



Town of Hilton Head Island
**FINANCE & ADMINISTRATIVE
COMMITTEE MEETING**
Tuesday, April 18, 2023, 1:00 PM
AGENDA

The Finance and Administrative Committee meeting will be held in-person at Town Hall in the 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. **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.
3. **Roll Call**
4. **Approval of the Minutes**
 - a. Special Meeting – April 4, 2023
5. **Appearance by Citizens:** Citizens who wish to address the Committee may do so by contacting the Town Clerk at 843.341.4646, no later than 4:30 p.m., Monday, April 17, 2023. Citizens may also submit written comments on the agenda item via the [Open Town Hall Portal](#).
6. **New Business**
 - a. Review of the 2022 Hilton Head Island Destination Marketing Organization (DMO) Industry Metrics Report
 - b. Consideration of Resolution Recommending the 2023-2024 Destination Marketing Organization (DMO) Marketing Plan & Budget
 - c. Consideration of a Proposed Ordinance 2023- 11 Amending Section 4-10-100 (Management and Use of Local Accommodation Taxes) of the Town of Hilton Head Island Code of Ordinances Pertaining to the Event Management and Hospitality Training Program Fund
7. **Adjournment**

Please note, a quorum of Town Council may result if four (4) or more of their members attend this meeting



Town of Hilton Head Island
**FINANCE & ADMINISTRATIVE
COMMITTEE**
Special Meeting
Tuesday, April 4, 2023, 10:00 AM
Minutes

Present from the Committee: Alex Brown, *Chairman*; David Ames, Steve Alfred, Glenn Stanford, *Members*

Present from Town Council: Tamara Becker

Present from Town Staff: Josh Gruber, *Deputy Town Manager*, Angie Stone, *Assistant Town Manager*; Rich Groth, *Procurement Officer*; Marcy Benson, *Senior Grants Administrator*; Mac Deford, *General Counsel*; April Akins, *Revenue Service Manager*; Barbara Wooster, *Revenue Customer Service Manager*; Jeff Herriman, *Treasurer*; Cindaia Ervin, *Interim Town Clerk*

1. Call to Order

2. FOIA Compliance

Ms. Ervin affirmed compliance with FOIA

3. Roll Call

Attendance was confirmed by way of roll call.

4. Approval of Minutes

a. Regular Meeting – March 21, 2023

M. Stanford moved to approve. Mr. Alfred seconded. Motion carried 4-0.

5. Appearance by Citizens

None

6. Unfinished Business

a. Consideration of Proposed Amendments to Provisions of Title 11, Chapter 1 of the Municipal Code for the Town of Hilton Head Island to Provide for a Small and Minority-Owned Disadvantaged Business Enterprise Utilization Program and a Corresponding Good Faith Effort Program

Mr. Ames moved to approve. Mr. Alfred seconded. Motion carried 4-0.

b. Consideration of a Resolution for the Housing & Urban Development /Community Development Block Grant Entitlement Program- 2023 Annual Plan Request for Project Approval

Mr. Ames moved to approve. Mr. Alfred seconded. Marcy Benson provided a general update on all grants pertaining to the Town. She went on to review the resolution and provided background information. Ms. Benson added that the resolution will allow the funding allocation to be used for the Ford Shell Ring Park project. She explained the town has been allocated \$185,250 for the 2023 Program Year and the approval of the Ford Shell Ring project is consistent with the current CDBG Five Year Consolidated Plan as well as several of *Our Plan* goals, strategies, and tactics. Ms. Benson answered questions from the Committee. Mr. Brown suggested that future funds awarded be put towards funding housing. Mr. Ames requested that Ms. Benson confirm whether the funds can be used for housing at a micro level. Ms. Benson noted that when CDBG funds are applied towards a project, the entire project has to comply with the requirements. After discussion, the motion carried 4-0.

7. New Business

a. Consideration of Approval for the Town of Hilton Head Island's Affiliated Agency Funding Request Applications for Fiscal Year 2024

After presentations and discussion, Mr. Ames moved to recommend Town Council adopt the list of affiliated agency requests except for Hilton Head Regional Habitat for Humanity in relation to the discussion that will occur within the next ten days. Mr. Stanford seconded. Discussion ensued regarding the USCB Event management and Hospitality Training allocation utilizing financial needs for the program rather than a percentage. It was noted Town Council would need to amend an ordinance regarding the allocation. Concluding discussion regarding the USCB allocation, the Committee agreed to leave it at the percentage this year but to work toward amending the ordinance for future allocations. Motion carried 4-0.

b. Town of Hilton Head Island 3rd Quarter Financial Update

John Troyer provided the update and answered questions asked by the Committee. He noted the Town staff continues to watch revenues, spending and makes recommendations on adjustments, if necessary.

8. Adjournment

The meeting was adjourned at 12:06 p.m.

Drafted and Submitted by:
Vicki L. Pfannenschmidt
Temporary Administrative Assistant

APPROVED:

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



TOWN OF HILTON HEAD ISLAND

Finance and Administrative Committee

TO: Finance and Administrative Committee
FROM: John M. Troyer, Director of Finance
VIA: Marc Orlando, Town Manager
CC: Josh Gruber, Deputy Town Manager
CC: Town Council
DATE: April 10, 2023
SUBJECT: Review of the 2022 Hilton Head Island Destination Marketing Organization (DMO) Industry Metrics Report

RECOMMENDATION:

Staff recommends the Finance and Administrative Committee review the 2022 Hilton Head Island Destination Marketing Organization (DMO) Industry Metrics Report.

BACKGROUND:

On April 18, 2023, the VCB will present the 2022 Hilton Head Island Destination Marketing Organization (DMO) Industry Metrics Report. This is part of the normal, annual review that is part of the performance review of Town's contractual relationship with its DMO.

SUMMARY:

According to State law, 30% of the two percent bed tax funds collected by the State of South Carolina is allocated to the pre-determined Destination Marketing Organization with an ongoing tourist program, which the Town Council has designated the VCB. Town Code requires ATAC to review the VCB's proposed budget and marketing plan each year and make a recommendation to Town Council. Each Committee Member has previously been provided a "draft" copy from the VCB entitled Fiscal Year 2023-2024 Hilton Head Island Destination Marketing Plan. The "draft" version of the book including the proposed budget (found on pages 32-33) has been attached. The Industry Metrics will provide additional background information for the Finance and Administrative Committee to consider when reviewing the proposed budget and marketing plan for a recommendation to Town Council.

ATTACHMENTS:

1. 2022 Hilton Head Island Destination Marketing Organization (DMO) Industry Metrics Report

2022 Destination Marketing Organization Industry Metrics

Annual Report

HILTON HEAD ISLAND

SOUTH CAROLINA

The purpose of this document is to provide the Town of Hilton Head Island, town staff, town committees, and residents with tourism metrics and 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 reports may change from time to time based on best practices, funding, and the goals set forth in the marketing plan. The evaluation shall consider the metrics and reports in this document, collectively, and shall be compared with peers and other factors that affect the tourism industry such as the state of the economy, weather, condition of the lodging properties, etc.



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Resident and Visitor Satisfaction Surveys

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 report on resident and visitor satisfaction through annual survey results. We have an established process for both surveys including data collection, analysis and reporting.

Surveys can be found in the Appendix of this document.

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

ROOM REVENUE

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

ROOMS SOLD

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

ROOM REVENUE

ROOMS SOLD

Details on the next page provide 2022 performance metrics for Hilton Head Island in a two-source combined calculation that includes both home & villa and hotels as well as a breakout 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.

The home & villa numbers are based on 8,610 units/keys as of 02/07/2023 and could vary, as an example from a one-bedroom villa to an eight-bedroom house. The hotel numbers are based on 3,196 total hotel rooms at eighteen properties on the island.

For our home & villa and two-source reporting, we transitioned to the Key Data platform in 2021 and started reporting on this detail in 2022. Prior to 2022, we partnered with Inntopia DestiMetrics. Key Data reporting provides data on a larger amount of our home & villa product across the destination, resulting in more accurate reporting. Due to the difference in data between the two platforms, Key Data and Inntopia DestiMetrics, the percent difference from the prior year cannot be compared.










It is important to also note that for our hotel reporting we use Smith Travel Research (STR). They do conduct adjustments to prior year stats at the end of each calendar year. Due to these adjustments, the percent difference for the current year may seem off or inaccurate compared to the prior year.

2022 Hilton Head Island Lodging Performance

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

HOME & VILLA

HOTELS

	2-SOURCE (combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	\$175.00 	\$221.00 	\$147.39 
OCC	54.0% 	45.0% 	59.7% 
ADR	\$323.00 	\$496.00 	\$246.82 

HOTEL INDUSTRY COMPARISON

Nationwide

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

Competitor Set

Charleston

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

Savannah

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

Source: 2022 Key Data and Smith Travel Research (STR)

Hurricane Ian - September 2022

Hurricane Nicole - November 2022

Note: In 2022 we began reporting on Key Data as our 2-source/Home & Villa resource.









Note: Smith Travel Research adjusts reports annually, which can result in reporting variances year to year.

2021 Hilton Head Island Lodging Performance

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

HOME & VILLA

HOTELS

	2-SOURCE (combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	\$175.00 	\$191.00 	\$150.00 
OCC	59.9% 	60.4% 	60.3% 
ADR	\$292.00 	\$317.00 	\$249.00 

HOTEL INDUSTRY COMPARISON

Nationwide

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

Competitor Set

Charleston

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

Savannah

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










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

2020 Hilton Head Island Lodging Performance

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

HOME & VILLA

HOTELS

Metric	2-SOURCE (combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	\$131.00 	\$164.00 	\$81.59 
OCC	47.7% 	49.0% 	47.7% 
ADR	\$275.00 	\$335.00 	\$171.11 

HOTEL INDUSTRY COMPARISON

Nationwide

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

Competitor Set

Charleston

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

Savannah

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

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

2019 Hilton Head Island Lodging Performance

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

HOME & VILLA

HOTELS

	2-SOURCE (combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	\$126.00 ↑ +3.1%	\$136.00 ↑ +3.6%	\$142.31 ↑ +4.1%
OCC	51.4% ↑ +4.2%	47.0% ↑ +4.2%	63.4% ↑ +2.4%
ADR	\$246.00 ↓ -1.0%	\$290.00 ↓ -0.6%	\$224.43 ↑ +3.6%

HOTEL INDUSTRY COMPARISON

Nationwide

- RevPAR up +0.9%
- Occupancy Flat YoY
- ADR up +1.0%

Competitor Set

Charleston

- RevPAR down -2.3%
- Occupancy down -1.9%
- ADR down -0.5%

Savannah

- RevPAR 0.0%
- Occupancy down -0.9%
- ADR up +0.9%

Source: 2019 Inntopia DestiMetrics and 2019 Smith Travel Research Inc.
Hurricane Dorian - September 2019

2018 Hilton Head Island Lodging Performance

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

HOME & VILLA

HOTELS

	2-SOURCE (combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	\$127.00 ↑ +4.8%	\$129.00 ↑ +7.9%	\$110.73 ↑ +0.5%
OCC	54.0% ↓ -2.2%	45.0% ↑ +1.8%	60.4% ↓ -3.6%
ADR	\$256.00 ↑ +7.1%	\$289.00 ↑ +6.0%	\$183.29 ↑ +4.3%

HOTEL INDUSTRY COMPARISON

Nationwide

- RevPAR up +2.9%
- Occupancy up +0.5%
- ADR up +2.4%

Competitor Set

Charleston

- RevPAR down -2.4%
- Occupancy down -3.3%
- ADR up +1.0%

Savannah

- RevPAR up +0.2%
- Occupancy down -0.7%
- ADR up +0.8%

Source: 2018 Inntopia DestiMetrics and 2018 Smith Travel Research Inc.
 Winter Storm Grayson - January 2018
 Hurricane Florence - September 2018
 Hurricane Michael - October 2018

Visitor Spending Studies

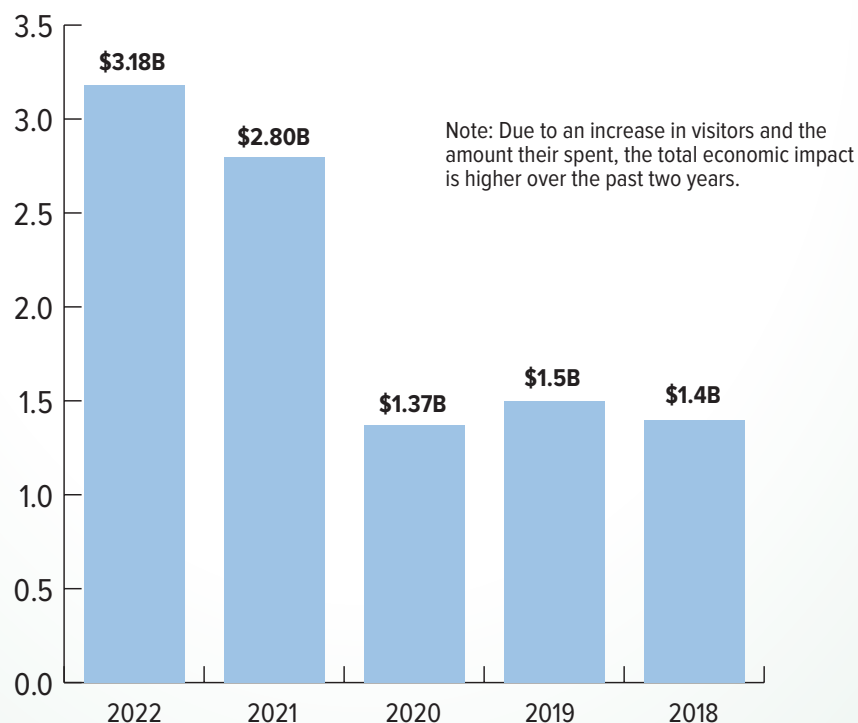
The study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2022 was performed by the College of Charleston School of Business, Office of Tourism Analysis.

The study examines spending by tourists classified into five segments according to their lodging arrangement while visiting the island: home and villa rentals, timeshare, hotel, second homeowners and non-paying guests, and 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 and visitors to the island had on Beaufort County, South Carolina.



\$3.18 BILLION

ECONOMIC IMPACT OF HILTON HEAD ISLAND TOURISM IN 2022



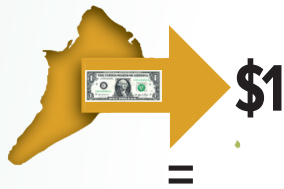
Source: *Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2022*

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 ensure responsible tourism through its marketing efforts cultivating leisure as well as meetings and group business for Beaufort County.

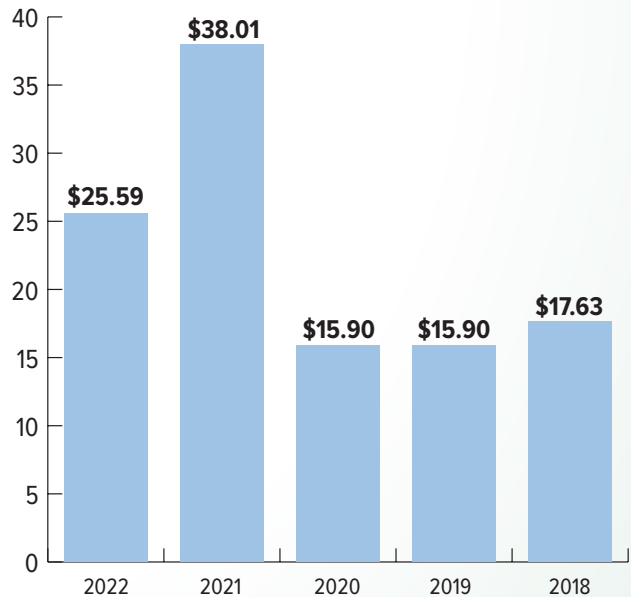
The marketing efforts put forth by the Visitor & Convention Bureau are delivered consistently to a well-defined target consumer set that aligns with our visitor research. With other destinations opening post pandemic in 2022, Hilton Head Island saw a decrease in visitation by 1.2% compared to 2021.

