17	1,850.
	18 Grants payable		18	
	19 Deferred revenue		19	
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties	136,560.	24	130,967.
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	11.	25	-47.
	26 Total liabilities. Add lines 17 through 25	241,037.	26	132,770.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 27, 28, 32, and 33.			
	27 Net assets without donor restrictions	57,088.	27	30,131.
	28 Net assets with donor restrictions		28	
	Organizations that do not follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 29 through 33.			
	29 Capital stock or trust principal, or current funds		29	
	30 Paid-in or capital surplus, or land, building, or equipment fund		30	
	31 Retained earnings, endowment, accumulated income, or other funds		31	
	32 Total net assets or fund balances	57,088.	32	30,131.
33 Total liabilities and net assets/fund balances	298,125.	33	162,901.	

Form 990 (2024)

HILTON HEAD ISLAND CONCOURS DELEGANCE,
INC.

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	1,306,319.
2	Total expenses (must equal Part IX, column (A), line 25)	2	1,333,276.
3	Revenue less expenses. Subtract line 2 from line 1	3	-26,957.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	57,088.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	30,131.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2b	Were the organization's financial statements audited by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____ If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F? _____		X
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits _____		

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 Public support. Subtract line 5 from line 4.						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 Total support. Add lines 7 through 10						
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						<input type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2024 (line 6, column (f), divided by line 11, column (f))	14	%
15 Public support percentage from 2023 Schedule A, Part II, line 14	15	%
16a 33 1/3% support test - 2024. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 33 1/3% support test - 2023. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
17a 10% -facts-and-circumstances test - 2024. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 10% -facts-and-circumstances test - 2023. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and stop here. Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		<input type="checkbox"/>

HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	323,066.	420,915.	347,340.	425,959.	375,298.	1892578.
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	20,802.	962,208.	995,386.	959,657.	852,090.	3790143.
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5	343,868.	1383123.	1342726.	1385616.	1227388.	5682721.
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						0.
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						0.
c Add lines 7a and 7b						0.
8 Public support. (Subtract line 7c from line 6.)						5682721.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
9 Amounts from line 6	343,868.	1383123.	1342726.	1385616.	1227388.	5682721.
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	5.			14.	2,643.	2,662.
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b	5.			14.	2,643.	2,662.
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)	343,873.	1383123.	1342726.	1385630.	1230031.	5685383.

14 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**

Section C. Computation of Public Support Percentage

15 Public support percentage for 2024 (line 8, column (f), divided by line 13, column (f))	15	99.95 %
16 Public support percentage from 2023 Schedule A, Part III, line 15	16	100.00 %

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2024 (line 10c, column (f), divided by line 13, column (f))	17	.05 %
18 Investment income percentage from 2023 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2024. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

b 33 1/3% support tests - 2023. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Part IV Supporting Organizations

(Complete only if you checked a box on line 12 of Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? <i>If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.</i>		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? <i>If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).</i>		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? <i>If "Yes," answer lines 3b and 3c below.</i>		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? <i>If "Yes," describe in Part VI when and how the organization made the determination.</i>		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? <i>If "Yes," explain in Part VI what controls the organization put in place to ensure such use.</i>		
4a Was any supported organization not organized in the United States ("foreign supported organization")? <i>If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.</i>		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? <i>If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.</i>		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? <i>If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.</i>		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? <i>If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).</i>		
b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c Substitutions only. Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? <i>If "Yes," provide detail in Part VI.</i>		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? <i>If "Yes," complete Part I of Schedule L (Form 990).</i>		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? <i>If "Yes," provide detail in Part VI.</i>		
b Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? <i>If "Yes," provide detail in Part VI.</i>		
c Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? <i>If "Yes," provide detail in Part VI.</i>		
10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer line 10b below.</i>		
b Did the organization have any excess business holdings in the tax year? <i>(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)</i>		

Part IV Supporting Organizations (continued)

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?		
b A family member of a person described on line 11a above?		
c A 35% controlled entity of a person described on line 11a or 11b above? <i>If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.</i>		
11a		
11b		
11c		

Section B. Type I Supporting Organizations

	Yes	No
1 Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? <i>If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.</i>		
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? <i>If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.</i>		
1		
2		

Section C. Type II Supporting Organizations

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? <i>If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).</i>		
1		

Section D. All Type III Supporting Organizations

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? <i>If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).</i>		
3 By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? <i>If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.</i>		
1		
2		
3		

Section E. Type III Functionally Integrated Supporting Organizations

1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).		
a <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
b <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
c <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).		
2 Activities Test. Answer lines 2a and 2b below.		
a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? <i>If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.</i>		
b Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i>		
3 Parent of Supported Organizations. Answer lines 3a and 3b below.		
a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? <i>If "Yes" or "No," provide details in Part VI.</i>		
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? <i>If "Yes," describe in Part VI the role played by the organization in this regard.</i>		
2a		
2b		
3a		
3b		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

1 Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in Part VI*). **See instructions.**
All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1	Net short-term capital gain	1	
2	Recoveries of prior-year distributions	2	
3	Other gross income (see instructions)	3	
4	Add lines 1 through 3.	4	
5	Depreciation and depletion	5	
6	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	6	
7	Other expenses (see instructions)	7	
8	Adjusted Net Income (subtract lines 5, 6, and 7 from line 4)	8	

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
a	Average monthly value of securities	1a	
b	Average monthly cash balances	1b	
c	Fair market value of other non-exempt-use assets	1c	
d	Total (add lines 1a, 1b, and 1c)	1d	
e	Discount claimed for blockage or other factors (<i>explain in detail in Part VI</i>):		
2	Acquisition indebtedness applicable to non-exempt-use assets	2	
3	Subtract line 2 from line 1d.	3	
4	Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	4	
5	Net value of non-exempt-use assets (subtract line 4 from line 3)	5	
6	Multiply line 5 by 0.035.	6	
7	Recoveries of prior-year distributions	7	
8	Minimum Asset Amount (add line 7 to line 6)	8	

Section C - Distributable Amount			Current Year
1	Adjusted net income for prior year (from Section A, line 8, column A)	1	
2	Enter 0.85 of line 1.	2	
3	Minimum asset amount for prior year (from Section B, line 8, column A)	3	
4	Enter greater of line 2 or line 3.	4	
5	Income tax imposed in prior year	5	
6	Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	6	
7	<input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).		

HILTON HEAD ISLAND CONOURS DELEGANCE,
INC.

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	1
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3
4	Amounts paid to acquire exempt-use assets	4
5	Qualified set-aside amounts (prior IRS approval required - provide details in Part VI)	5
6	Other distributions (describe in Part VI). See instructions.	6
7	Total annual distributions. Add lines 1 through 6.	7
8	Distributions to attentive supported organizations to which the organization is responsive (provide details in Part VI). See instructions.	8
9	Distributable amount for 2024 from Section C, line 6	9
10	Line 8 amount divided by line 9 amount	10

Section E - Distribution Allocations (see instructions)	(i) Excess Distributions	(ii) Underdistributions Pre-2024	(iii) Distributable Amount for 2024
1	Distributable amount for 2024 from Section C, line 6		
2	Underdistributions, if any, for years prior to 2024 (reasonable cause required - explain in Part VI). See instructions.		
3	Excess distributions carryover, if any, to 2024		
a	From 2019		
b	From 2020		
c	From 2021		
d	From 2022		
e	From 2023		
f	Total of lines 3a through 3e		
g	Applied to under distributions of prior years		
h	Applied to 2024 distributable amount		
i	Carryover from 2019 not applied (see instructions)		
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.		
4	Distributions for 2024 from Section D, line 7: \$		
a	Applied to underdistributions of prior years		
b	Applied to 2024 distributable amount		
c	Remainder. Subtract lines 4a and 4b from line 4.		
5	Remaining underdistributions for years prior to 2024, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, explain in Part VI. See instructions.		
6	Remaining underdistributions for 2024. Subtract lines 3h and 4b from line 1. For result greater than zero, explain in Part VI. See instructions.		
7	Excess distributions carryover to 2025. Add lines 3j and 4c.		
8	Breakdown of line 7:		
a	Excess from 2020		
b	Excess from 2021		
c	Excess from 2022		
d	Excess from 2023		
e	Excess from 2024		

HILTON HEAD ISLAND CONCOURS DELEGANCE,
INC.

Part VI

Supplemental Information. Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.)

Lined area for supplemental information.

**Schedule B
(Form 990)**

(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Schedule of Contributors

Attach to Form 990, 990-EZ, or 990-PF.
Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

Name of the organization

HILTON HEAD ISLAND CONCURS DELEGANCE,
INC.

Employer identification number

02-0547759

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(3) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of **(1)** \$5,000; or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year \$ _____

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990).

For Paperwork Reduction Act Notice, see the instructions for Form 990, 990-EZ, or 990-PF.

Schedule B (Form 990) (Rev. 12-2024)

Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
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Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	TOWN OF HILTON HEAD ISLAND - ACCOMMODATIONS TAX FUNDING 1 TOWN CENTER COURT HILTON HEAD ISLAND, SC 29928	\$ 341,841.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	BEAUFORT COUNTY 100 RIBAUT ROAD BEAUFORT, SC 29902	\$ 19,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	GULFSTREAM AEROSPACE CORPORATION 1200 SENATE STREET COLUMBIA, SC 29201	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4	MARTIN, ELKE & POPIEL, BOB 1798 CANYON OAKS DRIVE MT. PLEASANT, SC 29464	\$ 5,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
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Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____
	_____	\$ _____	_____

Name of organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
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Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this info. once.) \$ _____
Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE D
(Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990,
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

**Open to Public
Inspection**

Name of the organization **HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.** Employer identification number **02-0547759**

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

Preservation of land for public use (for example, recreation or education) Preservation of a historically important land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included on line 2a	2c
d Number of conservation easements included on line 2c acquired after July 25, 2006, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year _____

4 Number of states where property subject to conservation easement is located _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

8 Does each conservation easement reported on line 2d above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items.

(i) Revenue included on Form 990, Part VIII, line 1 \$ _____

(ii) Assets included in Form 990, Part X \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 \$ _____

b Assets included in Form 990, Part X \$ _____

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) (Rev. 12-2024)

HILTON HEAD ISLAND CONCURS DELEGANCE,

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply).
- a Public exhibition
 - b Scholarly research
 - c Preservation for future generations
 - d Loan or exchange program
 - e Other _____
- 4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
- 5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b If "Yes," explain the arrangement in Part XIII and complete the following table:
- | | Amount |
|---------------------------------|--------|
| c Beginning balance | 1c |
| d Additions during the year | 1d |
| e Distributions during the year | 1e |
| f Ending balance | 1f |
- 2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

- 2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:
- a Board designated or quasi-endowment _____%
 - b Permanent endowment _____%
 - c Term endowment _____%
- The percentages on lines 2a, 2b, and 2c should equal 100%.
- 3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:
- | | Yes | No |
|--|--------|----|
| (i) Unrelated organizations? | 3a(i) | |
| (ii) Related organizations? | 3a(ii) | |
| b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R? | 3b | |
- 4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other				

Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, line 10c, column (B)) 0.

Part VII Investments - Other Securities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, line 12, col. (B))		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, line 13, col. (B))		

Part IX Other Assets

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 15, col. (B))	

Part X Other Liabilities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) PAYROLL LIABILITIES	- 47.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, line 25, col. (B))	- 47.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ...

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include descriptions, sub-headers (2a-2d, 4a-4b), and totals (1, 2e, 3, 4c, 5).

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include descriptions, sub-headers (2a-2d, 4a-4b), and totals (1, 2e, 3, 4c, 5).

Part XIII Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Multiple horizontal lines provided for entering supplemental information.

SCHEDULE L

(Form 990)

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Transactions With Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c; or Form 990-EZ, Part V, line 38a or 40b.

Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public
Inspection

Name of the organization **HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.** Employer identification number **02-0547759**

Part I Excess Benefit Transactions (section 501(c)(3), section 501(c)(4), and section 501(c)(29) organizations only)

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b; or Form 990-EZ, Part V, line 40b.

Table with 4 main columns: (a) Name of disqualified person, (b) Relationship between disqualified person and organization, (c) Description of transaction, (d) Corrected? (Yes/No). Rows 1-6.

2 Enter the amount of tax incurred by the organization managers or disqualified persons during the year under section 4958 \$
3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization \$

Part II Loans to and/or From Interested Persons

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a, or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22.

Table with 10 main columns: (a) Name of interested person, (b) Relationship with organization, (c) Purpose of loan, (d) Loan to or from the organization? (To/From), (e) Original principal amount, (f) Balance due, (g) In default? (Yes/No), (h) Approved by board or committee? (Yes/No), (i) Written agreement? (Yes/No). Rows 1-10 and Total.

Total \$

Part III Grants or Assistance Benefiting Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

Table with 5 main columns: (a) Name of interested person, (b) Relationship between interested person and the organization, (c) Amount of assistance, (d) Type of assistance, (e) Purpose of assistance. Rows 1-10.

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule L (Form 990) (Rev. 12-2024)

Part IV Business Transactions Involving Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
(1) BEACON ALLIED RESOURCES,	TREASURER/COMPTROLL	29,976.	PROVIDES AC		X
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					

Part V Supplemental Information

Provide additional information for responses to questions on Schedule L. See instructions.

SCH L, PART IV, BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS:

(A) NAME OF PERSON: BEACON ALLIED RESOURCES, INC./ROBERT LEE

(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:
TREASURER/COMPTROLLER

(D) DESCRIPTION OF TRANSACTION: PROVIDES ACCOUNTING, TECHNOLOGY AND
OTHER CONSULTING SERVICES TO THE ORGANIZATION VIA BEACON ALLIED
RESOURCES, INC.

**SCHEDULE O
(Form 990)**

(Rev. December 2024)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or Form 990-EZ.

Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

**Open to Public
Inspection**

Name of the organization	HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	Employer identification number 02-0547759
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FORM 990, PART VI, SECTION B, LINE 11B:
PRIOR TO THE FILING OF THE FORM 990, IT IS REVIEWED FOR ACCURACY BY THE
COMPTROLLER/TREASURER.

FORM 990, PART VI, SECTION B, LINE 15A:
THE EXECUTIVE DIRECTOR UNDERGOES AN ANNUAL PERFORMANCE REVIEW AND HIS/HER
SALARY IS BASED ON COMPARABLE POSITIONS.

FORM 990, PART VI, SECTION C, LINE 19:
DOCUMENTATION IS AVAILABLE TO THE PUBLIC UPON REQUEST

Type and Entity: PRE-2018 NOL FED		DETAIL CARRYOVER SCHEDULE										
Section 382 Annual Limitation		Section 382 Carryover										
Year Originated	Original Carryover Amount	Total Amount Used	Amount Used for 12/31/21	Amount Used for 12/31/22	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for
A	2017	2,924.	2,924.	1,216.	1,708.							
B												
C												
D												
E												
F												
G												
H												
I												
J												
K												
L												
M												
N												
O												
P												
Q												
R												
S												
T												
U												
V												
W												
Detail Type	ESBC	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for
A												
B												
C												
D												
E												
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G												
H												
I												
J												
K												
L												
M												
N												
O												
P												
Q												
R												
S												
T												
U												
V												
W												

Hilton Head Island Concours d'Elegance & Motoring Festival	
Project	2025 Motoring Festival
Total Grant Amount	350,000
Contact	Kelly Smith
Phone	(843) 683-8386
Email	hashtagconcours@gmail.com
Summary of Funded Activities	<p>The 2025 ATAX allocation enabled the Hilton Head Island Concours d'Elegance & Motoring Festival to implement a sustained, destination-focused marketing program designed to attract out-of-market visitors, strengthen overnight visitation to include both our exhibitors and spectators, and elevate Hilton Head Island's visibility as a luxury leisure destination during the first weekend of November.</p> <p>ATAX funding was intentionally phased across the calendar year. Early investments established the creative and strategic foundation for the campaign through marketing design, content development, website support, and brand messaging. Mid-year efforts expanded into sustained digital and social promotion, while late summer and fall funding supported an increasingly targeted media mix intended to convert awareness into attendance, travel planning, and event-week engagement.</p> <p>Digital strategy was a central component of the funded work. ATAX dollars supported recurring social media marketing and advertising, digital media services, website content, digital program placements, e-blasts, and online advertising across multiple platforms and media partners. This digital-first structure allowed the campaign to remain active over a long promotional runway, retarget interested audiences, and maintain relevance with both regional consumers, exhibitors from all over the country or destination travelers considering Hilton Head Island for a fall trip.</p> <p>A second major strength of the funded program was its use of specialized media partnerships. The campaign invested in a carefully selected mix of collector car, enthusiast, luxury, and regional outlets, ensuring that the event was promoted not just broadly, but to audiences most aligned with its experience and economic impact. Automotive enthusiast publications and platforms such as Classic Motorsports, Hemmings, Sports Car Market, and Momentum Media helped reinforce the event's credibility within the collector and motoring community, while placements with lifestyle, regional, television, radio, and outdoor partners expanded reach and supported top-of-funnel awareness.</p> <p>Funding also supported visual storytelling and promotional asset creation through photography, videography, design, and print production. These efforts supplied the campaign with polished, event-specific content that could be repurposed across advertising, social media, email, website, program materials, and post-event publicity, improving both efficiency and overall campaign cohesion. All of these marketing activities reflected in the reimbursement requests show that ATAX support was used to build a complete promotional ecosystem: strategy, creative, media buying, content production, publicity support, and audience engagement. This integrated approach is especially important for an event of this scale and positioning, as it allows Hilton Head Island to be marketed not simply as the site of a single event, but as the setting for a broader high-value visitor lifestyle experience.</p> <p>The campaigns were executed across print, digital, outdoor, broadcast, and influencer channels; leveraged both regional and national outlet partnerships; and maintained promotional momentum from early-year planning through the event's peak attendance period.</p>

Tourism Related Metrics	<p>In 2025, the Hilton Head Island Concours d'Elegance & Motoring Festival welcomed approximately 20,000 attendees and featured approximately 500 exhibited vehicles, representing collectors, owners, and participants traveling from both regional and out-of-market locations, continuing to deliver strong tourism impact during the first weekend of November. According to the USCB on-site attendee survey, 41.88% of respondents came from other U.S. locations, 69.59% identified the event as the primary reason for their visit, and 50.79% said they would not have visited Hilton Head Island at that time without the festival. Among overnight visitors surveyed, 82.76% stayed on Hilton Head Island, with the majority staying 2–5 days, supporting lodging, dining, retail, and recreation spending across the destination. The event also creates substantial hotel demand, including a near-complete sellout of the Westin Hilton Head Island Oceanfront Resort & Spa during event weekend. USCB SURVEY DOC</p>
Lessons Learned & Future Plans	<p>The execution of this year's ATAX-funded campaign provided valuable insight into both the strengths of the current promotional strategy and the opportunities for continued growth and refinement. As our event continues to evolve, the experience gained through each funding cycle directly informs future planning, investment priorities, and long-term efforts.</p> <p>One of the most significant takeaways is the continued effectiveness of a multi-channel, digitally led marketing strategy supported by strong media partnerships and high-quality creative assets. The campaign demonstrated that sustained, year-round promotion particularly through digital advertising, social media, and targeted enthusiast outlets is essential to maintaining visibility and driving attendance within a competitive national event landscape. Moving forward, there is a clear opportunity to further strengthen this approach through increased investment in video production and dynamic content capture, which would allow for stronger engagement across digital, and extended use of assets across multiple campaign cycles.</p> <p>As the Concours continues to grow in both attendance and national recognition, the cost and complexity of producing a high-quality visitor experience increases accordingly. Additional resources dedicated to infrastructure, including event build-out, guest experience enhancements, and operational logistics, will be critical to maintaining the standard expected by attendees while allowing for continued expansion. Another key insight is the growing demand for diverse and accessible lodging options to support increased visitation. The event continues to attract a wide range of attendees, from high-net-worth collectors and VIP guests to families and regional drive-market visitors. As a result, there is a clear need to expand and strengthen hotel and accommodation partnerships across multiple price points and property types. Looking ahead, the organization is also placing a strong emphasis on intentional audience development and programming strategy. Current efforts include outreach to VIP attendees, collectors, and key stakeholders, as well as the curation of future "marquee" classes and featured experiences that will serve as anchor attractions for the event. These curated elements are expected to not only enhance the overall visitor experience, but also drive increased exhibitor participation and broader attendance by elevating the event's national profile and perceived value.</p> <p>In addition, future initiatives will continue to expand awareness that the Concours is an inclusive, multi-generational experience. While the event is rooted in automotive excellence, ongoing marketing efforts will further communicate that it offers something for all ages and interests including lifestyle experiences, design, food and beverage, interactive elements, and family-friendly programming. Broadening this perception will be key to increasing overall attendance, extending length of stay, and strengthening the event's role as a community and regional draw.</p> <p>From a sustainability standpoint, there is A focus On the importance of building a balanced and resilient funding model. In addition to continued ATAX support, future plans include expanding sponsorship opportunities, strengthening media and brand partnerships, enhancing VIP and premium experiences, and leveraging content and digital platforms to create additional revenue-generating opportunities. The knowledge gained through this funding cycle has reinforced that the Hilton Head Island Concours d'Elegance & Motoring Festival is well-positioned for continued growth. By refining digital strategies, investing in content and infrastructure, expanding lodging partnerships, and thoughtfully evolving programming and audience development, the event will continue to drive meaningful tourism impact and deliver long-term value to Hilton Head Island.</p>
Additional Comments & Feedback	<p>Folder to Individual Reports - <i>Per Discussions this folder will continue to be updated with relevant individual reporting throughout the grant cycle and remain available for download at anytime for reference.</i> https://drive.google.com/drive/folders/1YpdBSNVdrCAqRd8llw7pz8j4hi3wxTy4?usp=share_link</p>

2025 FESTIVAL REPORT



Concours d'Elegance & Motoring Festival



CENTER FOR LOWCOUNTRY
HOSPITALITY EDUCATION

EXECUTIVE SUMMARY

At the request of festival organizers, the University of South Carolina Beaufort (USCB) conducted an on-site survey at the 2025 Hilton Head Island Concours d'Elegance & Motoring Festival on November 1 and 2, 2025. The purpose of the survey was to gain insight into festival attendees and identify how these attendees contribute to the Island's economy and local tourism.

Research staff collected data from festival goers via requesting attendees to answer question about the festival. The 37-question survey was administered digitally, via iPads, which were provided to attendees to answer the survey. Attendees were also able to scan QR codes to take the surveys on their own devices. QR codes were either passed out by attendants or placed around the event. At the conclusion of the survey, participants were offered a koozie for their time.

Overwhelmingly, participants enjoyed the event with 81% giving the festival a "5 Star" rating. This is further supported by the percentage of attendees who plan to return to the festival (59.69% *extremely likely*, 25.71% *very likely*) and recommend the festival to friends (69.38% *extremely likely*, 26.21% *very likely*). Below are a few key data points from this year's data.

- Word of Mouth (mainly friends and family) continues to be the number one driver of attendees to this festival (45.91%).
- Attendees largely local, with 58.12% of attendees surveyed living within 50 miles of the event venue.
- Primarily older demographic (55.99% are aged 55+) with the plurality of participants' annual household falling within the \$200,000+/year group. This year, there was an uptick of young (18-24) guests, with them being the third-highest group with 11.55% of attendees. Over a third of guests were over 65.
- Attendees were a 54-43 split of males to females. Unlike previous years, more men seemed to want to take the survey than females.
- Parking was the least liked part of the event.
- Nearly half of respondents planned on viewing Sunday's Concours d'Elegance.
- No respondents came from outside the United States, though anecdotally there were individuals did come from other nations.

In the attached report, data for each question is both graphically and numerically showcased for ease of review.

468

Total Responses



170

iPad Responses

98

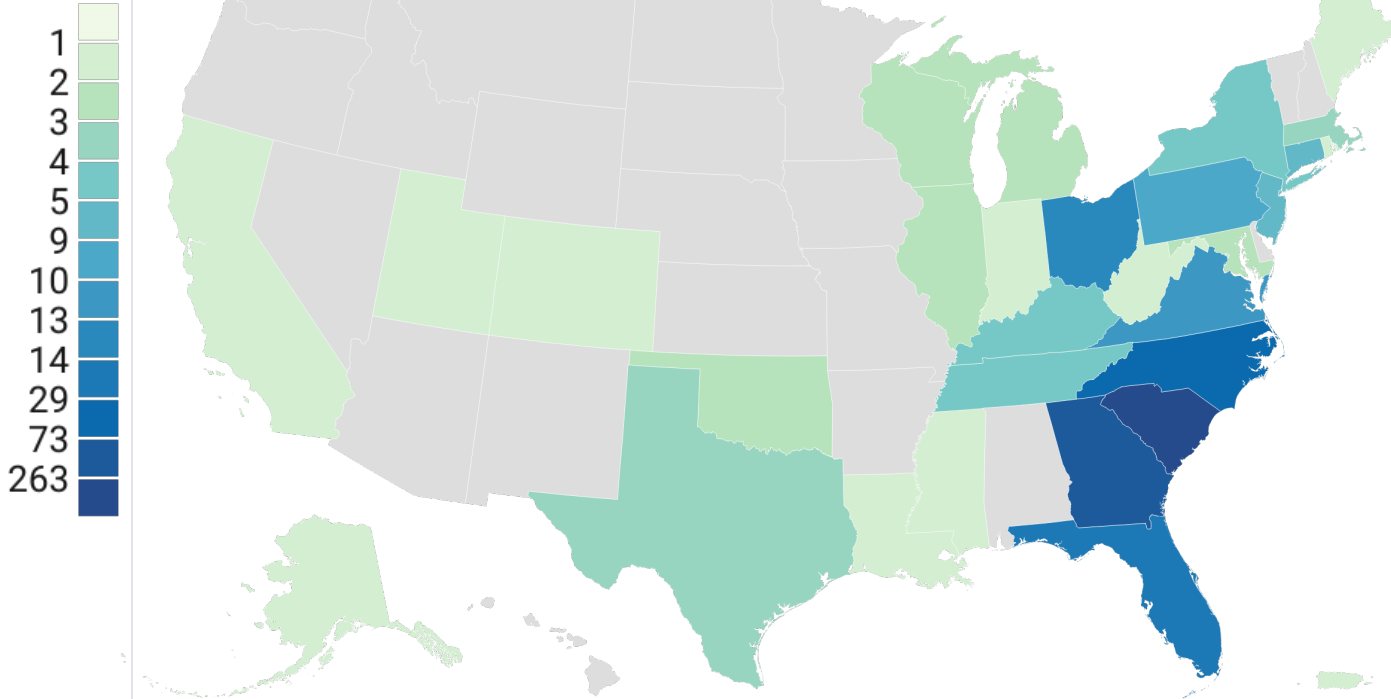
Event Signage

200

QR Code Handouts

Please enter your ZIP code

468 out of 468 respondents answered this question.

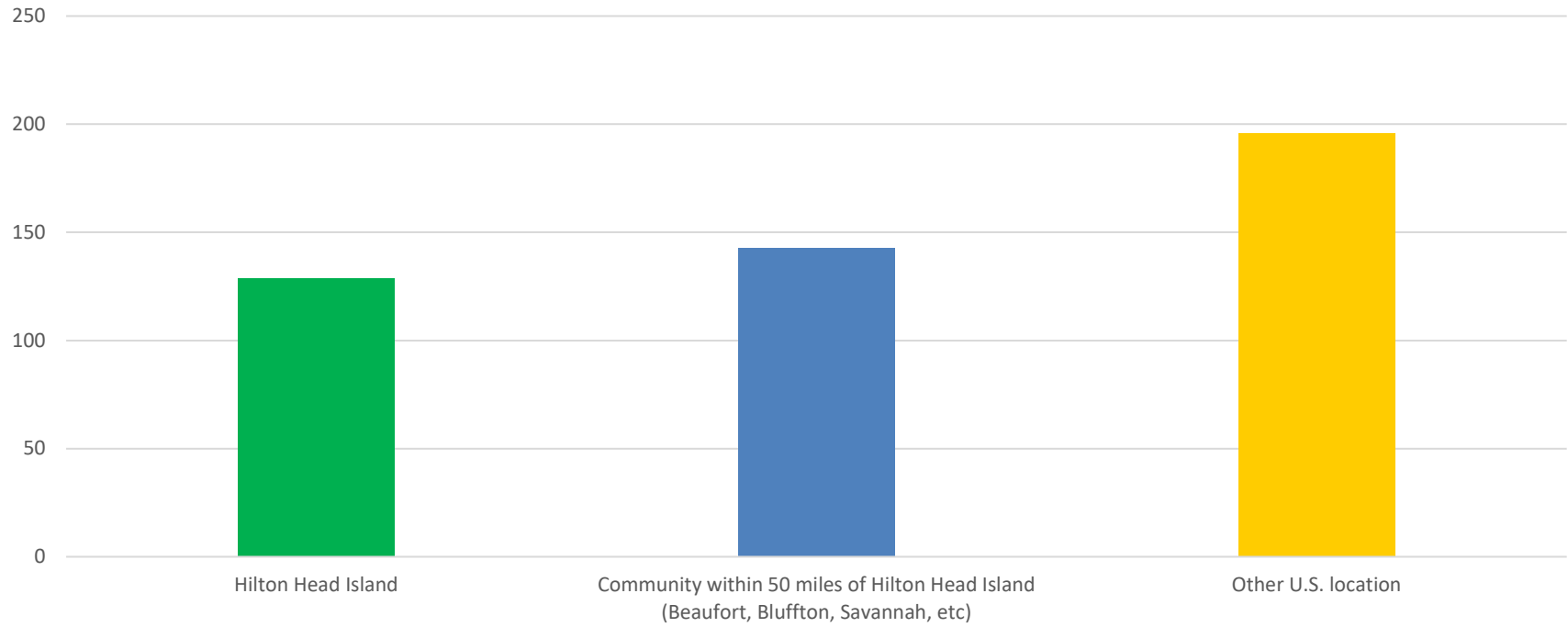


State of Residence	Respondents
South Carolina	263
Georgia	73
North Carolina	29
Florida	14
Ohio	13
Virginia	10
Pennsylvania	9
New Jersey	5
Connecticut	5
Tennessee	4
New York	4
Kentucky	4
Massachusetts	3
Texas	3
Illinois	2
Maryland	2
Oklahoma	2
Michigan	2
Wisconsin	2
Colorado	1
Utah	1
Alaska	1
Puerto Rico	1
Maine	1
West Virginia	1
Rhode Island	1
California	1
Indiana	1
Louisiana	1
Mississippi	1

Where is your PRIMARY residence?



TYPE: SELECT_ONE. 468 out of 468 respondents answered this question.



Value

Frequency

Percentage

Hilton Head Island

129

27.56%

Community within 50 miles of Hilton Head Island (Beaufort, Bluffton, Savannah, etc)

143

30.56%

Other U.S. location

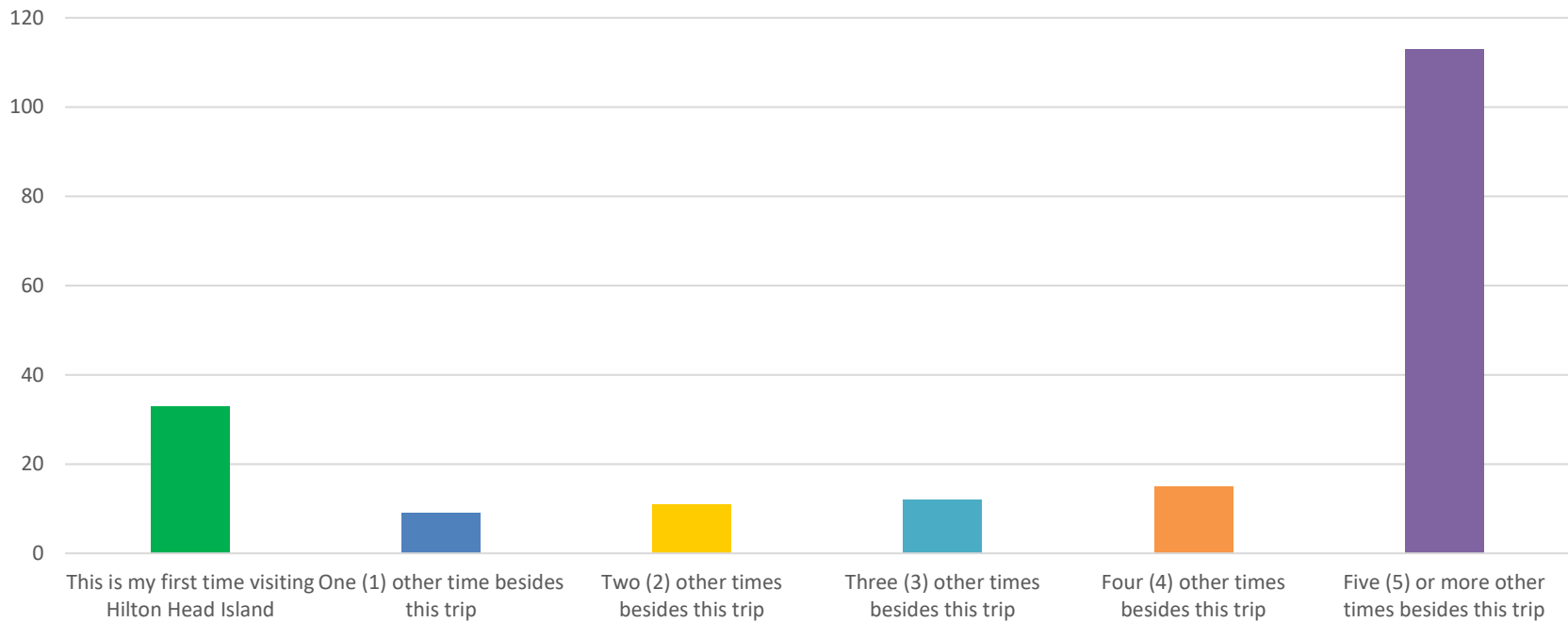
196

41.88%

Including this visit, HOW MANY trips have you taken to Hilton Head Island?



TYPE: SELECT_ONE. 193 out of 468 respondents answered this question.

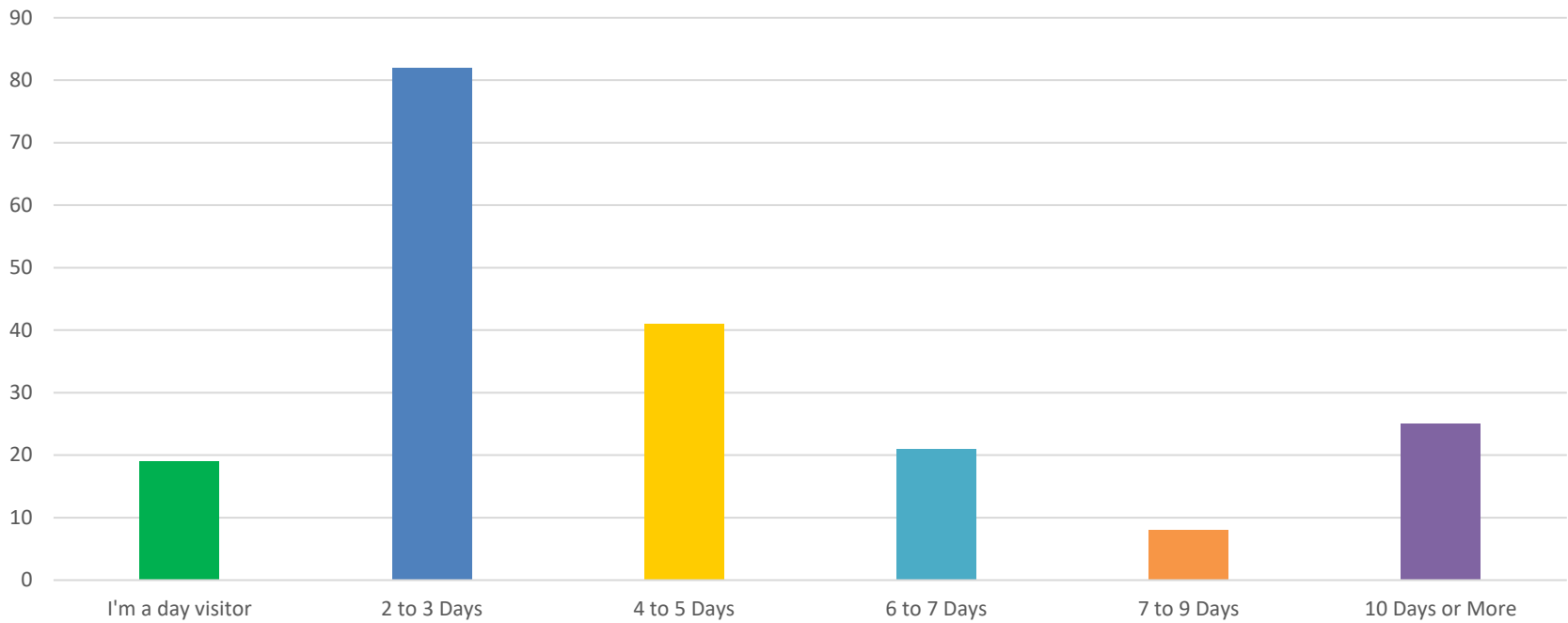


Value	Frequency	Percentage
This is my first time visiting Hilton Head Island	33	17.10%
One (1) other time besides this trip	9	4.66%
Two (2) other times besides this trip	11	5.70%
Three (3) other times besides this trip	12	6.22%
Four (4) other times besides this trip	15	7.77%
Five (5) or more other times besides this trip	113	58.55%

How many days to you intend to stay in the Hilton Head Island area?



TYPE: SELECT_ONE. 196 out of 468 respondents answered this question.

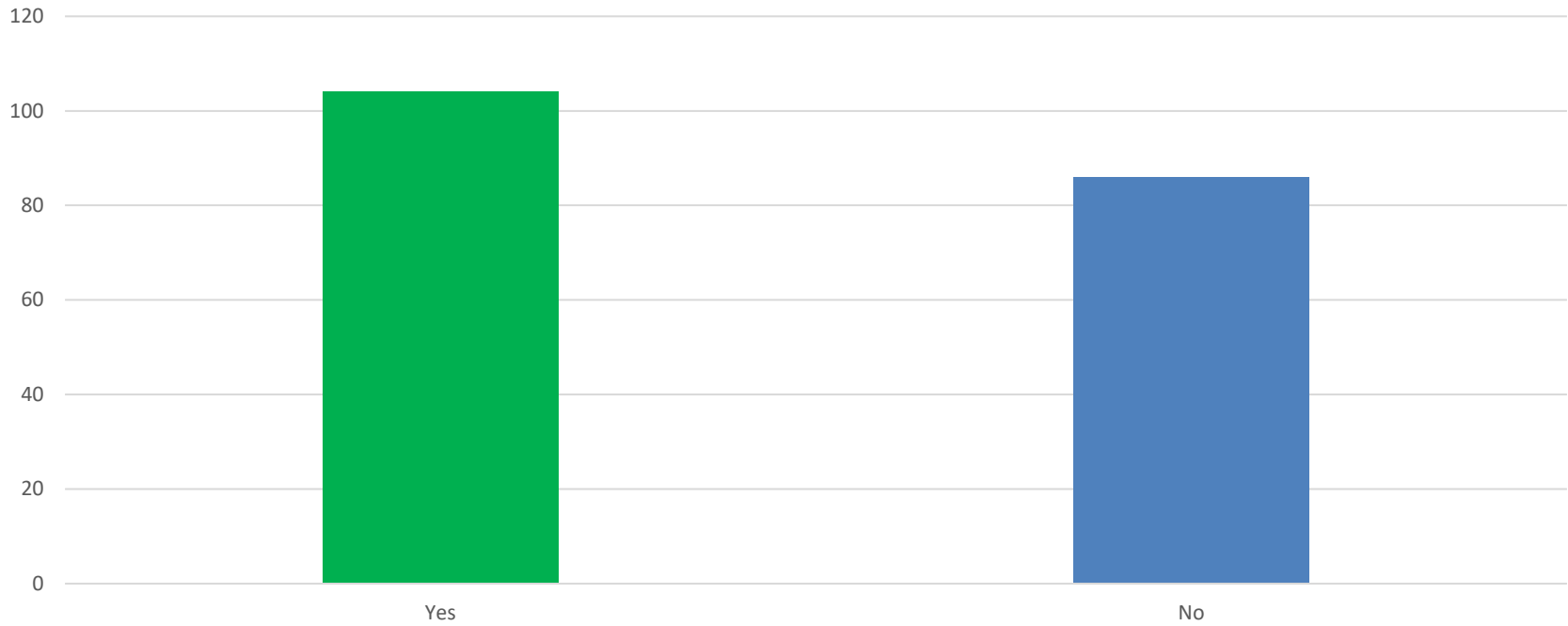


Value	Frequency	Percentage
I'm a day visitor	19	9.69%
2 to 3 Days	82	41.84%
4 to 5 Days	41	20.92%
6 to 7 Days	21	10.71%
7 to 9 Days	8	4.08%
10 Days or More	25	12.76%

Is this your first-time attending the Hilton Head Island Concours d'Elegance & Motoring Festival?



TYPE: SELECT_ONE. 190 out of 469 respondents answered this question.

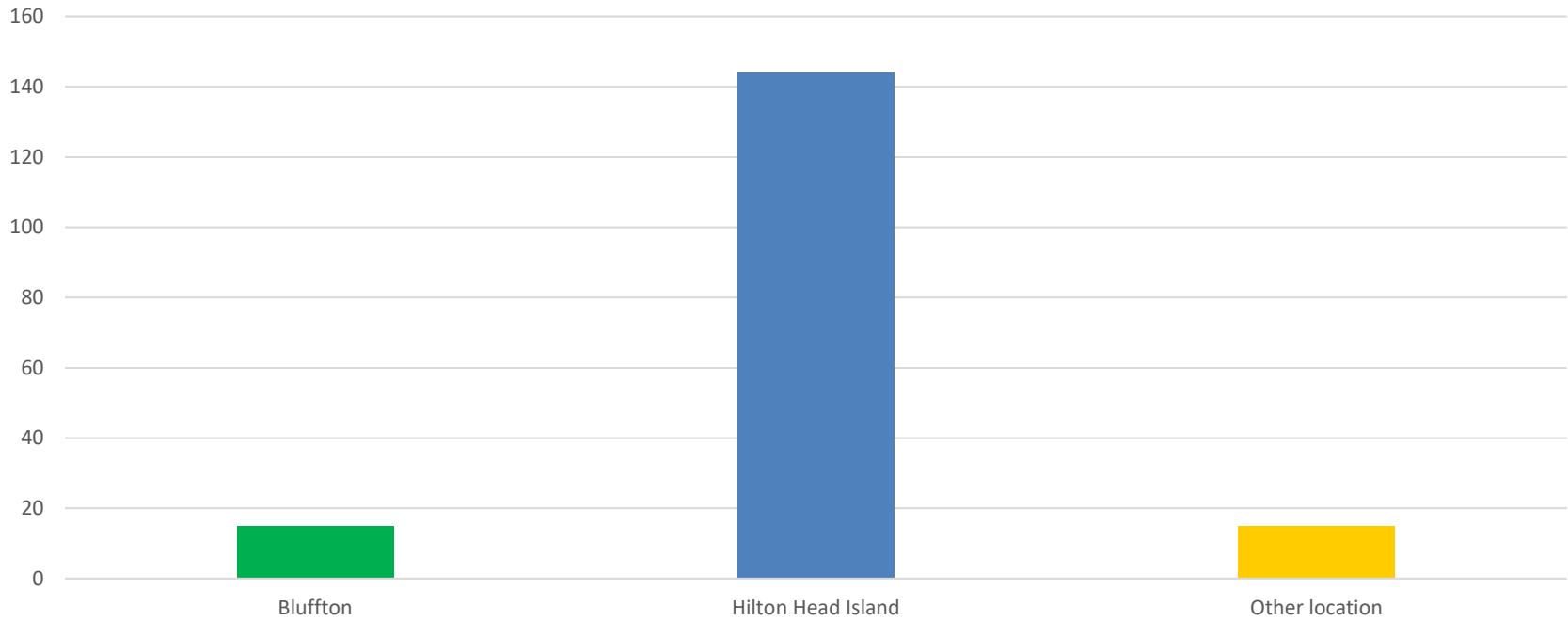


Value	Frequency	Percentage
Yes	104	54.74%
No	86	45.26%

Where are you staying overnight on this trip?



TYPE: SELECT_ONE. 174 out of 469 respondents answered this question.



Value	Frequency	Percentage
Bluffton	15	8.62%
Hilton Head Island	144	82.76%
Other location	15	8.62%

What type of accommodations are you using while staying on and visiting Hilton Head Island?



TYPE: SELECT_ONE. 140 out of 469 respondents answered this question.



Value	Frequency	Percentage
Villa/Condo - Rental	43	30.50%
Home/Villa/Condo - Timeshare	19	13.48%
Home/Villa/Condo - Owned	27	19.15%
With friends/relatives	13	9.22%
Full Service Hotel	25	17.73%
Home - Rental	7	4.96%
Limited-Service Hotel/Motel	6	4.26%
RV Park	1	0.71%

What type of accommodations are you using in Bluffton while visiting Hilton Head Island?



TYPE: SELECT_ONE. 6 out of 469 respondents answered this question. (175 were without data.)

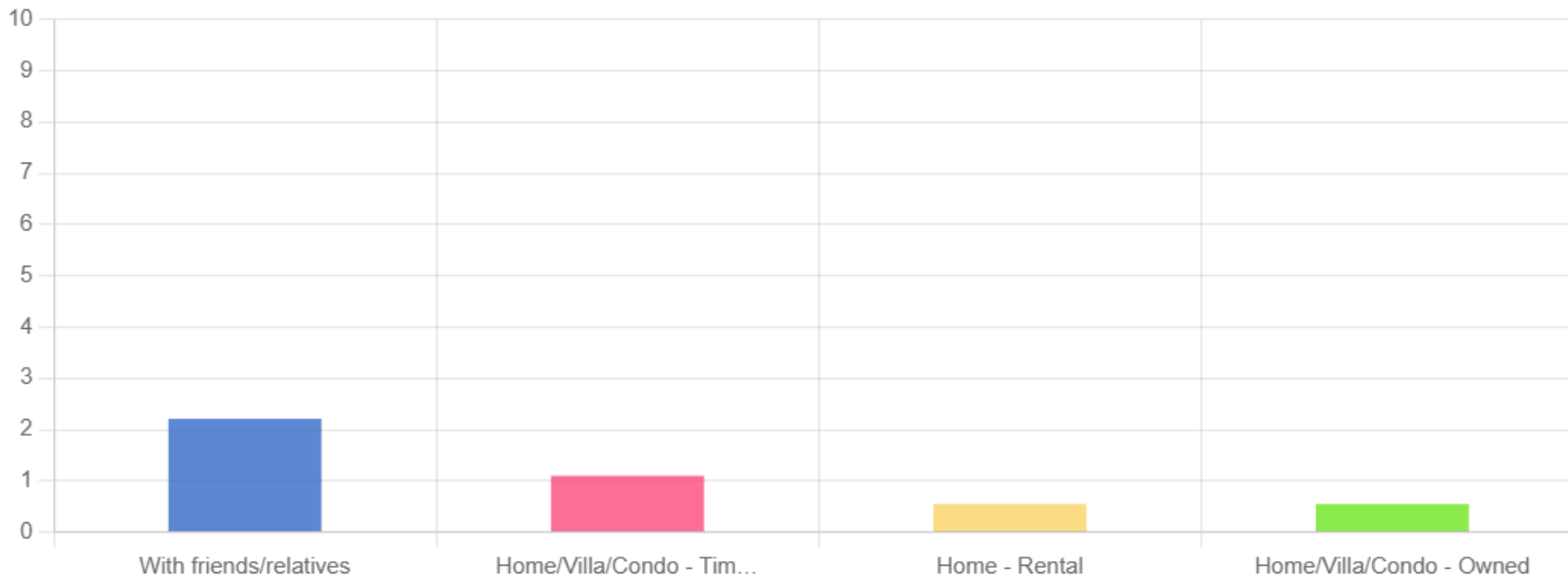


Value	Frequency	Percentage
With friends/relatives	4	2.21
Full Service Hotel	1	0.55
Home - Rental	1	0.55

What type of accommodations are you using while visiting Hilton Head Island?



TYPE: SELECT_ONE. 8 out of 469 respondents answered this question. (173 were without data.)

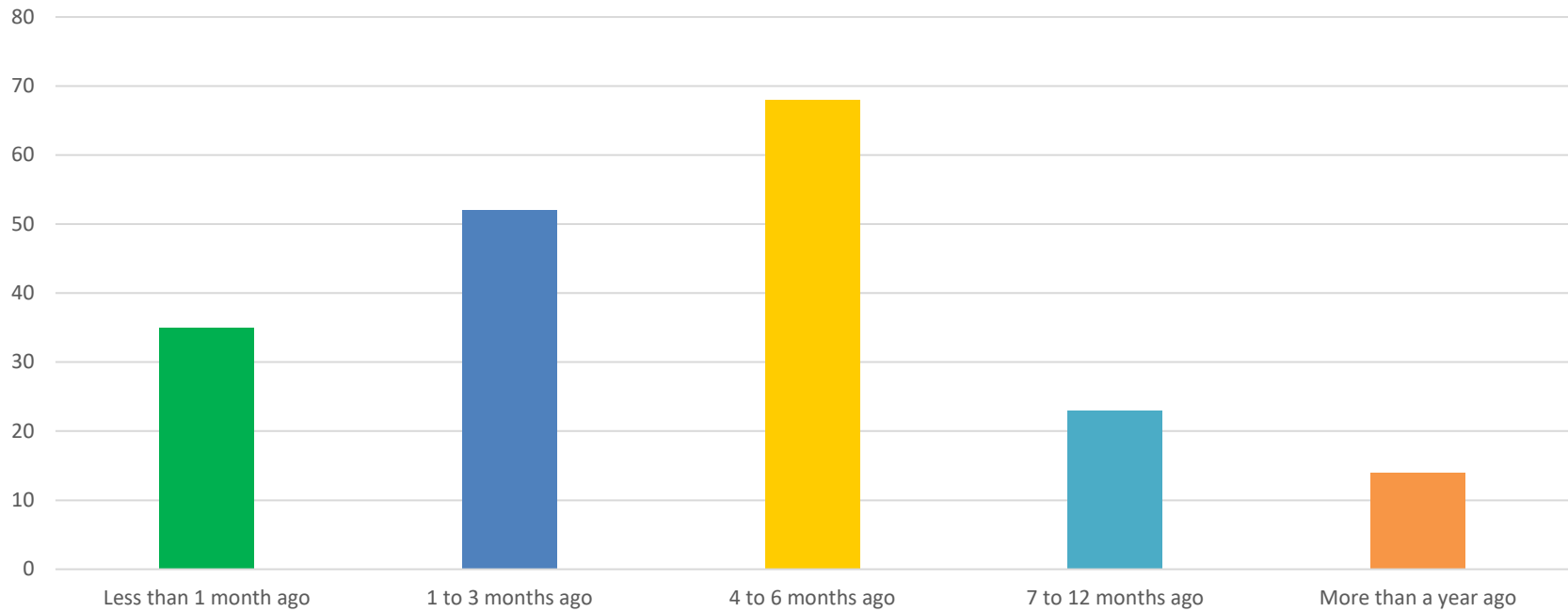


Value	Frequency	Percentage
With friends/relatives	4	2.21
Home/Villa/Condo - Timeshare	2	1.1
Home - Rental	1	0.55
Home/Villa/Condo - Owned	1	0.55

How many months in advance did you book/plan this trip?



TYPE: SELECT_ONE. 192 out of 469 respondents answered this question.

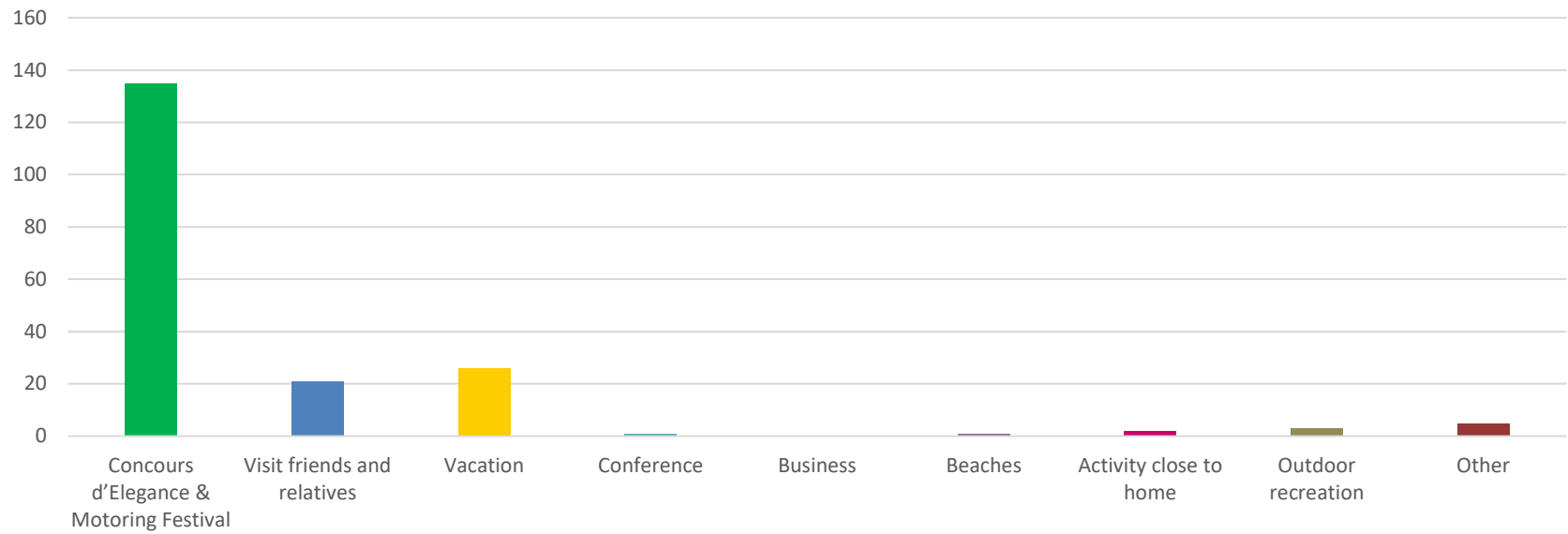


Value	Frequency	Percentage
Less than 1 month ago	35	18.23%
1 to 3 months ago	52	27.08%
4 to 6 months ago	68	35.42%
7 to 12 months ago	23	11.98%
More than a year ago	14	7.29%

What is your PRIMARY reason for this visit to Hilton Head Island?



TYPE: SELECT_ONE. 186 out of 469 respondents answered this question.



Value

Frequency

Percentage

Concours d'Elegance & Motoring Festival

135

69.59%

Visit friends and relatives

21

10.82%

Vacation

26

13.40%

Conference

1

0.52%

Business

0

0.00%

Beaches

1

0.52%

Activity close to home

2

1.03%

Outdoor recreation

3

1.55%

Other

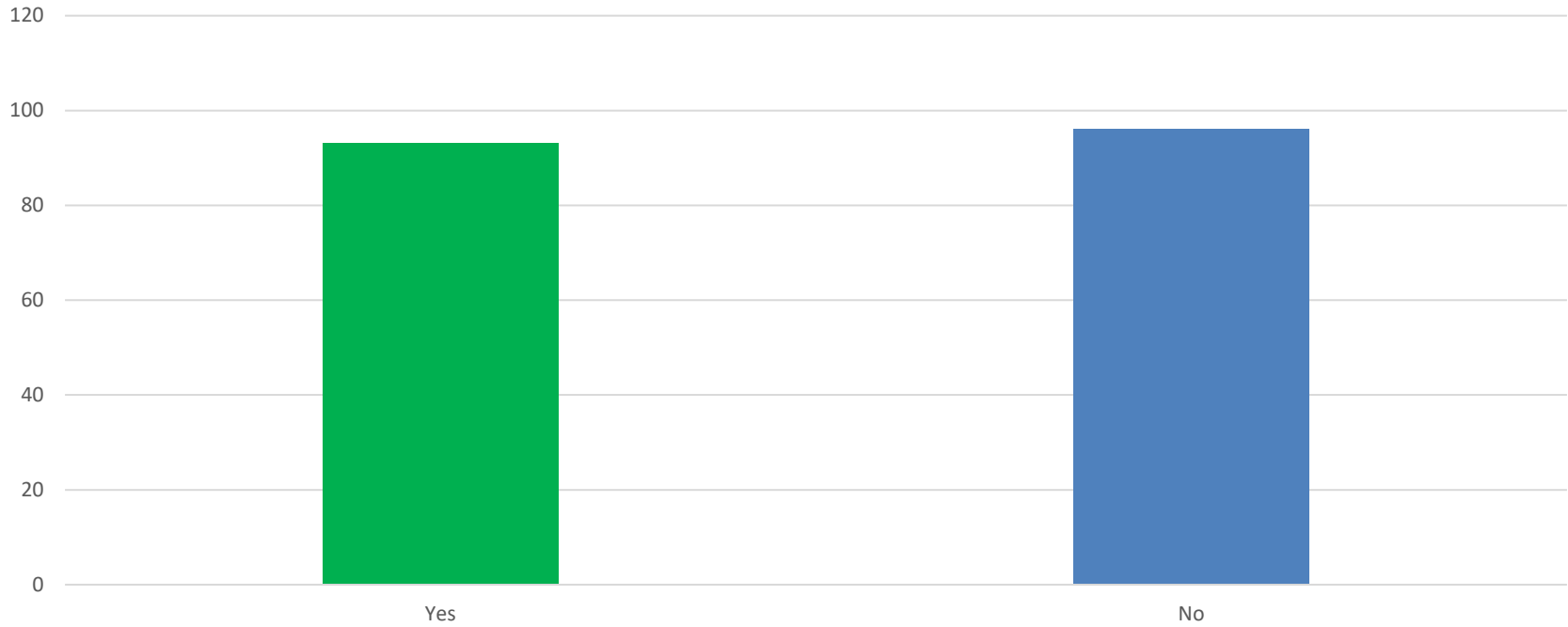
5

2.58%

Would you have visited the Hilton Head area AT THIS TIME even if this festival had not been held?



TYPE: SELECT_ONE. 189 out of 469 respondents answered this question.

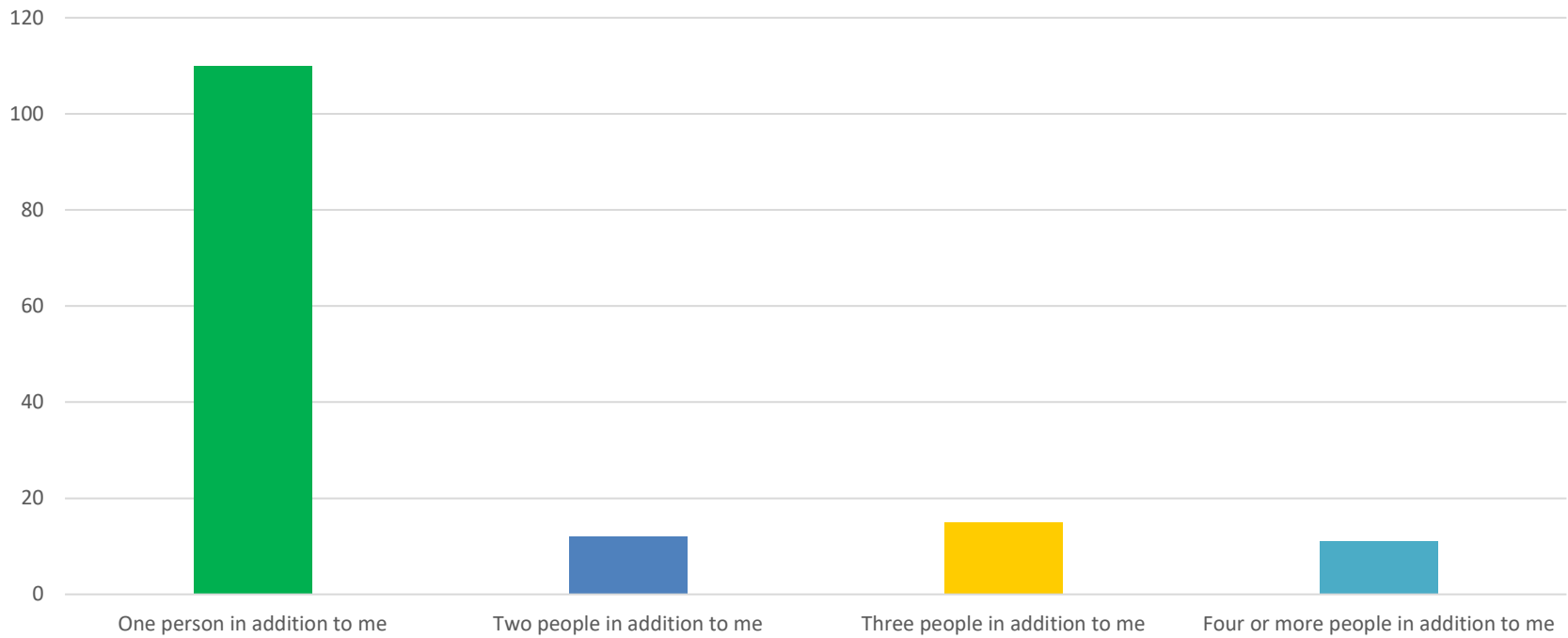


Value	Frequency	Percentage
Yes	93	49.21%
No	96	50.79%

How many people are you financially responsible for during this trip?



TYPE: SELECT_ONE. 148 out of 469 respondents answered this question.

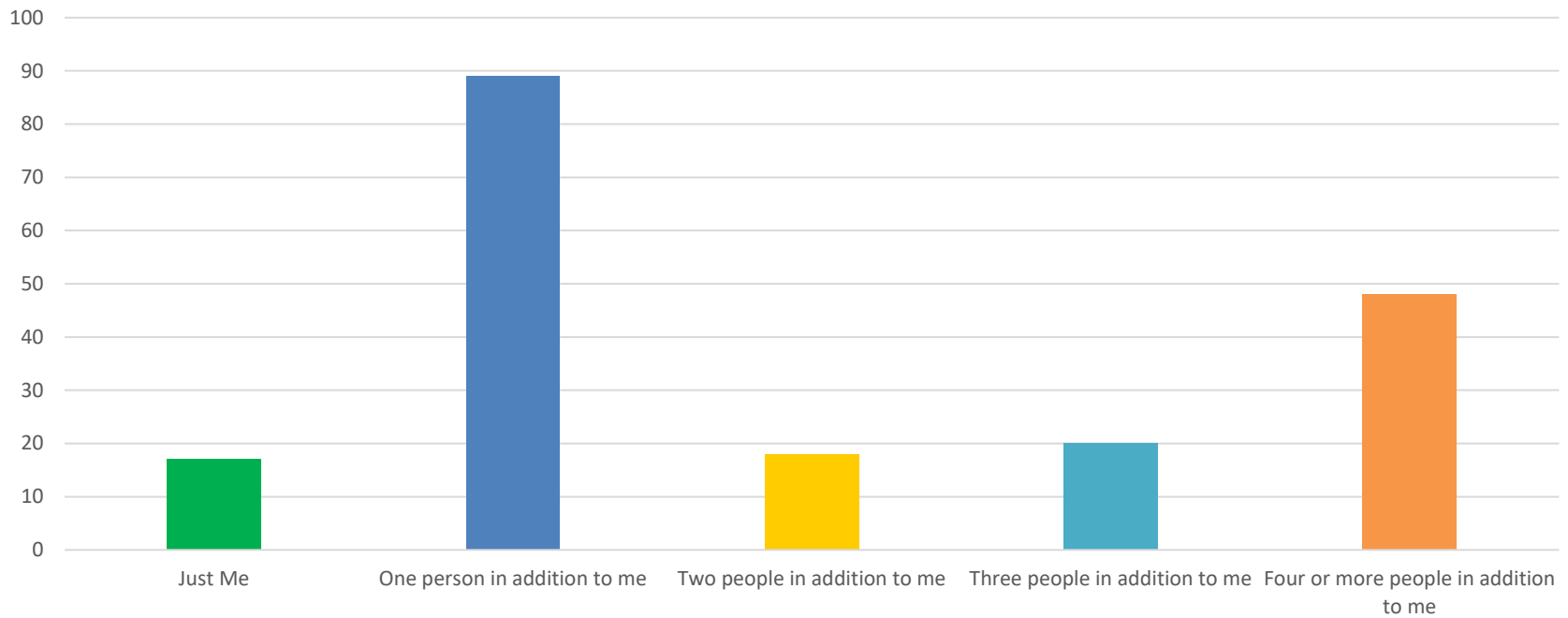


Value	Frequency	Percentage
One person in addition to me	110	74.32%
Two people in addition to me	12	8.11%
Three people in addition to me	15	10.14%
Four or more people in addition to me	11	7.43%
One person in addition to me	110	74.32%

How many people are in your party at this event?



TYPE: SELECT_ONE. 192 out of 469 respondents answered this question.

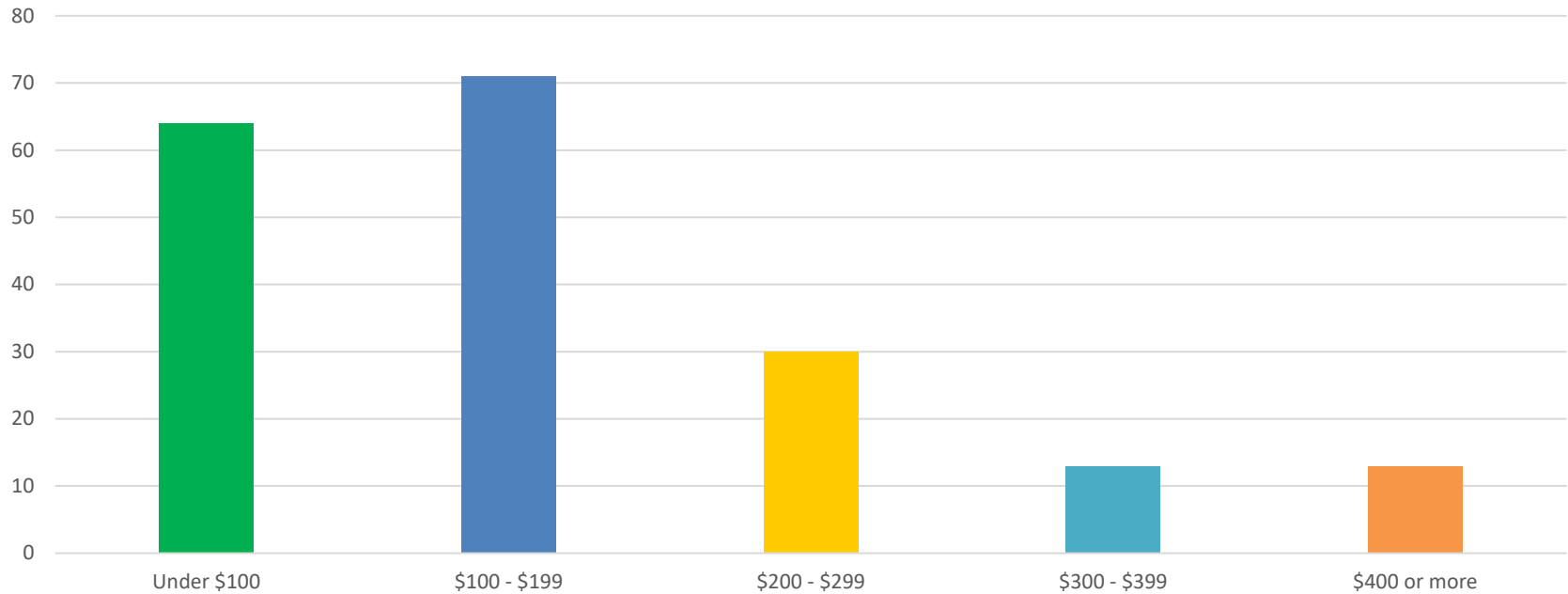


Value	Frequency	Percentage
Just Me	17	8.85%
One person in addition to me	89	46.35%
Two people in addition to me	18	9.38%
Three people in addition to me	20	10.42%
Four or more people in addition to me	48	25.00%

On average, how much do you plan to spend on Restaurant Dining EACH DAY while visiting?



TYPE: SELECT_ONE. 191 out of 469 respondents answered this question.

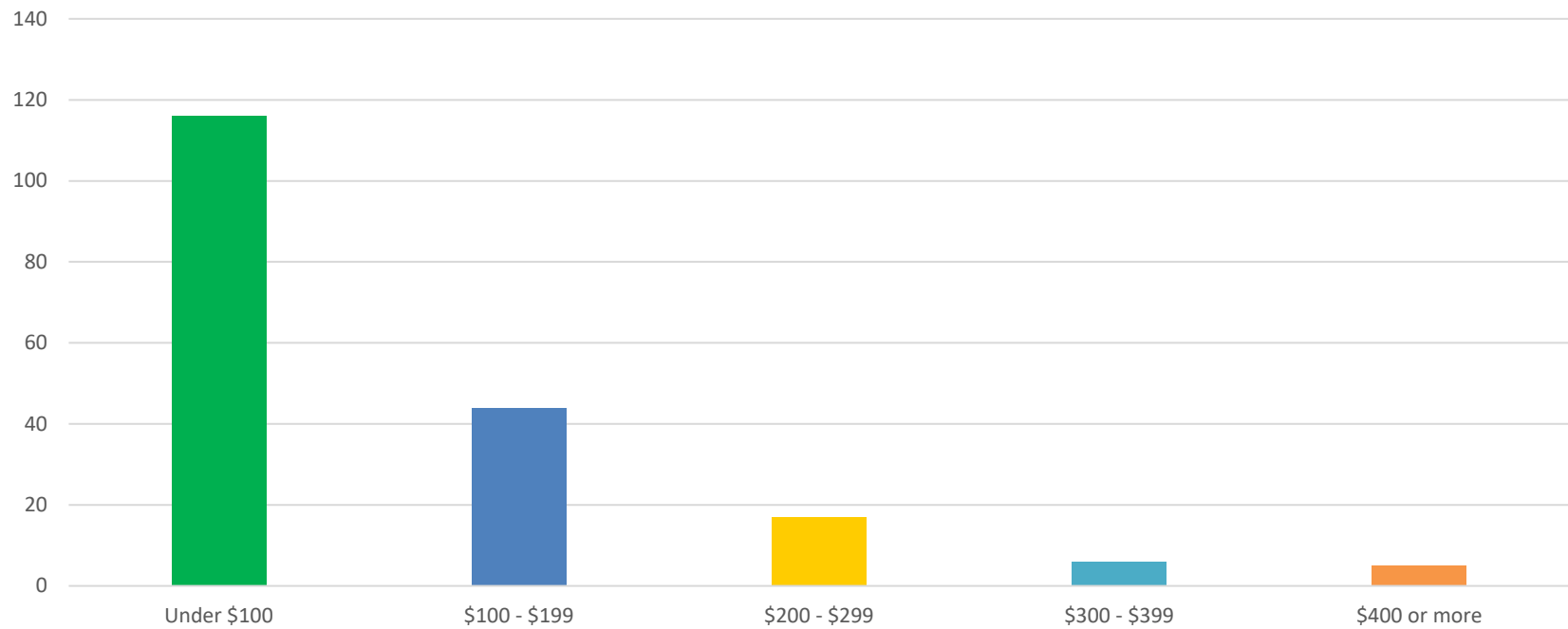


Value	Frequency	Percentage
Under \$100	64	33.51%
\$100 - \$199	71	37.17%
\$200 - \$299	30	15.71%
\$300 - \$399	13	6.81%
\$400 or more	13	6.81%

On average, how much do you plan to spend on Recreation (i.e., Bicycling, Golf, Etc) EACH DAY while visiting?



TYPE: SELECT_ONE. 188 out of 469 respondents answered this question.

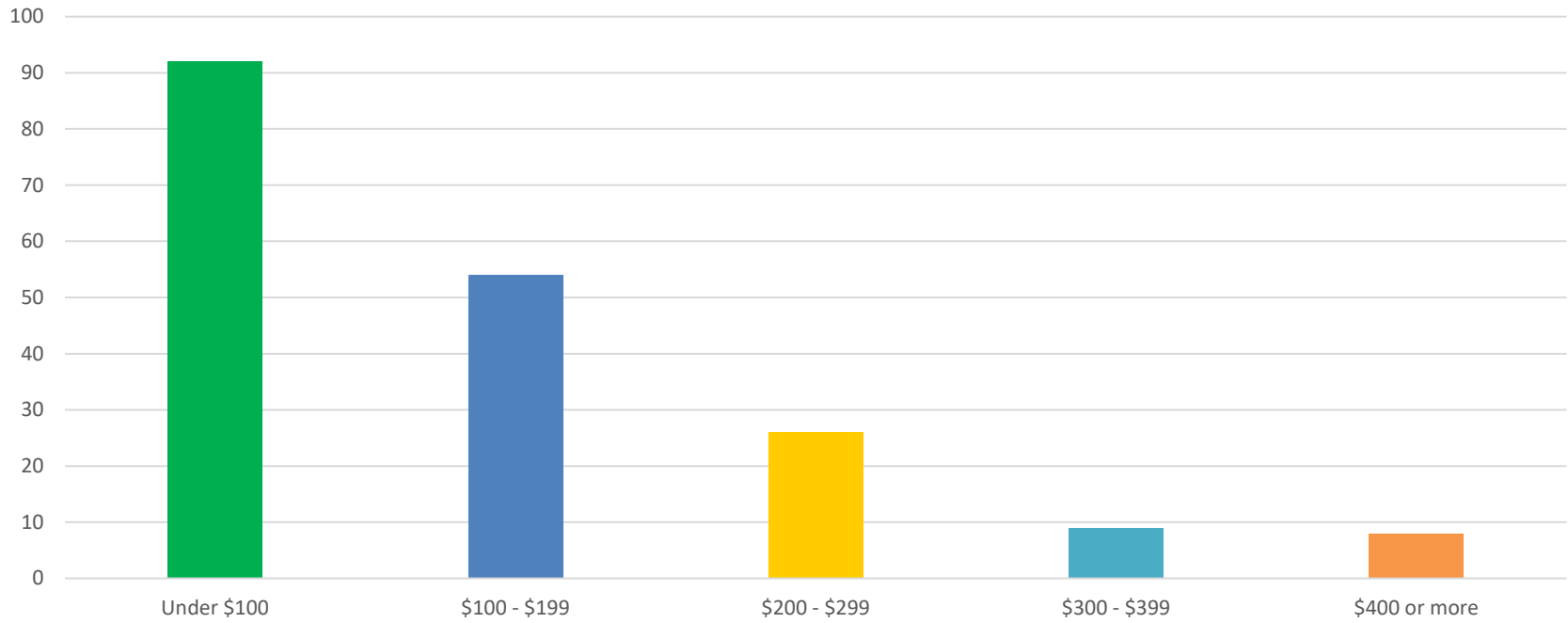


Value	Frequency	Percentage
Under \$100	116	61.70%
\$100 - \$199	44	23.40%
\$200 - \$299	17	9.04%
\$300 - \$399	6	3.19%
\$400 or more	5	2.66%

On average, how much do you plan to spend on Retail (i.e., Gifts, Souvenirs, Etc) EACH DAY while visiting?



TYPE: SELECT_ONE. 189 out of 469 respondents answered this question.

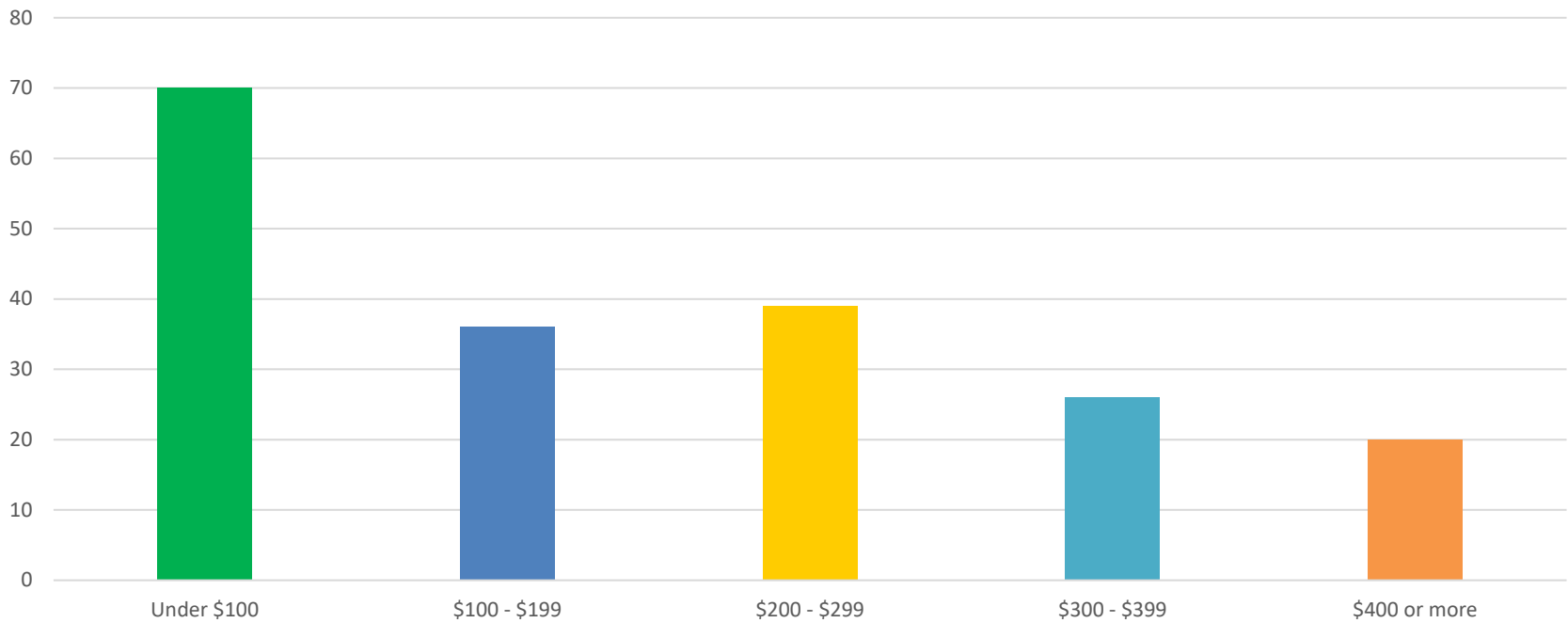


Value	Frequency	Percentage
Under \$100	92	48.68%
\$100 - \$199	54	28.57%
\$200 - \$299	26	13.76%
\$300 - \$399	9	4.76%
\$400 or more	8	4.23%

On average, how much do you plan to spend on your accommodations EACH DAY while visiting?



TYPE: SELECT_ONE. 191 out of 469 respondents answered this question.

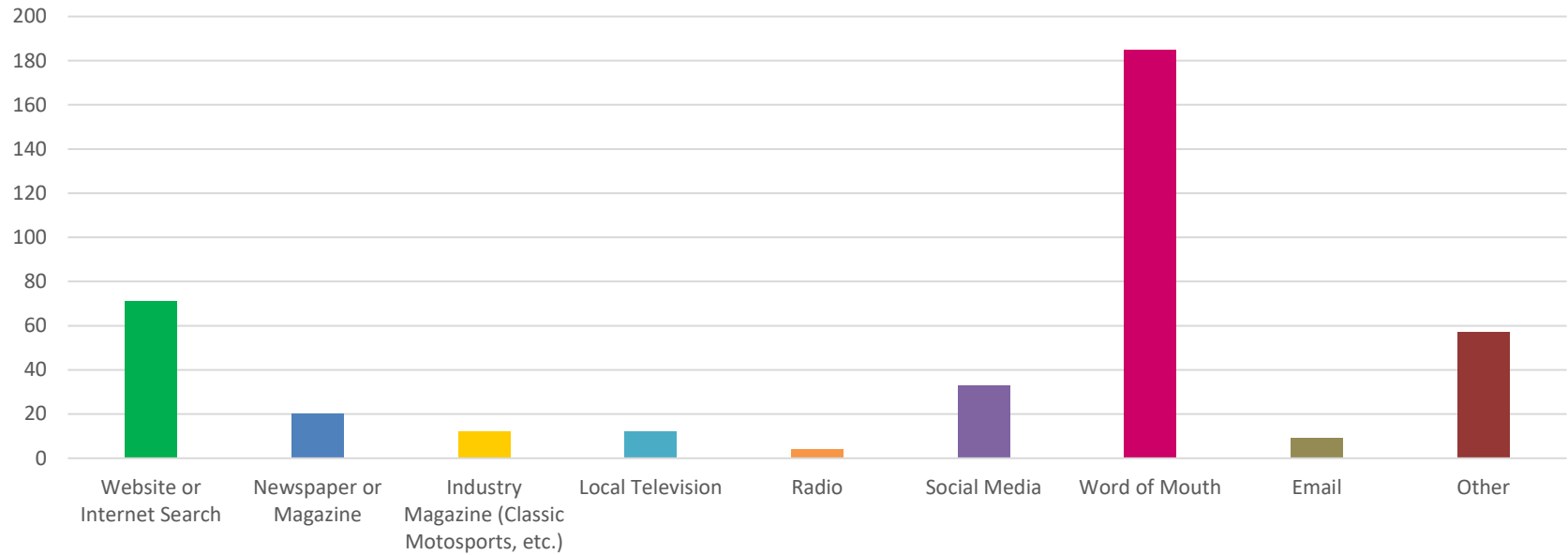


Value	Frequency	Percentage
Under \$100	70	36.65%
\$100 - \$199	36	18.85%
\$200 - \$299	39	20.42%
\$300 - \$399	26	13.61%
\$400 or more	20	10.47%

How did you FIRST learn about this festival?



TYPE: SELECT_MULTIPLE. 403 out of 469 respondents answered this question.

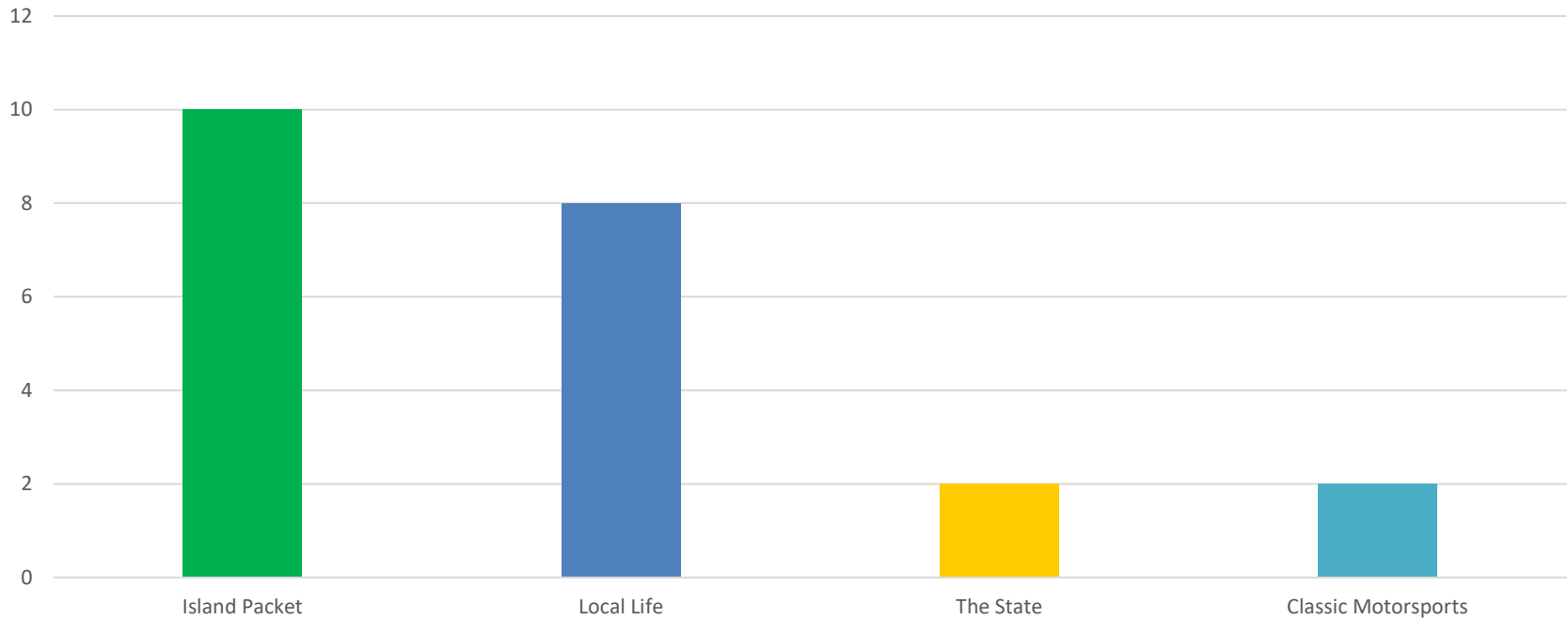


Value	Frequency	Percentage
Website or Internet Search	71	17.62%
Newspaper or Magazine	20	4.96%
Industry Magazine (Classic Motosports, etc.)	12	2.98%
Local Television	12	2.98%
Radio	4	0.99%
Social Media	33	8.19%
Word of Mouth	185	45.91%
Email	9	2.23%
Other	57	14.14%

From which Newspaper or Magazine did you learn about this Festival?



TYPE: SELECT_ONE. 22 out of 469 respondents answered this question.