FOR EVERY TAX DOLLAR INVESTED IN MARKETING



=
\$25.59

IS RETURNED TO THE LOCAL ECONOMY IN NET LOCAL GOVERNMENT REVENUE



Source: *Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2022*

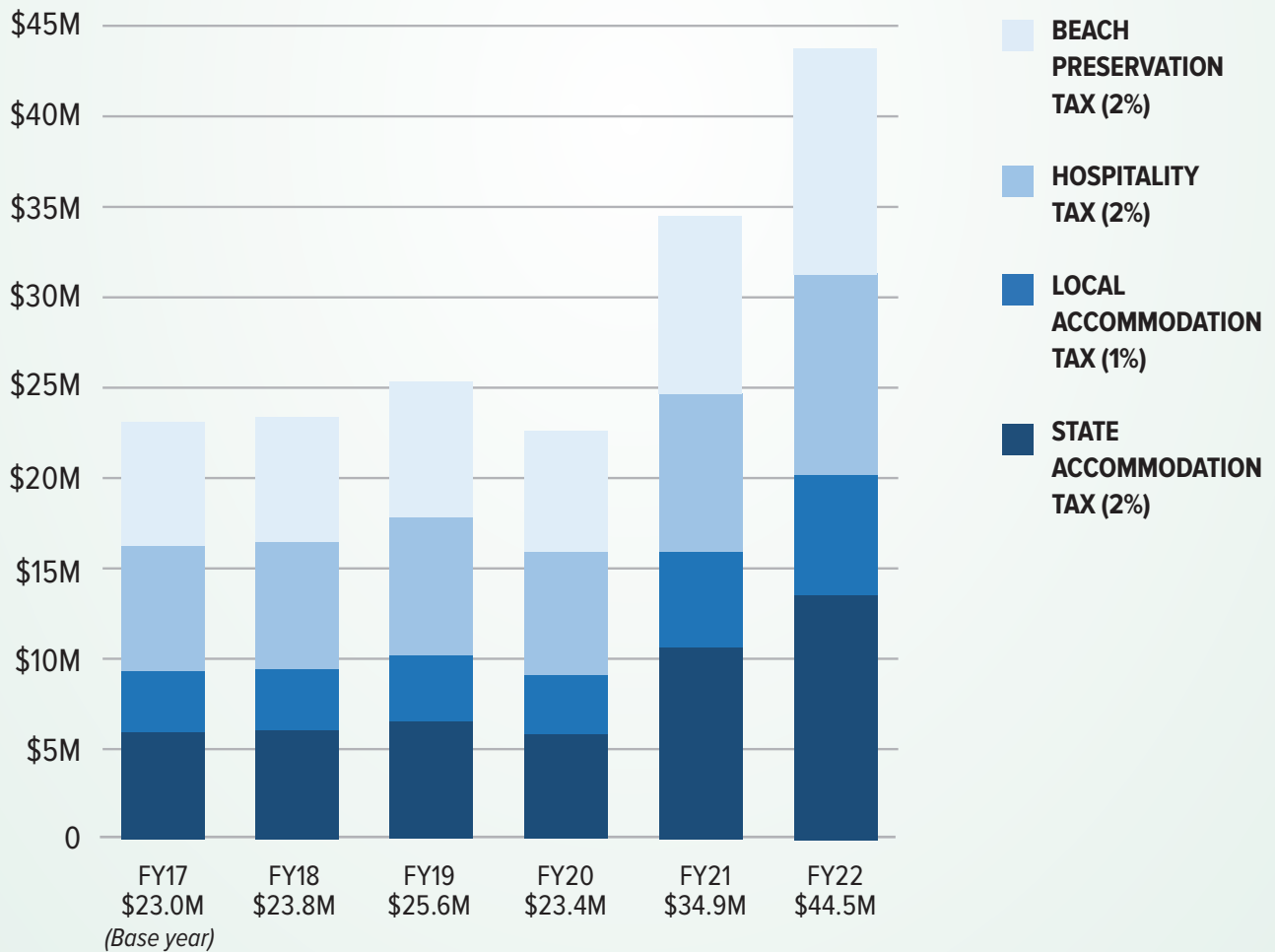
Local Tax Revenues Generated by Visitor

↑ 94%

ACCOMMODATION & HOSPITALITY TAX UP OVER 5 YEARS

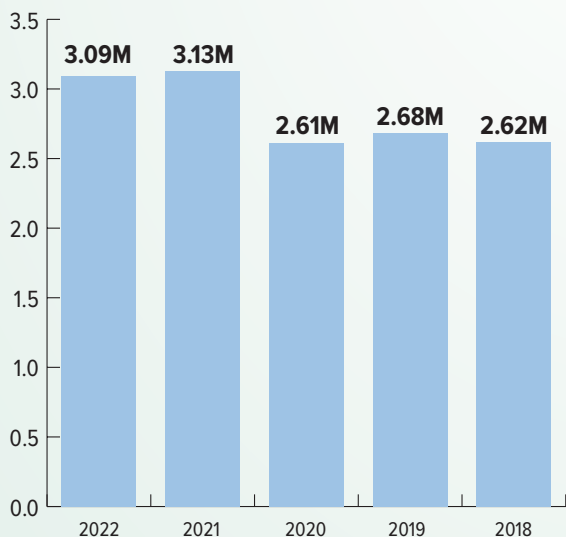
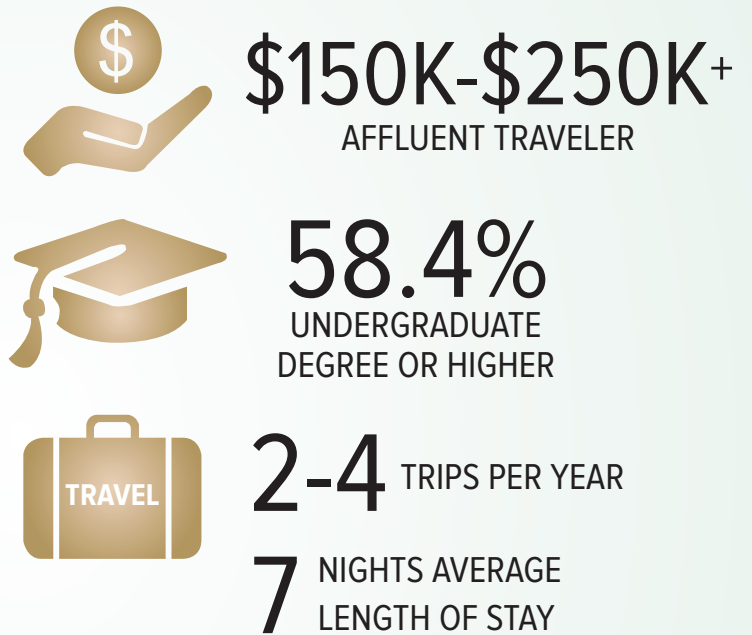
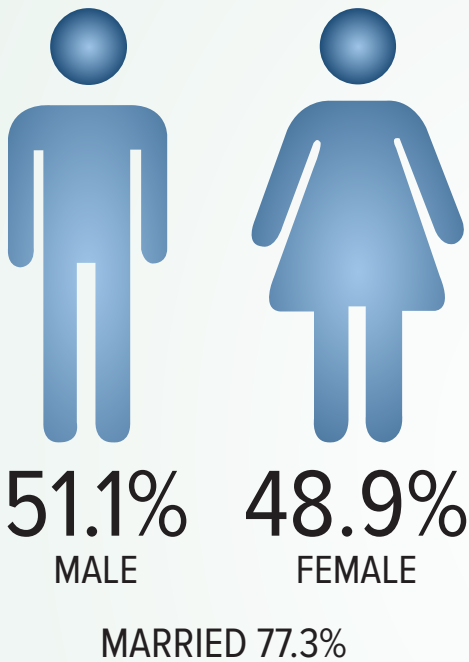
Source: Town of Hilton Head Island

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 2022 research indicates a slight shift in the household decision-maker. We will continue to monitor the data and adjust our efforts appropriately. Our marketing outreach approach will continue to consist of targeted campaigns to ensure our desired demographic.



3.09M
NUMBER OF
VISITORS IN 2022

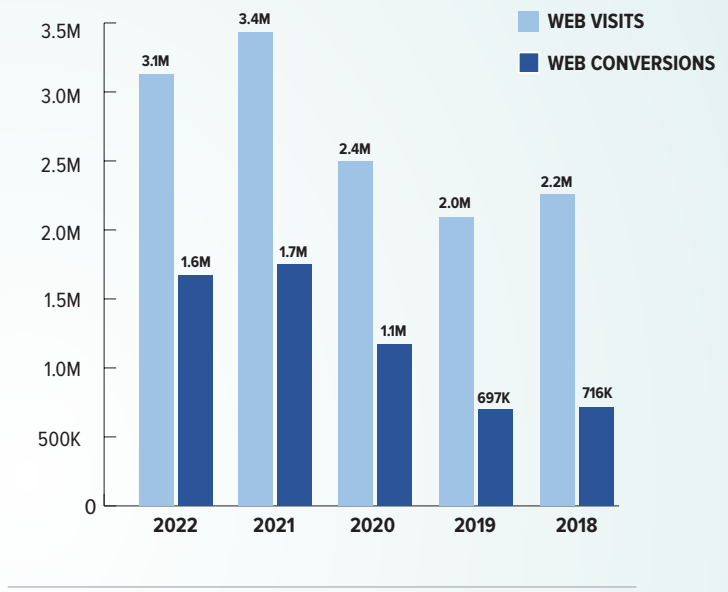
Sources: 2022 Visitor Profile Study/Key Data/
Smith Travel Research Inc./College of Charleston

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

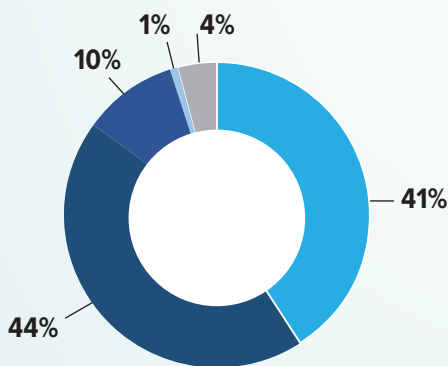
The HiltonHeadIsland.org website is our virtual storefront. The website serves as the window to our destination and plays an integral part in the decision-making process. The following metrics are important key indicators of overall brand health and allow insight into visitor behavior. The insight and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

3.1M
WEBSITE VISITS
IN 2022

1.6M
WEBSITE CONVERSIONS
TO PARTNERS IN 2022

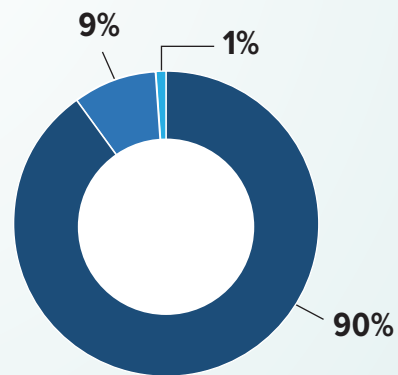


Visits by Source



■ ORGANIC SEARCH
 ■ PAID MEDIA
 ■ DIRECT
■ REFERRAL
 ■ OTHER

Conversion by Category



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

Sources: Google Analytics & VERB Interactive

Numbers Related to Mail Fulfillment

The Hilton Head Island Official Vacation Planner, our comprehensive guide to help visitors plan and envision their vacation on America's Favorite Island®, is our primary print fulfillment piece.

We receive requests for this piece from multiple platforms; online, media, and home inquiries. In addition, we distribute the planner to state and local welcome centers, airports, AAA offices, tradeshow and is included in all public relations outreach.

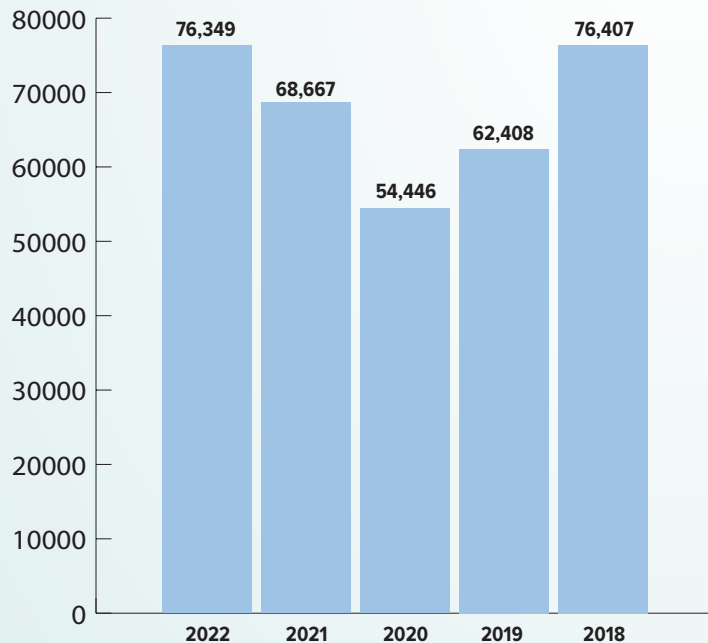
76,349

**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 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®

Forbes.com

**“Named Among Best Places
to Live in South Carolina”**

HGTV

**“20 Best Small
Towns to Buy
a Vacation
Home”**

Tripadvisor

**“Top Travel
Destinations
for 2022”**

Southern Living

**“South's
Best
Beaches”**

Tripadvisor

**“Coligny Beach named
one of Tripadvisor's Best
Beaches in the U.S.”**

Redbook

**“9 Bike-Friendly
Cities to Visit this
Summer”**

Newsweek

**Gullah Geechee Corridor
named one of the “13 Great
Multicultural Destinations”**



Condé Nast Traveler
#1 Island in the U.S.
6th Consecutive Year

Cosmopolitan
**“13 Best Places to
Honeymoon in the
U.S.”**

Tripadvisor
**“Top 10 Trending
Destinations in the State”**

HGTV
**“Mitchelville Named among the
Top Places To Visit during Black
History Month”**

Travel + Leisure
**“Best Road Trip
Getaways for 2022”**

Realtors.com
**“Named #4
Luxury Market”**

Golf Digest
**Harbour Town named among
the “Best Courses You Can
Play in South Carolina”**

Parade
**“Destinations that
are a Coastal
Grandmother’s Dream!”**

VRBO
**“VRBO’s Top Shoulder
Season Beach Destination”**

VRBO
**“23 South Beach Lagoon named
one of the 2022 Vacation
Homes of the Year”**

Number of Jobs Created by Tourism

The study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2022 was performed by the College of Charleston School of Business, Office of Tourism Analysis.

The 38,883 jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2022 represent 33.4% of all jobs in Beaufort County.

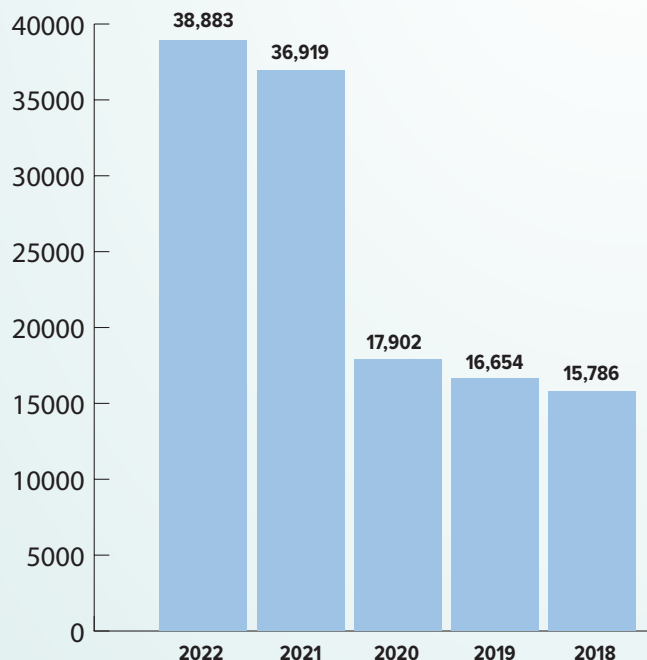
38,883 JOBS

GENERATED FROM
HILTON HEAD ISLAND TOURISM

TOURISM ON HHI
NOW ACCOUNTS FOR

33.4%

OF ALL JOBS IN
BEAUFORT COUNTY



Source: *Estimated Total Impact of Tourism in Hilton Head Island On Beaufort County, South Carolina 2022*

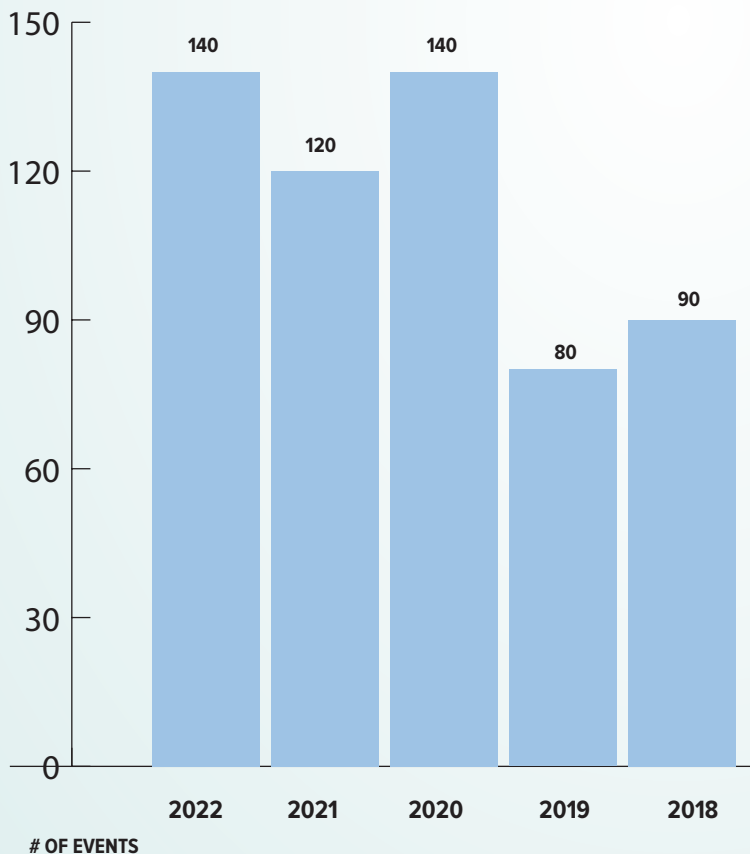
Note: *The number of jobs generated is based on economic activity within different sectors of tourism. (e.g. airlines, car rentals, coach services, etc).*

Networking Events, Workshops and Member/Community Events

In 2022, we celebrated 40 ribbon cuttings and groundbreaking ceremonies along with 100+ in-person and virtual networking, learning seminars, and meetings, reaching 5,000 people.

100+ IN PERSON + VIRTUAL
CHAMBER EVENTS

40 RIBBON CUTTINGS
& GROUNDBREAKING
CEREMONIES



2022 EVENTS

JANUARY

01/12/2022

Power Hour Tele-Town Hall

[Virtual](#)

01/12/2022

Jr. Leadership Class

Healthy Lifestyle Day

[Hilton Head Island](#)

01/12/2022

Leadership Class

Healthy Lifestyle Day

[Hilton Head Island](#)

01/19/2022

Ribbon Cutting

X-Golf

[Bluffton](#)

01/24/2022

Business Continuity Meeting

[Hilton Head Island](#)

01/25/2022

Ribbon Cutting

Nectar Farm Kitchen

[Bluffton](#)

01/27/2022

Conversation + Cocktails

Chronic Golf

[Hilton Head Island](#)

FEBRUARY

02/01/2022

Business Education Partnership and

Bluffton Regional Business Council

Meeting: Culinary Institute of the South

[Bluffton](#)

02/04/2022
Public Policy
Committee Meeting
[Hybrid](#)

02/09/2022
Jr. Leadership Class
Education Day
[Bluffton](#)

02/09/2022
Leadership Class
Education Day
[Bluffton](#)

02/10/2022
Power Hour Tele-Town Hall
[Virtual](#)

02/11/2022
Ribbon Cutting
Grind Coffee Roasters
[Bluffton](#)

02/17/2022
Conversation + Cocktails
K1 Speed
[Bluffton](#)

02/21/2022
Ribbon Cutting
Compassion Funeral Home
[Hilton Head Island](#)

02/24/2022
Ribbon Cutting
Parker's Kitchen Store
[Hilton Head Island](#)

02/24/2022
Chamber Young Professionals
Nunzio Restaurant + Bar
[Hilton Head Island](#)

MARCH

03/01/2022
Business Education
Partnership Meeting
[Hybrid](#)

03/02/2022
Power Hour Tele-Town Hall
[Virtual](#)

03/01/2022 - 03/02/2022
Leadership Class
State Government
[Columbia](#)

03/04/2022
Public Policy
Committee Meeting
[Hybrid](#)

03/07/2022
Ribbon Cutting
The Sandbox
[Hilton Head Island](#)

03/16/2022
Jr. Leadership Class
History Day
[Hilton Head Island](#)

03/21/2022
Ribbon Cutting
Avantstay
[Hilton Head Island](#)

APRIL

04/01/2022
Public Policy
Committee Meeting
[Hybrid](#)

04/01/2022
Ribbon Cutting
The Juice Hive
[Bluffton](#)

04/04/2022
Business Golf Classic
Berkeley Hall
[Bluffton](#)

04/05/2022
Business Education Partnership
Committee Meeting
[Hybrid](#)

04/06/2022
Power Hour Tele-Town Hall
[Virtual](#)

04/06/2022
Ribbon Cutting Quarterdeck
[Hilton Head Island](#)

04/06/2022
Leadership Class
Arts & Environment
[Hilton Head Island & Bluffton](#)

04/06/2022
Plaid Par-Tee
[Hilton Head Island](#)

04/08/2022
Leadership Class
Informational Coffee
[Hilton Head Island](#)

04/11/2022
Ribbon Cutting
Daniel Ravenel Sotheby's
[Hilton Head Island](#)

04/19/2022
Ribbon Cutting
Marsh & Light
[Hilton Head Island](#)

Executive Connection
Lowcountry Fresh Market
& Cafe
[Bluffton](#)

04/20/2022
Bluffton Regional
Business Council DRCI
[Bluffton](#)

04/21/2022
Chamber Young Professionals/
Greater Island Council Future
of HHI Meeting
[Hilton Head Island](#)

04/21/2022
Ribbon Cutting
Cora Physical Therapy
[Hilton Head Island](#)

04/22/2022
Ribbon Cutting
Coastal Provisions Company
[Hilton Head Island](#)

04/22/2022
Leadership Class
Information Coffee
[Bluffton](#)

04/27/2022
Jr. Leadership Class
Team Building Day
[Bluffton](#)

MAY

05/03/2022
Business Education
Partnership Committee
Meeting
The Sandbox
[Hilton Head Island](#)

05/04/2022
Jr. Leadership Graduation
[Hilton Head Island](#)

05/06/2022
Public Policy
Committee Meeting
[Hybrid](#)

05/11/2022
Power Hour Tele-Town Hall
[Virtual](#)

05/16/2022
Small Business Week
Pork in the Parking Lot
[Hilton Head Island](#)

05/17/2022
Small Business Week
Small Business Seminar
[Hilton Head Island](#)

05/19/2022
Small Business Week
Bluffton Block Party
[Bluffton](#)

05/23/2022
Ribbon Cutting
Vac Attack
[Bluffton](#)

05/24/2022
Ribbon Cutting
Palmetto Village - TSPR
[Hilton Head Island](#)

05/25/2022
Leadership Ribbon Cutting
Library Park
[Bluffton](#)

05/26/2022
Ribbon Cutting
Lowcountry Fresh Market &
Cafe
[Bluffton](#)

JUNE

06/01/2022
Leadership Graduation
[Hilton Head Island](#)

06/01/2022
Power Hour Tele-Town Hall
[Virtual](#)

06/02/2022
Chamber Champion Reception
[Bluffton](#)

06/03/2022
Public Policy
Committee Meeting
[Hybrid](#)

06/03/2022
Ribbon Cutting
Namaste Spa at Grande Ocean
Resort
[Hilton Head Island](#)

06/07/2022
Business Education
Partnership Meeting
[Hybrid](#)

06/08/2022
Biscuits + Benefits
New Member Coffee
[Hilton Head Island](#)

06/09/2022
Conversations + Cocktails
Nectar Kitchen
[Bluffton](#)

06/21/2022
Ribbon Cutting
Southern Sky Recovery
[Bluffton](#)

06/22/2022
Bluffton Regional Business
Council
Burnt Church Distillery
[Bluffton](#)

06/22/2022
Executive Connection
Culinary Institute of the South
[Bluffton](#)

JULY

07/06/2022
Power Hour Tele-Town Hall
[Virtual](#)

AUGUST

08/03/2022
Power Hour Tele-Town Hall
[Virtual](#)

08/04/2022
Chamber Young Professionals
Bee Town Mead & Cider
[Bluffton](#)

08/05/2022
Business Education
Partnership & Public Policy
Committee Meeting
[Hybrid](#)

08/11/2022
Ribbon Cutting
Avocado Bleu
[Hilton Head Island](#)

08/17/2022
Leadership Program
Orientation
[Hilton Head Island](#)

08/18/2022
Conversation + Cocktails
X-Golf
[Bluffton](#)

08/21/2022
Jr. Leadership Program
Orientation
[Hilton Head Island](#)

08/24/2022
Ribbon Cutting
Ivybrook Academy
[Hilton Head Island](#)

SEPTEMBER

09/02/2022
Public Policy
Committee Meeting
[Hybrid](#)

09/06/2022
Business Education
Partnership
[Hybrid](#)

09/07/2022
Power Hour Tele-Town Hall
[Virtual](#)

09/09/2022-09/10/2022
Leadership
Retreat
[Hilton Head Island](#)

09/09/2022
Ribbon Cutting
Consolidated Planning
[Bluffton](#)

09/14/2022
Bluffton Regional
Business Council
[Bluffton](#)

09/14/2022
Jr. Leadership Class
Team Building at Dockside
[Hilton Head Island](#)

09/15/2022
Conversation + Cocktails
Aqatera
[Hilton Head Island](#)

09/16/2022
SC Chamber Grassroots
Hilton Garden Inn
[Hilton Head Island](#)

09/21/2022
Biscuits + Benefits
New Member Coffee
[Hilton Head Island](#)

09/21/2022
Leadership Class
Town of Hilton Head Island
Government Day
[Hilton Head Island](#)

OCTOBER

10/04/2022
Business Education
Partnership
[Hybrid](#)

10/05/2022
Power Hour Tele-Town Hall
[Virtual](#)

10/06/2022
Ribbon Cutting
Cassandra's Kitchen
[Bluffton](#)

10/07/2022
Public Policy
Committee Meeting
[Hybrid](#)

10/12/2022
Leadership Class
Town of Bluffton
Government Day
[Bluffton](#)

10/19/2022
Jr. Leadership Class
College & Career Day
[Bluffton](#)

10/20/2022
Conversation + Cocktails
Hilton Garden Inn
[Hilton Head Island](#)

10/26/2022
Power Hour Tele-Town Hall
[Virtual](#)

10/27/2022
Ribbon Cutting
Right at Home
[Bluffton](#)

NOVEMBER

11/01/2022
Business Education
Partnership Meeting
[Hybrid](#)

11/02/2022
State of the Region
[Hilton Head Island](#)

11/04/2022
Public Policy
Committee Meeting
[Hybrid](#)

11/09/2022
Bluffton Regional Business
Council: Lowcountry Fresh
Market & Cafe
[Bluffton](#)

11/17/2022
Conversation + Cocktails
Carolina Coffee & Crumble
[Hilton Head Island](#)

DECEMBER

12/07/2022
Power Hour Tele-Town Hall
[Virtual](#)

12/7/2022
Jr. Leadership Class
Communication & Etiquette Day
[Bluffton](#)

12/09/2022
Sparkles & Spirits
Burnt Church Distillery
[Bluffton](#)

12/14/2022
Leadership Class
Justice Day
[Beaufort/Bluffton](#)

12/15/2022
Conversation + Cocktails
Ocean Oak Resort
[Hilton Head Island](#)



Media Impressions and the Dollar Equivalent

Per our contract, our organization 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 our organization's daily public relations outreach efforts in partnership with Weber Shandwick, one of the world's leading travel public relations firms.