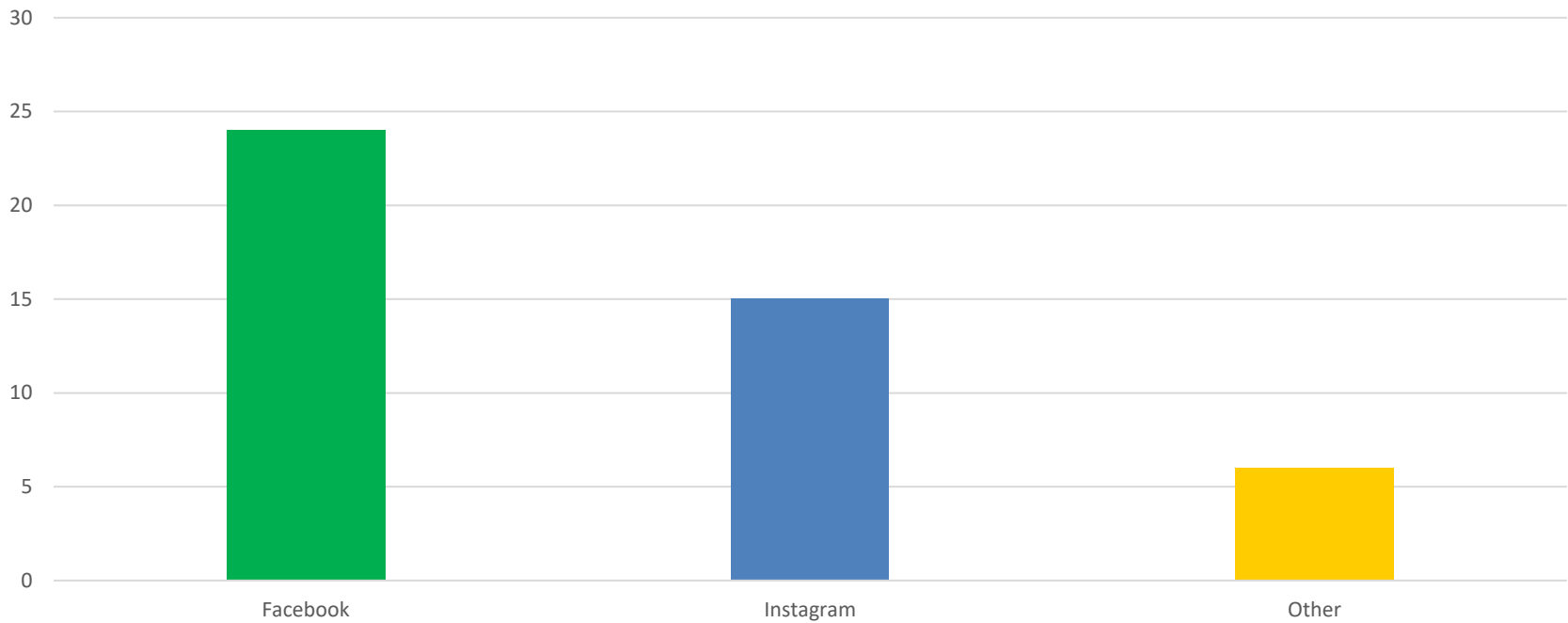


Value	Frequency	Percentage
Island Packet	10	45.45%
Local Life	8	36.36%
The State	2	9.09%
Classic Motorsports	2	9.09%

From which social media site you learn about this festival?



TYPE: SELECT_ONE. 45 out of 469 respondents answered this question.

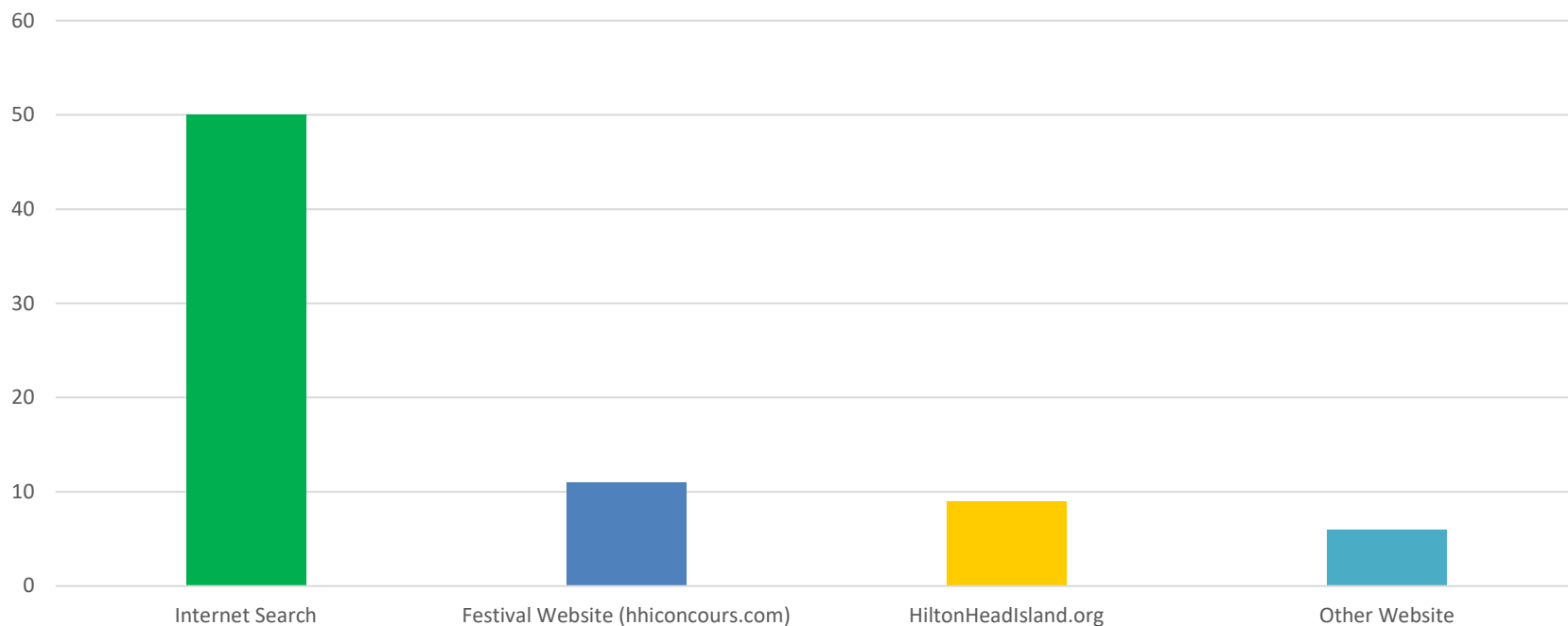


Value	Frequency	Percentage
Facebook	24	53.33%
Instagram	15	33.33%
Other	6	13.33%

From which Website or Internet source did you FIRST learn about this Festival?



TYPE: SELECT_ONE. 76 out of 469 respondents answered this question.

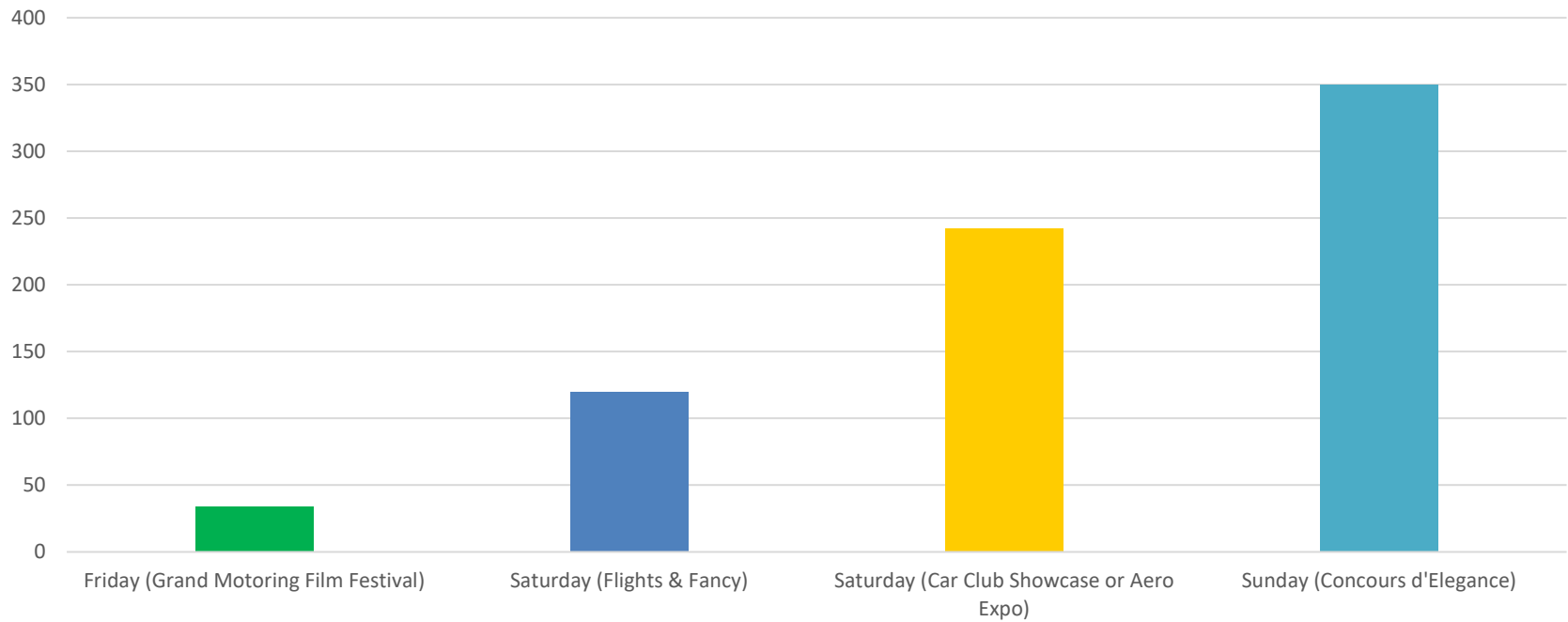


Value	Frequency	Percentage
Internet Search	50	65.79%
Festival Website (hhiconcours.com)	11	14.47%
HiltonHeadIsland.org	9	11.84%
Other Website	6	7.89%

What event/s have you or plan to attend? (Select all that apply)



TYPE: SELECT_MULTIPLE. 459 out of 469 respondents answered this question. (4 were without data.)

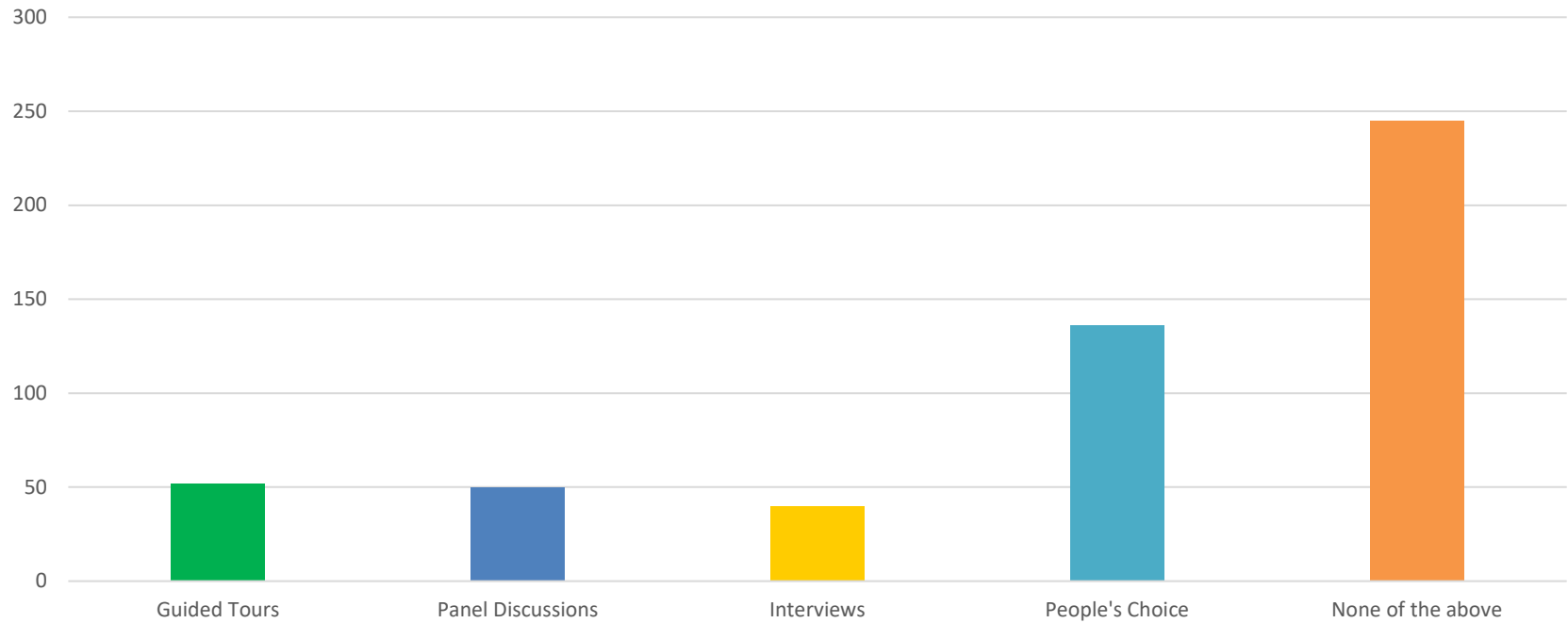


Value	Frequency	Percentage
Friday (Grand Motoring Film Festival)	34	4.56%
Saturday (Flights & Fancy)	120	16.09%
Saturday (Car Club Showcase or Aero Expo)	242	32.44%
Sunday (Concours d'Elegance)	350	46.92%

In addition to viewing displays of vintage cars, there are other things to do at this festival. Which of the following events have you participated or planning to participate in? (Select all that apply)



TYPE: SELECT_MULTIPLE. 443 out of 469 respondents answered this question.

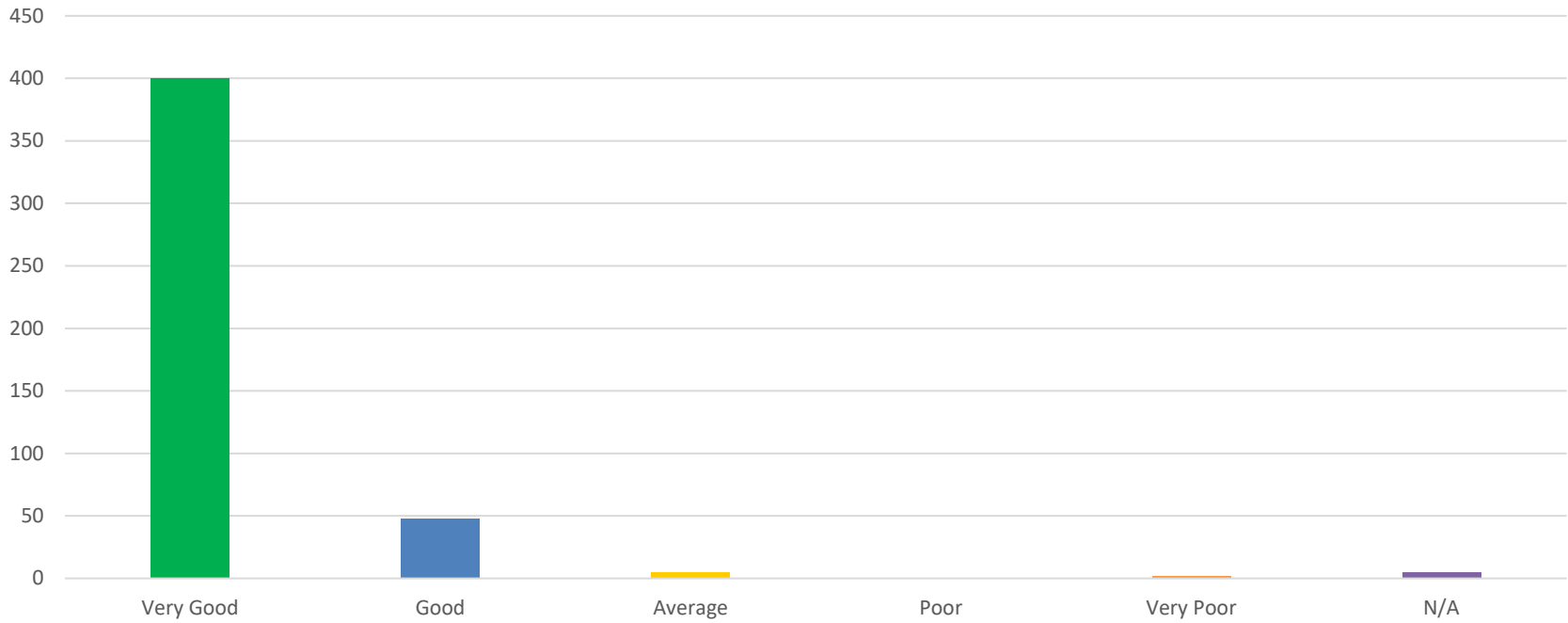


Value	Frequency	Percentage
Guided Tours	52	9.94%
Panel Discussions	50	9.56%
Interviews	40	7.65%
People's Choice	136	26.00%
None of the above	245	46.85%

How would you rate the location of the event?



TYPE: SELECT_ONE. 458 out of 469 respondents answered this question. (2 were without data.)

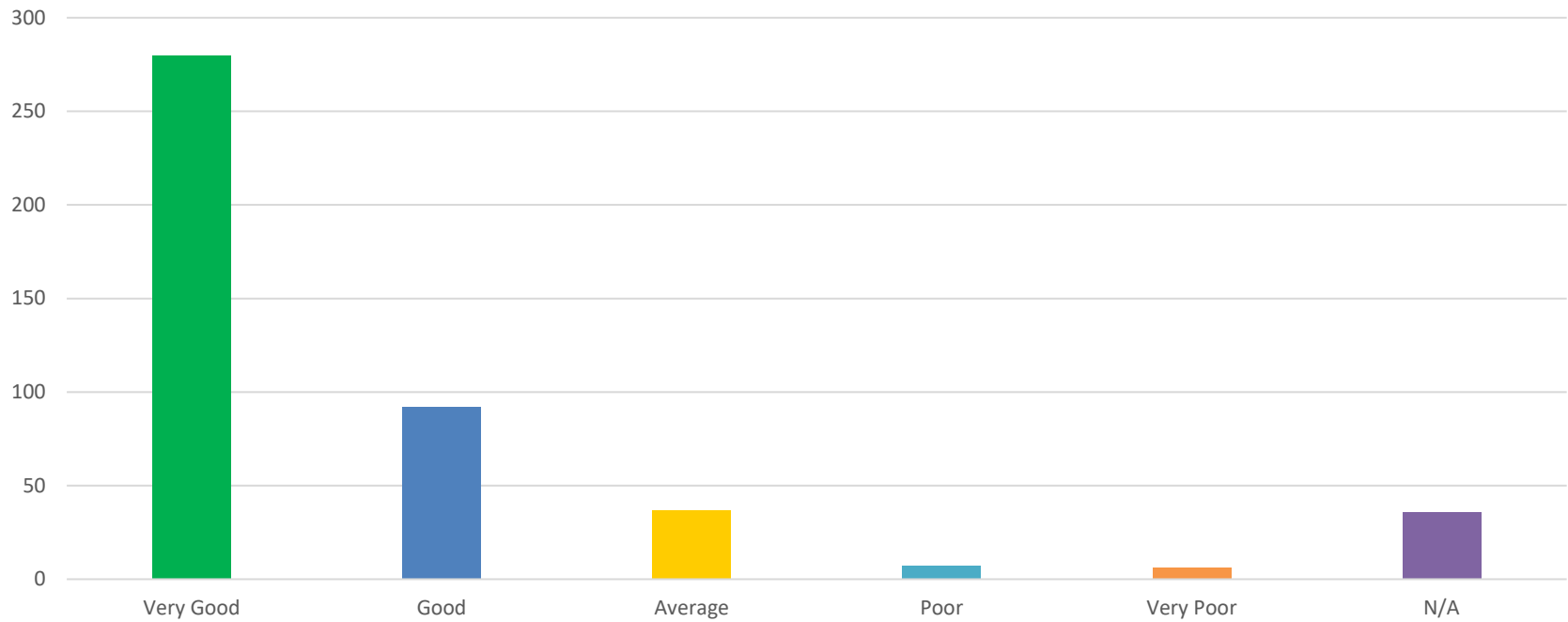


Value	Frequency	Percentage
Very Good	400	86.96%
Good	48	10.43%
Average	5	1.09%
Poor	0	0.00%
Very Poor	2	0.43%
N/A	5	1.09%

How would you rate the parking at this event?



TYPE: SELECT_ONE. 458 out of 469 respondents answered this question.

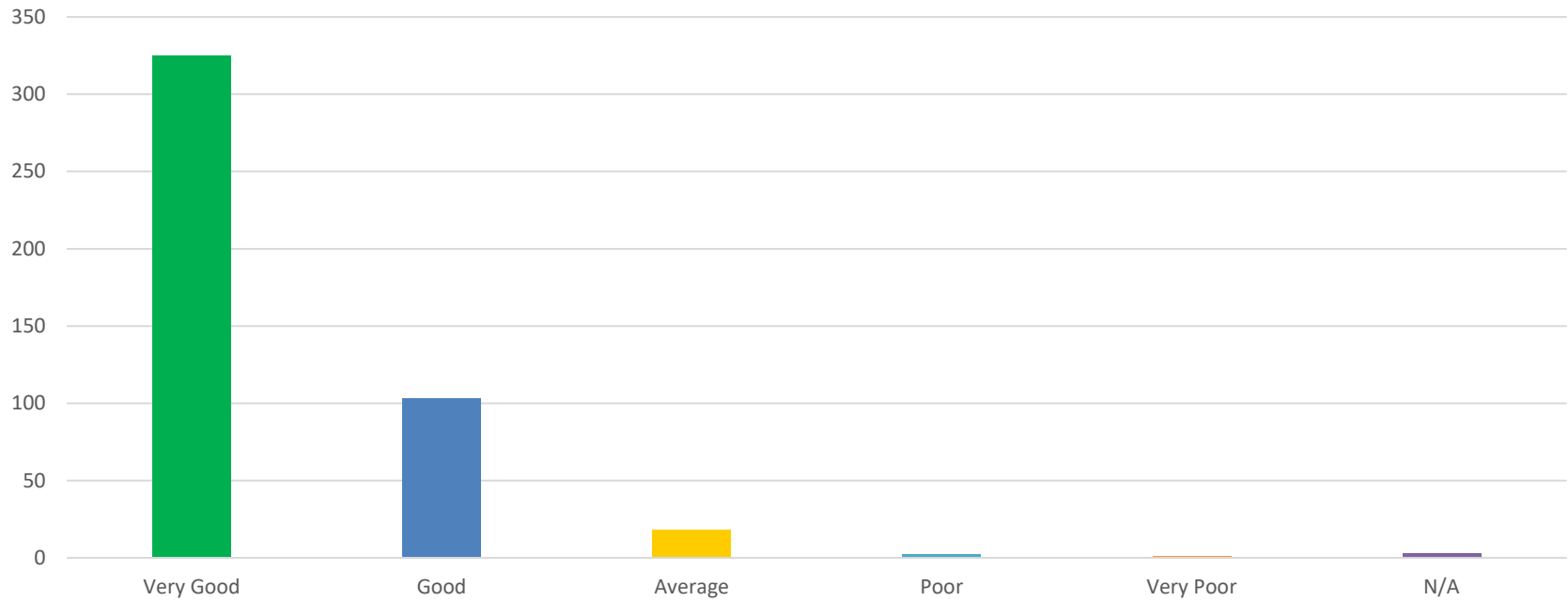


Value	Frequency	Percentage
Very Good	280	61.14%
Good	92	20.09%
Average	37	8.08%
Poor	7	1.53%
Very Poor	6	1.31%
N/A	36	7.86%

How would you rate the crowd flow at this event?



TYPE: SELECT_ONE. 452 out of 469 respondents answered this question.

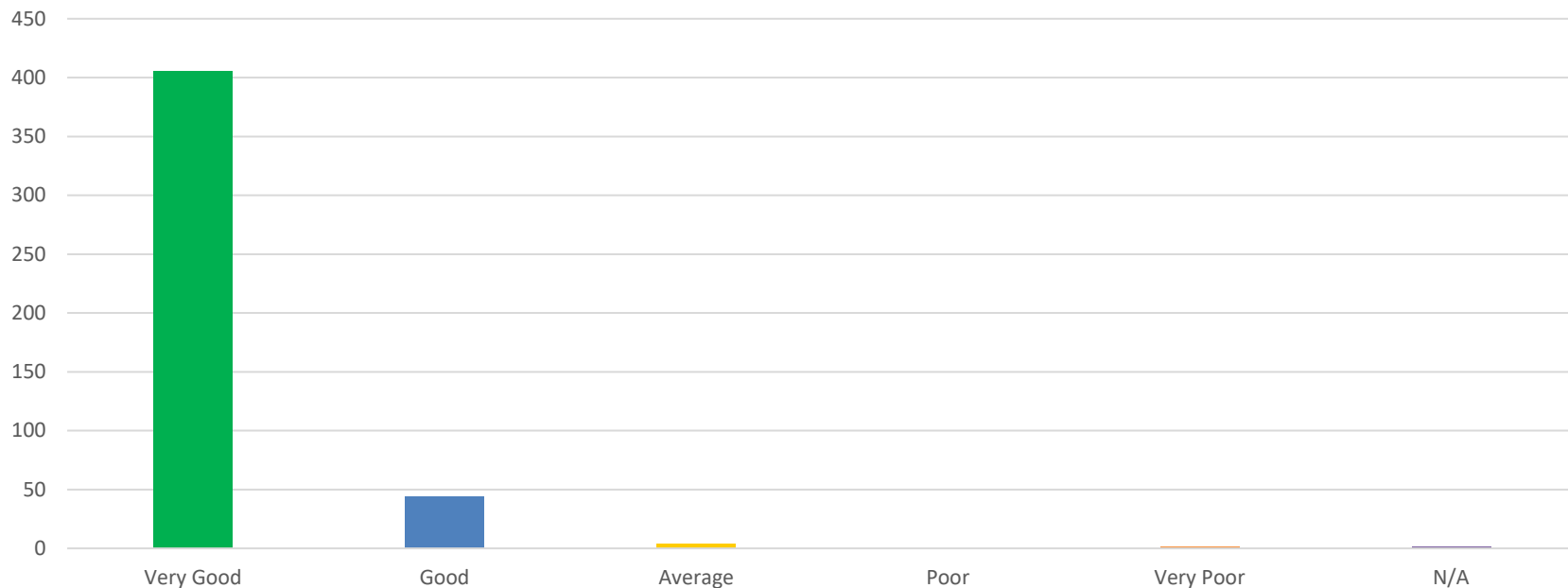


Value	Frequency	Percentage
Very Good	325	71.90%
Good	103	22.79%
Average	18	3.98%
Poor	2	0.44%
Very Poor	1	0.22%
N/A	3	0.66%

How would you rate the friendliness of the volunteers at this event?



TYPE: SELECT_ONE. 455 out of 469 respondents answered this question.

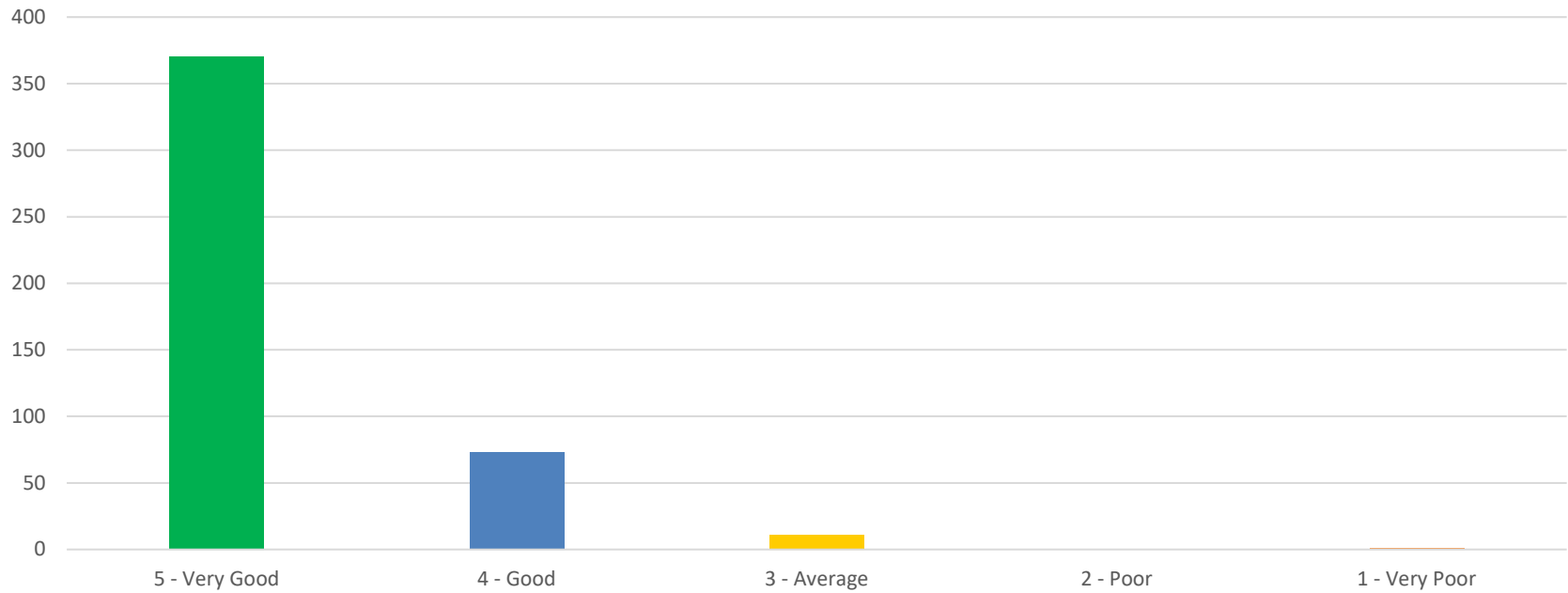


Value	Frequency	Percentage
Very Good	405	89.01%
Good	44	9.67%
Average	4	0.88%
Poor	0	0.00%
Very Poor	1	0.22%
N/A	1	0.22%

On a scale of 1 to 5, with 5 being the BEST, how would you rate your overall experience with the 2025 Concours d'Elegance & Motoring Festival?



TYPE: SELECT_ONE. 455 out of 469 respondents answered this question.

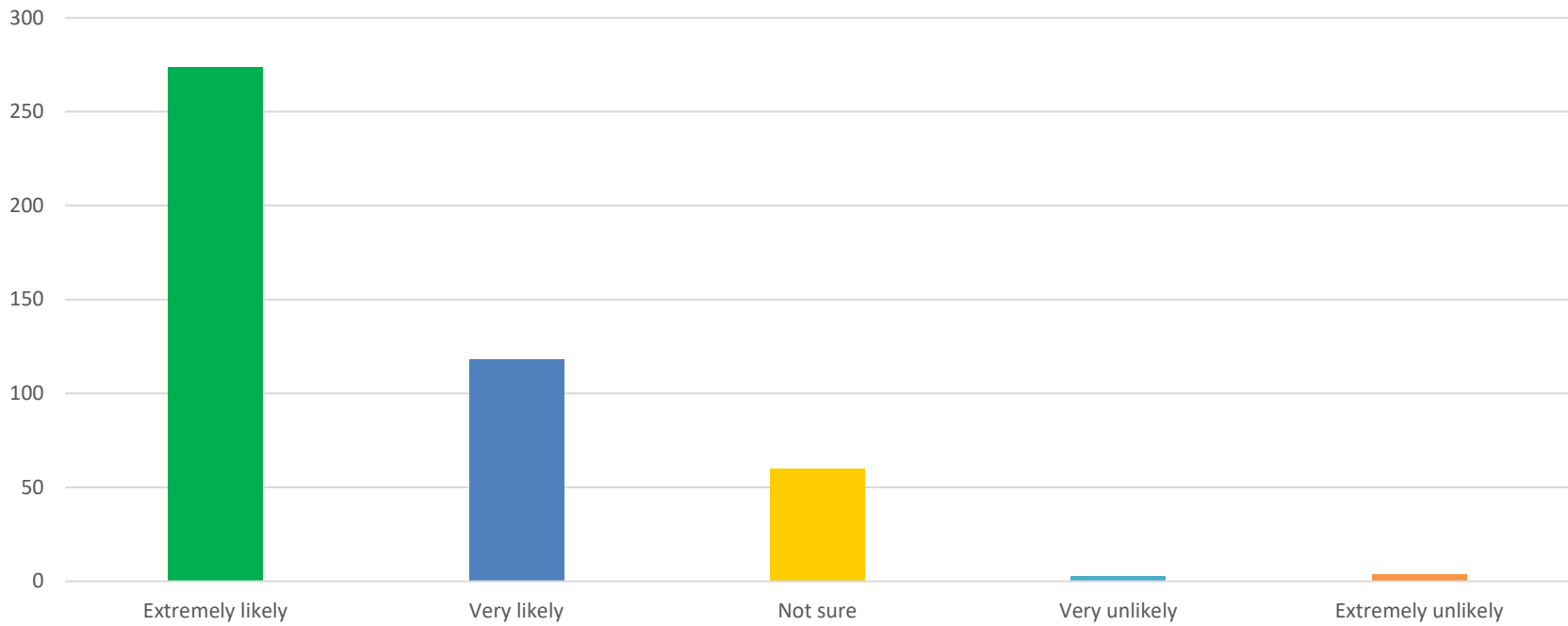


Value	Frequency	Percentage
5 - Very Good	370	81.32%
4 - Good	73	16.04%
3 - Average	11	2.42%
2 - Poor	0	0.00%
1 - Very Poor	1	0.22%

How likely are you to return to next year's festival?



TYPE: SELECT_ONE. 459 out of 469 respondents answered this question.

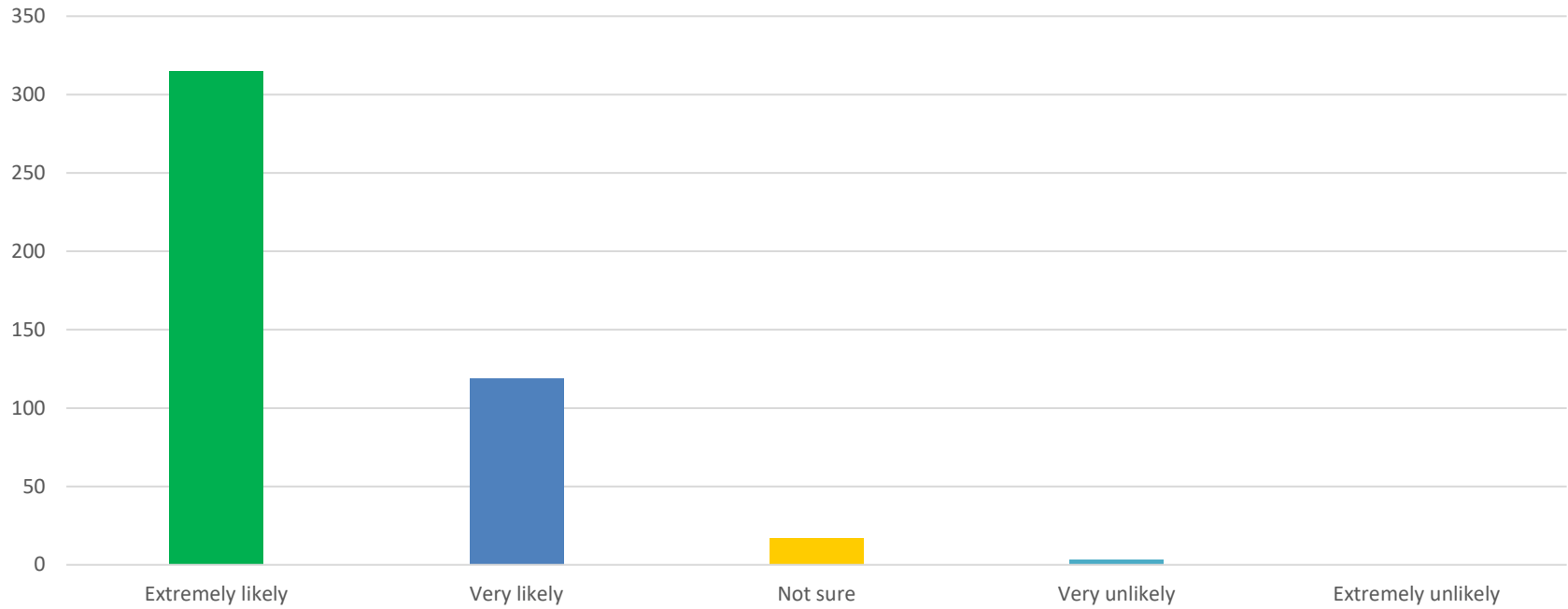


Value	Frequency	Percentage
Extremely likely	274	59.69%
Very likely	118	25.71%
Not sure	60	13.07%
Very unlikely	3	0.65%
Extremely unlikely	4	0.87%

How likely are you to recommend this festival to friends?



TYPE: SELECT_ONE. 454 out of 469 respondents answered this question.

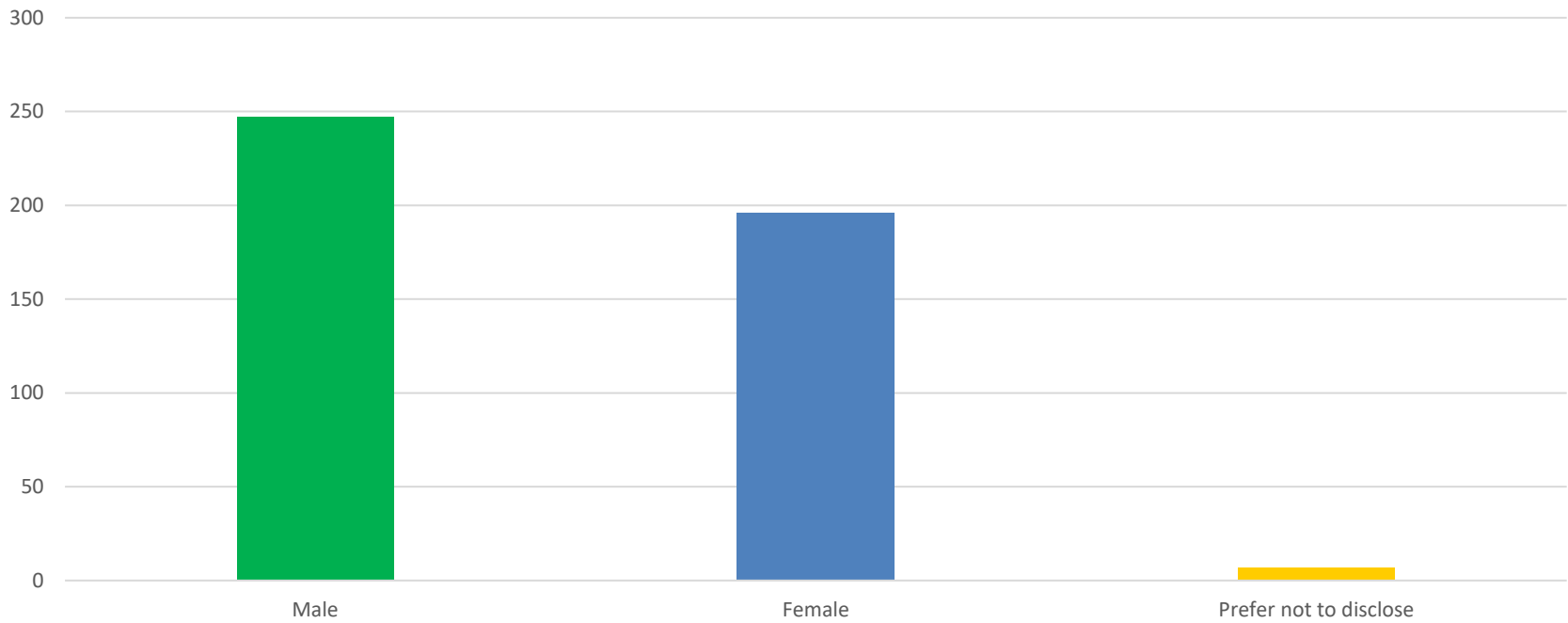


Value	Frequency	Percentage
Extremely likely	315	69.38%
Very likely	119	26.21%
Not sure	17	3.74%
Very unlikely	3	0.66%
Extremely unlikely	0	0.00%

How do you identify



TYPE: SELECT_ONE. 450 out of 469 respondents answered this question.

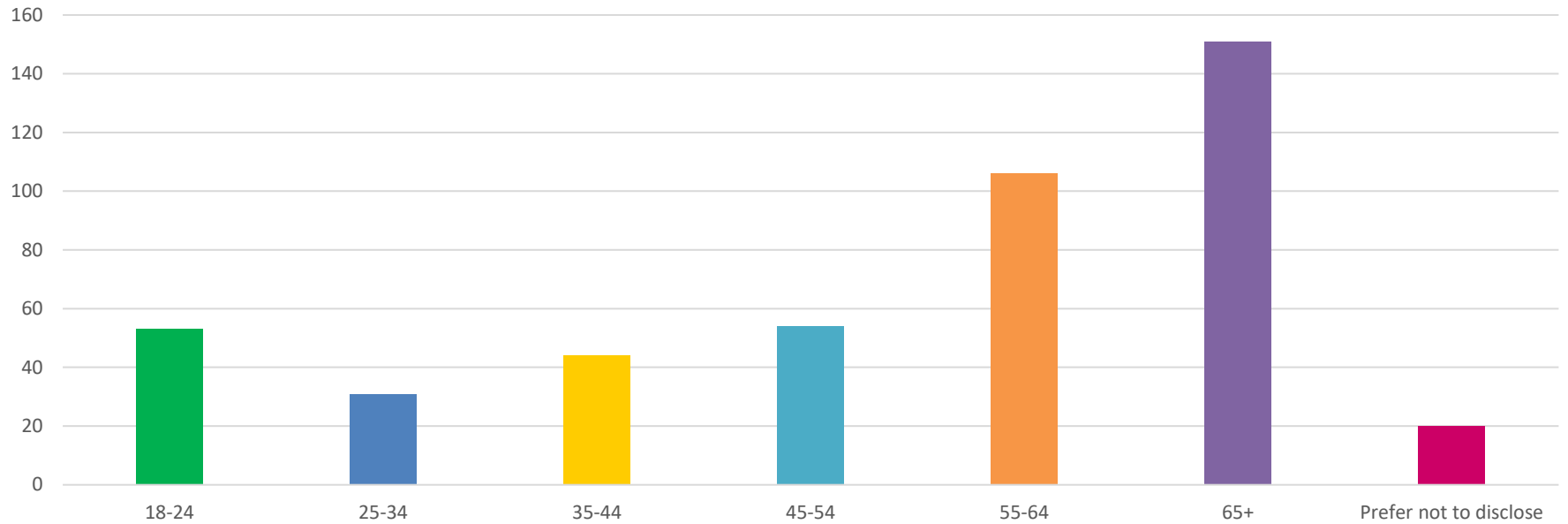


Value	Frequency	Percentage
Male	247	54.89%
Female	196	43.56%
Prefer not to disclose	7	1.56%

Please indicate your age below



TYPE: SELECT_ONE. 459 out of 469 respondents answered this question.

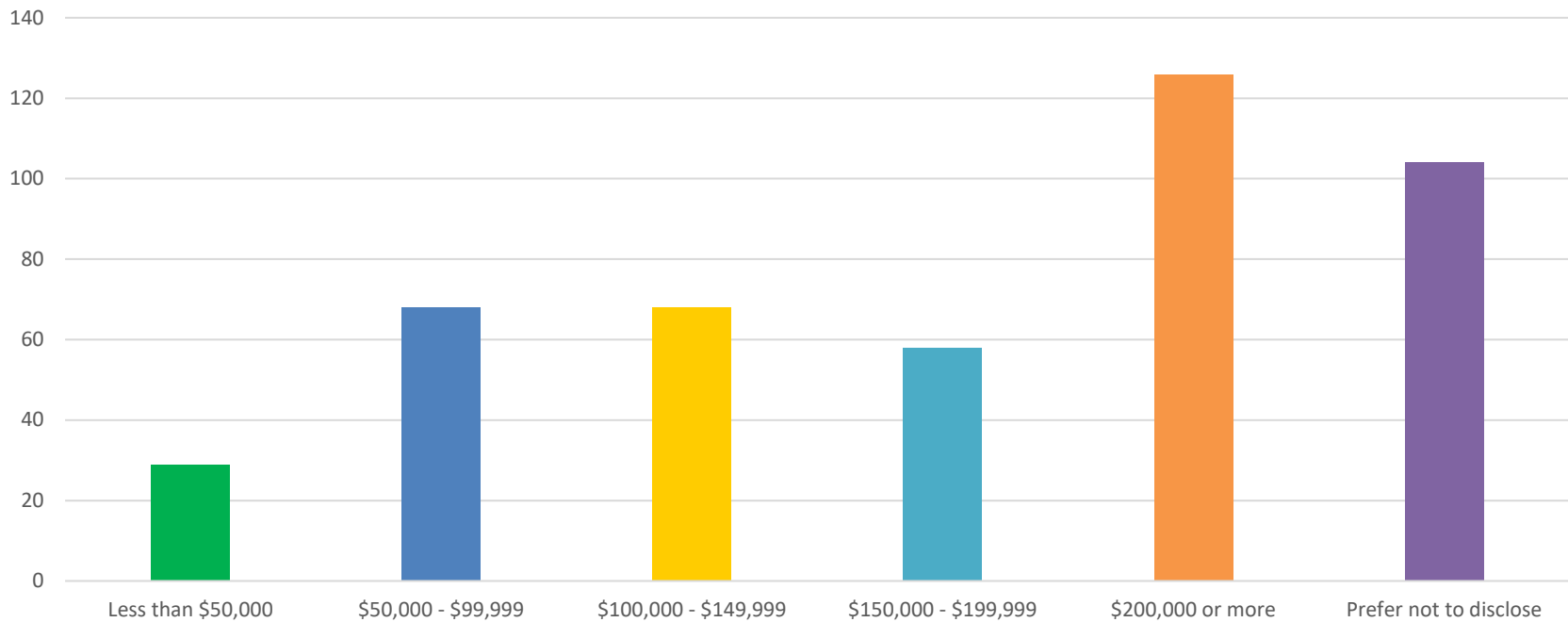


Value	Frequency	Percentage
18-24	53	11.55%
25-34	31	6.75%
35-44	44	9.59%
45-54	54	11.76%
55-64	106	23.09%
65+	151	32.90%
Prefer not to disclose	20	4.36%

What is your approximate annual household income?



TYPE: SELECT_ONE. 453 out of 469 respondents answered this question.



Value	Frequency	Percentage
Less than \$50,000	29	6.40%
\$50,000 - \$99,999	68	15.01%
\$100,000 - \$149,999	68	15.01%
\$150,000 - \$199,999	58	12.80%
\$200,000 or more	126	27.81%
Prefer not to disclose	104	22.96%

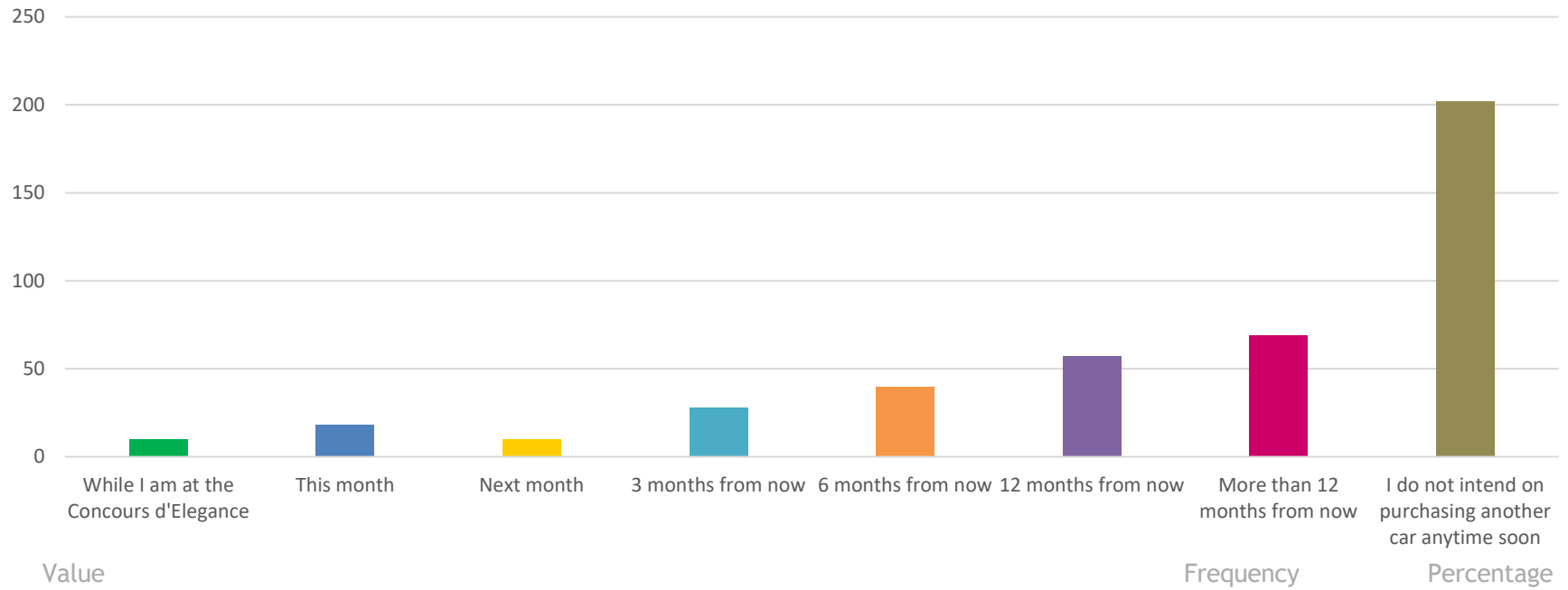
How many cars do you own?

TYPE: RANGE. 157 out of 469 respondents answered this question.

Mean	Median	Mode	Standard deviation
7.97	3.00	2.00	15.959

How soon do you intend on purchasing another car?

TYPE: SELECT_ONE. 232 out of 469 respondents answered this question.

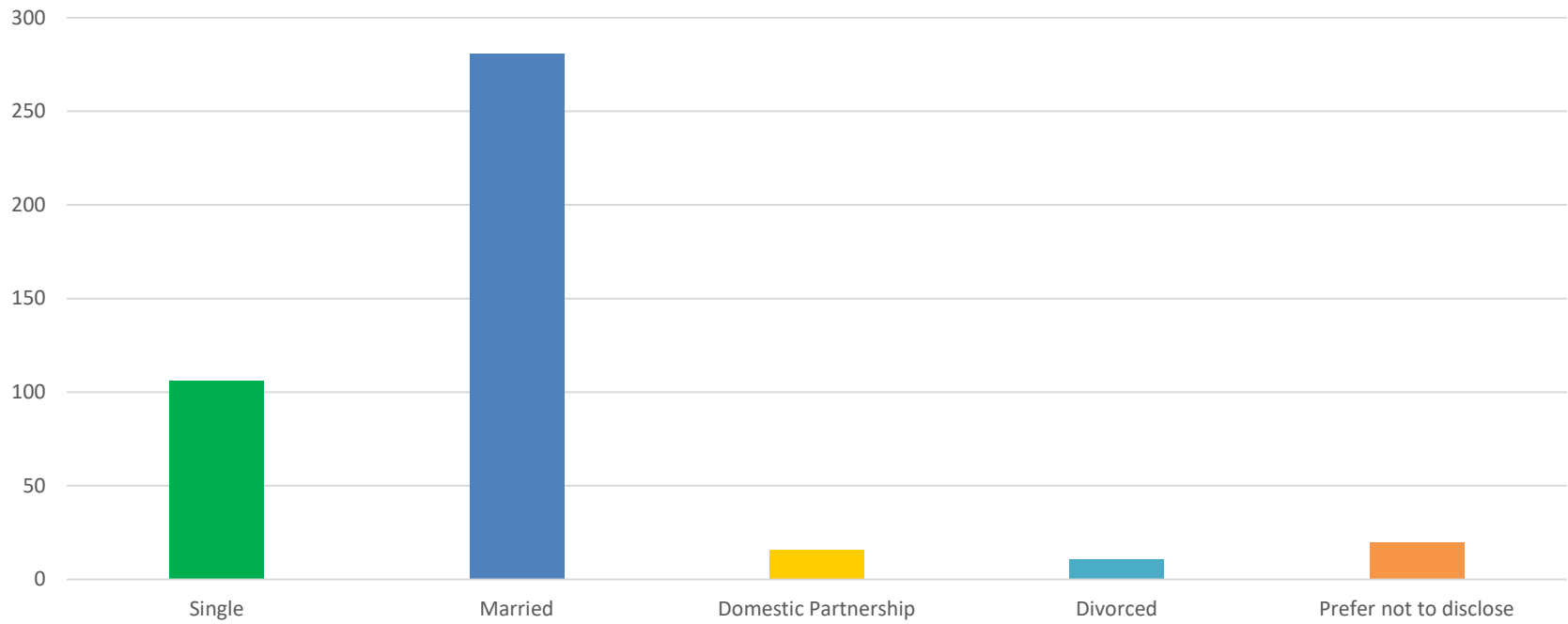


Value	Frequency	Percentage
While I am at the Concours d'Elegance	10	2.30%
This month	18	4.15%
Next month	10	2.30%
3 months from now	28	6.45%
6 months from now	40	9.22%
12 months from now	57	13.13%
More than 12 months from now	69	15.90%
I do not intend on purchasing another car anytime soon	202	46.54%

Please indicate your marital status



TYPE: SELECT_ONE. 434 out of 469 respondents answered this question.

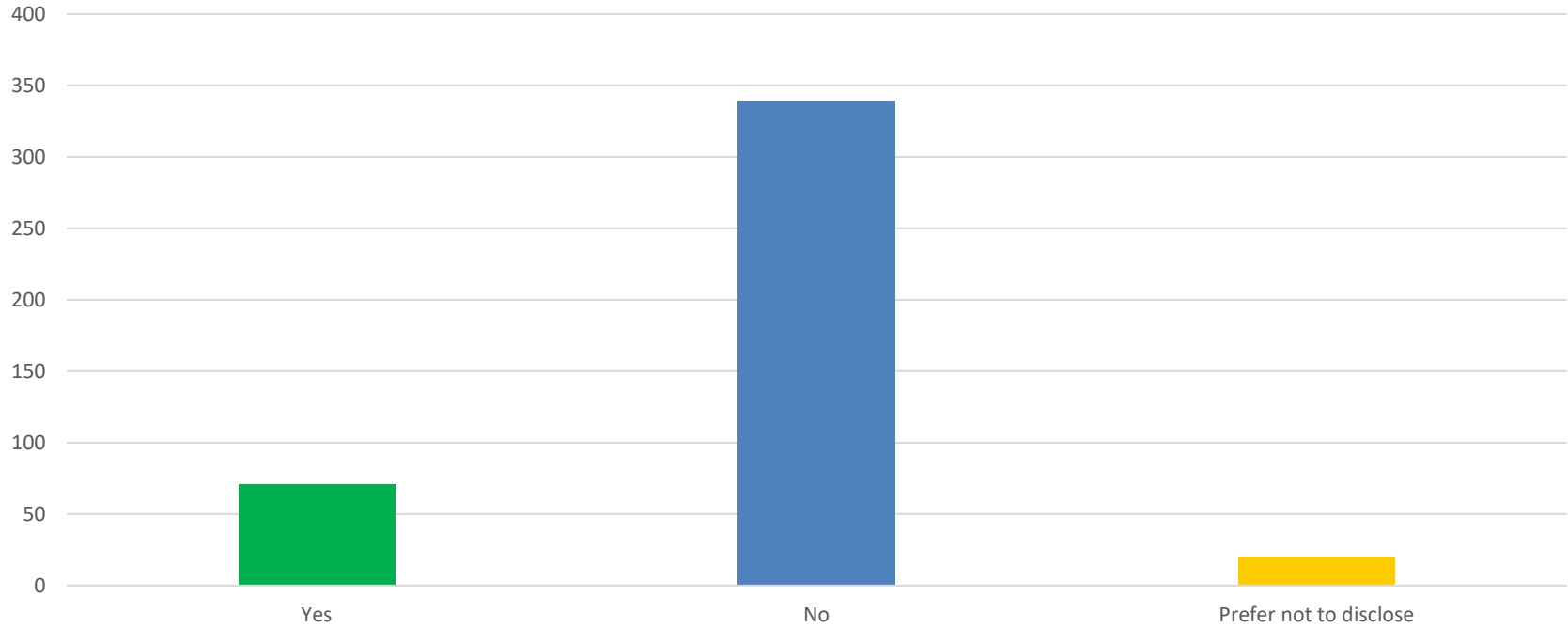


Value	Frequency	Percentage
Single	106	24.42%
Married	281	64.75%
Domestic Partnership	16	3.69%
Divorced	11	2.53%
Prefer not to disclose	20	4.61%

Do you have children under the age of 18 living at home?



TYPE: SELECT_ONE. 430 out of 469 respondents answered this question.



Value	Frequency	Percentage
Yes	71	16.51%
No	339	78.84%
Prefer not to disclose	20	4.65%

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- 1st timer
- 2nd year attending. **Planning to come back for 2026. One of the most friendly, down to earth exotic car events I've attended.**
- **A great event!**
- **All good**
- **Always a great time. Some very rare cars.**
- **Always love to attend.**
- **Amazing keep brimming funky stuff**
- **Amazing.**
- **(3x) Awesome**
- **Awesome show**
- Ban cigars
- **Beautiful cars**
- **Beautiful cars** Great weather **Friendly volunteers**
- **Beautiful day** looking at some amazing cars. **Enjoyed the experience.**
- **Beautiful event; very enjoyable**
- **beautiful experience**
- **Beautiful setting.** Hilton Head the best
- Being an exhibitor, we found that the car staging on Friday was very disorganized & confusing. There was no place for a truck with a trailer to park at check in. Instructions were very lacking. The website didn't have any information on where to park during the event. Neither did the exhibitor packet. A few thing to improve upon in the future.
Overall, **we have had a fantastic time at this event. Thank you.**
- **Best experience ever.**
- Better info about parking and signage.
- Bring back the driving experiences with Porsche! The best year I have been here was my first- in 2019. A koozie for the survey instead of a shirt. Less things offered. Make it better than ever.
- **Concours is an amazing event that I look forward to every year!**
- **Concourse is maximum to go to**
- **Cool car**
- *Difficult this year to buy tickets ahead of time.*
- **Everyone needs to come down and see this**
- **Everything was great. Loved it.**
- **(4x) Excellent**
- **Excellent show** Loved the old cars
- **Excellent show!**
- **Excited to be here**
- **Fabulous time again this year**
- **Fantastic**
- **Fantastic as usual**
- Find some way to have parking without shuttle
- **First time and it was great**
- **Fix the parking situation**
- **(3x) Fun**
- **Fun event. Great involvement from locals and beyond**
- **Fun!**
- **Good event** 🍷
- **Good time**
- **(5x) Great**
- **Great day**
- **Great day and experience for all.**
- **Great event**
- **(3x) Great event!**
- **Great event!! All of the cars!!!! Wow**
- **Great event. Great weather.**
- **Great event.....loved the entire day**
- **(2x) Great experience**
- **Great experience!**
- **Great festival**
- **Great job**
- **(5x) Great show**
- **Great show, thank you!**
- **Great show. Great weather**
- **Great staff and beautiful cars**

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- **(2x) Great time!**
- **Great variety of unique cars**
- **Great venue**
- **Great weather also**
- **(2x) Great!**
- **Had a great time!**
- **Having a good time. Good show**
- I miss the driving experience, an additional screen in the food court showing the awards stage would be nice, shirts instead of a koozie for the survey. Just some of the specialness of years past seems to be lacking this year.
- I own a local business in Ohio and I hope as an event you do as much as possible with the local businesses on this Island.
- I wish you'd provide discounts for locals through your sponsors
- I would have liked to see some involvement from local coffee houses to provide a variety of hot beverages. Coffee, tea, etc.
- **Incredible event, very detailed and well executed**
- **Info tent would be better utilized if near event entrance.**
- **It is a great event every year**
- **(2x) It was amazing**
- **It's a great show I come every year and I wouldn't miss it**
- **It's awesome**
- **It's pretty sick**
- **Its a very nice variety of vehicles.**
- **Keep it up**
- Keep the brass cars parking close to the show field.
- **Keep this event coming here!**
- **Keep up the good work**
- **Like newer super and hyper cars**
- **Looking forward to a great day**
- Looking forward to the event . Hopefully will feel even better by the end of the day.
- **Looking forward to this event for the first ti.me**
- **Love it**
- **Love the event**
- **Love this festival!**
- **(2x) Loved it!**
- **Lovely**
- **Lovely selection**, however our collectible is a 67 Datsun Roadster. I would have loved to see a similar one.
- **Lovely.** Improvement point: did not know about parking lot at high school. Would have liked to know beforehand. Nevertheless, that whole operation was efficient.
- More Mercedes Benz cars
- More wayfinding/maps would be great!
- Music is distracting Having BMW WITH VINTAGE CARS WAS ODD
- Need additional seating areas for us old folks.
- Need more restrooms with better signage!
- Need seating in the snowfield, my wife did not attend for lack of seating. Also, food was poor, barbecue tough and cold. Very poor value. Also clothing selections at check in locations ridiculously expensive and of very poor quality.
- Needed two lines at the food court.
- **Nice experience and great variety of classic cars.**
- **Nice venue space lawn area** and lower food and drink prices Need chicken tender food option and more kid food optionsc
- **Nicest**
- No info in brochure on Aero Expo

Assorted comments from the 2025 HHI Concours d'Elegance. Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- Not as big or as nice as 2024 event. *Probably will not attend again for a couple of years. **Staff very friendly and helpful. Was nice to see more seating areas to rest. Transportation to/from parking is appreciated.***
- Not enough Mercedes Benz representation
- *Not sure why you need to know my income and children etc. almost rude to ask. **The show is very good**, however a few key points, *why is there no tea and coffee facilities throughout the day, which is ridiculous. The man on the podium was all most rude, telling people how to pronounce jaguar and Porsche. I didn't take kindly to the man on the till when purchasing food, automatic assuming that he could keep the change, I was going to give it anyway, however they should be trained not to expect it. Marred the experience some what. As it's a nice show, seems a shame.**
- *On Sunday a lot of cars were missing the descriptions, which was unfortunate.*
- *One motorcycle showman was pushing Trump/MAGA at his display site. This should be Apolitical.*
- **One of my favorite events. We bring our son just about every year.** As it's getting more expensive might be a good idea to consider discounts for the under 35 crowd who is not attending with a child. They are priced out of attending, and it would be good to establish them as an annual attendees for the future my personal trainer for instance mention to me that the cost of the tickets was cost prohibitive for her and her husband to attend
- *Please exclude political signage/displays from your participants in future events. Thanks.*
- *Please work on website ease of use. Should be more efficient way to navigate without viewing pictures from previous shows. They are great to see, just should have there own page, not mixed in*
- **Really enjoyed**
- **Really nice event**
- *Saturday event was disappointing. Much fewer cars. Too much focus on hot rods. For the price we expected more cars of quality. **Sunday was good.** Too much time spent introducing judges. A thank you and they're listed in the program would do.*
- *Signage for parking was very poor and should be improved for next year*
- **So cool!!**
- **Thank you**
- **Thank you to the team**
- **(2x) Thanks**
- **The best**
- **The concourse I believe is the best event put on in Buford County, not only financially, but in terms of advertising and tourism this is a great event for anybody to sponsor and really showcase and partner with. Not to mention that it is also benefiting local charities.**
- **The hospitality was stupendous**
- The only issue we experienced was finding the high school for parking. If it was on the website, I couldn't find it.
- The Show isn't as Big as last and in a way that's a disappointment
- *The speakers on the field were too loud for my liking, I could not hear those talking about their cars on display.*

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- The word “receive” is misspelled in your signs. Seriously?
- **This has been a fantastic experience! I have truly enjoyed seeing so many beautiful cars. Some I have never seen before! Fantastic experience!**
- **This is event is always awesome**
- **This is my 6th year coming here, but disappointed that this year is much smaller and less well attended. Why no Saturday evening party, as in past years?? Big bummer. 😞**
- **This is something I look forward to each year**
- **This is wonderful. So happy**
- **This years festival had substantially more traffic in the Red South area, which we greatly appreciated as a “Friends of Showcase” exhibitor on Saturday. The Sunday awards were done very nicely & the announcer is very good.**
- *Too expensive for admission*
- **Very good**
- **Very happy**
- **Very light crowd**
- **(2x) Very nice**
- **(2x) Very nice clean and all was friendly**
- **Very nice as always**
- **Very nice event**
- **Very well organized. Worthwhile.**
- **Very wide variety of autos.**
- **Volunteers are exceptionally nice. Special shoutout re Michael Burger.**
- **Volunteers are the face of the event, and the go to for answering visitor questions. Not just to direct traffic or cart us around. (Thanks for those kind people.) Unfortunately, they aren't able to answer simple questions about navigating the venue or whom to talk to for answers. Please educate the**
- volunteers. A simple set of notes on a clipboard for hospitality workers and handouts for cart drivers, would go a long way.
- **Was a lot of fun**
- **We have been coming to this event for years now, and every year we always hear them say they would like to get more of the youth involved. We have discussed many options on how you might do that and think there is a little room for improvement. Also, my only other quarry is, that *a lot of the cars did not have their description paper in them for displaying the details and facts about the cars that people love to read*. In addition to that, *I did think that the airport portion was my least favorite this year*, which is sad because it has so much potential and is always my favorite part. *The tickets were more expensive this year, but the quality of the airport show did not reflect that*. Thank you so much for taking the time to listen to my commentary. **I hope it is received well because we always enjoy the show no matter what, and it's the only reason we return to the island!****
- **Weather was great**
- ***Website doesn't show any information about parking. Car shows in Stuart FL at the Elliot museum has similar caliber cars. Entry is free. Entry price here is ridiculous especially for what you see.***
- **Well lets just say there was cars**
- **What we love is how this is a family event. We love how much you do to encourage the youth. We have started bringing our grandchildren for the last 3 years. We are thankful we can bring them to an event like this!**

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- Wish they had a little bit more of the years between sixty seven and seventy seven
- **Wonderful**
- **(2x) Wonderful event**
- Would like to see sport /racing bikes and Lamborghinis. **Otherwise an amazing experience.**
- *You need better direction signage to the event.*
- *You refused to help transfer us to the exhibitors tent for lunch or breakfast and I am handicaped so I don't think we'll be coming again:. That's after coming for 20 years.*



Contact Us:

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THANK YOU!



CENTER FOR LOWCOUNTRY
HOSPITALITY EDUCATION

Hilton Head Island Concours d'Elegance & Motoring Festival
 Annual/Monthly Budget
 Year Ended December 31, 2026

REVENUES	Total	MONTHLY ALLOCATION											
		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Ticket revenues	230,000	-	-	-	28,750	28,750	28,750	28,750	28,750	28,750	28,750	28,750	-
Merchandise sales	17,500	-	-	-	-	-	-	-	-	-	-	17,500	-
Parking revenues	16,000	-	-	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	-
Volunteer shirt revenue	8,200	-	-	-	-	1,640	1,640	1,640	1,640	1,640	-	-	-
Public funding	375,000	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250
Interest income	2,500	208	208	208	208	208	208	208	208	208	208	208	208
Sponsorship revenues	517,150	-	-	-	1,500	192,929	57,159	57,159	55,659	55,659	55,659	41,429	-
Exhibitors	31,375	-	-	-	-	5,229	5,229	5,229	5,229	5,229	5,229	-	-
Charitable Fund	145,000	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	-
TOTAL REVENUES	\$ 1,342,725	\$ 44,640	\$ 44,640	\$ 44,640	\$ 76,890	\$ 275,188	\$ 139,418	\$ 139,418	\$ 137,918	\$ 137,918	\$ 136,278	\$ 134,319	\$ 31,458
EXPENSES													
Administrative Costs	298,812	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901
Concours Charitable Fund Giving	43,000	-	-	-	-	43,000	-	-	-	-	-	-	-
Event Costs													
Production Costs	57,170	-	-	-	-	-	-	10,300	10,300	-	-	18,285	18,285
Facility Costs	223,050	-	-	-	-	-	-	-	-	-	111,525	55,763	55,763
Hospitality Expenses	56,500	-	-	-	-	-	-	-	-	-	28,250	14,125	14,125
Marketing Expenses	300,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	
Merchandise	16,400	-	-	-	-	-	-	-	-	8,200	8,200	-	-
Services	25,000	-	-	-	-	-	-	-	-	12,500	12,500	-	-
Sponsor Solicitation	45,500	-	-	-	-	5,688	5,688	5,688	5,688	5,688	5,688	5,688	5,688
Tickets cost	18,500	-	-	-	-	-	9,250	9,250	-	-	-	-	-
Volunteer expense	12,500	-	-	-	-	-	-	-	-	-	6,250	6,250	-
Total Event Costs	754,620	25,000	25,000	25,000	25,000	30,688	39,938	50,238	40,988	51,388	197,413	125,110	118,860
TOTAL EXPENSES	\$ 1,096,432	\$ 49,901	\$ 49,901	\$ 49,901	\$ 49,901	\$ 98,589	\$ 64,839	\$ 75,139	\$ 65,889	\$ 76,289	\$ 222,314	\$ 150,011	\$ 143,761
NET PROFIT/(LOSS)	\$ 246,293	\$ (5,261)	\$ (5,261)	\$ (5,261)	\$ 26,989	\$ 176,599	\$ 74,579	\$ 64,279	\$ 72,029	\$ 61,629	\$ (86,036)	\$ (15,692)	\$ (112,303)

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of February 28, 2026

	Feb 28, 26
ASSETS	
Current Assets	
Checking/Savings	
10001 - Operating Account	22,302.47
10003 - Contingency Fund	1,000.00
Cash On Hand	1.16
SC Unemployment Reserve	2,661.97
Synovus Bank Checking	0.01
Total Checking/Savings	25,965.61
Accounts Receivable	
Accounts Receivable	17,500.00
Total Accounts Receivable	17,500.00
Other Current Assets	
Deposits - Current	5,958.00
Total Other Current Assets	5,958.00
Total Current Assets	49,423.61
TOTAL ASSETS	49,423.61
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	256,778.91
Total Accounts Payable	256,778.91
Other Current Liabilities	
Cafeteria Plan	100.00
Payroll Liabilities	5,914.82
Total Other Current Liabilities	6,014.82
Total Current Liabilities	262,793.73
Long Term Liabilities	
SBA - EIDL	121,993.41
Total Long Term Liabilities	121,993.41
Total Liabilities	384,787.14
Equity	
Opening Bal Equity	21,785.83
Retained Earnings	-313,520.86
Net Income	-43,628.50
Total Equity	-335,363.53
TOTAL LIABILITIES & EQUITY	49,423.61

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss
January through February 28, 2026

	<u>Jan - Feb 28, 2026</u>	<u>YTD Budget</u>	<u>Variance</u>
<u>Income</u>			
Public Funding	-	62,500	(62,500)
Concours Charitable Fund	5,000	26,364	(21,364)
Interest income	-	416	(416)
Total Income	5,000	89,280	(84,280)
<u>Expenses</u>			
Administration/Payroll	43,683	49,802	(6,119)
Event Production	1,148	-	1,148
Facilities	583	-	583
Marketing	3,215	50,000	(46,785)
Total Expenses	48,629	99,802	(51,174)
Net Income	(43,629)	(10,522)	(33,107)

Hilton Head Island Concours d'Elegance, Inc.
A/P Aging Summary
As of February 28, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Classic Tents & Events	0.00	0.00	0.00	80,150.83	0.00	80,150.83
Coastal Discovery Museum	0.00	0.00	7,000.00	0.00	0.00	7,000.00
DX Print	0.00	0.00	7,256.66	0.00	0.00	7,256.66
HGC Port Royal LLC	0.00	0.00	0.00	0.00	37,500.00	37,500.00
SERG Catering	0.00	0.00	0.00	62,170.33	0.00	62,170.33
Sun Belt Rentals	0.00	0.00	10,377.66	0.00	0.00	10,377.66
Westin Hilton Head Island Resort	0.00	0.00	52,323.43	0.00	0.00	52,323.43
TOTAL	0.00	0.00	76,957.75	142,321.16	37,500.00	256,778.91

Hilton Head Island Concours d'Elegance, Inc.
 Cash Flow/Burn Projection
 Year: 2026

Calculation

2/28/2026 cash balance	22,302
Cash inflow through 3/26/26	78,584
Cash outflow through 3/26/26	<u>(11,523)</u>
Cash as of 3/26/2026	89,363
Payroll costs 3/27/2026	<u>(7,188)</u>
Projected cash as of 3/31/26	82,175
April 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 4/30/26	64,574
May 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 5/31/26	46,973
June 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 6/30/26	29,372
July 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 7/31/26	11,771
Aug 2026 administrative costs (Note #1)	<u>(17,601)</u>
Projected cash balance as of 8/31/26	(5,830)

Note #1: this amount includes unavoidable operational costs such as rent, payroll, utilities & telephone, worker's compensation insurance, office supplies & expense and miscellaneous other.

2025

Accommodations Tax Funds Request Application

Organization Name: Hilton Head Concours d'Elegance, Inc

Project/Event Name: Hilton Head Concours d'Elegance & Motoring Festival

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

As we commemorate the 22nd anniversary of the Hilton Head Island Concours d'Elegance, we proudly reflect on our legacy as one of the nation's oldest and most prestigious automotive events. Attracting nearly 20,000 visitors annually, our event not only captures the hearts and imagination of motoring enthusiasts but also significantly bolsters the local economy, reinforcing Hilton Head Island's status as a premier destination for automotive excellence.

In 2024, we remain steadfast in our commitment to growth and diversification, particularly within our specialty exhibits. Our distinguished Velocity Collector, Pinnacle, and Honored Collector displays continue to garner acclaim from both classic car collectors and enthusiasts from broader circles. This year, we honor renowned brands such as Rolls-Royce and Bentley, celebrate the rich 125-year legacy of Packard, and mark the milestone 60th anniversary of Ford's Mustang. In total, we expected to showcase over 500 motorized vehicles during our 2024 festival, including automobiles, motorcycles, boats, and airplanes.

Our meticulously curated schedule promises an array of engaging activities:

- **Thursday:** Partnering with the Grand Motoring Film Festival at the Arts Center of Coastal Carolina
- **Friday:** Flights & Fancy at the Hilton Head Island Airport, featuring airplanes, automobiles, craft beverages, gourmet food, and live entertainment
- **Saturday:** Car Club Showcase, Aero Expo, and Rolls-Royce Owners' Club National Mini Meet at the Hilton Head Island Airport and Port Royal Golf Club
- **Sunday:** Concours d'Elegance at the Port Royal Golf Club, showcasing hundreds of historically significant automobiles, motorcycles, and boats as well as our prestigious awards which are internationally known, to exhibitors and guests. These awards garner extensive media attention as well as year-round exposure to travelers.

This year's automotive classes include:

- Rolls-Royce and Bentley
- Packard's 125th Anniversary
- Pop Culture Cars of the '50s and '60s
- Ferrari GT
- Italian GT Cars of the '60s and '70s
- 70th Anniversary of the Mercedes-Benz 300SL
- International Prototypes
- Classic Japanese Performance
- Four Generations of Supercars
- And more

The unwavering support of the Town of Hilton Head and the funding from the ATAX Committee have been instrumental to our sustained success. With your continued partnership, we aspire to elevate our event by unveiling exclusive, never-before-seen content, expanding our specialty exhibits, and enhancing the overall visitor experience. These initiatives will ensure that our event continues to attract tourists, invigorate the local economy, and solidify Hilton Head Island's reputation as a beacon of automotive distinction as well as a destination that offers amenities that attract not only our exhibitors but leisure travelers.

We eagerly anticipate welcoming industry professionals, notable celebrities, respected collectors and leisure travelers to our event. Our heartfelt thanks go to the committee and Town Council for your essential and enduring support—it is the foundation of our annual success.

2025 Accommodations Tax Funds Request Application

Date Received: 09/06/2024

Time Received: 02:21 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 6, 2024

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Hilton Head Concours d'Elegance, Inc

Project/Event Name: Hilton Head Concours d'Elegance & Motoring Festival

Contact Name: Robert Lee

Title: Treasurer

Address: 1 Cardinal Ct., Suite 16, Hilton Head Island, SC 29926

Email Address: bob@beaconallied.com

Contact Phone: 843-290-2533

Event Date: October 31 - November 3, 2024

Event Location: Various Locations

Total Budget: \$1,476,000.00

Grant Requested: \$350,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

Our funding strategy aims to elevate our event's profile and attract a diverse audience, boosting local commerce and culture. We'll allocate most of the budget (90%) to creative development, public relations, and digital advertising, targeting attendees from outside the area. A 10% budget share will secure unique vehicles for special exhibits, enhancing interest and will cover ongoing event expenses at Hilton Head Island Airport, ensuring the Island's airport is home to our unique evening as well as daytime events.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

The Festival's marketing strategy aims to attract out-of-town visitors while also promoting locally. Our focus is on drawing visitors to the Island through a strong digital presence, combining paid ads and earned media. We target national media outlets, editors, and influencers in trade, lifestyle, and travel.

We measure success with the following metrics:

- **Overall Attendance:** Total number of attendees.

- **Website Traffic:** Visitors to our online portal.
- **Digital Engagement:** Clicks on digital ads.
- **Social Media Interaction:** Engagement on social platforms.
- **On-Site Surveys:** Data on attendees' length of stay and spending to gauge economic impact.

These metrics help us understand the Festival's impact and refine our strategies to enha

A. Total Number of Physical Tourists Served: 9712

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: 4376

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 5612

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): 19700

How was the Number of Visitors/Tourists Documented? (250 words or less)

At our organization, we leverage data from our ticketing partner, Saffire, and gather zip codes along with on-site surveys to gain a comprehensive understanding of our audience. This data reveals whether our visitors are tourists, local residents, or out-of-town guests, and provides insights into their spending habits. These insights are crucial for our ATAX applications and sponsor development efforts, helping us better serve our community and stakeholders.

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

The Hilton Head Island Concours d'Elegance & Motoring Festival has emerged as one of the East Coast's premier destination events. Amidst over 50 national Concours and numerous automotive gatherings each year, Hilton Head Island consistently ranks among the top events in the country. Industry insiders and collectors recognize it as the quintessential automotive designer's Concours. This event's unique formula sets it apart from other automotive events, as we highlight Hilton Head Island's known attractions as vital components of the overall visitor experience.

Our Festival encompasses a distinct schedule of signature events, including aviation showcases at the Hilton Head Island Airport, the Car Club Showcase, special exhibits, the

Concours d'Elegance, and the exclusive Pinnacle Society donor event. This multifaceted approach integrates Hilton Head Island's renowned hotels, restaurants, and other attractions, crafting an unparalleled experience akin to the prestigious Monterey Car Week, which features the oldest Concours in the country, the Pebble Beach Concours d'Elegance.

Hilton Head Island's multi-day program not only showcases world-class automobiles but also enhances visitor engagement through its exciting destination offerings. Our funding strategy targets auto enthusiasts and destination travelers, aiming to attract national media attention and a demographically desirable audience. The Festival's timing during Hilton Head Island's shoulder season further amplifies its value, drawing both national and regional sponsors, and bolstering the local economy.

For local town officials and stakeholders, the Hilton Head Island Concours d'Elegance & Motoring Festival represents a tradit

2. Describe in detail how the requested grant funding would be used? (250 words or less)

In 2024, 90% of our ATAX budget is allocated to marketing, including creative content, advertising, and PR. An additional 10% is reserved for transporting notable vehicles and covering program expenses at the Hilton Head Island Airport. Our primary goals are to boost out-of-town attendance, increase the length of stay, and attract desirable sponsors and demographics to the Island. Accordingly, 80% of our advertising efforts are focused outside the local area, targeting specific geographic and demographic segments.

To achieve these objectives, we continue to leverage targeted digital advertising designed to attract out-of-market drive and fly visitors. Our content is rooted in research, mobility trends, and results-based insights that drive traffic to our website.

Additionally, we maintain a strong social media presence, with our network of followers growing annually as well as digital partnerships that allow us to collaborate with international brands, influencers, media and more. By investing in comprehensive marketing strategies and leveraging cutting-edge digital tools, we aim to enhance our community's appeal while fostering growth and engagement.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? (100 words or less)

Securing full funding for our 2025 marketing budget is crucial. With 80% of our budget from Town funding, we can elevate our event to new heights, fostering community engagement, economic growth, and national recognition. Without full funding, we'd face significant cuts to key elements like transportation of noteworthy cars, digital advertising, and exhibitor outreach. Reduced marketing could diminish sponsor participation and

jeopardize our event's national standing. Your support is more than financial; it's an investment in our community's vibrancy and future prosperity.

4. What is expected economic impact and benefit to the Island's tourism? (100 words or less)

In 2024, the event welcomed 19,700 attendees including nearly 10,000 visitors beyond 50 miles. generating \$12.3 million in visitor expenditures. Duane Parrish from SCPRT noted, "The Concours is a premier event for automobile enthusiasts. Since its inception, annual visitor spending in Beaufort County has surged by over 90%. This event plays a pivotal role in driving tourism and will continue to do so."

5. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, **please classify your current grant request into the following authorized categories:**

1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i>	90 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	10 %
3 - Tourism-Related Facilities <i>Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.</i>	0 %
4 - Tourism-Related Public Services <i>The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i>	0 %
5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i>	0 %
6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i>	0 %
7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i>	0 %
Total:	100 %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

The Hilton Head Island Concours d'Elegance stands as a premier automotive event, seamlessly integrating local businesses and organizations into its strategic framework. This approach sets it apart and enriches the overall attendee experience.

This year's event schedule features activities designed to highlight Hilton Head's unique charm:

- **Restaurant Integration into Flights & Fancy:** Culinary experiences showcasing local flavors.
- **Grand Motoring Film Festival:** Automotive excellence meets cinematic flair at the Arts Center of Coastal Carolina.
- **Nighttime Airport and Donor Event:** Exclusive gatherings featuring iconic destinations and influential cultural figures.

These initiatives draw out-of-town visitors and encourage longer stays, benefiting the local economy.

The Concours has built strong partnerships with local entities to deliver standout experiences:

- HHI Chamber/VCB
- Arts Center of Coastal Carolina
- Coastal Discovery Museum
- Beaufort County Schools
- Local Orchestra and Restaurants
- Youth Charities

These collaborations offer one-of-a-kind experiences that resonate with attendees and the community. This year's festival will feature local artists and crafts at the main grounds, along with exhibitors specializing in motoring art, enriching the cultural tapestry of the event. The festival's website and email blasts prominently feature community partners, promoting local businesses and ensuring visitors have a well-rounded experience. By incorporating Hilton Head businesses and organizations into its schedule and marketing, the Concours d'Elegance sets itself apart, enriching the local community and fostering unity and development.

7. Additional comments. (250 words or less)

Hilton Head Island Concours d'Elegance & Motoring Festival must continue to elevate its brand and sustain its current momentum to remain competitive in an increasingly saturated marketplace. With over 50 Concours events taking place across the US, and new events constantly emerging, it is imperative that we distinguish ourselves to consistently rank among the top 5. To maintain our relevance, it is crucial to offer a variety of experiences from year to year, not only in comparison to other Concours events but also against nationally recognized events outside the automotive industry. This approach ensures sustained interest from both attendees and sponsors.

While we strive to stand out among other Concours events, we face fierce competition for sponsor budgets, which are increasingly being directed towards high-profile national and international events like golf, tennis, and equestrian tournaments. Automotive sponsors are now gravitating away from traditional "car events" and are instead focusing on experiential opportunities, lifestyle events, and digital advertising. They are particularly attracted to smaller, exclusive gatherings where every attendee could potentially be a buyer of their luxury products. To capture and retain the interest of our key audiences, it's crucial that we maintain a dynamic presence and consistently update our content. Our strategy is to market the Concours as more than just an automotive event. We aim to leverage all the incredible amenities that Hilton Head Island has to offer, including its fine dining, luxurious resorts, vibrant arts and culture scene, and various recreational activities.

C. FUNDING:

1. Please describe how the organization is currently funded. (100 words or less)

The HHI Concours is financed through four main sources:

1. **Corporate Sponsorships and Event Revenue:** These fund nearly all of our fixed overhead and creation of the festival grounds and festival operational costs.
2. **Tourism/Accommodation Tax Grants:** Expected funds from the Town of HHI, Beaufort County, and SC PRT in 2025 will cover all of our marketing costs and minimal program expenses at the HHI Airport.
3. **Fundraising Events:** These raise money for the Festival's charitable fund, which has donated over \$1 million to local youth charities and automotive scholarship programs.

These funding avenues ensure the HHI Concours continues to thrive and support our community.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

<u>27</u>	Government Sources	<u>7</u>	Private Contributions, Donations and Grants
25	Corporate Support, Sponsors	<u> </u>	Membership, Dues, Subscriptions
41	Ticket Sales, or Sales and Services	<u> </u>	Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes X No

If so, please list top 3 sources and amounts.

Beaufort County ATAX

\$38,000.00

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: **January** End Month: **December**

Financial Statement Requirements:

1. The upcoming fiscal year's **operating budget** for the organization.

Budget Provided: **Yes**

2. The previous two fiscal years and current year-to-date **profit and loss reports** for the organization.

Current fiscal year Profit Loss Report Provided: **Yes**

Previous fiscal year Profit Loss Reports Provided:

2022- Previous FY 2

2022- Previous FY 1

2022- Previous FY 1

2023- Previous FY 2

3. The previous two fiscal years and current year-to-date **balance sheets**.

Current fiscal year Balance Sheet Provided: **Yes**

Previous fiscal year Balance Sheets Provided:

2022 - Previous FY 2

2023 - Previous FY 1

2022 - Previous FY 2

4. The previous two years and current year **IRS Form 990 or 990T**.

Current year IRS Form 990 or 990T Provided: **Yes**

Previous IRS Form 990 or 990T Years Provided:

2020 - Previous FY 2

2021 - Previous FY 1

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

- Follow Town procurement guidelines
- Utilize and follow organization's own procurement guidelines
- Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2023 or 2024 HHI ATAX funds

1. List any ATAX award amounts received in 2023 and/or 2024.

2021	\$88,000.00	Hilton Head Island Concours d'Elegance & Motoring Festival
2022	\$307,000.00	Hilton Head Island Concours d'Elegance & Motoring Festival
2023	\$385,000.00	Hilton Head Concours d'Elegance & Motoring Festival
2024	\$362,000.00	2024 Hilton Head Island Concours d'Elegance & Motoring Festival

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

Our funding has been mainly used for marketing and promotions. This includes creating an innovative campaign, running national and regional ads, and maintaining a strong social media presence. We continue to partner with the Hilton Head Island/Bluffton Chamber of Commerce to enhance our advertising and attract top-tier executives through initiatives like guest judging. Part of the funding offsets costs for showcasing prestigious display vehicles and covering production expenses at the Hilton Head Island Airport General Aviation. This ensures we maintain high standards for our Event while fostering community pride and tradition.

3. What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)

The core indicator of our Event's success is attendance, monitored meticulously through scanned barcodes and pre-established hotel blocks. The University of South Carolina Beaufort's (USCB) marketing research department conducts on-site surveys to differentiate between local attendees and tourists, while also assessing the efficacy of our marketing strategies. This invaluable data allows us to pinpoint the geographic regions our attendees hail from, guiding our decisions on where to focus and expand our marketing efforts.

In recent years, we have strategically shifted the bulk of our advertising budget towards digital and social media platforms. Unlike traditional print media, digital channels offer the advantage of real-time data analysis. This allows us to continuously monitor and adjust our campaigns to optimize performance, measured through impressions and website click-through rates.

Between May and August alone, our digital campaigns garnered over 6.2 million impressions, resulting in more than 40,000 clicks to our website. This ability to adapt our marketing strategies on-the-fly not only maximizes our reach but also ensures we are engaging effectively with our target audiences.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

The 2024 Event is scheduled for the first week of November, so results are still pending. However, early indicators suggest a successful year. Despite some sponsor concerns due to economic uncertainties, we've attracted and are in talks with several new sponsors. Online ticket sales as of August 31 are consistent with previous years, with 69% of online sales coming from visitors located beyond 50 miles and 31% from local ticket buyers.. Typically, visitors purchase early and also secure accommodations and transportation at the same time they purchase their online tickets. Our careful use of grant funding has maintained our Event's esteemed reputation, engaged new sponsors, and ensured continuous promotional efforts. We stay committed to delivering an exceptional experience that honors our rich heritage while fostering community involvement and youth development.

G. EXECUTIVE SUMMARY

Provide an executive summary using the "ATAX Effectiveness Measurement" form provided via the link

on the left, or by utilizing the text area provided below to report uses of the organization's prior ATAX grant, if applicable. If creating your own format, please refer to the "ATAX Effectiveness Measurement" form and use the criteria as a guideline in developing your executive summary below. (1300 words or less)

An ATAX Effectiveness Measurement form has been attached to this application.

As we commemorate the 22nd anniversary of the Hilton Head Island Concours d'Elegance, we proudly reflect on our legacy as one of the nation's oldest and most prestigious automotive events. Attracting nearly 20,000 visitors annually, our event not only captures the hearts and imagination of motoring enthusiasts but also significantly bolsters the local economy, reinforcing Hilton Head Island's status as a premier destination for automotive excellence.

In 2024, we remain steadfast in our commitment to growth and diversification, particularly within our specialty exhibits. Our distinguished Velocity Collector, Pinnacle, and Honored Collector displays continue to garner acclaim from both classic car collectors and enthusiasts from broader circles. This year, we honor renowned brands such as Rolls-Royce and Bentley, celebrate the rich 125-year legacy of Packard, and mark the milestone 60th anniversary of Ford's Mustang. In total, we expected to showcase over 500 motorized vehicles during our 2024 festival, including automobiles, motorcycles, boats, and airplanes.

Our meticulously curated schedule promises an array of engaging activities:

- **Thursday:** Partnering with the Grand Motoring Film Festival at the Arts Center of Coastal Carolina
- **Friday:** Flights & Fancy at the Hilton Head Island Airport, featuring airplanes, automobiles, craft beverages, gourmet food, and live entertainment
- **Saturday:** Car Club Showcase, Aero Expo, and Rolls-Royce Owners' Club National Mini Meet at the Hilton Head Island Airport and Port Royal Golf Club
- **Sunday:** Concours d'Elegance at the Port Royal Golf Club, showcasing hundreds of historically significant automobiles, motorcycles, and boats as well as our prestigious awards which are internationally known, to exhibitors and guests. These awards garner extensive media attention as well as year-round exposure to travelers.

This year's automotive classes include:

- Rolls-Royce and Bentley
- Packard's 125th Anniversary
- Pop Culture Cars of the '50s and '60s
- Ferrari GT
- Italian GT Cars of the '60s and '70s
- 70th Anniversary of the Mercedes-Benz 300SL
- International Prototypes
- Classic Japanese Performance
- Four Generations of Supercars
- And more

The unwavering support of the Town of Hilton Head and the funding from the ATAX Committee have been instrumental to our sustained success. With your continued partnership, we aspire to elevate our event by unveiling exclusive, never-before-seen content, expanding our specialty

exhibits, and enhancing the overall visitor experience. These initiatives will ensure that our event continues to attract tourists, invigorate the local economy, and solidify Hilton Head Island's reputation as a beacon of automotive distinction as well as a destination that offers amenities that attract not only our exhibitors but leisure travelers.

We eagerly anticipate welcoming industry professionals, notable celebrities, respected collectors and leisure travelers to our event. Our heartfelt thanks go to the committee and Town Council for your essential and enduring support—it is the foundation of our annual success.

Signature: Robert Lee

Title/Position: Treasurer

Mailing Address: P.O. Box 21733, Hilton Head Island, SC 29925

Email Address: bob@beaconallied.com

Office Phone Number: 843-785-7469

Home Phone Number: 843-290-2533

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Budget Overview
 January through December 2024

	<u>Jan - Dec 24</u>
Ordinary Income/Expense	
Income	
Award Sponsors	10,000.00
Banner Sales	0.00
Beverage Sales	0.00
Business Expo Tents	0.00
Concours Charitable Fund (DYA)	100,000.00
Driving Tour Tickets	11,000.00
Exhibitor Registration Fees	20,000.00
Hospitality Other - Airport	120,000.00
Interest Income	0.00
Merchandise Sales	22,000.00
Misc Income	0.00
Parking Fees - VIP	7,000.00
Patrons	111,000.00
Program Advertising	33,000.00
Public Funding	395,000.00
Retail Vendor Space	25,000.00
Sponsors	372,000.00
Ticket Sales	250,000.00
Total Income	<u>1,476,000.00</u>
Gross Profit	1,476,000.00
Expense	
Administration	143,200.00
Charitable Fund	18,100.00
Event Production	189,900.00
Facilities	287,100.00
Hospitality	63,000.00
Marketing	373,000.00
Merchandise	19,000.00
Payroll Expenses	259,000.00
Sponsor Solicitation	36,100.00

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Budget Overview
 January through December 2024

	Jan - Dec 24
Ticketing	20,000.00
void	0.00
Volunteers	13,700.00
Total Expense	1,422,100.00
Net Ordinary Income	53,900.00
Other Income/Expense	
Other Expense	
CONTRIBUTIONS	48,000.00
InterestExpense	5,200.00
Total Other Expense	53,200.00
Net Other Income	-53,200.00
Net Income	700.00



TOWN OF HILTON HEAD ISLAND

Accommodations Tax Advisory Committee

TO: Accommodations Tax Advisory Committee
FROM: Dave Byrd, Finance Director
CC: Marc Orlando, ICMA-CM, Town Manager
DATE: April 23, 2026
SUBJECT: Presentation of the FY27 Destination Marketing Organization Plan, Budget and Industry Metrics

RECOMMENDATION:

Staff recommend that the Accommodations Tax Advisory Committee (ATAC) review the FY2027 Hilton Head Island Destination Marketing Plan and Budget for compliance with state requirements governing the expenditure of the 30 Percent Fund for the promotion of tourism. These materials are contained in the 2026 DMO Annual Package (**Attachment 1**).

BACKGROUND:

State law requires that the Town allocate the 30 Percent Fund to the designated DMO, which must maintain a continuous tourism promotion program. The Town has designated the Hilton Head Island-Bluffton Chamber of Commerce as its Destination Marketing Organization (DMO). Town Code also requires ATAC to review the DMO's proposed budget and marketing plan annually and provide a recommendation to Town Council.

SUMMARY:

The DMO has prepared the FY2027 Hilton Head Island Destination Marketing Plan and Budget in accordance with the DMO agreement with the Town (**Attachment 2**). As outlined in the agreement, the annual review process includes:

- A Town Council DMO Workshop
- Presentation to ATAC
- Final approval by Town Council prior to the start of the fiscal year.

ATTACHMENTS:

1. 2026 Annual Package (DMO FY2027 Marketing Plan and Budget)
2. 2025-2028 Destination Marketing Organization Agreement
3. DMO ATAC Presentation including FY 2027 Proposed Marketing Plan & Budget

**2026 DMO
ANNUAL PACKAGE**



**HILTON HEAD
ISLAND**

SOUTH CAROLINA

BUDGET

ARTICLE 5.II

BUDGET REQUIREMENTS

	VCB TOTAL	TOWN OF HHI DMO	VCB PRIVATE SECTOR	SCPRT FUNDING	TOWN OF BLUFFTON DMO	BEAUFORT COUNTY DMO
REVENUES						
Town of HHI DMO	\$3,700,000	\$3,700,000				
Town of Bluffton DMO	\$340,000				\$340,000	
Southern BC DMO	\$260,000					\$260,000
SCPRT Destination Specific	\$2,000,000			\$2,000,000		
SCPRT Tourism Recovery	\$1,000,000			\$1,000,000		
Private Match Coop	\$2,150,000		\$2,150,000			
Private Sector-Other	\$580,000		\$580,000			
Total Revenues	\$10,030,000	\$3,700,000	\$2,730,000	\$3,000,000	\$340,000	\$260,000
Membership Revenue						\$2,200,000
Total Revenues with Membership	\$12,230,000					

The FY 2026–2027 budget was developed using the 30% (Nonprofit DMO) Budget Form established by the South Carolina Tourism Expenditure Review Committee (TERC).

As a result, this format differs significantly from prior years. The line items shown include only those funded by the 30% allocation of State accommodations tax (ATAX). Any items not included do not utilize these funds and are therefore not reported on the SC TERC Form, consistent with standard reporting practices.

For prior years, the budget amounts shown reflect only the portion allocated to State ATAX funding.

Year-to-date (YTD) figures represent total expenditures for each line item based on the full budget, not just the State ATAX portion. The allocation of those expenditures to State ATAX will not be finalized until the end of the fiscal year.

In contrast, for FY 2026–2027, these line items will be funded exclusively with State ATAX dollars, with no blending of other revenue sources.

BUDGET FORM

2019 Proposed Budget Form (Budget Form) (Revised October 14, 2018)

Name of Government: Town of Hilton Head Island
 Contact Person: Andrea Thomas
 Phone: 843.341.6366
 Email: aarthur@hiltonheadisland.org
 Name of Organization: Designated to Receive Special Funds: Hilton Head Island & Beaufort Counties of Governor's Visitor & Convention Bureau

Project Category and Brief Description			09 Code	Amount Budgeted for 25-25	ACTUAL Spent for 25-25	Amount Budgeted for 26-27
1-Advertising (Print, digital, broadcast, social, etc.)						
1.1	Media Buy	Top: Southwestern Magazine, Curves Next Yearbook, Garden & Club, Southwestern Living	6460-200	\$ 465,546.00	\$ 1,172,526.00	\$ 240,000.00
1.2	Direct Mail	Direct mail, digital promotion (digital ads and social ads), print partnership, public relations, email	6470-200	\$ 125,981.00	\$ 83,415.00	\$ 100,000.00
1.3	Digital Agency	Digital agency retainer	6510-200	\$ 67,991.00	\$ 88,866.00	\$ 100,000.00
1.4	Marketing Strategy & Content	Marketing Strategy & Content	6530-200	\$ 20,566.00	\$ -	\$ 40,000.00
1.5	Digital Promotions	Digital promotion ads on Google, Meta, Bing	6550-200	\$ 920,871.00	\$ 436,594.00	\$ 750,000.00
1.6	Social Media Management	Digital agency retainer	6521-200	\$ 81,197.00	\$ 60,000.00	\$ 102,000.00
1.7	Marketing Improvement	Website testing and updates	6522-200	\$ 40,794.00	\$ 18,000.00	\$ 80,000.00
1.8	Print Brand Social Media	Print advertising via Meta, YouTube, Spotify	6520-200	\$ 163,777.00	\$ 210,599.00	\$ 250,000.00
1.9	International Promotions & Events	Media partnerships exp: Vietnam, Brazil USA, Travel South	7110-200	\$ 109,864.00	\$ 188,238.00	\$ 190,000.00
1.10	International Tradeshows	Tradeshows, Brand USA, Travel South	7120-200	\$ 67,991.00	\$ 38,802.00	\$ 100,000.00
2-Promotional Materials/Publications						
2.1	Kennelwood	Publication and distribution	6430-200	\$ 81,589.00	\$ 25,777.00	\$ 75,000.00
3-Marketing support (creative, photography, videography)						
3.1	Destination Photography	Professional photography for destination marketing	6190-200	\$ 18,936.00	\$ 13,440.00	\$ 70,000.00
3.2	Design	Website design, graphic design, video production	6150-200	\$ 26,763.00	\$ 24,401.00	\$ 26,100.00
3.3	Printing	Property level brochures and letter head	6150-200	\$ 33,500.00	\$ 32,300.00	\$ 33,200.00
3.4	Cost Reports (Economic Impact, Visitor Profile Study)	Economic Impact, Visitor Profile Studies	7150-200	\$ 21,750.00	\$ -	\$ 18,875.00
3.5	USCB Event Research for Local Events	Brand level surveying for event attendance and sentiment	7150-200	\$ 10,100.00	\$ -	\$ 10,000.00
3.6	Website Development	Website level design 30% for performance tracking	7150-200	\$ 48,187.00	\$ 47,792.00	\$ 49,300.00
4- Group Sales & Marketing						
4.1	National Tradeshows & Direct Planner Engagement	Expenses, Association, incentive trade shows and partnership events (Exp Mkt, Southeast, Connect Tours)	VENUE	\$ 92,206.00	\$ 105,294.00	\$ 40,000.00
4.2	SEM Advertising Program	Full digital advertising on Google, Bing with geo-targeting for brand remarketing	6080-200	\$ 44,194.00	\$ 27,352.00	\$ 60,000.00
4.3	Social Media Planner Targeting	Full social media advertising via Meta, LinkedIn campaigns and job targeting	6080-200	\$ 33,900.00	\$ 33,532.00	\$ 50,000.00
4.4	Planner Incentive and Conversion Fund	Participation (PAM) bonus, air support for sales, shoulder season incentives designed for drive volume	VENUE	\$ 1,360.00	\$ 2,280.00	\$ 30,000.00
4.5	Marketing Collateral, CRM & Website Redesign	Marketing landing page, digital planner, RFP ready collateral, video and digital meeting assets, CRM enhancements	VENUE	\$ 20,338.00	\$ -	\$ 20,000.00
5-Destination PR						
5.1	PR Strategy, Maintenance & Support	Public Relations from Incentive	6090-200	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00
6-Visitor Services (Centers, Call/Chat Centers)						
Marketing Total				\$ 2,329,851.00	\$ 2,706,003.67	\$ 2,689,957.00
7-Other						
7.1	VCB Management - Payroll	VCB management payroll paid by 30% funds			\$ 247,144.00	
7.2	VCB Management - Payroll Taxes	VCB management payroll taxes paid by 30% funds (7%)			\$ 17,301.00	
7.3	VCB Management - 401K Expenses	VCB management 401K expenses paid by 30% funds (6%)			\$ 14,828.00	
7.4	VCB Management - Insurance Expenses	VCB management insurance expenses paid by 30% funds			\$ 5,000.00	
7.5	VCB Management - Operational Expenses	VCB management operational expenses paid by 30% funds by FTE (1.6)			\$ 21,198.00	
7.6	VCB Management - Building Expenses	VCB management building expenses paid by 30% funds by FTE (1.6)			\$ 14,674.00	
7.7	VCB Support - Payroll	VCB support payroll paid by 30% funds			\$ 250,017.00	
7.8	VCB Support - Payroll Taxes	VCB support payroll taxes paid by 30% funds (7%)			\$ 17,901.00	
7.9	VCB Support - 401K Expenses	VCB support 401K expenses paid by 30% funds (6%)			\$ 15,001.00	
7.10	VCB Support - Insurance Expenses	VCB support insurance expenses paid by 30% funds			\$ 17,250.00	
7.11	VCB Support - Operational Expenses	VCB support operational expenses paid by 30% funds by FTE (2.88)			\$ 40,624.00	
7.12	VCB Support - Building Expenses	VCB support building expenses paid by 30% funds by FTE (2.88)			\$ 28,125.00	
7.13	VCB Communications - Payroll	Communications payroll paid by 30% funds			\$ 86,839.00	
7.14	VCB Communications - Payroll Taxes	Communications payroll taxes paid by 30% funds (7%)			\$ 6,196.00	
7.15	VCB Communications - 401K Expenses	Communications 401K expenses paid by 30% funds (6%)			\$ 5,750.00	
7.16	VCB Communications - Insurance Expenses	Communications insurance expenses paid by 30% funds			\$ 5,400.00	
7.17	VCB Communications - Operational Expenses	Communications operational expenses paid by 30% funds by FTE (6.0)			\$ 12,712.00	
7.18	VCB Communications - Building Expenses	Communications building expenses paid by 30% funds by FTE (6.0)			\$ 8,804.00	
7.19	Finance - Payroll	Finance payroll paid by 30% funds			\$ 103,940.00	
7.20	Finance - Payroll Taxes	Finance payroll taxes paid by 30% funds (7%)			\$ 7,214.00	
7.21	Finance - 401K Expenses	Finance 401K expenses paid by 30% funds (6%)			\$ 6,037.00	
7.22	Finance - Insurance Expenses	Finance insurance expenses paid by 30% funds			\$ 6,300.00	
7.23	Finance - Operational Expenses	Finance operational expenses paid by 30% funds by FTE (1.0)			\$ 14,497.00	
7.24	Finance - Building Expenses	Finance building expenses paid by 30% funds by FTE (1.0)			\$ 10,272.00	
Personnel Total				\$ 1,953,000.00	\$ 1,010,657.00	
Grand Total				\$ 4,282,851.00	\$ 3,716,660.67	\$ 2,700,007.00

Project Categories - All must attract or provide for tourists.

- 1 - Advertising (Print, digital, broadcast, social, etc.)
- 2 - Promotional Materials/Publications
- 3 - Marketing support (creative, photography, videography)
- 4 - Group Sales Efforts and Tradeshows

Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws.

(Please type YES or NO below. If NO, please offer explanation)

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.



**HILTON HEAD ISLAND
DESTINATION
MARKETING PLAN**

**HILTON HEAD
ISLAND**
SOUTH CAROLINA



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IT STARTS WITH A VISIT

Millions of people think we're a pretty special place, and we do, too. We believe that balance is critical to our way of life and vital to keeping our tourism-based economy healthy and to resident quality of life.

We are the Designated Marketing Organization (DMO) for the Town of Hilton Head Island. Destination marketing is funded through South Carolina's accommodations tax (ATAX), which is paid by visitors, not residents, and governed by strict state and local regulations. No property taxes or resident-paid taxes are used for tourism marketing.

The Chamber serves as a contracted marketing vendor to the Town of Hilton Head Island, responsible for delivering defined marketing services within an approved budget. Each year, we outline how state ATAX funds will be invested in our annual marketing plan, which is developed with local tourism leaders and reviewed by the Chamber of Commerce Marketing Council, the Chamber of Commerce Board of Directors, Town of Hilton Head Island Accommodations Tax Committee, Town of Hilton Head Island Finance & Administrative Committee, Town of Hilton Head Island Town Council, and the South Carolina Tourism Expenditure Review Committee (TERC).

The FY 2026-2027 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 Town of Hilton Head Island'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.



VISION

To ensure Hilton Head Island is a welcoming community, focused on embracing nature, culture, and economic vibrancy 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 community 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 Designated Marketing Organization 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.

OUR SHARED VALUES



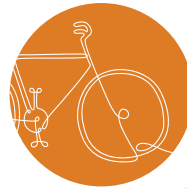
Arts & Culture



Ecotourism



History



Recreation



Wellness

DRAFT

VISITOR EXPERIENCE FOUNDATIONS



COASTAL OUTDOORS

Core Values

Year-round access to nature and outdoor recreation

Ecotourism

Sustainability

Beaches

Leisure Trails

Sea Turtle Nesting

Kayaking & Paddle-boarding

Nature Preserves & Parks

Birding & Wildlife Viewing

Coastal Discovery

Wellness



GOLF, RACQUET, AND SPORTS

Core Values

A world-class hub for golf and racquet sports

Championship Golf Courses

Golf Events (eg. Kingdom Cup, RBC Heritage)

Tennis

Pickleball

Padel

Instruction Programs + Academies

Racquet Events

Active Lifestyles

Wellness

Skateparks

Gold Level Bicycle Friendly Community



CULINARY + DINING

Core Values

A diverse and thriving food scene shaped by sea, land and culture

Local Seafood + Lowcountry Cuisine

Chef-Owned Restaurants

Culinary Events + Festivals

Waterfront Dining

Gullah-Inspired Cuisine

Farmers Markets



CULTURE + HERITAGE

Core Values

A deep sense of place rooted in Gullah history and creative expression

Gullah Heritage
Mitchelville Freedom Park
Native Islander Traditions
Museums & Public Art
Performance Arts
Cultural Tours
Storytelling
Mariculture



EVENTS + COMMUNITY

Core Values

Celebrations that bring the Island's culture and community to life

Music + Art Festivals
Food + Wine Events
Sports Tournaments
Local Traditions
Family + Seasonal
Weddings + Celebrations
Signature Island Events
Philanthropy



TRANSLATING OUR SHARED VALUES ARTICLE 6.1



COASTAL OUTDOORS

Building upon our established positioning in both sustainable tourism and outdoor recreation, we will craft integrated messaging encouraging visitors and residents to adventure responsibly in the great outdoors. Our focus will be on enjoying the Island’s natural beauty while acting as stewards of the land. Leveraging existing assets and activations, including our rich wildlife and general recreation storytelling and imagery, we will position conservation as lifestyle, spotlighting seasonally appropriate activities to inspire visitors to experience the natural beauty of Hilton Head Island, leaving our main message of leaving nothing but your footprints.



GOLF, RACQUET, AND SPORTS

Golf, tennis, and pickleball have all seen a significant surge in popularity in recent years. With growing consumer appetite for active vacations and golf-centric travel, Hilton Head Island is perfectly positioned to capture this demand through storytelling, images, and creative campaigns highlighting the Island’s world-class tennis facilities and booming pickleball scene alongside existing assets that reinforce its status as a premier golf destination. In addition, we will elevate Hilton Head Island’s designation as a Gold Level Bicycle Friendly Community by showcasing its extensive network of leisure pathways, scenic coastal routes, and commitment to safe, accessible cycling, positioning the Island as an ideal destination for both recreational riders and cycling enthusiasts seeking immersive, active travel experiences.



CULINARY + DINING

A core experiential pillar of Hilton Head Island, culinary, and dining represents a major new area of focus. Our approach combines visual and written storytelling, moving beyond a mere directory of the Island’s 250+ restaurants to spotlight Hilton Head Island as a true culinary destination. Utilizing our website, social media, display campaigns, and search engine marketing, we will develop content spotlighting the Island’s sea-to-table dining, unique Gullah cuisine, year-round outdoor dining options, and annual culinary events like the Hilton Head Oyster Festival, Hilton Head Island Seafood Festival, and Hilton Head Island Wine & Food Festival.



CULTURE + HERITAGE

We are dedicated to promoting Hilton Head Island’s unique arts, culture, and heritage by translating traditional historical narratives, including those rooted in Gullah history and culture, into compelling, visitor-focused experiences such as tours, festivals, and live performances. This approach emphasizes bringing the Island’s stories to life in ways that feel engaging, immersive, and relevant to today’s travelers. By leveraging visual storytelling, curated itineraries, and integrated digital and social campaigns, we will further position Hilton Head Island as a premier destination for authentic cultural experiences and meaningful connections to its history.



EVENTS + COMMUNITY

Events & Community represents a prime opportunity to drive year-round engagement, while highlighting the vibrant community behind the destination. Weaving this content into all destination touchpoints, website, digital, social, and beyond, creates a dynamic opportunity for storytelling that changes with the seasons, emphasizing the wealth of diverse festivals, events, and experiences offered while showcasing the one-of-a-kind spirit of the Island’s community.



DESTINATION GOALS

INSPIRING NEW VISITS, NURTURING LOYAL GUESTS, AND CARING FOR OUR COMMUNITY

This year, tried-and-true tactics are augmented with advances in AI optimizations and new technology channels, an attention-grabbing brand campaign, curating targeted content for Leisure Visitors, Meetings, Incentives, Conferences and Events (MICE) and Travel Advisor audiences. Our values are rooted in the community and continue to guide visitors as we continue to connect with what's best for our destination. and helping them be good stewards of the Island.

GOALS 1-4

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 DESTINATION ALIGNMENT & COMMUNITY ENGAGEMENT**
- 2 SUSTAINABLE TOURISM & INFRASTRUCTURE PRESERVATION AND DEVELOPMENT**
- 3 REJUVENATE AND ELEVATE THE DESTINATION WITH A FOCUS ON QUALITY OVER QUANTITY**
- 4 PRIORITY SALES AND MARKETING INITIATIVES**



STRATEGIC PLAN ARTICLE 6.II (b)

HILTON HEAD ISLAND & BLUFFTON CHAMBER OF COMMERCE

2027-2029 STRATEGIC PLAN EXECUTIVE SUMMARY

1

DESTINATION ALIGNMENT & COMMUNITY ENGAGEMENT

Foster Increased Community Support for Tourism
Strengthen Partnerships with Local Government
& Industry Leaders
Measure and Monitor Community Sentiment

2

SUSTAINABLE TOURISM & INFRASTRUCTURE PRESERVATION AND DEVELOPMENT

Support Sustainable Infrastructure Growth & Mobility
Enhance Outdoor Recreation Infrastructure
Foster Resident and Guest Culture of Sustainability

3

REJUVENATE AND ELEVATE THE DESTINATION WITH A FOCUS ON QUALITY OVER QUANTITY

Attract a High-Value but Diverse Visitor Mix
Expand Off-Season & Shoulder Season Offering
Integrate Sustainability & Stewardship into
Visitor Experience
Strengthen Connections Across the Destination

4

PRIORITY SALES AND MARKETING INITIATIVES

Build a Robust Group, MICE, Leisure, and
Weddings Sales Strategy
Focused International Market Research
Leverage Technology & AI to Drive Engagement
Strategic Partnership & Sponsorship Programs
Evolve Owned Media & Co-op Investment
Opportunities
Develop a Tactical Sales & Marketing Culture

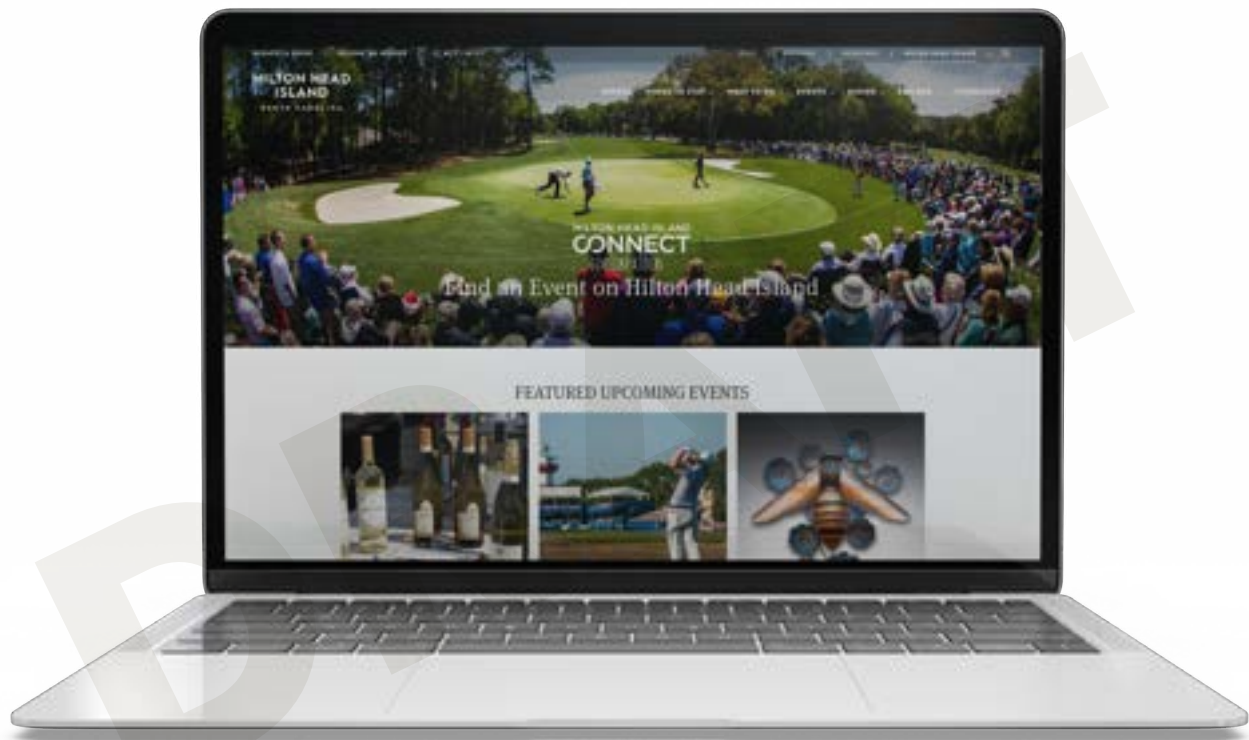
LOCAL EVENTS

ARTICLE 6.II (C)



HILTON HEAD ISLAND CONNECTIONS AND EXPERIENCES

We are committed to elevating Hilton Head Island’s vibrant events calendar as a key driver of visitation, community connection, and year-round engagement. Through our Events page, we provide a centralized, always-on platform to promote and amplify local events, ensuring prospective visitors have access to timely, comprehensive information that supports trip planning and enhances the overall visitor experience. This effort is further supported through ongoing organic social media, where we highlight events in real time, extend their reach, and reinforce the Island’s dynamic, experience-driven identity. Together, these channels serve as a foundational ecosystem for showcasing the breadth of events taking place across Hilton Head Island.



In partnership with the University of South Carolina Beaufort, we support on-the-ground event research when requested, providing valuable, real-time insights into attendance, visitor origin, and engagement. These efforts are complemented by Placer.ai reporting, enabling deeper, data-driven analysis of event performance and visitor behavior to inform future strategy and optimize impact.

With a strategic emphasis on driving out-of-market and overnight visitation, we deploy targeted paid media and campaign support behind key demand-driving events. These efforts are designed to extend reach beyond the region, attract high-value visitors, and maximize economic impact. These events include:

- » Hilton Head Island Gullah Celebration
- » Hilton Head Island Seafood Festival

- » Hilton Head Island Wine & Food Festival
- » Hilton Head Island Concours d'Elegance and Motoring Festival
- » Crescendo Celebration of Arts & Culture

Looking ahead to FY 2026–2027, we plan to further strengthen this approach by working closely with the Town of Hilton Head Island and other community partners to identify, and promote new events with strong potential to generate overnight visitation and economic impact. These events may include: The Hilton Head Island Lantern Parade, RBC Heritage, Hilton Head Island Jam Songwriter Festival, and the Juneteenth Celebration.

Over the past year, these combined efforts have generated meaningful reach, engagement, and visitation.

Combined, these campaigns drove:

- » 25K visits/session to event landing pages
- » 6K conversions to event partners

HILTON HEAD ISLAND GULLAH CELEBRATION

60,081	1,525	86	1,004	339
SOCIAL IMPRESSIONS	SOCIAL ENGAGEMENTS	SOCIAL LINK CLICKS	WEBSITE VIEWS	WEBSITE LINK CLICKS

HILTON HEAD ISLAND SEAFOOD FESTIVAL

143,565	4,992	192	3,425	1,921
SOCIAL IMPRESSIONS	SOCIAL ENGAGEMENTS	SOCIAL LINK CLICKS	WEBSITE VIEWS	WEBSITE LINK CLICKS

HILTON HEAD ISLAND WINE & FOOD FESTIVAL

321,937	11,683	1,552	12,552	2,537
SOCIAL IMPRESSIONS	SOCIAL ENGAGEMENTS	SOCIAL LINK CLICKS	WEBSITE VIEWS	WEBSITE LINK CLICKS

HILTON HEAD ISLAND CONCOURS D'ELEGANCE AND MOTORING FESTIVAL

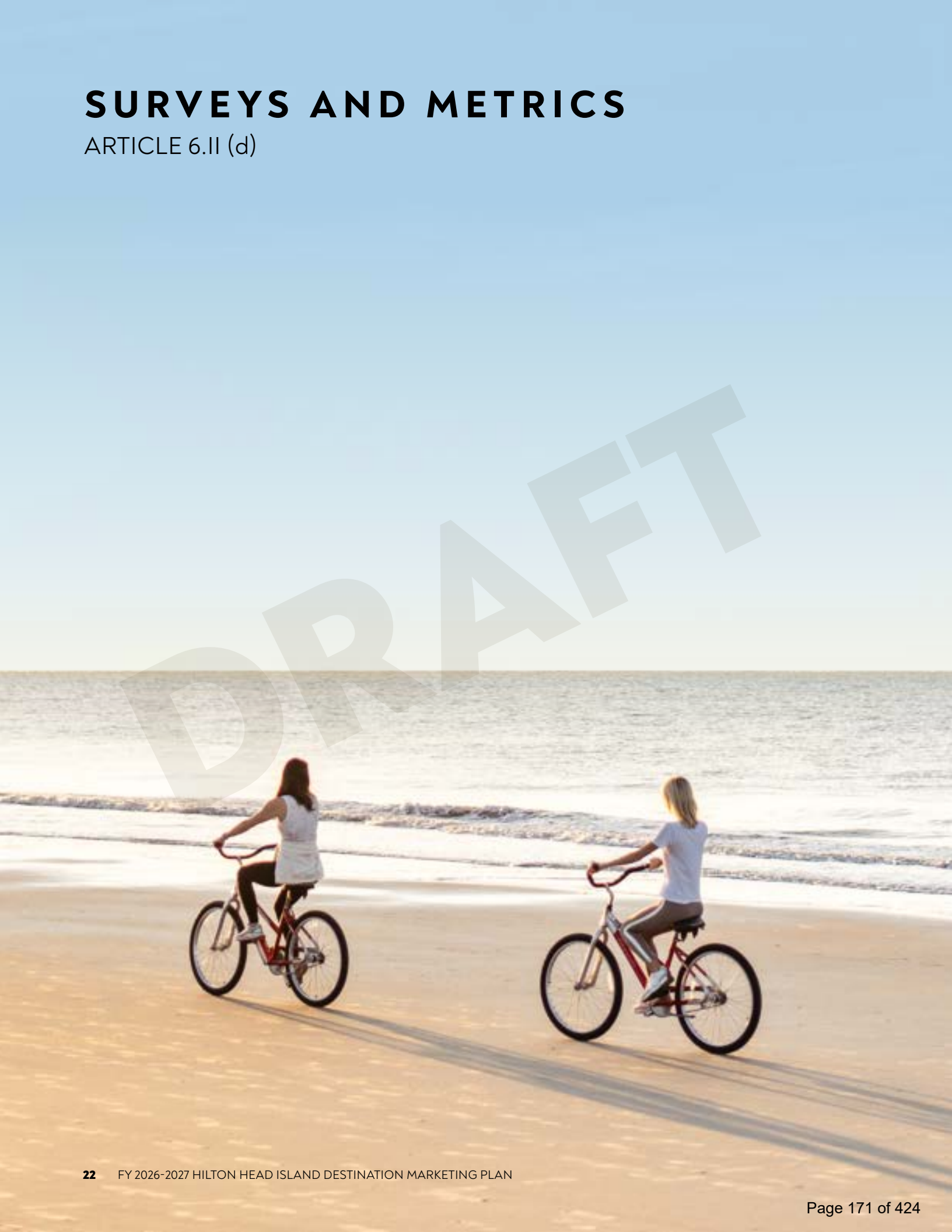
125,897	3,174	396	2,848	688
SOCIAL IMPRESSIONS	SOCIAL ENGAGEMENTS	SOCIAL LINK CLICKS	WEBSITE VIEWS	WEBSITE LINK CLICKS

CRESCENDO CELEBRATION OF ARTS & CULTURE

48,644	2,219	566	5,709	1,326
SOCIAL IMPRESSIONS	SOCIAL ENGAGEMENTS	SOCIAL LINK CLICKS	WEBSITE VIEWS	WEBSITE LINK CLICKS

SURVEYS AND METRICS

ARTICLE 6.II (d)



MEASURING WHAT MATTERS, TOGETHER

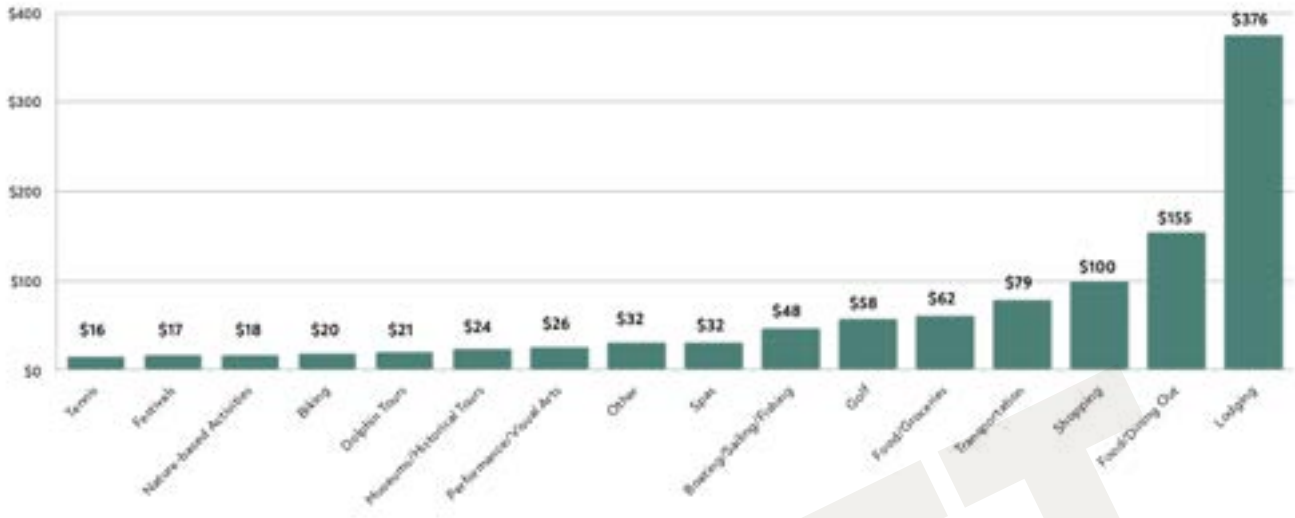
Guided by Destinations International best practices, we have identified thirteen core metrics to measure performance. Looking ahead to FY 2026–2027, we will introduce additional metrics that reflect the evolving technology landscape, particularly the continued rise of artificial intelligence (AI) and generative search.

1. Visitor and resident sentiment
2. Revenue per available room (RevPAR)
3. Occupancy rates for Hilton Head Island and comparisons of occupancy rates with comparable destinations
4. Visitor spending and economic impact, including average spend per visitor and by category with comparisons to comparable destinations*
5. Return on investment (visitor spending per dollar invested)
6. Local tax revenues generated by visitors
7. Number of visitors by season and demographic categories, including insights into overnight visitation
8. Website engagement and referrals to local businesses
9. Group sales metrics including number of leads sent to partners
10. Public relations performance (media stories/mentions, impressions, and ad-value equivalency)
11. Jobs supported by tourism
12. Event attendance and out-of-market participation
13. Industry recognition and awards
14. Referral traffic from AI and generative search platforms as identifiable within available analytics tools*
15. Visibility of Hilton Head Island content within generative search results, including presence in AI-generated responses for priority travel queries*

**Denotes new metrics that will be tracked in FY 2026-2027*

Along with the selected metrics called out later in this plan, the full metrics are published annually in our DMO Metrics Book, which can be found in the appendix. Additionally, the DMO Metrics Book, along with our annual economic impact reports, visitor profile studies, marketing plans (inclusive of budget), and independent audits are published on THINK: Transparency in Tourism Marketing.

AVERAGE SPEND PER VISITOR AND BY CATEGORY ARTICLE 6.II(d)(i)(1)



Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

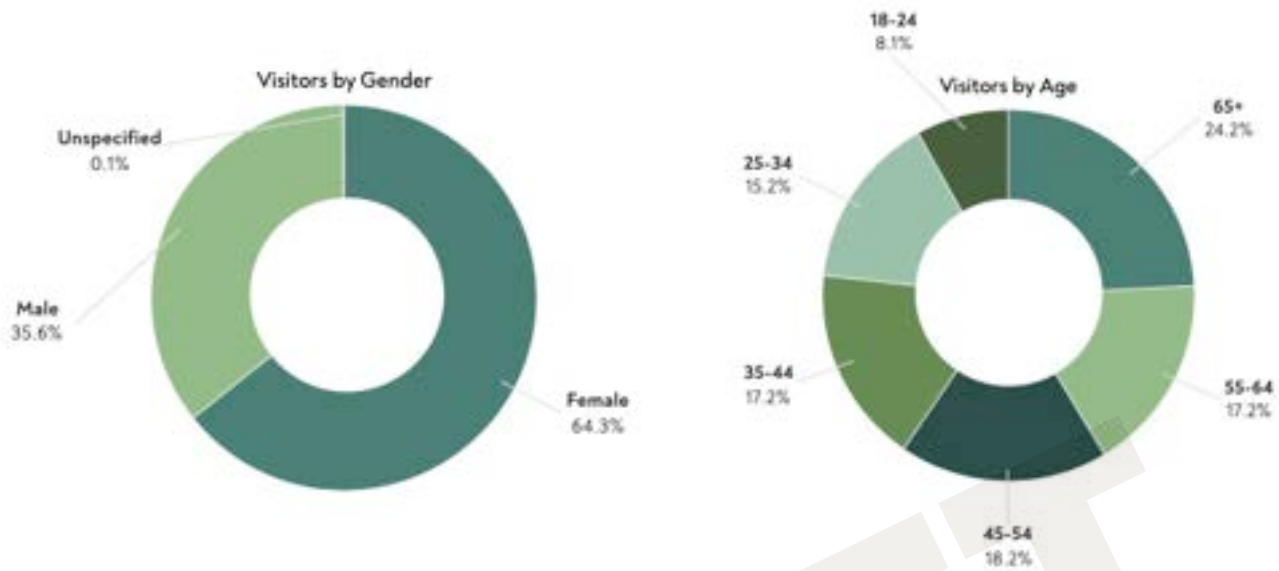
NUMBER OF VISITORS BY SEASON ARTICLE 6.II(d)(i)(2)



Note: This visitor number is inclusive of all visitors. This includes: villa rentals, hotels, timeshares, second homeowners, non-paying guests, and daytrippers. Source: College of Charleston Office of Tourism Analysis

VISITOR DEMOGRAPHICS BY CATEGORY

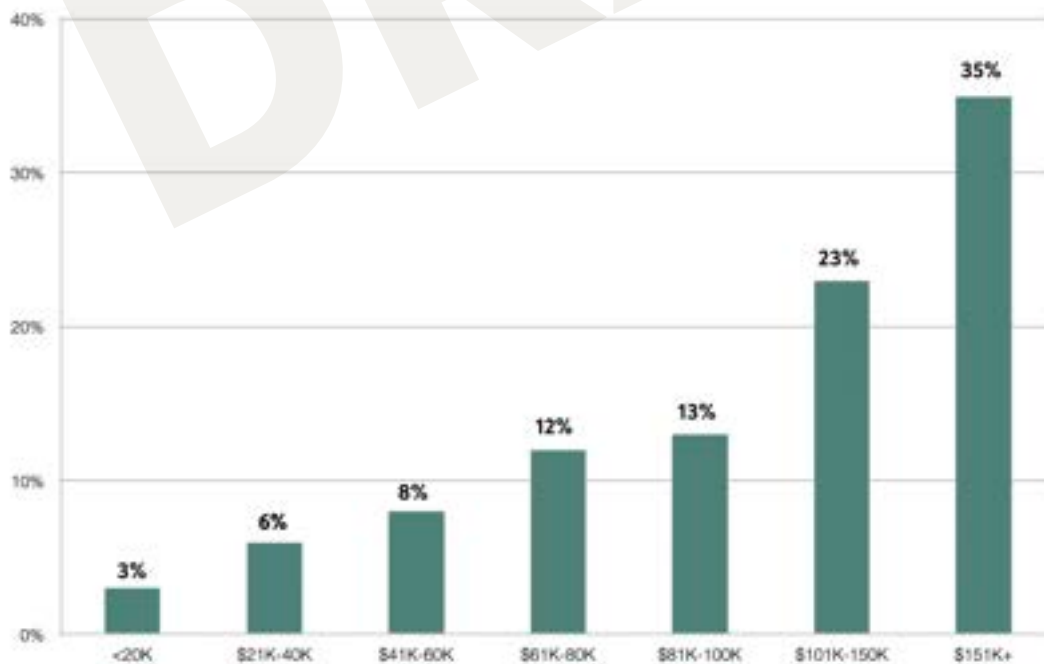
ARTICLE 6.II(d)(i)(2)



Source: 2025 Estimated Total Impact of Tourism on Hilton Head Island on Beaufort County, South Carolina College of Charleston Office of Tourism Analysis

VISITORS BY INCOME

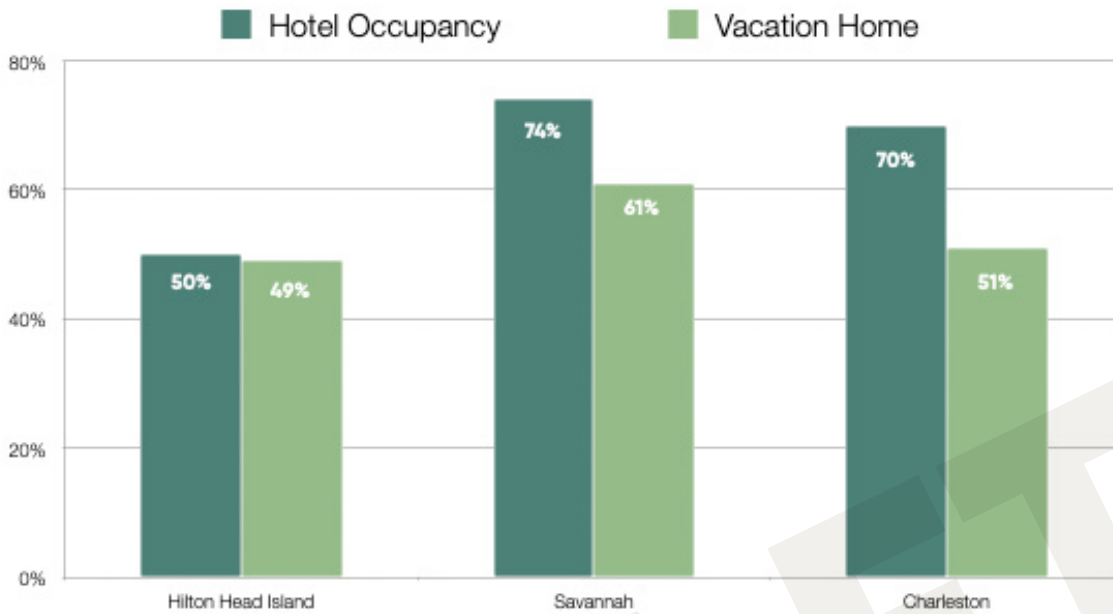
ARTICLE 6.II(d)(i)(2)



Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

OCCUPANCY COMPARISON

ARTICLE 6.II(d)(i)(3)



Source: KeyData

GROUP SALES METRICS

ARTICLE 6.II(d)(iii)

LEAD GENERATION (DMO OUTREACH)			
	2026 YTD	2025 Full Year	YOY Pacing
# of Leads	37	63	59%
Room Nights Requested	2,926	6,727	43%
Planner Touchpoints	320	291	110%
New Accounts Created	173	96	180%
Trade Shows Attended	2	12	17%

LEAD GENERATION (DMO OUTREACH)			
	2026 YTD	2025 YTD	YOY Pacing
Definite Groups	12	19	63%
Definite Room Nights	999	1,744	57%
Conversion Rate	32%	30%	

ECONOMIC IMPACT	
DEFINITE 2026	
Total Economic Impact	\$3.5M
Avg Spend per Attendee	\$275

Source: Simpleview CRM

Note: 2026 data reflects performance through March 1, 2026, and should be viewed as early-year pace. 2025 data reflect full calendar year totals. Directional comparisons are intended to show pacing and trends rather than direct year-over-year equivalency. Additionally, a new data tracking process implemented in September 2025 may impact comparability across periods.

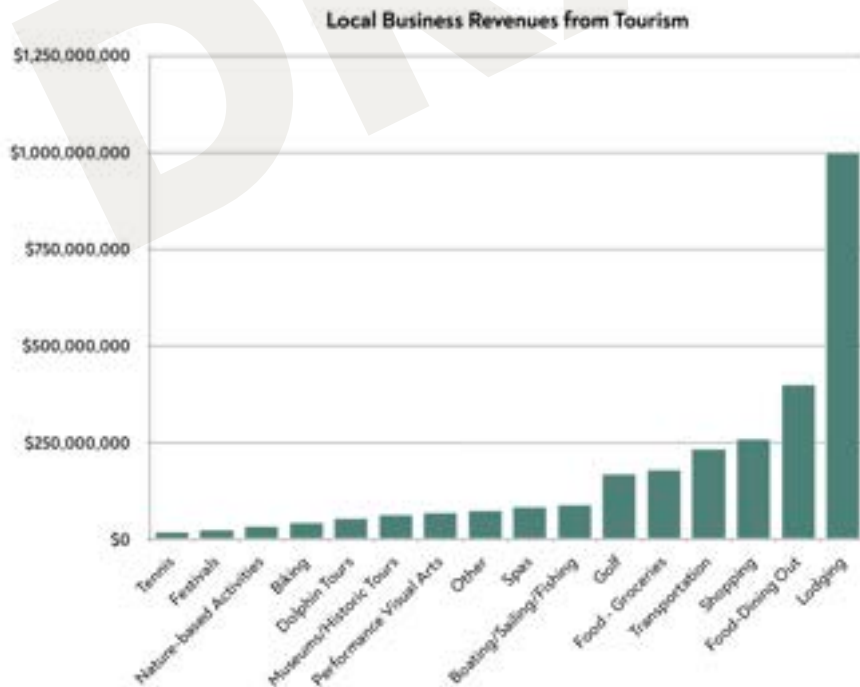
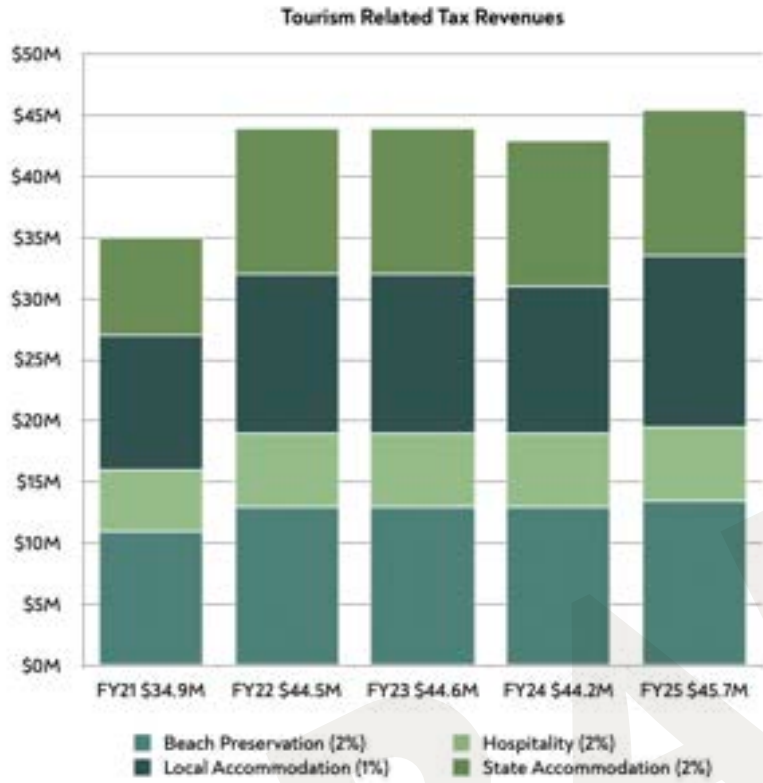


SURVEYS AND METRICS

ARTICLE 6.II(d)(iv)

ECONOMIC IMPACT

ARTICLE 6.II(d)(v)



Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

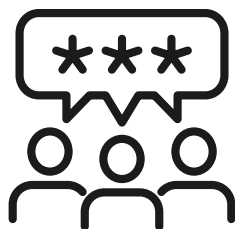
MEDIA & BRAND AWARENESS METRICS

ARTICLE 6.II(d)(vi)



2,487

STORIES AND MENTIONS



24,478,291,321

IMPRESSIONS



\$32M

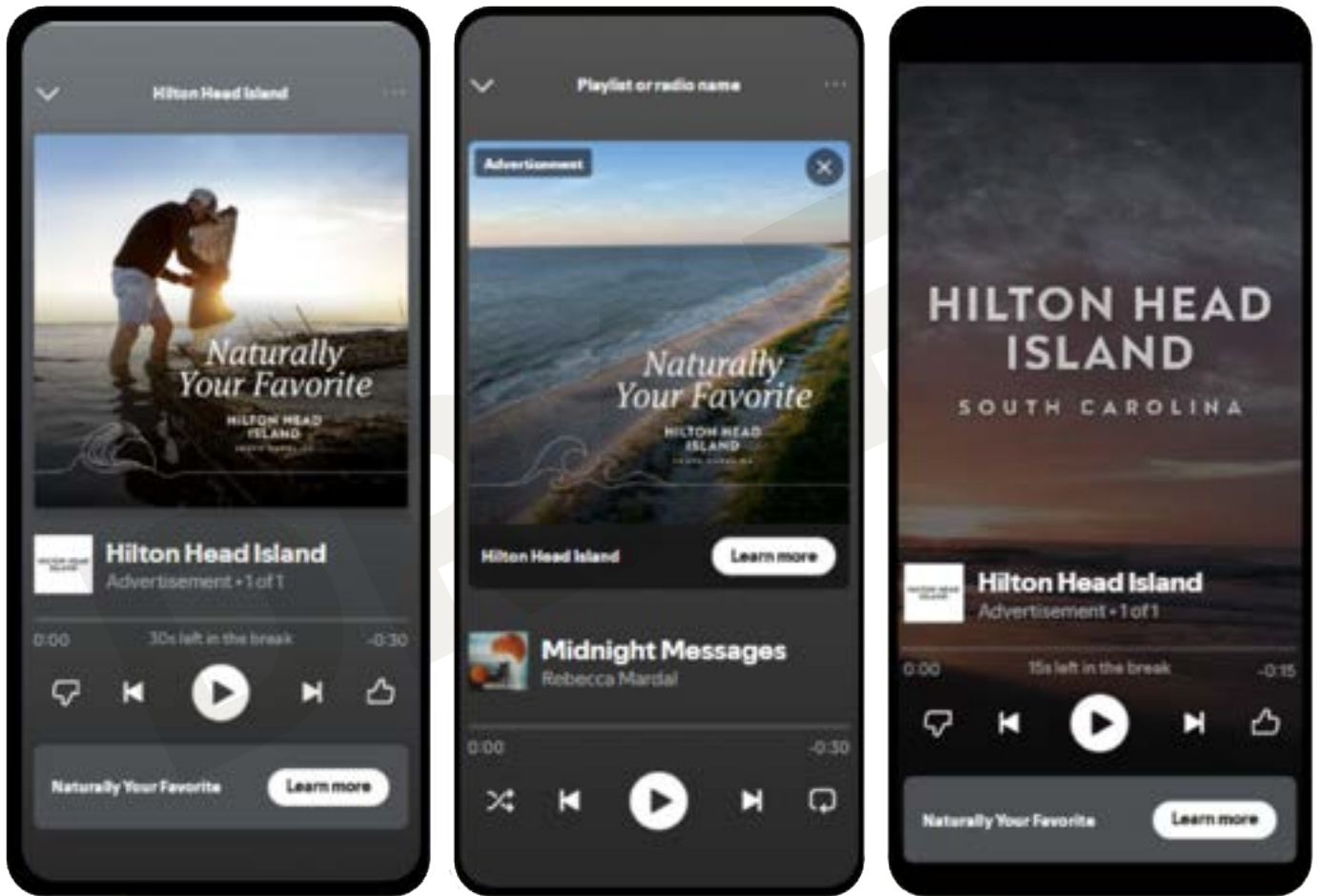
AD VALUE EQUIVALENCY

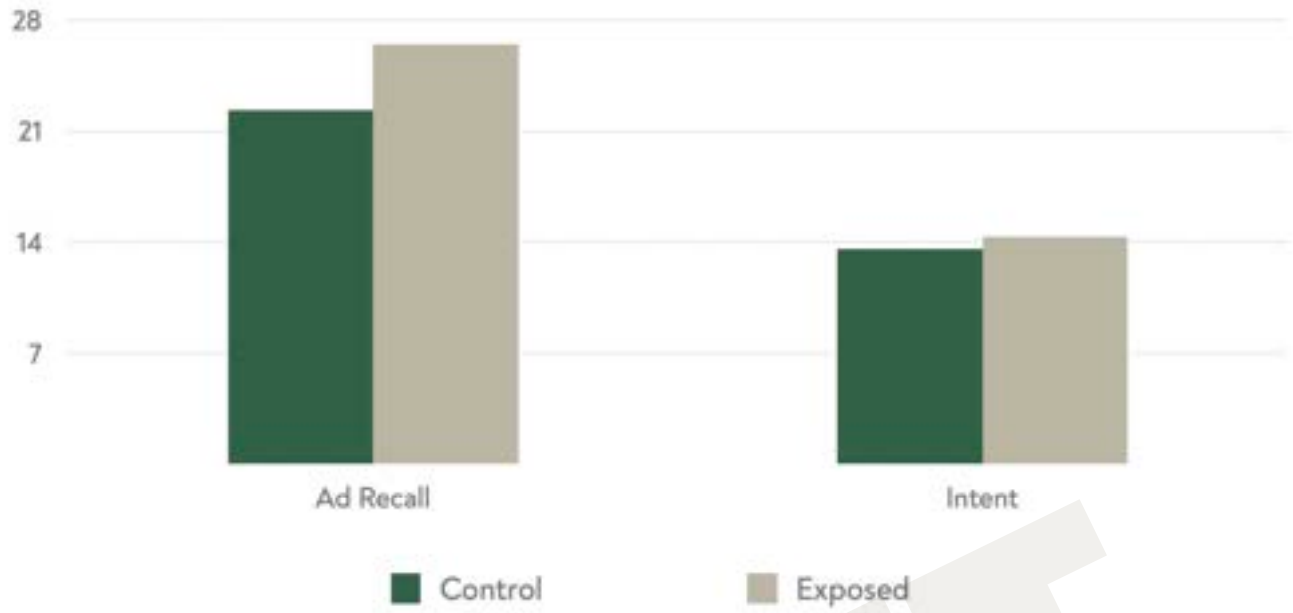
Source: Cision/Critical Mention

DRAFT

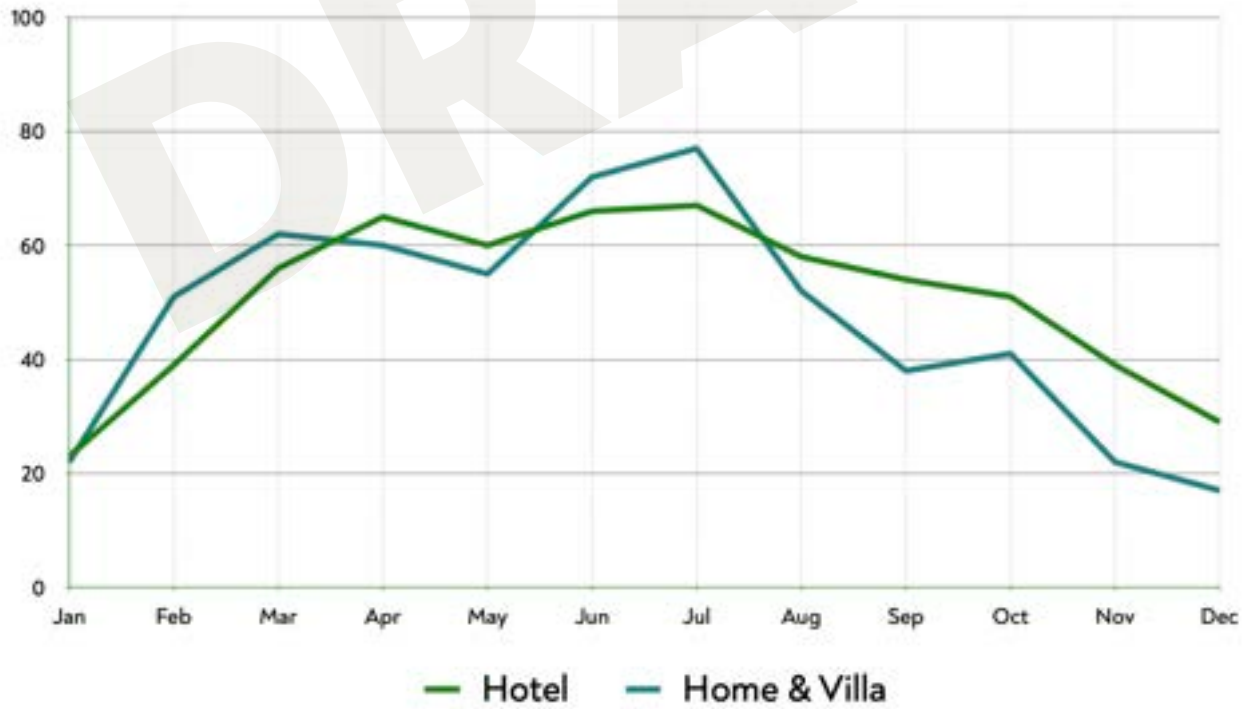
BRAND AWARENESS BENCHMARK STUDY RESULTS

The Naturally Your Favorite campaign included a Brand Lift Study through Spotify, with results collected in-app through a three-question survey. The campaign successfully drove a **significant increase** in ad recall and intent.





SEASONAL IMPACT METRICS
ARTICLE 6.11(d)(vii)



Source: KeyData



STAKEHOLDER SATISFACTION SURVEYS

ARTICLE 6.II(d)(viii)



Measuring stakeholder satisfaction is a critical component of our marketing strategy, ensuring alignment with the priorities of Hilton Head Island residents. In partnership with MMGY Travel Intelligence, we conduct and publish an annual Resident Sentiment Survey to assess perceptions of tourism's impact on the Island. This provides valuable insight to help guide our efforts in a way that reflects community priorities.

In addition, we administer an annual Membership Survey to better understand the needs and perspectives of our business community.

Together, these insights inform our strategic direction, supporting a balanced and collaborative approach that benefits visitors, residents, and local businesses alike.

The full Resident Sentiment Survey and key highlights from the Membership Survey are included in the appendix.

WHAT'S AHEAD IN FY 2026-2027

ADVERTISING

Our advertising strategy ensures we meet travelers at every stage of their journey, while adapting to the rapidly evolving way people search, discover, and plan travel. By optimizing for Generative Engine Optimization (GEO) and traditional SEO, our approach ensures Hilton Head Island remains visible, relevant, and easy to choose.

THE OLD WAY



THE NEW WAY



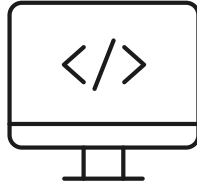
SEO & GEO - LAYING THE GROUNDWORK

A successful data-informed content strategy that will grow the organic search footprint for your brand both on traditional SERPs (Search Engine Results Page) as well as within Generative AI applications can be focused on the following core pillars:



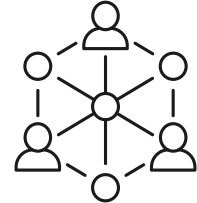
ONPAGE

The optimization and data-informed creation of content will drive increased exposure in search engines leading to better engagement.



TECHNICAL

Ongoing technical audit and comprehensive review of the existing website to ensure current issues in the technical infrastructure are identified.

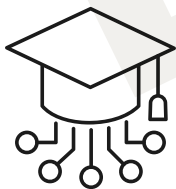


OFF PAGE

Link building through a personalized outreach program, and amplified exposure through influencer outreach and a targeted social media strategy.

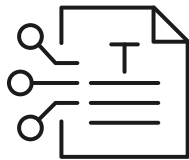
AI AND THE OPPORTUNITY TO SUPPORT AI DISCOVERABILITY

A strong GEO strategy is crucial for DMOs and operators to remain visible and relevant in a changing digital landscape.



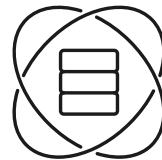
BECOME THE ANSWER

Position your brand as an authority so your content is the source for direct AI answers.



STAND OUT WITH AI

Clear, structured website information makes it more likely that your organization will be featured in these direct answers.



FUTURE-PROOF YOUR STRATEGY

Continuing to follow SEO best practices and investing in a strong website foundation sets you up for long-term success.



TRACK AND ANALYZE BRAND PERFORMANCE

Continuing to follow SEO best practices and investing in a strong website foundation sets you up for long-term success.

Traditional key performance indicators (KPIs), such as views and organic traffic, no longer tell the full story. In this new environment, new KPIs could include:

- » AI search visibility - Share of citations in generative AI results for target queries.
- » Agent-driven conversions - Number and value of bookings completed through AI agents.
- » API engagement - Call volume, uptime, and usage by third-party platforms.
- » Audience engagement - Interaction with personalized pathways and tailored content.
- » Content performance in AI - Frequency and accuracy of brand mentions in AI responses.

This represents an emerging and continually evolving paradigm in marketing. As technology and processes advance, we will remain leaders in the destination marketing space by staying nimble and adaptable, continually refining our KPIs and strategies to leverage new developments.

OLD METRICS

22.5K
PAGE VIEWS

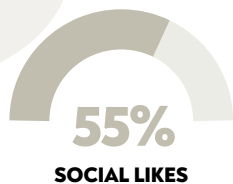


10,890
ORGANIC TRAFFIC



55%
BOUNCE RATE

+5.2%
SOCIAL LIKES




+525

NEW METRICS


10.2%
AI CITATION SHARE



4.7%
AGENT CONVERSION RATE



430
API CALLS



98.6%
AI CONTENT ACCURACY



PERSONALIZED PATHWAY ENGAGEMENT
+16%



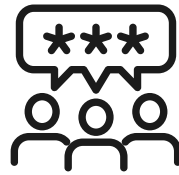
GEO IS THE NEW DIGITAL PR

A successful data-informed content strategy that will grow the organic search footprint for your brand both on traditional SERPs (Search Engine Results Page) as well as within Generative AI applications can be focused on the following core pillars:



BE TECHNICALLY IMPECCABLE

Keep your site fast, error-free, and structured so AI can read and trust it. Use emerging tools (like llms.txt) to give Large Language Models extra context about your brand.



BUILD DIGITAL CREDIBILITY

Cultivate partnerships, manage your online reputation, and earn authoritative backlinks. Keep your brand details (NAP) consistent so LLMs see you as a trusted source.

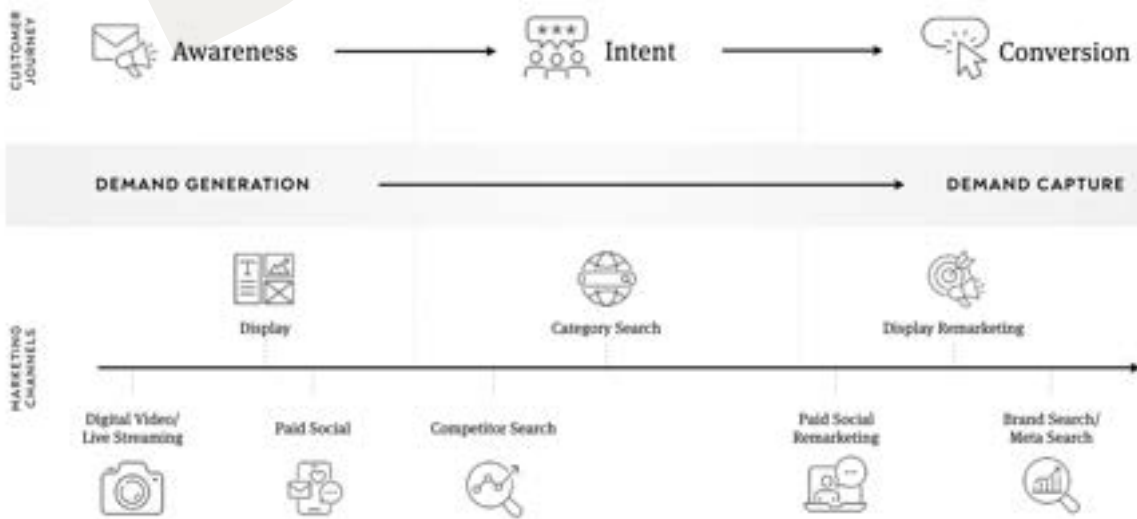


CREATE AI-READY CONTENT

Publish high-value, relevant, and diverse content designed to be cited in AI answers—then test and refine for the new search landscape.

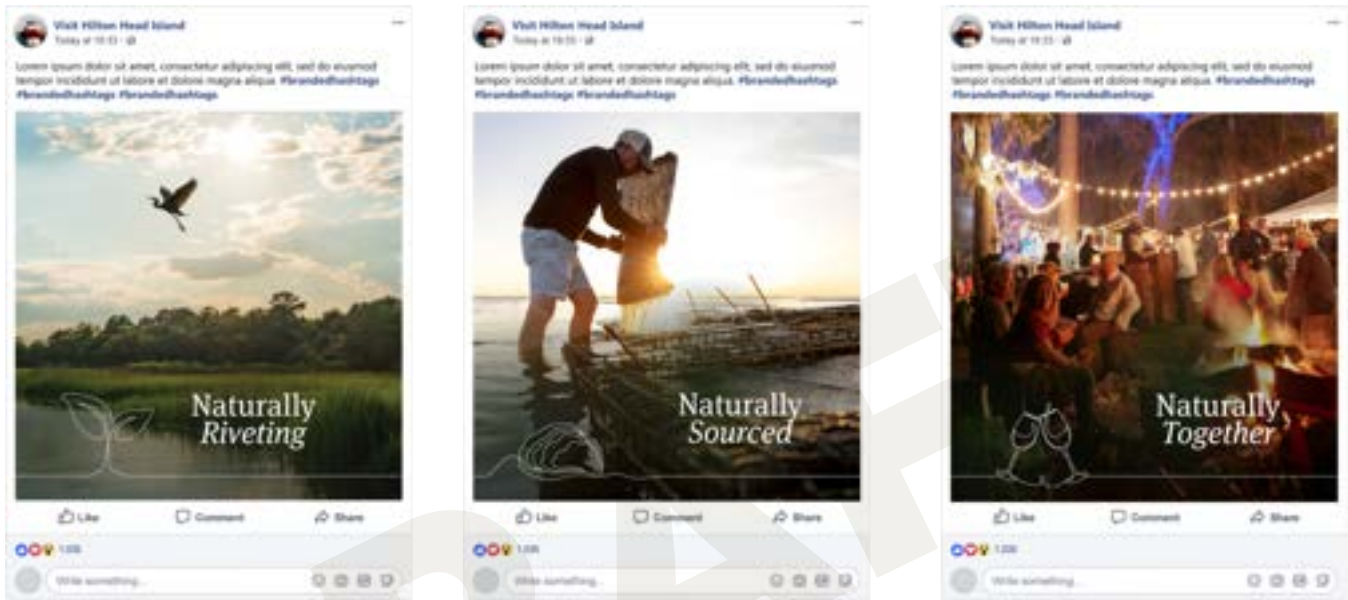
SOCIAL AND DIGITAL STRATEGY

Our social and digital strategy plays a critical role in shaping how travelers discover and engage with Hilton Head Island. Across platforms, we deliver visually compelling, on-trend content that reflects the Island’s experiences while positioning the destination within the moments and conversations that influence travel decisions.



Short-form video, curated itineraries, and partner storytelling work together to inspire new visitors and encourage return trips. Paid and organic efforts are closely aligned, allowing us to reach highly targeted audiences while maintaining an authentic and engaging brand presence.

Local creators and influencers are central to this approach, bringing a credible, on-the-ground perspective that strengthens storytelling and expands reach. By elevating these voices, we create a steady stream of relevant content that resonates with today’s traveler.



HILTONHEADISLAND.ORG

HiltonHeadIsland.org serves as the foundation of our marketing ecosystem, evolving to meet the expectations of today’s AI-driven traveler. Through ongoing enhancements, the site is designed not only to inspire, but to seamlessly guide users toward planning and booking.

Our focus on Generative Engine Optimization (GEO) ensures that content is structured to perform across both traditional and AI-powered search, increasing visibility in how travelers now discover destinations. This is complemented by the integration of Mindtrip’s AI-powered chatbot and itinerary tools, which transform the website into an interactive planning experience.

Together, these enhancements allow us to connect inspiration with action, ensuring visitors can easily explore, personalize, and plan their Hilton Head Island experience in real time.



FULFILLMENT

The Hilton Head Island Vacation Planner is a premium, “coffee table” style publication that showcases the destination through high-quality design, photography, and storytelling, offering a tangible, immersive way for potential visitors to engage with the Island.

Our focus is on ensuring this piece reaches the right audience. Through direct mail fulfillment

to individuals who actively request it, along with placement in all South Carolina welcome centers and other key touchpoints, the planner is delivered into the hands of travelers already in a planning mindset. This targeted distribution makes it a highly effective and worthwhile investment, extending the reach of the destination in a way that is both memorable and impactful.

MARKETING SUPPORT

Research is not simply a support function. It is a strategic pillar that guides how we position, target, and grow Hilton Head Island as a destination. Every major marketing decision is grounded in data, ensuring our efforts are aligned with both visitor demand and community priorities.

Through a combination of first-party research and third-party data partnerships, we develop a clear, evolving understanding of who our visitors are, how they behave, and what motivates them to choose Hilton Head Island. This foundation allows us to move beyond assumptions and make informed, confident decisions that strengthen both performance and long-term sustainability.

Our research framework reflects a deliberate shift from volume to value. Success is not defined by increasing visitation, but by attracting the right visitors, those who support the Island’s economy and increase the Island’s quality of life.

To guide this approach, we utilize cutting-edge tools such as Placer.ai and Zartico to better understand who our visitors are, where they come from, and what drives them to choose Hilton Head Island. These insights allow us to refine targeting and focus on high-value audiences rather than broad demand.

This makes measuring economic impact essential. Through an annual economic impact report and ongoing visitor and resident sentiment research, we ensure tourism delivers meaningful economic benefit while preserving the character of the Island.

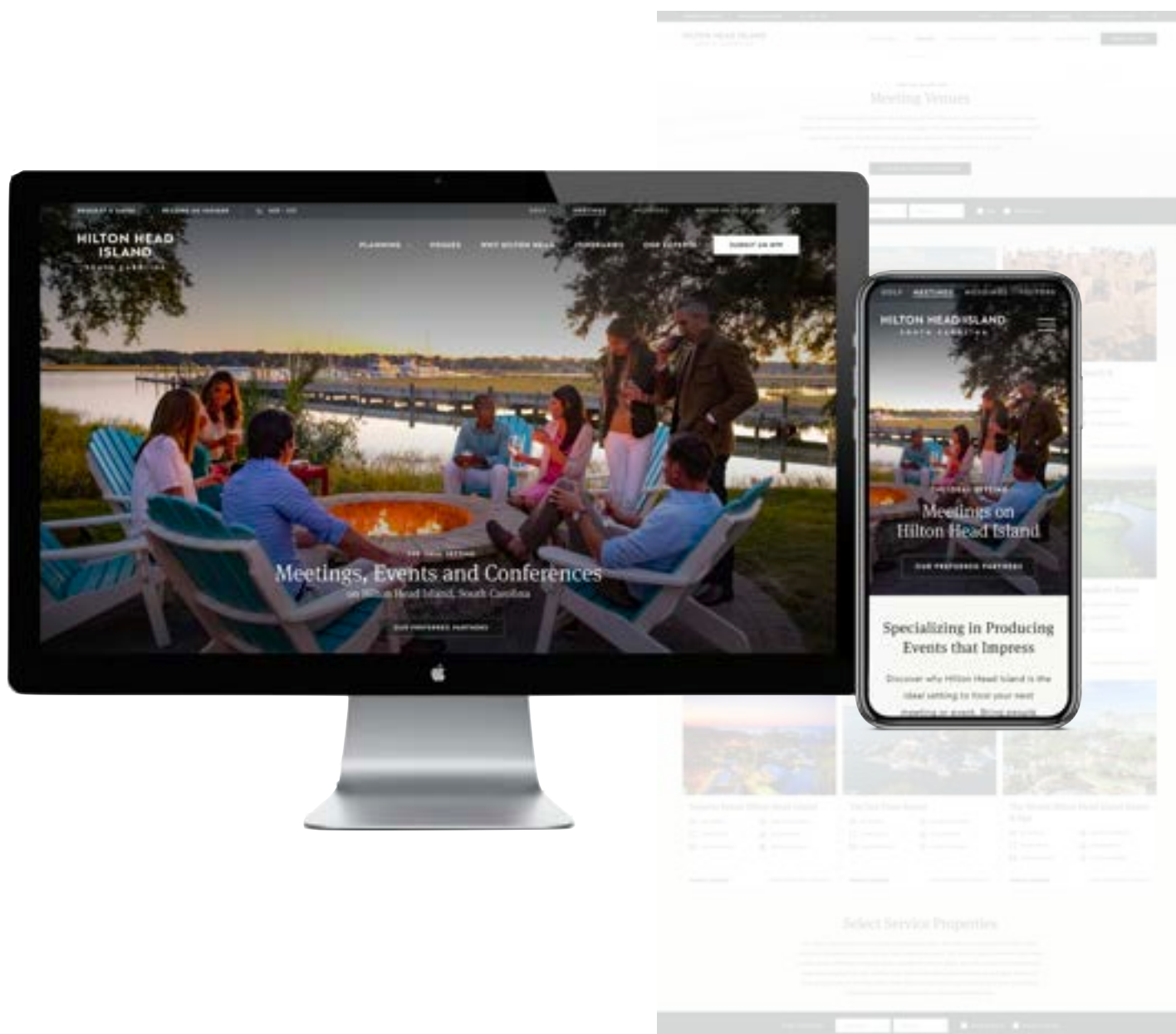
All economic impact reports, visitor profile studies, marketing plans (inclusive of budget), DMO metrics books, and independent audits are available at THINK: Transparency in Tourism Marketing.

GROUP SALES & MARKETING

Group sales play a strategic role in delivering high-value visitation that aligns with Hilton Head Island’s focus on quality over quantity. By targeting meetings, corporate retreats, and small-to-mid-size groups, we are able to drive meaningful economic impact while maintaining balance within the destination.

Our efforts focus on core drive and short-haul markets, including the Southeast and key feeder states such as South Carolina, North Carolina, Georgia, and Florida, as well as markets like Ohio, New York, Pennsylvania, and Illinois. Within these markets, we prioritize corporate retreats, leadership meetings, association groups, incentive travel, and wellness-focused gatherings that align with the Island’s upscale, experiential offering.

By focusing on groups that generate strong return, higher average daily rates, increased spending, and year-round demand, we support local businesses while helping to fill need periods without adding pressure to peak seasons.





**DESTINATION
PUBLIC RELATIONS**

The Hilton Head Island & Bluffton Chamber of Commerce’s FY 2026–2027 public relations strategy is designed to differentiate the destination in an increasingly competitive travel landscape while converting first-time visitors into repeat guests.

Despite economic uncertainty, travel demand remains strong, with consumers prioritizing meaningful, experience-driven trips, particularly to destinations that offer sustainability, culture, and a sense of escape from crowded hotspots. Hilton Head Island is well-positioned to capitalize on these trends, and the plan will build on established PR tactics while leveraging strong media relationships and evolving platforms to maintain visibility as a premier domestic island destination.

The media landscape continues to shift rapidly, with traditional outlets declining and digital platforms, freelancers, and social media playing a larger role in shaping travel narratives. Influencers are now a major driver of travel decisions, particularly among younger audiences, making their integration into earned media strategies essential. At the same time, journalists are planning further in advance and increasingly require firsthand destination experiences, necessitating earlier outreach and more strategic press trip planning. These changes will require a more agile, forward-looking PR approach that blends traditional media relations with influencer and digital-first storytelling.

Consumer travel trends present key opportunities for Hilton Head Island to align its messaging with what travelers are seeking today. These include interest in “detour destinations” that offer proximity and authenticity, slower joy of missing out (JOMO)-style travel experiences, deeper cultural and heritage exploration, and sustainable tourism practices. The destination will also continue targeting core audiences such as families, regional drive markets, and high-value travelers, while expanding into new channels like podcasts, lifestyle programming, and influencer-driven platforms to reach broader and more diverse audiences.

To bring this strategy to life, the plan prioritizes storytelling across key themes including Gullah culture, ecotourism, events and festivals, wellness, recreation, and culinary experiences. Execution will be driven through a mix of tactics such as customized journalist and influencer visits, paid influencer partnerships, always-on media relations, and strategic brand collaborations. Together, these efforts aim to amplify Hilton Head Island’s unique identity, drive sustained media coverage, and inspire year-round visitation.



DESTINATION ACCOLADES

Women's Health

2025 Health Travel Awards
Best Wellness Program Hilton
Head Health & Wellness
Resort & Spa

Travel + Leisure

“Hilton Head Island one of
the Best Beach Towns to Live
in Year-Round”

Golf Digest

America's 100 Greatest
Golf Courses

USA Today 10Best

Best Beach in South Carolina
- Coligny Beach

USA Today 10Best

Best Resort Airport
(Hilton Head Island Airport)

US News & World Report

12 Best Places to Visit
in South Carolina

Yahoo Lifestyle

These Are the Best Spa
Resorts in the U.S. for a
Relaxing Weekend

MSN Travel

20 Best Islands to Visit
Without Leaving the U.S.

Travel + Leisure

12 Best Beach Towns
on the East Coast

Travel Noire

Domestic Wellness Destinations
To Relax, Relate, And Release

USA Today 10Best

Best Beach Bar -
The Beach House

USA Today 10Best

Best Wellness
Retreat Center

US News & World Report

2 SC Hotels are the
Best in the US for 2025

DESTINATION ACCOLADES

Condé Nast Traveler

Hilton Head Island among
the Best Beaches in the
United States

Travel + Leisure

“Hilton Head Island one of
the Best Beach Towns to Live
in Year-Round”

Travel & Leisure

16 Best Spa Weekend
Getaways in the U.S.

Travel & Leisure

Travel + Leisure Readers’
15 Favorite Islands in the
Continental U.S. of 2025

Southern Living

“Hilton Head Beach has the
Bluest Water in S.C.”

Southern Living

The 8 Most Beautiful Places On
The South Carolina Coast

Condé Nast Traveler

11 Coastal Hotels in the US
for a Sunny Spring Break

Travel + Leisure

12 Best Beach Towns
on the East Coast

Travel & Leisure

11 Best Places to Live
in South Carolina

Travel & Leisure

10 Best Vacation Destinations
for Seniors

Southern Living

The 50 Best Beach Towns
In The South 2025

Tripadvisor

Top 10 of Tripadvisor’s
Top Trending Destinations
in the US

APPENDIX

GLOSSARY OF TERMS

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

Board of Directors & DMO Marketing Council

DEMOGRAPHICS

COMMUNITY CORNERSTONE PLAN

2025 Performance, Goals 1-5

MMGY INTELLIGENCE

Community Sentiment Survey Executive Summary, Wave 3

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2025 Visitor Profile Study

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2025 Estimated Total Impact of Tourism in
Hilton Head Island on Beaufort County

VERB INTERACTIVE

2025 Digital and Social Media Marketing Recap

WEBER SHANDWICK

2025 Public Relations Recap

HIGHLIGHTS FROM THE CHAMBER MEMBERSHIP SURVEY



GLOSSARY OF TERMS

FULFILLMENT

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

HOTEL, HOME & VILLA OCCUPANCY

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

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

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

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

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

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

MEDIA PARTNERSHIPS

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

HHI - Household Income noted in Media Partnership section

PUBLIC RELATIONS

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

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

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

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

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

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

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

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

REPORTING PLATFORMS

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

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

STR - Smith Travel Research (STR).

SOCIAL MEDIA

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

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

Total Audience - Number of followers across each platform combined.

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

WEBSITE PERFORMANCE

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

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

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

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

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



2025 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

IMMEDIATE PAST CHAIR

Susana Cook
Hilton Garden Inn

VICE CHAIR, BLUFFTON REGIONAL BUSINESS COUNCIL

Diana McDougall
Coastal States Bank

VICE CHAIR, BUSINESS EDUCATION PARTNERSHIP

Bob Cosgrove
Sonesta Resort Hilton Head Island

VICE CHAIR, BUSINESS WORKFORCE COALITION

Lola Campbell
Binya Boutique, LLC

VICE CHAIR, FINANCE

Joel Taylor
Hilton Head Regional Healthcare

VICE CHAIR, MEMBERSHIP

Andrew Carmines
Hudson's Seafood House
on the Docks

VICE CHAIR, PUBLIC POLICY

Mary Lee Carns
Technical College of the Lowcountry

VICE CHAIR, VISITOR & CONVENTION BUREAU

Mike Tighe
Westin Hilton Head Island
Resort & Spa

PRESIDENT & CEO

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

BOARD OF DIRECTORS

Steve Birdwell
The Sea Pines Resort

Wayne Boutwell
Encompass Health Rehab.
Hospital of Bluffton

Andrea Bragg
Forsythe Jewelers

Berl Davis
Palmetto Electric
Cooperative

Caleb Graham
Ocean Oak Resort by
Hilton Grand Vacations

Darrell Naylor-Johnson
Savannah College of
Art & Design

Greg Kelly
Savannah/Hilton Head
International Airport

Jon McGaunn
Montage Palmetto Bluff

Walter Nester
Burr & Forman

Mike Overton
Outside Brands

Dr. Al Panu
University of SC, Beaufort

Jon Rembold
Hilton Head Island Airport

Ray Warco
Center for Strategic Planning/USCB

Ahmad Ward
Historic Mitchelville Freedom Park

Steve Wilmot
Heritage Classic Foundation

FY 2025-2026 MARKETING COUNCIL MEMBERS

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

Vice Chairman, Visitor & Convention Bureau
Mike Tighe

General Manager
Westin Hilton Head Island Resort & Spa

Convention Property Seat
Mark Goodwin

Director of Sales & Marketing
The Sea Pines Resort

Cultural/ Historical Seat
Natalie Harvey

Director of Culture
Hilton Head Island

Cultural/ Historical Seat
Ahmad Ward

Executive Director
Historic Mitchelville Freedom Park

Ecotourism Seat
Mike Overton

Founder & CEO
Outside Brands

Entertainment Seat
Ryan Larson

Director of Marketing
SERG Group

Festival & Event Seat
Rex Garniewicz

President & CEO
Coastal Discovery Museum

Golf Seat

Brad Marra
Chief Operating Officer
Palmetto Dunes Oceanfront Resort

Transportation & Tours Seat
Lori Lynah

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

Transportation & Tours Seat
Jon Rembold

Airport Director
Hilton Head Airport

Home & Villa Seat
Dru Brown

Managing Partner
Island Time Hilton Head

Outdoor Recreation/ Sports
Julie Jilly

Vice President
Professional Tennis Registry

Restaurant Seat
Catherine Reilley

Partner
Coastal Restaurants & Bars (CRAB)

Retail Seat
Beth Patton

Marketing Manager
Forsythe Jewelers

Town Council

Councilman Alex Brown
Ward 1

Communications Director
Heather Woolwine

Town of Hilton Head Island

Marketing & Brand Manager
Kelly Spinella

Town of Hilton Head Island

STRATEGY 1

COMMUNITY CORNERSTONE PLAN

2024-2026

FOSTER EFFECTIVE AND INCLUSIVE COMMUNITY COLLABORATION

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

INITIATIVES

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

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

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

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

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

TACTICS

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

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

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

Implement annual resident sentiment survey.