2,799

STORIES & MENTIONS

11,119,754,831

MEDIA IMPRESSIONS

\$21,119,046.34

AD EQUIVALENCY

Source: Weber Shandwick and includes all print, online, and broadcast media

2022

Stories & Mentions

2,799

Impressions

11,119,754,831

Ad Value

\$21,119,046.34

2021

Stories & Mentions

2,316

Impressions

13,269,706,385

Ad Value

\$11,729,825.10

2020

Stories & Mentions

1,866

Impressions

8,129,666,977

Ad Value

\$19,015,478.70

2019

Stories & Mentions

3,751

Impressions

6,900,983,718

Ad Value

\$21,947,349.50

2018

Stories & Mentions

1,630

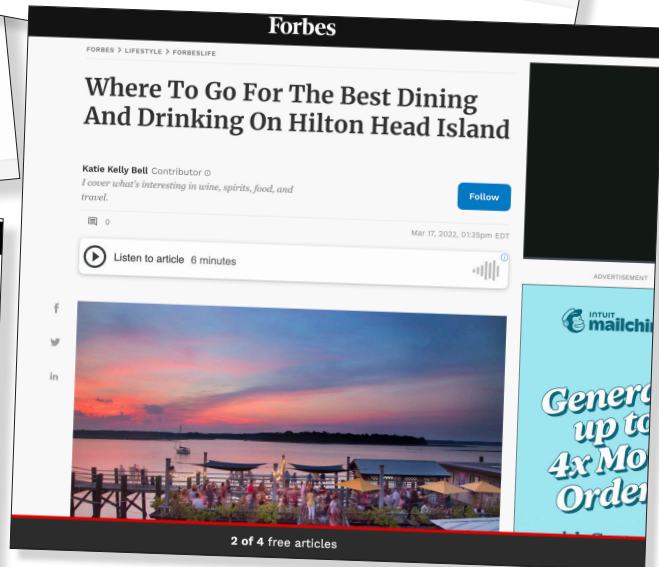
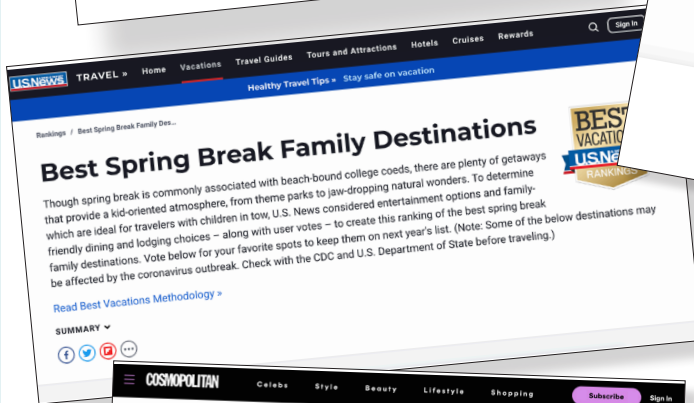
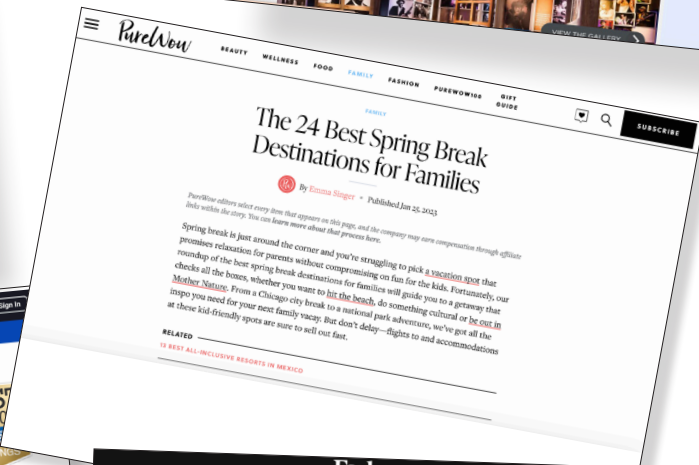
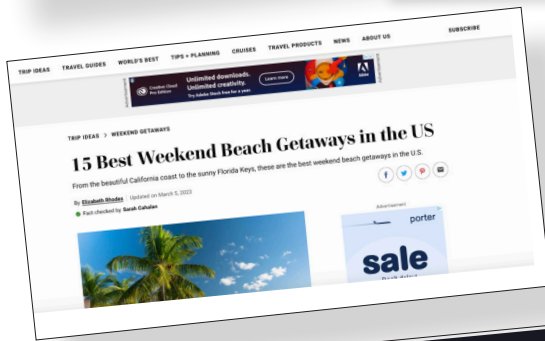
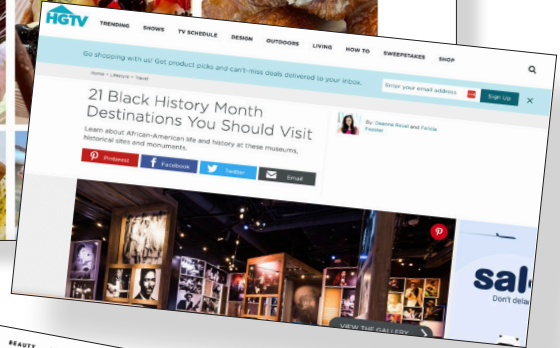
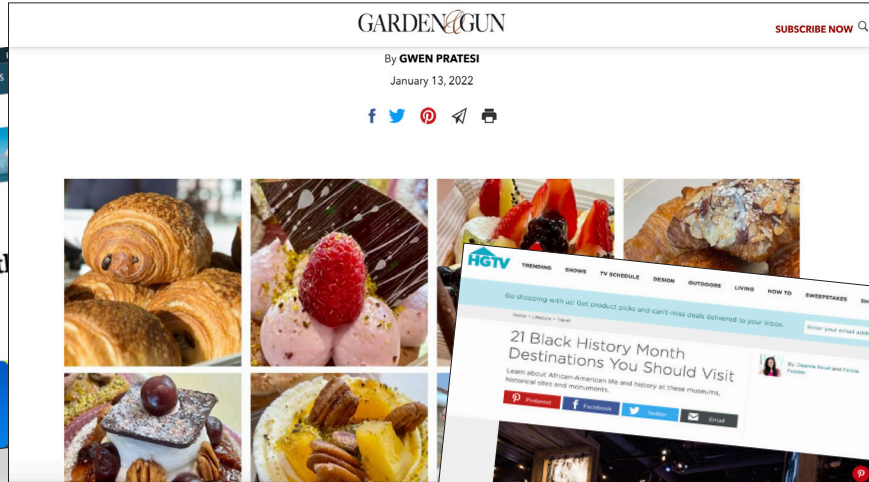
Impressions

1,829,828,359

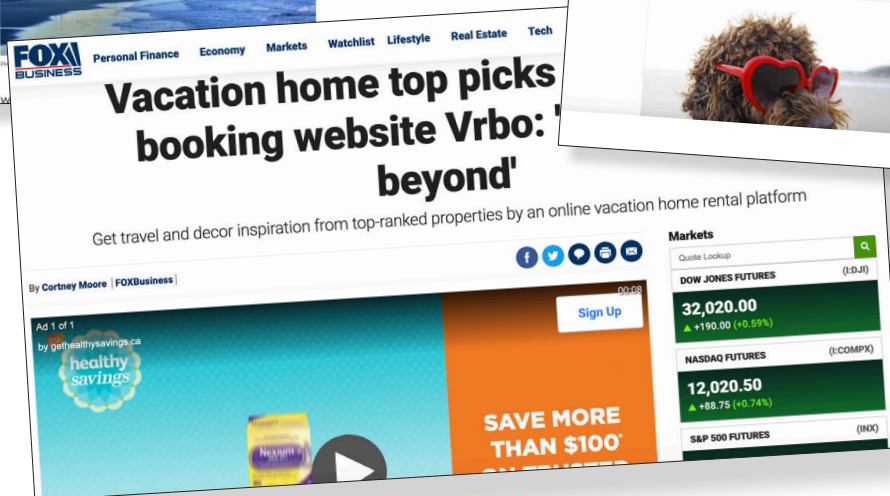
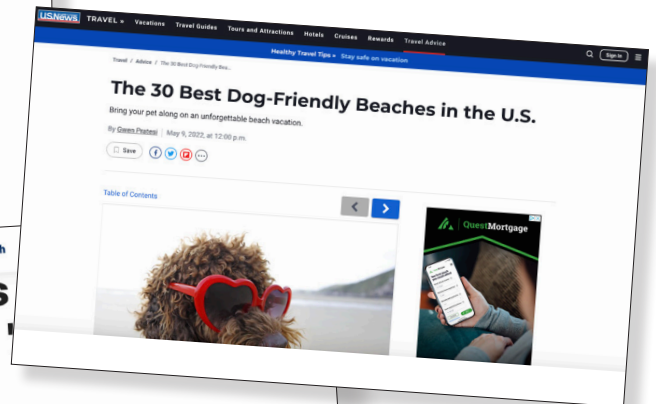
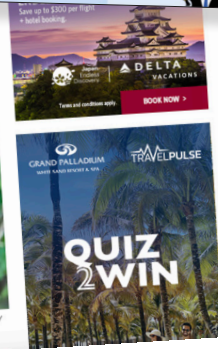
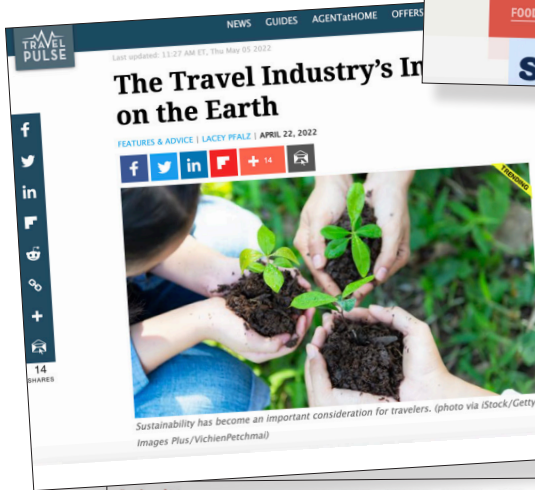
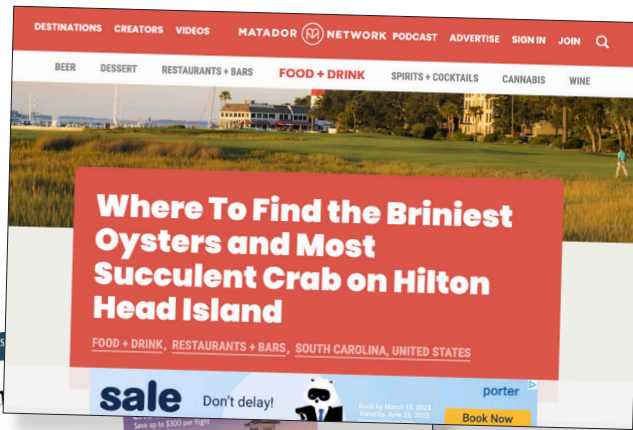
Ad Value

\$21,992,361.71

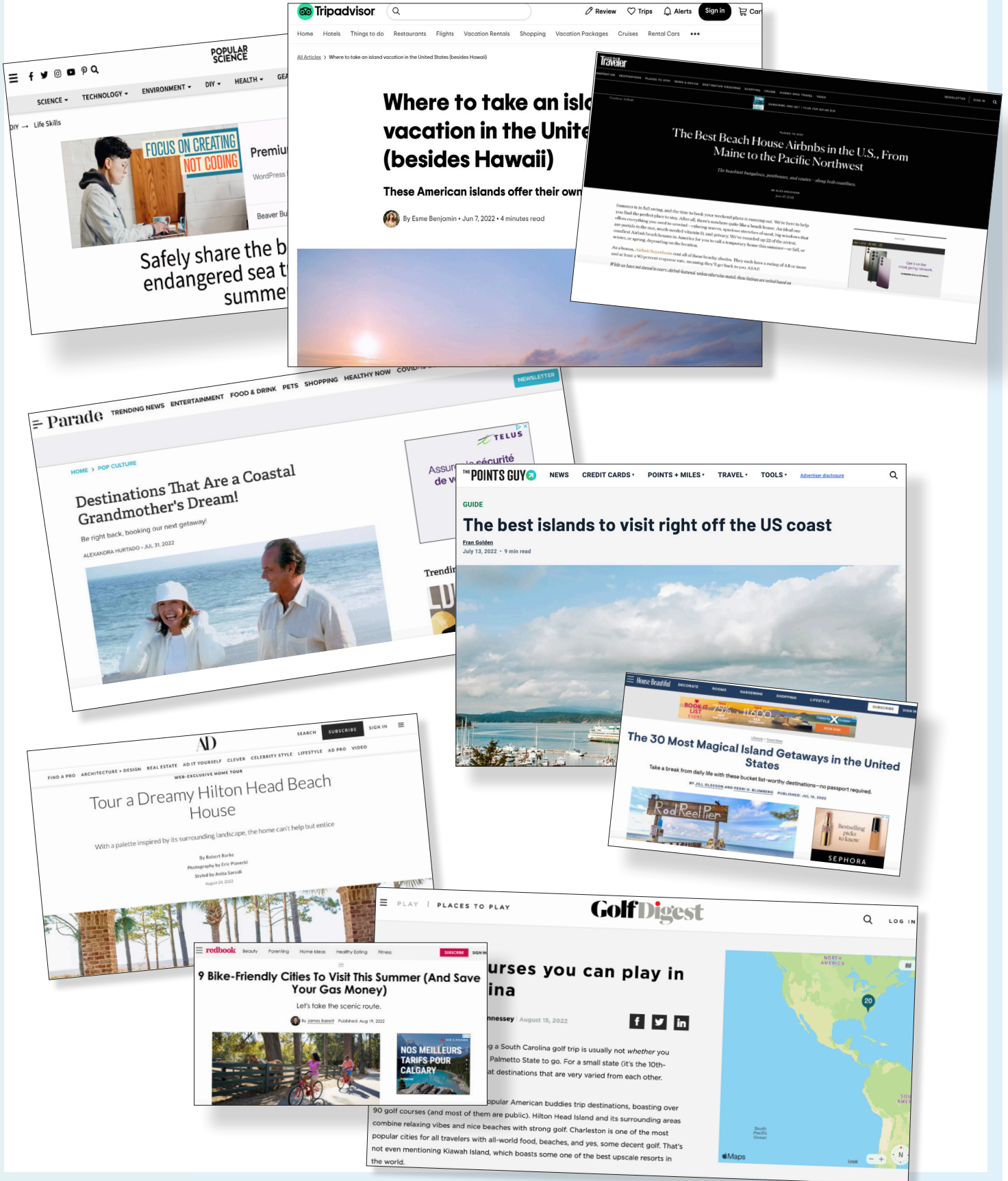
COVERAGE HIGHLIGHTS



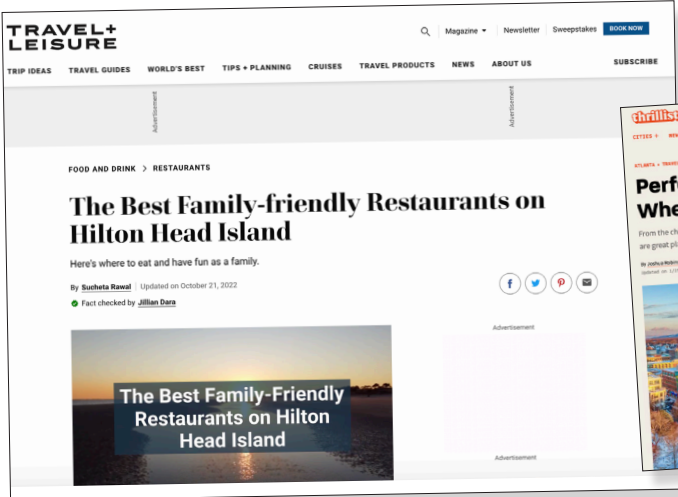
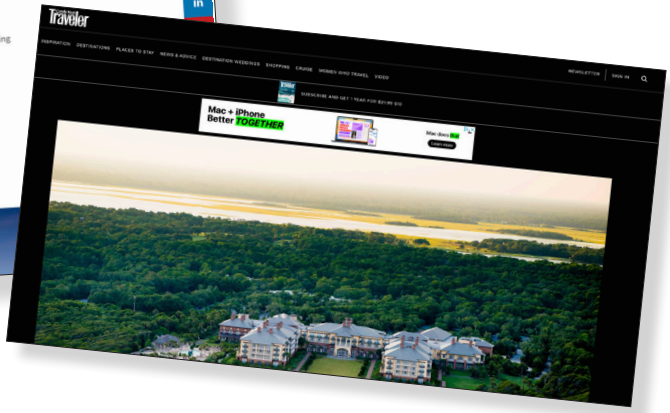
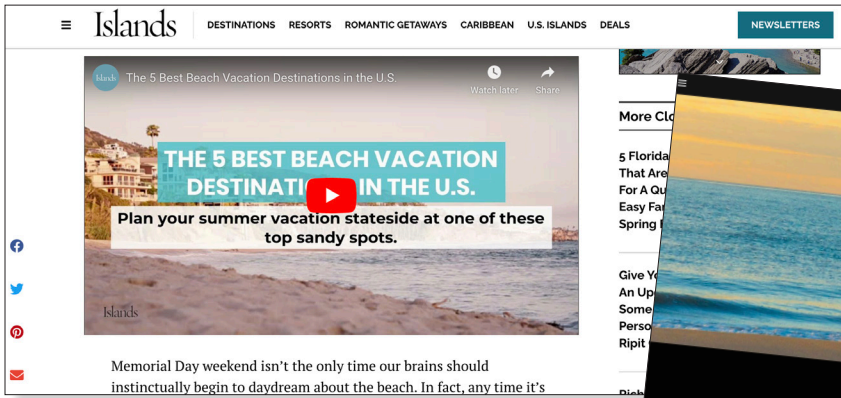
COVERAGE HIGHLIGHTS