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

Benchmark and update resident sentiment results annually.

Host bi-annual community engagement events.

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

Designated resident & community communications, outreach and informational meetings.

Deployment of annual resident sentiment surveys.

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

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

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

Data management platform examples: Zartico, Simpleview, Keydata.

Hiring dedicated headcount to support these new platforms and analytics.

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

TIMING



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

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

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

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

LEAD	FY 2024	FY 2025	FY 2026	KPIs
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Chamber	•			Establish platforms and set up reporting efforts (internal to Chamber).
Chamber		•		Hiring completed.
Chamber		•		Create comprehensive reports and discuss and establish cadence for reporting out and sharing insights.

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

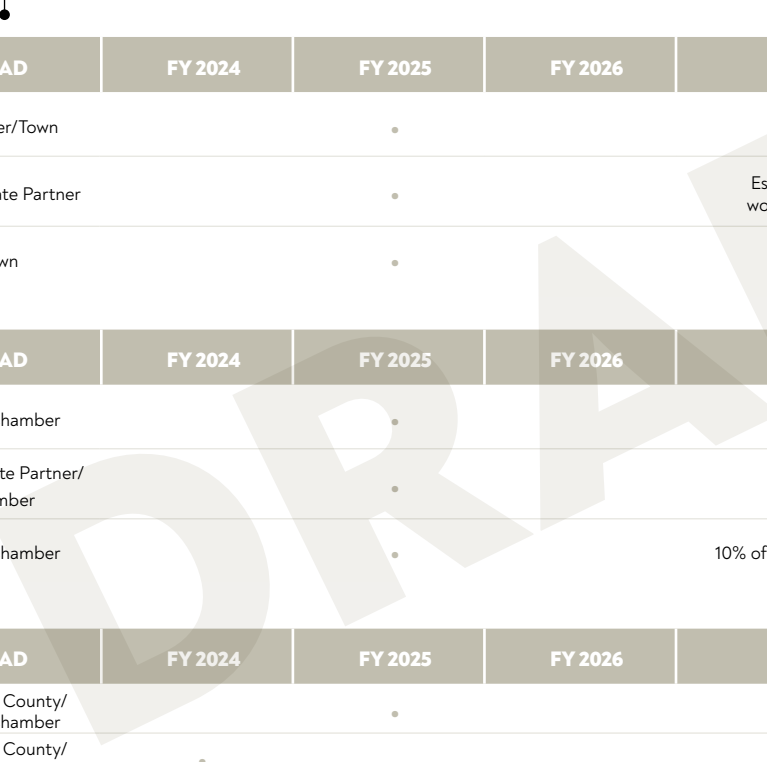
2024-2026

ATTRACT EXTRAORDINARY TALENT

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

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

TIMING



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

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

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

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

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

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

DIVERSIFY THE VISITOR & LOCAL EXPERIENCE YEAR-ROUND

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

INITIATIVES

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

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

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

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

TACTICS

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

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

Immersive itineraries distributed through personalized media and technology platforms.

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

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

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

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

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

Continue the promotion of performing arts and cultural programming.

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

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

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

TIMING

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

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

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

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

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

MODERNIZE MEETING & EVENT CAPABILITIES FOR THE FUTURE

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

INITIATIVES

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

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

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

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

TACTICS

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

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

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

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

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

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

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

TIMING

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

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

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

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

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

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

IMPROVE MOBILITY & CONNECTIVITY TO SUPPORT LOCAL BUSINESSES

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

INITIATIVES

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

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

Increase rideshare and airport transportation options.

TACTICS

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

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

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

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

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

TIMING

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

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

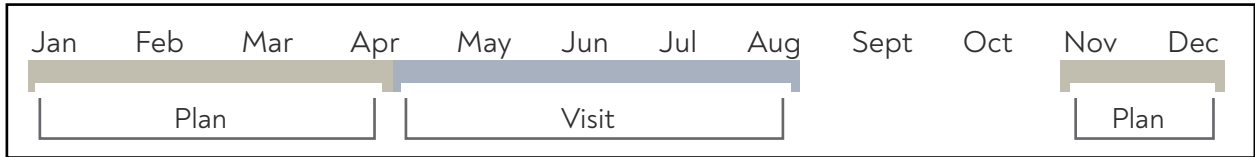
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Engage three rideshare partners.
Town/ Private Sector/ Chamber	•			RFP responses and successful bidding process.
Town/ Private Sector/ Chamber			•	Identification of ways to work alongside rideshare regulations and serve residents and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



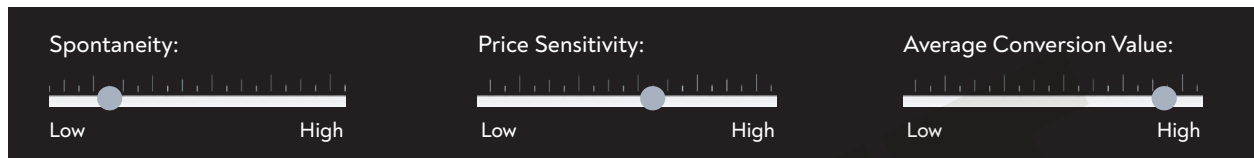
FAMILY

TRAVEL OBJECTIVE

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



FAMILY TRAVEL HABITS



WHO THEY ARE

- ★ Upscale & Status Oriented
- 🏠 Values Family Time
- ❤️ Creating a Legacy
- 🍏 Active & Health Conscious

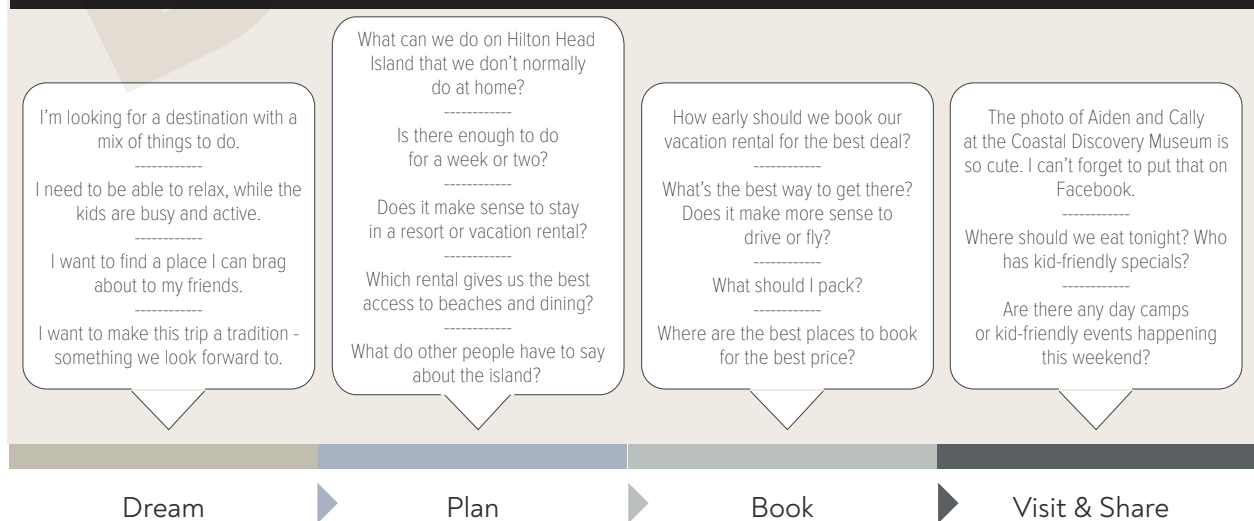
PREFERRED ACTIVITIES & ATTRACTIONS

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

MARKETING CHANNELS & FORMATS

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

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

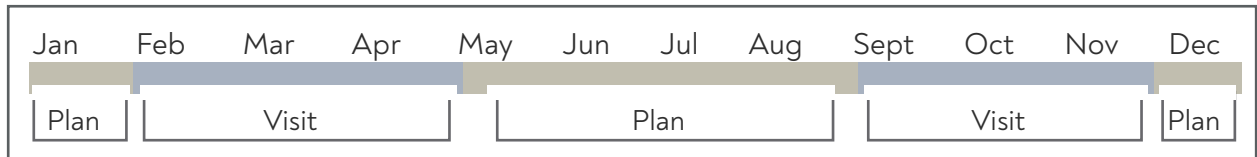




ARTS, HISTORY & CULTURE

TRAVEL OBJECTIVE

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



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE

Values Learning & Authenticity

Image Conscious

Seeking an Immersive Experience

Upscale & Status Oriented

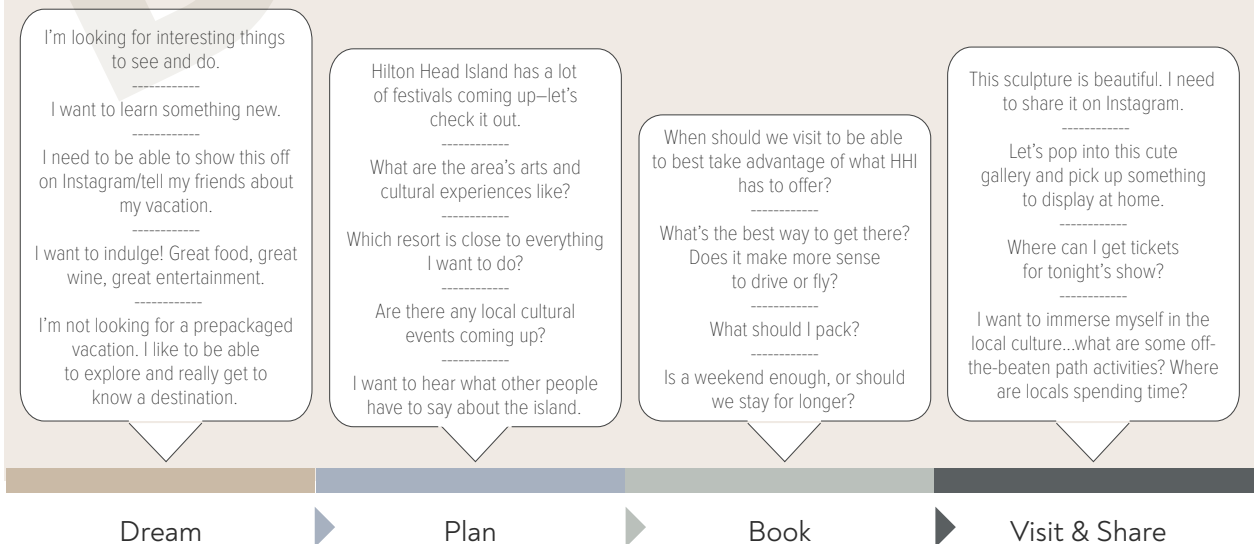
PREFERRED ACTIVITIES & ATTRACTIONS

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

MARKETING CHANNELS & FORMATS

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

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

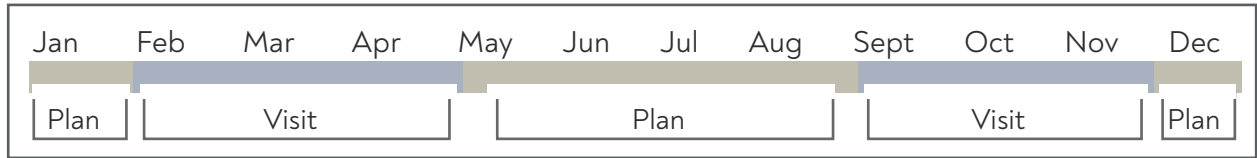




WELLNESS TRAVELER

TRAVEL OBJECTIVE

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



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE

★
Upscale & Status Oriented

🍏
Active & Health Conscious

🍷
Enjoys the Finer Things

☂️
Leisure Lovers

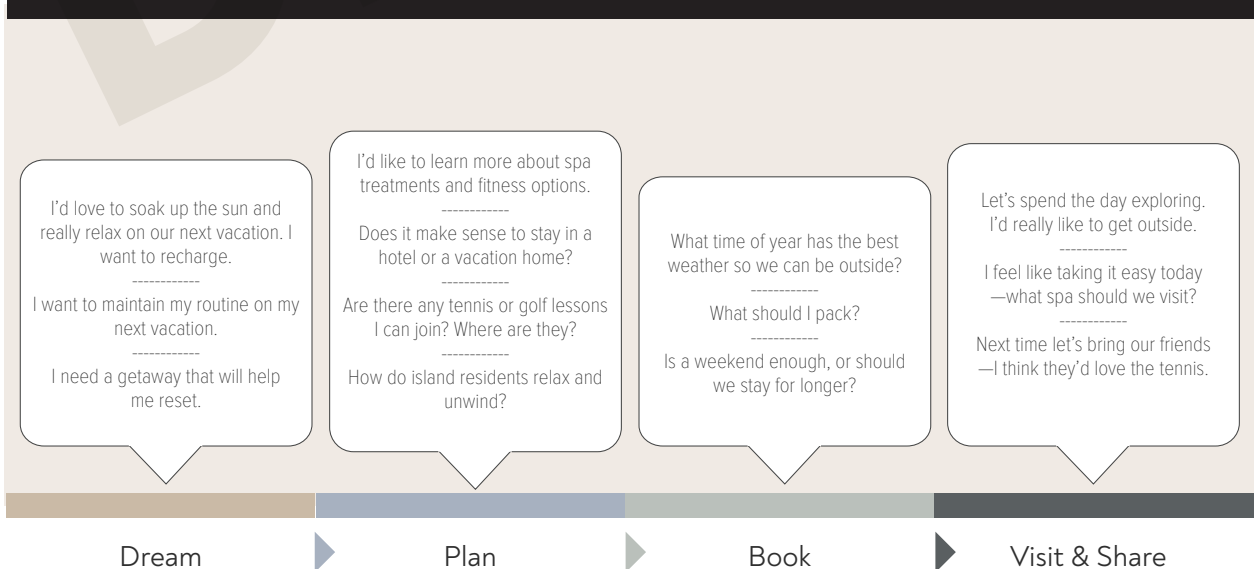
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Golf
Tennis & Pickleball
Biking
Spas

MARKETING CHANNELS & FORMATS

Facebook
Instagram
Forums & Blogs
TripAdvisor
Pinterest

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

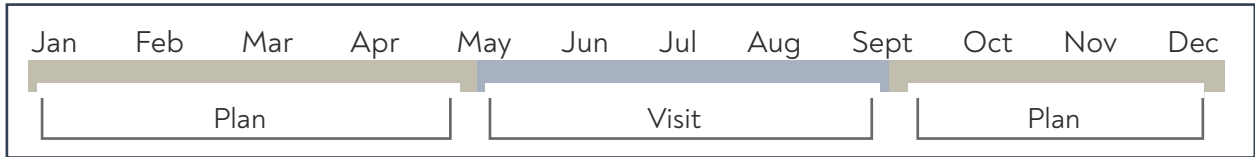




SPORTS ENTHUSIAST

TRAVEL OBJECTIVE

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



SPORTS ENTHUSIAST TRAVEL HABITS



WHO THEY ARE

Sports Fans
(Golf & Tennis)

Leisure
Lovers

Spontaneous
& Social

Active & Health
Conscious

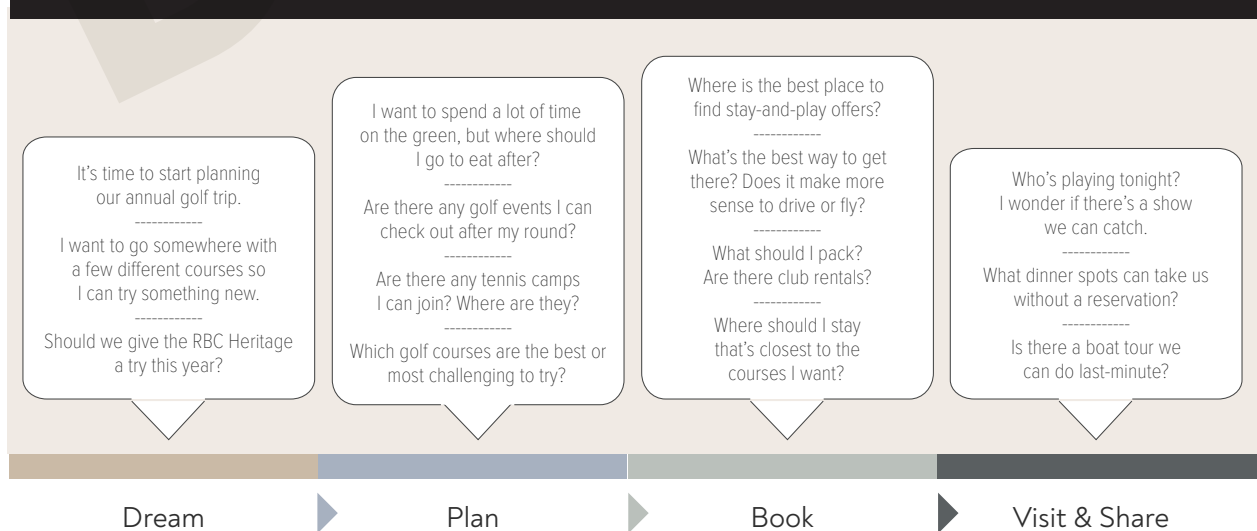
PREFERRED ACTIVITIES & ATTRACTIONS

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

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
Twitter
TripAdvisor
TV
Online Video
Forums & Blogs

“LET’S EXPLORE.” THEIR PATH TO PURCHASE

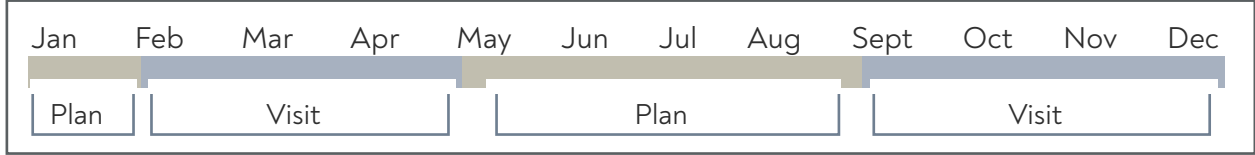




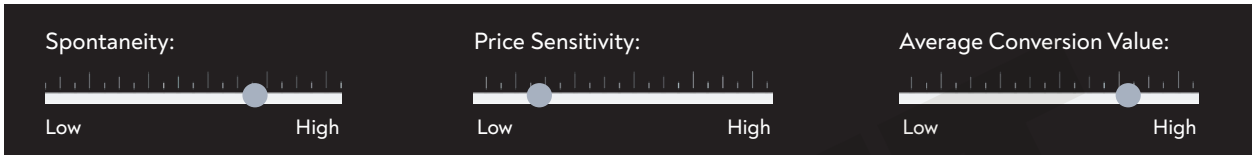
CULINARY

TRAVEL OBJECTIVE

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



CULINARY TRAVEL HABITS



WHO THEY ARE

Values
Authenticity

Seeking an
Immersive
Experience

Spontaneous
& Social

Unconventional

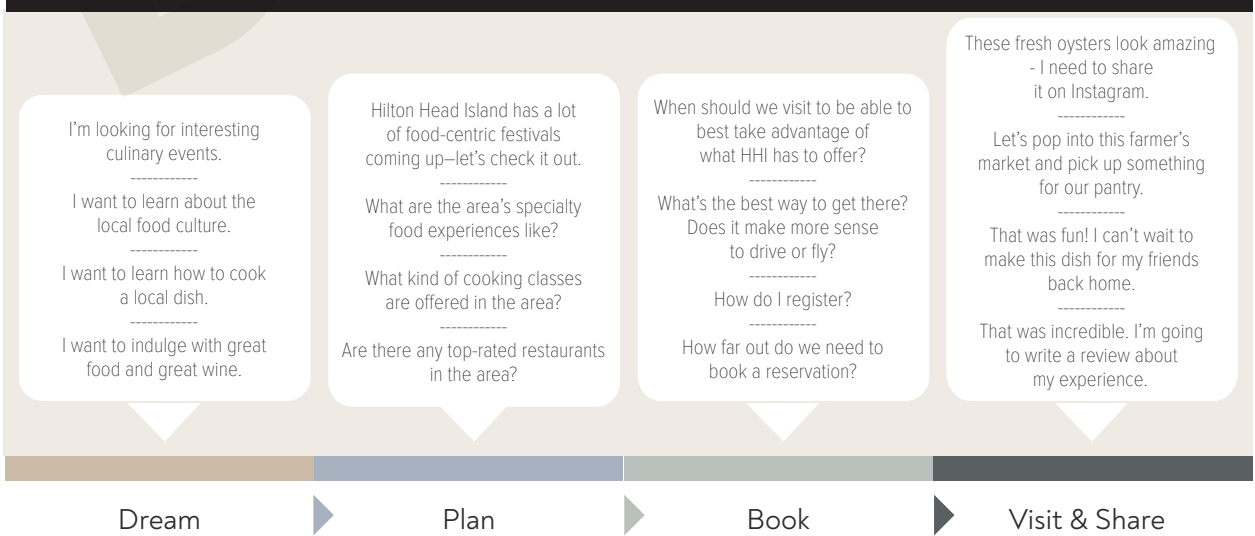
PREFERRED ACTIVITIES & ATTRACTIONS

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

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
Forums & Blogs
Pinterest

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





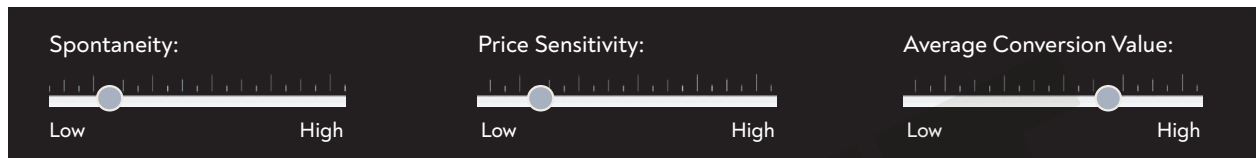
SNOWBIRDS

TRAVEL OBJECTIVE

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



SNOWBIRD TRAVEL HABITS



WHO THEY ARE

Traditional

Values Family Time

Enjoys the Finer Things

Active & Health Conscious

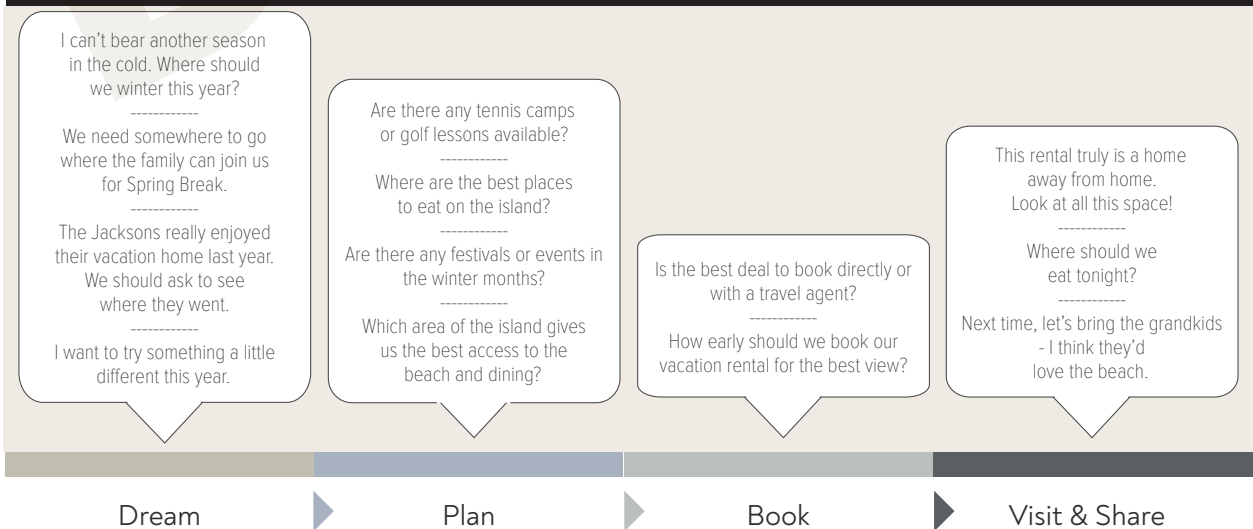
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Dining
Golfing
Tennis & Pickleball
Biking

MARKETING CHANNELS & FORMATS

Facebook
Print
TripAdvisor
Radio
TV
Online Video

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



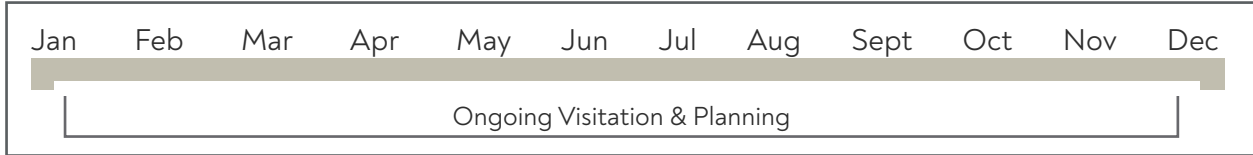


DR

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

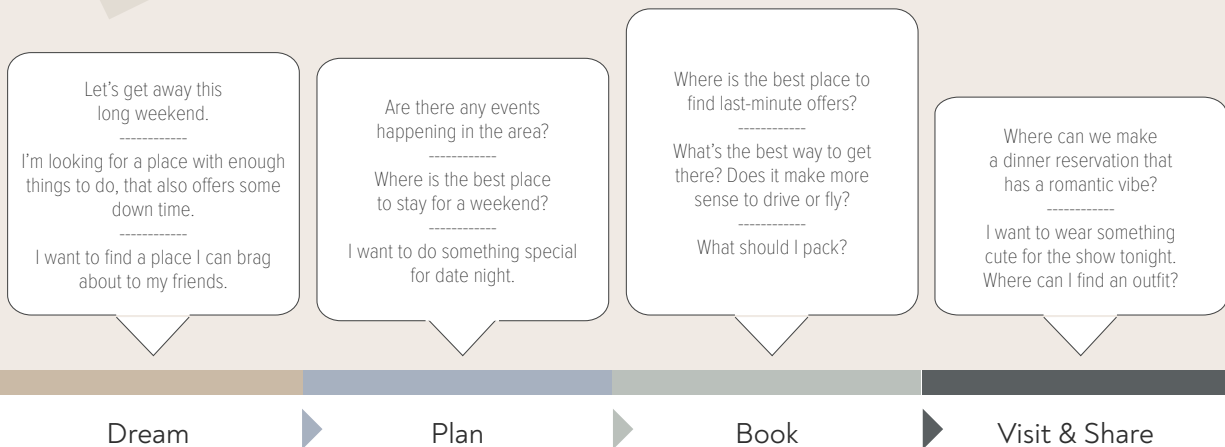
PREFERRED ACTIVITIES & ATTRACTIONS

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

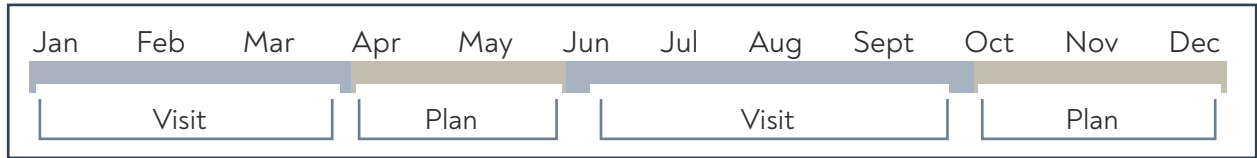




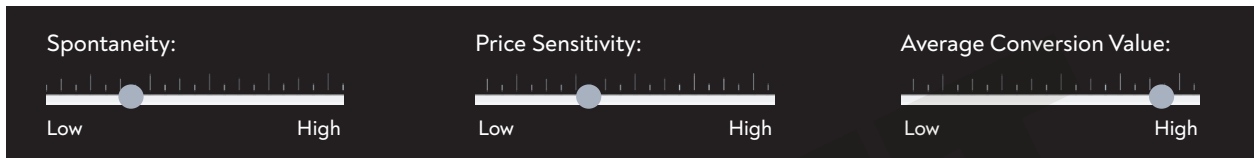
INTERNATIONAL VISITORS

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

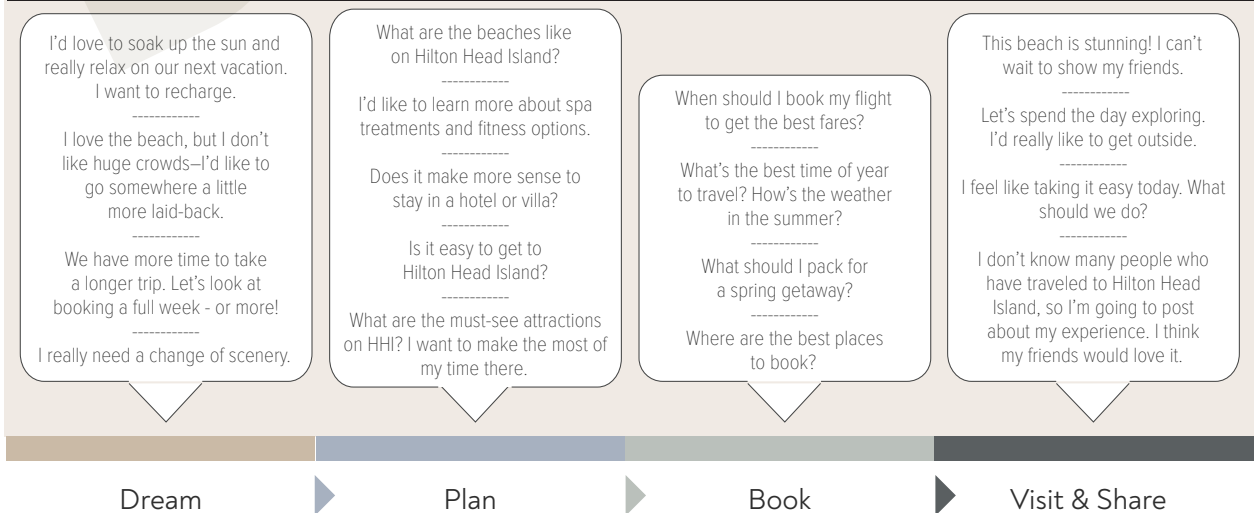
PREFERRED ACTIVITIES & ATTRACTIONS

- 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



Survey Methodology

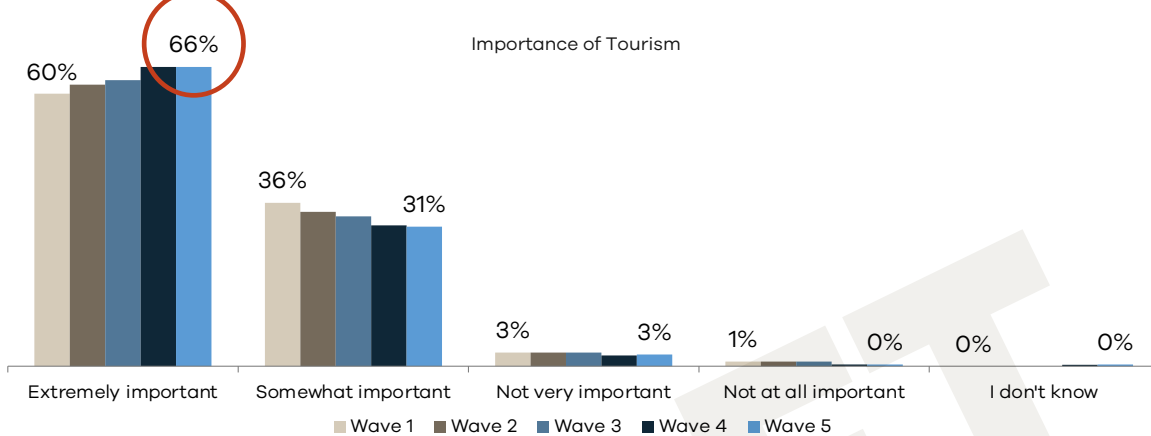
- An online survey of 3,025 Hilton Head Island residents.
- Residents were invited to complete the online survey through the Chamber website, social media channels, and email outreach.
- In the field August 21st through September 25th, 2025.
- The participants met the following criteria:
 - / Must be a resident or property owner of Hilton Head Island;
 - / 18 years of age or older.
- Throughout this report, data in **bold** indicates a significant difference.
- This sample size yields an error range of +/- 1.48 percentage points at the 95% level of confidence.



Key INSIGHT #1

Perceptions of the overall importance of tourism remained similar to Wave 4, but perceptions of overall positive impact of tourism on lives of residents rose significantly.

Similar to previous waves, two-thirds of residents believe tourism is extremely important to the local economy.



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



Key Insight #1

Recent arrivals are significantly more likely to describe tourism as very important to the economy.

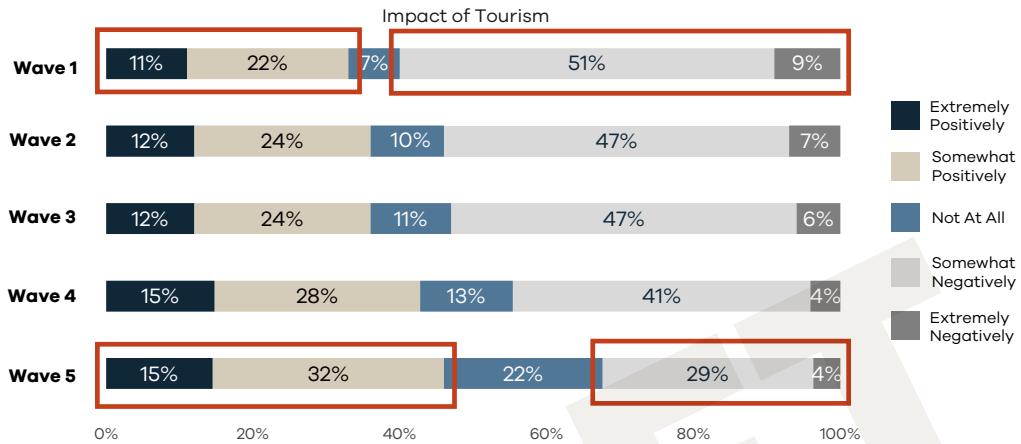
By Length of Residency	Less than 5 years	5-10 years	11-20 years	More than 20 years
Extremely important	74%	65%	61%	63%
Somewhat important	24%	32%	34%	33%
Not very important	1%	3%	3%	4%
Not at all important	0%	0%	1%	1%
I don't know	0%	0%	1%	0%

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



Key Insight #1

Perceptions of the impact of tourism on residents continue to increase.

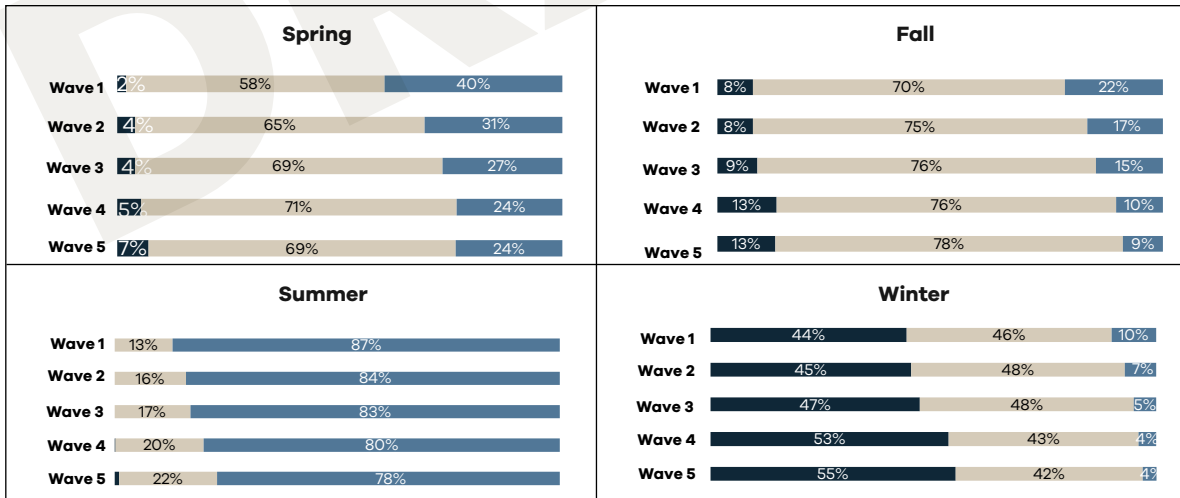


Question: How would you say Hilton Head Island tourism impacts your life as a resident?



Key Insight #1

Seasonal Perceptions

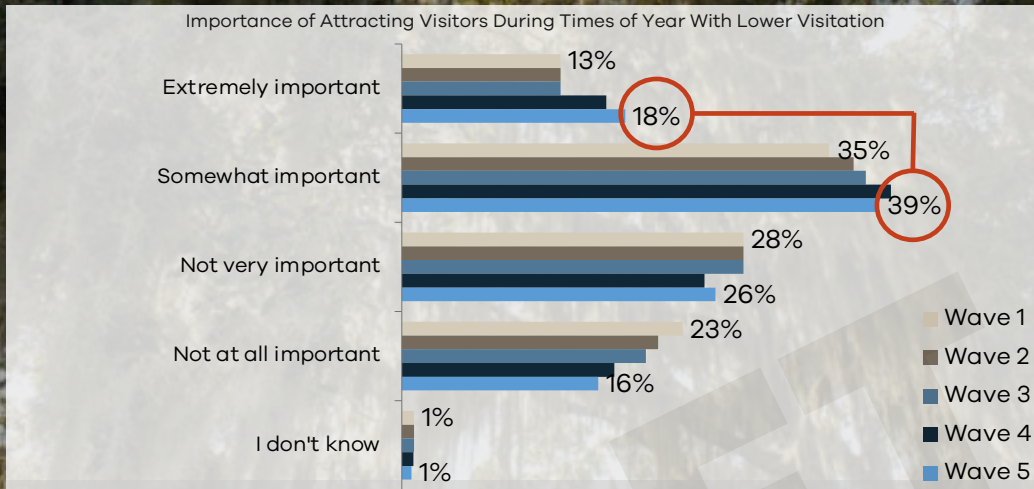


Question: Please indicate your perception of the level of visitation during the following seasons.



Key Insight #1

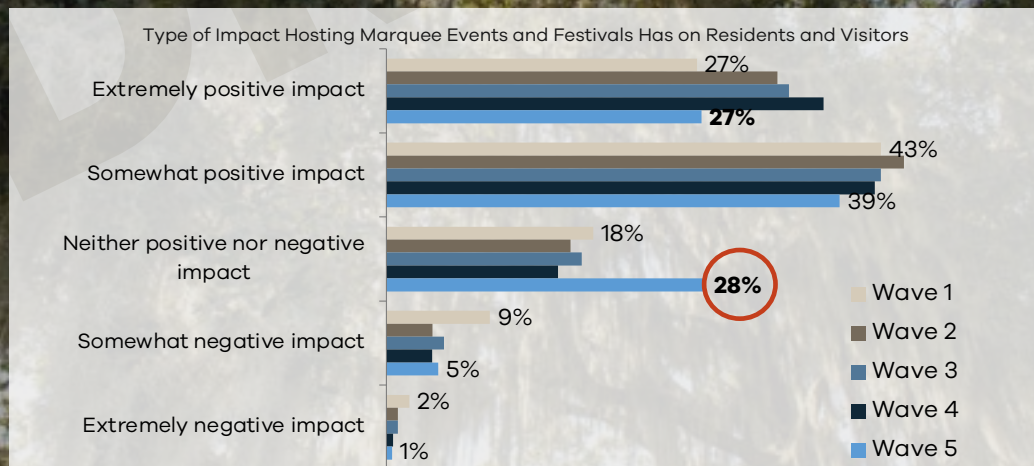
Nearly 6 in 10 residents believe it is important to attract visitors during times of year with lower visitation.



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)?

Key Insight #1

The perception of the positive impacts of marquee events and festivals declined in this most recent wave.



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.

Key Insight #1

Key INSIGHT #2

Residents agree that tourism is a boon to the local economy, generating tax revenue and creating jobs for local residents. However, traffic remains a lingering concern for residents, followed by overcrowding and the negative impact on natural resources.

Residents continue to agree that tourism generates tax revenue and creates jobs for area residents.

Positive Statements (% Agree) – Top 6	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Generates tax revenues for state, county and local governments	76%	80%	81%	83%	84%
Creates jobs for area residents	71%	73%	74%	78%	78%
Provides restaurants that local residents can also enjoy	63%	68%	71%	74%	74%
Increases real estate values	64%	66%	67%	72%	68% ▼
Supports local business creation	64%	68%	69%	70%	72%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%	68%	69%

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



Key Insight #2

Recognition that tourism covers the cost of beach renourishment and reduces taxes for residents rises.

Positive Statements (% Agree) – Bottom 6	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Helps to offset the costs for public safety personnel, streets/roads, schools	51%	58%	61%	63%	66%
Supports existing small businesses throughout year	56%	59%	60%	64%	64%
Covers the cost of beach renourishment	50%	53%	54%	57%	62%
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56%	55%	62%
Is an important factor in making our community a great place to live	39%	45%	46%	50%	51%
Helps create a positive ambiance/vibe in the local community	33%	37%	38%	43%	42%

Key Insight #2

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



Nearly 8 in 10 residents acknowledge that tourism creates traffic congestion problems for residents.

Negative Statements (% Agree)	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Creates traffic congestion problems for residents	86%	82%	82%	76%	78%
Brings too many people to Hilton Head Island	65%	59%	58%	53%	55%
Negatively impacts our natural resources	61%	57%	57%	51%	54%
Causes local restaurant & entertainment prices to rise	49%	52%	58%	52%	53%

Key Insight #2

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

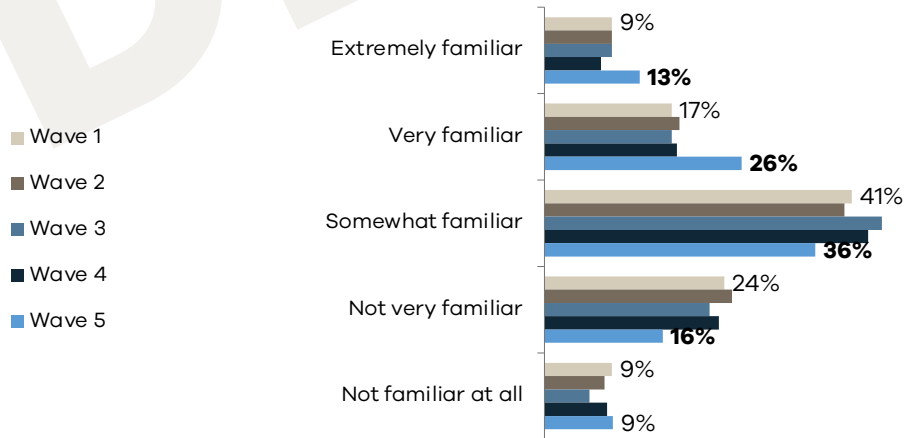


Key INSIGHT #3

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce rose significantly versus Wave 4, with the majority of local residents saying they're at least somewhat familiar.

We see significant increase in stated familiarity with the Hilton Head Island-Bluffton Chamber of Commerce.

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce



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?



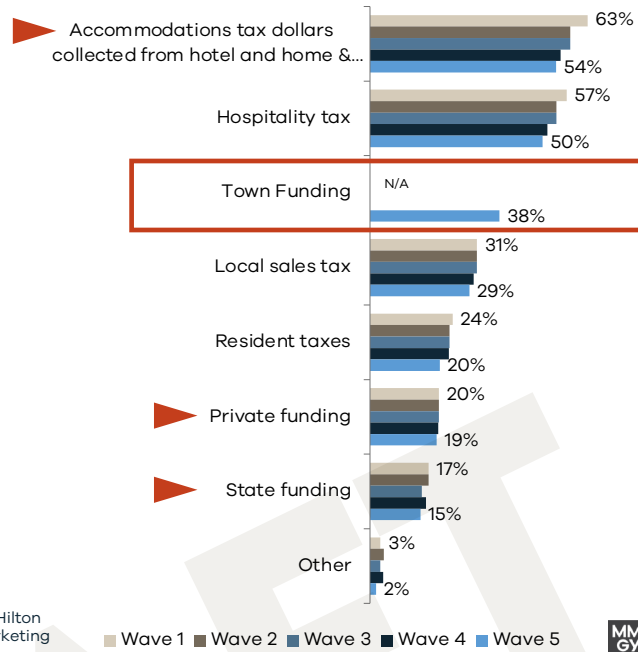
Key Insight #3

Hilton Head Island-Bluffton Chamber of Commerce Funding

69%
Wave 5

of residents believe they know what funds the Hilton Head Island-Bluffton Chamber of Commerce tourism marketing efforts.

/ **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.



Key Insight #3

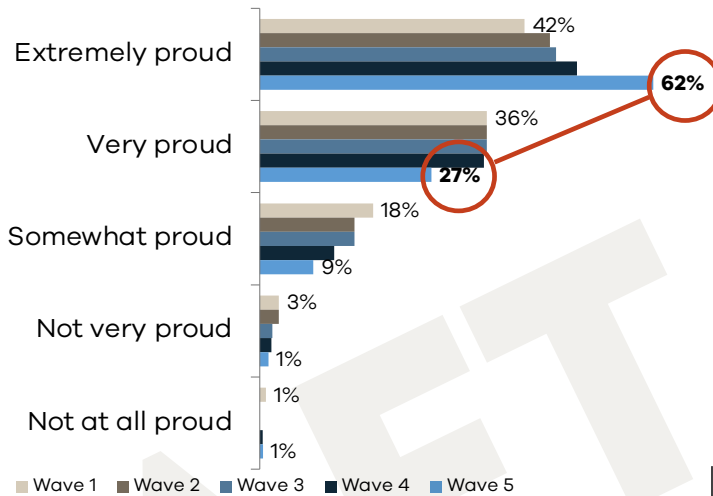
MMGY Travel Intelligence

Key INSIGHT #4

Resident pride rose significantly compared to previous wave, with 6 in 10 residents saying they're extremely proud to live on Hilton Head Island.

Pride rose to an all time high, with 89% of residents saying they are extremely/very proud to be residents of Hilton Head Island.

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

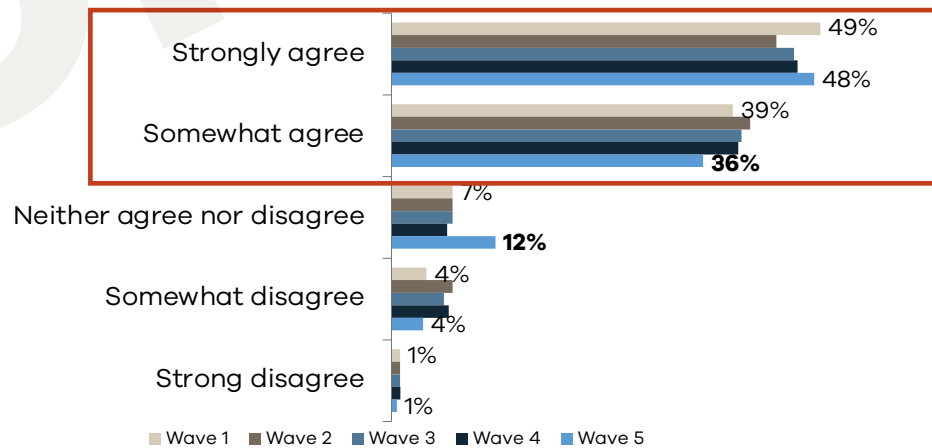


Key Insight #4



- 19 -

84% of residents agree that Hilton Head Island is a very safe place to live.



Key Insight #4

Question: Please indicate your level of agreement with the following statement:
"I believe Hilton Head Island is a very safe place to live."



- 20 -

Perceived Quality of Hilton Head Island Experiences

Top 2 Box	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Beaches	91%	92%	92%	94%	94%
Golf courses	91%	91%	92%	93%	93%
Leisure pathways and bike trails	86%	86%	87%	88%	89%
Outdoor/nature activities	80%	82%	82%	84%	84%
Savannah/Hilton Head International Airport	79%	80%	82%	82%	85%
Outdoor public spaces for festivals and events	69%	77%	81%	83%	82%
Water sports/activities	77%	79%	79%	80%	80%
Community parks	70%	77%	78%	77%	78%
Hilton Head Island Airport	55%	57%	58%	57%	63%
Retail shopping	49%	54%	52%	57%	55%
Road quality	42%	44%	51%	59%	54%
Playing fields for sports leagues, tournaments and competitions	44%	48%	50%	51%	51%
Museums/Cultural attractions	38%	43%	47%	49%	47%
Public pools/aquatic centers	27%	32%	31%	31%	32%
Indoor facilities for sports leagues, tournaments and competitions	18%	22%	23%	24%	26%

Key Insight #4

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.



- 21 -

Key
INSIGHT #5

While there's no doubt residents have concerns about local projects, workforce shortages, and development, a large majority of residents continue to recognize the significant economic and community benefits of tourism.

Top Concerns Facing The Community

	Wave 2	Wave 3	Wave 4	Wave 5
278 Corridor project	38%	39%	40%	51%
Workforce shortage	48%	44%	40%	43%
Overall development	29%	34%	33%	43%
On-island workforce housing	36%	35%	33%	33%
Short-term rental noise and parking	16%	18%	21%	32%
General infrastructure needs (e.g. water/sewer, roads, other utilities)	20%	18%	20%	28%
Repurposing/modernizing Island commercial buildings	14%	14%	14%	17%
Sea Pines Circle/Coligny Traffic	16%	17%	17%	14%
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%	12%	11%	13%
Arts and development of cultural assets (e.g. Mitchelville Freedom Park)	4%	4%	4%	4%
Other	9%	10%	9%	6%
None of the above	0%	1%	1%	1%

*South-end traffic in previous years

- 23 -

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



Key Insight #5

Summary Negative Aspects of Tourism

Overcrowding

- Congestion, traffic and limited parking
- Overcrowding highest during summer months

Quality of Visitor

- Day visitors mentioned most often
- Concern around disrespect to the environment and ignoring bike and traffic laws

Overdevelopment

- Possibly leading to overpopulation
- Increase of short-term rentals

Rising Prices

- Limited affordable housing
- Prices as high as large metropolitan areas



Key Insight #5

Summary Positive Aspects of Tourism

Economic Benefits

- Support for local businesses
- Lower property taxes
- Decreased economic burden on residents
- Helps create jobs

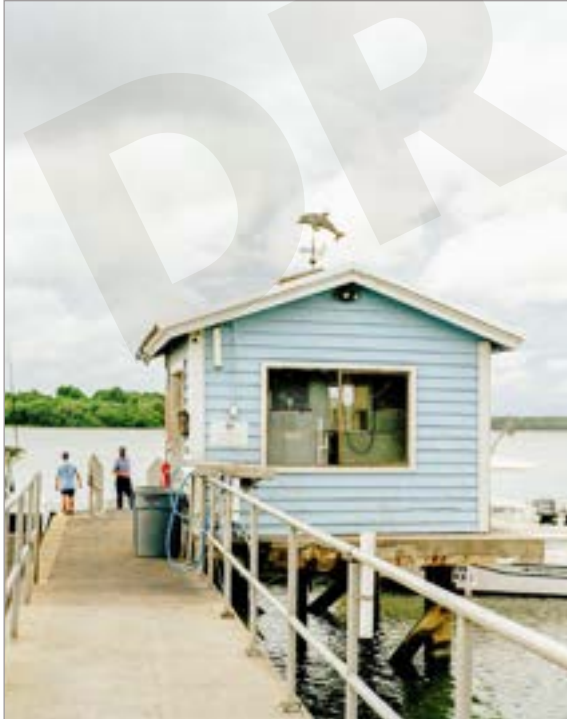
Amenities

- Variety of amenities supported by tourism
- Restaurants, parks and outdoor areas, golf courses and cultural activities
- Infrastructure improvements

Family Friendly and Safety

- Family-oriented atmosphere and amenities
- High level of safety

Key Insight #5



Overall...

81%

of residents consider themselves passionate advocates for Hilton Head Island.

Key Insight #5





DRAFT

**OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON**
2025 Visitor Profile Study

2025

Hilton Head Island

VISITOR PROFILE SURVEY

MELINDA PATIENCE
CRAIG BLENIS
DANIEL GUTTENTAG, PH.D.



PREPARED FOR:
HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:
OFFICE OF TOURISM ANALYSIS
BENNETT SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
SCHOOL OF BUSINESS
COLLEGE OF CHARLESTON
66 GEORGE STREET | CHARLESTON, SC 29424
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DRAFT

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DRAFT

EXECUTIVE SUMMARY

VISITOR AND SAMPLE DEMOGRAPHICS

Baby Boomers (62+ years old) represented 56.8% of the survey respondents, followed by Millennials (30-45 years old) (20.5%), Gen X (46-61 years old) (18.8%), and then Gen Z (19-29 years old) (2.5%). The visitor intelligence company Zartico, which analyzes geolocation data, estimates visitor age follows a somewhat similar pattern, with visitors 45-64 years old being the largest segment (35.0%), followed by 25-44 years old (32.0%), 65 years old and up (24.0%), and then 18-24 years old (8.0%). Over 64% of those surveyed had a Bachelor's degree or higher, and more than 79% had an annual household income of \$75,000 or more. Zartico also estimates that visitors have high household incomes, with 71.0% earning \$81,000 or more. Approximately 80% of the respondents were married.

POINT OF ORIGIN

The respondents resided in 294 geographic areas (Metropolitan Statistical Areas) across the U.S., from the East Coast to the West Coast. More respondents resided in Ohio than in any other state (12.5%). Second was Pennsylvania (6.6%), followed by North Carolina (6.2%), New York (5.6%), Georgia (5.4%), and Illinois (5.3%). Data provider Placer.ai, which like Zartico also analyzes geolocation data, estimates the top states of visitor origin to be Georgia (16.8%), North Carolina (10.3%), Ohio (8.8%), New York (6.4%), and Virginia (6.4%). In-state visitors represented 8.2% of the survey respondents.

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ; Chicago-Naperville-Elgin, IL-IN; Atlanta-Sandy Springs-Roswell, GA; Charlotte-Concord-Gastonia, NC-SC;

Cincinnati, OH-KY-IN; Pittsburgh, PA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Columbus, OH; Minneapolis-St. Paul-Bloomington, MN-WI; and Akron, OH. Both Zartico and Placer.ai estimate the top 10 metropolitan areas to be Atlanta, GA; Charlotte, NC; New York, NY; Greenville-Spartanburg-Anderson, SC; Asheville, NC; Columbia, SC; Augusta, GA-Aiken, SC; Raleigh-Durham-Fayetteville, NC; Cleveland-Akron-Canton, OH; Washington, DC-Hagerstown, MD; and Charleston, SC.

Canada was the top origin market amongst international respondents (69.2%), followed by Europe (15.4%) and the Caribbean (7.7%).



THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (76.0%), relaxation (61.4%), and spending time with family and friends (46.6%). These motivations were followed by culinary experience (16.1%), biking (13.2%), shopping (10.5%), nature-based activities (10.4%), golf (8.0%), and heritage attractions (6.9%). The activities in which visitors actually participated are similar to the previously mentioned activities, and also include historical tours, water excursions, and arts performances or exhibits.

Among Hilton Head Island’s overnight visitors, 37.6% indicated they were visiting Hilton Head Island 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 4.7 for day trip visitors. The main mode of transportation to and around the island continues to be personal/family car (68.3%), followed by various modes of flying to the destination (22.1%). The majority of visitors fly into Hilton Head Island Airport, followed by Savannah/Hilton Head Island International Airport.

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 7.7 nights, hotel visitors stayed 6.4 nights, timeshare visitors stayed 7.3 nights, and second homeowners stayed 9.1 nights. The overall average was 6.9 nights.



Villa/home rentals stood out as the most popular choice of paid accommodation for overnight visitors (38.5%), followed by resorts (22.6%), timeshare units (17.8%), and hotels (11.9%).

TRAVEL PLANNING

VRBO was the most popular online booking platform for villas/homes (29.1%), followed by local vacation rental companies (25.1%), Airbnb (14.2%), and the local resorts’ online booking platforms (e.g., Sea Pines, Palmetto Dunes) (12.4%).

Savannah, Charleston, Myrtle Beach, Outer Banks, and Tybee Island were the top competitors for Hilton Head Island as alternative beach destinations. The top competing market was Savannah.

The top reasons for choosing Hilton Head Island were previous visit experience (56.8%), wanting to visit a beach destination (50.2%), wanting to visit someplace new (24.0%), word-of-mouth recommendation (23.7%), and wanting to visit someplace within driving distance from home (22.8%).

Of those visitors surveyed, 88.2% 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=331), 53.5% had never visited the Hilton Head Island / Bluffton area before, and 39.6% had visited one to five times before.

Of those non-visitors, 39.3% traveled elsewhere, 34.7% plan to visit in the future, 6.6% found it too expensive, 3.6% mentioned health reasons, and 1.2% didn't find what they were looking for. Only 0.9% did not travel at all. Alternative destinations of those who did not visit the Hilton Head Island / Bluffton area included destinations most commonly in the Southeast (48.9%) and West (24.2%). Nonetheless, 51.1% 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 (59.4%) 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 (75.9%), relaxation and rejuvenation (73.2%), historic attractions (51.4%), passive outdoor adventures (47.3%), and romantic couple getaways (37.9%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (90.7%), ease of access (89.3%), quality of lodging options (88.1%), affordability (86.9%), and quality of dining options (86.7%).

METHODOLOGY

The 2025 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2025 and January 2026, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same period on the Hilton Head Island Visitor & Convention Bureau's and Explore Bluffton's social media channels.

A total of 1,539 completed surveys were collected. This report is largely based on the 1,086 respondents who visited Hilton Head Island as an overnight or day trip, along with 331 individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton. The remaining 122 responses were individuals who only visited Bluffton and are covered in a separate report.

This report represents the results of the present study, together with comparative results from the last five times this study was completed, examining visitation in 2019, 2021, 2022, 2023, and 2024. 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 for 2021 through 2025. 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	2025	%Chg vs 2021	%Chg vs 2022	%Chg vs 2023	%Chg vs 2025
Villa/Home Rentals	962,686	951,126	920,345	834,495	795,108	-17.4%	-16.4%	-13.6%	-4.7%
Hotels/Resorts	508,977	497,574	481,328	453,826	408,261	-19.8%	-17.9%	-15.2%	-10.0%
Timeshares	481,934	481,461	477,628	483,070	476,094	-1.2%	-1.1%	-0.3%	-1.4%
Second Homeowners	719,302	710,673	674,278	652,215	603,999	-16.0%	-15.0%	-10.4%	-7.4%
Non-paying Guests	186,667	184,428	174,983	169,258	156,745	-16.0%	-15.0%	-10.4%	-7.4%
Day trippers	267,290	264,083	255,358	242,361	228,346	-14.6%	-13.5%	-10.6%	-5.8%
Total Visitors	3,126,856	3,089,346	2,983,919	2,835,224	2,668,553	-14.7%	-13.6%	-10.6%	-5.9%

Table 1: Visitor Estimates for 2021-2025 and Percent Change Comparison

VISITORS' DEMOGRAPHIC AND GEOGRAPHIC PROFILE

The profile characteristics presented in this section are derived from smartphone-based geolocation data provided by Zartico and Placer.ai.

DEMOGRAPHICS

	2025
Income	
Less than \$20,000	3.0%
\$21,000-\$40,000	6.0%
\$41,000-\$60,000	8.0%
\$61,000-\$80,000	12.0%
\$81,000-\$100,000	13.0%
\$101,000-\$150,000	23.0%
\$151,000+	35.0%
Age	
18-24	8.0%
25-34	15.0%
35-44	17.0%
45-54	18.0%
55-64	17.0%
65+	24.0%

Table 2: Demographics (Zartico)

Origin Market	% of Visitors	Origin Market	% of Visitors
Atlanta GA	8.6%	Nashville TN	1.3%
Charlotte NC	7.0%	Tampa-St. Petersburg-Sarasota FL	1.2%
New York NY	5.8%	Detroit MI	1.2%
Greenville-Spartanburg-Anderson SC-Asheville NC	4.5%	Savannah GA	1.1%
Columbia SC	3.3%	Indianapolis IN	1.1%
Raleigh-Durham-Fayetteville NC	3.2%	Tri-Cities TN-VA	1.0%
Cleveland-Akron-Canton OH	3.2%	Macon GA	0.9%
Washington DC-Hagerstown MD	3.2%	Richmond-Petersburg VA	0.8%
Charleston SC	2.6%	Roanoke-Lynchburg VA	0.8%
Augusta GA	2.5%	Lexington KY	0.8%
Philadelphia PA	2.4%	Norfolk-Portsmouth-Newport News VA	0.8%
Columbus OH	2.2%	Louisville KY	0.8%
Chicago IL	2.1%	Myrtle Beach-Florence SC	0.8%
Pittsburgh PA	2.1%	Harrisburg-Lancaster-Lebanon-York PA	0.7%
Baltimore MD	2.1%	Dayton OH	0.7%
Cincinnati OH	1.9%	Hartford-New Haven CT	0.6%
Boston MA-Manchester NH	1.7%	Miami-Ft. Lauderdale FL	0.6%
Greensboro-High Point-Winston Salem NC	1.6%	St. Louis MO	0.6%
Jacksonville FL	1.6%	Los Angeles CA	0.5%
Buffalo NY	1.4%	Chattanooga TN	0.5%
Knoxville TN	1.4%	Charleston-Huntington WV	0.5%
Orlando-Daytona Beach-Melbourne FL	1.3%	Albany-Schenectady-Troy NY	0.5%

Table 3: Visitor Origin by Market (Zartico)

POINT OF ORIGIN

Visitor Origin by State

State	% of Visitors	State	% of Visitors	State	% of Visitors
Georgia	16.84%	California	1.22%	Maine	0.21%
South Carolina	11.30%	Alabama	1.04%	Vermont	0.17%
North Carolina	10.25%	Maryland	1.04%	Nebraska	0.15%
Ohio	8.83%	Wisconsin	0.97%	Kansas	0.15%
New York	6.44%	West Virginia	0.93%	Nevada	0.14%
Virginia	6.43%	Colorado	0.81%	Oregon	0.13%
Florida	5.72%	Minnesota	0.81%	Louisiana	0.13%
Pennsylvania	5.29%	Connecticut	0.65%	N/A	0.12%
Tennessee	3.52%	Arizona	0.45%	South Dakota	0.08%
Illinois	2.76%	Mississippi	0.41%	New Mexico	0.07%
Michigan	2.09%	Iowa	0.36%	North Dakota	0.07%
Kentucky	2.04%	Washington	0.31%	Idaho	0.06%
Massachusetts	1.99%	Rhode Island	0.28%	Montana	0.05%
Texas	1.85%	Oklahoma	0.26%	Hawaii	0.03%
Indiana	1.56%	Utah	0.24%	Alaska	0.02%
Missouri	1.47%	Arkansas	0.23%	Wyoming	0.02%

Table 4: Visitor Origin by State (Placer.ai)

Visitor Origin by DMA

DMA Name	% of Visitors	DMA Name	% of Visitors
Atlanta	10.3%	Macon	1.1%
Charlotte	6.0%	Tampa-St. Pete (Sarasota)	1.1%
New York	4.9%	Indianapolis	1.1%
Greenville-Spart-Asheville-And	4.8%	Baltimore	0.9%
Augusta-Aiken	3.7%	Lexington	0.9%
Columbia, SC	3.0%	Dallas-Ft. Worth	0.9%
Washington, DC (Hagrstwn)	2.9%	Louisville	0.9%
Cleveland-Akron (Canton)	2.9%	St. Louis	0.8%
Charleston, SC	2.7%	Richmond-Petersburg	0.8%
Raleigh-Durham (Fayetteville)	2.3%	Minneapolis-St. Paul	0.8%
Cincinnati	2.3%	Chattanooga	0.7%
Chicago	2.3%	Myrtle Beach-Florence	0.7%
Philadelphia	2.1%	Roanoke-Lynchburg	0.7%
Columbus, OH	2.1%	Denver	0.7%
Pittsburgh	2.0%	Charleston-Huntington	0.7%
Boston (Manchester)	1.8%	Hartford & New Haven	0.7%
Knoxville	1.5%	Buffalo	0.6%
Orlando-Daytona Bch-Melbrn	1.4%	West Palm Beach-Ft. Pierce	0.6%
Savannah	1.3%	Miami-Ft. Lauderdale	0.6%
Nashville	1.2%	Harrisburg-Lncstr-Leb-York	0.6%
Tri-Cities, TN-VA	1.2%	Los Angeles	0.5%
Greensboro-H.Point-W.Salem	1.2%	Norfolk-Portsmth-Newpt Nws	0.5%
Jacksonville	1.2%	Birmingham (Ann and Tusc)	0.5%
Detroit	1.2%	Dayton	0.5%

DMA Name	% of Visitors	DMA Name	% of Visitors
Grand Rapids-Kalmzoo-B.Crk	0.5%	N/A	0.1%
Milwaukee	0.5%	Gainesville	0.1%
Ft. Myers-Naples	0.4%	Paducah-Cape Girard-Harsbg	0.1%
Wilmington	0.4%	Colorado Springs-Pueblo	0.1%
Kansas City	0.4%	Springfield, MO	0.1%
Houston	0.4%	Las Vegas	0.1%
Toledo	0.4%	Erie	0.1%
Phoenix (Prescott)	0.4%	Traverse City-Cadillac	0.1%
Rochester, NY	0.3%	Portland, OR	0.1%
Youngstown	0.3%	Omaha	0.1%
San Francisco-Oak-San Jose	0.3%	Parkersburg	0.1%
Wilkes Barre-Scranton-Hztn	0.3%	Tulsa	0.1%
Providence-New Bedford	0.3%	Clarksburg-Weston	0.1%
Albany-Schenectady-Troy	0.3%	Davenport-R.Island-Moline	0.1%
Greenville-N.Bern-Washngtn	0.3%	Salisbury	0.1%
Columbus, GA (Opelika, AL)	0.3%	Ft. Smith-Fay-Sprngdl-Rgrs	0.1%
Memphis	0.2%	Wichita-Hutchinson Plus	0.1%
Huntsville-Decatur (Flor)	0.2%	Tucson (Sierra Vista)	0.1%
Seattle-Tacoma	0.2%	Bowling Green	0.1%
Salt Lake City	0.2%	Montgomery-Selma	0.1%
Tallahassee-Thomasville	0.2%	Panama City	0.1%
Green Bay-Appleton	0.2%	Terre Haute	0.1%
Austin	0.2%	Rockford	0.1%
Madison	0.2%	Albuquerque-Santa Fe	0.1%
Evansville	0.2%	Lima	0.1%
Syracuse	0.2%	Sioux Falls(Mitchell)	0.1%
Johnstown-Altoona-St Colge	0.2%	Columbia-Jefferson City	0.1%
Champaign&Sprngfld-Decatur	0.2%	Waco-Temple-Bryan	0.1%
Des Moines-Ames	0.2%	La Crosse-Eau Claire	0.1%
Mobile-Pensacola (Ft Walt)	0.2%	Columbus-Tupelo-West Point	0.1%
Bluefield-Beckley-Oak Hill	0.2%	Jackson, MS	0.05%
Burlington-Plattsburgh	0.2%	Zanesville	0.05%
Albany, GA	0.2%	Lincoln & Hastings-Krny	0.05%
Ft. Wayne	0.2%	Spokane	0.05%
Portland-Auburn	0.2%	Bangor	0.05%
South Bend-Elkhart	0.2%	Elmira (Corning)	0.05%
Springfield-Holyoke	0.2%	Fargo	0.05%
Oklahoma City	0.1%	Shreveport	0.05%
Lansing	0.1%	Tyler-Longview(Lfkn&Ncgd)	0.04%
Charlottesville	0.1%	Lafayette, IN	0.04%
San Diego	0.1%	Dothan	0.04%
Flint-Saginaw-Bay City	0.1%	Boise	0.04%
Cedar Rapids-Wtrlo-IWC&Dub	0.1%	Binghamton	0.04%
San Antonio	0.1%	Utica	0.04%
Sacramnto-Stkton-Modesto	0.1%	Baton Rouge	0.04%
Little Rock-Pine Bluff	0.1%	Reno	0.04%
Wheeling-Steubenville	0.1%	Topeka	0.03%
Peoria-Bloomington	0.1%	Jackson, TN	0.03%
Harrisonburg	0.1%	Honolulu	0.03%

DMA Name	% of Visitors	DMA Name	% of Visitors
Watertown	0.03%	Rapid City	0.01%
Amarillo	0.03%	Butte-Bozeman	0.01%
Duluth-Superior	0.03%	Lake Charles	0.01%
Sioux City	0.03%	Meridian	0.01%
Rochestr-Mason City-Austin	0.03%	Monroe-El Dorado	0.01%
Monterey-Salinas	0.03%	Chico-Redding	0.01%
Joplin-Pittsburg	0.03%	Corpus Christi	0.01%
Quincy-Hannibal-Keokuk	0.03%	Beaumont-Port Arthur	0.01%
Yakima-Pasco-Rchlnd-Knnwck	0.03%	Cheyenne-Scottsbluff	0.01%
Wausau-Rhineland	0.02%	Anchorage	0.01%
El Paso (Las Cruces)	0.02%	Ottumwa-Kirksville	0.01%
Grand Junction-Montrose	0.02%	Wichita Falls & Lawton	0.01%
Sherman-Ada	0.02%	Bakersfield	0.01%
Bismarck-Mnt-Dcknsn(Wlstn)	0.02%	Harlingen-Wslco-Brnsvl-Mca	0.01%
Marquette	0.02%	Bend, OR	0.01%
Palm Springs	0.02%	Twin Falls	0.01%
Eugene	0.02%	Alexandria, LA	0.01%
Lubbock	0.02%	Yuma-El Centro	0.01%
Biloxi-Gulfport	0.02%	St. Joseph	0.01%
Mankato	0.02%	Greenwood-Greenville	0.01%
Santabarbra-Sanmar-Santuob	0.02%	Helena	0.01%
Lafayette, LA	0.02%	Casper-Riverton	0.01%
Fresno-Visalia	0.02%	San Angelo	0.01%
Odessa-Midland	0.02%	Juneau	0.005%
Jonesboro	0.02%	Medford-Klamath Falls	0.004%
Billings	0.02%	Laredo	0.003%
Idaho Fals-Pocatllo(Jcksn)	0.02%	Great Falls	0.002%
Missoula	0.02%	Presque Isle	0.001%
Hattiesburg-Laurel	0.02%	Fairbanks	0.001%
Abilene-Sweetwater	0.02%		

Table 5: Visitor Origin by Market (Placer.ai)

SURVEY FINDINGS

SAMPLE DEMOGRAPHICS

	2019	2021	2022	2023	2024	2025
Gender						
Female	67.4	62.5%	48.8%	54.1%	49.0%	64.2%
Male	32.6	37.4%	51.1%	45.7%	50.7%	35.6%
Self-identify	-	0.1%	-	0.3%	0.3%	0.1%
Marital Status						
Married	76.7%	76.7%	77.3%	86.4%	72.7%	80.0%
Single	8.5%	9.2%	9.9%	6.7%	14.9%	6.9%
Divorced	7.4%	7.7%	5.8%	3.4%	6.6%	7.1%
Widowed	3.1%	5.3%	5.9%	2.8%	4.3%	5.5%
Separated	0.5%	1.1%	1.1%	0.7%	1.5%	0.5%
Living as Married	3.8%	-	-	-	-	-
Education (highest level completed)						
Grade School	0.2%	0.7%	0.4%	0.9%	0.6%	0.4%
High School	8.0%	8.0%	6.5%	3.8%	7.2%	7.9%
Some College	19.6%	20.9%	21.5%	22.6%	24.0%	14.3%
Associate's Degree (2 years)	13.1%	13.6%	13.2%	16.0%	14.2%	12.6%
Bachelor's Degree (4 years)	31.5%	32.9%	32.3%	33.0%	35.2%	37.3%
Graduate Degree (Post degree/MA)	26.9%	23.8%	26.1%	23.7%	18.8%	27.5%
Age						
19 years or younger	0.1%	0.1%	0.1%	0.3%	0.6%	0.1%
20 to 29 years	0.9%	10.5%	23.8%	24.1%	33.0%	2.4%
30 to 39 years	5.9%	16.5%	28.8%	39.4%	32.1%	8.0%
40 to 49 years	15.3%	12.6%	13.1%	8.3%	12.1%	12.5%
50 to 59 years	26.8%	18.7%	10.9%	9.4%	7.1%	18.8%
60 to 69 years	34.4%	25.8%	14.2%	11.6%	8.6%	31.8%
70 years and over	15.9%	14.5%	8.6%	6.3%	6.0%	25.0%
Prefer not to say	0.6%	1.4%	0.3%	0.5%	0.5%	1.5%
Household Income						
Under \$24,999	1.4%	2.3%	1.5%	1.1%	3.2%	1.4%
\$25,000-\$34,999	1.8%	6.3%	4.1%	1.8%	5.8%	2.7%
\$35,000-\$49,999	5.5%	7.7%	8.0%	6.5%	9.9%	5.0%
\$50,000-\$74,999	12.6%	15.7%	12.2%	17.1%	18.4%	11.4%
\$75,000-\$99,999	14.6%	17.7%	17.2%	17.0%	21.0%	15.8%
\$100,000-\$149,999	22.1%	24.6%	21.8%	17.0%	22.0%	25.6%
\$150,000-\$199,999	11.3%	13.0%	17.1%	18.0%	9.7%	16.8%
\$200,000-\$249,999	5.8%	5.9%	9.4%	15.9%	5.0%	9.6%
\$250,000 or more	6.2%	6.8%	8.6%	5.6%	5.0%	11.8%
Not Applicable	18.8%	-	-	-	-	-
N	1,682	1,884	1,913	1,154	1,040	1,539

Table 6: Demographics

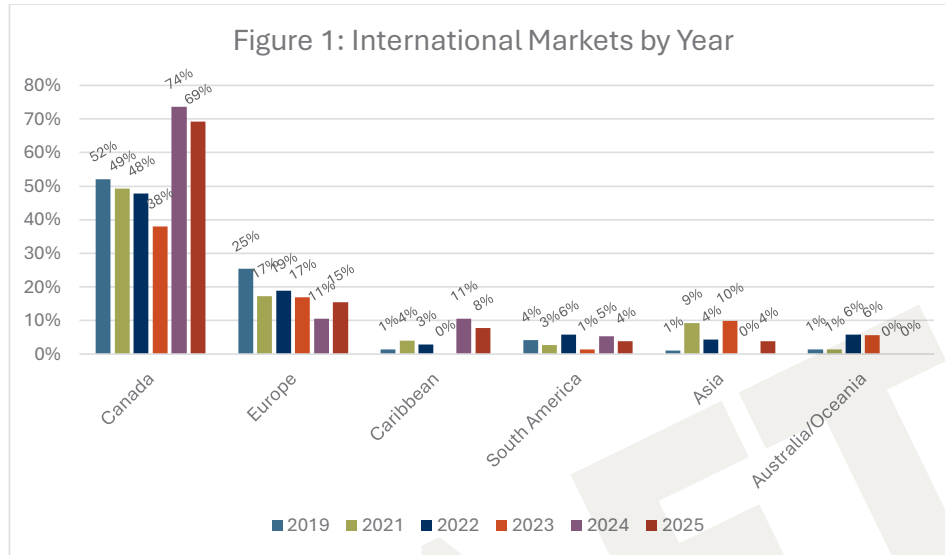
SAMPLE POINT OF ORIGIN

ZIP Code Analysis – Top 30 MSAs

	Metropolitan Area	Sum MSA	Percent MSA Share
1	New York-Newark-Jersey City, NY-NJ	71	4.6%
2	Chicago-Naperville-Elgin, IL-IN	57	3.7%
3	Atlanta-Sandy Springs-Roswell, GA	44	2.9%
4	Charlotte-Concord-Gastonia, NC-SC	40	2.6%
5	Cincinnati, OH-KY-IN	40	2.6%
6	Rural OH	39	2.5%
7	Pittsburgh, PA	37	2.4%
8	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	35	2.3%
9	Columbus, OH	34	2.2%
10	Minneapolis-St. Paul-Bloomington, MN-WI	31	2.0%
11	Akron, OH	30	1.9%
12	Hilton Head Island-Bluffton-Port Royal, SC	29	1.9%
13	Boston-Cambridge-Newton, MA-NH	26	1.7%
14	Dallas-Fort Worth-Arlington, TX	24	1.6%
15	Greenville-Anderson-Greer, SC	23	1.5%
16	Washington-Arlington-Alexandria, DC-VA-MD-WV	22	1.4%
17	Indianapolis-Carmel-Greenwood, IN	20	1.3%
18	Louisville/Jefferson County, KY-IN	20	1.3%
19	Toledo, OH	19	1.2%
20	Myrtle Beach-Conway-North Myrtle Beach, SC	18	1.2%
21	St. Louis, MO-IL	18	1.2%
22	Augusta-Richmond County, GA-SC	17	1.1%
23	Columbia, SC	16	1.0%
24	Grand Rapids-Wyoming-Kentwood, MI	16	1.0%
25	Asheville, NC	15	1.0%
26	Detroit-Warren-Dearborn, MI	14	0.9%
27	Milwaukee-Waukesha, WI	14	0.9%
28	Baltimore-Columbia-Towson, MD	13	0.8%
29	Buffalo-Cheektowaga, NY	13	0.8%
30	Rochester, NY	13	0.8%
	Other	731	47.5%
	N	1,539	

Table 7: ZIP Code Analysis – Top 30 MSAs

International Markets

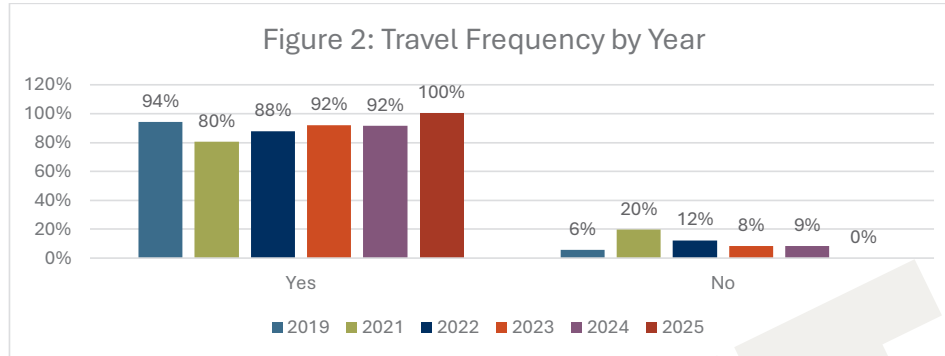


	2019	2021	2022	2023	2024	2025
Canada	52.1%	49.3%	47.8%	38.0%	73.7%	69.2%
Europe	25.4%	17.3%	18.8%	16.9%	10.5%	15.4%
Caribbean	1.4%	4.0%	2.9%	-	10.5%	7.7%
South America	4.2%	2.7%	5.8%	1.4%	5.3%	3.8%
Asia	1.0%	9.3%	4.3%	9.9%	-	3.8%
Australia/Oceania	1.4%	1.3%	5.8%	5.6%	-	-
Africa	2.1%	6.7%	7.2%	1.4%	-	-
Antarctica	-	2.7%	-	-	-	-
Central America	8.5%	1.3%	-	-	-	-
Middle East	-	5.3%	7.2%	26.8%	-	-
N	71	75	69	71	19	26

Table 8: International Markets by Year

TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA

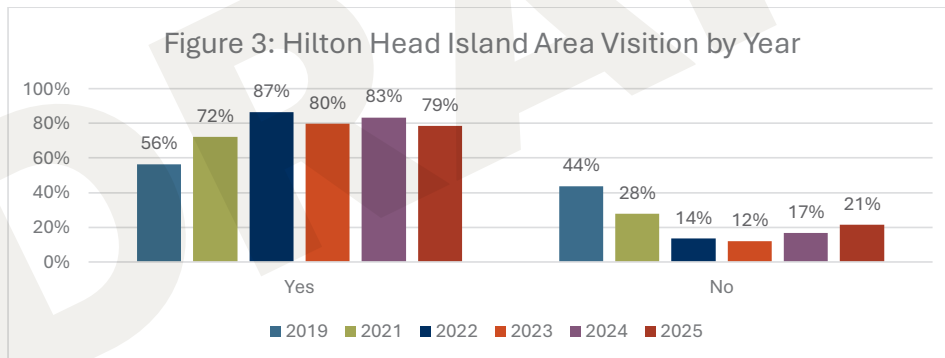
Within the last 12 months have you traveled or taken a vacation?¹



	2019	2021	2022	2023	2024	2025
Yes	94.3%	80.4%	87.8%	91.8%	91.5%	100.0%
No	5.7%	19.6%	12.2%	8.2%	8.5%	-
N	1,684	2,084	2,918	1,710	1,040	1,539

Table 9: Travel Frequency by Year

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



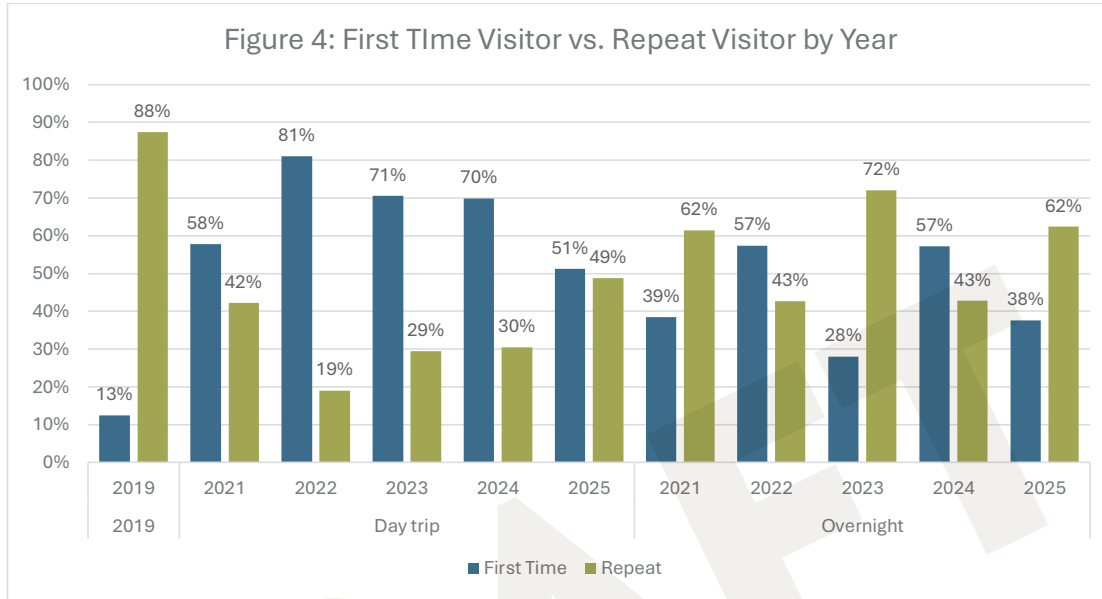
	2019	2021	2022	2023	2024	2025
Yes	56.4%	72.3%	86.5%	79.8%	83.4%	78.6%
No	43.6%	27.7%	13.5%	12.0%	16.6%	21.4%
N	1,713	1,675	2,547	1,570	952	1,539

Table 10: Hilton Head Island Area Visitation by Year

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

HILTON HEAD ISLAND VISITORS

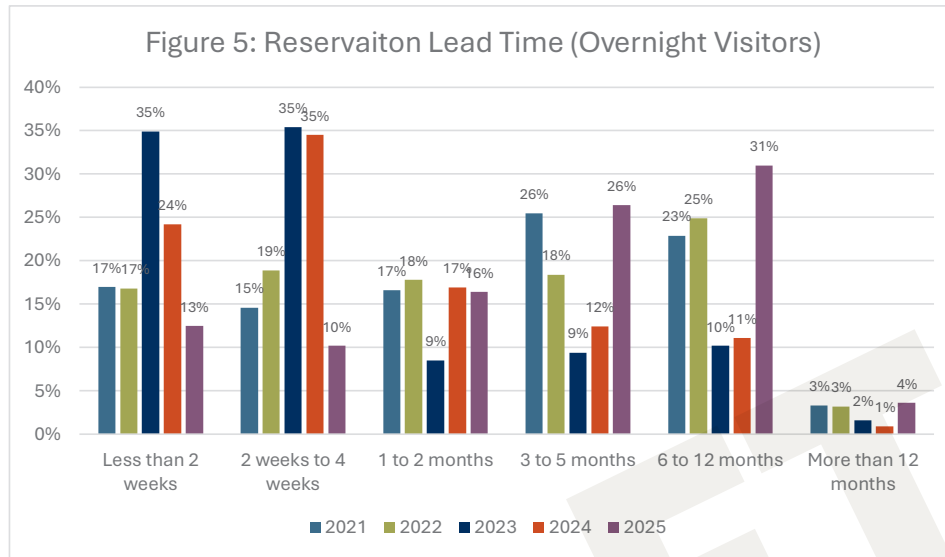
Was this your first time visiting Hilton Head Island?



	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Yes	12.5%	38.5%	57.8%	57.4%	81.0%	28.0%	70.6%	57.2%	69.9%	37.6%	51.2%
No	87.5%	61.5%	42.2%	42.6%	19.0%	72.0%	29.4%	42.8%	30.4%	62.4%	48.8%
N	946	991	45	1,477	79	1,077	34	547	23	1,043	43

Table 11: First Time Visitors vs. Repeat Visitors by Year

Approximately how long before your trip to Hilton Head Island did you make your first reservation?



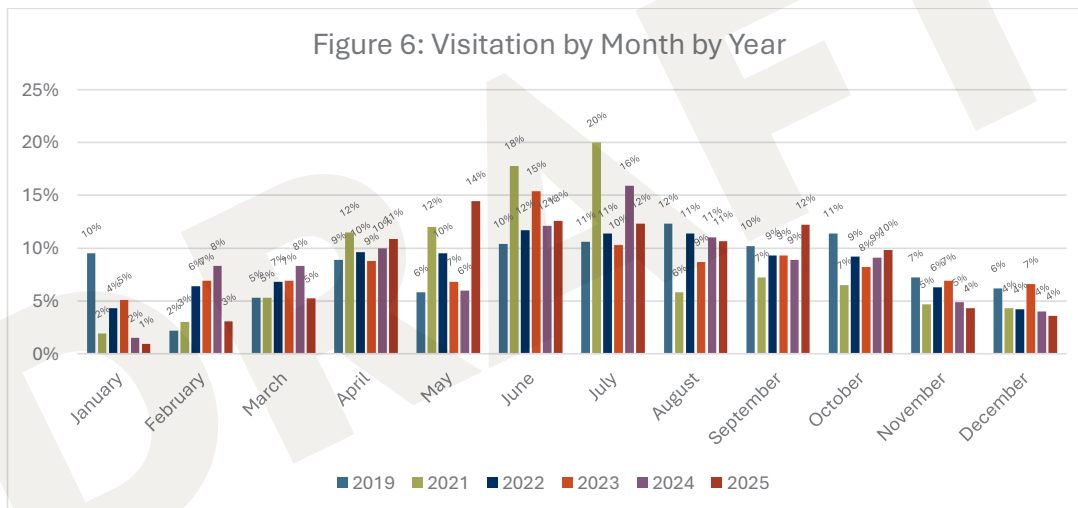
	2021	2022	2023	2024	2025
Less than 2 weeks	17.0%	16.8%	34.9%	24.2%	12.5%
2 weeks to 4 weeks	14.6%	18.9%	35.4%	34.5%	10.2%
1 to 2 months	16.6%	17.8%	8.5%	16.9%	16.4%
3 to 5 months	25.5%	18.4%	9.4%	12.4%	26.4%
6 to 12 months	22.9%	24.9%	10.2%	11.1%	31.0%
More than 12 months	3.3%	3.2%	1.6%	0.9%	3.6%
N	991	1,479	1,076	550	1,036

Table 12: Reservation Lead Time

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

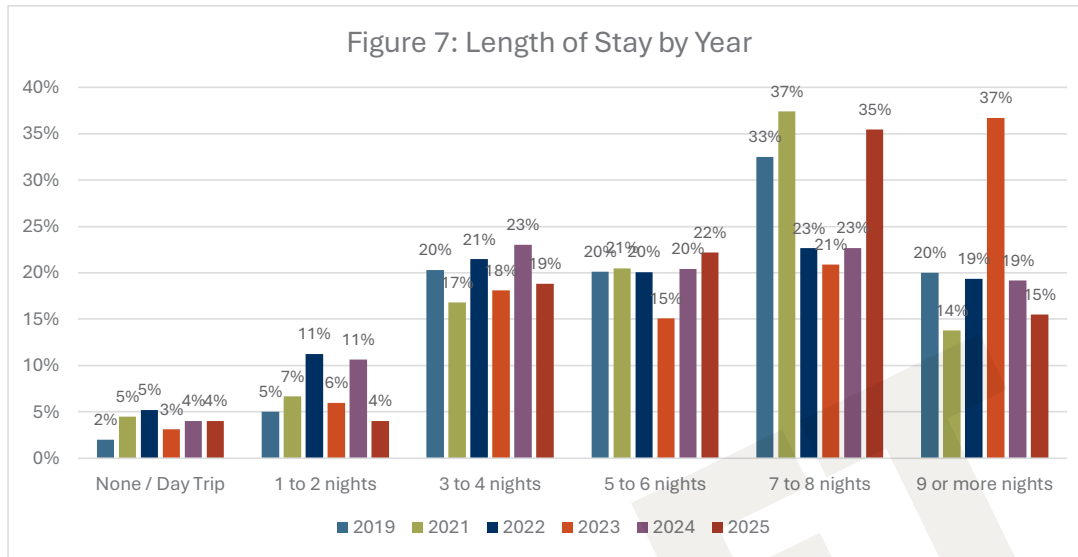
	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
January	9.5%	1.9%	-	4.3%	4.3%	5.1%	3.0%	1.5%	-	0.9%	-
February	2.2%	3.0%	2.9%	6.4%	4.3%	6.9%	-	8.3%	4.8%	3.1%	5.0%
March	5.3%	5.3%	8.6%	6.8%	11.4%	6.9%	3.0%	8.3%	4.8%	5.2%	17.5%
April	8.9%	11.5%	5.7%	9.6%	7.1%	8.8%	15.2%	10.0%	9.5%	10.9%	7.5%
May	5.8%	12.0%	5.7%	9.5%	4.3%	6.8%	12.1%	6.0%	23.8%	14.4%	20.0%
June	10.4%	17.8%	31.4%	11.7%	12.9%	15.4%	18.2%	12.1%	9.5%	12.6%	10.0%
July	10.6%	20.0%	25.7%	11.4%	11.4%	10.3%	12.1%	15.9%	9.5%	12.3%	5.0%
August	12.3%	5.8%	2.9%	11.4%	25.7%	8.7%	12.1%	11.0%	4.8%	10.7%	2.5%
September	10.2%	7.2%	5.7%	9.3%	11.4%	9.3%	6.1%	8.9%	4.8%	12.2%	10.0%
October	11.4%	6.5%	8.6%	9.2%	1.4%	8.2%	9.1%	9.1%	28.6%	9.8%	15.0%
November	7.2%	4.7%	-	6.3%	2.9%	6.9%	-	4.9%	-	4.3%	5.0%
December	6.2%	4.3%	2.9%	4.2%	2.9%	6.6%	9.1%	4.0%	-	3.6%	2.5%
N	951	1,504	34	1,361	70	1,044	33	529	21	976	40

Table 13: 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.

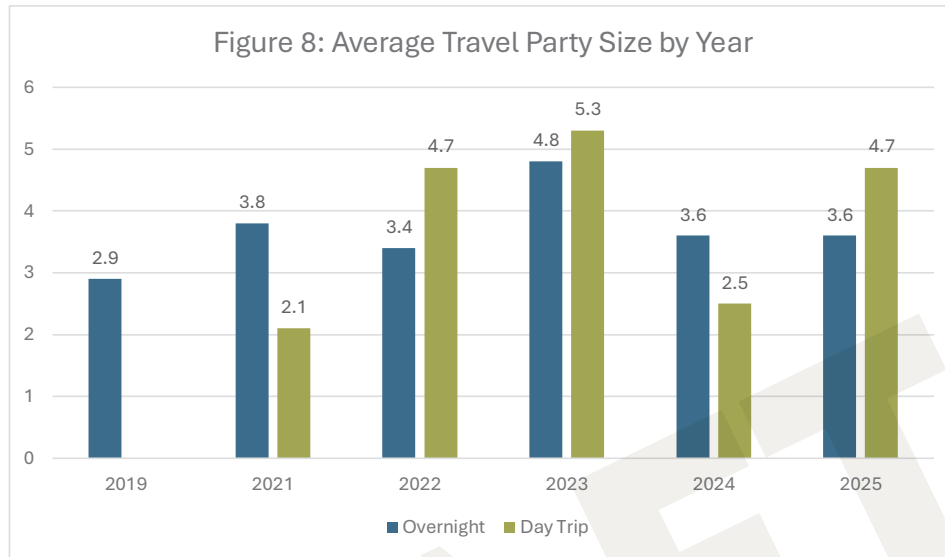
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021	2022	2023	2024	2025
None/day trip only	2.0%	4.5%	5.2%	3.1%	4.0%	4.0%
1 night	1.9%	1.8%	2.4%	0.4%	1.9%	1.1%
2 nights	3.1%	4.9%	8.9%	5.6%	8.7%	2.9%
3 nights	10.3%	7.5%	11.3%	10.2%	11.3%	8.3%
4 nights	10.0%	9.3%	10.2%	7.9%	11.7%	10.4%
5 nights	7.7%	9.6%	10.5%	7.5%	11.5%	9.6%
6 nights	12.4%	10.9%	9.5%	7.6%	8.9%	12.6%
7 nights	30.4%	34.0%	19.3%	15.4%	19.0%	31.5%
8 nights	2.1%	3.4%	3.4%	5.5%	3.7%	3.9%
9 nights	2.3%	2.6%	1.8%	3.7%	3.0%	1.5%
10 nights	3.4%	3.1%	3.2%	3.7%	5.8%	4.0%
11 nights	0.5%	0.4%	1.3%	2.6%	1.6%	0.5%
12 nights	0.8%	0.9%	1.4%	3.7%	1.6%	1.1%
13 nights	0.6%	0.7%	0.8%	2.9%	1.0%	0.8%
14 nights	4.8%	4.2%	3.6%	4.4%	3.5%	3.3%
15 nights	0.5%	0.8%	1.1%	2.9%	0.9%	0.5%
More than 15 nights	7.1%	1.1%	6.2%	12.8%	1.9%	3.8%
N	950	996	1,519	1,103	573	1090

Table 14: Length of Stay by Year

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



	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Average	2.9	3.8	2.1	3.4	4.7	4.8	5.3	3.6	2.5	3.6	4.7
N	951	995	45	1,477	79	1,042	30	551	23	1,044	44

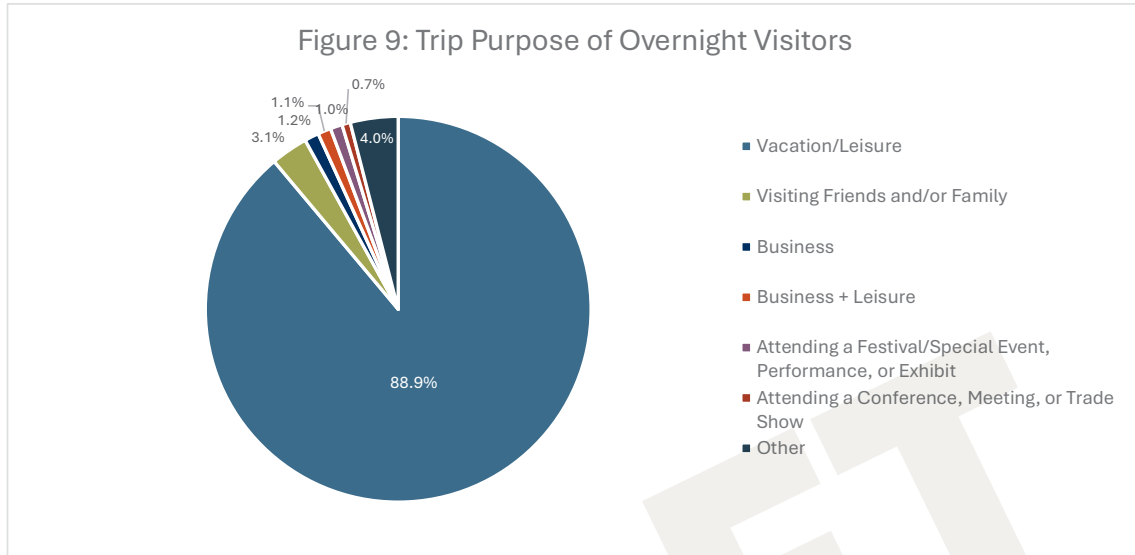
Table 15: Travel Party Size by Year

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

Age		0	1	2	3	4	5	6 or more
Overnight	Under 18	72.2%	9.0%	10.2%	3.5%	1.3%	1.3%	1.0%
	18-24	87.5%	5.7%	3.5%	1.0%	0.4%	0.1%	0.5%
	25-34	85.2%	5.1%	4.9%	1.6%	0.6%	0.7%	0.6%
	35-44	78.6%	5.7%	10.9%	1.6%	1.2%	0.4%	0.2%
	45-54	77.6%	10.3%	9.2%	0.6%	0.4%	0.5%	0.1%
	55-64	66.6%	14.3%	15.5%	1.0%	0.9%	0.1%	0.3%
Day Trip	65+	46.0%	15.7%	31.7%	1.7%	2.4%	0.1%	1.0%
	Under 18	70.5%	15.9%	2.3%	-	-	4.5%	-
	18-24	77.3%	9.1%	4.5%	-	-	-	2.3%
	25-34	84.1%	4.5%	-	2.3%	-	-	2.3%
	35-44	79.5%	6.8%	4.5%	-	-	-	2.3%
	45-54	63.6%	13.6%	9.1%	4.5%	-	-	2.3%
	55-64	61.4%	11.4%	15.9%	2.3%	-	2.3%	-
	65+	47.7%	11.4%	25.0%	2.3%	2.3%	-	4.5%

Table 16: Travel Party by Age Group

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



	2021	2022	2023	2024	2025
Vacation/Leisure	82.1%	74.3%	87.1%	77.1%	88.8%
Visiting Friends and/or Family	3.9%	5.0%	2.7%	4.2%	3.1%
Business	2.1%	5.3%	2.5%	3.8%	1.2%
Business + Leisure	6.7%	6.9%	4.4%	9.8%	1.1%
Attending a Festival/Special Event, Performance, or Exhibit	0.9%	2.5%	0.7%	1.5%	1.0%
Attending a Conference, Meeting, or Trade Show	2.3%	4.2%	1.1%	2.9%	0.7%
Other	1.9%	1.7%	1.4%	0.4%	4.0%
N	995	1,491	1,081	551	1,056

Table 17: 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	2025
Part of a vacation	57.8%	72.2%	76.5%	73.9%	79.1%
Day trip from home	42.2%	27.8%	23.5%	26.1%	20.9%
N	45	79	34	15	43

Table 18: Day Trip as Part of a Vacation or Day Trip from Home

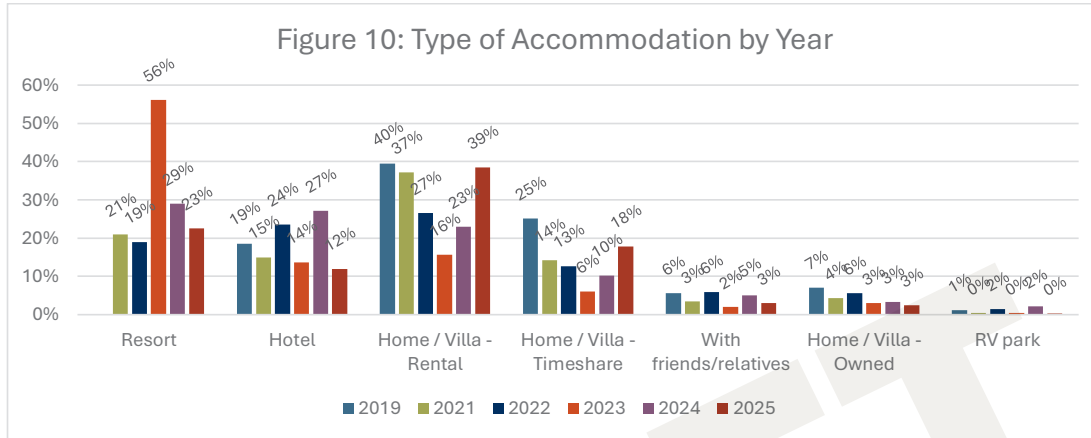
Where did you stay overnight?

	2021	2022	2023	2024	2025
Savannah	42.3%	19.3%	23.1%	26.7%	50.0%
Charleston	19.2%	50.9%	26.9%	26.7%	11.8%
Beaufort	19.2%	14.0%	15.4%	6.7%	14.7%
Tybee Island	7.7%	10.5%	19.2%	6.7%	8.8%
Jacksonville	3.8%	3.5%	11.5%	20.0%	-
Fripp Island	3.8%	-	-	-	-
Other	3.8%	1.8%	3.8%	13.3%	-
N	26	57	26	15	29

Table 19: Day Trip Visitors' Overnight Location

Overnight Visitors:

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



	2019	2021	2022	2023	2024	2025
Home / Villa - Rental	39.5%	37.2%	26.6%	15.6%	23.0%	38.5%
Resort	-	20.9%	19.0%	56.1%	29.0%	22.6%
Home / Villa - Timeshare	25.2%	14.2%	12.7%	6.1%	10.2%	17.8%
Hotel	18.6%	15.0%	23.6%	13.7%	27.2%	11.9%
With friends/relatives	5.6%	3.4%	5.9%	2.0%	5.1%	3.0%
Home / Villa - Owned	7.1%	4.3%	5.6%	3.0%	3.3%	2.5%
RV park	1.1%	0.4%	1.5%	0.4%	2.2%	0.3%
Other	1.4%	0.3%	0.1%	-	-	3.4%
N	951	1,040	1,570	1,115	551	1,044

Table 20: Types of Accommodation by Year

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

Hilton Beachfront Resort & Spa	16.2%
Omni Resort	15.0%
Hampton inn	8.3%
Sonesta	7.5%
Beach House Resort	3.8%
Doubletree	3.8%
Holiday Inn Express	3.4%
The Westin	2.6%
HHI Beach & Tennis Resort	2.3%
Marriott Barony Beach	2.3%
N	176

Table 21: Top 10 Hotels or Resorts

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

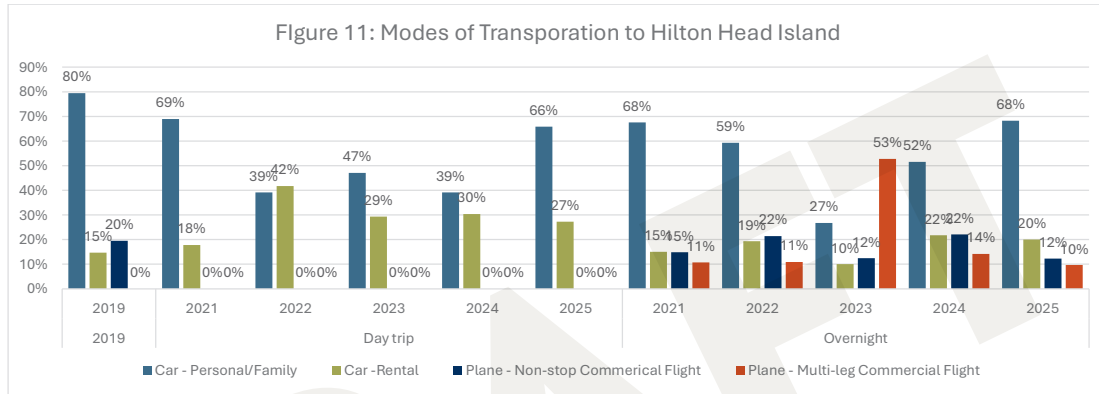
	2019	2021	2022	2023	2024	2025
VRBO	32.8%	34.2%	29.2%	32.3%	22.6%	29.1%
Local company	22.7%	22.9%	24.7%	22.2%	33.6%	25.1%
Airbnb	2.4%	10.0%	12.0%	10.2%	15.8%	14.2%
Directly with the resort	11.2%	15.1%	13.0%	10.8%	17.1%	12.4%
Vacasa	-	4.9%	5.5%	6.6%	3.4%	5.5%
Booking.com	-	0.3%	2.2%	0.6%	1.4%	1.2%
TurnKey	-	1.3%	-	3.0%	2.1%	0.0%
HomeAway	-	2.2%	3.5%	4.2%	0.7%	0.0%
Directly with owner	-	6.2%	6.0%	-	-	0.0%
I don't remember	3.5%	0.8%	3.0%	1.2%	1.4%	2.0%
None	-	0.5%	0.5%	0.6%	2.1%	0.5%
Other	23.5%	1.6%	0.5%	8.4%	-	10.0%
N		371	401	167	146	402

Table 22: Booking Platforms for Home/Villa Rental

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

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Car - Personal/Family	79.50%	67.6%	68.9%	59.3%	39.2%	26.7%	47.1%	51.5%	39.1%	68.3%	65.9%
Car - Rental	14.70%	15.0%	17.8%	19.4%	41.8%	10.0%	29.4%	21.8%	30.4%	20.1%	27.3%
Plane - Non-stop commercial flight	19.5% ²	14.8%	-	21.5%	-	12.4%	-	22.1%	-	12.4%	-
Plane - Multi-leg commercial flight	-	10.7%	-	11.0%	-	52.8%	-	14.2%	-	9.7%	-
Personal RV	1.10%	2.2%	-	4.9%	1.3%	1.9%	17.6%	5.1%	17.4%	1.1%	-
Motor Coach/Tour bus	-	1.5%	6.7%	3.9%	15.2%	5.9%	11.8%	10.0%	21.7%	0.5%	-
Plane - Private	0.20%	0.7%	13.3%	3.4%	10.1%	1.5%	17.6%	2.2%	21.7%	0.3%	2.3%
Other	0.60%	0.6%	-	0.1%	-	0.2%	-	0.2%	-	1.2%	2.3%
N	953	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 23: Modes of Transportation to Hilton Head Island



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

Visitors Arriving by Plane:

At which airport did you land?

	2019	2021	2022	2023	2024	2025
Hilton Head Island	12.8%	39.8%	33.8%	81.6%	31.7%	50.5%
Savannah/Hilton Head Island International	69.5%	40.6%	38.1%	12.1%	56.5%	40.7%
Charleston	9.2%	8.8%	12.7%	3.3%	5.3%	3.6%
Atlanta	2.8%	5.6%	6.1%	1.4%	-	2.6%
Jacksonville	1.4%	2.0%	5.5%	1.1%	2.8%	1.0%
Charlotte	1.4%	2.0%	3.3%	0.3%	2.0%	0.8%
Other	2.8%	1.2%	0.4%	0.3%	2.0%	0.8%
N	114	251	488	728	246	386

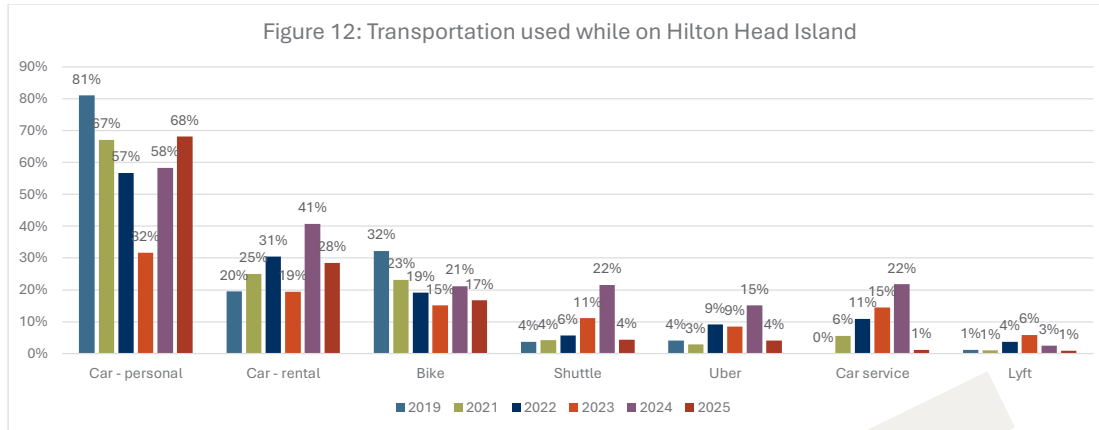
Table 24: Arrival Airport by Year

Which commercial airline did you use?

	2021	2022	2023	2024	2025
American Airlines	38.9%	44.8%	25.4%	59.3%	30.7%
Delta	16.6%	7.0%	2.6%	3.3%	18.9%
Southwest	8.1%	9.0%	14.2%	7.5%	18.9%
JetBlue	6.5%	3.6%	12.2%	3.3%	8.8%
Allegiant	10.1%	8.1%	2.1%	3.3%	3.5%
Breeze	1.2%	3.2%	1.4%	2.5%	3.1%
Alaska	2.8%	10.4%	1.7%	8.3%	0.9%
Frontier	1.6%	2.3%	11.9%	2.9%	0.9%
Silver Airways	0.8%	1.8%	14.2%	1.2%	0.9%
Sun Country Airlines	0.4%	0.9%	0.1%	-	0.9%
Air Canada	5.3%	6.8%	12.8%	7.5%	0.0%
Spirit	0.4%	0.2%	-	-	0.0%
United	6.9%	1.8%	-	0.8%	0.0%
Other	-	-	-	-	12.7%
N	247	442	720	241	228

Table 25: Commercial Airlines Used

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



	2019	2021	2022	2023	2024	2025
Car - personal	81.1%	67.1%	56.7%	31.7%	58.3%	68.2%
Car - rental	19.5%	25.0%	30.5%	19.4%	40.7%	28.4%
Bike	32.2%	23.2%	19.1%	15.2%	21.2%	16.7%
Shuttle offered by the hotel/resort	3.7%	4.2%	5.7%	11.1%	21.6%	4.4%
Uber	4.1%	2.9%	9.2%	8.5%	15.1%	4.1%
Public transportation (HHI Trolley, etc.)	5.4%	5.4%	6.8%	12.5%	23.4%	3.9%
Car service	-	5.5%	10.9%	14.5%	21.8%	1.1%
On Foot	-	1.4%	1.3%	0.8%	-	1.2%
Lyft	1.1%	1.0%	3.7%	5.8%	2.5%	0.9%
Other	-	0.1%	0.1%	-	0.7%	1.4%
N	948	995	1,477	1,115	551	1,044

Table 26: Transportation Used While on Hilton Head Island

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	\$266	\$413	\$344	\$217	\$186	\$70	\$327
Lodging	\$3,225	\$1,372	\$1,417	\$0	\$0	\$0	\$2,242
Food - Dining	\$785	\$573	\$578	\$406	\$315	\$213	\$630
Food - Grocery	\$274	\$202	\$210	\$238	\$164	\$83	\$234
Shopping	\$353	\$382	\$322	\$334	\$409	\$190	\$353
Spas	\$145	\$164	\$100	\$80	\$65	\$50	\$147
Golf	\$374	\$305	\$164	\$67	\$58	\$30	\$284
Biking	\$145	\$113	\$30	\$20	\$20	\$10	\$105
Performance/Visual Arts	\$147	\$145	\$48	\$50	\$50	\$50	\$120
Festivals	\$86	\$84	\$19	\$50	\$46	\$60	\$70
Museums/Historical Tours	\$99	\$185	\$49	\$25	\$25	\$114	\$125
Boating/Sailing/Fishing	\$278	\$249	\$166	\$65	\$70	\$10	\$238
Nature-based Activities	\$89	\$106	\$10	\$70	\$44	\$30	\$87
Dolphin Tours	\$115	\$119	\$48	\$30	\$30	\$57	\$104
Tennis	\$78	\$82	\$50	\$25	\$40	\$20	\$69
Other Expenses	\$152	\$146	\$89	\$96	\$57	\$30	\$134
Total Expenditure	\$4,688	\$2,681	\$2,079	\$1,063	\$979	\$444	\$3,168

Table 27: Average Per Travel Party Trip Expenditures by Category and Visitor Type

DRAFT

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

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Beaches	73.5%	75.4%	55.6%	62.0%	38.0%	40.7%	44.1%	61.9%	47.8%	76.0%	51.2%
Relaxation	58.6%	51.5%	31.1%	34.1%	12.7%	31.7%	20.6%	31.8%	13.0%	61.4%	46.5%
Time with family/friends	48.4%	46.6%	24.4%	32.6%	10.1%	22.2%	26.5%	32.1%	34.8%	46.6%	34.9%
Culinary	13.9%	12.2%	31.1%	14.2%	27.8%	14.3%	20.6%	8.3%	8.7%	16.1%	9.3%
Biking	15.7%	16.4%	11.1%	21.3%	27.8%	17.4%	11.8%	17.1%	21.7%	13.2%	4.7%
Shopping	11.7%	10.9%	24.4%	10.7%	8.9%	14.3%	20.6%	11.1%	8.7%	10.5%	37.2%
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%	10.4%	9.3%
Golf	16.3%	13.7%	8.9%	10.4%	13.9%	14.1%	2.9%	11.3%	8.7%	8.0%	4.7%
Heritage attractions / Museum / Historical tours	3.3%	6.5%	20.0%	10.6%	16.5%	6.1%	32.4%	13.4%	17.4%	6.9%	0.0%
Boating / Sailing / Kayaking	1.6%	7.5%	11.1%	13.6%	16.5%	12.3%	26.5%	22.5%	8.7%	4.7%	0.0%
Parks	1.4%	1.8%	6.7%	4.9%	5.1%	11.1%	2.9%	5.6%	4.3%	3.2%	4.7%
Health/wellness/fitness	2.1%	3.4%	11.1%	5.9%	6.3%	13.1%	8.8%	5.8%	0.0%	3.1%	0.0%
Festivals	4.0%	3.6%	6.7%	8.2%	3.8%	11.6%	8.8%	10.0%	4.3%	2.3%	4.7%
Tennis	2.1%	1.7%	6.7%	2.6%	11.4%	3.9%	2.9%	2.4%	4.3%	2.2%	0.0%
Attend sporting event	0.6%	4.7%	15.6%	11.2%	10.1%	11.3%	2.9%	7.8%	4.3%	2.1%	0.0%
Business trip (convention, meeting, etc.)	1.2%	5.1%	4.4%	10.5%	24.1%	13.1%	2.9%	11.3%	13.0%	1.2%	2.3%
Wedding	-	1.2%	-	1.6%	-	0.9%	2.9%	2.7%	0.0%	0.9%	0.0%
Other	8.1%	4.1%	-	3.9%	2.5%	1.8%	5.9%	2.2%	8.7%	8.4%	9.3%
N	953	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 28: Three Primary Reasons for Visitation

Which of the following activities did you actively participate in?

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Beaches	83.2%	81.8%	42.2%	69.4%	51.9%	46.0%	44.1%	67.5%	30.4%	87.2%	55.8%
Relaxation	78.0%	68.7%	40.0%	45.6%	15.2%	28.1%	8.8%	42.1%	26.1%	80.2%	46.5%
Shopping	69.1%	58.1%	46.7%	42.3%	13.9%	25.9%	29.4%	50.1%	26.1%	67.2%	58.1%
Time with family/friends	70.5%	59.0%	37.8%	40.8%	20.3%	25.1%	20.6%	40.3%	39.1%	64.1%	32.6%
Culinary	40.1%	29.1%	31.1%	27.5%	16.5%	14.3%	20.6%	21.8%	4.3%	36.7%	23.3%
Biking	37.3%	40.5%	6.7%	38.4%	24.1%	31.2%	17.6%	36.7%	30.4%	31.6%	7.0%
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%	29.0%	14.0%
Museum / Historical tours	17.8%	15.7%	11.1%	17.9%	8.9%	9.9%	14.7%	24.3%	21.7%	20.9%	0.0%
Water excursions	24.4%	17.6%	17.8%	11.3%	29.1%	17.8%	17.6%	19.4%	17.4%	15.2%	7.0%
Golf	23.8%	18.7%	8.9%	14.6%	6.3%	6.7%	5.9%	18.5%	4.3%	12.6%	0.0%
Health / Wellness / Fitness	12.6%	12.8%	4.4%	14.8%	12.7%	7.8%	14.7%	15.4%	0.0%	10.4%	0.0%
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%	8.6%	0.0%
Festivals	13.4%	6.5%	6.7%	12.1%	8.9%	5.8%	17.6%	16.2%	13.0%	7.5%	9.3%
Tennis	5.9%	4.9%	-	3.2%	1.3%	3.9%	2.9%	5.8%	4.3%	4.8%	2.3%
Sports activities	8.1%	4.4%	8.9%	5.8%	5.1%	2.8%	91.2%	8.0%	4.3%	4.3%	2.3%
Attend sporting event	2.3%	4.9%	8.9%	13.5%	16.5%	15.3%	11.8%	7.3%	13.0%	3.3%	2.3%
Spas	8.0%	5.1%	6.7%	9.5%	5.1%	3.9%	5.9%	13.1%	4.3%	3.1%	0.0%
Business/work	2.5%	7.1%	13.3%	11.8%	11.4%	5.4%	2.9%	15.1%	13.0%	1.9%	2.3%
University visit / Education / Intellectual programs	0.6%	1.4%	2.2%	2.0%	1.3%	1.6%	2.9%	3.3%	0.0%	1.1%	0.0%
Other	3.9%	2.0%	-	2.6%	6.3%	1.8%	5.9%	1.3%	17.4%	6.6%	2.3%
N	950	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 29: Activities Visitors Participated In

Which shopping locations did you visit?

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Colligny Plaza	68.8%	64.7%	26.7%	54.4%	32.9%	31.6%	23.5%	47.0%	13.0%	70.6%	30.2%
Harbour Town	60.2%	55.8%	26.7%	44.2%	39.2%	29.2%	23.5%	39.0%	13.0%	59.5%	18.6%
Shelter Cove Harbour	47.8%	42.0%	17.8%	36.9%	21.5%	23.0%	20.6%	29.0%	13.0%	47.7%	14.0%
Shelter Cove Towne Centre	40.4%	33.4%	20.0%	25.0%	8.9%	21.2%	29.4%	30.3%	13.0%	37.9%	2.3%
Tanger Outlets	53.2%	34.9%	37.8%	26.1%	22.8%	19.6%	5.9%	20.5%	8.7%	32.4%	16.3%
The Shops at Sea Pines Center	32.6%	30.3%	8.9%	25.5%	6.3%	18.1%	35.3%	26.0%	26.1%	31.7%	7.0%
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%	31.0%	14.0%
Downtown Bluffton	30.5%	25.4%	28.9%	31.1%	34.2%	20.4%	38.2%	40.5%	52.2%	25.5%	41.9%
Main Street Village	25.0%	20.2%	8.9%	24.6%	25.3%	14.9%	20.6%	26.0%	4.3%	20.2%	16.3%
South Beach Marina	25.2%	21.5%	11.1%	17.7%	15.2%	14.9%	23.5%	22.0%	13.0%	14.7%	4.7%
Village at Wexford	16.4%	10.9%	6.7%	12.8%	11.4%	10.9%	11.8%	12.7%	8.7%	9.4%	4.7%
Buckwater shopping areas	2.9%	4.9%	11.1%	8.3%	10.1%	10.1%	8.8%	14.9%	13.0%	1.8%	4.7%
Other	5.5%	2.1%	2.2%	2.3%	1.3%	2.1%	67.6%	-	-	5.2%	14.0%
None	2.1%	1.5%	2.2%	0.7%	1.3%	0.7%	23.5%	1.3%	8.7%	1.3%	11.6%
N	950	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 30: Shopping Locations Visited

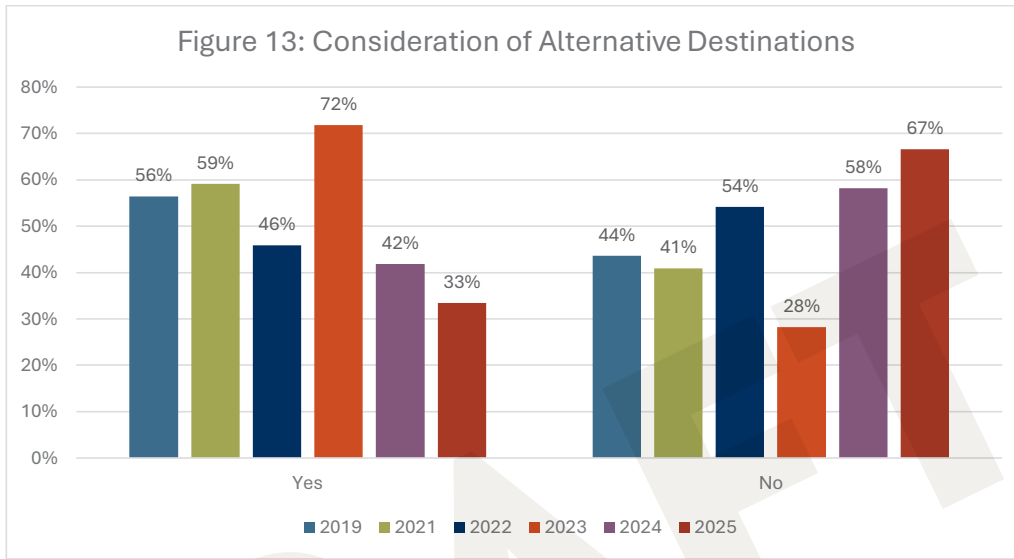
Did you visit any of the following cities while staying on Hilton Head Island?

	2021	2022	2023	2024	2025
Bluffton	37.0%	37.4%	66.2%	45.0%	38.3%
Savannah	29.3%	26.0%	16.0%	23.2%	34.3%
Beaufort	17.7%	23.2%	9.4%	19.8%	17.7%
Charleston	15.7%	20.8%	10.5%	23.6%	13.9%
Daufuskie Island	13.0%	17.1%	7.8%	18.7%	6.1%
Tybee Island	7.3%	10.0%	51.1%	16.5%	6.0%
Jacksonville	5.4%	11.3%	4.8%	15.6%	1.7%
Other	0.9%	0.5%	0.9%	0.5%	32.3%
I did not visit any other cities.	28.8%	20.1%	12.2%	18.0%	30.6%
N	995	1,477	1,115	551	1,044

Table 31: Other Cities Visited While on Hilton Head Island

TRAVEL PLANNING

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



	2019	2021	2022	2023	2024	2025
Yes	56.4%	59.1%	45.9%	71.8%	41.8%	33.4%
No	43.6%	40.9%	54.1%	28.2%	58.2%	66.6%
N	1,691	1,039	1,570	1,114	574	1,084

Table 32: Consideration of Alternative Destinations by Year

Which of the following destinations did you consider visiting?

	2019	2021	2022	2023	2024	2025
Savannah, GA	33.9%	20.0%	19.3%	11.3%	22.6%	29.7%
Charleston, SC	45.2%	24.2%	19.3%	8.5%	21.3%	28.9%
Myrtle Beach, SC	37.5%	20.5%	12.9%	7.0%	10.1%	28.6%
Outer Banks, NC	22.6%	28.9%	20.0%	12.3%	27.5%	26.9%
Tybee Island, GA	18.2%	14.6%	8.8%	6.3%	7.0%	18.4%
Orlando, FL	12.1%	19.3%	15.0%	9.5%	18.5%	17.0%
Gulf Shores, AL	14.9%	19.8%	28.1%	18.3%	26.1%	15.6%
Other	11.3%	13.2%	13.6%	12.4%	16.7%	14.7%
Sanibel Island, FL	13.7%	13.4%	13.8%	7.5%	15.7%	13.9%
The Florida Keys	19.4%	12.5%	8.5%	11.6%	7.7%	13.9%
Caribbean	12.5%	23.1%	20.4%	12.1%	29.6%	11.3%
Tampa/St. Petersburg, FL	10.1%	9.6%	6.5%	6.3%	8.7%	11.3%
Isle of Palms, SC	12.5%	18.1%	16.1%	6.9%	22.6%	10.5%
Jekyll Island, GA	12.5%	13.2%	10.1%	10.4%	11.1%	10.5%
Marco Island/Naples, FL	12.1%	14.4%	18.2%	11.8%	12.9%	9.6%
Kiawah Island, SC	14.1%	15.5%	10.8%	7.5%	13.9%	8.8%
Sarasota, FL	6.9%	7.3%	9.6%	6.9%	10.5%	8.5%
St. Simons Island, GA	-	10.1%	10.4%	7.6%	10.8%	8.2%
Hawaiian Islands	4.8%	15.8%	24.4%	14.4%	29.3%	7.1%
Sandestin, FL	8.5%	9.2%	13.1%	8.4%	12.5%	4.8%
Bluffton, SC	-	1.9%	4.4%	1.5%	5.2%	3.7%
Sea Island, GA	4.8%	10.4%	12.5%	9.4%	14.6%	3.4%
Napa/Sonoma, CA	2.8%	8.5%	8.9%	6.4%	11.8%	2.8%
Santa Fe, NM	1.6%	2.8%	4.0%	5.4%	7.0%	2.8%
Pinehurst, NC	3.2%	9.9%	12.2%	7.0%	9.8%	2.3%
Aspen, CO	2.0%	11.5%	10.1%	10.4%	13.2%	2.0%
Reynolds Plantation, GA	1.2%	8.9%	10.7%	8.3%	12.5%	1.7%
Telluride, CO	0.8%	7.8%	12.4%	10.3%	12.5%	1.4%
Alabama Golf Trail	1.6%	23.8%	31.9%	15.1%	27.5%	1.1%
Ponte Vedre, FL	3.6%	8.5%	8.9%	5.5%	12.9%	1.1%
Total	248	425	720	800	278	353

Table 33: Alternative Destinations by Year

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

	2019	2021	2022	2023	2024	2025
Had visited in the past and wanted to return.	80.3%	60.0%	42.5%	20.4%	40.6%	56.8%
Wanted to visit a beach destination.	48.3%	49.7%	45.7%	32.6%	52.3%	50.2%
Wanted to visit someplace new.	8.6%	18.1%	17.8%	10.6%	29.1%	24.0%
It was recommended by friends/family.	18.2%	24.1%	26.2%	12.2%	40.8%	23.7%
Wanted to visit some place within driving distance.	22.7%	23.9%	19.4%	7.9%	18.5%	22.8%
Wanted to visit because of the nature-based attractions.	10.9%	14.5%	23.3%	23.4%	39.9%	11.3%
Wanted to visit heritage attractions.	4.6%	7.8%	20.3%	18.2%	32.6%	6.0%
Discovered/learned about it on the internet/display ads/search engines.	3.0%	7.5%	10.1%	4.7%	19.2%	4.6%
Saw an advertisement in a magazine or website/social media about the area.	2.1%	4.0%	9.9%	4.4%	18.3%	3.7%
Safe place to visit during or after COVID-19 pandemic.	-	19.0%	9.3%	4.2%	7.8%	2.9%
Wanted to attend a cultural/performing arts event.	1.9%	2.7%	6.3%	3.2%	14.1%	2.8%
Wanted to attend a sporting event.	1.7%	2.9%	4.3%	1.9%	6.6%	1.2%
Other	14.2%	8.5%	5.1%	2.9%	6.6%	12.2%
N	953	1,039	1,570	1,288	574	1,084

Table 34: Reasons for Visiting Hilton Head Island

How likely are you to return to Hilton Head Island?

	2021	2022	2023	2024	2025
Very likely	74.3%	62.7%	44.4%	53.7%	69.9%
Likely	15.0%	22.5%	24.3%	30.4%	18.3%
Neutral	7.6%	9.5%	17.2%	12.6%	6.8%
Unlikely	1.9%	3.7%	13.4%	2.2%	3.3%
Very Unlikely	1.3%	1.7%	0.6%	1.0%	1.7%
N	1,027	1,510	1,027	574	1,051

Table 35: Likelihood of Visiting Hilton Head Island Again

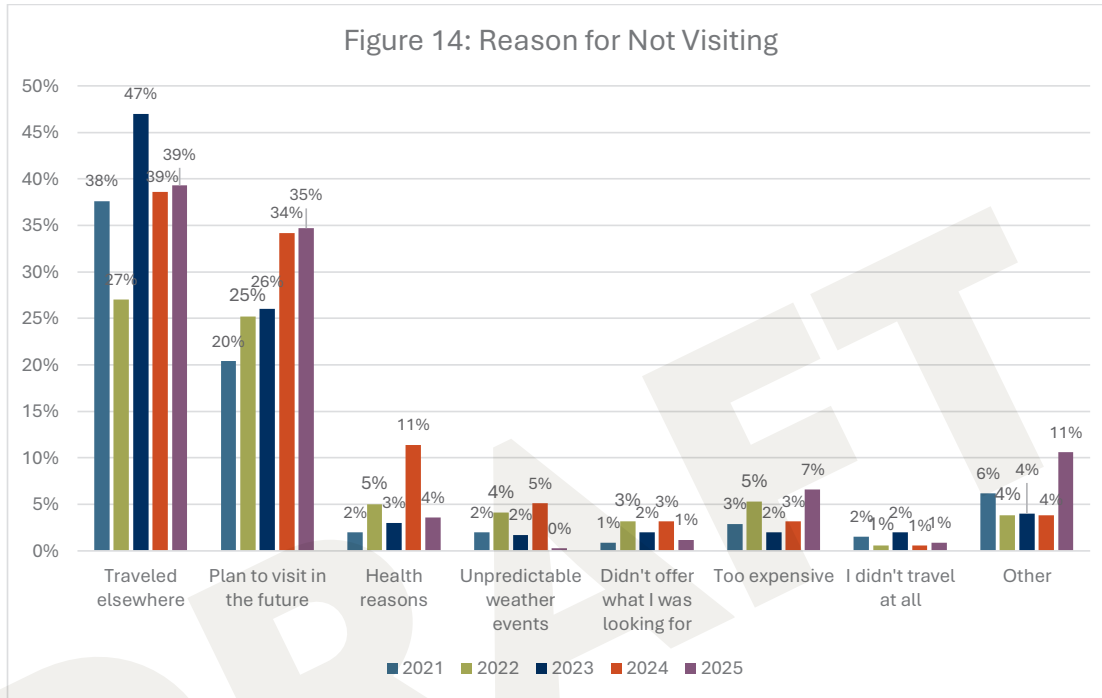
How likely are you to recommend visiting Hilton Head Island to a friend or family member?

	2021	2022	2023	2024	2025
Definitely Recommend	79.7%	70.2%	48.4%	65.6%	79.7%
Probably Recommend	14.9%	21.8%	22.8%	23.4%	12.4%
May or May Not Recommend	4.9%	6.2%	14.1%	9.0%	4.3%
Probably Not Recommend	0.5%	1.5%	14.4%	1.6%	1.3%
Definitely Not Recommend	-	0.2%	0.2%	0.3%	0.6%
N	1,034	1,522	1,039	574	1,071

Table 36: 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	2025
Traveled elsewhere	37.6%	27.0%	47.0%	38.6%	39.3%
Plan to visit in the future	20.4%	25.2%	26.0%	34.2%	34.7%
Too expensive	2.9%	5.3%	2.0%	3.2%	6.6%
Health reasons	2.0%	5.0%	3.0%	11.4%	3.6%
Didn't offer what I was looking for	0.9%	3.2%	2.0%	3.2%	1.2%
Unpredictable weather events	2.0%	4.1%	1.7%	5.1%	0.3%
I didn't travel at all	1.5%	0.6%	2.0%	0.6%	0.9%
Other	6.2%	3.8%	4.0%	3.8%	10.6%
COVID-19 pandemic	26.5%	25.8%	7.0%	-	0.3%
N	860	341	100	158	331

Table 37: Reasons for Not Visiting

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

	2021	2022	2023	2024	2025
USA - Southeast (GA, FL, NC, SC)	26.9%	33.7%	42.0%	34.4%	48.9%
USA - West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9.8%	19.6%	22.0%	25.5%	24.2%
USA - Midwest (IA, IN, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)	10.5%	20.8%	17.0%	14.0%	23.3%
USA - South (AL, AR, KY, LA, MS, OK, TN, TX)	9.0%	22.3%	27.0%	23.6%	19.0%
USA - Northeast (CT, MA, MA, NJ, NH, NY, PA, RI, VT)	9.1%	18.5%	24.0%	33.1%	14.2%
Europe	1.2%	7.3%	10.0%	14.6%	11.5%
USA - South Atlantic (DE, DC, MD, VA, WV)	8.0%	17.0%	16.0%	14.6%	10.3%
Latin America and Caribbean	2.1%	6.5%	6.0%	12.1%	8.2%
Canada	1.4%	10.9%	16.0%	16.6%	7.9%
Asia	0.5%	4.4%	8.0%	12.1%	0.9%
Africa	0.3%	1.2%	1.0%	2.5%	0.6%
Australia/New Zealand	0.2%	3.2%	6.0%	5.1%	0.0%
N	860	341	100	157	331

Table 38: Regions Visited by Non-Visitors in the Past 12 Months

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

	2021	2022	2023	2024	2025
Never visited	38.9%	42.9%	33.7%	29.7%	53.5%
1	18.6%	14.0%	9.5%	16.3%	14.5%
2 to 5	30.2%	36.4%	40.8%	45.5%	25.1%
6 to 10	9.8%	5.0%	13.6%	6.5%	4.8%
11 to 20	1.9%	0.9%	1.2%	1.6%	0.3%
21 or more	0.9%	0.5%	1.2%	0.4%	0.3%
N	860	341	169	246	331

Table 39: 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	2025
Yes, within one year	49.2%	50.1%	48.8%	36.7%	51.1%
Yes, but not sure when	42.5%	49.0%	47.0%	55.9%	39.9%
No	8.3%	0.9%	4.2%	36.7%	6.9%
N	859	341	168	245	331

Table 40: Plans of visiting Hilton Head Island-Bluffton in the Future by Non-Visitors

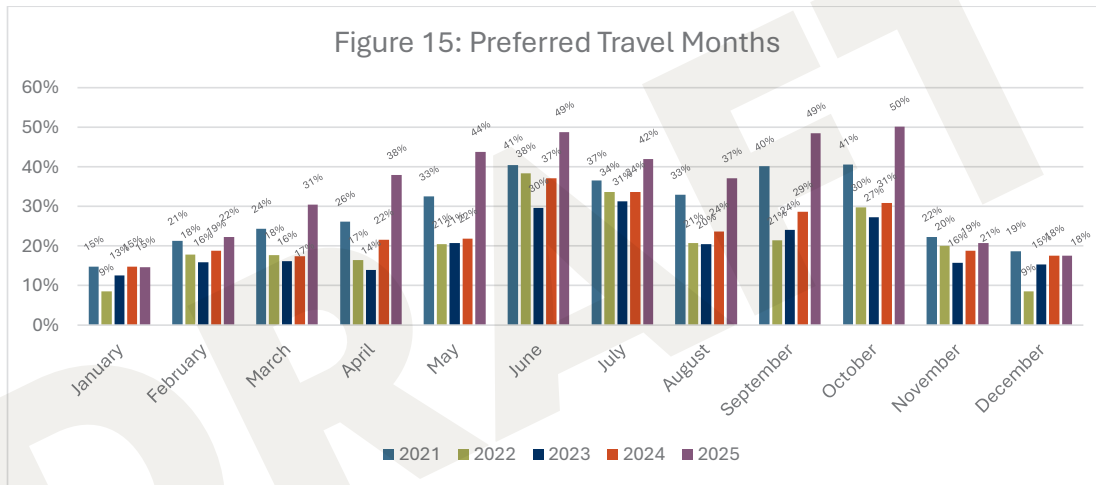
TRAVEL BEHAVIOR – ALL RESPONDENTS

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

	2021	2022	2023	2024	2025
0 to 1	15.3%	10.0%	7.3%	11.7%	10.1%
2 to 4	55.1%	47.3%	50.6%	57.8%	59.4%
5 to 7	19.2%	29.9%	23.4%	18.8%	19.6%
8 to 10	6.3%	8.2%	15.8%	8.7%	5.9%
More than 10	4.1%	4.7%	2.9%	3.0%	5.1%
N	1,042	984	1,625	1,025	1,521

Table 41: Frequency of Leisure/Vacation Trips

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



	2021	2022	2023	2024	2025
January	14.8%	8.5%	12.6%	14.8%	14.7%
February	21.3%	17.8%	15.9%	18.8%	22.2%
March	24.4%	17.7%	16.1%	17.4%	30.5%
April	26.2%	16.5%	13.9%	21.6%	37.9%
May	32.5%	20.5%	20.8%	21.9%	43.8%
June	40.5%	38.4%	29.6%	37.1%	48.8%
July	36.5%	33.7%	31.3%	33.7%	41.9%
August	32.9%	20.7%	20.4%	23.6%	37.1%
September	40.1%	21.4%	24.1%	28.7%	48.5%
October	40.6%	29.8%	27.3%	30.8%	50.2%
November	22.2%	20.0%	15.8%	18.8%	20.8%
December	18.7%	8.5%	15.3%	17.6%	17.6%
N	1,042	984	1,625	1,040	1,521

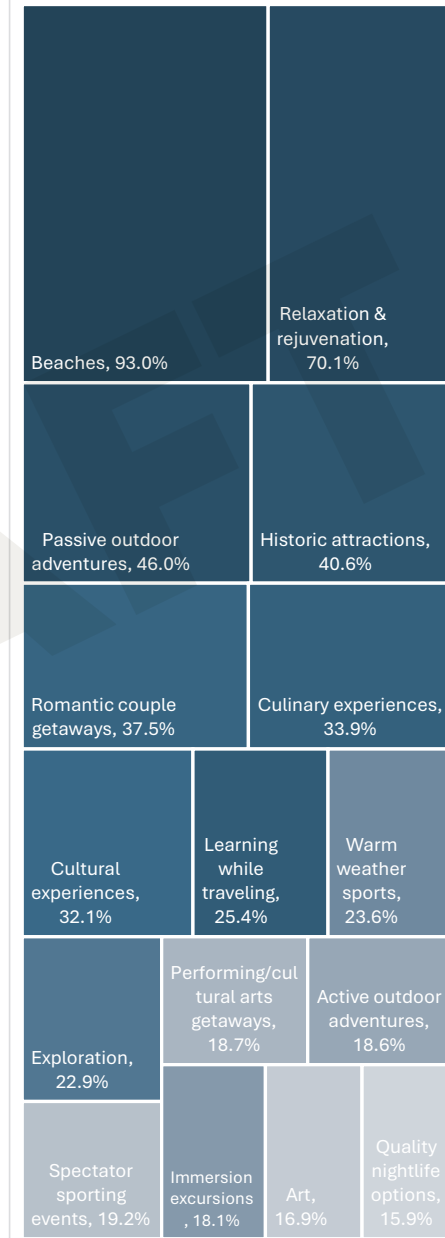
Table 42: Preferred Travel Months

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	2025
Beaches	88.4%	65.1%	71.2%	87.1%	93.0%
Relaxation & rejuvenation	85.4%	66.9%	72.2%	85.3%	70.1%
Passive outdoor adventures	72.6%	64.4%	63.7%	76.1%	46.0%
Romantic couple getaways	70.0%	65.0%	60.8%	74.7%	40.6%
Historic attractions	75.5%	64.4%	60.9%	73.6%	25.4%
Culinary experiences	70.1%	63.7%	60.3%	73.0%	33.9%
Cultural experiences	70.7%	62.9%	57.5%	72.1%	37.5%
Quality nightlife options	52.6%	60.3%	52.2%	66.7%	32.1%
Learning while traveling	60.9%	56.3%	54.1%	66.2%	22.9%
Immersion excursions	49.6%	57.4%	51.1%	66.1%	23.6%
Active outdoor adventures	46.8%	59.6%	51.9%	64.8%	18.1%
Exploration	57.5%	59.8%	54.1%	63.7%	18.6%
Art	49.8%	57.1%	49.2%	63.1%	18.7%
Theme parks	44.7%	58.7%	51.7%	63.1%	19.2%
Warm weather sports	52.7%	61.2%	53.5%	62.9%	16.9%
Water sports	48.8%	60.4%	51.1%	62.1%	15.9%
Performing/cultural arts getaways	51.2%	58.6%	50.5%	61.0%	15.4%
Luxury camping	39.9%	55.0%	50.7%	60.6%	14.9%
Urban getaway	48.4%	58.5%	48.0%	60.2%	12.8%
Spectator sporting events	49.2%	57.0%	51.5%	59.7%	13.9%
Waterparks	40.3%	54.4%	47.9%	58.4%	12.1%
Medical/wellness	40.8%	55.5%	47.9%	56.1%	8.4%
Golf getaways	37.4%	50.6%	41.9%	52.3%	10.9%
Winter sports	30.2%	53.9%	42.5%	51.7%	7.2%
Voluntourism	29.5%	49.9%	40.8%	47.6%	6.4%
Tennis getaways	25.8%	48.5%	36.2%	47.0%	5.9%
N	949	1,005	1,62	967	1,539

Table 43: 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	2025
Natural beauty of the destination	88.4%	72.1%	76.9%	92.8%	90.7%
Ease of access	85.4%	70.5%	73.3%	85.5%	89.3%
Quality of lodging options	52.7%	71.0%	72.6%	84.9%	88.1%
Affordability	75.5%	67.2%	73.0%	80.6%	86.9%
Quality of dining options	44.7%	72.5%	74.6%	85.8%	86.7%
Diversity of dining options	70.0%	68.6%	70.4%	83.2%	78.9%
Travel distance	70.7%	63.1%	63.3%	71.1%	68.8%
Diversity of lodging options	25.8%	67.3%	65.9%	77.8%	64.5%
Low traffic congestion	60.9%	64.8%	63.6%	74.7%	63.9%
Access to other cities in the surrounding area	46.8%	58.8%	57.8%	66.9%	54.1%
Environmental/ecological sensitivity	72.6%	67.6%	59.2%	69.9%	49.4%
Activities like events/festivals	49.6%	64.2%	55.4%	66.0%	48.0%
Medical/wellness	37.4%	60.4%	52.6%	60.1%	35.7%
Nightlife activity options	48.4%	61.4%	53.2%	65.7%	28.2%
Public transportation	57.5%	57.0%	49.2%	57.9%	23.2%
Total	949	1,005	1,625	967	1,526

Table 44: Preferred Attributes for Vacations/Leisure Travel

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

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I would rather rely on a travel agent or tour operator than make my own travel arrangements.	2.0%	4.9%	26.8%	35.3%	25.8%
I try to support the local economy of places that I visit.	32.4%	49.9%	7.2%	1.1%	4.1%
N	1,526				

Table 45: Travel Preferences

APPENDIX

ALL ZIP CODES COLLECTED BY MSA

MSA	Count	Percent	MSA	Count	Percent
New York-Newark-Jersey City, NY-NJ	71	4.6%	Hartford-West Hartford-East Hartford, CT	7	0.5%
Chicago-Naperville-Elgin, IL-IN	57	3.7%	Jacksonville, FL	7	0.5%
Atlanta-Sandy Springs-Roswell, GA	44	2.9%	Nashville-Davidson--Murfreesboro--Franklin, TN	7	0.5%
Charlotte-Concord-Gastonia, NC-SC	40	2.6%	Orlando-Kissimmee-Sanford, FL	7	0.5%
Cincinnati, OH-KY-IN	40	2.6%	Savannah, GA	7	0.5%
Rural OH	39	2.5%	Athens-Clarke County, GA	6	0.4%
Pittsburgh, PA	37	2.4%	Austin-Round Rock-San Marcos, TX	6	0.4%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	35	2.3%	Birmingham, AL	6	0.4%
Columbus, OH	34	2.2%	Charleston-North Charleston, SC	6	0.4%
Minneapolis-St. Paul-Bloomington, MN-WI	31	2.0%	Des Moines-West Des Moines, IA	6	0.4%
Akron, OH	30	1.9%	Johnson City, TN	6	0.4%
Hilton Head Island-Bluffton-Port Royal, SC	29	1.9%	Lexington-Fayette, KY	6	0.4%
Boston-Cambridge-Newton, MA-NH	26	1.7%	Omaha, NE-IA	6	0.4%
Dallas-Fort Worth-Arlington, TX	24	1.6%	Port St. Lucie, FL	6	0.4%
Greenville-Anderson-Greer, SC	23	1.5%	Worcester, MA	6	0.4%
Washington-Arlington-Alexandria, DC-VA-MD-WV	22	1.4%	Appleton, WI	5	0.3%
Indianapolis-Carmel-Greenwood, IN	20	1.3%	Bridgeport-Stamford-Danbury, CT	5	0.3%
Louisville/Jefferson County, KY-IN	20	1.3%	Dayton-Kettering-Beavercreek, OH	5	0.3%
Toledo, OH	19	1.2%	Fort Wayne, IN	5	0.3%
Myrtle Beach-Conway-North Myrtle Beach, SC	18	1.2%	Greensboro-High Point, NC	5	0.3%
St. Louis, MO-IL	18	1.2%	Madison, WI	5	0.3%
Augusta-Richmond County, GA-SC	17	1.1%	Peoria, IL	5	0.3%
Columbia, SC	16	1.0%	Rural AL	5	0.3%
Grand Rapids-Wyoming-Kentwood, MI	16	1.0%	San Francisco-Oakland-Fremont, CA	5	0.3%
Asheville, NC	15	1.0%	Springfield, IL	5	0.3%
Detroit-Warren-Dearborn, MI	14	0.9%	Winston-Salem, NC	5	0.3%
Milwaukee-Waukesha, WI	14	0.9%	Allentown-Bethlehem-Easton, PA-NJ	4	0.3%
Baltimore-Columbia-Towson, MD	13	0.8%	Ann Arbor, MI	4	0.3%
Buffalo-Cheektowaga, NY	13	0.8%	Atlantic City-Hammonton, NJ	4	0.3%
Rochester, NY	13	0.8%	Barnstable Town, MA	4	0.3%
Durham-Chapel Hill, NC	12	0.8%	Binghamton, NY	4	0.3%
Los Angeles-Long Beach-Anaheim, CA	12	0.8%	Blacksburg-Christiansburg-Radford, VA	4	0.3%
Phoenix-Mesa-Chandler, AZ	12	0.8%	Bloomington, IL	4	0.3%
Richmond, VA	12	0.8%	Burlington-South Burlington, VT	4	0.3%
Kansas City, MO-KS	11	0.7%	Canton-Massillon, OH	4	0.3%
Miami-Fort Lauderdale-West Palm Beach, FL	11	0.7%	Harrisonburg, VA	4	0.3%
Virginia Beach-Chesapeake-Norfolk, VA-NC	11	0.7%	Lafayette-West Lafayette, IN	4	0.3%
Kingsport-Bristol, TN-VA	10	0.6%	Lancaster, PA	4	0.3%
Raleigh-Cary, NC	10	0.6%	Lynchburg, VA	4	0.3%
Wilmington, NC	10	0.6%	North Wilkesboro, NC	4	0.3%
Albany-Schenectady-Troy, NY	9	0.6%	Norwich-New London-Willimantic, CT	4	0.3%
Knoxville, TN	9	0.6%	Palm Bay-Melbourne-Titusville, FL	4	0.3%
Denver-Aurora-Centennial, CO	8	0.5%	Portland-Vancouver-Hillsboro, OR-WA	4	0.3%
Harrisburg-Carlisle, PA	8	0.5%	Rural GA	4	0.3%
Houston-Pasadena-The Woodlands, TX	8	0.5%	Rural MI	4	0.3%
Providence-Warwick, RI-MA	8	0.5%	Rural NH	4	0.3%
Rural IA	8	0.5%	Rural NY	4	0.3%

MSA	Count	Percent	MSA	Count	Percent
Scranton--Wilkes-Barre, PA	4	0.3%	Kingston, NY	2	0.1%
Seattle-Tacoma-Bellevue, WA	4	0.3%	Las Vegas-Henderson-North Las Vegas, NV	2	0.1%
Seneca, SC	4	0.3%	Manchester-Nashua, NH	2	0.1%
Albany, GA	3	0.2%	Marshall, MN	2	0.1%
Auburn, NY	3	0.2%	Marshalltown, IA	2	0.1%
Batavia, NY	3	0.2%	Morehead City, NC	2	0.1%
Beaver Dam, WI	3	0.2%	Norwalk, OH	2	0.1%
Cape Coral-Fort Myers, FL	3	0.2%	Ogden, UT	2	0.1%
Cedar Rapids, IA	3	0.2%	Oneonta, NY	2	0.1%
Celina, OH	3	0.2%	Parkersburg-Vienna, WV	2	0.1%
Charleston, WV	3	0.2%	Portsmouth, OH	2	0.1%
Charlottesville, VA	3	0.2%	Reading, PA	2	0.1%
Chattanooga, TN-GA	3	0.2%	Richmond-Berea, KY	2	0.1%
Eau Claire, WI	3	0.2%	Rochelle, IL	2	0.1%
Evansville, IN	3	0.2%	Rochester, MN	2	0.1%
Frankfort, KY	3	0.2%	Rockingham, NC	2	0.1%
Huntington-Ashland, WV-KY-OH	3	0.2%	Rural KY	2	0.1%
Jackson, MI	3	0.2%	Rural MO	2	0.1%
Jamestown-Dunkirk, NY	3	0.2%	Rural NC	2	0.1%
Lewisburg, PA	3	0.2%	Rural PA	2	0.1%
Macon-Bibb County, GA	3	0.2%	Rural VA	2	0.1%
Monroe, MI	3	0.2%	Somerset, KY	2	0.1%
Morristown, TN	3	0.2%	Somerset, PA	2	0.1%
New Haven, CT	3	0.2%	Springfield, OH	2	0.1%
North Port-Bradenton-Sarasota, FL	3	0.2%	Statesboro, GA	2	0.1%
Ocala, FL	3	0.2%	Syracuse, NY	2	0.1%
Roanoke, VA	3	0.2%	Tampa-St. Petersburg-Clearwater, FL	2	0.1%
Rural MN	3	0.2%	Torrington, CT	2	0.1%
Salem, OH	3	0.2%	Warner Robins, GA	2	0.1%
San Antonio-New Braunfels, TX	3	0.2%	Weirton-Steubenville, WV-OH	2	0.1%
Spartanburg, SC	3	0.2%	West Plains, MO	2	0.1%
Wichita, KS	3	0.2%	York-Hanover, PA	2	0.1%
Youngstown-Warren, OH	3	0.2%	Albuquerque, NM	1	0.1%
Adrian, MI	2	0.1%	Alexandria, LA	1	0.1%
Ashland, OH	2	0.1%	Altoona, PA	1	0.1%
Auburn, IN	2	0.1%	Amarillo, TX	1	0.1%
Baton Rouge, LA	2	0.1%	Anchorage, AK	1	0.1%
Bedford, IN	2	0.1%	Astoria, OR	1	0.1%
Bismarck, ND	2	0.1%	Athens, TN	1	0.1%
Boise City, ID	2	0.1%	Bangor, ME	1	0.1%
Boulder, CO	2	0.1%	Batesville, AR	1	0.1%
Burlington, NC	2	0.1%	Beaumont-Port Arthur, TX	1	0.1%
Champaign-Urbana, IL	2	0.1%	Billings, MT	1	0.1%
Charleston-Mattoon, IL	2	0.1%	Bloomington, IN	1	0.1%
Clewiston, FL	2	0.1%	Bloomsburg-Berwick, PA	1	0.1%
Columbus, IN	2	0.1%	Brainerd, MN	1	0.1%
Decatur, IN	2	0.1%	Brookings, SD	1	0.1%
Deltona-Daytona Beach-Ormond Beach, FL	2	0.1%	Brunswick-St. Simons, GA	1	0.1%
Erie, PA	2	0.1%	Bucyrus, OH	1	0.1%
Fort Collins-Loveland, CO	2	0.1%	Cañon City, CO	1	0.1%
Fresno, CA	2	0.1%	Cape Girardeau, MO-IL	1	0.1%
Greeneville, TN	2	0.1%	Chico, CA	1	0.1%
Holland, MI	2	0.1%	Clarksburg, WV	1	0.1%
Kalamazoo-Portage, MI	2	0.1%	Cleveland, TN	1	0.1%
Keene, NH	2	0.1%	Clinton, IA	1	0.1%

MSA	Count	Percent	MSA	Count	Percent
Colorado Springs, CO	1	0.1%	Owensboro, KY	1	0.1%
Columbus, NE	1	0.1%	Oxnard-Thousand Oaks-Ventura, CA	1	0.1%
Concord, NH	1	0.1%	Paducah, KY-IL	1	0.1%
Corpus Christi, TX	1	0.1%	Pierre, SD	1	0.1%
Crawfordsville, IN	1	0.1%	Portland-South Portland, ME	1	0.1%
Cumberland, MD-WV	1	0.1%	Provo-Orem-Lehi, UT	1	0.1%
Danville, IL	1	0.1%	Racine-Mount Pleasant, WI	1	0.1%
Daphne-Fairhope-Foley, AL	1	0.1%	Reno, NV	1	0.1%
Davenport-Moline-Rock Island, IA-IL	1	0.1%	Riverside-San Bernardino-Ontario, CA	1	0.1%
Decatur, AL	1	0.1%	Rockford, IL	1	0.1%
Decatur, IL	1	0.1%	Rural CA	1	0.1%
Defiance, OH	1	0.1%	Rural CO	1	0.1%
Duluth, MN-WI	1	0.1%	Rural IL	1	0.1%
Durant, OK	1	0.1%	Rural MD	1	0.1%
Elkhart-Goshen, IN	1	0.1%	Rural NE	1	0.1%
Eureka-Arcata, CA	1	0.1%	Rural WI	1	0.1%
Faribault-Northfield, MN	1	0.1%	Sacramento-Roseville-Folsom, CA	1	0.1%
Fayetteville-Springdale-Rogers, AR	1	0.1%	Salisbury, MD	1	0.1%
Findlay, OH	1	0.1%	San Angelo, TX	1	0.1%
Florence, SC	1	0.1%	San Diego-Chula Vista-Carlsbad, CA	1	0.1%
Fond du Lac, WI	1	0.1%	San Jose-Sunnyvale-Santa Clara, CA	1	0.1%
Fremont, OH	1	0.1%	Sandusky, OH	1	0.1%
Gaffney, SC	1	0.1%	Sault Ste. Marie, MI	1	0.1%
Gainesville, FL	1	0.1%	Sevierville, TN	1	0.1%
Gainesville, GA	1	0.1%	Sidney, OH	1	0.1%
Grand Junction, CO	1	0.1%	Spokane-Spokane Valley, WA	1	0.1%
Green Bay, WI	1	0.1%	Stevens Point-Plover, WI	1	0.1%
Hickory-Lenoir-Morganton, NC	1	0.1%	Sumter, SC	1	0.1%
Hilo-Kailua, HI	1	0.1%	Talladega-Sylacauga, AL	1	0.1%
Huntsville, AL	1	0.1%	Texarkana, TX-AR	1	0.1%
Jackson, MS	1	0.1%	Tupelo, MS	1	0.1%
Jefferson City, MO	1	0.1%	Vallejo, CA	1	0.1%
Jefferson, GA	1	0.1%	Victoria, TX	1	0.1%
Killeen-Temple, TX	1	0.1%	Waterloo-Cedar Falls, IA	1	0.1%
Lakeland-Winter Haven, FL	1	0.1%	Wooster, OH	1	0.1%
Lawrence, KS	1	0.1%			
Lawrenceburg, TN	1	0.1%			
Lewisburg, TN	1	0.1%			
Lima, OH	1	0.1%			
Logan, UT-ID	1	0.1%			
Longview, TX	1	0.1%			
Meadville, PA	1	0.1%			
Memphis, TN-MS-AR	1	0.1%			
Michigan City-La Porte, IN	1	0.1%			
Milledgeville, GA	1	0.1%			
Mobile, AL	1	0.1%			
Monroe, LA	1	0.1%			
Montgomery, AL	1	0.1%			
Muncie, IN	1	0.1%			
Natchitoches, LA	1	0.1%			
Newport, TN	1	0.1%			
Oak Harbor, WA	1	0.1%			
Oshkosh-Neenah, WI	1	0.1%			
Ottawa, IL	1	0.1%			
Owatonna, MN	1	0.1%			

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

2025 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 2025



FEBRUARY 2026

CONDUCTED BY:

MELINDA PATIENCE
DANIEL GUTTENTAG, PH.D.



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DRAFT

Introduction

This study estimates the economic impact of tourism on the Town of Hilton Head Island in 2025. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and considers the direct spending by visitors, along with the positive secondary effects of those expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by visitors' lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them to obtain 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 several steps and diverse data sources. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand from various third-party entities (e.g., Key Data), combined with visitor behavior data collected via a Visitor Profile Survey. The estimated total number of visitors for each segment in 2025 is shown 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 for each category in 2025 is shown 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	795,108
Hotel	408,261
Timeshare	476,094
Second Homeowner	603,999
Non-Paying Guests	156,745
Day Trip	228,346
Total Visitors	2,668,553

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. 2025 Estimated Total Expenditure by Spending Category

Category	Totals
Transportation (around the destination)	\$209,991,116
Lodging	\$1,003,246,352
Food – Dining Out	\$414,879,675
Food – Groceries	\$166,713,061
Shopping	\$267,845,799
Spas	\$85,381,926
Golf	\$153,558,010
Biking	\$52,784,745
Performance/Visual Arts	\$70,256,360
Festivals	\$46,386,053
Museums/Historical Tours	\$64,694,203
Boating/Sailing/Fishing	\$127,660,591
Nature-based Activities	\$48,709,382
Dolphin Tours	\$56,343,640
Tennis	\$43,427,850
Other Expenses	\$84,576,647
Total Expenditure	\$2,896,455,409

- **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 2025 were slightly below the previous year. This pattern mirrors the experience of many Southeastern coastal destinations, which have seen demand gradually decline after a dramatic rise following the pandemic, when people sought out domestic destinations offering outdoor recreation opportunities. In addition, economic uncertainties and a decline in international visitation dampened travel demand throughout 2025 across much of the

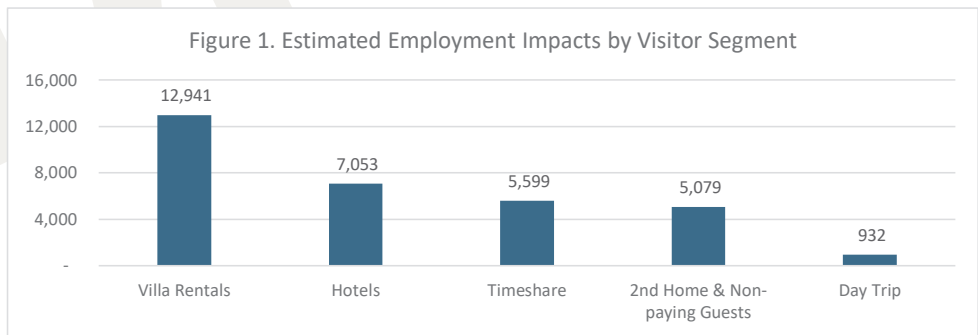
country. Nevertheless, Hilton Head Island visitor volume for 2025 was nearly identical to the pre-pandemic high that was reached in 2019. Furthermore, visitor expenditure levels increased in 2025, and consequently the total economic impact of Hilton Head Island tourism on the Beaufort County economy in 2025 exceeded that of 2024.

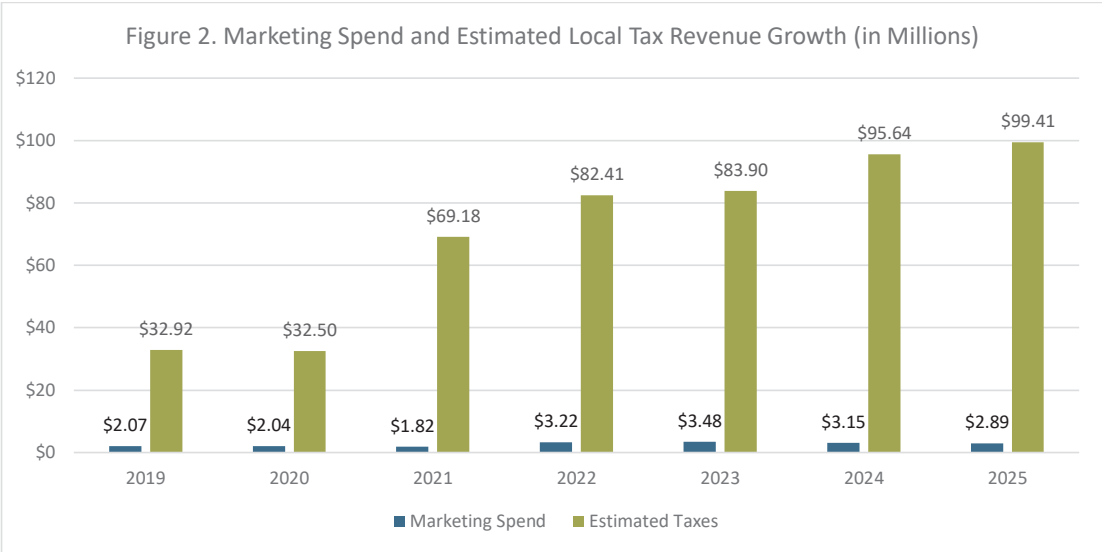
An estimated total of **2.67 million visitors** came to Hilton Head Island in 2025, down 5.9% compared to 2024 and down 0.6% from the pre-pandemic peak, reached in 2019. The overall economic impact of this tourism on Beaufort County was **\$3.95 billion**, up 6.2% compared to 2024. This economic impact 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 **31,604 jobs**, which represent **35.4%** 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 **1.37**. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.37.

The tourist expenditures generated an estimated **\$49.58 million** in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional **\$49.84 million** in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this **\$99.41 million** in tax revenue represents a Return on Tax Investment (ROTI) of 34.40, based on the \$2.89 million that was spent on destination marketing in 2025. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$34.40** in local tax revenue.





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Appendix

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

	Employment	Labor Income	Output
Direct	9,605	\$350,616,959	\$1,171,484,315
Indirect	2,123	\$108,755,846	\$366,453,107
Induced	1,214	\$61,685,367	\$219,287,871
Total	12,941	\$521,058,172	\$1,757,225,294

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	5,306	\$159,076,138	\$551,229,309
Indirect	1,168	\$58,841,158	\$203,218,677
Induced	578	\$29,353,483	\$104,351,712
Total	7,053	\$247,270,780	\$858,799,698

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	4,190	\$132,955,919	\$465,617,728
Indirect	931	\$47,938,835	\$160,637,121
Induced	479	\$24,322,997	\$86,467,336
Total	5,599	\$205,217,751	\$712,722,185

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

	Employment	Labor Income	Output
Direct	3,912	\$101,044,987	\$320,925,055
Indirect	793	\$39,520,883	\$138,953,280
Induced	374	\$19,000,070	\$67,547,123
Total	5,079	\$159,565,941	\$527,425,458

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

	Employment	Labor Income	Output
Direct	716	\$21,838,866	\$59,910,050
Indirect	140	\$6,807,261	\$24,309,517
Induced	76	\$3,864,687	\$13,739,239
Total	932	\$32,510,814	\$97,958,806

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

	Employment	Labor Income	Output
Direct	23,729	\$765,532,870	\$2,569,166,457
Indirect	5,155	\$261,863,984	\$893,571,702
Induced	2,721	\$138,226,603	\$491,393,282
Total	31,604	\$1,165,623,457	\$3,954,131,441
Estimated Local Tax Revenue			\$49,576,954
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$49,837,512
Total Estimated Local Tax Revenue			\$99,414,466

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	\$822,889,518.65
2	Full-service restaurants	\$443,306,443.76
3	Fitness and recreational sports centers	\$251,435,561.60
4	Other real estate	\$232,876,295.11
5	Transit and ground passenger transportation	\$212,672,151.13
6	Hotels and motels, including casino hotels	\$181,321,631.15
7	Miscellaneous store retailers	\$148,643,562.94
8	Water transportation	\$127,914,716.19
9	Museums, historical sites, zoos, and parks	\$113,640,911.69
10	Owner-occupied housing	\$100,375,180.06
11	Truck transportation	\$97,767,253.22
12	Insurance agencies, brokerages, and related activities	\$80,202,613.00
13	Performing arts companies	\$72,910,574.30
14	Scenic and sightseeing transportation and support activities for transportation	\$68,304,589.26
15	Food and beverage stores	\$61,697,639.04
16	Other amusement and recreation industries	\$49,376,615.62
17	All other food and drinking places	\$37,810,002.38
18	Monetary authorities and depository credit intermediation	\$35,550,066.72
19	Other local government enterprises	\$31,119,623.71
20	Legal services	\$28,502,345.38
21	Maintenance and repair construction of nonresidential structures	\$27,063,775.60
22	Services to buildings	\$25,216,129.18
23	Employment services	\$24,547,143.00
24	Securities and commodity contracts intermediation and brokerage	\$22,775,503.97
25	Limited-service restaurants	\$21,813,950.10
26	Travel arrangement and reservation services	\$20,283,748.66
27	Management consulting services	\$20,036,143.43
28	Offices of physicians	\$19,873,227.34
29	Landscape and horticultural services	\$18,058,982.52
30	Advertising, public relations, and related services	\$18,003,110.31
31	Postal service	\$17,776,116.74
32	Management of companies and enterprises	\$16,851,483.91
33	Nondepository credit intermediation and related activities	\$16,657,563.63
34	Lessors of nonfinancial intangible assets	\$16,549,080.81
35	Accounting, tax preparation, bookkeeping, and payroll services	\$15,734,512.64
36	Other financial investment activities	\$15,383,027.58
37	Data processing, hosting, and related services	\$14,604,188.11
38	Automotive repair and maintenance, except car washes	\$13,258,147.40
39	Motor vehicle and parts dealers	\$12,626,802.31
40	Insurance carriers, except direct life	\$12,067,724.66
41	Commercial and industrial machinery and equipment rental and leasing	\$12,007,569.06
42	General merchandise stores	\$11,487,702.74
43	Couriers and messengers	\$11,323,509.03

Impact of Tourism in HHI on Beaufort County, 2025

	Industry	Output
44	Wholesale - Other nondurable goods merchant wholesalers	\$10,944,823.49
45	Tenant-occupied housing	\$10,818,011.66
46	Internet publishing and broadcasting and web search portals	\$10,809,468.38
47	Personal and household goods repair and maintenance	\$10,107,404.31
48	Waste management and remediation services	\$9,391,336.02
49	Gasoline stores	\$9,360,953.40
50	Electric power transmission and distribution	\$9,117,760.87

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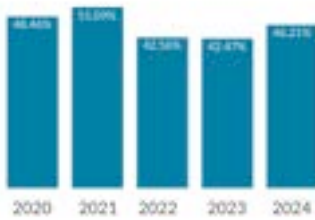
VERB INTERACTIVE
2025 Digital Marketing Recap

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



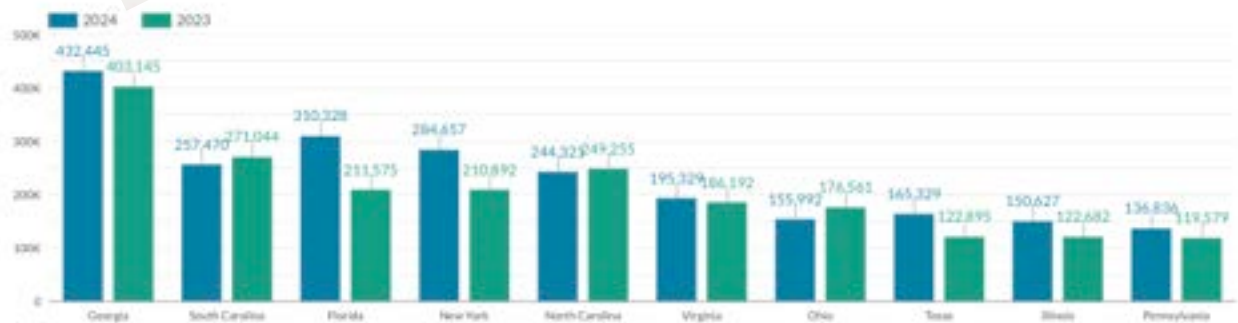
HILTON HEAD ISLAND PROPER

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.

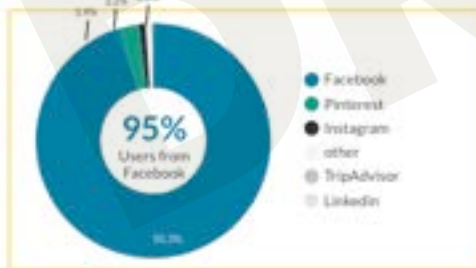
The Average Session Duration and Engagement Rate metrics indicate an interested and curious audience. Users are spending more time on site than in 2023, most notably on the homepage (+ 12 sec) and the co-op page (+ 1min 6 sec), increasing our web visitation, as well as our core engagement metrics indicates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

Top Pages

	Page path and access class	Pagesview *	Avg Session Duration	Engagement Rate
1.	/	706,773	01:17	77.12%
2.	See do	367,238	01:59	61.86%
3.	Offers/hilton-head-island-escapes	313,430	02:25	81.29%
4.	Hotels/tickets/true-escape	200,534	02:40	86.29%
5.	Events	149,177	02:26	74.03%
6.	Living	100,012	00:20	28.8%
7.	Spill-spill-getaway	96,103	01:30	78.29%
8.	Hilton-head-island-airport	89,878	01:20	77.3%
9.	Hotels/vacation-home-villas	82,044	03:50	89.44%
10.	Summer-restaurant-week	80,472	04:21	88.24%
11.	America's-favorite-escapes	79,228	01:55	71.43%
12.	Offers	77,847	01:30	80.54%

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.

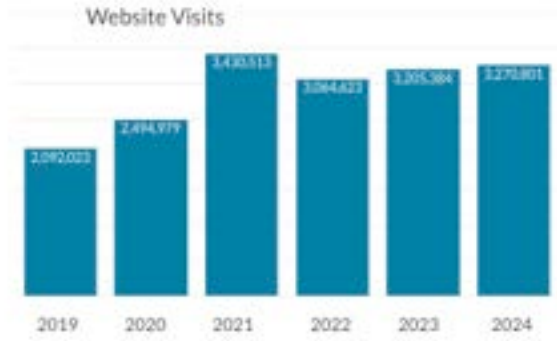
Social Traffic Engagement

	Social Network	Sessions *	% Sessions of Total	Pages / Session	Avg. Session Duration
1.	Facebook	129,325	96%	11.38	18:13
2.	Pinterest	3,691	3%	21.64	11:20
3.	Instagram	1,307	1%	5.06	03:13
4.	other	877	1%	39.27	02:30
5.	TripsAdvisor	371	0%	18.52	07:53
6.	LinkedIn	149	0%	1.95	11:34

HILTON HEAD ISLAND PROPER

TOTAL WEBSITE VISITATION

- In 2024, there were 3.27M 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 +2.7% vs. FY.
- 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

2025 Public Relations Recap

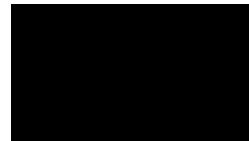
HILTON HEAD ISLAND 2025 Media Coverage Highlights

COVER
AGE
HIGHLIGHTS



Sea Turtle Nest in Hilton Head Dedicated to Craig Melvin's Family

June 16, 2025
A sea turtle nest in Hilton Head, South Carolina, has been dedicated to Craig Melvin's family, in honor of his work and the 138 eggs in the sea. Photos and the eggs should have a good life.