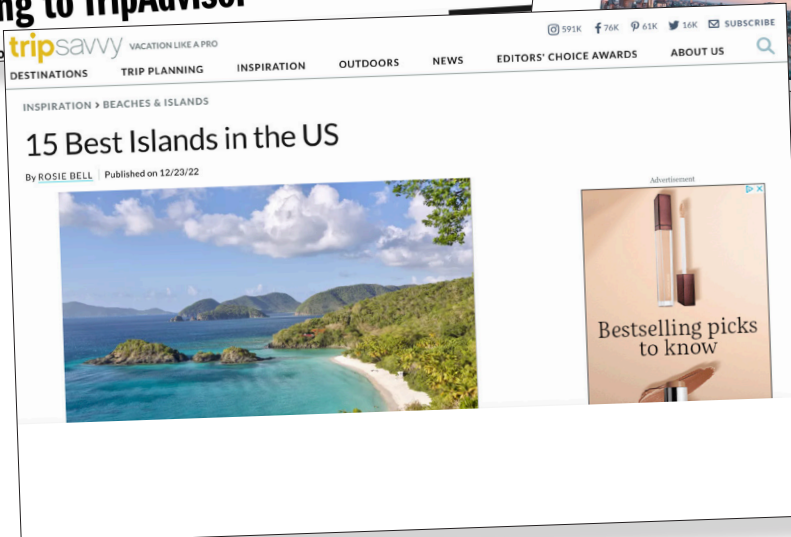
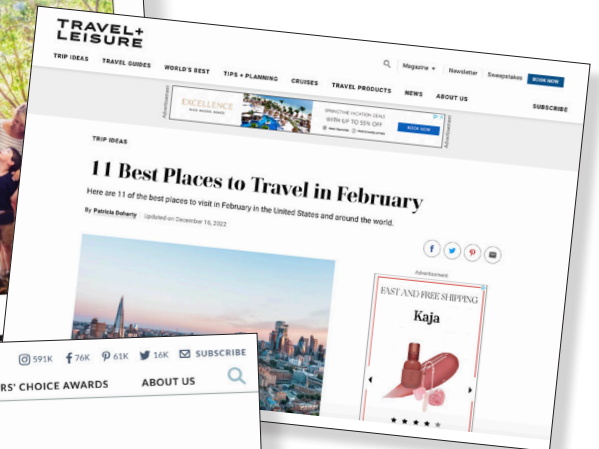
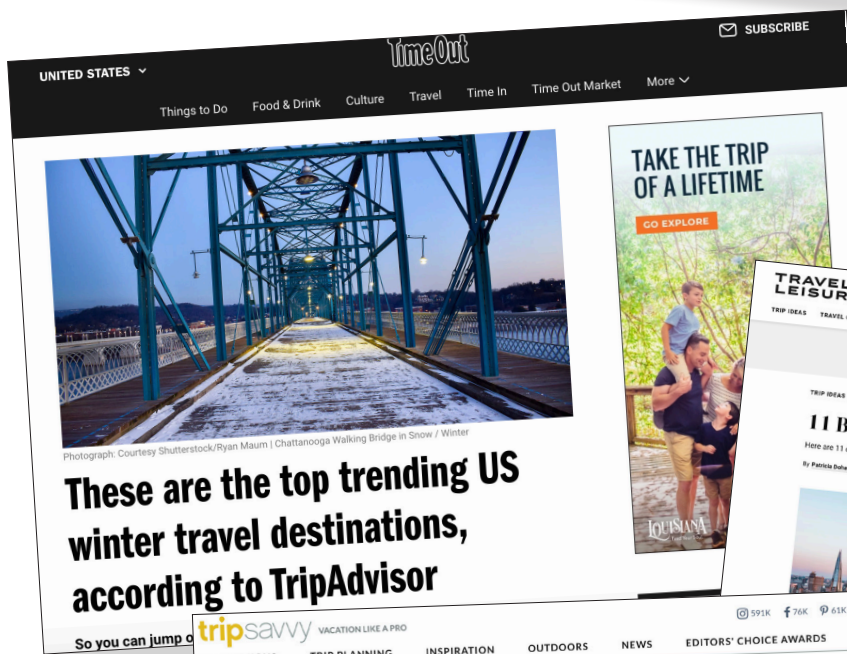
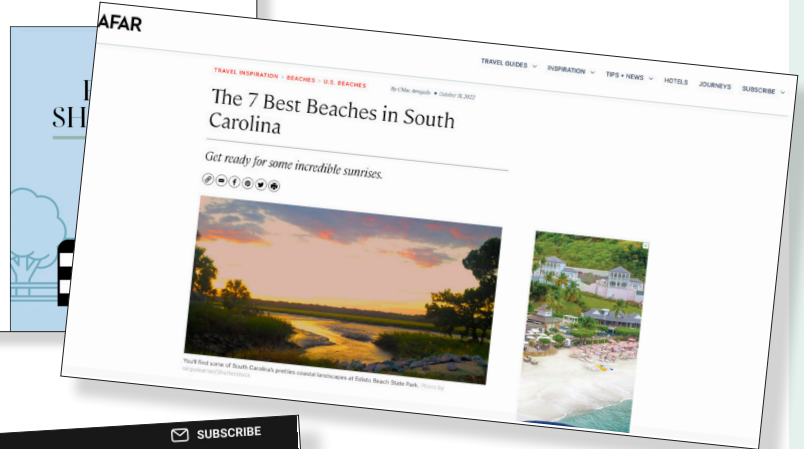
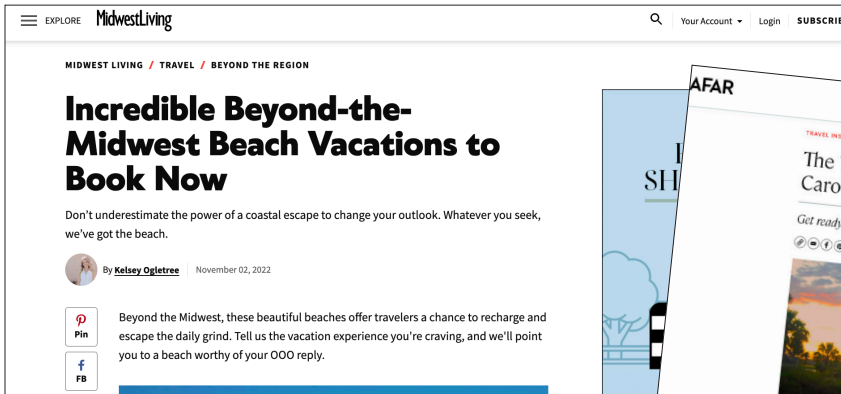
COVERAGE HIGHLIGHTS



COVERAGE HIGHLIGHTS



COVERAGE HIGHLIGHTS



Appendix

2022 Community Sentiment Survey:
MMGY Travel Intelligence

2022 Visitor Profile Study Executive Summary:
Office of Tourism Analysis, College of Charleston



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Key Insight #2: Tourism Factors	17
Key Insight #3: Pride in Residency	25
Key Insight #4: Net Promoter Score	32
Respondent Demographics	42

Survey METHODOLOGY

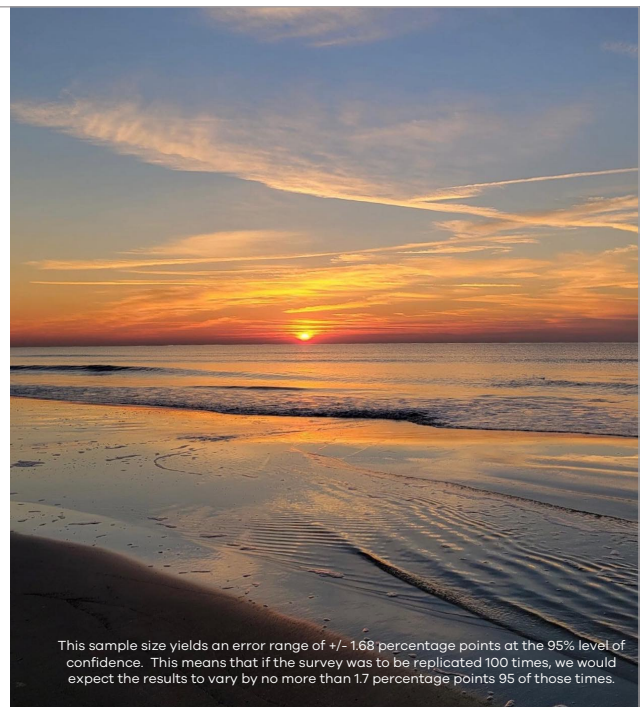


Survey Methodology

- MMGY Travel Intelligence conducted an online survey of 3,292 Hilton Head Island residents.
- Residents were invited to complete the online survey through the Chamber website, social media channels, and email outreach.
- The survey was fielded August 22, 2022 – September 4, 2022. Data were tabulated and analyzed by MMGY Travel Intelligence.
- The participants met the following criteria:
 - / Must be a resident or property owner of Hilton Head Island;
 - / 18 years of age or older.

Comparisons in this report were made to Wave 1, as well as some comparisons across length of residency and employment status.

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

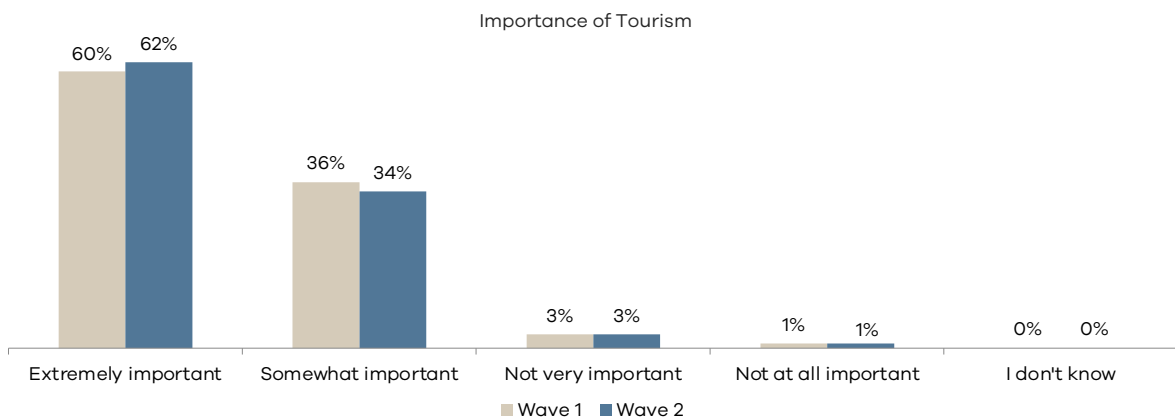


This sample size yields an error range of +/- 1.68 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 1.7 percentage points 95 of those times.

Key INSIGHT #1

Compared to Wave 1, residents feel slightly more positively about tourism. Fewer indicate it impacts them negatively, fewer feel that each season is too crowded, and more support efforts by the Chamber to fund public art, events, and tourism marketing.

6 in 10 residents believe tourism is extremely important to the local economy, relatively unchanged from Wave 1.



- 6 -

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



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

By Length of Residency	Less than 5 years	5-10 years	11-20 years	More than 20 years
Extremely important	70%	56%	60%	58%
Somewhat important	27%	39%	36%	36%
Not very important	2%	4%	4%	4%
Not at all important	0%	1%	1%	1%
I don't know	0%	0%	0%	1%

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

-7-



Those who work are more likely to find tourism to be extremely important to the Hilton Head Island economy than those who are retired.

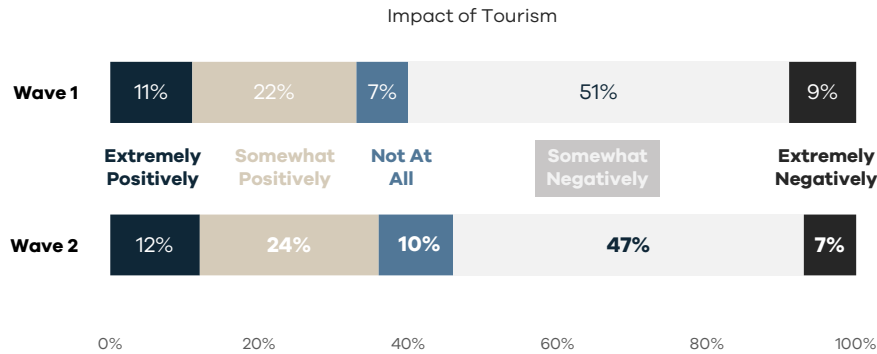
By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely important	64%	72%	58%
Somewhat important	32%	25%	37%
Not very important	4%	3%	3%
Not at all important	0%	0%	1%
I don't know	0%	0%	1%

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

-8-



Compared to Wave 1, slightly more residents feel that tourism impacts their life positively, while slightly fewer feel it has a negative impact.