COVERAGE HIGHLIGHTS

EBONY

THE DESTINATIONS THAT CHANGED HOW WE TRAVELED IN 2025



Hilton Head Island reflects through culture and history. Discovered in 1502, the island encourages ocean recreation and deeper connections. What begins as a quest only to see the world become an instant journey. It's a destination for travelers willing to sit still. Discoveries – and learn something in the process.

the **grio**

Meet the first self-ruled community of black freedmen called Michelville – still standing on Hilton Head island



REFINERY29

Traveling With My Dad Taught Me About Legacy & The Gift Of Time




Forbes

Young Black Leaders Are Creating A New Economic Renaissance



COVERAGE HIGHLIGHTS

TRAVELPULSE

12 Travel Destinations to Celebrate Black History Month in 2025

Hilton Head Island, South Carolina



ESSENCE



The Black Girl's Guide To Travel: 5 Destinations Perfect For A Spring Break Getaway

Hilton Head, South Carolina



EBONY

HOW HILTON HEAD ISLAND TOOK MY PHONE, AND GAVE ME A LITTLE PLACE IN RETURN

COVERAGE HIGHLIGHTS


Medium
Where To Go On Holiday In Spring: Destinations You'll Love
 For the Calm Couple: [The Westin Hilton Head Island Resort & Spa](#)
 For the Fun Family: [The Sea Pines Resort](#)
 For the Friends: [Beach House Hilton Head Island](#)

Southern Living
15 Charming Beach Towns To Visit This Winter



ShermansTravel
8 Great Getaways for Snowbirds
 Hilton Head, South Carolina

TRAVEL+ LEISURE
13 of the Best Spring Break Ideas for Family Vacations
 Hilton Head, South Carolina



THE EVERYGIRL
Detour Destinations Are the Affordable Travel Trend You Need to Try in 2025



TRAVEL+ LEISURE
10 Best Spring Break Destinations in the U.S.

COVERAGE HIGHLIGHTS

TRAVEL+ LEISURE
16 Best Spa Weekend Getaways in the U.S.—All-inclusive Resorts and T+L Reader Favorites Included
 Hilton Head, South Carolina



Condé Nast Traveler
19 Best Family Vacation Spots in the US



The Pioneer Woman
15 Best Family Vacations That Are Fun for All Ages
 Hilton Head Island, South Carolina



THE EVERYMOM
Start Planning Your Next Trip: 16 of the Best Kid-Friendly Beach Vacations



lonely planet
8 fresh destinations for a family-friendly spring break



THE EVERYGIRL
10 Spring Trip Ideas to Start Planning Now
 7. Hilton Head, South Carolina



COVERAGE HIGHLIGHTS

Condé Nast Traveler

23 Best Luxury Family Resorts in the US and Caribbean



the knot

The Best Ideas for a Romantic Getaway in South Carolina

If you're looking to take a romantic getaway with Southern comfort, we have ideas for you.



TravelDreams Magazine

Shoulder Season Vacation Ideas – Hilton Head Island, S.C.



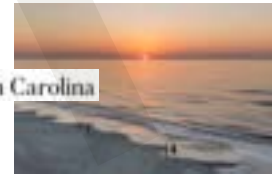
TRAVEL+ LEISURE

15 Top Travel Destinations to Visit in February

February is the best time to visit Hilton Head in the US and around the world.

By [Katie Kelly](#) | Updated on February 1, 2018

Hilton Head Island, South Carolina



COVERAGE HIGHLIGHTS

Reader's Digest

52 Affordable Quick Trips to Escape Without Breaking the Bank



Hilton Head, South Carolina

BOOK ON TRIPADVISOR

TRAVEL AND TOURISM

Why you'll love it: With everything from sun-soaked beaches to culinary hotspots, Hilton Head offers the perfect backdrop for those looking for a safe, affordable beach adventure and an affordable beach vacation.

Budget tip: Bring your bicycle with you for some of the best peddling in the country. The American League of Bicyclists named the island a Gold Level Bicycle Friendly Community—and summer is the perfect time for a pedal. You can even ride on the flat and level beach sand.

Where to stay: Picked on Hilton Head Island's main white sand beaches and framed by parking pavilions, the Hilton Hilton Head Island Resort & Spa offers travelers a true lowcountry charm. With private access to a 1.2-mile stretch of pristine beach and an array of outdoor sports and amenities, the resort feels like a tropical island vacation, but one you can arrive at.

Condé Nast Traveler

A Day at the Condé Nast Traveler Points of View Summit

Travel trends, award-winning inspiration and more.

By [Katie Kelly](#) | Updated on December 1, 2017

People

Exclusive

How Craig Melvin Turned His 'Luddite' Hobby into a Family Business Benefiting Cancer Charities (Exclusive)

The NBC anchor sat down with PEOPLE about his family company, radio, health, teaching his 3 kids to grow healthy.

By [Sheela](#) | Published on December 1, 2017 10:00 AM ET

2025 Media Coverage Results

**Results represent 2025 calendar year results*

TOTAL

2,487

STORIES/MENTIONS

24,478,291,321

IMPRESSIONS

\$31,719,802.95

AD VALUE



HILTON HEAD ISLAND

2025 DMO Metrics Report

2025 Destination Marketing Organization Industry Metrics

Annual Report

DRAFT

HILTON HEAD ISLAND

SOUTH CAROLINA

The purpose of this document is to provide the Town of Hilton Head Island 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.

The metrics presented in this document are aligned with the framework established under the previous DMO contract, which remained in effect through November 2025. With the implementation of the updated contract in December 2025, certain performance measures and reporting expectations have been refined to reflect evolving strategic priorities and industry standards. As such, there may be differences between the metrics included in this report and those outlined in the FY 2026-2027 Hilton Head Island Destination Marketing Plan. Metrics aligned with the updated contract will be fully incorporated beginning with the 2026 metrics report.

All reports referenced in this document, along with related materials such as marketing plans, economic impact studies, visitor profile studies, and independent audits, are available through THINK: Transparency in Tourism Marketing at thinkhiltonheadisland.org. This platform serves as a central hub where the public can access both current and past information related to Hilton Head Island's tourism marketing efforts.

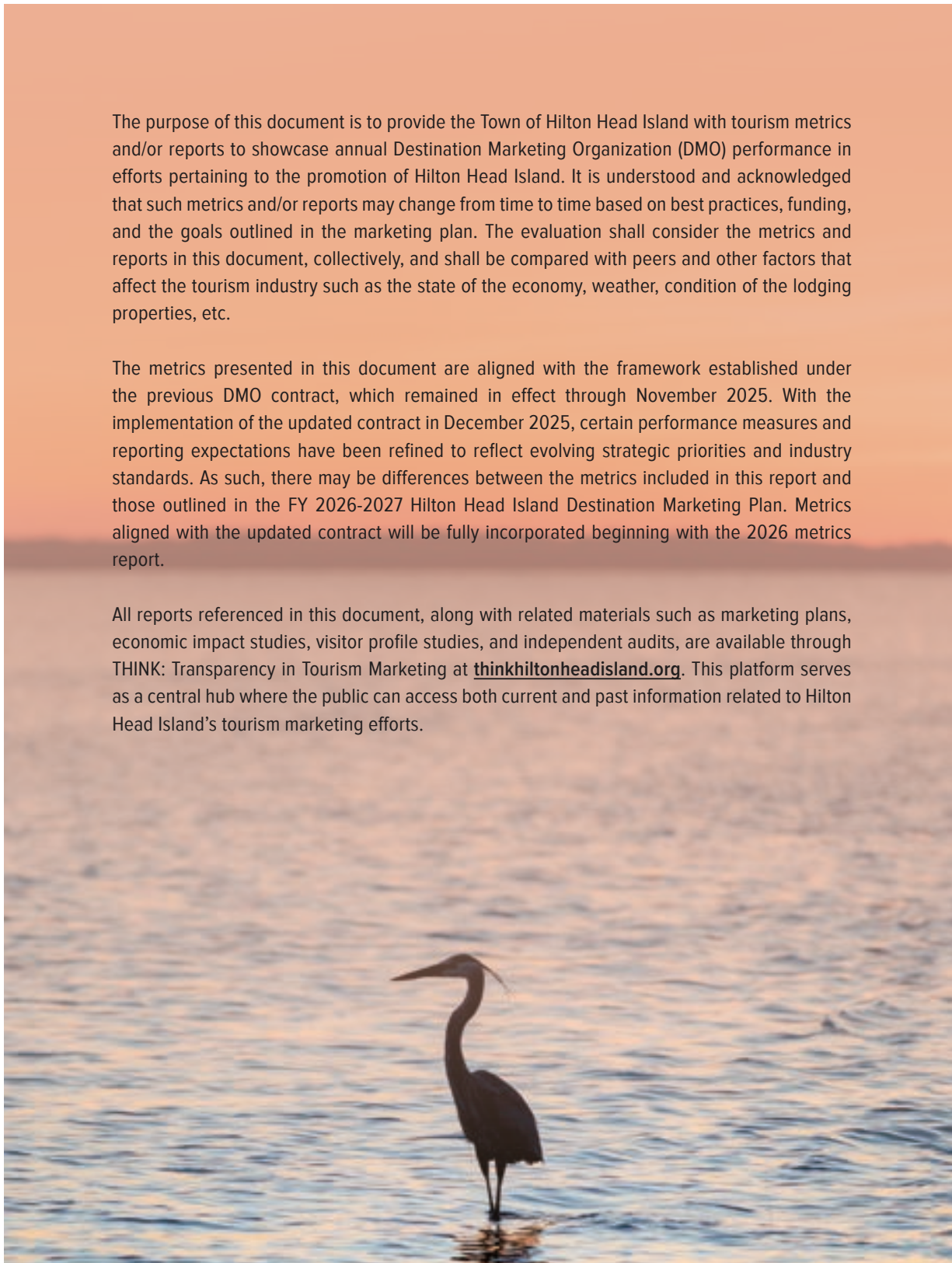


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Appendix

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Visitor and Resident Satisfaction Surveys Executive Summary

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
- Estimated Total Impact of Tourism in Hilton Head Island, College of Charleston



Revenue Per Available Room, Occupancy Rates & Average Daily Rate

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.

RevPar	$\frac{\text{ROOM REVENUE}}{\text{ROOMS AVAILABLE}}$
---------------	--

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.

OCC	$\frac{\text{ROOMS SOLD}}{\text{ROOMS AVAILABLE}}$
------------	--

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.

ADR	$\frac{\text{ROOM REVENUE}}{\text{ROOMS SOLD}}$
------------	---

Details on the next page provide 2025 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 a sample of 4,353 units/keys and could vary, as an example from a one-bedroom villa to a ten-bedroom house. The hotel numbers are based on a sample of 2,008 hotel rooms at 11 properties on the Island.

2025 Hilton Head Island Lodging Performance

	2-SOURCE (Combined Home & Villa and Hotel Report)	HOME & VILLA	HOTELS
RevPAR	\$161.00 -4.0%	\$183.00 0% FLAT	\$125.00 -12.0%
OCC	49.0% -7.0%	49.0% -4.0%	50.0% -13.0%
ADR	\$328.00 +4.0%	\$377.00 +4.0%	\$249.00 +1.0%

HOTEL INDUSTRY COMPARISON

<u>Nationwide</u>	<u>Competitor Set</u>	
<ul style="list-style-type: none"> • RevPar down -0.3% • Occupancy down -1.2% • ADR up 0.9% 	<ul style="list-style-type: none"> • RevPar down -3.0% • Occupancy down -3.0% • ADR flat 0% 	<ul style="list-style-type: none"> • Savannah • RevPar down -7.0% • Occupancy down -4.0% • ADR down -3.0%

Source: 2025 Keydata
 Note: Data reflects a point-in-time snapshot. YoY % changes are based on adjusted prior-year data and may not exactly match prior-year snapshot values.

2024 Hilton Head Island Lodging Performance

	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

<u>Nationwide</u>	<u>Competitor Set</u>	
<ul style="list-style-type: none"> • RevPar up +1.0% • Occupancy up +0% • ADR up +1.0% 	<p><u>Charleston</u></p> <ul style="list-style-type: none"> • RevPar up +0% • Occupancy up +1.0% • ADR down -1.0% 	<p><u>Savannah</u></p> <ul style="list-style-type: none"> • 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

<u>Nationwide</u>	<u>Competitor Set</u>	
<ul style="list-style-type: none"> • RevPar up +4.9% • Occupancy up +0.6% • ADR up +4.3% 	<ul style="list-style-type: none"> • RevPar up +2.6% • Occupancy up +0.8% • ADR up +1.8% 	<ul style="list-style-type: none"> • 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

<u>Nationwide</u>	<u>Competitor Set</u>	
<ul style="list-style-type: none"> • RevPAR up +29.8% • Occupancy up +8.9% • ADR up +19.1% 	<ul style="list-style-type: none"> • RevPAR up +19.4 % • Occupancy up +6.1% • ADR up +12.5% 	<ul style="list-style-type: none"> • 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
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

<u>Nationwide</u>	<u>Competitor Set</u>	
<ul style="list-style-type: none"> • RevPAR up +58.1% • Occupancy up +31% • ADR up +20.7% 	<ul style="list-style-type: none"> • RevPAR up +92.2% • Occupancy up +39.1% • ADR up +38.2% 	<ul style="list-style-type: none"> • RevPAR up +77.2% • Occupancy up +35.0% • ADR up +31.2%

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

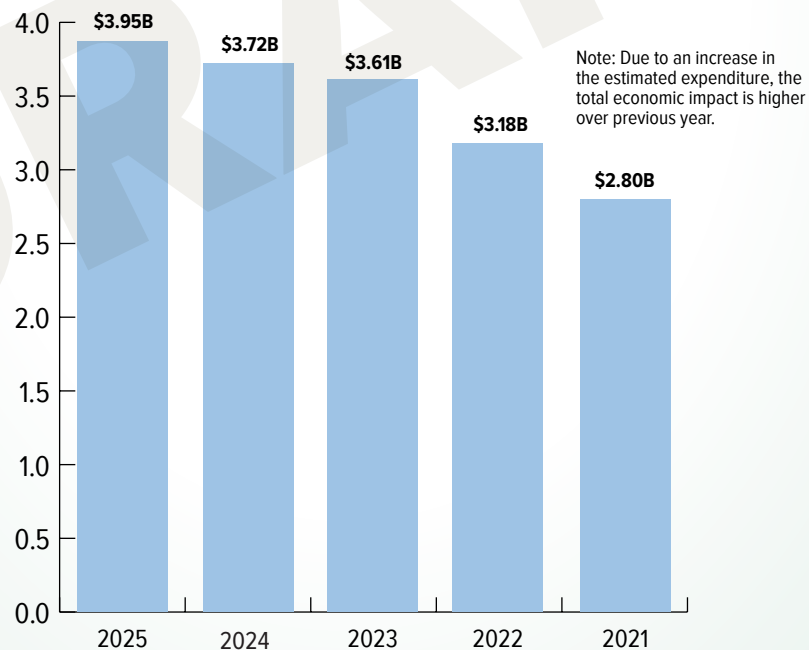
Visitor Spending Studies

This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2025 was performed by the College of Charleston 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.



\$3.95 BILLION ECONOMIC IMPACT OF HILTON HEAD ISLAND TOURISM IN 2025



Source: *Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2025.*

ROI for Visitor Spending Per Dollar of Investment

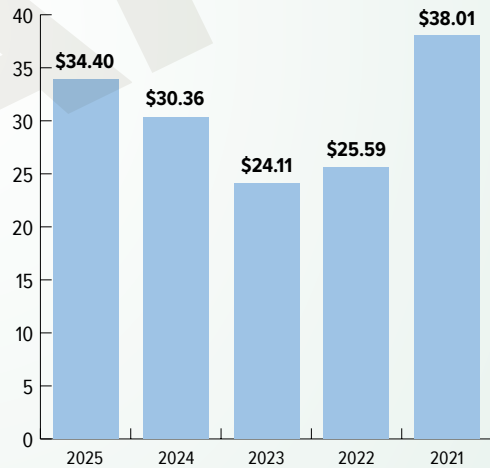
The Visitor & Convention Bureau is the destination marketing division of the Hilton Head Island & Bluffton Chamber of Commerce. This division works to increase tourism through its marketing efforts cultivating leisure as well as meetings and group business for Southern Beaufort County.

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 5.9% compared to 2024.

FOR EVERY TAX DOLLAR INVESTED IN MARKETING



=
\$34.40



Source: *Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2025*

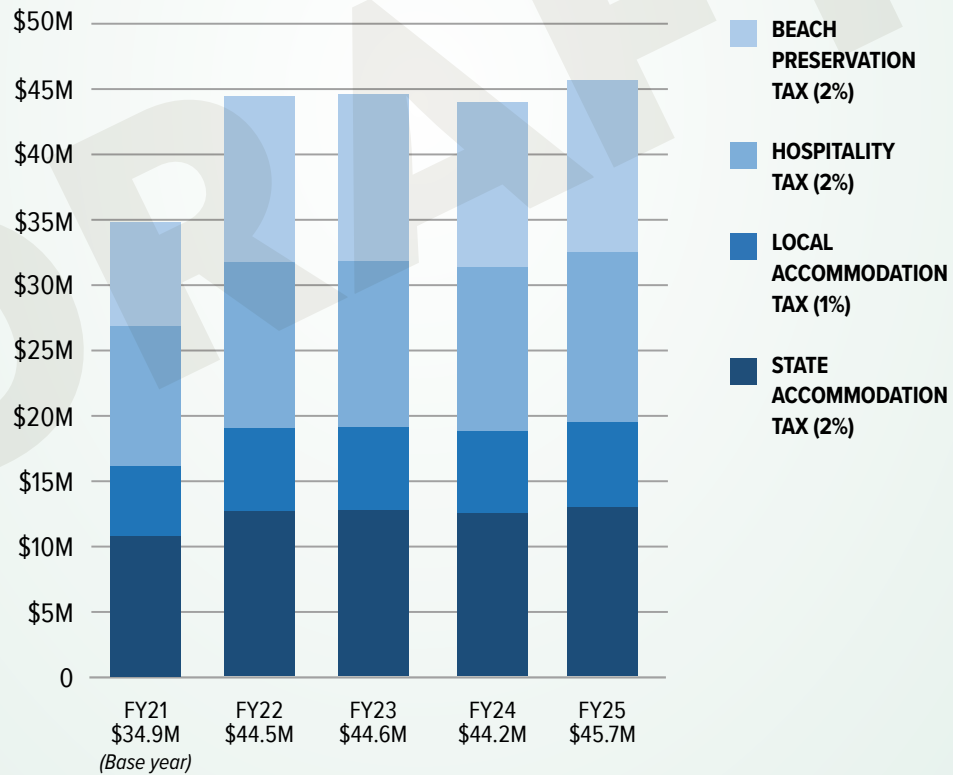
Local Tax Revenues Generated by Visitor

↑ 31%

ACCOMMODATION & HOSPITALITY TAX UP OVER 5 YEARS

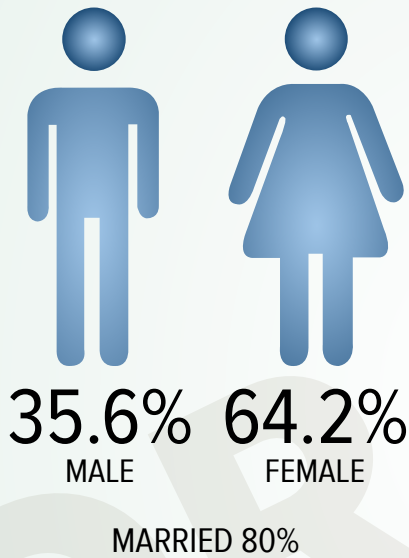
Source: Town of Hilton Head Island

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 Female (64%) and aged 45-55. This traveler has an undergraduate degree or higher (65%) and plans to take 2 to 4 trips per year lasting an average of 6 nights per trip. Our target key regions include the Northeast, Midwest, and Southeast markets.



\$150 - \$250K+

AFFLUENT TRAVELER



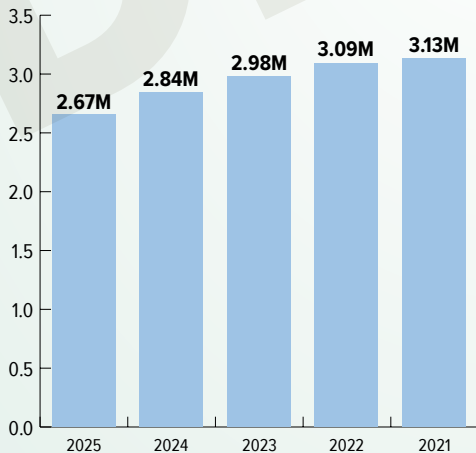
64.8%

UNDERGRADUATE DEGREE OR HIGHER



2-4 TRIPS PER YEAR

7 NIGHTS AVERAGE LENGTH OF STAY



2.67M
NUMBER OF VISITORS IN 2025

Sources: 2025 Visitor Profile Study/Keydata/Smith Travel Research Inc./College of Charleston

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

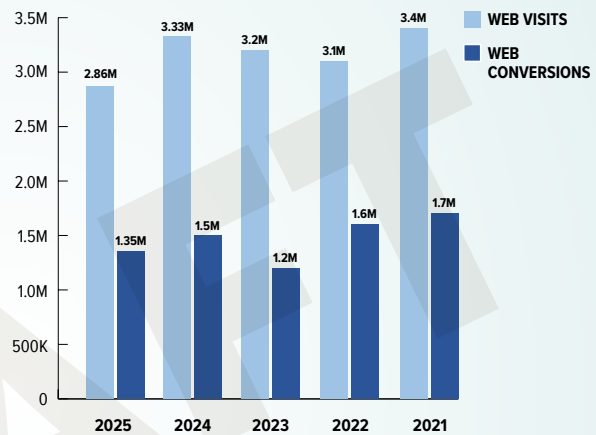
The HiltonHeadIsland.org website is our virtual front door. The website serves as the window to our destination and plays an integral part in the decision-making process. The following metrics are important key indicators of overall brand health and allow insight into visitor behavior. The insight and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

2.86M

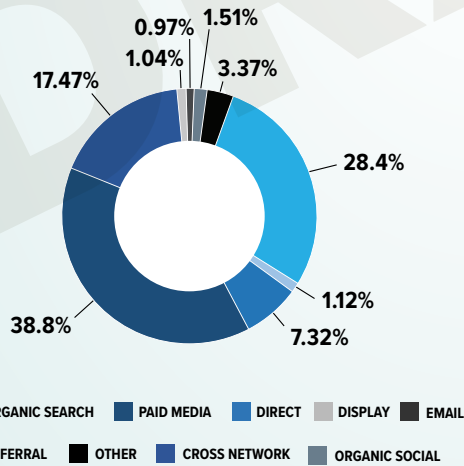
WEBSITE VISITS
IN 2025

1.35M

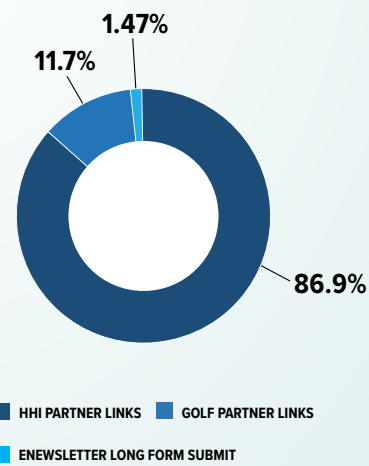
WEBSITE CONVERSIONS
TO PARTNERS IN 2025



Visits by Source



Conversion by Category



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.

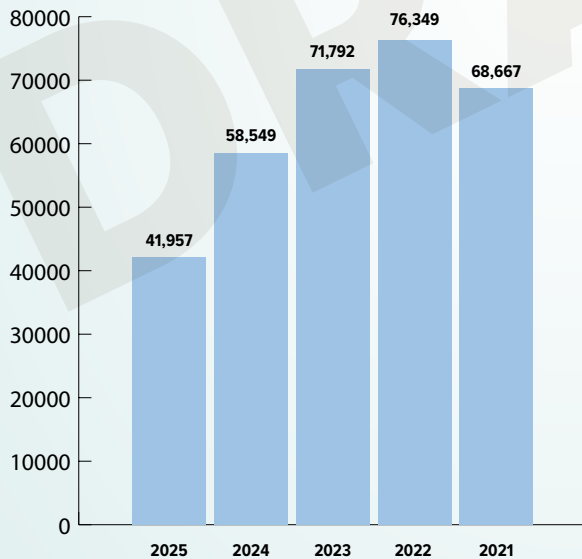
41,957

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

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.



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

Spotlight on Accolades

America's Favorite Island®



Condé Nast Traveler
**Hilton Head Island among
the Best Beaches in the
United States**

Condé Nast Traveler
**11 Coastal Hotels in the US
for a Sunny Spring Break**

Travel + Leisure
**“Hilton Head Island one of
the Best Beach Towns to Live
in Year-Round”**

Travel + Leisure
**12 Best Beach Towns
on the East Coast**

Travel & Leisure
**16 Best Spa Weekend
Getaways in the U.S.**

Travel & Leisure
**11 Best Places to Live
in South Carolina**

Travel & Leisure
**Travel + Leisure Readers’
15 Favorite Islands in the
Continental U.S. of 2025**

Travel & Leisure
**10 Best Vacation Destinations
for Seniors**

Spotlight on Accolades

America's Favorite Island®

Southern Living
**"Hilton Head Beach has the
Bluest Water in S.C."**

Southern Living
**The 50 Best Beach Towns
In The South 2025**

Southern Living
**The 8 Most Beautiful Places On
The South Carolina Coast**

Tripadvisor
**Top 10 of Tripadvisor's
Top Trending Destinations
in the US**

Women's Health
**2025 Health Travel Awards
Best Wellness Program Hilton
Head Health & Wellness
Resort & Spa**

MSN Travel
**20 Best Islands to Visit
Without Leaving the U.S.**

Golf Digest
**America's 100 Greatest
Golf Courses**

Travel Noire
**Domestic Wellness Destinations
To Relax, Relate, And Release**

Spotlight on Accolades

America's Favorite Island®

USA Today 10Best
**Best Beach in South Carolina -
Coligny Beach**

USA Today 10Best
**Best Beach Bar –
The Beach House**

USA Today 10Best
**Best Resort Airport
(Hilton Head Island Airport)**

USA Today 10Best
**Best Wellness
Retreat Center**

US News & World Report
**12 Best Places to Visit
in South Carolina**

US News & World Report
**2 SC Hotels are the
Best in the US for 2025**

Yahoo Lifestyle
**These Are the Best Spa
Resorts in the U.S. for a
Relaxing Weekend**

Number of Jobs Created by Tourism

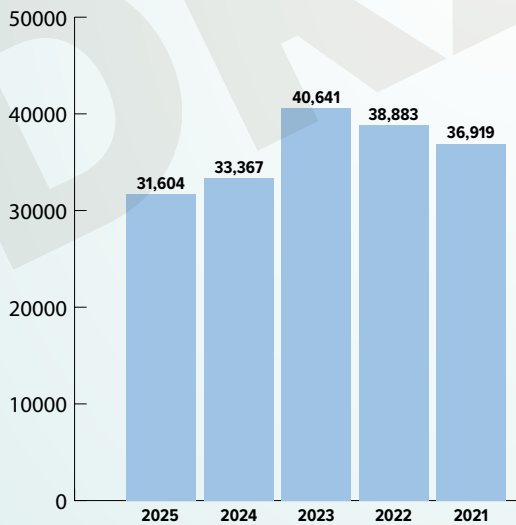
This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2025 was performed by the College of Charleston School of Business, Office of Tourism Analysis.

The 31,604 jobs jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2025 represent 35.4% of all jobs in Beaufort County.

31,604 JOBS

GENERATED FROM
HILTON HEAD ISLAND TOURISM

TOURISM ON HHI
NOW ACCOUNTS FOR
35.4%
OF ALL JOBS IN
BEAUFORT COUNTY



Source: *Estimated Total Impact of Tourism In Hilton head Island On Beaufort County, South Carolina 2025*

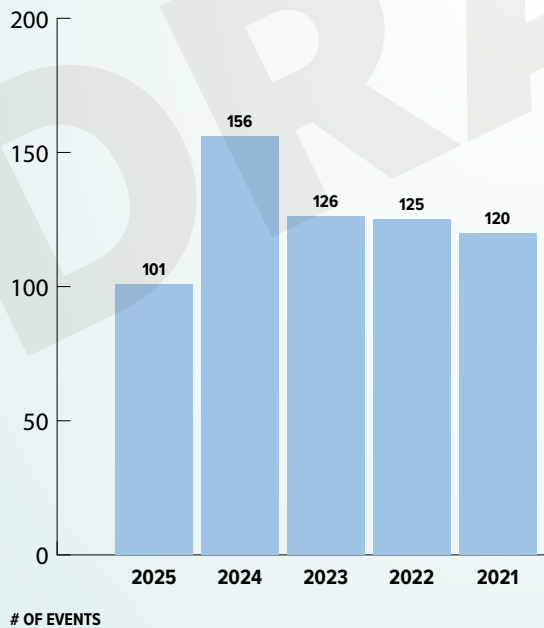
Note: *The number of jobs generated are based on economic activity within different sectors of tourism. (e.g. airlines, car rentals, coach services, etc)*

Networking Events, Workshops and Member/Community Events

In 2025, we celebrated 58 ribbon cuttings and groundbreaking ceremonies along with 43 in-person and virtual networking, learning seminars, and meetings, reaching 6,000+ people.

58 RIBBON CUTTINGS
& GROUNDBREAKING
CEREMONIES

43 IN PERSON + VIRTUAL
CHAMBER EVENTS



thinkhiltonheadisland.org

2025 EVENTS

JANUARY

1/8/2025

Power Hour Tele Town Hall

[Virtual](#)

1/11/2025–01/18/2025

Chamber Wellness Week

[Hilton Head Island & Bluffton](#)

1/15/2025

First Presbyterian Day School Playground

Ribbon Cutting

[Hilton Head Island](#)

1/16/2025

Novant Health PT Solutions

Ribbon Cutting

[Hilton Head Island](#)

1/25/2025–2/1/2025

Chamber Restaurant Week

[Hilton Head Island & Bluffton](#)

1/30/2025

Conversation + Cocktails: Kung Fu Cantina

[Bluffton](#)

Lennie & Remi Ribbon Cutting

[Bluffton](#)

FEBRUARY

2/4/2025

Power Hour Tele Town Hall

[Virtual](#)

2/3/2025

Ribbon Cutting at the Town of Bluffton

Squire Pope Carriage House

[Bluffton](#)

2025 DMO Industry Metrics Annual Report 21

2/18/2025
Biscuits & Benefits
[Hilton Head Island](#)

2/19/2025
Chamber Young Professionals - Hawaii Fluid Art
[Hilton Head Island](#)

2/20/2025
Sparklight Ribbon Cutting
[Bluffton](#)

2/27/2025
Ribbon Cutting at Local Legend Brewing Company
[Hilton Head Island](#)

Conversation + Cocktails: Local Legend Brewing Company
[Hilton Head Island](#)

MARCH

3/4/2025
Boutique Medical Aesthetics Ribbon Cutting
[Bluffton](#)

3/5/2025
Power Hour Tele Town Hall
[Virtual](#)

3/7/2025
TCL Culinary Institute of the South Foodseum Ribbon Cutting
[Bluffton](#)

3/15/2025
Chamber Ball
[Hilton Head Island](#)

3/16/2025
Caring Transitions of Hilton Head Ribbon Cutting
[Beaufort County](#)

3/19/2025
Hilton Head Christian Academy Upper School Ribbon Cutting
[Bluffton](#)

Chamber Young Professionals at Uncorked
[Hilton Head Island](#)

3/20/2024
Conversation + Cocktails: Nectar in Bluffton
[Bluffton](#)

3/25/2025
Collins Group Realty Ribbon Cutting
[Bluffton](#)

Leadership Alumni Speaker Series Event
[Hilton Head Island](#)

3/22/2024
Ribbon Cutting: Eyemazy Iris Photography
[Hilton Head Island](#)

3/27/2025
Outside Palmetto Bluff Ribbon Cutting
[Bluffton](#)

APRIL

4/2/2024
Power Hour Tele Town Hall
[Virtual](#)

Novant Health Groundbreaking Ceremony for Bluffton Emergency Department
[Bluffton](#)

Pregnancy Center & Clinic Ribbon Cutting and Anniversary
[Hilton Head Island](#)

4/3/2024
Paid Par-Tee
[Hilton Head Island](#)

4/22/2025
Pure Salt Studios Ribbon Cutting
[Hilton Head Island](#)

4/23/2025
Daniel Ravenel Sotheby's International Realty Ribbon Cutting
[Hilton Head Island](#)

4/25/2025
Venice Lash Lounge Ribbon Cutting
[Hilton Head Island](#)

4/30/2025
Power Hour Tele Town Hall
[Virtual](#)

MAY

5/2/2025
Dill Dinkers Pickleball Ribbon Cutting
[Hilton Head Island](#)

Pops of Hilton Head Anniversary Ribbon Cutting
[Hilton Head Island](#)

5/5/2025–5/8/2025
Small Business Week
[Hilton Head Island & Bluffton](#)

5/5/2025
Pork in the Parking Lot
[Hilton Head Island](#)

5/6/2025
AI Bootcamp
[Bluffton](#)

5/7/2025
Ethical AI Seminar
[Hilton Head Island](#)

Beaufort Memorial Hospital Groundbreaking for Bluffton Community Medical Center
[Bluffton](#)

Junior Leadership Graduation
[Hilton Head Island](#)

5/9/2025
Lotus Health Ribbon Cutting
[Bluffton](#)

5/15/2025
Bluffton Block Party at Agave
[Bluffton](#)

5/16/2025
Lowcountry Stone Boutique Ribbon Cutting
[Hilton Head Island](#)

5/16/2025
**Lowcountry Stone Boutique
 Ribbon Cutting**
[Hilton Head Island](#)

5/20/2025
**Leadership Class of 2025
 Project Ribbon Cutting - Safe
 to Shore**
[Hilton Head Island](#)

5/21/2025
Biscuits & Benefits
[Hilton Head Island](#)

5/27/2025
**Thai Smile Cuisine Ribbon
 Cutting**
[Hilton Head Island](#)

JUNE

6/2/2025
Power Hour Tele Town Hall
[Virtual](#)

6/4/2025
Leadership Graduation
[Hilton Head Island](#)

6/12/2025
Business Golf Classic
[Hilton Head Island](#)

6/18/2025
**Juicebox Natural Wine and
 Craft Beer Ribbon Cutting**
[Bluffton](#)

6/24/2025
**Chamber Champions
 Reception**
[Hilton Head Island](#)

6/25/2025
**Conversation + Cocktails:
 Hampton Hall**
[Bluffton](#)

6/27/2025
**Milkshake Factory Ribbon
 Cutting**
[Hilton Head Island](#)

Nala's Beach Ribbon Cutting
[Hilton Head Island](#)

JULY

7/2/2025
Daily Café Ribbon Cutting
[Hilton Head Island](#)

7/9/2025
Power Hour Tele Town Hall
[Virtual](#)

7/30/2025
**Origin Coffee Bar Ribbon
 Cutting**
[Hilton Head Island](#)

**J. Banks in Residence Ribbon
 Cutting**
[Hilton Head Island](#)

**Frank Babel Bike Path
 Dedication**
[Hilton Head Island](#)

AUGUST

8/12/2025
**Hilton Head Preparatory 60th
 Anniversary Ribbon Cutting**
[Hilton Head Island](#)

8/13/2025
Leadership Class Orientation
[Hilton Head Island](#)

8/21/2025
**Conversation + Cocktails:
 Nectar Hilton Head Island**
[Hilton Head Island](#)

**South Carolina Chamber
 Blueprint Luncheon**
[Bluffton](#)

8/22/2025
Wildflower Girls Ribbon Cutting
[Bluffton](#)

8/24/2025
**Junior Leadership Class
 Orientation**
[Hilton Head Island](#)

8/25/2025
**Emry's Bookshop Ribbon
 Cutting**
[Hilton Head Island](#)

8/27/2025
**Historic Mitchelville Freedom
 Park Groundbreaking for
 the Archaeological Research
 Facility and Auditorium**
[Hilton Head Island](#)

8/29/2025
**Ma Daisy's Porch & Bluffton
 Gullah Cultural Heritage
 Center Ribbon Cutting**
[Bluffton](#)

SEPTEMBER

9/10/2025
Links & Legacy Invitational
[Bluffton](#)

9/14/2025
**Pockets Full of Sunshine
 Ribbon Cutting**
[Hilton Head Island](#)

9/17/2025
Biscuits & Benefits
[Hilton Head Island](#)

9/18/2025
**Conversation + Cocktails: One
 Hot Mama's Hilton Head Island**
[Hilton Head Island](#)

9/19/2025
**Full Spectrum Studio Ribbon
 Cutting**
[Hilton Head Island](#)

9/24/2025
221B Studios Ribbon Cutting
[Bluffton](#)

9/25/2025
**Executive Connection
 at WaterWalk**
[Hilton Head Island](#)

9/30/2025
**Novant Health Westbury Park
 Primary Care Ribbon Cutting**
[Bluffton](#)

OCTOBER

10/6/2025
Gullah Museum of
Hilton Head Historic Outhouse
Ribbon Cutting
[Hilton Head Island](#)

10/9/2025
Chamber Young Professionals
at Hilton Head Distillery
[Hilton Head Island](#)

10/10/2025
Street Meet 20th Anniversary
Ribbon Cutting
[Hilton Head Island](#)

10/15/2025
State of the Region with
Governor Henry McMaster
[Hilton Head Island](#)

10/16/2025
Volunteers in Medicine “Edible
Parking Lot” Ribbon Cutting
[Hilton Head Island](#)

10/22/2025
Flowers by Katie Ford
Ribbon Cutting
[Bluffton](#)

10/23/2025
Conversation + Cocktails:
Palmetto Hall
[Hilton Head Island](#)

10/24/2025
Town of Bluffton Permanent Art
Structure Ribbon Cutting
[Bluffton](#)

Lavender Lounge Head Spa
Ribbon Cutting
[Bluffton](#)

Birdie James Bluffton
Ribbon Cutting
[Bluffton](#)

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

10/28/2025
Leadership Alumni Association
“Tales of the Lowcountry”
Speakers Event
[Hilton Head Island](#)

NOVEMBER

11/6/2025
Executive Connection
[Bluffton](#)

11/7/2025
Indigo Run Golf Club Re-
Opening Ribbon Cutting
[Hilton Head Island](#)

11/13/2025
Hail Mary’s Ribbon Cutting
[Bluffton](#)

Conversation + Cocktails:
Hail Mary’s
[Bluffton](#)

11/19/2025
Demure Head Spa Ribbon
Cutting
[Hilton Head Island](#)

11/20/2025
Beaufort Memorial
Hospital Emergency Room
Groundbreaking
[Hilton Head Island](#)

DECEMBER

12/3/2025
Nom Nom Poke Shop
Ribbon Cutting
[Bluffton](#)

Artware 25th Anniversary
Ribbon Cutting
[Hilton Head Island](#)

12/4/2025
Russel Stover Chocolates
Ribbon Cutting
[Hilton Head Island](#)

12/5/2025
Sandbox 20th Anniversary
Ribbon Cutting
[Hilton Head Island](#)

Historic Mitchelville Freedom
Park Era Garden Ribbon Cutting
[Hilton Head Island](#)

12/8/2025
Taylor Memorial Family Park
Groundbreaking
[Hilton Head Island](#)

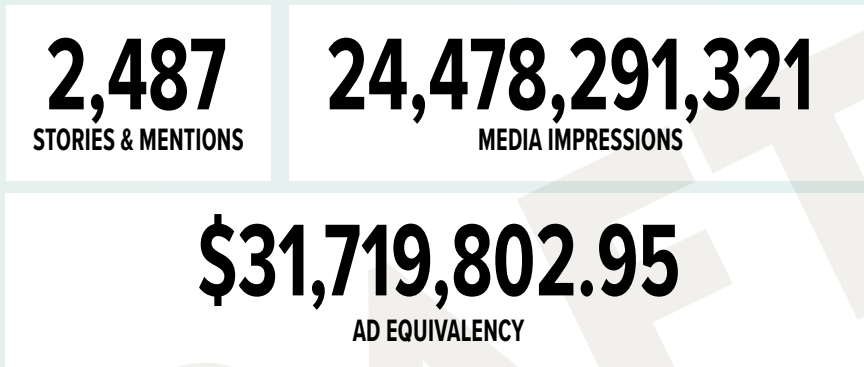
12/9/2025
Radici Italian Chophouse
Ribbon Cutting
[Bluffton](#)

12/12/2025
Sparkles & Spirits
[Hilton Head Island](#)

12/19/2025
T2 Teaching and Tutoring
Ribbon Cutting
[Bluffton](#)

Media Impressions and the Dollar Equivalent

The communications team tracks 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: Weber Shandwick and includes all print, online, and broadcast media

2025

Stories & Mentions
2,487
Impressions
24,478,291,321
Ad Value
\$31,719,802.95

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

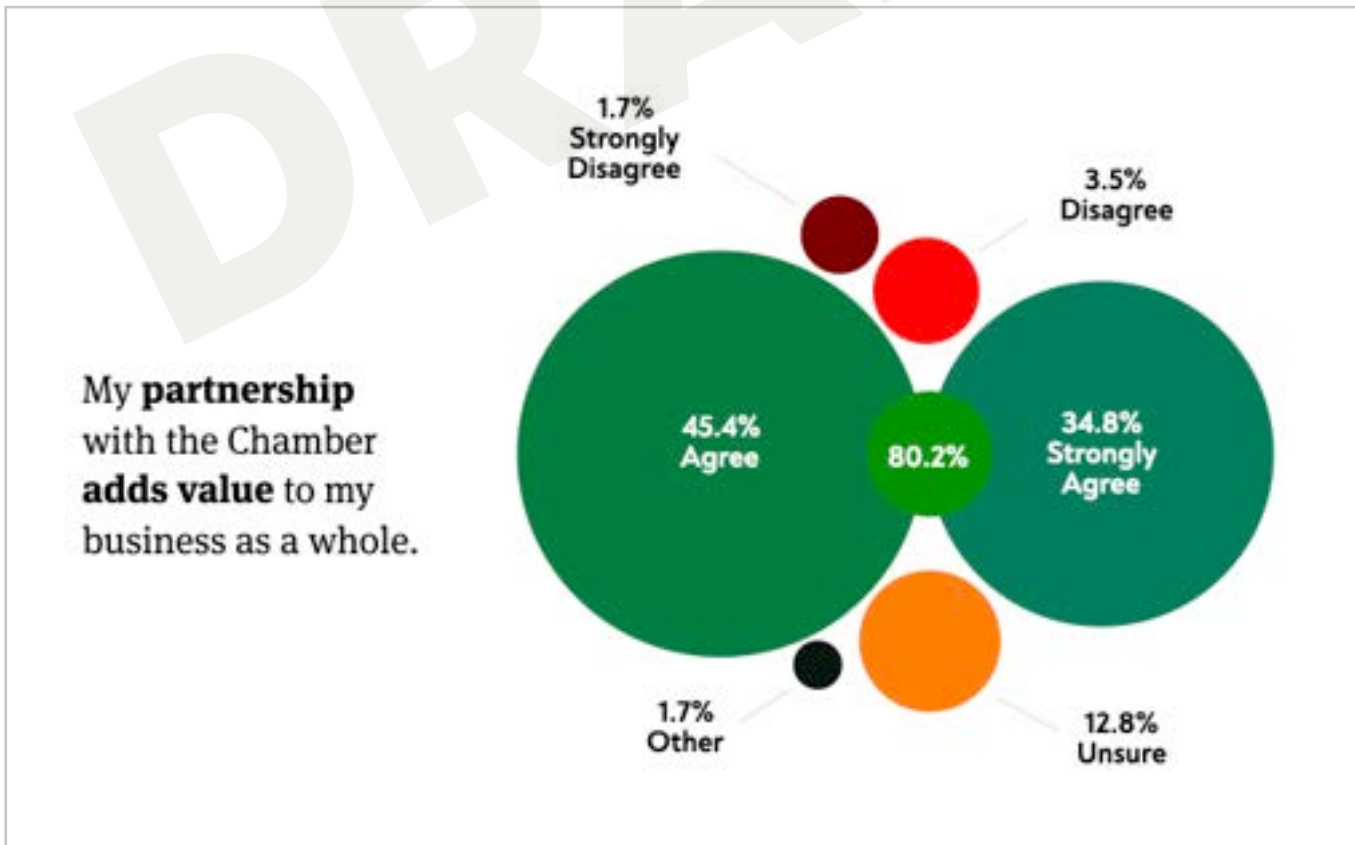
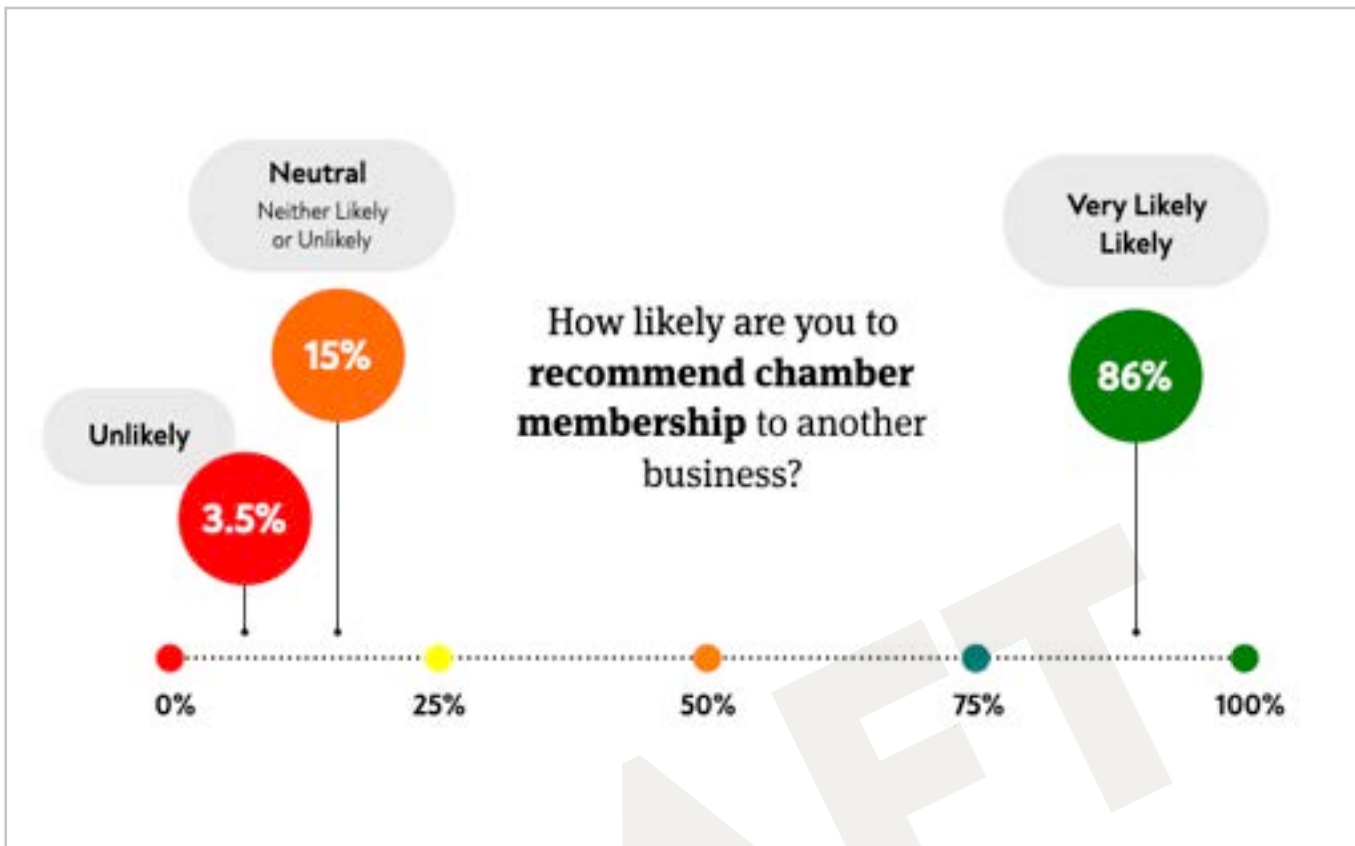
2022

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

2021

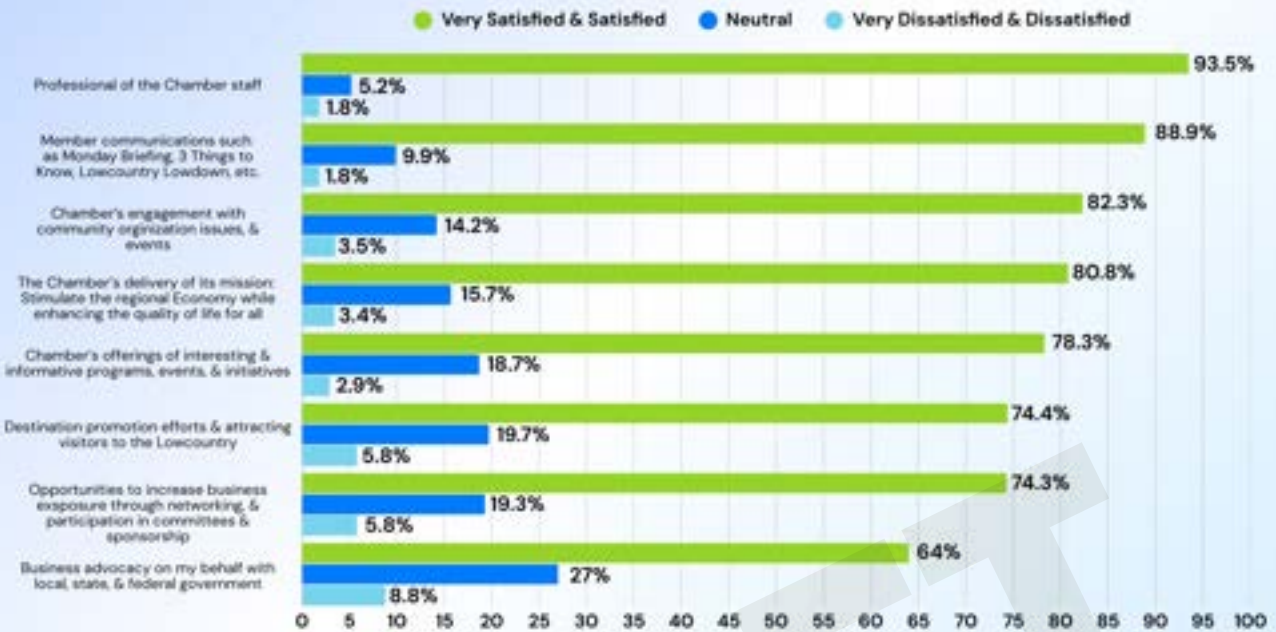
Stories & Mentions
2,316
Impressions
13,269,706,386
Ad Value
\$11,729,825.10

**HIGHLIGHTS FROM THE
CHAMBER MEMBERSHIP SURVEY**



Q5

Please rate your **satisfaction with the Chamber** in the following areas:



What do you feel are the **top three issues** facing our area?





MARKETING COUNCIL MEETING SCHEDULE

November 18, 2026

Marketing Council Kick Off Meeting

January 27, 2027

Marketing Council Meeting

February 15, 2027

Draft Marketing Plan sent to Chamber Board of Directors & Marketing Council

February 22, 2027

Feedback due from Chamber Board of Directors & Marketing Council

March 1, 2027

Draft DMO Marketing Plan and FY 2027-2028 budget due to
Town of Hilton Head Island Town Manager

March 15, 2027

Feedback due from Town of Hilton Head Island Town Manager

March 18, 2027

DMO Workshop with Town of Hilton Head Island Town Council

April 6, 2027

Final Annual Package due to Town of Hilton Head Island Town Manager,
Assistant Town Manager, and Finance Director

April 22, 2027

Presentation to the Town of Hilton Head Island Accommodations Tax Advisory Committee

June 8, 2027

Presentation to the Town of Hilton Head Island Town Council

POINT OF CONTACT

Ariana Pernice

Vice President of Visitor & Convention Bureau
Hilton Head Island & Bluffton Chamber of Commerce
apernice@hiltonheadisland.org
(843) 341-8366



**HILTON HEAD
ISLAND**
SOUTH CAROLINA

C2025-76

Exhibit A

STATE OF SOUTH CAROLINA)	CONTRACT FOR A DESIGNATED MARKETING
)	ORGANIZATION
COUNTY OF BEAUFORT)	

THIS CONTRACT FOR A DESIGNATED MARKETING ORGANIZATION (the "*Contract*") is made effective as of December 19th, 2025 ("*Effective Date*"), by and between **Hilton Head Island - Bluffton Chamber of Commerce**, a not-for-profit corporation organized and existing under the laws of the State of South Carolina ("*Chamber*" or "*DMO*") and the **Town of Hilton Head Island**, a municipal corporation and political subdivision of the State of South Carolina ("*Town*"); hereinafter individually referred to as a "*Party*" and collectively referred to as the "*Parties*".

WHEREAS, S.C. Code Ann. § 12-36-920(A)(Supp. 2025) imposes a sales tax of seven (7%) percent on accommodations provided to transients in the State of South Carolina. Under S.C. Code Ann. § 12-36-2630(3)(Supp. 2025), one component of the tax on accommodations is a two (2%) percent local accommodations tax that is credited to the counties and municipalities in the State in accordance with S.C. Code Ann. § 6-4-5, *et seq.*(Supp. 2025); and,

WHEREAS, Counties and municipalities in which more than fifty thousand and no/100 (\$50,000.00) Dollars is collected must allocate the two (2%) percent accommodations tax credited to them in the manner stated in S.C. Code Ann. §6-4-10 (Supp. 2025); and,

WHEREAS, S.C. Code Ann. §6-4-10(3)(Supp. 2025), reads, in relevant part:

Thirty percent of the balance must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program. If no organization exists, the municipality or county shall create an organization with the same membership standard in Section 6-4-25. To be eligible for selection the organization must be organized as a nonprofit organization and shall demonstrate to the municipality or county that it has an existing, ongoing tourism promotion program or that it can develop an effective tourism promotion program. Immediately upon an allocation to the special fund, a municipality or county shall distribute the tourism promotion funds to the organizations selected or created to receive them. Before the beginning of each fiscal year, an organization receiving funds from the accommodations tax from a municipality or county shall submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the municipality or county which distributed them.

The fund described in S.C. Code Ann. §6-4-10(3)(Supp. 2025), is known as the "*Thirty Percent Fund*"; and,

WHEREAS, businesses in the Town collect more than fifty thousand and no/100 (\$50,000.00) Dollars per year in accommodations taxes imposed by S.C. Code Ann. § 12-36-920(A)(Supp. 2025); therefore, under S.C. Code Ann. § 6-4-10(3)(Supp. 2025) the Town must select or create an organization to manage and direct the Thirty Percent Fund, said organization referred to as a destination marketing organization, herein the "*DMO*"; and,

WHEREAS, the Chamber seeks to serve as the DMO, and reference to the DMO herein includes the Chamber and reference to the Chamber includes the DMO; and,

WHEREAS, the Parties desire to enter into this Contract to establish the standards of performance to be met by the DMO in the fulfilment of its statutory obligations to submit for approval its annual budget at the beginning of each fiscal year, DMO's obligation to submit an accounting of the expenditures at the end of each fiscal year, and formalize the Town's expectations for reporting of all marketing activity.

NOW, THEREFORE, in consideration of the mutual promises, undertaking and covenants set forth herein, the receipt and sufficiency of which are acknowledged and affirmed, the Parties hereto agree as follows:

ARTICLE 1. Incorporation of Recitals. The above recitals are hereby incorporated herein as if restated fully and are hereby made an integral part hereof so that their contents are a substantive part of this Contract.

ARTICLE 2. Term. This Contract shall be effective as of the Effective Date and shall continue for a period of three (3) years ("**Term**"), unless otherwise terminated as herein provided.

- I. *Renewal Term.* This Contract may be renewed at the end of the Term for a period not to exceed two (2) years and may not be renewed more than one (1) time ("**Renewal Term**"). Parties agree the Renewal Term must be considered by Town Council thirty (30) calendar days after the beginning of the third (3rd) year of this Contract and prior to a Request for Qualification ("**RFQ**") for a DMO as required in Subsection II of this Article.
- II. *End of Term RFQ.* The Parties acknowledge and understand that one (1) year prior to the end of the Term or Renewal Term, the Town will issue a RFQ for DMO services and the Town will review all responses pursuant to the Town's procurement process.

ARTICLE 3. DMO Funding

- I. *Allocation and Use of Funds.* Pursuant to the authority and requirements established in the S.C. Code and as detailed in the recitals of this Contract, the Town shall allocate the monies held in the Thirty Percent Fund to the DMO. Said funds shall be allocated to the DMO quarterly based on the Fiscal Year. The Thirty Percent Funds shall be used pursuant to South Carolina state law, State of South Carolina Tourism Expenditure Review Committee ("**TERC**") oversight and as established in this Contract. DMO agrees the Thirty Percent Funds shall be held in a separate account from all other funds held by the DMO or in a manner that allows for a detailed accounting of the funds to be provided to the Town as required by this Contract. Failure by the DMO to use the Thirty Percent Funds as specified and required by this Contract shall be deemed a default by the DMO and shall result in a termination of this Contract.
- II. *Availability of Funds.* The Parties acknowledge, understand and agree that the Thirty Percent Fund is funded from a fluctuating revenue source, thus the availability of funds may be inconsistent with the projected amounts. The Parties agree that the Town shall not be responsible for the difference between projected funding and the actual funding available and the Town shall not be requested or required to allocate any monies from any other funding source other than the Thirty Percent Fund. Nothing herein prevents the DMO from requesting additional funding from the Town.

ARTICLE 4. Annual Approvals and Required Presentations.

- I. *Annual Package Required.* The Parties acknowledge and agree that as a condition of eligibility for funding, the DMO shall prepare and submit to the Town of Hilton Head Island Town Council (“Town Council”), on or before April 6 of each year the finalized Budget, Marketing Plan, Marketing Council Calendar, and Point of Contact for review and approval; hereinafter collectively referred to as the “Annual Package”. The Annual Package shall not be presented to or approved by Town Council unless all required documents are included.
- II. *Budget and Marketing Workshop.* The DMO must submit a preliminary Budget and preliminary Marketing Plan to the Town Manager no later than March 1 of each year. The Town Manager will return a revised or approved copy of the Budget and Marketing Plan by March 16 of each year. The Budget and Marketing Plan shall be presented to the Town Council by the DMO at a workshop to be held no later than March 31 of each year.
- III. *Required Public Presentations.* The DMO shall provide presentations and reports on the operations of the DMO to the Town when requested by the Town Council or Town Manager within fourteen (14) business days following the request. The DMO shall provide a presentation, report and update on marketing and the Budget every year as follows:
 - (a) Once per Fiscal Year to the Town’s Accommodations Tax Advisory Committee at a time determined appropriate by the committee; and,
 - (b) A Quarterly Report to Town Council at a public meeting held between September 1 and October 31; and,
 - (c) A Quarterly Report to Town Council at a public meeting held between May 1 and June 30.

The required public presentations shall include:

- (a) a mutually agreed upon marketing analysis based on defined key performance indicators as defined by Destinations International; and,
- (b) report on status of marketing projects as described in the Marketing Plan; and,
- (c) a budget update; and,
- (d) update on projects and promoted and advertised local events; and,
- (e) overview of any other projects and actions being taken in furtherance of the Core Values.

Town Council reserves the right to postpone or combine required public presentations and/or request for reports at its discretion.

ARTICLE 5. Annual Budget.

- I. *Annual Budget Approval.* Pursuant to the requirements established in Article 4 herein, the DMO’s annual budget (“**Budget**”) shall be approved by Town Council as part of the Annual Package. The Budget shall be a detailed budget in a mutually agreed upon format that shall include a comparison to the previous fiscal year budget. The DMO shall provide a proposed budget format to the Town Manager no later than January 1 of each year for review and approval. For purposes of this Contract the fiscal year shall be from July 1 to June 30 (“**Fiscal Year**”).
- II. *Budget Requirements.* To be considered for approval by Town Council, the Budget shall be submitted utilizing the “30 Percent (NONPROFIT DMO) Budget Form” (“**Budget Form**”) as adopted by TERC and in the agreed format as established in Section 5(I) of this Contract, and shall include all

of the following:

- (a) A description of all planned revenues of the DMO including but not limited to the Thirty Percent Fund, any other revenues from any other sources and amount by source fund.
- (b) A description of all planned expenditures of the DMO. The line items for proposed expenditures shall include the proposed expenditures, identified by amount, for:
 - (i) All advertising or promotions placed in or utilizing any print, television, radio, all social media/digital/internet-based media or platforms, however described; and,
 - (ii) On-site advertising at airports, other transportation hubs and visitor/welcome centers; and,
 - (iii) All advertising or promotions through the South Carolina Parks, Recreation and Tourism co-op channels and group travel organizations, sponsors, and plans as it relates to Thirty Percent Funds; and,
 - (iv) All full-time employee personnel costs, including salary and benefits, charged or allocated to the DMO and funded by the Thirty Percent Funds; and whereby said breakdown shall include the percentage and dollar amount of Thirty Percent Funds contributed to each employee position total salary; and,
 - (v) All office costs, including but not limited to rent or other charges for office space, office supplies and utilities by expense as it relates to Thirty Percent Funds; and,

ARTICLE 6. Marketing Plan.

- I. *Marketing Plan Approval.* Pursuant to the requirements established in Article 4 herein, the DMO shall deliver to the Town a Marketing Plan as part of the Annual Package. The Marketing Plan shall demonstrate adherence to the promotion of the Town’s goal of sustainable and responsible tourism practices in alignment with the Town’s strategic plan by promoting Ecotourism, Arts & Culture, Hilton Head Island History, Wellness, and Recreation (herein, the “*Core Values*”) and as further required by this Article. The Parties agree the Marketing Plan shall adhere to the requirements established in Section 6(II), but the Town reserves the right to request additional documents and/or information as desired.
- II. *Marketing Plan Requirements.* The Parties agree the Marketing Plan shall include:
 - (a) *General Requirements.* If applicable the advertising rates charged by the DMO for the Vacation Planner; planned print, television, radio, all social media/digital/internet based media or platforms, however described; on-site advertising at airports, other transportation hubs and visitor/welcome centers; direct mail or e-mail; and all advertising or promotions through the South Carolina Parks, Recreation and Tourism co-op channels and group travel organizations, sponsors and plans including group name, estimated number of room nights and venue rental; resident outreach plan with specific audiences and topics; and specifics on how each of the five Core Values will be marketed as associated with the Thirty Percent Fund.
 - (b) *Strategic Plan Required.* The DMO shall prepare and implement a Chamber Strategic Plan in accordance with South Carolina state law, TERC policies, and the Core Values.
 - (c) *Local Events.* The Marketing Plan shall include specific local events that will be promoted and

advertised throughout the year with Thirty Percent Funds; where the local event promotes the Town as a destination, attracts visitors from fifty (50) miles away or more, and visitors that stay in the Town overnight. The DMO shall provide the local event name, the previous year statistics associated with the local event, and the amount of Thirty Percent Funds being used to promote the local event.

(d) *Surveys and Metrics.* In addition to any other requirements established in this Article and to confirm compliance with industry standards, the Marketing Plan shall include the most current Industry Standard metrics as published by “Destinations International” and reports of the metrics aligned with the Core Values to include but not be limited to:

(i) Visitor Metrics shall include:

- (1) the average spend per visitor and by category (such as tours, lodging and dining);
- (2) the number of visitors by season and demographic categories;
- (3) a comparison of occupancy rates between the Town and comparable destinations; and,
- (4) a comparison of the average spend per visitor between the Town and comparable destinations.

(ii) The identification of specific local events held within the Town, together with a detailed breakdown of the proposed strategies, timelines, and initiatives to be implemented for the purpose of promoting and enhancing attendance at such local events; where the local event promotes the Town as a destination, attracts visitors from fifty (50) miles away or more, and visitors that stay in the Town’s jurisdiction overnight; and,

(iii) Group Sales metrics including year-over-year comparisons of DMO outreach to Group Sales providers, Group Sales attributable to DMO outreach, number of attendees per event, and economic impact or spend; and,

(iv) Digital Performance metrics including website traffic and engagement metrics (e.g., unique visitors, time on site, bounce rate); social media growth, engagement rates, and reach; and conversion rates for booking or other calls to action; and,

(v) Economic Impact metrics including local business revenues from tourism and tourism-related tax revenues; and,

(vi) Media and Brand Awareness metrics including earned media value, number of media placements and sentiment and brand recognition surveys; and,

(vii) Seasonal Impact metrics including Shoulder Season bookings, visitor numbers, and Peak Season bookings and visitor numbers; and,

(viii) Stakeholder Satisfaction metrics including surveys of Town businesses, residents, and industry stakeholders with a survey that meets statistical validity based on survey research best practices. For the resident survey, there must be a minimum of 3000 responses and a collaborative approach to outreach efforts. The DMO shall provide the Town with details of the outreach efforts at the Budget and Marketing Workshop.

ARTICLE 7. Annual Accounting and Financial Transparency.

I. *Accounting Report Required.* In addition to an annual audit and as required by S.C. Code Ann. § 6-4-10(3)(Supp. 2025), on or before September 30 of each year, the DMO shall deliver to the Town an accounting report of the DMO’s expenditure of the revenues described in the Budget for the preceding Fiscal Year for the Thirty Percent Funds, hereinafter referred to as “*Accounting Report*”.

An audit and the related Accounting Report must be prepared by an independent certified public accounting firm and must conform to the standards set by the American Institute of Certified Public Accountants. The Accounting Report must include:

- (a) One Hundred (100%) percent of all invoices and receipts paid from or charged against the revenues of the DMO including the Thirty Percent Fund and any other revenues and expenses identified in the Budget; and shall include all revenues and expenditures identified in the Budget for the preceding Fiscal Year; and,
- (b) The most recent Federal and State tax returns filed related to the revenues and expenses of the DMO, and if the revenues and expenses of the DMO are included in Federal and State tax returns of any other organization, including the Chamber, then those Federal and State tax returns must be included. The Federal and State tax returns shall be prepared and filed by a tax professional that must execute the returns as a tax preparer as defined by the Internal Revenue Code, the South Carolina tax code, and/or their regulations.

II. *Fiscal Year Annual Audit.* The Accounting Report required in this Article is in addition to an annual audit completed by a Certified Public Accountant for each Fiscal Year. The DMO agrees to provide a copy of the fiscal year audit to the Town and post on the website as required in Section 7(V) of this Contract. Following a review of the Fiscal Year audit, the Town Manager or Town Council may request to inspect additional information or documentation related to the Thirty Percent Funds as described below.

III. *Inspection Rights.* The Town Manager (or a designee that satisfies the same standard to interview auditors as set forth herein), or a representative from the Town's Finance and Administration Committee (who also satisfied the same standard to interview auditors as set forth herein) may, upon reasonable notice, inspect the necessary financial records, including third party invoices, of the Chamber in order to verify compliance of the Accounting Report in all material respects. This inspection right shall not be exercised more than twice a Fiscal Year, unless otherwise agreed by the Parties.

IV. *DMO Warranties and Representations.* The DMO hereby warrants and represents the following:

- (a) The DMO warrants and represents that it has all necessary licenses and consents required for the DMO to enter into and fully perform this Contract.
- (b) The DMO warrants and represents to perform all tasks required under this Contract with a degree of skill and care of reputable organizations and experts of the same profession in South Carolina.
- (c) The DMO warrants and represents to properly withhold from all wages, commissions, salaries, and fees paid by DMO to third parties or employees, agents, or sub-contractors of DMO, all amounts required by state or federal law to be withheld for or on account of taxes, social security payments, or other withholdings mandated by law or regulation.

V. *Records on Website.* The DMO shall be solely responsible for ensuring each year's Budget, Marketing Plan, and Accounting Report required in Section 6(II)(d) of this Contract are posted on the website with an address of www.ThinkHiltonHeadIsland.org. The documents posted on the website shall be easily accessible to the public and be in a format that can be accessed by the public or in a format that allows for the documents to be downloaded by a typical user. The DMO will also provide the previous ten (10) years of Accounting Reports, annual audits and yearly Budget on www.thinkhiltonheadisland.org.

ARTICLE 8. Additional Grants.

- I. *Request for Additional Grants.* Any request by the DMO or the Chamber for an Additional Grant of Accommodations Tax funds (“*Additional Grant*”) or any other Town funds shall be accompanied by a detailed budget. To be considered for approval by the Town Council, the Additional Grant budget shall include all of the following:
- (a) A description of all planned revenues to be applied to the matter that is the subject of the Additional Grant, including all Town funds and any other revenues from any other sources.
 - (b) A description of all planned expenditures related to the matter that is the subject of the Additional Grant. The line items for proposed expenditures shall include the proposed expenditures, identified by amount and recipient, for:
 - (i) All advertising or promotions placed in or utilizing any print, television, radio, all social media/digital/internet-based media or platforms, however described; and,
 - (ii) On-site advertising at airports, other transportation hubs and visitor/welcome centers; and,
 - (iii) direct mail or e-mail; and,
 - (iv) All advertising or promotions through the South Carolina Parks, Recreation and Tourism co-op channels and group travel organizations, sponsors, and plans; and,
 - (v) All personnel costs, including salary and benefits, charged or allocated to the DMO; and,
 - (vi) All fees for marketing support, including call/chat centers, creative development of materials, photography, videography and the like; and,
 - (vii) All office costs, including rent or other charges for office space, office supplies and utilities; and,
 - (viii) All professional fees and costs charged to or incurred by the DMO, including but not limited to professional fees for accounting, legal, website and web-based application development and maintenance.
- II. *Required Reports.* Following the expenditure of any Additional Grant by the DMO, but in no event less than one hundred eighty (180) days following the delivery of any Additional Grant, the DMO shall deliver to the Town an accounting of the DMO’s expenditure of the revenues described in the budget for the Additional Grant. The accounting must be prepared by an independent certified public accounting firm and must conform to the standards set by the American Institute of Certified Public Accountants. The accounting must include One Hundred (100%) percent of all invoices and receipts paid from or charged against the revenues of the DMO related to the Additional Grant including all revenues identified in the budget for the Additional Grant. The accounting shall include all revenues and all expenditures identified in the budget for the Additional Grant.

ARTICLE 9. Public Engagement.

- I. *Appointment of Members.* The DMO acknowledges and agrees that the Town Mayor shall appoint one member of the Town Council and one staff member from the Town to the DMO Marketing Council of the Chamber.

- II. *Marketing Council Calendar.* The DMO shall ensure that specific dates are established for the DMO Marketing Council to meet throughout the year starting July 1 through June 30 of the following year. The calendar of meetings required in this Section shall be included in the Annual Package; hereinafter collectively referred to as “*Marketing Council Calendar*”.

ARTICLE 10. Materials and Data.

- I. *Assignability of Contracts.* To the extent available by the DMO’s license and/or ownership, the DMO acknowledges and agrees that if this Contract is terminated or not renewed, the Town shall have the right to request for any contract related to the use of Thirty Percent Funds and pursuant to TERC may be assigned to the Town.
- II. *Sale of Materials.* For purposes of this Contract, “Materials and Assets” shall include, but not be limited to, photography, data subscriptions, web-based applications, websites, and any other materials paid for in whole or in part with funds from the Thirty Percent Fund or any Additional Grant. To the extent available by the DMO’s license and/or ownership any Materials and Assets, the Town shall have a first right of refusal to purchase the Materials and Assets pursuant to the terms of this Section. Within fifteen (15) days of receipt of the Town’s written request, or the end of the Term or Termination of this Contract, the DMO shall deliver to the Town a written acknowledgment and bill of sale identifying the specific Material and Asset. The Town shall have ninety (90) days from the date of receipt of the DMO’s written acknowledgement and bill of sale to purchase said Material and Asset in their entirety, resulting in the DMO having no ownership in any of the Materials and Asset.
- III. *Sale of Domain Names.* To the extent available by the DMO’s license and/or ownership of the domain names associated with the Websites, these may be sold to the Town pursuant to the terms of this Section. If this Contract is terminated or not renewed within six (6) months from the end of a Term or Renewal Term, then the Town shall have the right of first refusal to purchase the domain names associated with the Websites, if DMO offers same for sale, at a fair market value established by a mutually agreed upon third party; whereby the fair market value shall be discounted by the amount of the Thirty Percent Fund that has been allocated to the use and promotion of the said domain names over the term of the contract. The Town shall have ninety (90) days from the date the fair market value is established to inform the DMO in writing of the Town’s desire to purchase the domain names associated with the Websites; and the sale and purchase of the said domain names shall occur within ninety (90) days of the Town’s written intent to the DMO.
- IV. *Data and Information.* The Parties acknowledge that technology including software programs and artificial intelligence may be used to obtain data and information to form future marketing plans as well as to determine the effectiveness of current marketing strategies. To the extent available by the DMO’s license and/or ownership the DMO acknowledges and agrees that upon a written request from the Town, the DMO shall within a commercially reasonable time provide to the Town any data and/or information gathered by software and/or artificial intelligence which has been purchased or obtained in any amount from the use of Thirty Percent Funds and pursuant to TERC.

ARTICLE 11. Correction of Errors, Inquiries and Requests.

- I. *Websites.* The DMO is solely responsible for maintaining the websites with domain names www.ThinkHiltonHeadIsland.org and HiltonHeadIsland.org, collectively referred to as the “*Websites*”. DMO shall ensure that Websites are free from errors, have current and accurate information at all times and function properly. The DMO shall correct errors or inaccurate or out of date information on the Websites within a commercially reasonable amount of time after receiving written notice of the

alleged error, but in a period not to exceed fourteen (14) calendar days or within a longer period of time as approved by the Town whereby said approval shall not be unreasonably withheld.

- II. *Requests from Town Generally.* The DMO shall have fourteen (14) calendar days to respond to written inquiries or requests for information from the Town. The DMO acknowledges and agrees that any failure to respond to written inquiries or requests for information from the Town in the stated timeframe is a breach of this Contract.

ARTICLE 12. DMO Warranties and Role

- I. *Warranties and Representations.* All warranties and representations of the DMO shall survive the expiration of the Term or any Termination as described in this Contract. The DMO hereby warrants and represents:
- (a) it has all necessary licenses and consents required for the DMO to enter into and fully perform this Contract; and,
 - (b) it shall perform all tasks required under this Contract with a degree of skill and care of reputable organizations of the same profession in South Carolina; and,
 - (c) to properly withhold from all wages, commissions, salaries, and fees paid by DMO to third parties or employees, agents, or sub-contractors of Chamber, all amounts required by State or Federal law to be withheld for or on account of taxes, social security payments, or other withholdings mandated by law or regulation; and,
 - (d) to comply with all state accommodation tax laws, including but not limited to S.C. Code Ann. § 6-4-5, *et seq.* (Supp. 2025), in administering the Thirty Percent Fund; and,
 - (e) to comply with all Federal and State income tax laws.
- II. *DMO Role and Revenues.* The Chamber acknowledges that its role as the DMO and as the recipient and end user of the Thirty Percent Fund and is a division of the Chamber of Commerce and will continue to act pursuant to South Carolina state law, TERC oversight, and the terms of this Contract.
- III. *Point of Contact.* The Parties agree to provide the other Party a Point-of-Contact. The Point-of-Contact shall be a representative of each Party who will be used for regular communication and reporting purposes. Each Party shall provide to the other Party a specific name and all contact information for the Point-of-Contact. If a Party's Point-of-Contact changes, then the Party shall provide written notice to the other Party of said change. The DMO shall include the Point-of-Contact in the Annual Package. The Town shall provide the DMO a Point-of-Contact with its approval of the Annual Package. The Point-of-Contact shall not be used for formal notices as established in Article 15(IX) of this Contract.

ARTICLE 13. Termination.

- I. *Default by DMO.* The Parties agree to act in good faith and take all available actions to avoid a termination pursuant to the terms of this Section. In the event of a breach by the DMO, the Town shall deliver a written notice to the DMO specifying the actions or inactions constituting the breach and specifying the actions necessary to cure the breach. Unless otherwise established in this Contract, the DMO shall have ninety (90) days following receipt of the written notice from the Town to cure the breach. If the DMO fails to cure the breach within the ninety (90) day period, then the Town may terminate this Contract by providing ninety (90) days written notice of the Termination to the DMO ("*Termination Notice*"). This Contract shall Terminate on the thirty first (31st) day following receipt of the Town's written Termination

Notice (the “*Termination*”). Immediately following the Termination, or sooner at the DMO’s election, the DMO shall return to the Town any part of the Thirty Percent Fund that was allocated to it and which has not been spent by the DMO in accordance with this Contract and the requirements of S.C. Code Ann. § 6-4-10(3)(Supp. 2025). Termination of this Contract shall not relieve the DMO of its obligations, responsibilities, or any representations and warranties as established in this Contract.

- II. *Immediate Termination.* This Contract is hereby terminated and voided immediately if 1) due to an unforeseeable catastrophic event, not otherwise covered by the Force Majeure clause included in this Contract, which dramatically effects the Town’s economy and tourism resulting in funding ceasing to exist; or 2) the South Carolina law is at any time amended whereby said amendment results in this Contract being unenforceable and/or illegal.
- III. *Allocation of Remaining Funds.* Following a termination or non-renewal of this Contract the Town shall be responsible for allocating any Thirty Percent Funds remaining owed to the DMO. Upon receipt of the Thirty Percent Funds from the state, the Town shall issue the remaining Thirty Percent Funds owed to the DMO within sixty (60) days of receipt. If this Contract is terminated prior to the end of a quarter, the allocation of funds shall be calculated based on the percentage of the quarter the DMO provided its services and this Contract was in place. This Section shall remain fully enforceable following a termination or non-renewal of the Contract.

ARTICLE 14. Authorization to Execute, Deliver and Perform. Each Party warrants that it has taken such actions as are necessary to authorize the execution, delivery, and performance of this Contract; that the officers signing this Contract are authorized to do so; and that their signatures are valid and sufficient to bind the Parties.

ARTICLE 15. Miscellaneous Terms.

- I. *Binding Effect.* This Contract shall inure to the benefit of and shall be binding upon the Parties and their respective successors and assigns, if any are permitted hereunder.
- II. *Non-Assignability.* The DMO may not assign or transfer this Contract without the prior written approval of the Town, and any attempt to do so shall be void.
- III. *Entire Agreement, Amendment, Changes and Modifications.* This Contract supersedes all prior discussions and agreements between the Parties with respect to the matters contained in this Contract and constitutes the sole and entire agreement and understanding between the Parties with respect to the matters and things contemplated herein. This Contract shall not be modified or amended except by an instrument in writing signed by both Parties.
- IV. *Severability.* If any provision of this Contract shall be held invalid or unenforceable by any court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision.
- V. *Counterparts.* This Contract may be simultaneously executed in several counterparts, each of which shall be an original and all of which shall constitute but one and the same instrument.
- VI. *Applicable Law:* This Contract shall be governed by and construed in accordance with the laws of the State of South Carolina. Venue is agreed to proper in Beaufort County and the associated state and Federal courts therein.
- VII. *Captions.* The captions or headings herein are for convenience only and in no way define, limit, or describe the scope or intent of any provisions, Sections or Articles of this Contract.

VIII. *No Third-Party Beneficiaries.* The Parties affirmatively represent that this Contract is made solely for the benefit of the signature parties hereto and their respective successors and assigns and not for the benefit of any third party who is not a signature party hereto. No party other than the signature Parties and their respective successors and assigns hereto shall have any enforceable rights hereunder, or have any right to the enforcement hereof, or any claim for damages as a result of any alleged breach hereof.

IX. *Notices.* All notices, applications, requests, certificates or other communications hereunder shall be sufficiently given and shall be deemed given when delivered in person; mailed by Certified mail, postage prepaid (in such case, delivery shall be deemed complete upon mailing); or by email including a read receipt, provided that the receiving party acknowledges the read receipt, addressed as follows, or to such other place as may be designated in writing by the Parties:

To the Town:

The Town of Hilton Head Island
Attn: Marc A. Orlando, Town Manager One
Town Center Court
Hilton Head Island, SC 29928
Email: marco@hiltonheadislandsc.gov

To the DMO:

Hilton Head Island – Bluffton Chamber of Commerce, Inc.
Attn: William G. Miles, President & CEO 1 Chamber of
Commerce Drive
Hilton Head Island, SC 29928
Email: bmiles@hiltonheadisland.org

The Parties acknowledge that each has an obligation under this Contract to acknowledge receipt of any notice delivered by email, and each warrants and agrees that it will acknowledge receipt of email notices within twenty-four (24) hours of receipt.

X. *No Waiver.* The failure of a Party to exercise any right or power given to either hereunder, or to insist on strict compliance by the other party of its obligations hereunder, nor any custom or practice of the Party at variance with the express terms hereof shall constitute a waiver of either Party’s right to demand exact compliance with the terms hereof.

XI. *Force Majure.* Neither Party shall be held liable for failure or delay in fulfilling obligations established in this Contract due to unforeseeable circumstances including, but not limited to, acts of God, natural disasters, war, terrorism, and pandemics.

XII. *No Joint Venture.* The DMO shall not, by entering into this Contract, become a servant, agent, or employee of Town, but shall remain at all times an independent contractor. This Contract shall not be deemed to create any joint venture, partnership, or common enterprise between the Parties, and the rights and obligations of the Parties shall not be other than as expressly set forth herein.

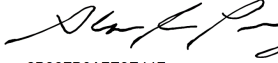
(Signature Page to Follow)


IN WITNESS WHEREOF, the Parties with the duly authorized officers of the DMO and Town have caused this Contract to be duly executed and sealed as of the Effective Date.

**THE HILTON HEAD ISLAND - BLUFFTON
CHAMBER OF COMMERCE, INC.**

Signed by:
By: William G. Miles 1/6/2026
76E30094A90F47A...
William G. Miles, President & CEO

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

Signed by:
By:  1/6/2026
2B36FB0A7E3E44E...
Alan R. Perry, Mayor

DocuSigned by:
By:  1/6/2026
5BD25854CB57423...
Marc A. Orlando, Town Manager

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

**A RESOLUTION BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA
APPROVING THE EXECUTION OF A CONTRACT WITH THE HILTON HEAD
ISLAND-BLUFFTON CHAMBER OF COMMERCE FOR DESTINATION
MARKETING ORGANIZATION SERVICES**

WHEREAS, S.C. Code Ann. § 12-36-920(A)(Supp. 2025) imposes a sales tax of seven (7%) percent on accommodations provided to transients in the State of South Carolina. Under S.C. Code Ann. § 12-36-2630(3)(Supp. 2025), one component of the tax on accommodations is a two (2%) percent local accommodations tax that is credited to the counties and municipalities in the State in accordance with S.C. Code Ann. § 6-4-5, *et seq.*(Supp. 2025); and,

WHEREAS, Counties and municipalities in which more than fifty thousand and no/100 (\$50,000.00) Dollars is collected must allocate the two (2%) percent accommodations tax credited to them in the manner stated in S.C. Code Ann. §6-4-10 (Supp. 2025); and,

WHEREAS, S.C. Code Ann. §6-4-10(3)(Supp. 2025) establishes that “thirty percent of the balance must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity”, hereinafter the “**Thirty Percent Fund**”; and,

WHEREAS, businesses in the Town of Hilton Head Island (“**Town**”) collect more than fifty thousand and no/100 (\$50,000.00) Dollars per year in accommodations taxes imposed by S.C. Code Ann. § 12-36-920(A)(Supp. 2025); therefore, under S.C. Code Ann. § 6-4-10(3)(Supp. 2025) the Town must select or create an organization to manage and direct the Town’s Thirty Percent Fund, said organization referred to as a destination marketing organization (“**DMO**”); and,

WHEREAS, the Town followed its procurement process in soliciting qualifications from interested parties to provide DMO services; and,

WHEREAS, the Hilton Head Island-Bluffton Chamber of Commerce (“**Chamber**”) was found to be the most qualified eligible respondent; and,

WHEREAS, the Town and the Chamber have negotiated a mutually acceptable contract for DMO services and desire to enter into said contract in order to establish the standards of performance to be met by the Chamber. The terms of the contract shall be substantially similar to those terms, conditions and requirements provided for in **Exhibit A** attached hereto and incorporated herein by reference; and,

WHEREAS, in accordance with the applicable State laws provided for above, the Town Council of the Town of Hilton Head Island finds it in the best interest of the citizens and visitors of the Town to enter into a contract with the Chamber to provide DMO services as described in Exhibit A.

NOW, THEREFORE, BE IT RESOLVED, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT:

1. The Mayor of the Town of Hilton Head Island is authorized to execute a contract for DMO services with the Chamber.
2. Town of Hilton Head Island, approves a contract for DMO services substantially similar to the terms, conditions and requirements as established in Exhibit A, attached hereto and incorporated herein by reference.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS 18th DAY OF DECEMBER, 2025.

THE TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA



Alan R. Perry, Mayor

ATTEST:



Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:



Curtis L. Coltrane, Town Attorney

HILTON HEAD
ISLAND

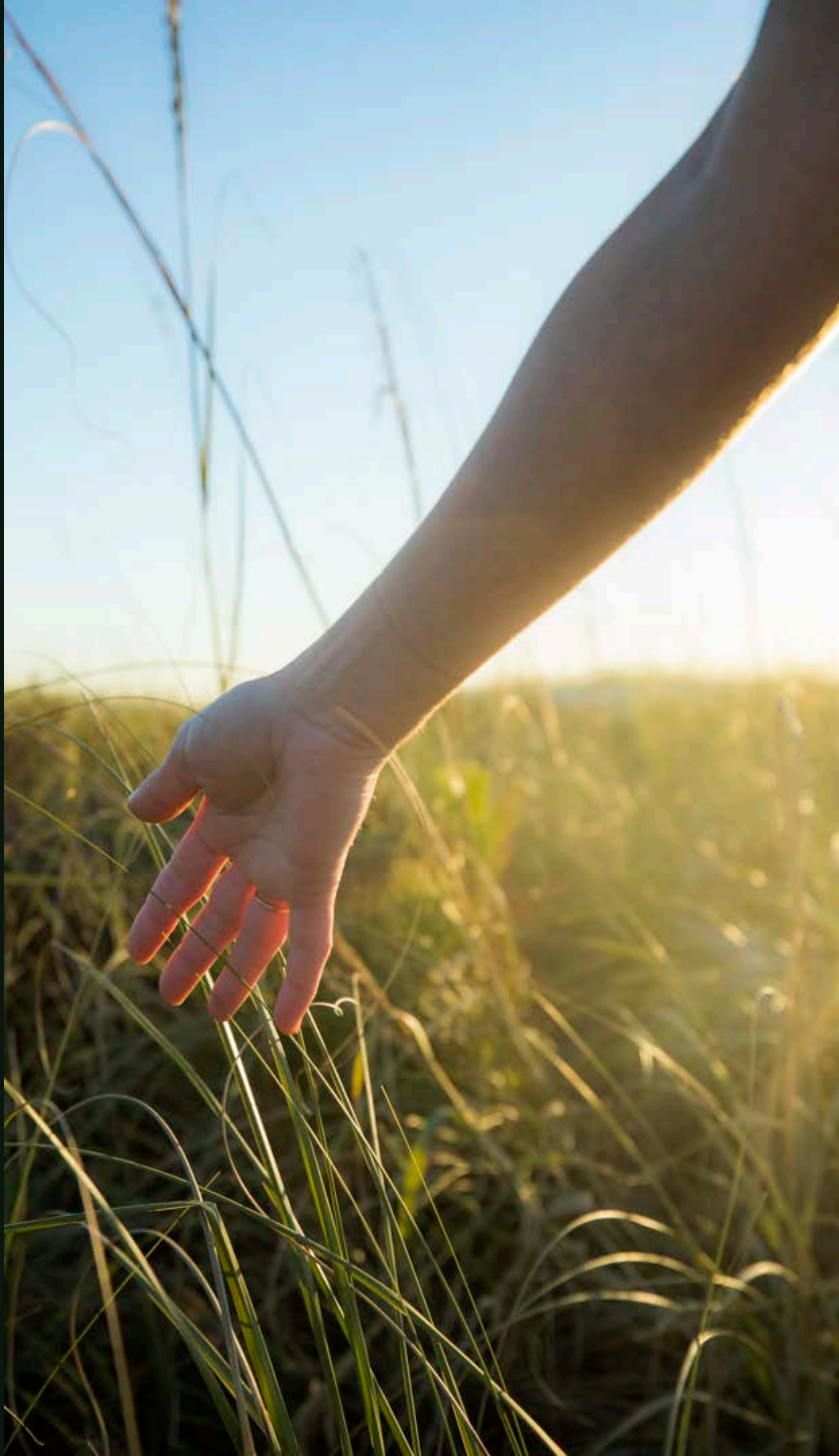
SOUTH CAROLINA

FY 2026-2027 Marketing Plan
ATAC Presentation



Overview

- Tourism & The Visitor Economy
- DMO Budget Review
- Contract Review & Alignment
 - Article 5.II: Budget Requirements
 - Article 6.I - Marketing Plan Approval
 - Article 6.II - Marketing Plan Requirements
- Questions



What Tourism Means to The United States

- \$1.3T in travel spending
- \$2.9T in economic output
- 15M+ jobs supported
- \$89B in state and local tax revenue
- 2.5% of national GDP

Source: Tourism Economics, US Travel Association and US Department of Commerce



What Tourism Means to Hilton Head Island

- 2.67M annual visitors
- \$2.89B in visitor spending
- \$3.95B in overall economic impact
- 31K+ jobs supported
- \$49M in tax revenue (ATAX, HTAX, beach preservation fees)

Each dollar spent by the Visitor & Convention Bureau yielded an estimated return of \$34.40 in local tax revenue.

Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

Article 5.II: Budget Requirements

The FY 2026–2027 budget was developed using the 30% (Nonprofit DMO) Budget Form established by the South Carolina Tourism Expenditure Review Committee (TERC).

As a result, this format differs significantly from prior years. The line items shown include only those funded by the 30% allocation of State accommodations tax (ATAX). Any items not included do not utilize these funds and are therefore not reported on the SC TERC Form, consistent with standard reporting practices.

For prior years, the budget amounts shown reflect only the portion allocated to State ATAX funding.

Year-to-date (YTD) figures represent total expenditures for each line item based on the full budget, not just the State ATAX portion. The allocation of those expenditures to State ATAX will not be finalized until the end of the fiscal year.

In contrast, for FY 2026–2027, these line items will be funded exclusively with State ATAX dollars, with no blending of other revenue sources.

Budget Requirements

Article 5.II

	VCB TOTAL	TOWN OF HHI DMO	VCB PRIVATE SECTOR	SCRPT FUNDING	TOWN OF BLUFFTON DMO	BEAUFORT COUNTY DMO
REVENUES						
Town of HHI DMO	\$3,700,000	\$3,700,000				
Town of Bluffton DMO	\$340,000				\$340,000	
Southern BC DMO	\$260,000					\$260,000
SCPRT Destination Specific	\$2,000,000			\$2,000,000		
SCPRT Tourism Recovery	\$1,000,000			\$1,000,000		
Private Match Coop	\$2,150,000		\$2,150,000			
Private Sector-Other	\$580,000		\$580,000			
Total Revenues	\$10,030,000	\$3,700,000	\$2,730,000	\$3,000,000	\$340,000	\$260,000
Membership Revenue	\$2,200,000					
Total Revenues with Membership	\$12,230,000					



Budget Form

33 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)

Name of Government: Town of Hilton Head Island
Contact Person: Ariana Pemice
Phone: 843-341-8366
Email: apemice@hiltonheadisland.org
Name of Organization Designated to Receive Special Fund: Hilton Head Island & Bluffton Chamber of Commerce/ Visitor & Convention Bureau

Project Category and Brief Explanation			GL Code	Amount Budgeted for 25-26	ACTUAL Spent for 25-26	Amount Budgeted for 26-27
1 - Advertising (Print, digital, broadcast, social, etc.)						
1.a. Media Buys	exp: Smithsonian Magazine, Conde Nast Traveler, Garden & Gun, Southern Living		6460-200	\$ 488,546.00	\$ 1,132,526.00	\$ 240,000.00
1.b. Golf Marketing	Golf microsite, digital promotion (digital ads and social ads), print partnerships, public relations, email		6479-200	\$ 135,981.00	\$ 63,415.00	\$ 100,000.00
1.c. Digital Agency	Digital agency retainer		6519-200	\$ 67,991.00	\$ 66,666.00	\$ 100,000.00
1.d. Marketing Strategy & Council	Marketing Strategy & Council		6527-200	\$ 28,556.00	\$ -	\$ 42,000.00
1.e. Digital Promotions	Destination ads on Google, Meta, Bing		6520-200	\$ 503,871.00	\$ 436,594.00	\$ 750,000.00
1.f. Social Media Management	Digital agency retainer		6521-200	\$ 61,191.00	\$ 60,000.00	\$ 102,000.00
1.g. Technology Improvement	Website hosting and updates		6522-200	\$ 40,794.00	\$ 16,063.00	\$ 60,000.00
1.h. Paid Brand Social Media	Paid advertising exp: Meta, YouTube, Spotify		6525-200	\$ 163,177.00	\$ 210,259.00	\$ 250,000.00
1.i. International Promotions & Events	Media partnerships exp: Virtuoso, Brand USA, Travel South		7115-200	\$ 105,664.00	\$ 158,238.00	\$ 150,000.00
1.j. International Tradeshows	Virtuoso, Brand USA, Travel South		7127-200	\$ 67,991.00	\$ 38,002.00	\$ 100,000.00
2 - Promotional Materials/Publications						
1.a Kennickell	Fulfillment and distribution		6430-200	\$ 81,589.00	\$ 25,777.00	\$ 75,000.00
3 - Marketing support (creative, photography, videography)						
3.a. Destination Photography	Professional photography for destination marketing		6490-200	\$ 16,996.00	\$ 13,440.00	\$ 75,000.00
3.b. Zarfco	Market level geolocation and visitor tracking		7155-200	\$ 26,782.00	\$ 24,291.67	\$ 28,192.00
3.c. Placer.ai	Property level geolocation and visitor tracking		7155-200	\$ 52,500.00	\$ 33,390.00	\$ 51,030.00
3.d. CoC Reports (Economic Impact, Visitor Profile Study)	Economic Impact Reports, Visitor Profile Studies		7155-200	\$ 21,750.00	\$ -	\$ 10,875.00
3.e. USCB Event Research for Local Events	Ground level surveying for event attendance and sentiment		7155-200	\$ 15,100.00	\$ 500.00	\$ 15,500.00
3.f. Keydata Dashboard	Market level lodging KPIs for performance tracking		7155-200	\$ 48,187.00	\$ 47,783.00	\$ 45,360.00
4 - Group Sales & Marketing						
4.a. National Tradeshows & Direct Planner Engagement	Corporate, Association, Incentive trade shows and partnership events (Exp:MPI, Northstar, Connect Tours)		various	\$ 99,266.00	\$ 105,994.00	\$ 40,000.00
4.b. SEM: Meetings Focused	Paid digital advertising on Google, Bing with Geo-targeting key feeder markets		6886-200	\$ 44,194.00	\$ 37,352.00	\$ 65,000.00
4.c. Social Media: Planner Targeting	Paid social media advertising exp: Meta, LinkedIn campaigns and job title targeting		6887-200	\$ 33,995.00	\$ 33,333.00	\$ 50,000.00
4.d. Planner Incentive and Conversion Fund	Familiarization (FAM) tours, air support for sites, shoulder season incentives designed to drive closure		various	\$ 1,360.00	\$ 2,380.00	\$ 30,000.00
4.e. Marketing Collateral, CRM & Website Redesign	Meetings landing page, digital planner, RFP ready collateral, video and digital meeting assets, CRM enhancements		various	\$ 20,398.00	\$ -	\$ 25,000.00
5. Destination PR						
5.a. PR Strategy, Maintenance & Support	Public Relations Firm Retainer		6950-200	\$ 203,972.00	\$ 200,000.00	\$ 285,000.00
6. Visitor Services (Centers, Call/Chat Centers)						
Marketing Total				\$ 2,329,851.00	\$ 2,706,003.67	\$ 2,689,957.00
7. Other						
7.a. VCB Management - Payroll	VCB management payroll paid by 30% funds					\$ 247,155.00
7.b. VCB Management - Payroll Taxes	VCB management payroll taxes paid by 30% funds (7%)					\$ 17,301.00
7.c. VCB Management - 401K Expenses	VCB management 401K expenses paid by 30% funds (6%)					\$ 14,829.00
7.d. VCB Management - Insurance Expenses	VCB management insurance expenses paid by 30% funds					\$ 9,000.00
7.e. VCB Management - Operational Expenses	VCB management operational expenses paid by 30% funds by FTE (1.5)					\$ 21,196.00
7.f. VCB Management - Building Expenses	VCB Management building expenses paid by 30% funds by FTE (1.5)					\$ 14,674.00
7.g. VCB Support - Payroll	VCB support payroll paid by 30% funds					\$ 250,017.00
7.h. VCB Support - Payroll Taxes	VCB support payroll taxes paid by 30% funds (7%)					\$ 17,501.00
7.i. VCB Support - 401K Expenses	VCB support 401K expenses paid by 30% funds (6%)					\$ 15,001.00
7.j. VCB Support - Insurance Expenses	VCB support insurance expenses paid by 30% funds					\$ 17,250.00
7.k. VCB Support - Operational Expenses	VCB support operational expenses paid by 30% funds by FTE (2.88)					\$ 40,625.00
7.l. VCB Support - Building Expenses	VCB support building expenses paid by 30% funds by FTE (2.88)					\$ 28,125.00
7.m. Communications - Payroll	Communications payroll paid by 30% funds					\$ 95,839.00
7.n. Communications - Payroll Taxes	Communications payroll taxes paid by 30% funds (7%)					\$ 6,709.00
7.o. Communications - 401K Expenses	Communications 401K expenses paid by 30% funds (6%)					\$ 5,750.00
7.p. Communications - Insurance Expenses	Communications insurance expenses paid by 30% funds					\$ 5,400.00
7.q. Communications - Operational Expenses	Communications operational expenses paid by 30% funds by FTE (0.9)					\$ 12,717.00
7.r. Communications - Building Expenses	Communications building expenses paid by 30% funds by FTE (0.9)					\$ 8,804.00
7.s. Finance - Payroll	Finance payroll paid by 30% funds					\$ 133,942.00
7.t. Finance - Payroll Taxes	Finance payroll taxes paid by 30% funds (7%)					\$ 9,376.00
7.u. Finance - 401K Expenses	Finance 401K expenses paid by 30% funds (6%)					\$ 8,037.00
7.v. Finance - Insurance Expenses	Finance insurance expenses paid by 30% funds					\$ 6,300.00
7.w. Finance - Operational Expenses	Finance operational expenses paid by 30% funds by FTE (1.05)					\$ 14,837.00
7.x. Finance - Building Expenses	Finance building expenses paid by 30% funds by FTE (1.05)					\$ 10,272.00
Personnel Total				\$ 1,053,000.00	\$	\$ 1,010,657.00
Grand Total				\$	\$	\$ 3,700,614.00

Direct Collocation - All must attend or provide for tourists

Comprehensive Approach to Planning



Hilton Head Island

Residents
Community
Businesses



Town of Hilton Head Island

Town's Strategic Plan
Town's Comprehensive Plan
DMO Contract



Hilton Head Island & Bluffton

Community Cornerstone Plan
DMO Marketing Plan
Chamber Strategic Plan
Destination Management Plan

Partnership & Alignment

Comprehensive Approach to Planning



Destination Management Plan
2021-2031 (10 Years)

Shared vision for our community, managing the sustainability of tourism while safeguarding the quality of life for those who live and work here.



Internal Strategic Plan
2027-2029 (3 Years)

Ensures alignment with our Board of Directors and collaborative efforts with our partners and community.



Destination Marketing Plan
2026-2027 (1 Year)

Operational document that outlines marketing strategies and tactics for the fiscal year that our organization will implement to generate tourism.

A photograph of a sunset over a field of tall grasses. The sun is low on the horizon, creating a warm, golden glow that reflects on the water in the foreground. The sky transitions from a deep blue at the top to a bright orange near the horizon. The grasses are silhouetted against the bright light, creating a dramatic, high-contrast scene. The text "Contract Alignment" is overlaid in the center of the image in a white, sans-serif font.

Contract Alignment

Marketing Plan Approval

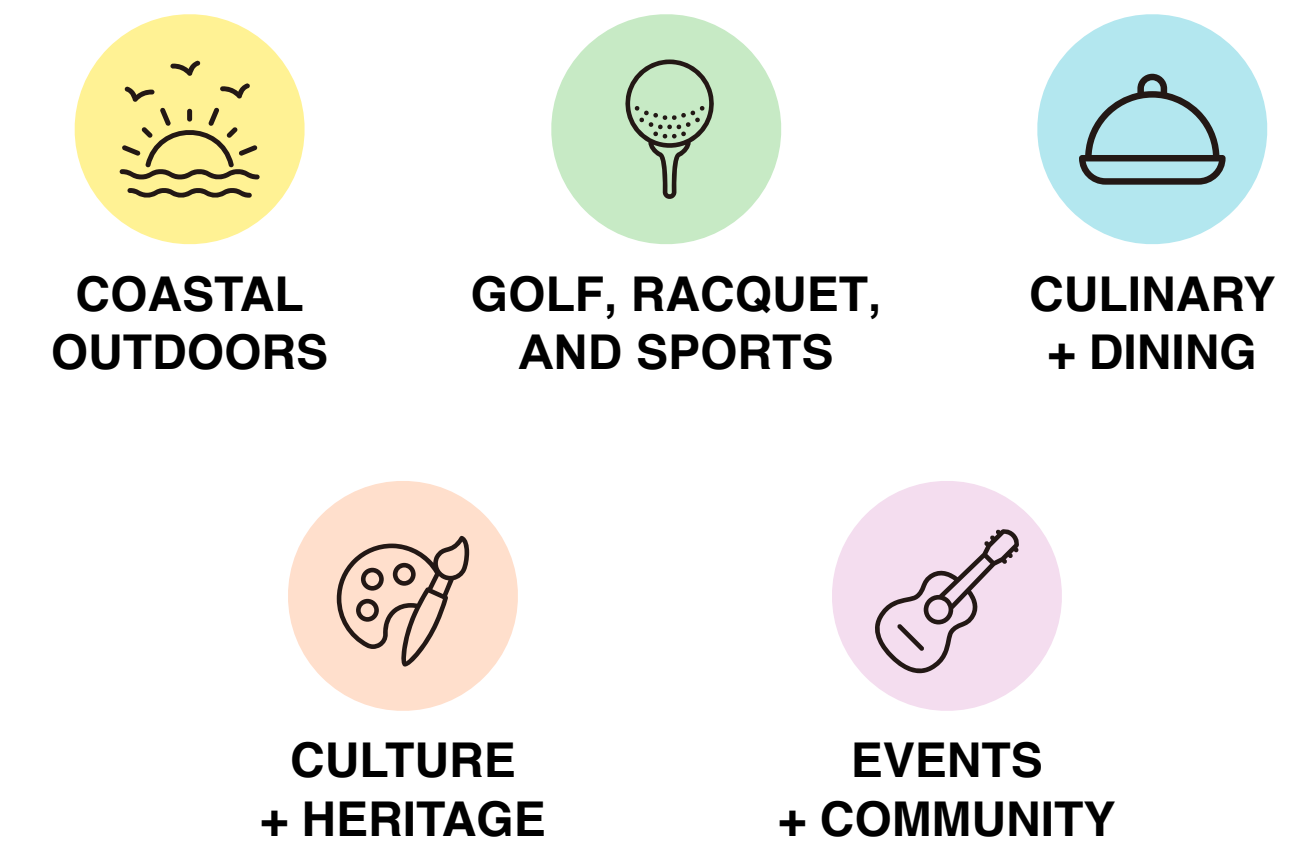
Article 6.I

Our visitor experience foundations build on the Town’s core priorities and are shaped through Strategic Vision’s stakeholder research, including surveys and one-on-one interviews. While we continue to ground ourselves in the destination’s core values, these foundations translate those values into market-focused messaging that aligns with what potential visitors are seeking. This approach unites ecotourism, arts and culture, Hilton Head Island history, wellness, and recreation to inspire desired visitation and strengthen the Island’s identity.

Destination Values



Visitor Experience Foundations



A wide-angle photograph of a beach at sunset. The sky is a gradient of dark blue and orange, with a few wispy clouds. The sun is a small, bright orange dot on the horizon. The ocean is dark with white-capped waves breaking onto a sandy beach in the foreground. The overall mood is serene and calm.

Article 6.II - Marketing Plan Requirements

Strategic Plan

Article 6.II(b)

Hilton Head Island & Bluffton 2027-2029 Strategic Plan Executive Summary

Mission

Stimulate the regional economy while enhancing life for all

Vision

To ensure Hilton Head Island region is a welcoming community, focused on embracing nature culture and economic vibrancy for residents and visitors.

Strategic Plan

Article 6.II(b)

Hilton Head Island & Bluffton 2027-2029 Strategic Plan Executive Summary

4 Strategic Priorities

Priority 1

Destination Alignment & Community Engagement

- Foster Increased Community Support for Tourism
- Strengthen Partnerships with Local Government & Industry Leaders
- Measure and Monitor Community Sentiment

Priority 2

Sustainable Tourism & Infrastructure Preservation and Development

- Support Sustainable Infrastructure Growth & Mobility
- Enhance Outdoor Recreation Infrastructure
- Foster Resident and Guest Culture of Sustainability

Priority 3

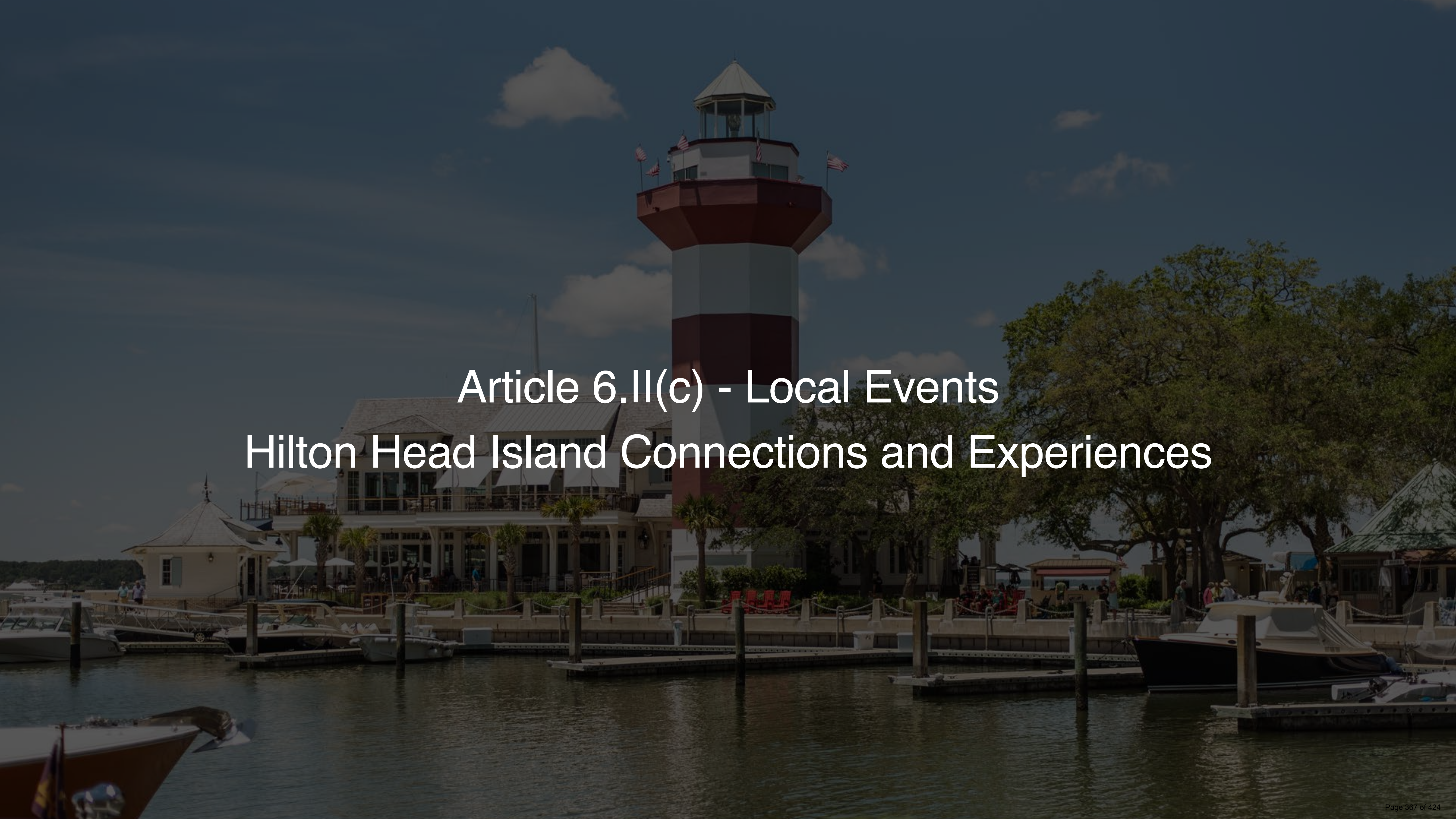
Rejuvenate and Elevate the Destination with a Focus on Quality over Quantity

- Attract a High-Value but Diverse Visitor Mix
- Expand Off-Season & Shoulder Season Offering
- Integrate Sustainability & Stewardship into Visitor Experience
- Strengthen Connections Across the Destination

Priority 4

Priority Sales and Marketing Initiatives

- Build a Robust Group, MICE, Leisure, and Weddings Sales Strategy
- Focused International Market Research
- Leverage Technology & AI to Drive Engagement
- Strategic Partnership & Sponsorship Programs
- Evolve Owned Media & Co-op Investment Opportunities
- Develop a Tactical Sales & Marketing Culture



Article 6.11(c) - Local Events
Hilton Head Island Connections and Experiences

Local Events

Article 6.II(c)

We position Hilton Head Island's events as a key driver of visitation and year-round engagement through a centralized Events page along with organic social media that promotes, amplifies, and supports the visitor planning process. In partnership with USC Beaufort and through Placer.ai insights, we analyze event performance, attendance, and visitor origin to inform strategy.

2025 Events Page Performance

- 274K Views
- 217K External Link Clicks



Local Events


Article 6.II(d)(ii)

We strategically deploy targeted paid media behind Hilton Head Island’s demand-driving events, prioritizing those that generate the highest levels of out-of-market and overnight visitation from 50+ miles beyond the Island, particularly during key need timeframes. These campaigns expand reach, attract high-value visitors, and maximize economic impact.

In partnership with the Town of Hilton Head Island, we have identified destination events that garner strong visitation. These events include the Hilton Head Island Gullah Celebration, Hilton Head Island Seafood Festival, Hilton Head Island Wine & Food Festival, Hilton Head Island Motoring Festival and Concours d’Elegance, Crescendo Celebration of Arts and Culture, RBC Heritage, Hilton Head Island Jam Songwriter Festival, and the Juneteenth Celebration, each amplified through tailored, performance-driven campaigns.

Full partner campaign reports and performance details will be included in the Marketing Plan.





Article 6.11(d)(i) - Survey & Metrics

MEASURING WHAT MATTERS, TOGETHER

Survey & Metrics*

Article 6.II(d)(i)

- Visitor and resident sentiment
- Revenue per available room (RevPAR)
- Occupancy rates for Hilton Head Island and comparisons of occupancy rates with comparable destinations
- Visitor spending and economic impact, including average spend per visitor and by category with comparisons to comparable destinations**
- Return on investment (visitor spending per dollar invested)
- Local tax revenues generated by visitors
- Number of visitors by season and demographic categories, including insights into overnight visitation
- Website engagement and referrals to local businesses
- Group sales metrics including number of leads sent to partners
- Public relations performance (media stories/mentions, impressions, and ad-value equivalency)
- Jobs supported by tourism
- Event attendance and out-of-market participation
- Industry recognition and awards
- Referral traffic from AI and generative search platforms as identifiable within available analytics tools**
- Visibility of Hilton Head Island content within generative search results, including presence in AI-generated responses for priority travel queries**

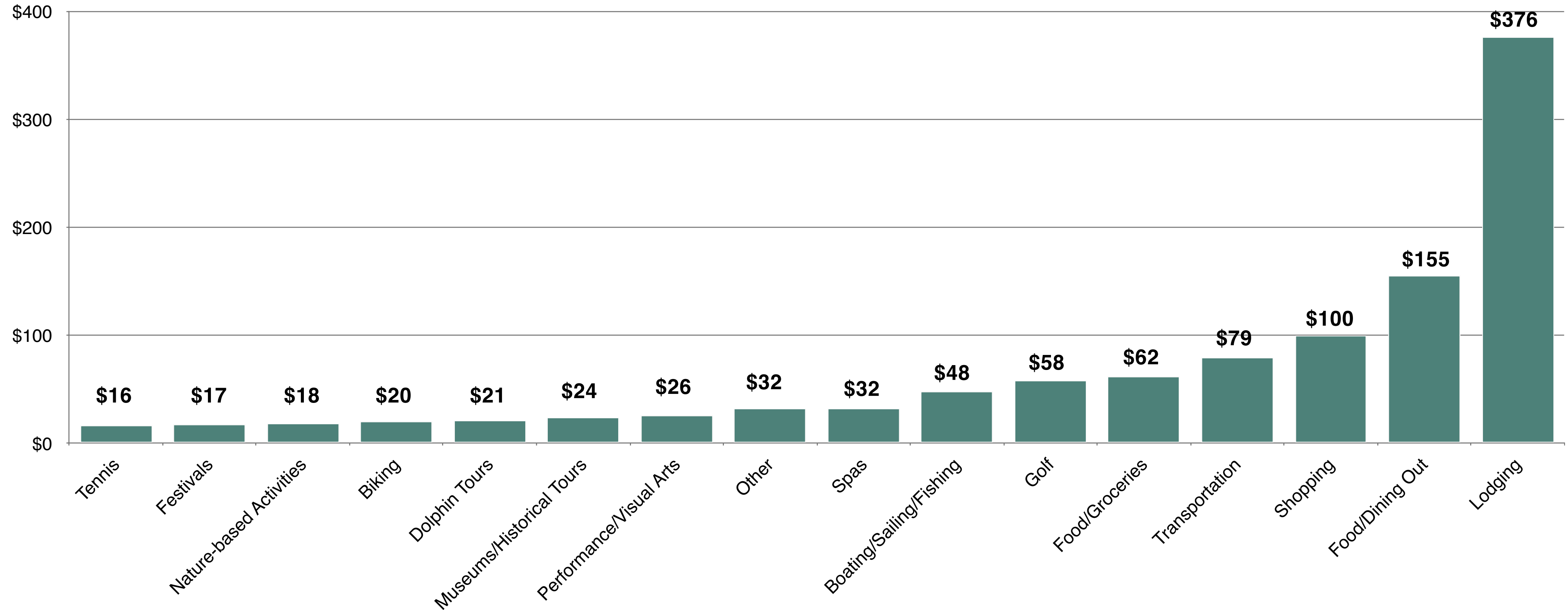
think Transparency in
Tourism Marketing

*Full metrics will be available in the Marketing Plan Appendix

**Denotes new metrics that will be tracked in FY 2026-2027

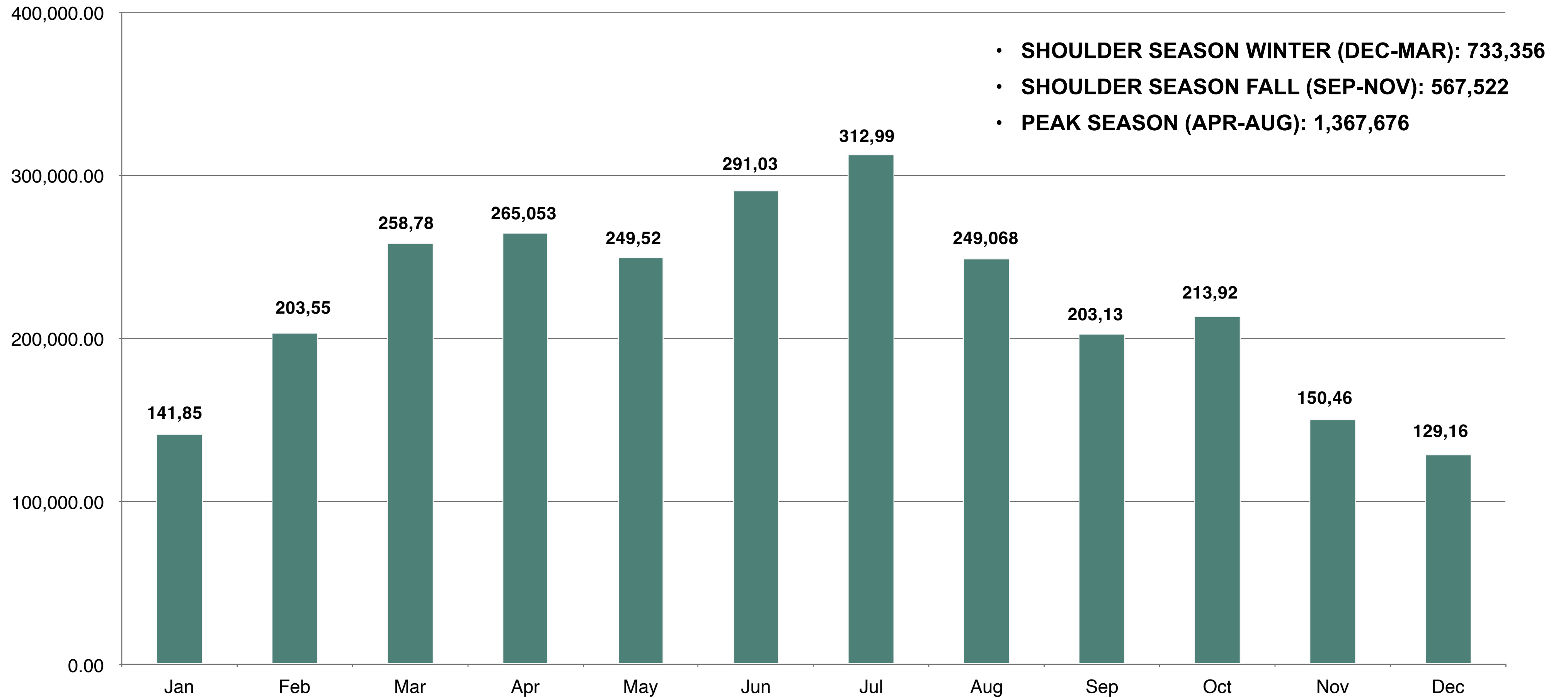
Average Spend by Visitor and by Category

Article 6.II(d)(i)(1)



Number of Visitors by Season

Article 6.II(d)(i)(2)

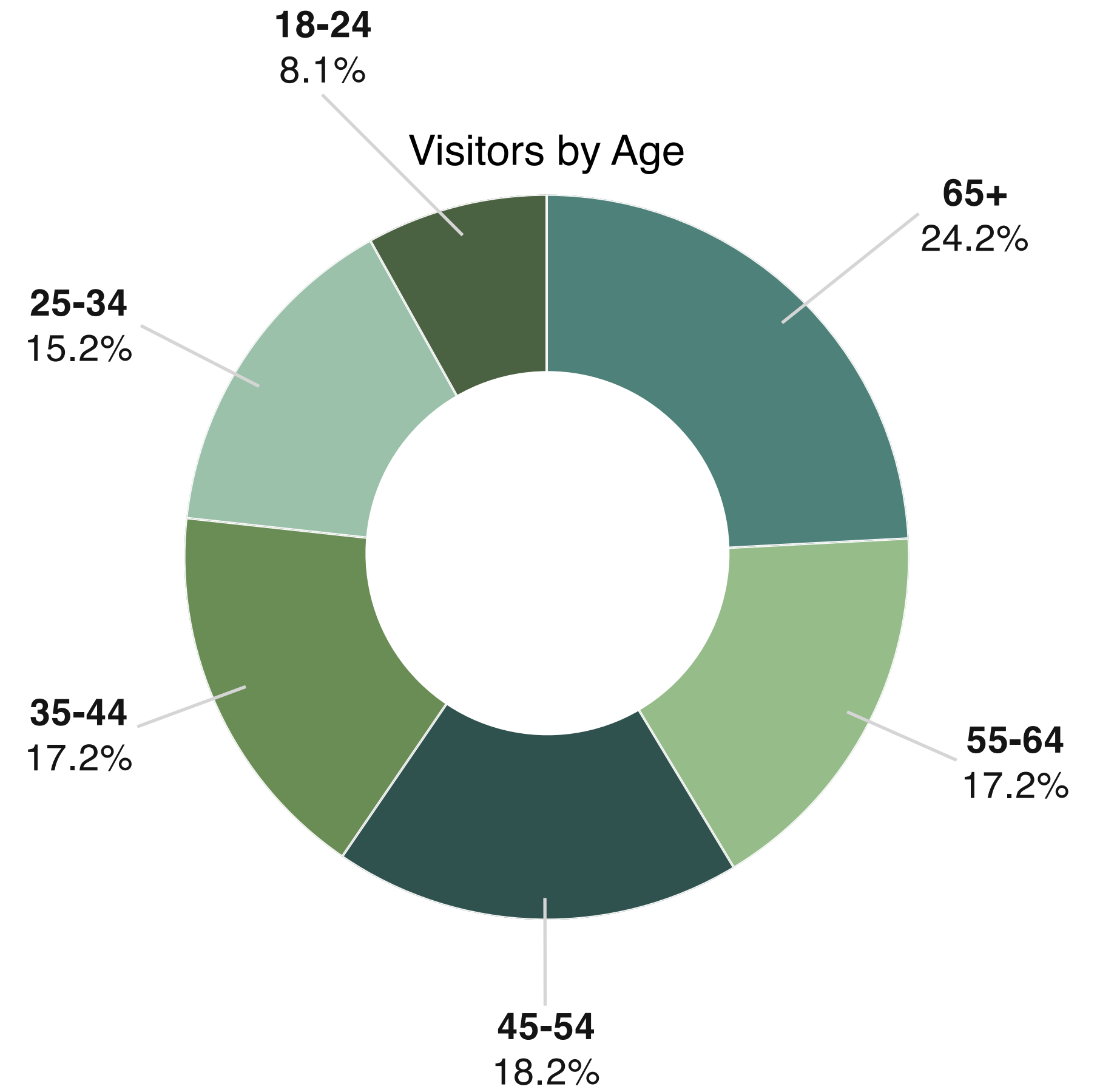
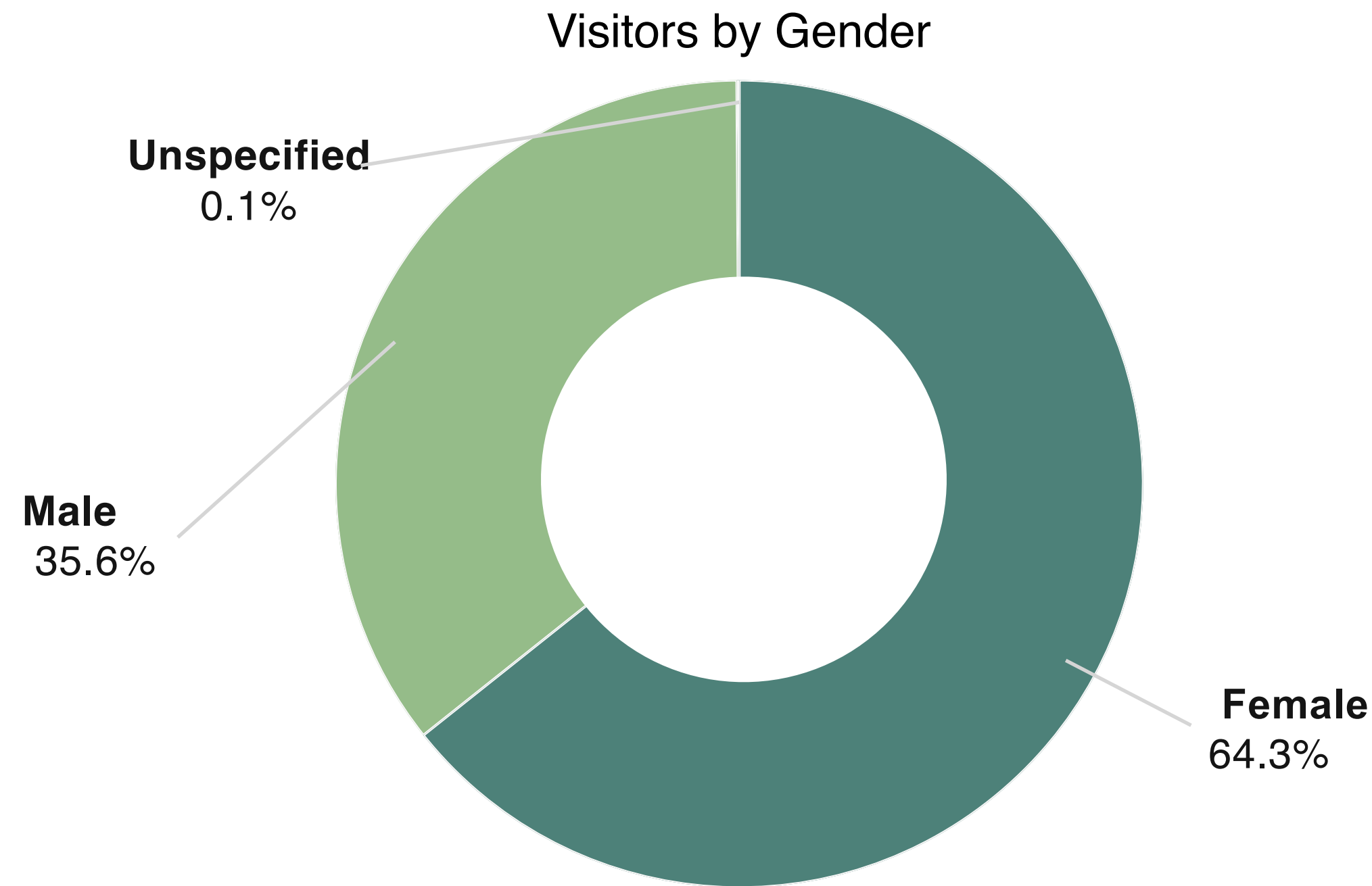


Note: This number includes all visitor types, including: villa rentals, hotels, timeshares, second homeowners, non-paying guests, and daytrippers.

Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

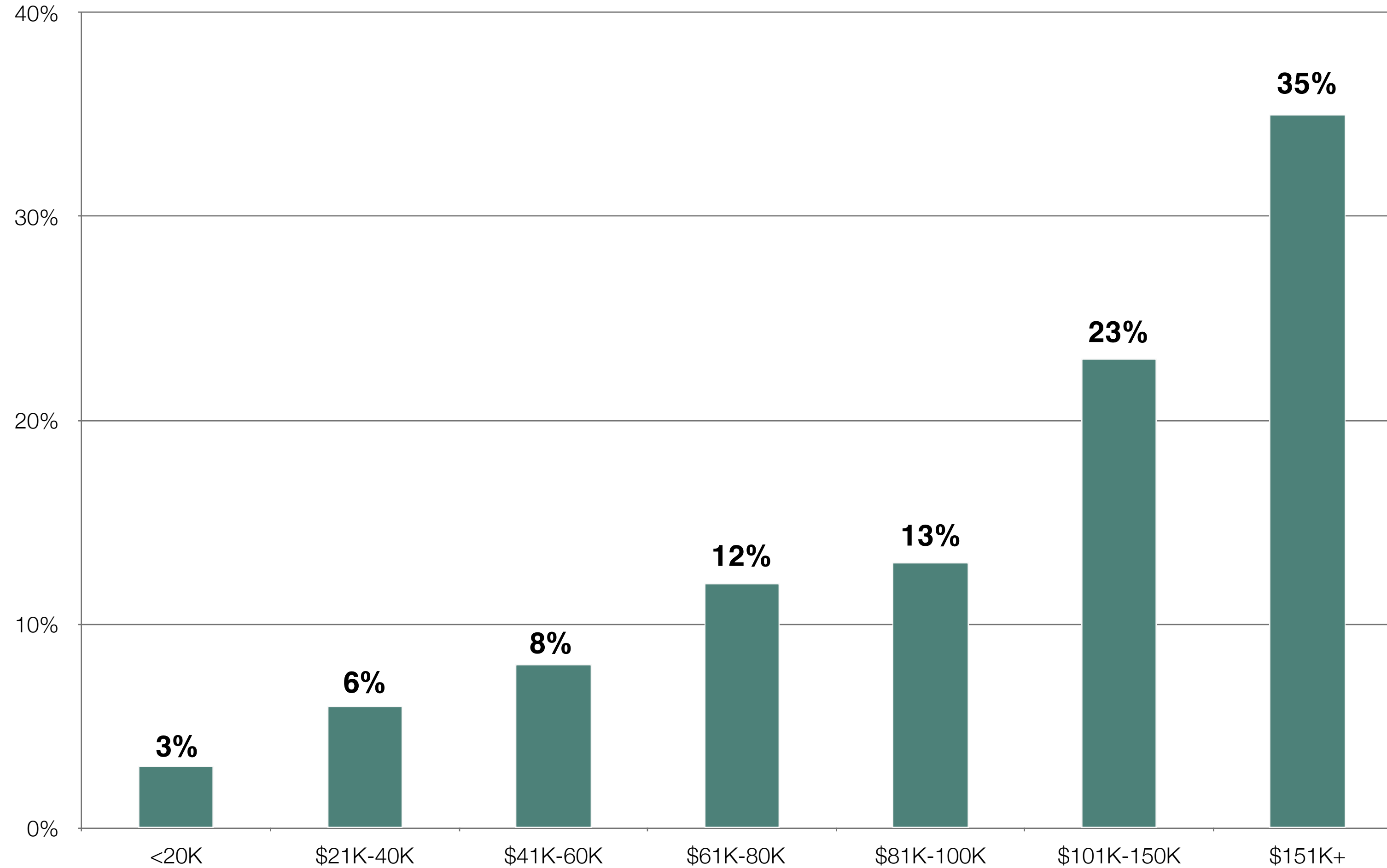
Visitors Demographic by Category

Article 6.II(d)(i)(2)



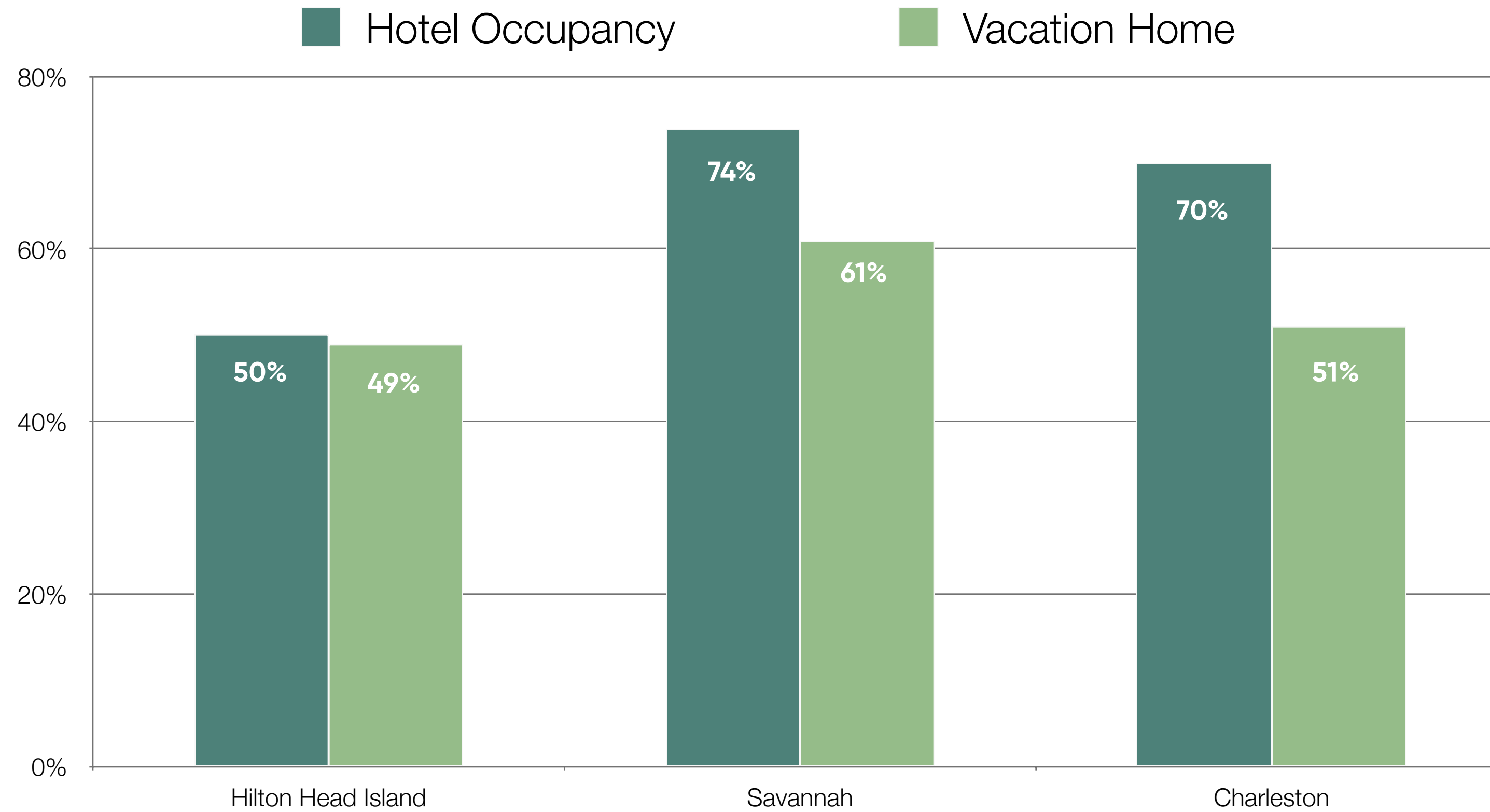
Visitors by Demographic Category

Article 6.II(d)(i)(2)



Occupancy Comparison

Article 6.II(d)(i)(3)



Group Sales Metrics

Article 6.II(d)(iii)

LEAD GENERATION (DMO OUTREACH)			
	2026 YTD	2025 Full Year	YOY Pacing
# of Leads	37	63	59%
Room Nights Requested	2,926	6,727	43%
Planner Touchpoints	320	291	110%
New Accounts Created	173	96	180%
Trade Shows Attended	2	12	17%

LEAD GENERATION (DMO OUTREACH)			
	2026 YTD	2025 YTD	YOY Pacing
Definite Groups	12	19	63%
Definite Room Nights	999	1,744	57%
Conversion Rate	32%	30%	

ECONOMIC IMPACT	
	DEFINITE 2026
Total Economic Impact	\$3.5M
Avg Spend per Attendee	\$275

58% of groups in need periods

95 attendee average group size

Most VCB-influenced group business falls within Hilton Head Island’s target range of **75–250 peak room nights** and contributes to demand during identified need periods.

Source: Simpleview CRM

2026 data reflects performance through March 1, 2026, and should be viewed as early-year pace. 2025 data reflect full calendar year totals. Directional comparisons are intended to show pacing and trends rather than direct year-over-year equivalency. Additionally, a new data tracking process implemented in September 2025 may impact comparability across periods.



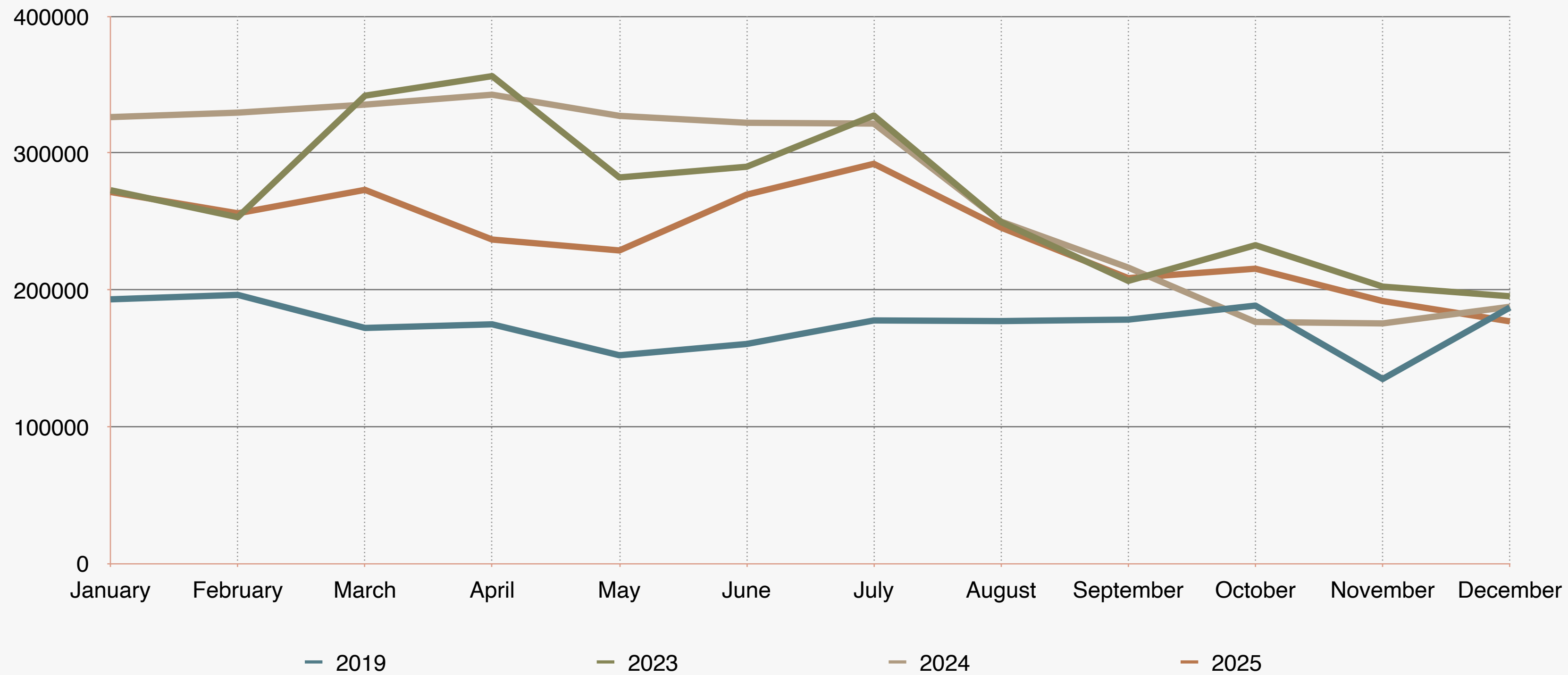
Digital Performance Metrics

Article 6.II(d)(iv)

- Website traffic
- Engagement
- Social media growth
- Social media engagement
- Social media reach
- Website conversion rate

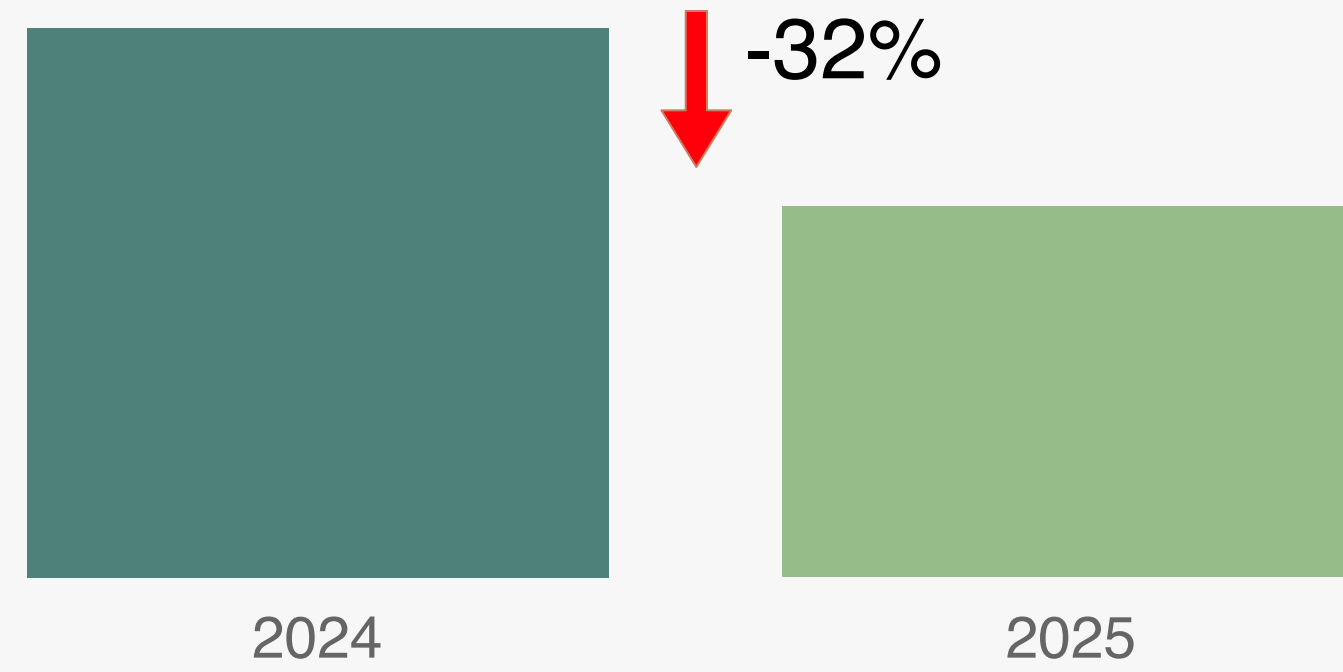
Digital Performance Metrics - 2025

- Total Website Visit 2.8M , with Social Media Growth 537.6K (+9.5% YoY)
- Average Engagement rate 69.3% , Website Conversion rate 29.45%

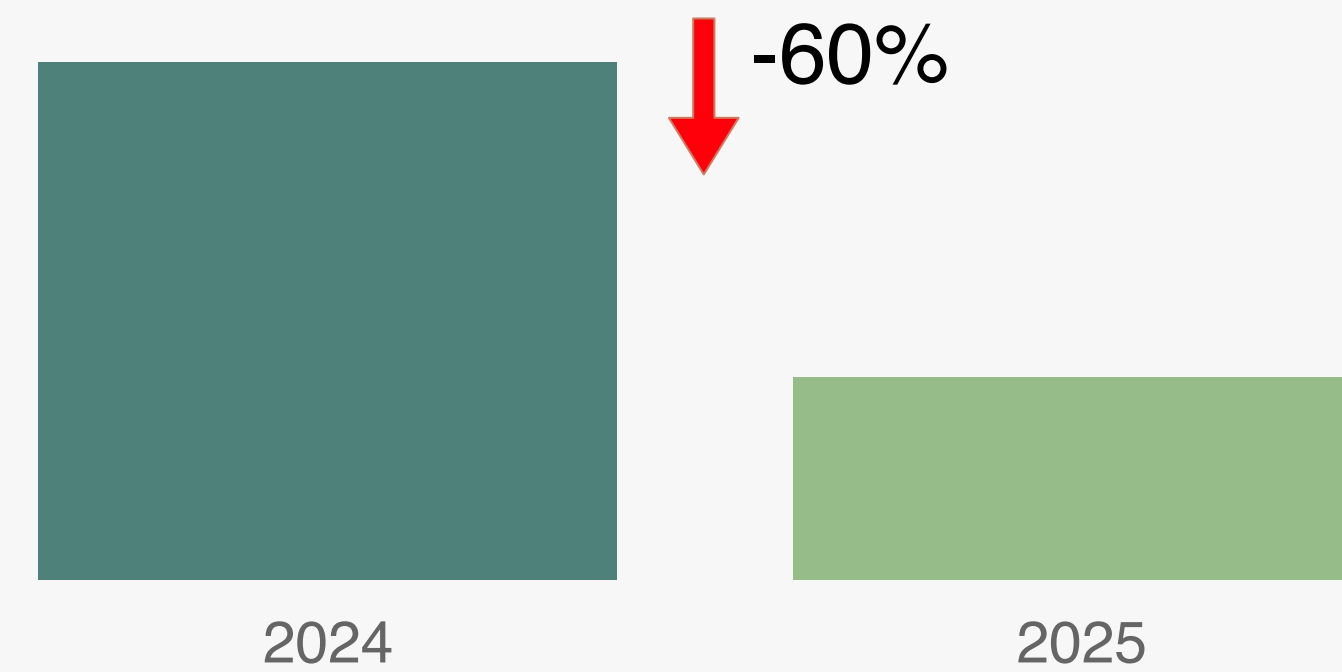


Website Visits

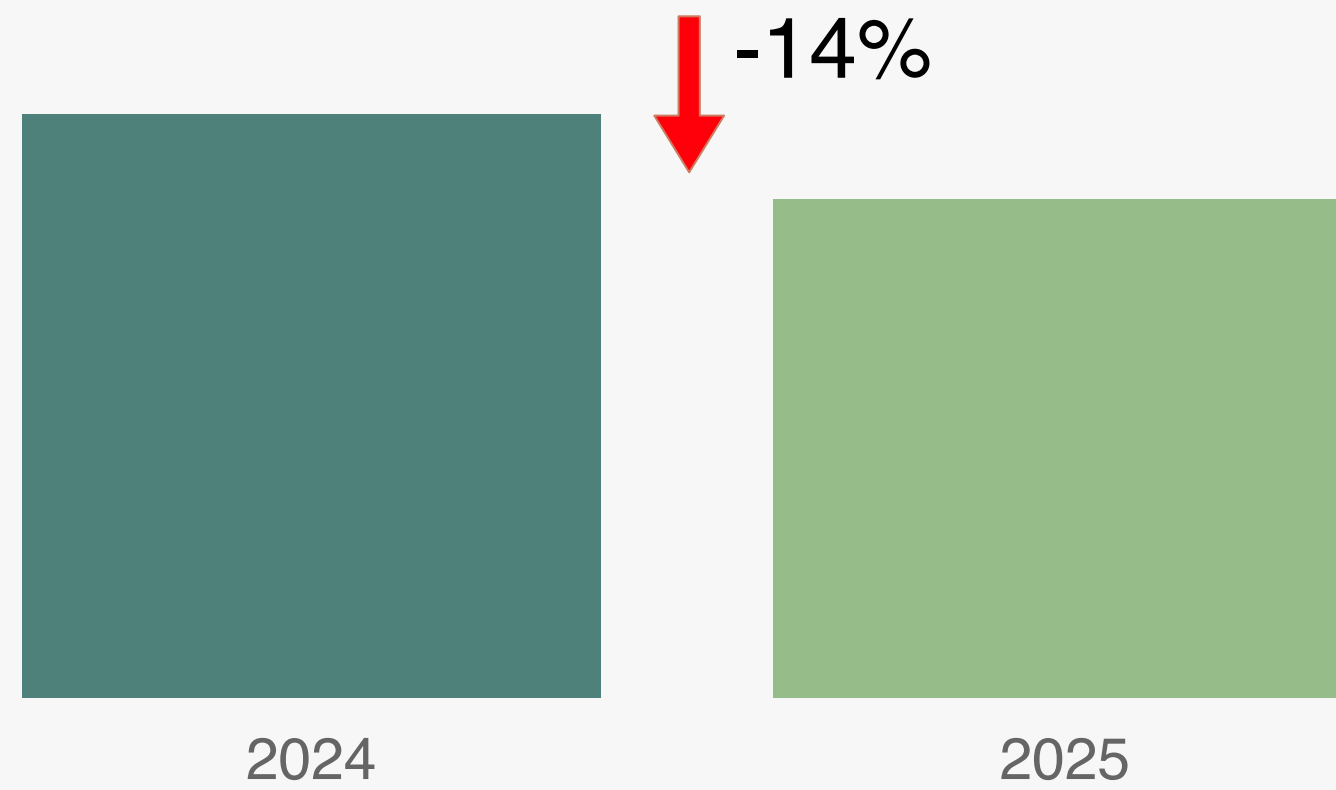
International Visits



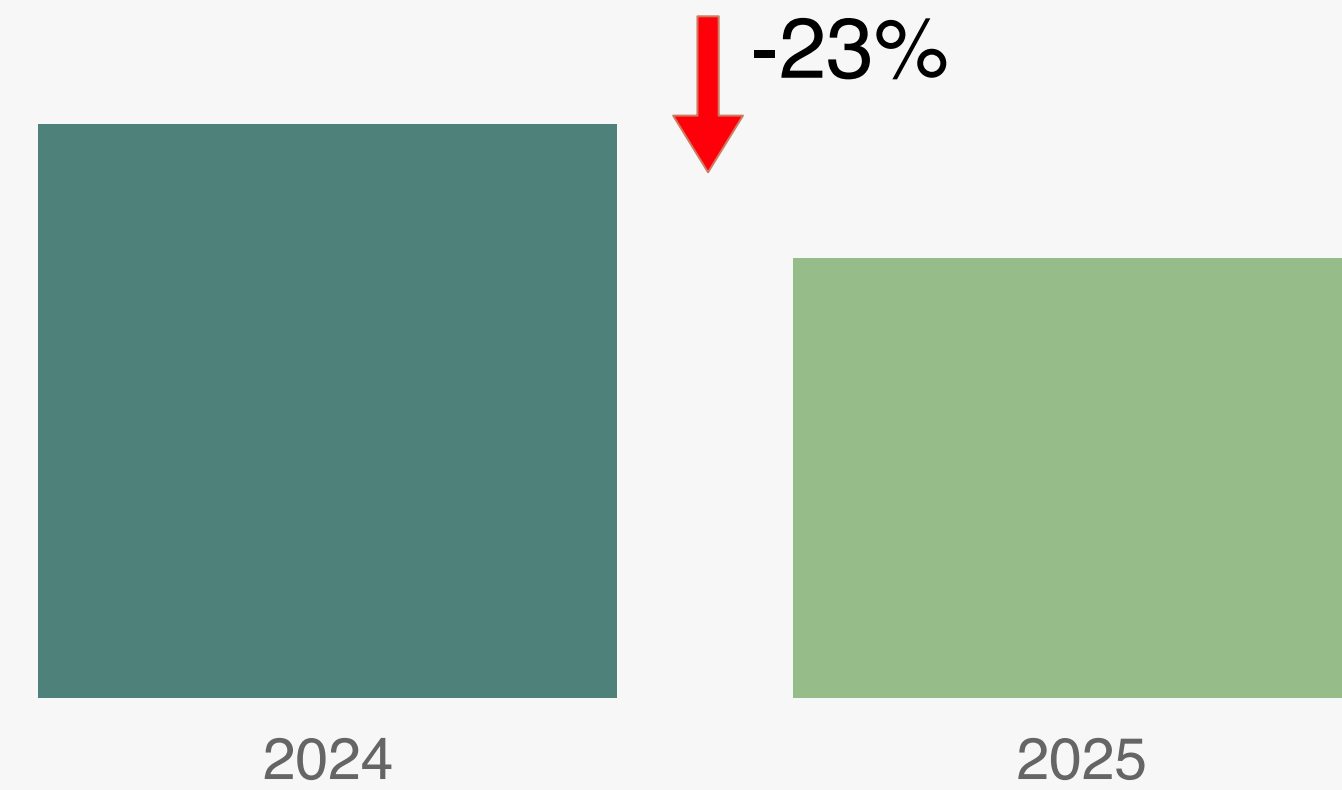
Canada Visits



United States Visits

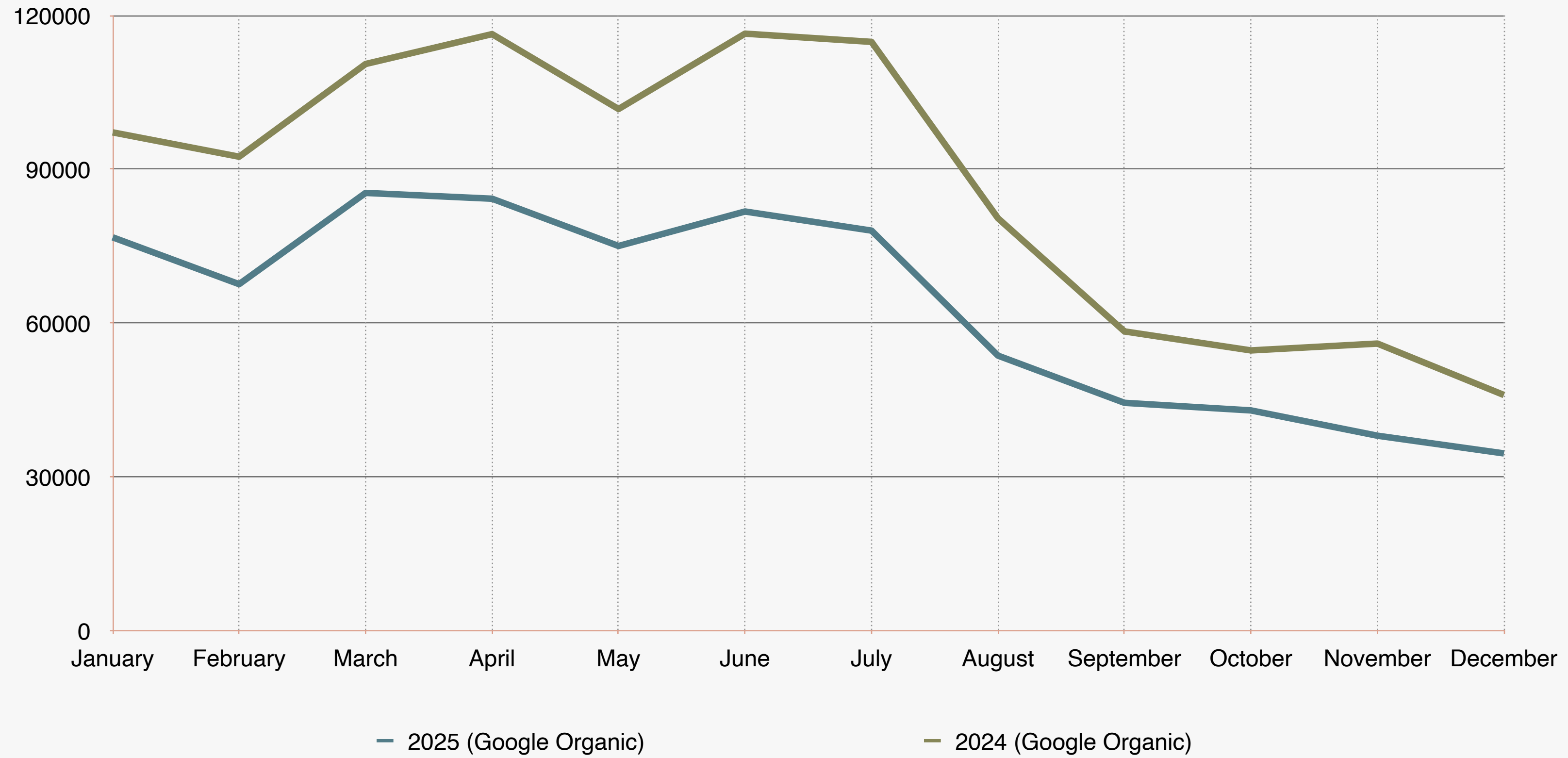


United Kingdom Visits

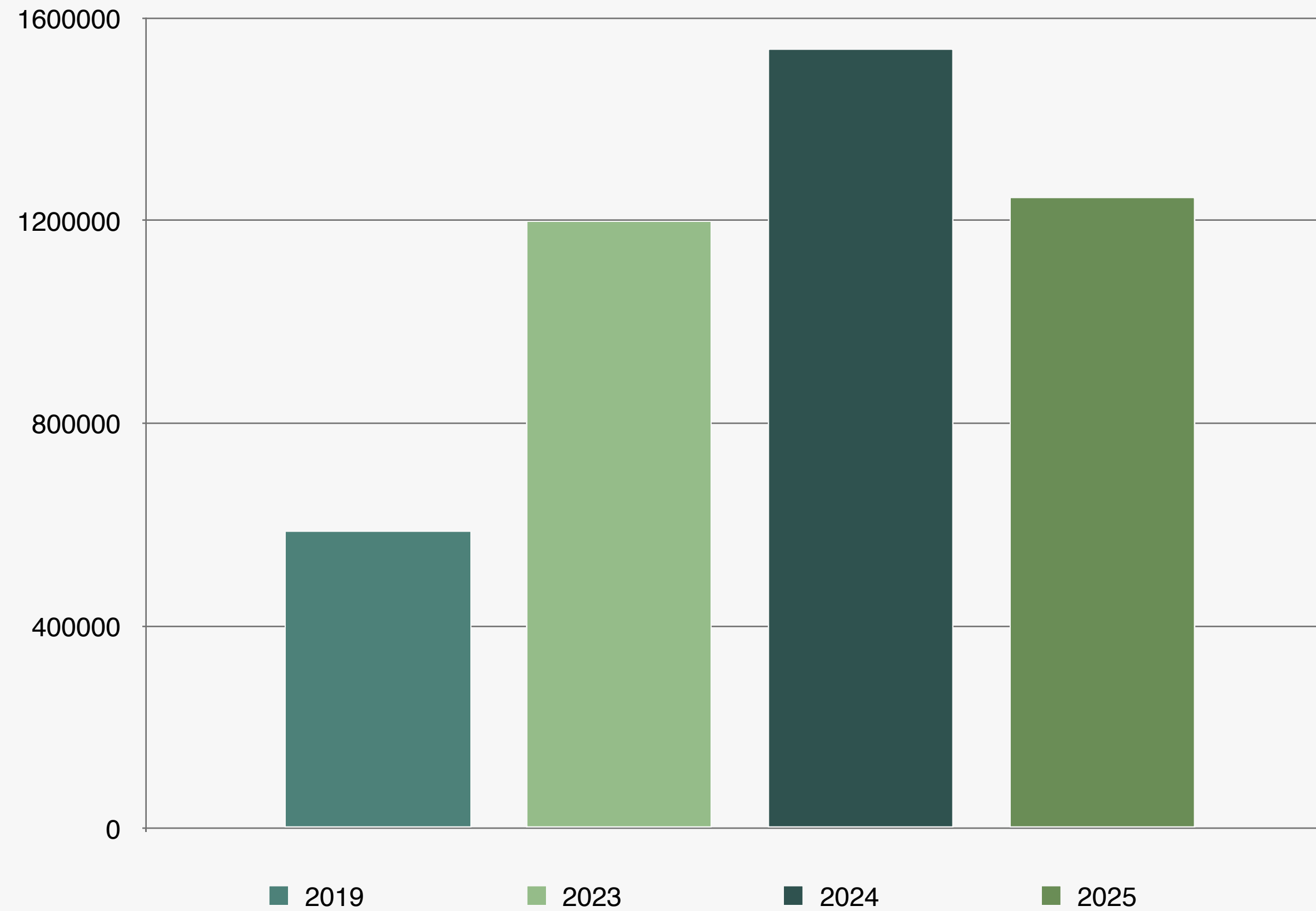


AI and the Impact on Organic Search

Google Organic Search Traffic is down **-27%** YoY.



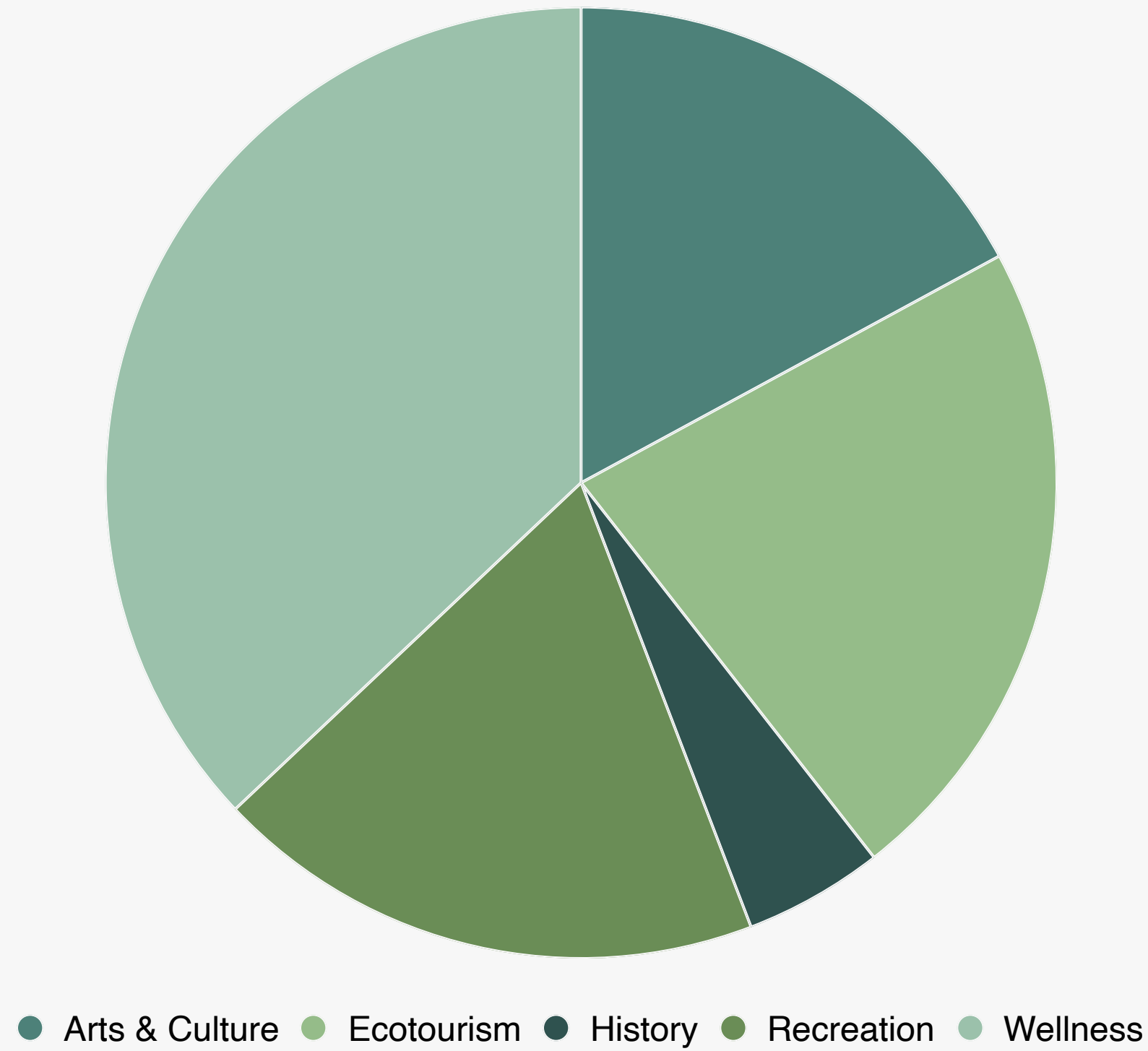
Partner Referrals



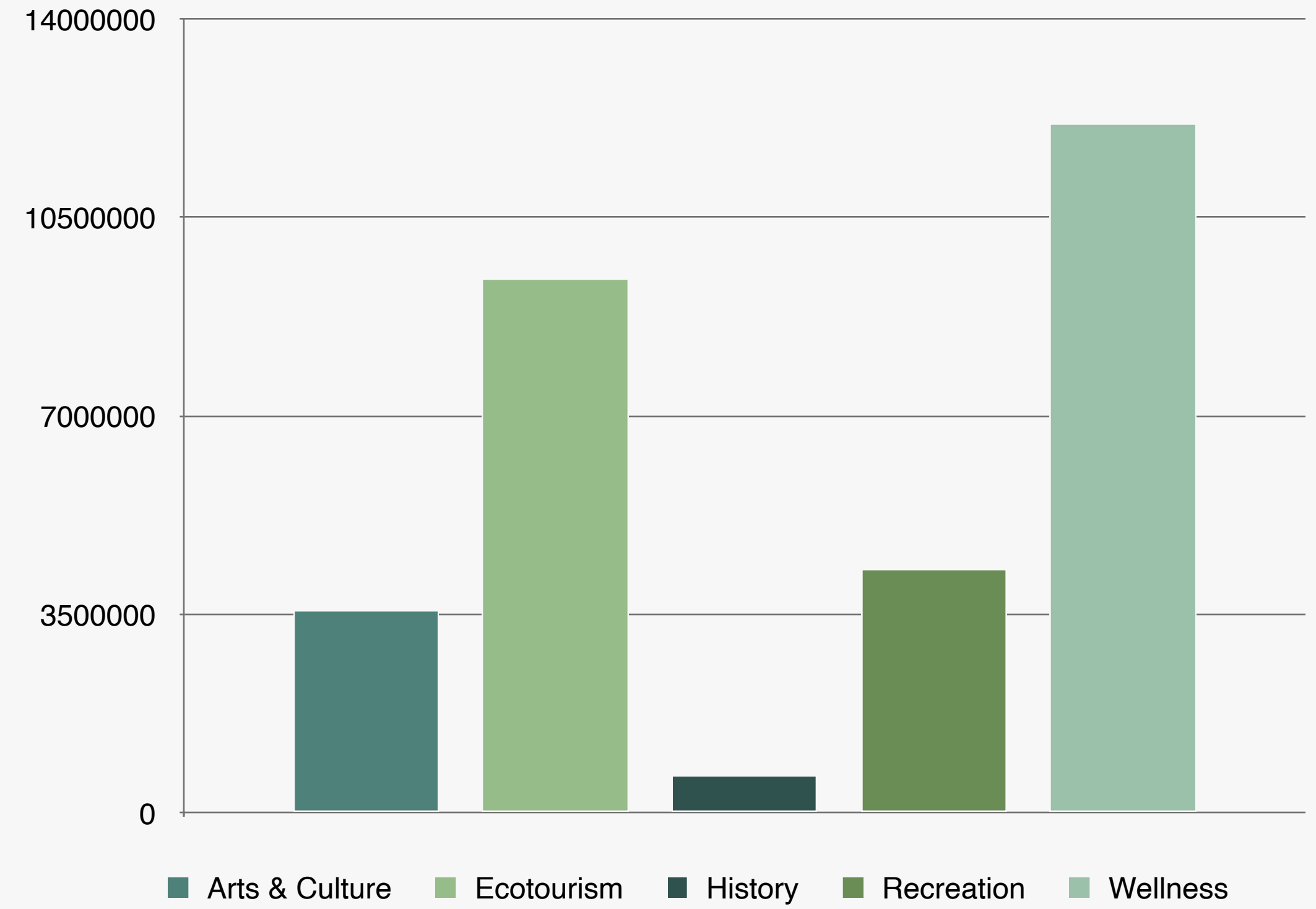
Partner referrals have decreased by **-14.4%** YoY across all programs.

Partner referrals have grown by **+113%** since 2019.

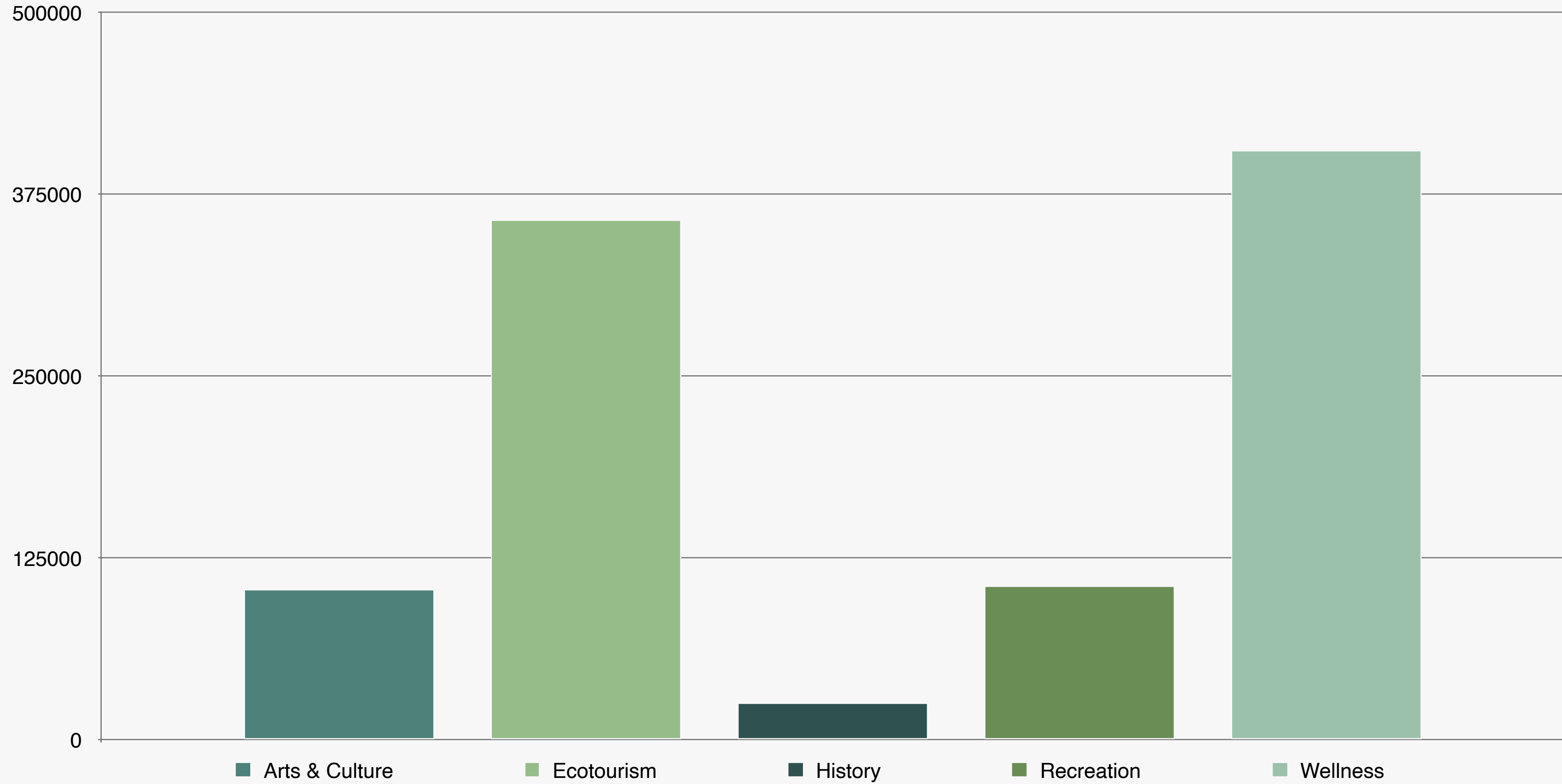
Social Media Content Breakdown



Total Content Impressions



Total Engagements



Tourism Funding Flow



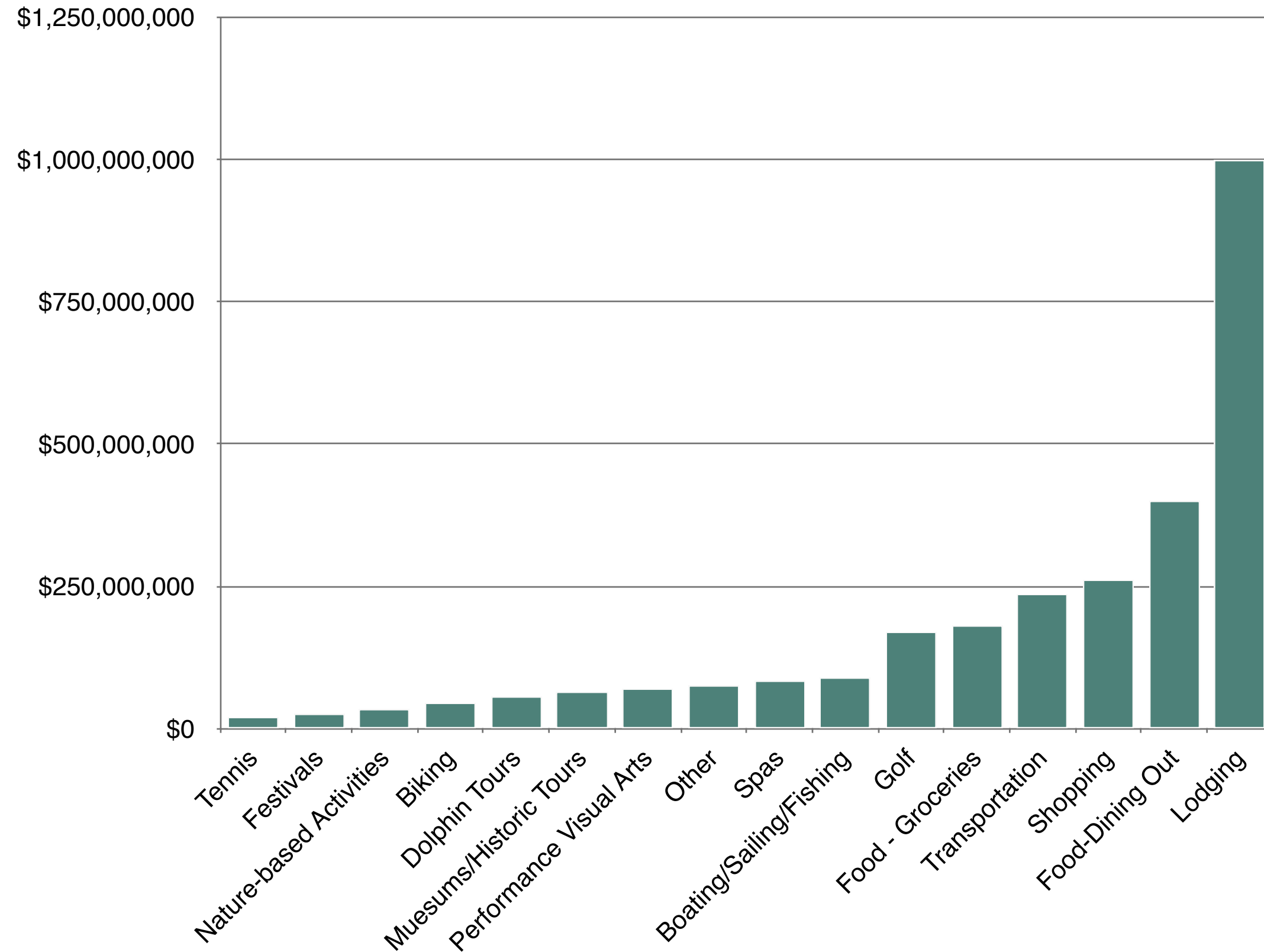
The Smith family travels to Hilton Head Island on vacation.