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



- 9 -

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

By Length of Residency	Less than 5 years	5-10 years	11-20 years	More than 20 years
Extremely positively	13%	8%	12%	13%
Somewhat positively	27%	24%	22%	21%
Not at all	13%	10%	9%	8%
Somewhat negatively	42%	50%	48%	49%
Extremely negatively	4%	7%	9%	9%

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



- 10 -

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

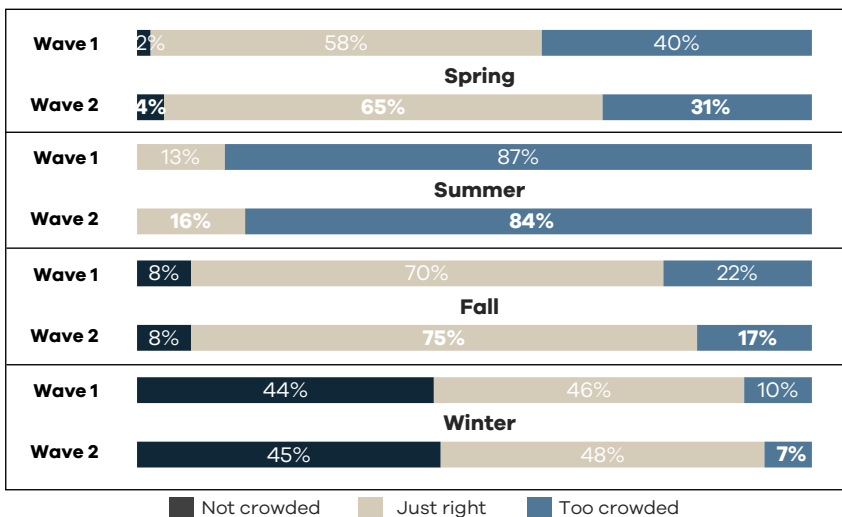
By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely positively	18%	21%	7%
Somewhat positively	28%	25%	22%
Not at all	7%	13%	11%
Somewhat negatively	39%	36%	53%
Extremely negatively	8%	5%	7%

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



- 11 -

Seasonal Perceptions



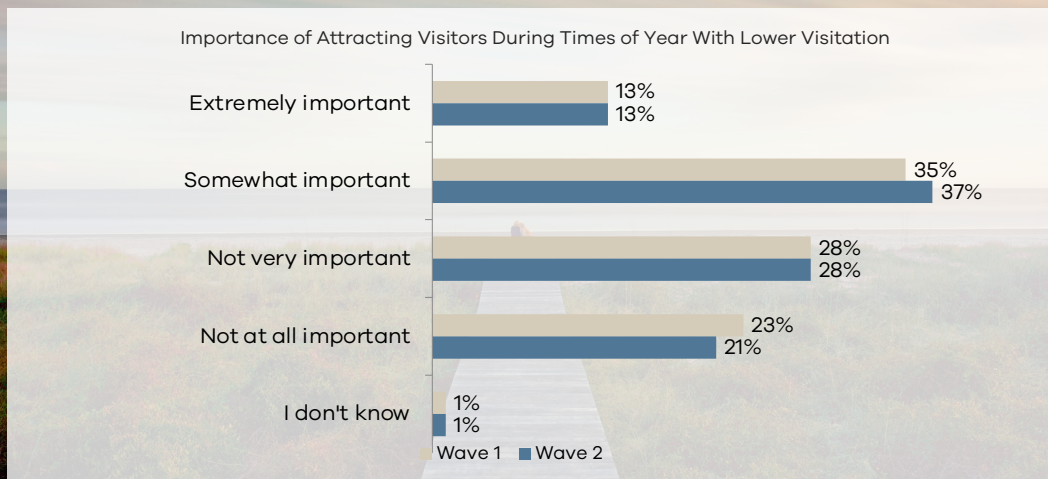
- The majority of residents believe that Summer is too crowded, while Spring and Fall have just the right amount of visitation.
- Compared to Wave 1, the percentage of residents who feel that each season is too crowded decreased significantly. While significantly more residents consider Spring, Summer, and Fall to have just the right number of visitors.

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



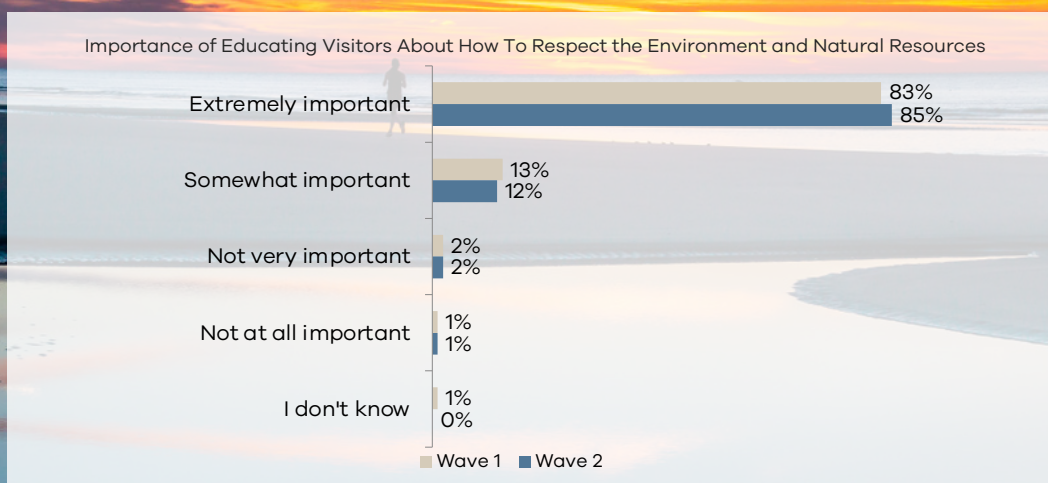
- 12 -

Half of residents believe that it is important to attract visitors during times of the year with lower visitation, similar to the percentage in Wave 1.



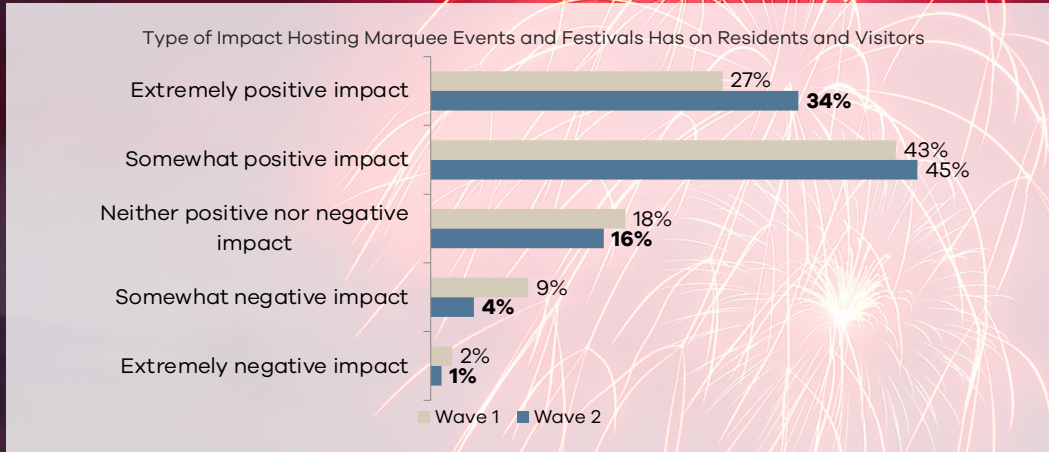
Question: Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

Nearly all residents believe it is important to educate visitors about how to respect the environment and natural resources when they visit, unchanged from Wave 1.



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

8 in 10 residents believe events have a positive impact on residents and visitors, a significant increase from Wave 1.



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

While educating visitors still tops the list, significantly more resident support efforts to fund cultural attractions, the promotion of attractions, and branding and marketing Hilton Head Island for tourism.

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

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





Key

INSIGHT #2

Traffic continues to be the top concern for residents although fewer agree than did so last wave. Compared to last wave, significantly more residents have a positive perception of nearly all tourism statements measured.

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

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

Positive: Tourism on Hilton Head Island...

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

Negative: Tourism on Hilton Head Island...

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

The most agreed with statements are related to how tourism provides the opportunity for "creation" – new amenities, new jobs, new restaurants and new businesses.

▲ Indicates a significant difference from Wave 1. For these positive statements, a green, up arrow indicates a more positive perception (more people agree).

▼ Indicates a significant difference from Wave 1. For these positive statements, a red, down arrow indicates a more negative perception (more people disagree).

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

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



Compared to last wave, more residents agree with the least agreed upon statements, including that tourism reduces taxes for residents.

▲ Indicates a significant difference from Wave 1. For these positive statements, a green, up arrow indicates a more positive perception (more people agree).

▼ Indicates a significant difference from Wave 1. For these positive statements, a red, down arrow indicates a more negative perception (more people disagree).

Positive Statements (% Agree) – Bottom 4	Wave 1	Wave 2
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55% ▲
Covers the cost of beach renourishment	50%	53% ▲
Is an important factor in making our community a great place to live	39%	45% ▲
Helps create a positive ambiance/vibe in the local community	33%	37% ▲

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



Traffic is the number one tourism concern of residents, although fewer residents agree than did so last wave.

▲ Indicates a significant difference from Wave 1. For these negative statements, a red, up arrow indicates a more **negative perception** (more people agree).

▼ Indicates a significant difference from Wave 1. For these negative statements, a green, down arrow indicates a more **positive perception** (more people disagree).

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

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



Tourism on Hilton Head Island...

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

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

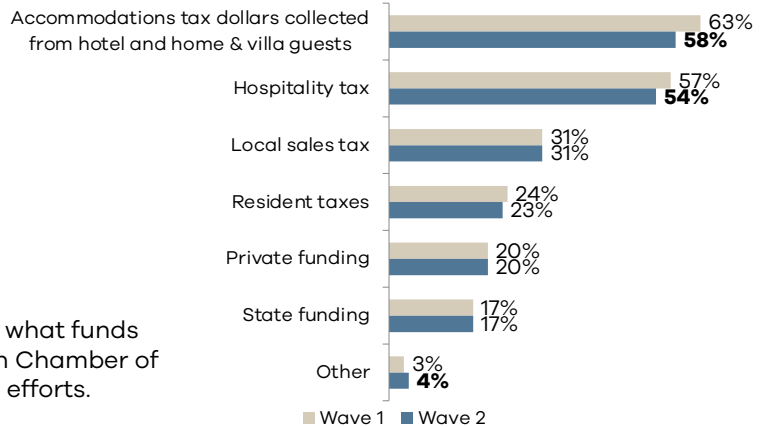


Hilton Head Island-Bluffton Chamber of Commerce Funding

76%
Wave 1

74%
Wave 2

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.



- 23 -

Resources Provided to Family and Friends When Visiting.

29%
Wave 1

34%
Wave 2

of residents provide resources to family and friends for trip planning when visiting Hilton Head Island



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

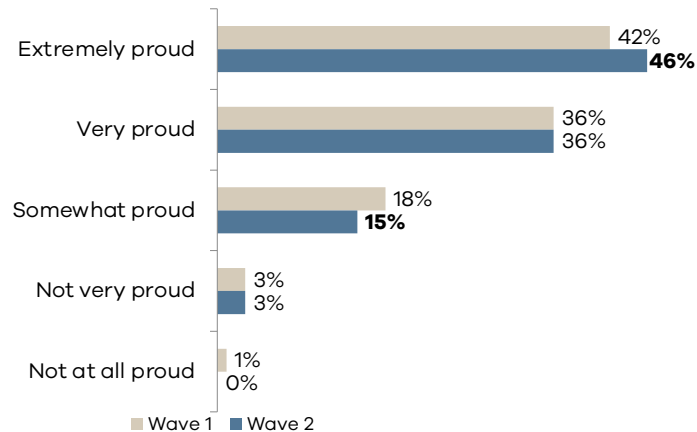


- 24 -

Key INSIGHT #3

Pride in residency is up from last wave and more residents perceive many Hilton Head Island products and services to be high quality than did so last wave. Although perceived safety displayed a slight decrease, more than 8 in 10 residents continue to agree that Hilton Head Island is a very safe place to live.

82 percent of residents are proud to be residents of Hilton Head Island, an increase from last wave.



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



Those who work are more likely to be extremely proud in their residency than retirees.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely proud	49%	54%	44%
Very proud	31%	33%	38%
Somewhat proud	16%	11%	15%
Not very proud	3%	2%	3%
Not at all proud	1%	0%	1%

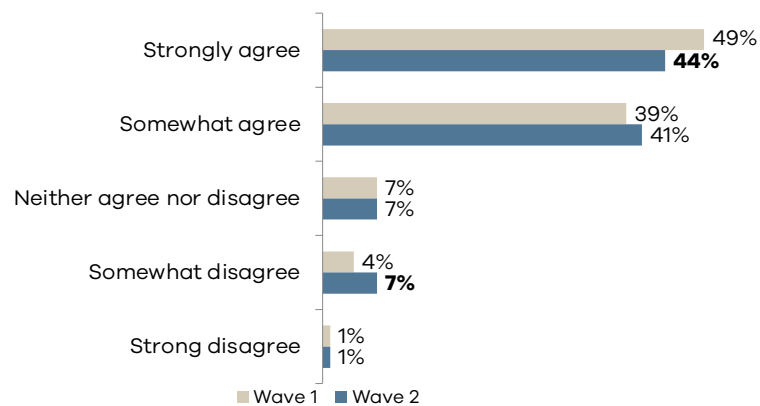
/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



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Although slightly fewer residents agree that they believe Hilton Head Island is a safe place to live compared to Wave 1, the majority of residents still agree with this statement.

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



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



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Perceived Quality of Hilton Head Island Experiences

Top 2 Box	Wave 1	Wave 2
Beaches	91%	92%
Golf courses	91%	91%
Leisure pathways and bike trails	86%	86%
Outdoor/nature activities	80%	82%
Savannah/Hilton Head International Airport	79%	80%
Water sports/activities	77%	79%
Outdoor public spaces for festivals and events	69%	77%
Community parks	70%	77%
Surface street bike paths	70%	70%
Hilton Head Island Airport	55%	57%
Retail shopping	49%	54%
Playing fields for sports leagues, tournaments and competitions	44%	48%
Road quality	42%	44%
Museums/Cultural attractions	38%	43%
Public pools/aquatic centers	27%	32%
Indoor facilities for sports leagues, tournaments and competitions	18%	22%

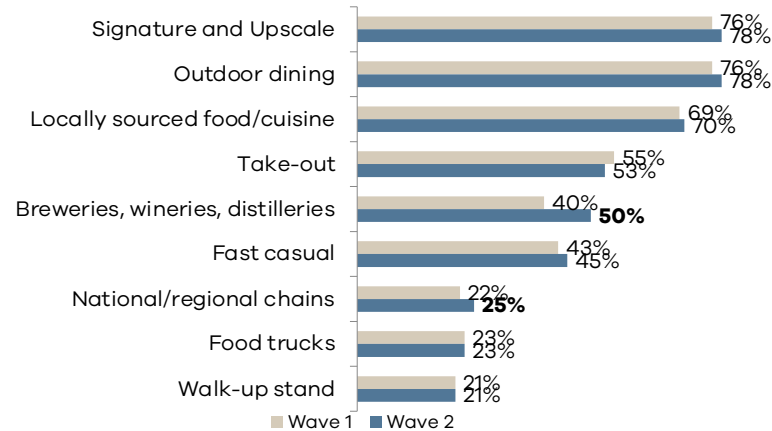
- The highest perceived Hilton Head Island experiences are its beaches, golf courses, and leisure pathways and bike trails.
- Compared to Wave 1, significantly more residents perceive many of the Hilton Head Island experiences to be good quality including:
 - Water sports/activities
 - Outdoor public spaces
 - Community parks
 - Retail shopping
 - Playing fields
 - Museums/cultural attractions
 - Public pools/aquatic centers
 - Indoor facilities

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.



Nearly 8 in 10 residents believe Hilton Head Island has quality signature and upscale dining and outdoor dining.

Dining Options in Hilton Head Island Perceived To Be High Quality

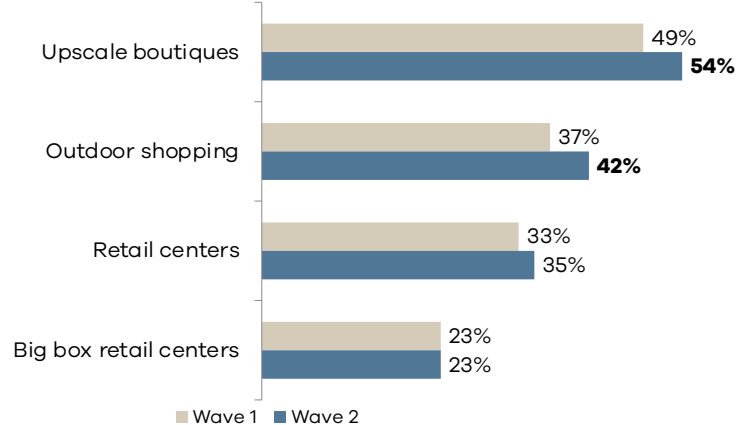


Question: Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.



Compared to Wave 1, significantly more residents believe Hilton Head Island has quality upscale boutiques and outdoor shopping.

Shopping Options in Hilton Head Island Perceived To Be High Quality



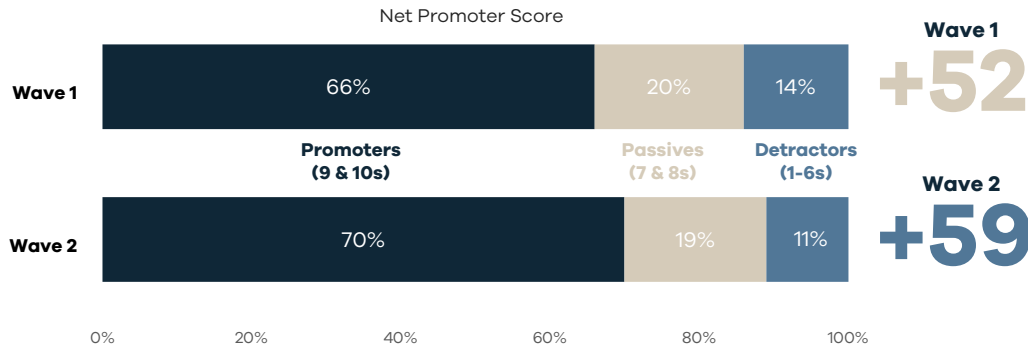
Question: Please indicate your perception of the quality of each of the following categories of shopping on Hilton Head Island.



Key
INSIGHT #4

The Net Promoter Score of residents has increased significantly from last wave and a similar percentage consider themselves passionate advocates. While many of the same negative aspects of tourism were mentioned as last wave, with the addition of the positive aspects question, we see many residents citing tourism’s monetary benefits, amenities, and the positive atmosphere it creates.

The Net Promoter Score has increased from Wave 1 with more residents falling into the promoter category and fewer detractors.



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



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

By Length of Residency	Less than 5 years	5-10 years	11-20 years	More than 20 years
Promoters (9+10s)	78%	68%	66%	63%
Passives (7+8s)	16%	19%	21%	22%
Detractors (1-6s)	6%	13%	13%	15%
NPS	+72	+55	+53	+48

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



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

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Promoters (9+10s)	67%	79%	69%
Passives (7+8s)	20%	14%	20%
Detractors (1-6s)	13%	7%	11%
NPS	+54	+72	+58

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



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

81%
Wave 1

82%
Wave 2

of residents consider themselves passionate advocates for Hilton Head Island



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



- 36 -



Similar to last wave, a few residents used this question to cite their frustration with tourism.

"I do not recommend as a vacation destination. That is how I advocate for the island."

"Our beauty and natural environment which unfortunately is quickly being destroyed by those wishing to increase tourism and the clear cutting of areas in favor of developers."

"We need to find a balance between the full-time residence and the tourism industry. We have come to a tipping point where we need to refocus and needs of the HHI residents."

"I do NOT recommend HHI as a vacation destination. HHI used to be an exclusive, private community with a strong commitment to preserving its natural beauty. Tourism is destroying this beauty."

"I'm an advocate for the island, not a promoter for the island. I recognize tourism is important for some businesses. However, as a whole I think tourists negatively impact the local environment, crime, and traffic."

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



Positive Aspects to Tourism on Hilton Head Island

Monetary Benefits

Many residents recognize the monetary benefits of tourism including that it reduces their taxes, it supports the local economy, increases their real estate values, provides rental property opportunities, and supports small businesses.

Amenities

Residents also recognize that many of the amenities, events, restaurants, and shopping available to them on Hilton Head Island are a result of tourism. They also know that tourism pays for beach renourishment, improvements, and beautification of the island.

Atmosphere

Some residents feel that tourism and visitation on Hilton Head Island creates a youthful and vibrant atmosphere. They enjoy getting to meet and interact with new people from all over the world.



Negative Aspects to Tourism on Hilton Head Island

Traffic

Residents feel that one of the biggest negative aspects about tourism is the traffic it causes both on the roads and on bike paths. Many mentioned the amount of traffic specifically on Saturdays. Some residents mentioned that many visitors don't follow traffic and biking rules which cause even more traffic issues.

Overcrowding

Residents also cited overcrowding and a lack of proper infrastructure to handle the number of visitors and new residents. They feel this affects their own enjoyment of their home because they can't get into Island restaurants or amenities. Although many mentioned a lack of infrastructure, others mentioned overdevelopment as a negative aspect.

Lack of Respect

Residents believe that the quality of visitor has decreased in recent years. They believe the current visitors have a lack of respect for residents and for the environment and the Island's natural resources. They say these visitors leave litter on the beaches, are loud, and disrupt the ecosystem of the wildlife.

Rising Prices

Other residents cite the rising prices in restaurants and in grocery stores as a negative aspect of tourism. Some also mentioned the rising prices of housing on Hilton Head Island which is pricing out long-time residents, working-class families, and the Island workforce.



Top Concerns Facing The Community

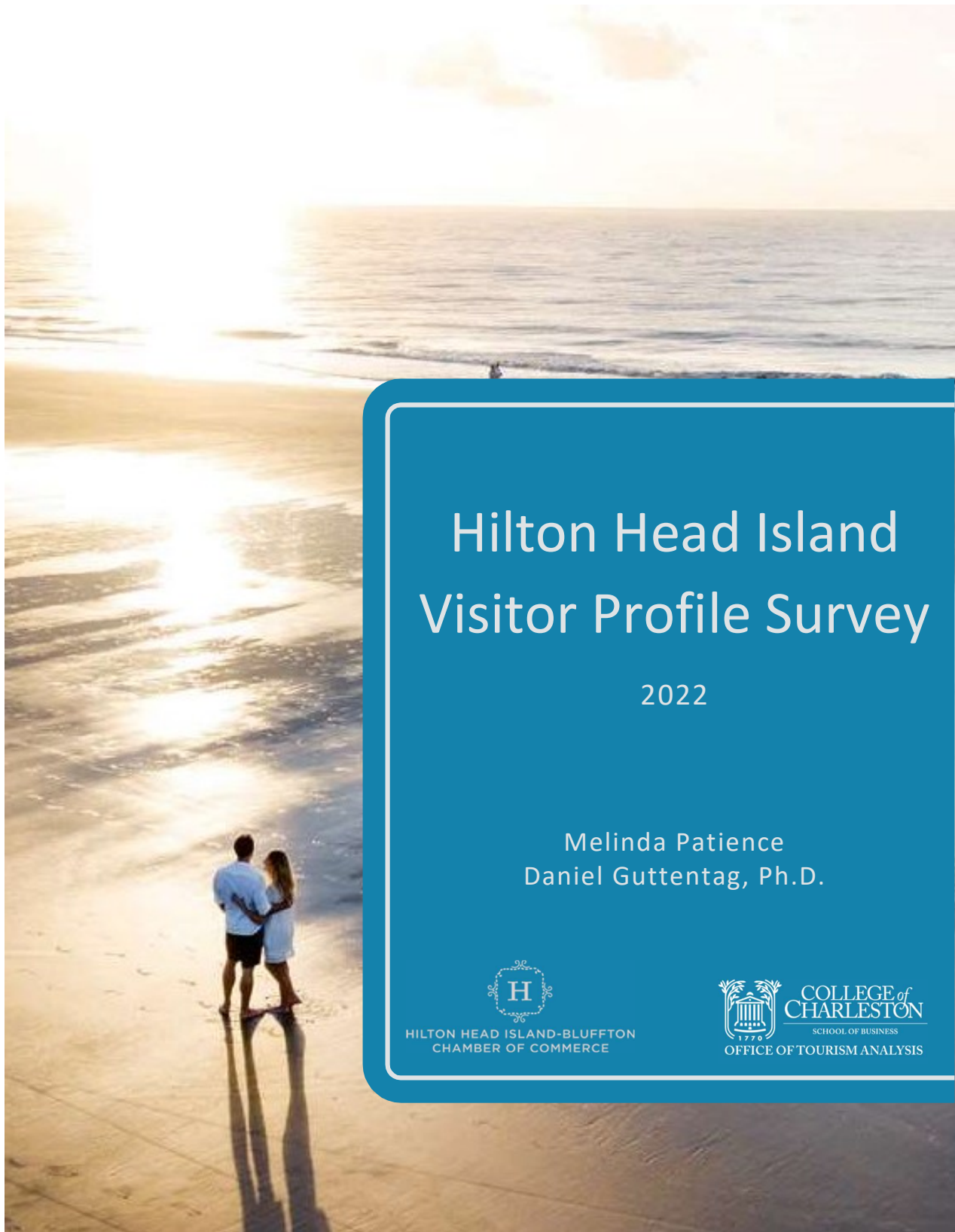
	Wave 2
Workforce shortage	48%
278 Corridor project	38%
On-island workforce housing	36%
Overall development	29%
Environmental/open spaces protection	26%
General infrastructure needs (e.g. water/sewer, roads, other utilities)	20%
Short-term rental noise and parking	16%
South-end traffic	16%
Repurposing/modernizing Island commercial buildings	14%
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%
North-island traffic	11%
Bike safety	9%
Daytrippers/beach parking at Coligny	5%
Arts and development of cultural assets (e.g. Mitchelville Freedom Park)	4%
Other	9%
None of the above	0%

- The top concerns residents feel are facing their community are the workforce shortage, the 278 Corridor project, and on-island workforce housing, followed by overall development and environmental/open spaces protections.

-40-

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





Hilton Head Island Visitor Profile Survey

2022

Melinda Patience
Daniel Guttentag, Ph.D.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



COLLEGE of
CHARLESTON

SCHOOL OF BUSINESS

OFFICE OF TOURISM ANALYSIS

PREPARED FOR:
HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:
OFFICE OF TOURISM ANALYSIS
SCHOOL OF BUSINESS
COLLEGE OF CHARLESTON
66 GEORGE STREET | CHARLESTON, SC 29424
843.953.1996 | OTA.COFC.EDU | PATIENECM@COFC.EDU



1

EXECUTIVE SUMMARY**SAMPLE DEMOGRAPHICS**

Millennials represented 46.7% of the respondents, followed by Gen X (24.0%), and then Baby Boomers (22.9%). Over 58% of those surveyed had a Bachelor's degree or higher, and more than 57% had an annual household income of \$100,000 or more per year. Also, over three-fourths of the respondents were married.

POINT OF ORIGIN

The respondents resided in 366 geographical areas / MSAs (Metropolitan Statistical Areas) throughout the U.S., stretching from east to west coast. More respondents resided in Ohio than any other state (8.3%). Next were New York and California (7.5% each), followed then by Texas (4.8%), Pennsylvania (4.7%), and then Illinois and North Carolina (3.5% each). In-state visitors did not make up a significant portion of the respondents (3.3%).

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ-PA; Los Angeles-Long Beach-Anaheim, CA; Chicago-Naperville-Elgin, IL-IN-WI; Baltimore-Columbia-Towson, MD; Atlanta-Sandy Springs-Roswell, GA; Washington-Arlington-Alexandria, DC-VA-MD-WV; Seattle-Tacoma-Bellevue, WA; Columbus, OH; Boston-Cambridge-Newton, MA-NH; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Cleveland-Elyria, OH; and Cincinnati, OH-KY-IN.

Canada remains the top international origin market amongst respondents (47.8%), followed by Europe (18.8%).

THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (62.0%), relaxation (34.1%), and spending time with family (32.6%), followed by biking (21.3%), culinary experiences (14.2%), and boating (13.6%). The activities in which visitors actually participated are similar to the previously mentioned activities, and also include nature-based activities, museums, and wellness activities.

Of those surveyed, 57.4% of overnight visitors and 81.0% of day trip visitors indicated they had visited Hilton Head Island, SC for the first time, suggesting that the destination continues to appeal to new visitors.

TRIP CHARACTERISTICS

The average group size of those surveyed was 3.7 for overnight visitors and 4.7 for day trip visitors. The main mode of transportation to the island continues to be personal/family car (59.3%). However, flying into the destination increased notably from the prior survey (25.5% to 36.9%), with the proportion of visitors flying into Hilton Head Island Airport remaining steadily over 30% (33.8%).

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 8.6 nights, hotel visitors stayed 5.1 nights, timeshare visitors stayed 9.6 nights, and second homeowners stayed 9.8 nights. The overall average was 7.0 nights.

Home/villa rental continues to be the most popular choice of paid accommodation for overnight visitors (26.6%), followed by hotels (23.6%), resorts (19.0%), timeshares (12.7%), and second homes (5.6%).

**TRAVEL PLANNING**

VRBO remains by far the most popular online booking platform for villas/homes (29.2%), followed by local vacation rental companies (24.7%) and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (13.0%). The percentage of respondents booking via Airbnb continues to increase from year-to-year (10.0% to 12.0%).

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

Top reasons for choosing to visit Hilton Head Island were beach destination (45.7%), previous visitation (42.5%), word-of-mouth/recommendation (26.2%), wanting to visit nature-based attractions (23.3%), and within driving distance of home (19.4%).

Of those visitors surveyed, 85.2% 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=341), 42.9% had never visited the Hilton Head Island / Bluffton area before, and 50.4% had visited one to five times before.

Of those non-visitors, 27.0% traveled elsewhere, 5.3% found it too expensive, 5.0% mentioned health reasons, 4.1% were hesitant because of unpredictable weather events, 3.2% did not find what they were looking for, and 0.6% did not travel at all. Over 25% stated the COVID-19 pandemic is still keeping them from visiting the Hilton Head Island / Bluffton area. Of those who did not visit the Hilton Head Island / Bluffton area, alternative destinations in the Southeast (33.7%) and South (22.3%) were the most popular. Nonetheless, 50.1% 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 (52.9%) 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/vacation were: beaches (78.0%), relaxation & rejuvenation (74.7%), passive outdoor adventures (67.0%), historical attractions (64.1%), and romantic couple-getaways (63.1%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (85.0%), ease of access (82.3%), quality of lodging and dining options (81.0% and 81.2%), diversity of dining options (79.3%), affordability (78.8%), and travel distance (70.8%).





METHODOLOGY

The 2022 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2022 and January 2023, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same time period on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 2,918 completed surveys were collected. This report is based largely on the 1,913 respondents who visited Hilton Head Island as an overnight or day trip, along with individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton.

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

The table below shows the visitor estimates for Hilton Head Island by segment for 2021, and 2022. 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	Change (%)
Villa/Home Rentals	962,686	951,126	-1.2%
Hotels/Resorts	508,977	497,574	-2.2%
Timeshares	481,934	481,461	-0.1%
Second Homeowners	719,302	710,673	-1.2%
Non-paying Guests	186,667	184,428	-1.2%
Day trippers	267,290	264,083	-1.2%
Total Visitors	3,126,856	3,089,346	-1.2%

Table 1: Visitor Estimates for 2021 and 2022





HILTON HEAD ISLAND
SOUTH CAROLINA

THINKHILTONHEADISLAND.ORG



TOWN OF HILTON HEAD ISLAND

Finance & Administrative Committee

TO: Finance & Administrative Committee
FROM: John M. Troyer, *Director of Finance*
VIA: Marc Orlando, *ICMA-CM, Town Manager*
CC: Josh Gruber, *Deputy Town Manager*
DATE: April 10, 2023
SUBJECT: Consideration of Resolution Recommending the 2023-2024
Destination Marketing Organization (DMO) Marketing Plan & Budget

RECOMMENDATION:

Staff recommends the Finance & Administrative Committee consider a resolution recommending the Destination Marketing Organization (DMO) Marketing Plan & Budget for the full Town Council to consider.