Their home/villa or hotel stay includes an 11% tax.

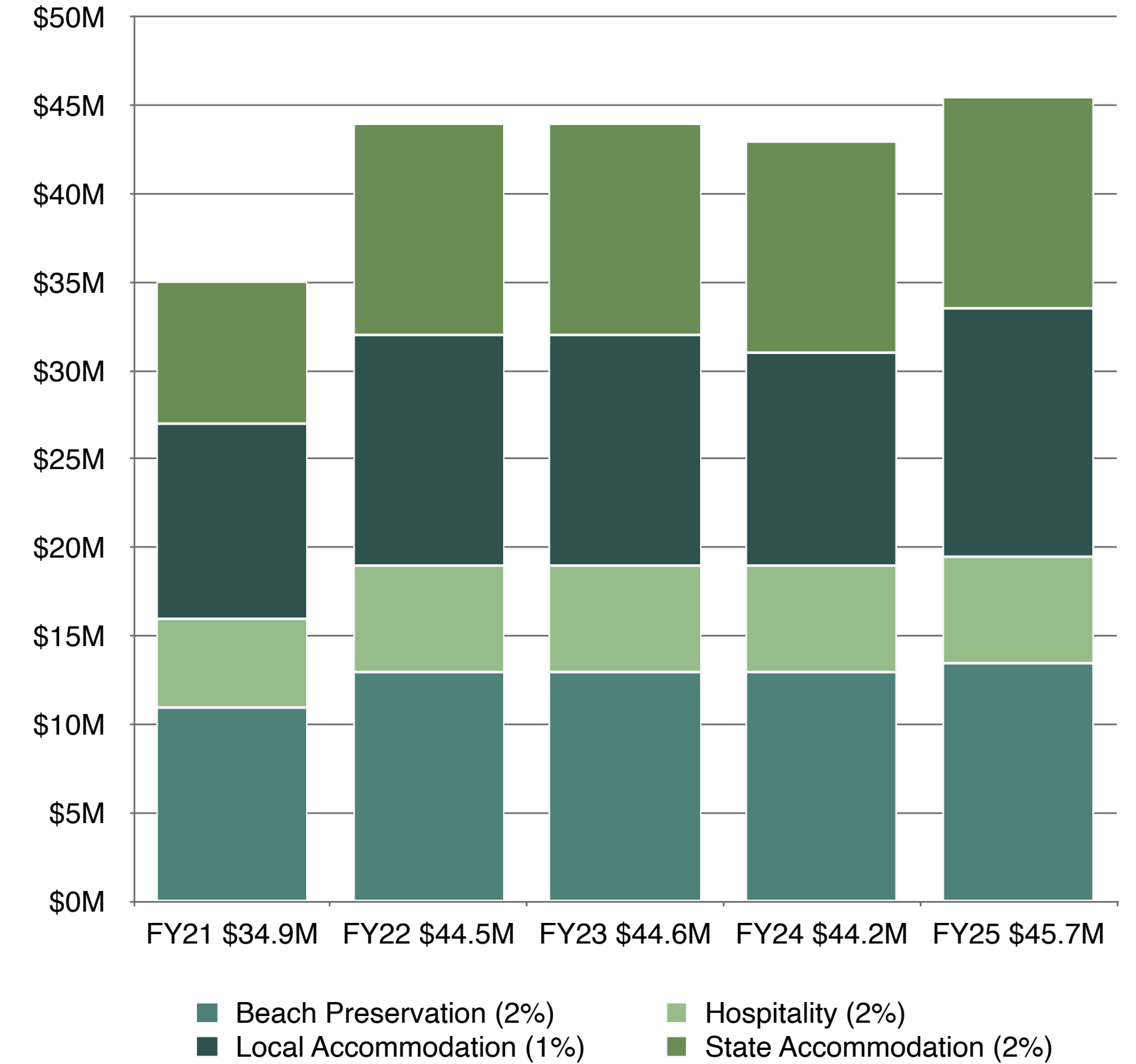
Economic Impact

Article 6.II(d)(v)

Local Business Revenues from Tourism



Tourism Related Tax Revenues



Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

A serene landscape at dusk or dawn. In the foreground, tall, golden-brown grasses grow in a marshy area. A calm body of water reflects the sky and the surrounding vegetation. On the right side, a wooden dock extends into the water, where a couple is sitting. The woman is wearing a white dress, and the man is in a dark suit. In the background, a gazebo with a dark roof stands on a small island or peninsula, surrounded by more grasses. Further back, there are silhouettes of trees and houses under a dark, twilight sky.

Article 6.II.(d)(vi) - Media & Brand Awareness Metrics

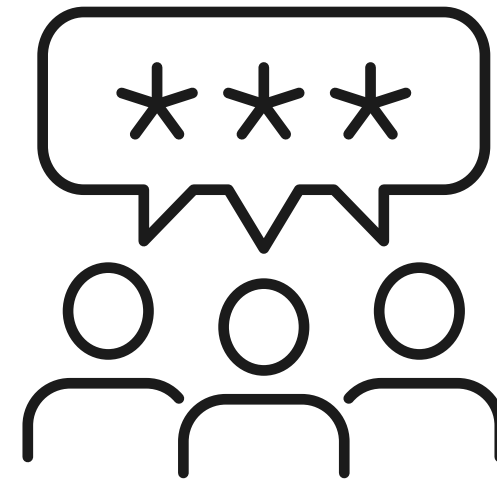
Media & Brand Awareness Metrics

Article 6.11(d)(vi)



2,487

Stories and mentions



24,478,291,321

Impressions

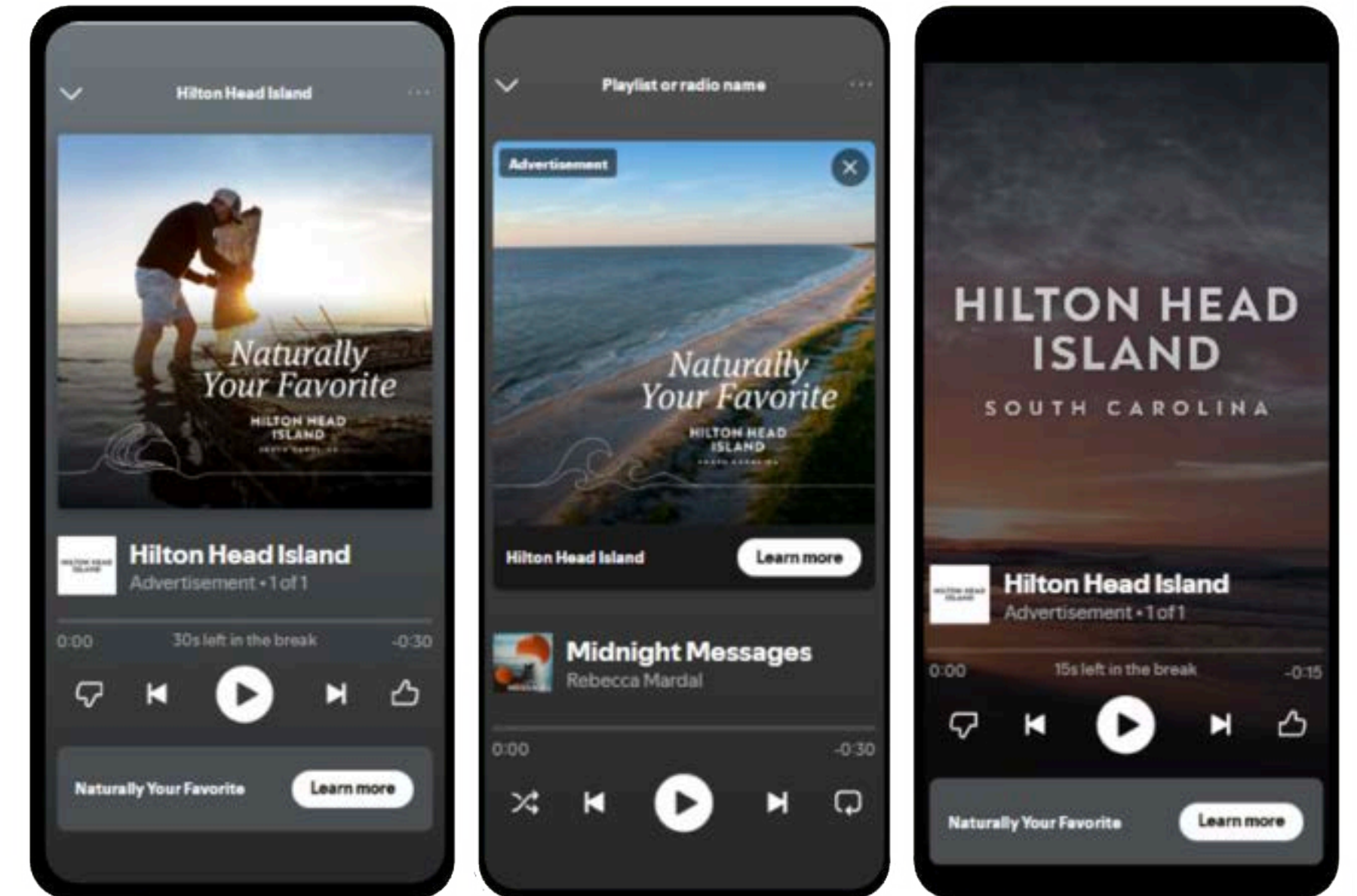
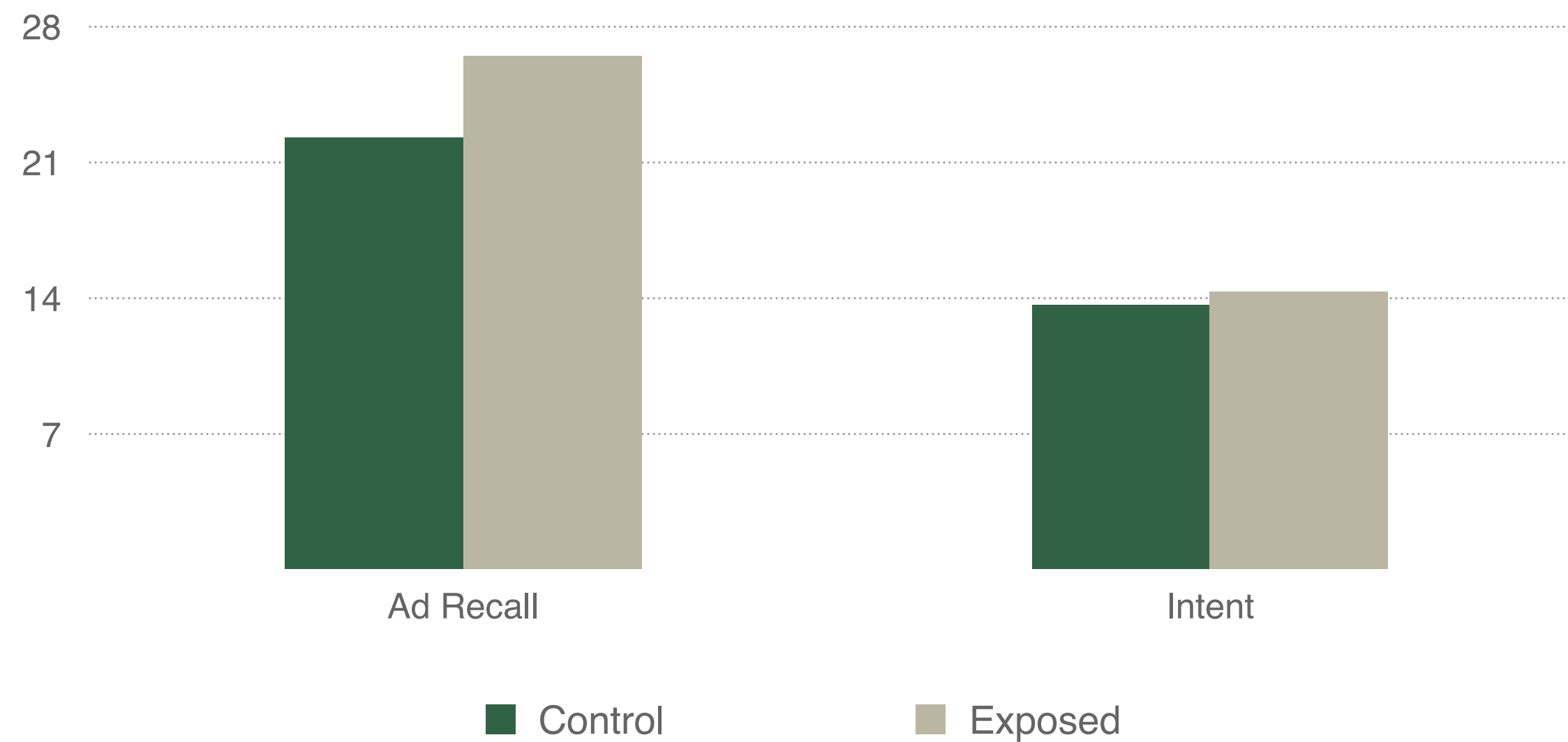


\$32M

Ad value equivalency

Brand Awareness Benchmark Study Results

The Naturally Your Favorite campaign included a Brand Lift Study through Spotify, with results collected in-app through a three-question survey. The campaign successfully drove a **significant increase** in ad recall and intent.





Article 6.II.(D)(vii) – Seasonal Impact Metrics

Seasonal Impacts Metrics

Article 6.II(d)(vii)

Shoulder Season Winter
(Dec-Mar)

- Hotels: 36%
- HV: 39%

Shoulder Season Fall
(Dec-Mar)

- Hotels: 48%
- HV: 34%

Peak Season
(Apr-Aug)

- Hotels: 63%
- HV: 64%





Article 6.II.(d)(viii) – Stakeholder Satisfaction Survey

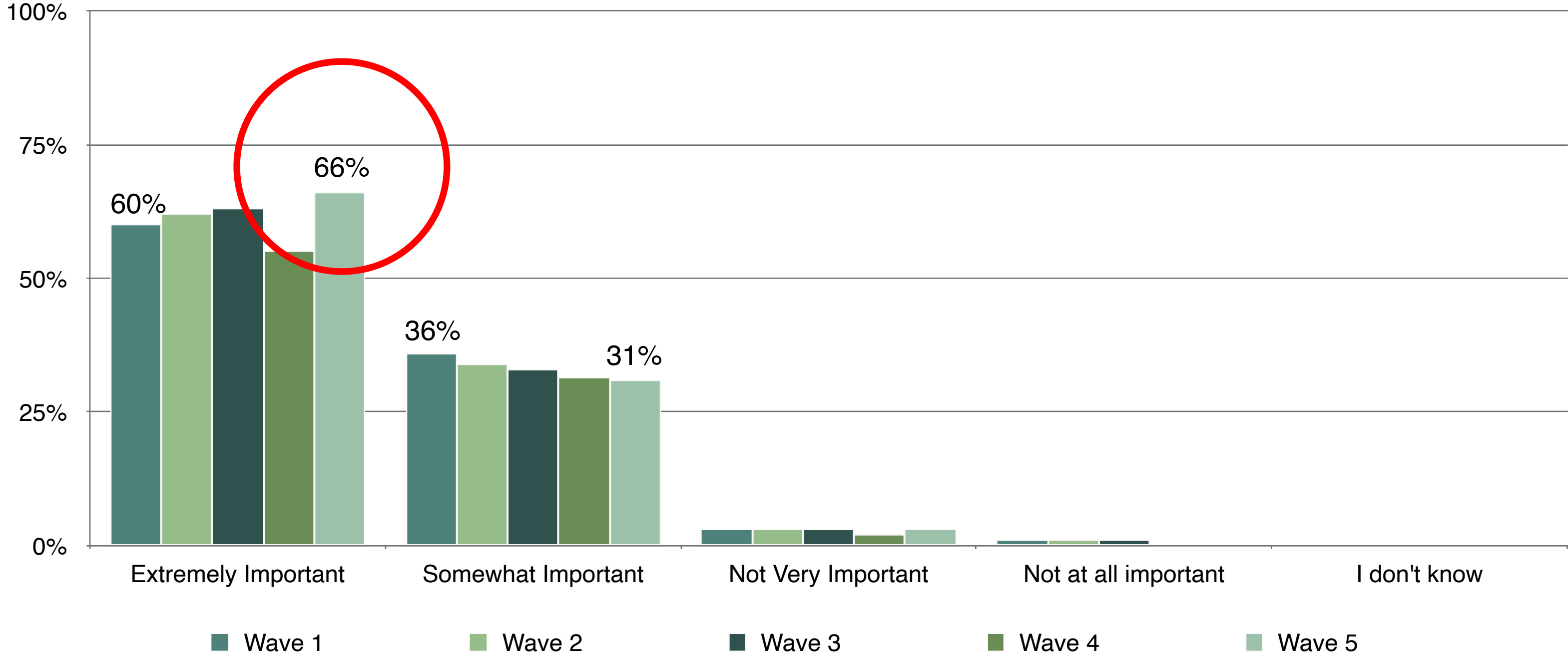
Stakeholder Satisfaction Survey

Article 6.II.(d)(viii)
 (Resident Sentiment Survey, Over 3000 Respondents)

Similar to previous waves, two-thirds of residents believe tourism is extremely important to the local economy.

Importance of Tourism

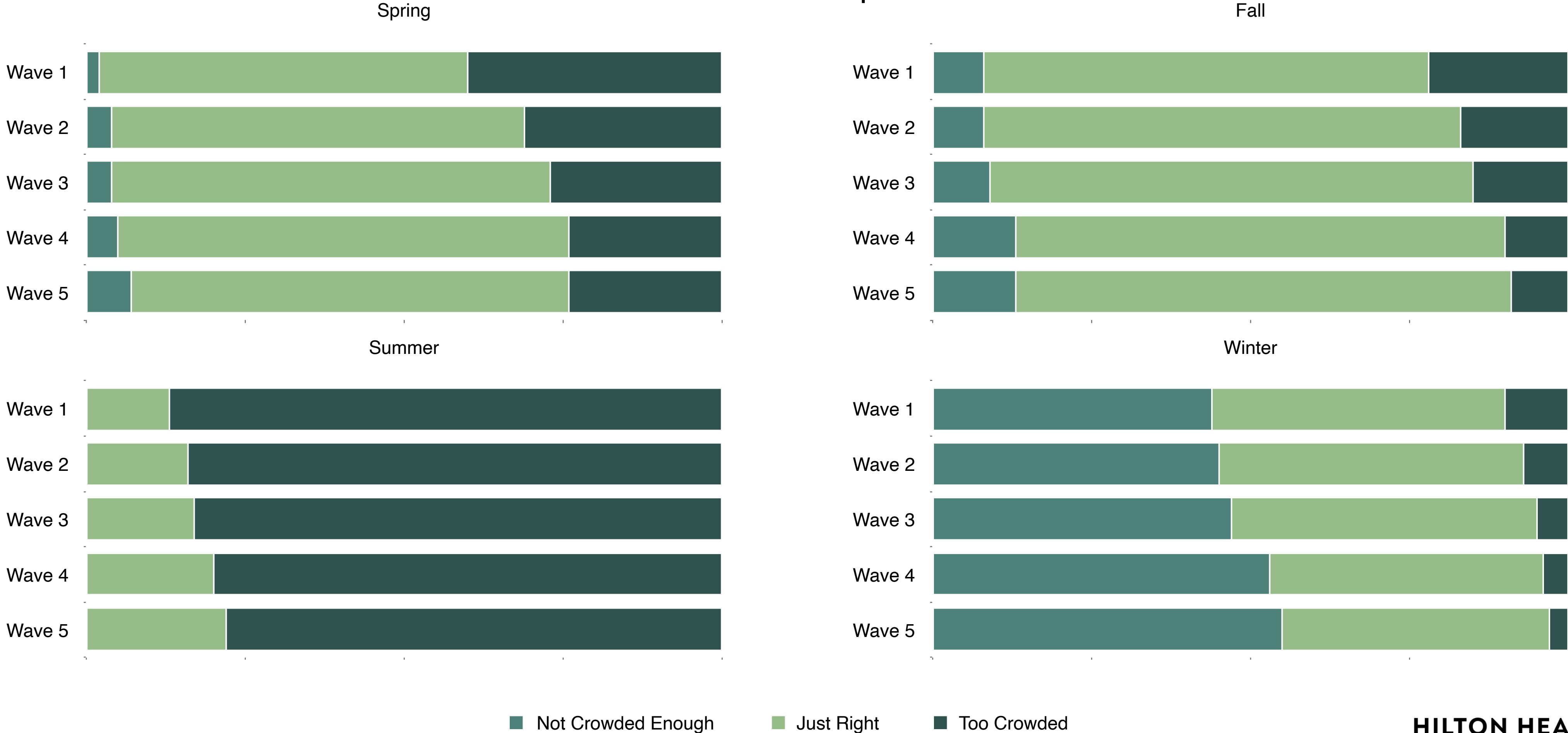
Question: How important do you believe tourism is to the local Hilton Head Island Community?



Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Resident Sentiment Survey)

Seasonal Perceptions



Source: Hilton Head Island & Bluffton Chamber of Commerce

Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Resident Sentiment Survey)

Residents Continue To Agree That Tourism Generates Tax Revenue and Creates Jobs for Area Residents.

POSITIVE STATEMENTS (%AGREE - TOP 6)	WAVE 1	WAVE 2	WAVE 3	WAVE 4	WAVE 5
Generates tax revenues for state, county and local governments	76%	80%	81%	83%	84%
Creates jobs for area residents	71%	73%	74%	78%	78%
Provides restaurants that local residents can also enjoy	63%	68%	71%	74%	74%
Increases Real Estate Values	64%	66%	67%	72%	68%
Supports local business creation	64%	68%	69%%	70%	72%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%	68%	69%



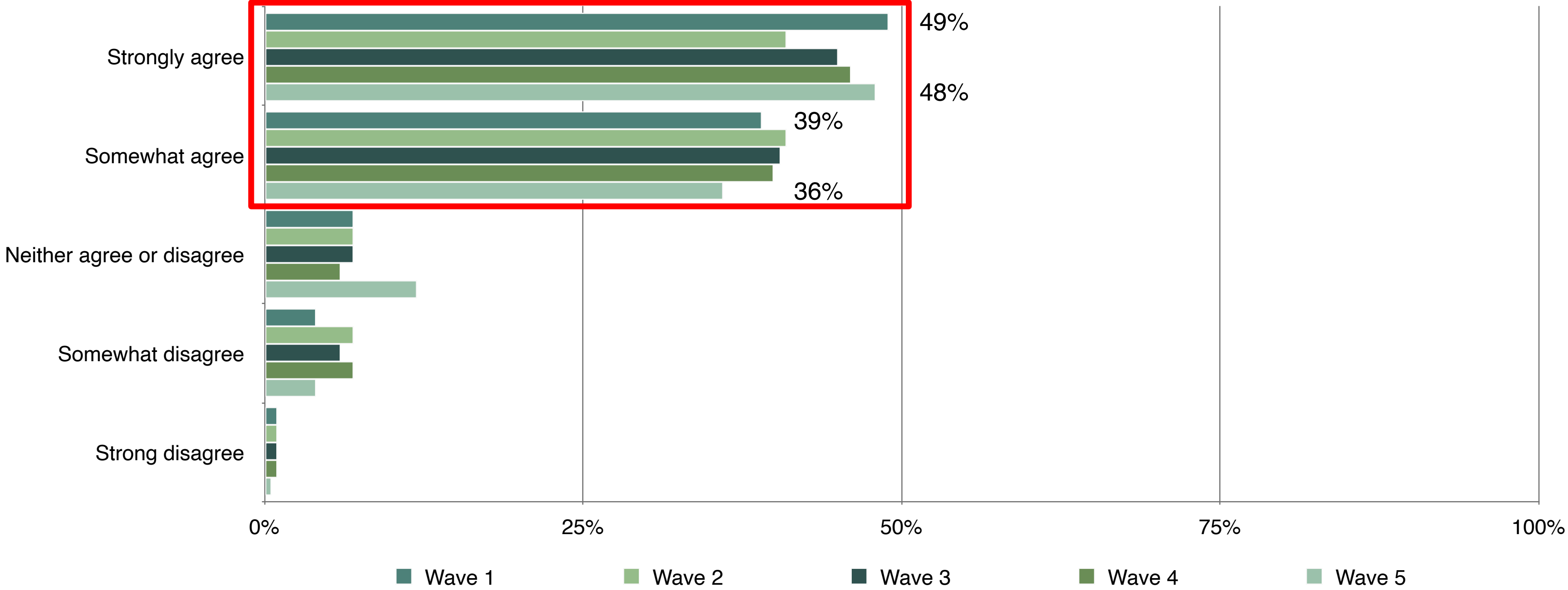
Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Resident Sentiment Survey)

84% of residents agree that Hilton Head Island is a very safe place to live.

Question: Please indicate your level of agreement with the following statement:

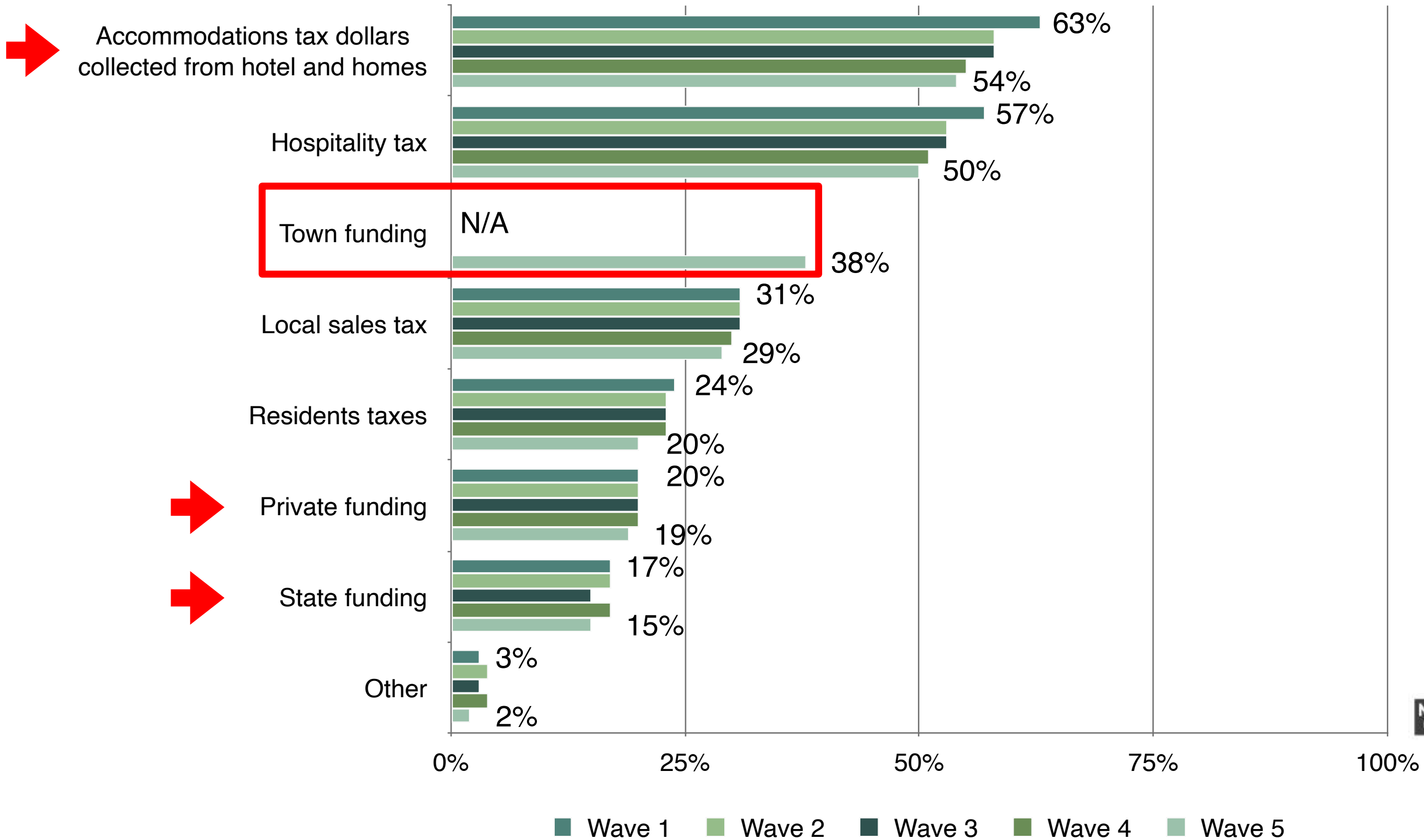
"I believe Hilton Head Island is a very safe place to live"



Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Resident Sentiment Survey)

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.



Hilton Head Island-Bluffton Chamber of Commerce

Funding
69%

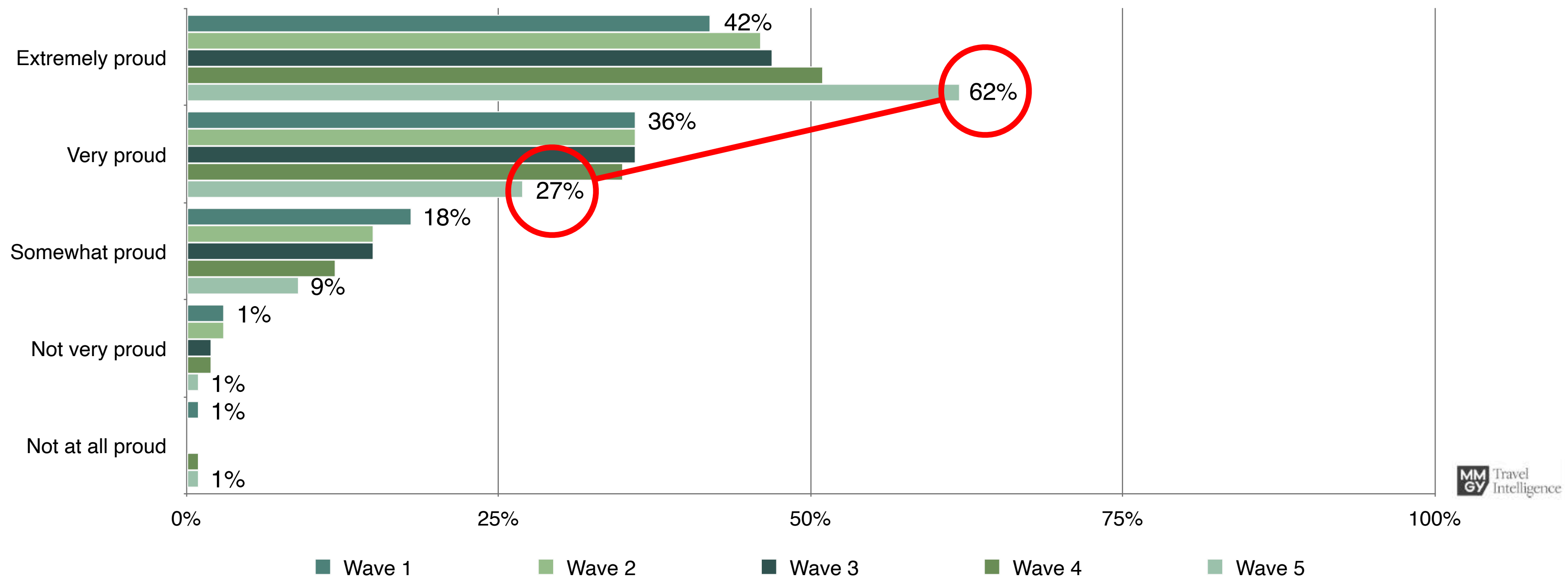
Of residents believe they know what funds the Hilton Head Island Chamber of Commerce tourism marketing efforts.

Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Resident Sentiment Survey)

Pride rose to an all time high, with 89% of residents saying they are extremely/very proud to be residents of Hilton Head Island.

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



Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Resident Sentiment Survey)

Top Concerns Facing the Community

	WAVE 2	WAVE 3	WAVE 4	WAVE 5
278 Corridor project	38%	39%	40%	51%
Workforce Shortage	48%	44%	40%	43%
Overall Development	29%	34%	33%	43%
On-island workforce housing	36%	35%	33%	33%
Short-term rental noise and parking	16%	18%	21%	32%
General infrastructure needs (eg. Water/sewer, roads, other utilities)	20%	18%	20%	28%
Repurposing/modernizing Island commercial buildings	14%	14%	14%	17%
Sea Pines Circle/Coligny Traffic	16%	17%	17%	14%
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%	12%	11%	13%
Arts and development of cultural assets (eg. Mitchelville Freedom Park)	4%	4%	4%	4%
Other	9%	10%	9%	6%
None of the above	0%	1%	1%	1%

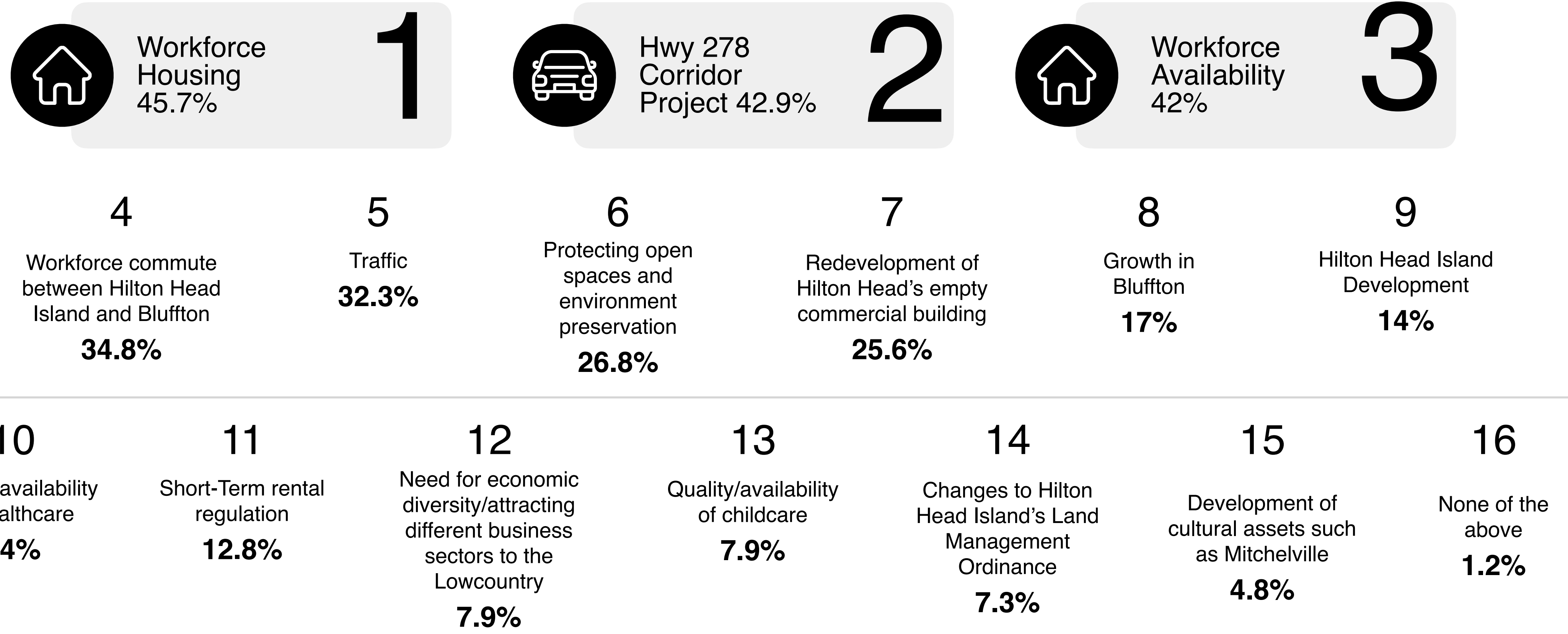


*South-end traffic in previous years

Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Membership Survey)

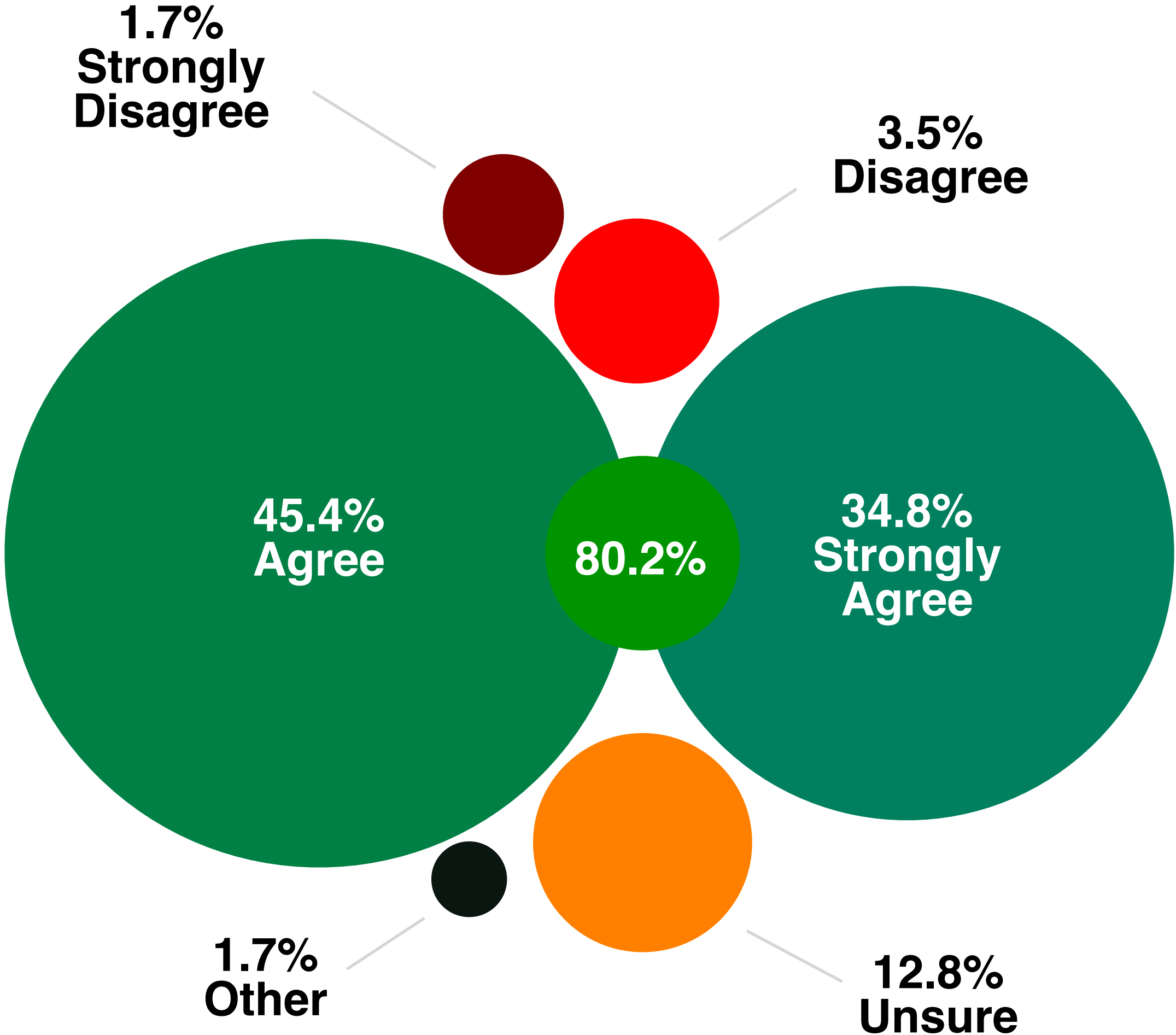
What do you feel are the **top three issues** facing our area?



Stakeholder Satisfaction Survey

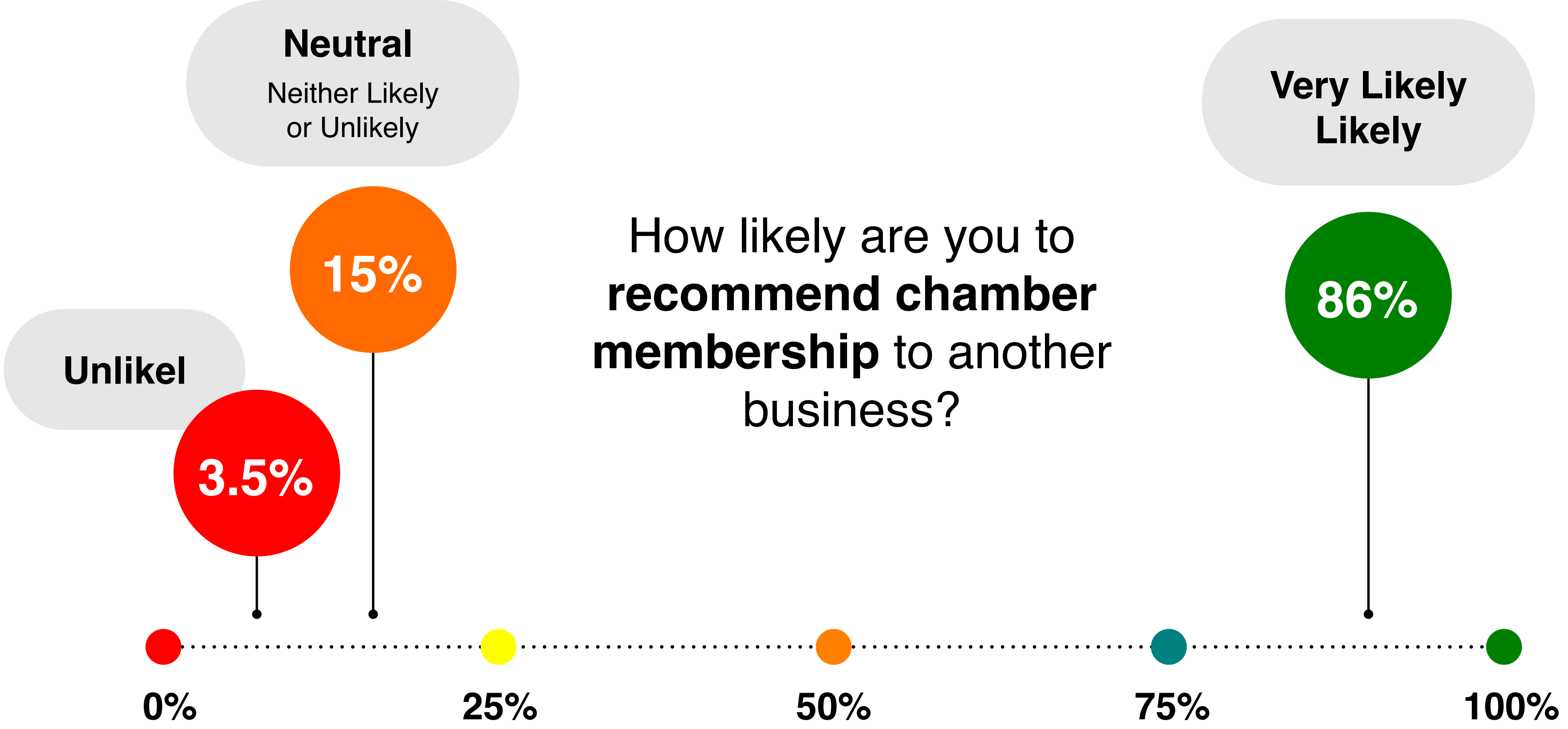
Article 6.II.(d)(viii) - (Membership Survey)

My partnership with the Chamber **adds value** to my business as a whole.



Stakeholder Satisfaction Survey

Article 6.II.(d)(viii) - (Membership Survey)



An aerial photograph of a coastal area. On the left, there is a wide, sandy beach that curves along the shoreline. The ocean is visible on the far left. To the right of the beach is a dense forest of trees. In the center-right, there are several large, light-colored buildings, possibly a resort or a government complex. The background shows a vast expanse of land with more trees and some water bodies. The overall scene is captured from a high angle, providing a comprehensive view of the landscape.

What's Ahead in FY 2026-2027



Section 1: Advertising

(Print, Digital, Broadcast, Social, Etc.)

Our advertising strategy ensures we meet travelers at every stage of their journey, while adapting to the rapidly evolving way people search, discover, and plan travel. By optimizing for Generative Engine Optimization (GEO) and traditional SEO, our approach ensures Hilton Head Island remains visible, relevant, and easy to choose.

Section 1: Advertising

(Print, Digital, Broadcast, Social, Etc.)

The Old Way

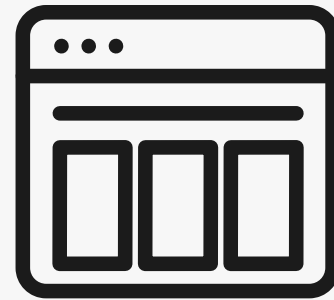


The New Way



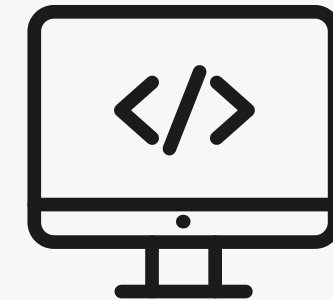
SEO & GEO - Laying the Groundwork

A successful data-informed content strategy that will grow the organic search footprint for your brand both on traditional SERPs (Search Engine Results Page) as well as within Generative AI applications can be focused on the following core pillars:



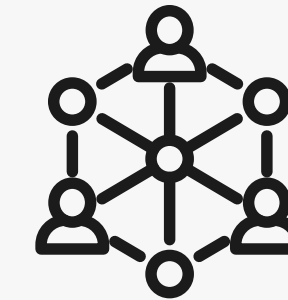
On Page

The optimization and data-informed creation of content will drive increased exposure in search engines leading to better engagement.



Technical

Ongoing technical audit and comprehensive review of the existing website to ensure current issues in the technical infrastructure are identified.



Off Page

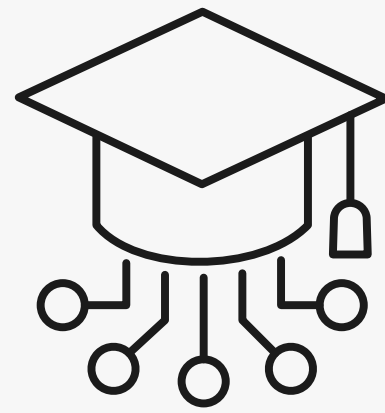
Link building through a personalized outreach program, and amplified exposure through influencer outreach and a targeted social media strategy.

Section 1: Advertising

(Print, Digital, Broadcast, Social, Etc.)

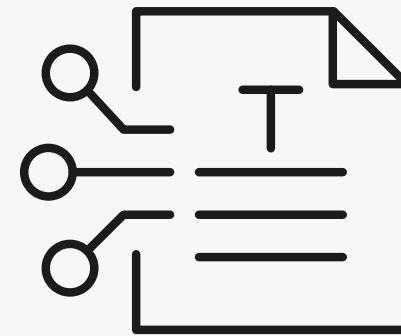
AI and the Opportunity To Support AI Discoverability

A strong GEO strategy is crucial for DMOs and operators to remain visible and relevant in a changing digital landscape.



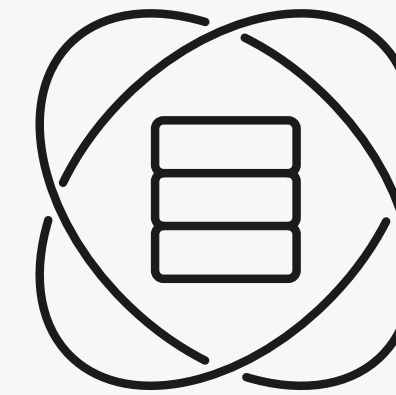
Become the Answer

Position your brand as an authority so your content is the source for direct AI answers.



Stand Out with AI

Clear, structured website information makes it more likely that your organization will be featured in these direct answers.



Future-Proof Your Strategy

Continuing to follow SEO best practices and investing in a strong website foundation sets you up for long-term success.

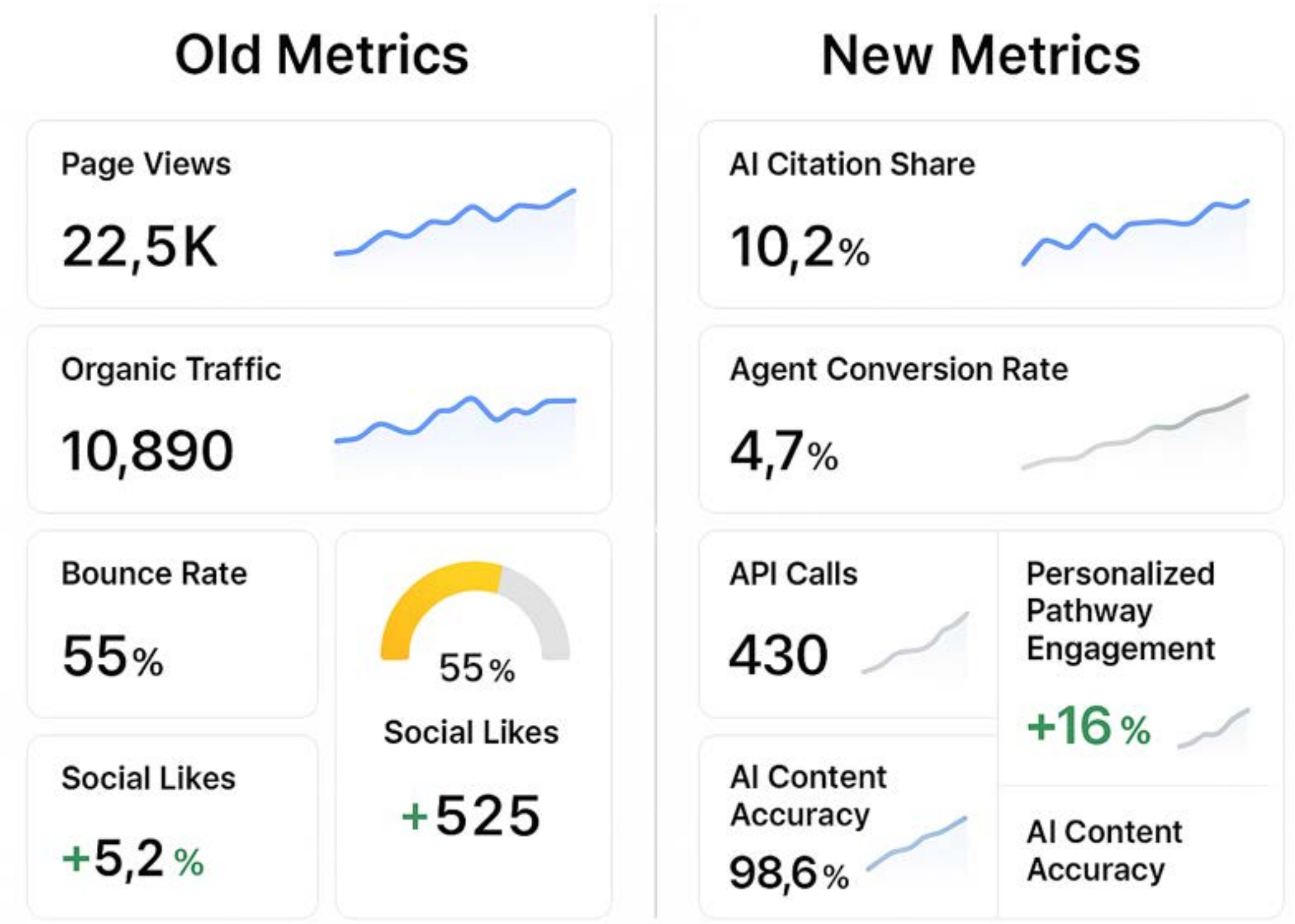


Track and Analyze Brand Performance

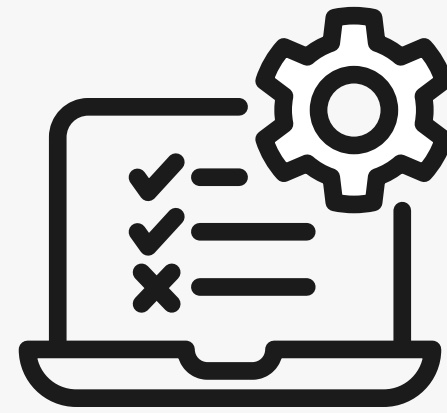
Investing in a GEO platform, assigning dedicated resources for configuration, adjusting prompts, and optimizing

Traditional KPIs, Such as Page Views and Organic Traffic, No Longer Tell the Full Story. New KPIs Could Include:

- **AI Search Visibility:** Share of citations in generative AI results for target queries.
- **Agent-Driven Conversions:** Number and value of bookings completed through AI agents.
- **API Engagement:** Call volume, uptime, and usage by third-party platforms.
- **Audience Engagement:** Interaction with personalized pathways and tailored content.
- **Content Performance in AI:** Frequency and accuracy of brand mentions in AI responses.

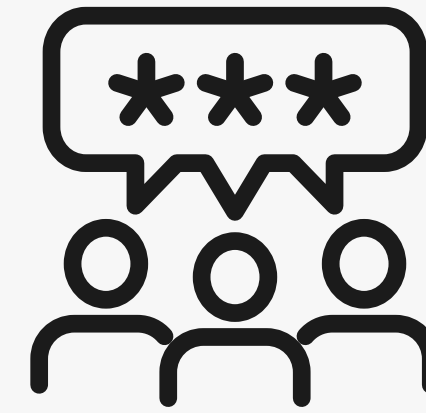


What's Next? GEO Is the New Digital PR



Be Technically Impeccable

Keep your site fast, error-free, and structured so AI can read and trust it. Use emerging tools (like llms.txt) to give Large Language Models extra context about your brand.



Build Digital Credibility

Cultivate partnerships, manage your online reputation, and earn authoritative backlinks. Keep your brand details (NAP) consistent so LLMs see you as a trusted source.



Create AI-Ready Content

Publish high-value, relevant, and diverse content designed to be cited in AI answers—then test and refine for the new search landscape.

Section 1: Advertising

(Print, Digital, Broadcast, Social, Etc.)

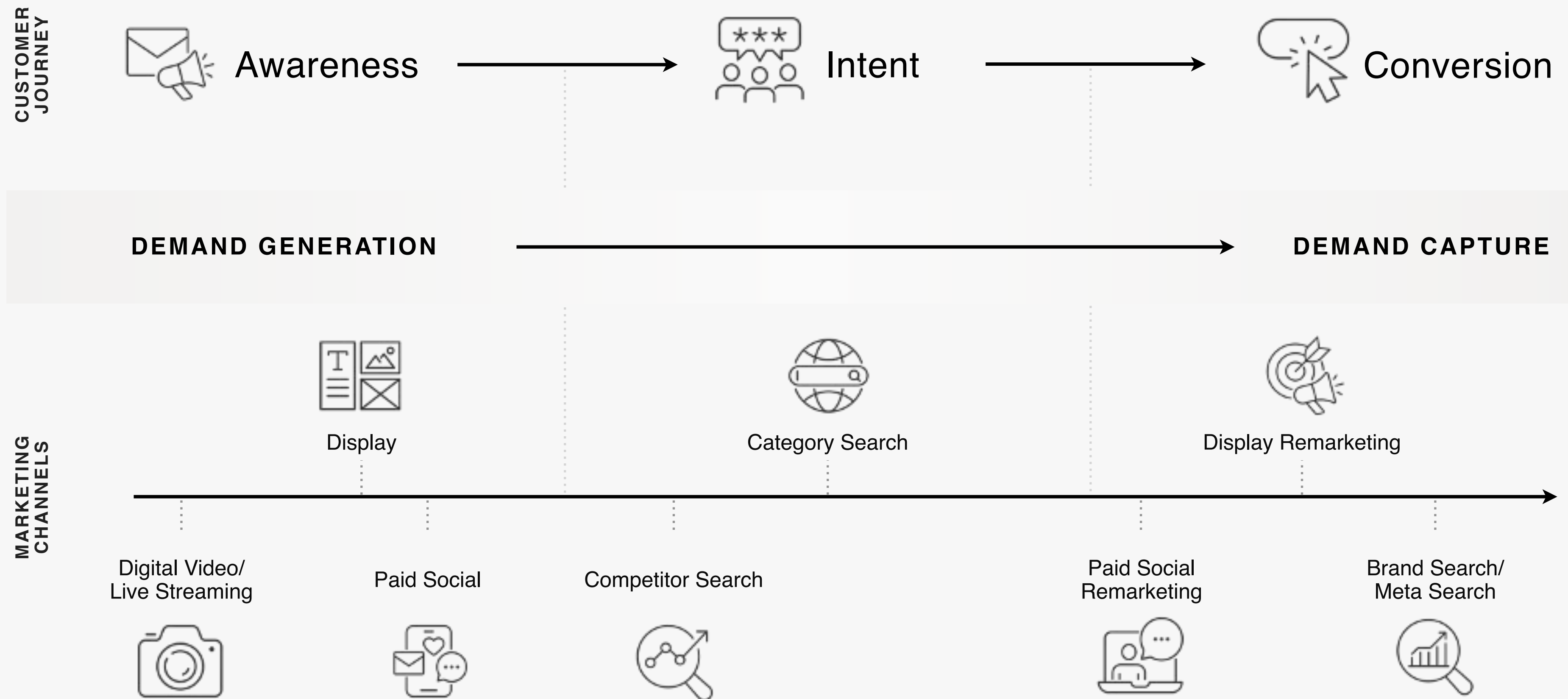
Our social and digital strategy plays a critical role in shaping how travelers discover and engage with Hilton Head Island. Across platforms, we deliver visually compelling, on-trend content that reflects the Island's experiences while positioning the destination within the moments and conversations that influence travel decisions.

Short-form video, curated itineraries, and partner storytelling work together to inspire new visitors and encourage return trips. Paid and organic efforts are closely aligned, allowing us to reach highly targeted audiences while maintaining an authentic and engaging brand presence.

Local creators and influencers are central to this approach, bringing a credible, on-the-ground perspective that strengthens storytelling and expands reach. By elevating these voices, we create a steady stream of relevant content that resonates with today's traveler.

Section 1: Advertising

(Print, Digital, Broadcast, Social, Etc.)



Section 1: Advertising

(Print, Digital, Broadcast, Social, Etc.)

HiltonHeadIsland.org serves as the foundation of our marketing ecosystem, evolving to meet the expectations of today's AI-driven traveler. Through ongoing enhancements, the site is designed not only to inspire, but to seamlessly guide users toward planning and booking.


Our focus on Generative Engine Optimization (GEO) ensures that content is structured to perform across both traditional and AI-powered search, increasing visibility in how travelers now discover destinations. This is complemented by the integration of Mindtrip's AI-powered chatbot and itinerary tools, which transform the website into an interactive planning experience.

Together, these enhancements allow us to connect inspiration with action, ensuring visitors can easily explore, personalize, and plan their Hilton Head Island experience in real time.



Visit Hilton Head Island
Today at 19:33 · 🌐

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Naturally Riveting


Like Comment Share

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Write something... 😊 📷 🎬 🗨️

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Today at 19:33 · 🌐

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Naturally Sourced


Like Comment Share

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Visit Hilton Head Island
Today at 19:33 · 🌐

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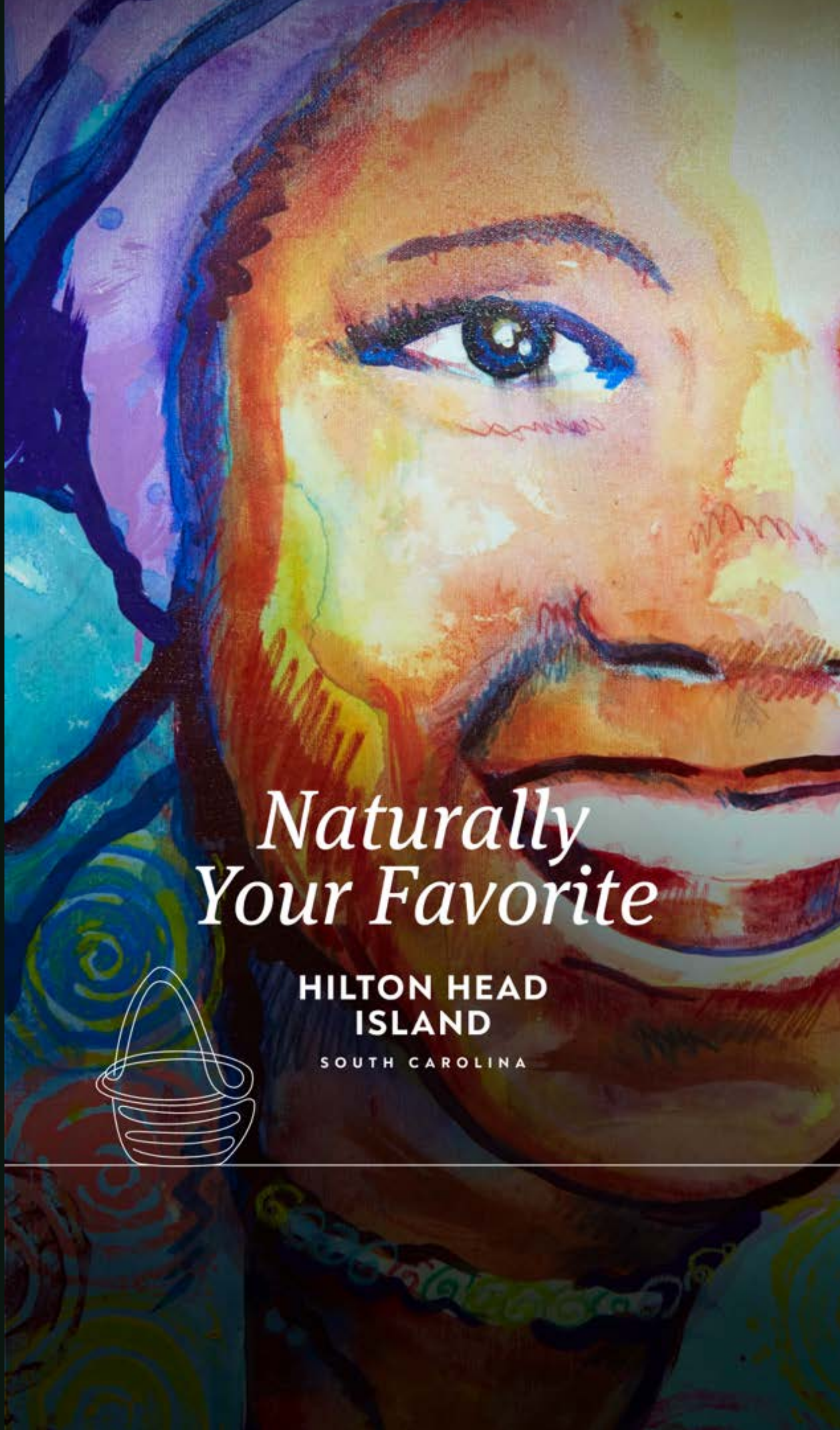


Naturally Together

Like Comment Share

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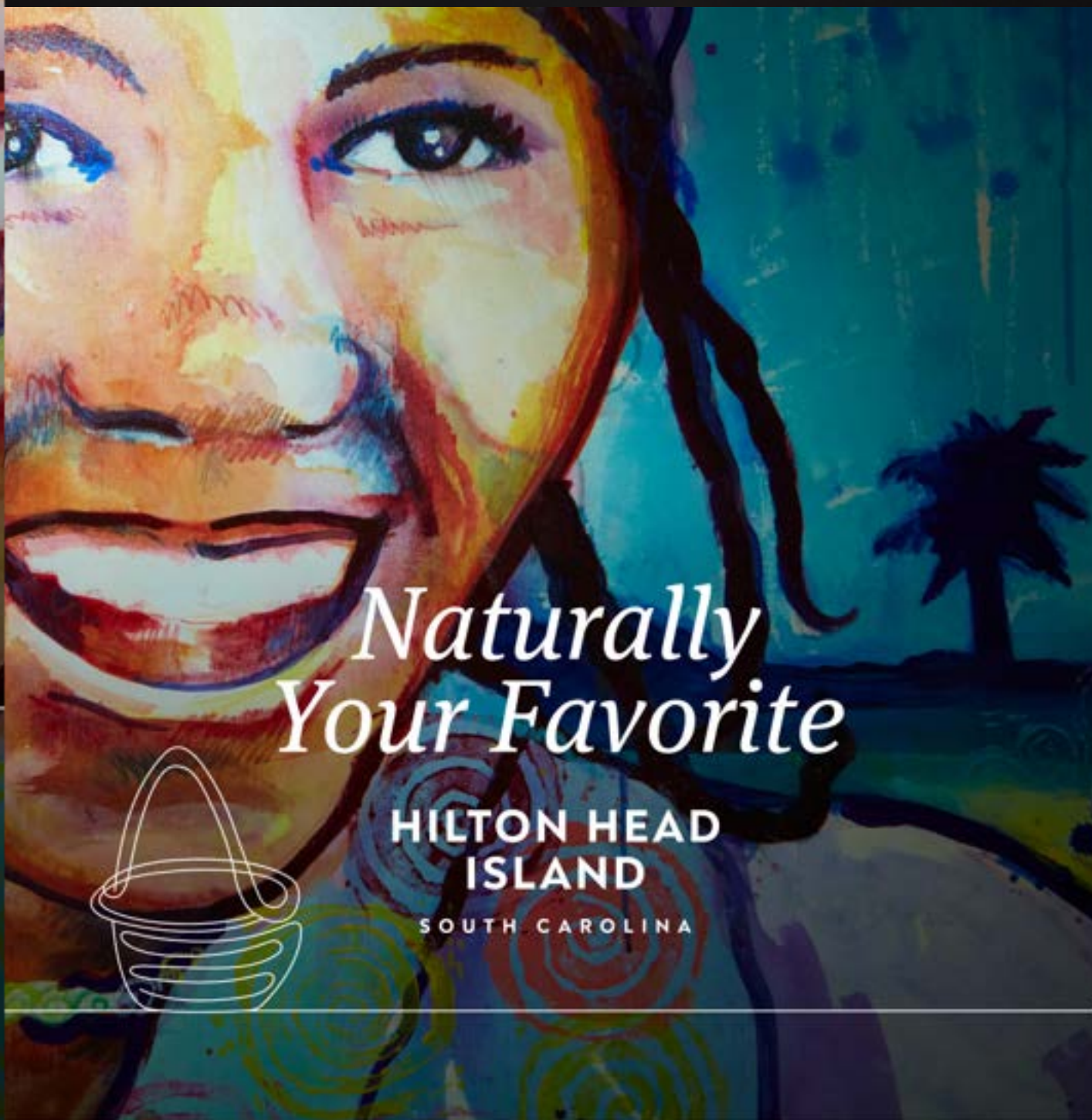
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Your Favorite*

HILTON HEAD
ISLAND
SOUTH CAROLINA



*Naturally
Your Favorite*

HILTON HEAD
ISLAND
SOUTH CAROLINA



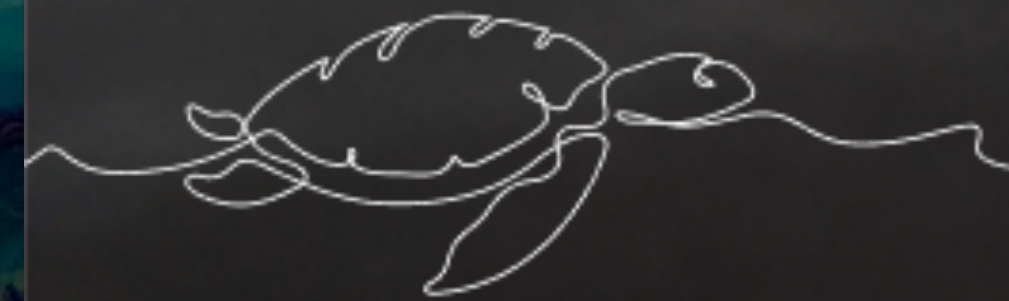
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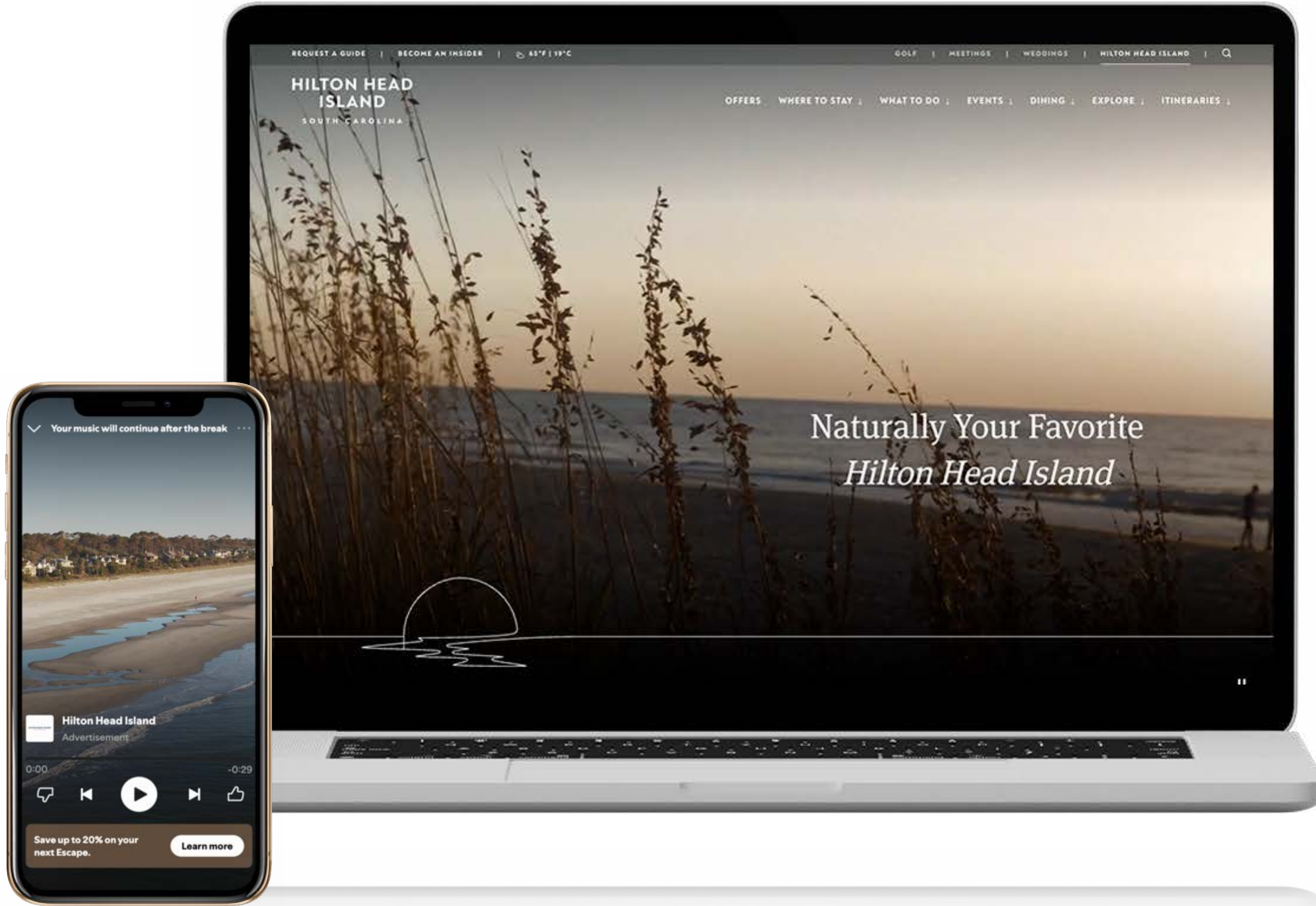
HILTON HEAD
ISLAND
SOUTH CAROLINA



*Naturally
Your Favorite*

HILTON HEAD
ISLAND
SOUTH CAROLINA







Section 2: FULFILLMENT

The Hilton Head Island Vacation Planner is a premium, “coffee table” style publication that showcases the destination through high-quality design, photography, and storytelling—offering a tangible, immersive way for potential visitors to engage with the Island.

Our focus is on ensuring this piece reaches the right audience. Through direct mail fulfillment to individuals who actively request it, along with placement in South Carolina welcome centers and other key touchpoints, the planner is delivered into the hands of travelers already in a planning mindset. This targeted distribution makes it a highly effective and worthwhile investment, extending the reach of the destination in a way that is both memorable and impactful.



Section 3: Marketing Support

(Creative, Photography, Videography, Research)

Research is not simply a support function—it is a strategic pillar that guides how we position, target, and grow Hilton Head Island as a destination. Every major marketing decision is grounded in data, ensuring our efforts are aligned with both visitor demand and community priorities.

Through a combination of first-party research and third-party data partnerships, we develop a clear, evolving understanding of who our visitors are, how they behave, and what motivates them to choose Hilton Head Island. This foundation allows us to move beyond assumptions and make informed, confident decisions that strengthen both performance and long-term sustainability.



Section 3: Marketing Support

(Creative, Photography, Videography, Research)

Our research framework reflects a deliberate shift from volume to value. Success is not defined by increasing visitation, but by attracting the right visitors, those who support the Island's economy and increase the Island's quality of life.

To guide this approach, we utilize cutting-edge tools such as Placer.ai and Zartico to better understand who our visitors are, where they come from, and what drives them to choose Hilton Head Island. These insights allow us to refine targeting and focus on high-value audiences rather than broad demand.

This makes measuring economic impact essential. Through an annual economic impact report and ongoing visitor and resident sentiment research, we ensure tourism delivers meaningful economic benefit while preserving the character of the Island.

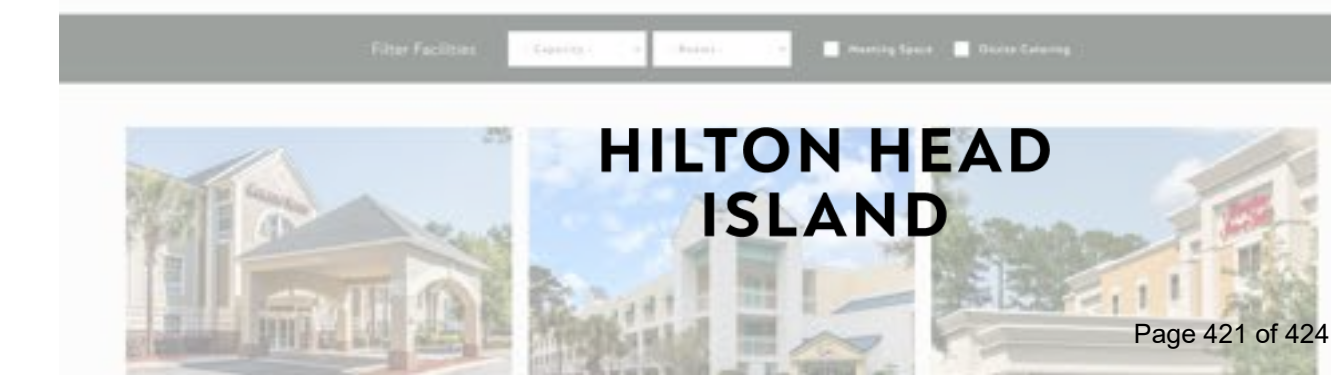
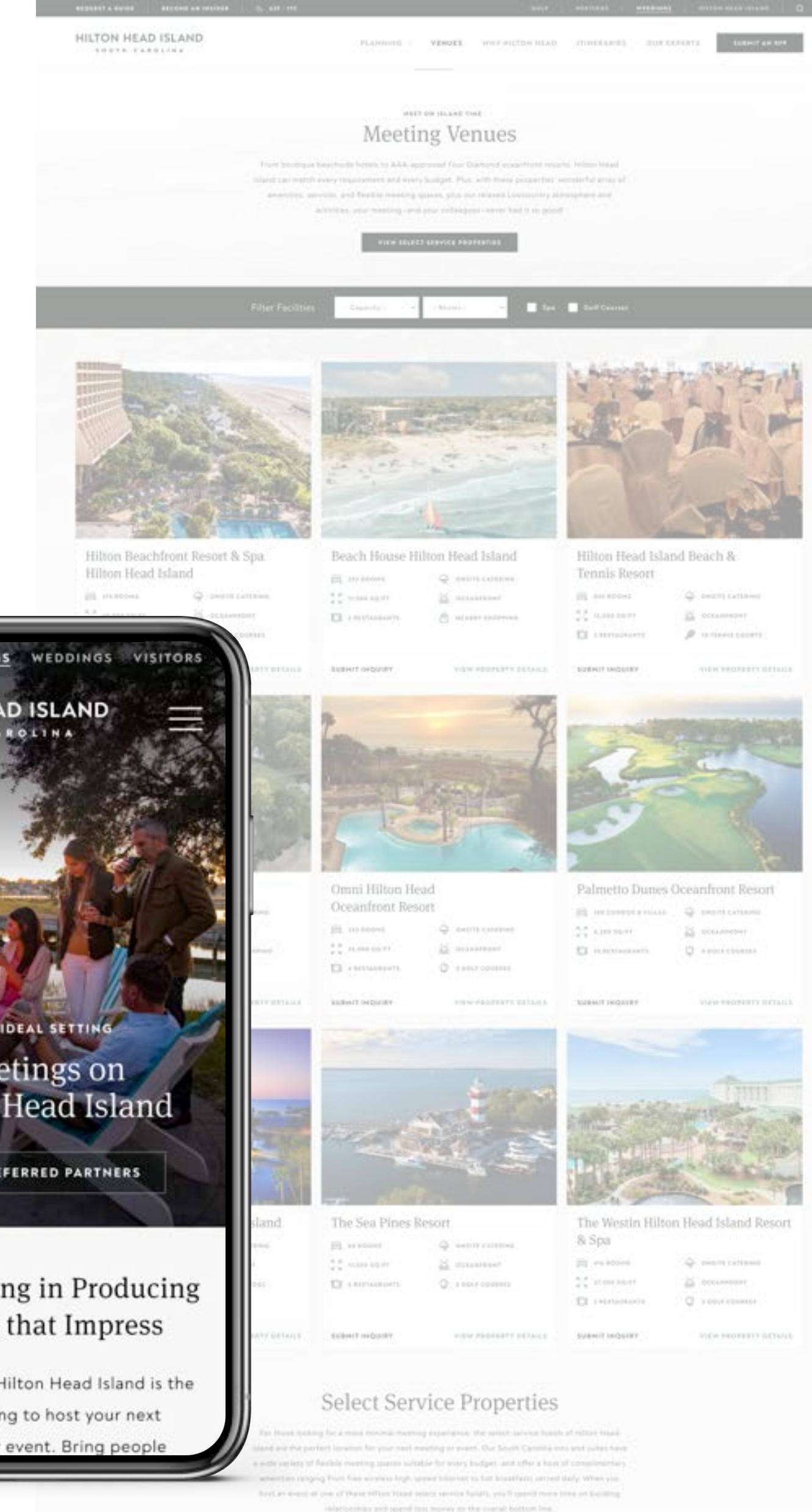
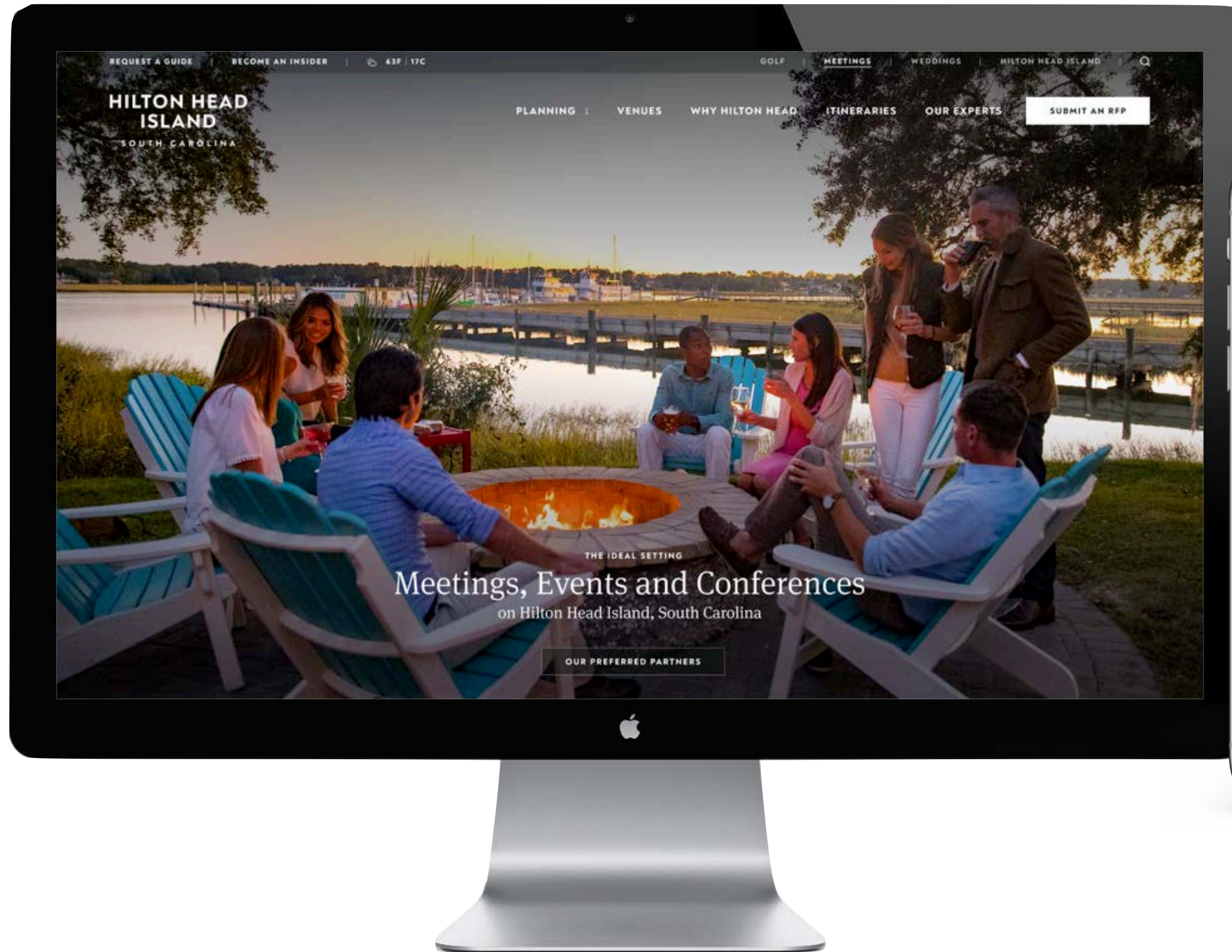
Section 4: Group Sales & Marketing

Group sales play a strategic role in delivering high-value visitation that aligns with Hilton Head Island's focus on quality over quantity. By targeting meetings, corporate retreats, and small-to-mid-size groups, we are able to drive meaningful economic impact while maintaining balance within the destination.

Our efforts focus on core drive and short-haul markets, including the Southeast and key feeder states such as South Carolina, North Carolina, Georgia, and Florida, as well as markets like Ohio, New York, Pennsylvania, and Illinois. Within these markets, we prioritize corporate retreats, leadership meetings, association groups, incentive travel, and wellness-focused gatherings that align with the Island's upscale, experiential offering.

By focusing on groups that generate strong return, higher average daily rates, increased spending, and year-round demand, we support local businesses while helping to fill need periods without adding pressure to peak seasons.

Section 4: Group Sales & Marketing



Section 5: Destination PR

What's Ahead in 2026



- Spring Culinary and sustainability focused media trip in NY
- Visiting Journalist Program
- America 250 outreach efforts
- RBC Heritage media trip in partnership with Weber/Zyrtec



Destination Accolades

- Conde Nast Traveler: #1 Island in the U.S. in the Readers' Choice Awards for the 9th Consecutive Year
- Travel + Leisure: Travel + Leisure Readers' 15 Favorite Islands in the Continental U.S. of 2025
- Southern Living: The 50 Best Beach Towns In The South 2025
- Tripadvisor: Top 10 of Tripadvisor's top trending destinations in the US
- USA Today 10Best: Best Beach in South Carolina - Coligny Beach
- Travel + Leisure: Hilton Head Island one of the Best Beach Towns to Live in Year-Round
- US News & World Report: 12 Best Places to Visit in South Carolina
- Travel & Leisure: 11 Best Places to Live in South Carolina
- USA Today 10 Best: Best Resort Airport (Hilton Head Island Airport)
- Southern Living: The 8 Most Beautiful Places On The South Carolina Coast



**HILTON HEAD
ISLAND**

SOUTH CAROLINA

Thank You