BACKGROUND:

According to State law, 30% of the two percent bed tax funds collected by the State of South Carolina is allocated to the pre-determined Destination Marketing Organization with an ongoing tourist program, which the Town Council has designated the VCB. On or by April 1 of each year, Town Code requires the VCB's proposed budget and marketing plan be submitted to the Accommodations Tax Advisory Committee (ATAC) to review and make a recommendation to Town Council for final approval. The ATAC has recommended to Town Council for consideration. The Finance and Administrative Committee is the standing committee to recommend to Town Council.

SUMMARY:

The purpose of this discussion is to provide an opportunity for Town Council through its Finance & Administrative Committee to discuss The DMO Marketing Plan and Budget from the VCB for Fiscal 2023-2024. The Finance and Administrative Committee is requested to make a recommendation to the full Town Council on a resolution to recommend the Marketing Plan & Budget.

ATTACHMENTS:

1. FY 2023-2024 Destination Marketing Organization (DMO) Marketing Plan & Budget-DRAFT
2. Resolution recommending the DMO Marketing Plan & Budget

FISCAL YEAR 2023-2024

**HILTON HEAD ISLAND
DESTINATION
MARKETING PLAN**

HILTON HEAD ISLAND
SOUTH CAROLINA



**WE PROMISE A REFINED ISLAND
ESCAPE TO WHICH YOU'LL RETURN.**



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Letter from Our President & CEO,

If there was a single word to describe our philosophy on tourism in our community, it would be balance.

It's a delicate balance to enhance the quality of life for those who call our island home with travelers who choose to visit America's Favorite Island®. Striking that balance is a responsibility we take very seriously.

It's not about the quantity of visitors who choose our destination, it's about continuing to attract those visitors who respect our values and our environmental sensitivity. Using this approach ensures the success of our economy with the environmental stewardship we're known for worldwide.

This community first approach is something you'll see in the pages of our marketing plan developed in concert with our community and industry professionals. We're listening to our residents with our annual resident sentiment survey and community outreach efforts. Our marketing plan is laser-focused on responsible tourism in concert with building awareness among travelers.

Competition for share-of-voice among travelers is now more competitive, more now than ever post pandemic. Great brands don't take their foot off the gas pedal of marketing. It's critical that we remain top-of-mind with upscale travelers since the world has reopened for tourism.

The plan is also about discovery, helping visitors discover those aspects of the island that go beyond our beautiful beaches. We're passionate about the island's history and culture and the authentic stories that resonate with today's visitors who want to immerse themselves in the culture and local flavor of where they travel.

There's a reason we're chosen again and again by the readers of *Condé Nast Traveler* and others as America's #1 Island. Thank you to our residents, Board of Directors, Marketing Council and community leaders for their commitment to Hilton Head Island. It's this partnership that shapes our future.

Sincerely,

A handwritten signature in black ink that reads "Bill". The signature is written in a cursive, flowing style.

William G Miles, IOM, CCE
President & CEO
Hilton Head Island-Bluffton Chamber of Commerce

2023 BOARD OF DIRECTORS

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Hilton Garden Inn

IMMEDIATE PAST CHAIR

Chris McCorkendale
Operation Patriots Forward
Operating Base

VICE CHAIR, BLUFFTON REGIONAL BUSINESS COUNCIL

Mary Lee Carns
Technical College of the
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Ahmad Ward
Historic Mitchelville Freedom Park

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Hudson's Seafood House
on the Docks

VICE CHAIR, SMALL BUSINESS

Andrea Bragg
Forsythe Jewelers

VICE CHAIR, VISITOR & CONVENTION BUREAU

Caleb Graham
Ocean Oak Resort by
Hilton Grand Vacations

VICE CHAIR, WORKFORCE & EDUCATION

Jay Wiendl
The Beach House Resort,
Hilton Head

PRESIDENT & CEO

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

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Coastal States Bank

Walter Nester
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University of South Carolina,
Beaufort

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Disney's Hilton Head Island Resort

Joel Taylor
Hilton Head Island Regional
Healthcare

Mike Tighe
Westin Hilton Head Island
Resort & Spa

Steve Wilmot
Heritage Classic Foundation

Alan Wolf
SERG Restaurant Group

FY 2023-2024 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 Council also includes representatives from the Town of Hilton Head Island Town Council and Staff. The committee monitors the plan's effectiveness and results making recommendations for improvements and enhancements when needed.

Vice Chairman, Visitor & Convention Bureau

Caleb Graham
General Manager,
Ocean Oak Resort by
Hilton Grand Vacations

Arts Seat

Natalie Harvey
Director of Cultural Affairs
Town of Hilton Head Island

Attractions Seat

Rex Garniewicz, Ph.D.
President & CEO
Coastal Discovery Museum

Convention Property Seat

Teresa Manzolillo
Director of Sales and Marketing
Marriott Hilton Head Resort & Spa

Convention Property Seat

John Munro
Vice President of Hospitality
The Sea Pines Resort, Resort
Sales & Marketing

Cultural/ Historical Seat

Courtney Young
President/CEO
ForeSight Communications, LLC

Ecotourism Seat

Mike Overton
Founder & CEO
Outside Brands

Entertainment Seat

Ryan Larson
Director of Marketing
SERG Group

Festival & Event Seat

Lindsey Harrell
President
Hilton Head Island Concours
d'Elegance & Motoring Festival

Golf Seat

Brad Marra
Chief Operating Officer
Palmetto Dunes Oceanfront Resort

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
Director of Marketing
and Operations
Coastal Restaurants & Bars (CRAB)

Retail Seat

Beth Patton
Marketing Manager
Forsythe Jewelers

Transportation & Tours Seat

Lori Lynah
Director of Marketing and
Air Service Development
Savannah/Hilton Head International
Airport

Transportation & Tours Seat

Jon Rembold
Airports Director
Hilton Head Island Airport/Beaufort
Executive Airport

Town Council

Councilman David Ames
Ward 3

Town Representatives

Josh Gruber, JD, MPA
Deputy Town Manager
Town of Hilton Head Island

Angie Stone

Assistant Town Manager
Town of Hilton Head Island

Kelly Spinella

Marketing & Social Media Manager
Town of Hilton Head Island

EXECUTIVE SUMMARY

DRAFT

A LOOK BACK

In FY 2022-2023, we immersed ourselves deeply in the fabric of our community, built strong relationships with residents, local business, and continued our educational outreach efforts among guests and potential guests about supporting our delicate ecosystem.

We also focused on disbursement of visitor across the island, using our marketing efforts, strategies and tactics, earned channels to draw awareness to experiences beyond our pristine beaches and most well-known sites.

A LOOK AHEAD

In FY 2023-2024, all marketing efforts are designed to drive awareness and qualified visitation to the destination in a way that supports and nurtures residents' quality of life and supports our destination's strategies.

DESTINATION STRATEGIES

- 1** **IMPLEMENT THE COMMUNITY CORNERSTONE PLAN.**


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

- 3** **CREATE AN UNDERSTANDING OF, AND RESPECT FOR OUR DELICATE ECOSYSTEM (RESIDENTS AND VISITOR).**

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

- 5** **BUILD BRAND AWARENESS.**

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



ENSURING OUR #1 ECONOMY

Our marketing efforts share a common objective of supporting the growth and sustainability of our tourism industry. Tourism is the number one economic driver for the region and has a direct impact on the quality of life for our community. The success of our tourism industry directly correlates to the growth and enhancement to our infrastructure, our employment rates, and the success of local businesses throughout the island.



IT STARTS WITH A VISIT

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

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

The FY 2023-2024 Destination Marketing Plan ladders into our organization's three-year Strategic Plan and ultimately into our community-centric 10-year Destination Management Plan. Our approach to long-term tourism success sits alongside the Hilton Head Island community's 20-year comprehensive plan. Our efforts complement and support a vibrant and collaborative partnership with the Town of Hilton Head Island to ensure the future of the destination for residents and tourists.

DESTINATION MANAGEMENT PLAN

This 10-year plan, aligned with the Town's 20-year comprehensive plan, helps ensure the continued growth of our tourism industry while safeguarding the idyllic way of life for those that live and work here.

The plan provides a platform for community engagement. It includes input from residents, business and government leaders, and stakeholders on the strategies needed to ensure the long-term success of our destination. The Destination Management Plan enables a shared vision for our community, and creates strategies to address such areas as sustainable growth, product development, consumer expectations, and other socio-economic factors.

STRATEGIC PLAN

The goal of the three-year Strategic Plan is to ensure alignment with our Board of Directors and collaborative efforts with our partners and community. The plan is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment.

In February 2021, our Board of Directors approved and adopted the 2021-2023 Strategic Plan. The plan is organized around these five strategic goals:

1. Improve Alignment & Community Engagement
2. Grow Local Business
3. Expand Meetings & Groups
4. Energize Destination Development & Management
5. Sustain and Innovate as an Organization

We are in the process of updating this plan which will align with our new fiscal year efforts and be in place for FY 2024-2026.

MARKETING PLAN

The Destination Marketing Plan is an operational one-year document that outlines our overarching goal, strategies, and tactics for the coming fiscal year that our organization will implement to generate brand awareness and demand regarding tourism. It is built on strategies and tactics to achieve our yearly goal and ultimately aligns with the Strategic Plan and Destination Management Plan initiatives.

VISION

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

MISSION

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

If you build a place where people want to visit, you'll build a place where people want to live.

If you build a place where people want to live, you'll build a place where people want to work.



**THE
DESTINATION
MANAGEMENT
CYCLE**

If you build a place where business needs to be, you'll build a place where people have to visit.

If you build a place where people want to work, you'll build a place where business needs to be.

DEFINING OUR COMMUNITY CORNERSTONE

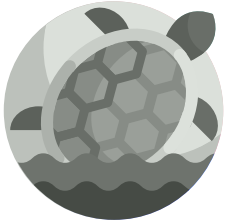
Our community is the heart of who we are and how we present ourselves to the world. Tourism is a competitive landscape. Every destination must compete with every other tourism destination for its share of the world's attention, visitation, and investment. A destination needs to integrate the community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

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

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

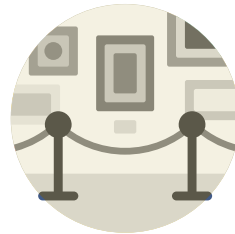
DESTINATION VALUES



ECO-TOURISM



HISTORY



ARTS/CULTURE



WELLNESS

DESTINATION ATTRIBUTES



RECREATION



CULINARY



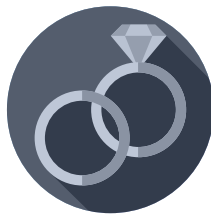
BIKING



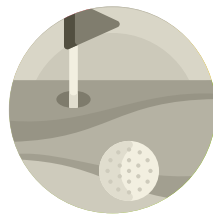
RETAIL



**MEETINGS
& GROUPS**



WEDDINGS



GOLF



**TENNIS/
PICKLEBALL**

DESTINATION STRATEGIES

A PLAN OF ACTION. A VISION FOR THE COMMUNITY.

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

OVERARCHING GOAL

Maintain Hilton Head Island quality of life through driving qualified visitation to the destination

- 1 IMPLEMENT THE COMMUNITY CORNERSTONE PLAN.**
- 2 CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE.**
- 3 CREATE AN UNDERSTANDING OF, AND RESPECT FOR OUR DELICATE ECOSYSTEM (RESIDENTS AND VISITOR).**
- 4 DRIVE DEEPER DISCOVERY AND EXPLORATION OF OUR DESTINATION.**
- 5 BUILD BRAND AWARENESS.**
- 6 ENHANCE LEISURE & GROUP BUSINESS THROUGH QUALIFIED VISITATION.**





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	TACTICS
<p>Develop social, cultural and environmental sustainability initiatives to engage locals and visitors.</p>	<p>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.</p> <p>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.</p> <p>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.</p>
<p>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.</p>	<p>Implement annual resident sentiment survey.</p> <p>Present findings to key stakeholders; Town, residents, businesses partners, etc.</p> <p>Benchmark and update resident sentiment results annually.</p>
<p>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.</p>	<p>Host bi-annual community engagement events.</p> <p>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.</p> <p>Designated resident & community communications, outreach and informational meetings.</p> <p>Deployment of annual resident sentiment surveys.</p>
<p>Develop community-wide programs to increase awareness and support of tourism & hospitality as a key economic driver providing growth opportunities for all.</p>	<p>Connect with USCB and develop a Brand Boot Camp program. These could be extensions of the existing Island Ambassador Program or a hybrid program.</p> <p>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.</p> <p>Tourism economy health check -town integration/ cadence 1x per year.</p>
<p>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.</p>	<p>Data management platform examples: Zartico, Simpleview, Keydata.</p> <p>Hiring dedicated headcount to support these new platforms and analytics.</p> <p>Liaise with community counterparts to share insights and promote a data-driven ecosystem for the destination.</p>

TIMING



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

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

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

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

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

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)


2024-2026

ATTRACT EXTRAORDINARY TALENT

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

INITIATIVES	TACTICS
<p>Assist in the awareness of career opportunities and recruitment of talent for all residents and throughout the region.</p>	<p>Start a local job sourcing platform pulling in local career opportunities.</p> <p>Simultaneously position the Lowcountry lifestyle and real estate opportunities within this framework. e.g. aggregate all real estate listings, pull in VCB channels to showcase lifestyle.</p> <p>Showcase the diversity of career opportunities that exist throughout the destination.</p>
<p>Assess availability of existing structures and government-owned land to potentially develop workforce housing on/off island.</p>	<p>Chamber to establish a working relationship with the Affordable Housing Committee to understand current efforts in place, plan for future efforts, and overall need that Hilton Head Island can support.</p> <p>Town and Chamber representatives work closely to understand the private initiatives on island that are, or have implemented, workforce housing for their employees. exp: The Sea Pines Resort</p> <p>Town works to identify grants and other funding opportunities to support affordable workforce housing efforts on island.</p>
<p>Work in partnership and enhance industry workforce development initiatives with the public sector, area schools, and industry partners.</p>	<p>Introduce new, formalized internship programs within the Lowcountry that include diverse offerings and hiring opportunities postinternship.</p> <p>Work to enhance presence with TCL/ Culinary Institute/ USCB/ high school guidance counselors/ career fairs in an effort to build support for tourism and hospitality as a long-term viable career.</p> <p>Chamber's continued support of SC Apprentice Program, Chamber Junior and Senior Leadership programs that support the retention efforts regarding workforce and the tourism industry for this region.</p>
<p>Develop strategic understanding of requirements for hiring senior and strategic talent to support local businesses in their talent search.</p>	<p>Survey large, local hospitality businesses (The Sea Pines Resort etc.) and compile resourcing roadmap for required senior-level and strategic talent.</p> <p>Conduct salary analysis and competitive hiring practices in comparable communities.</p> <p>Understand and support collaborative efforts to ensure a competitive landscape on salaries, benefits and lifestyle opportunities.</p>
<p>Enhance and promote awareness of hospitality and cultural training programs in collaboration with local educational institutions and industry partners.</p>	<p>Establish a joint social media campaign between the Town and Chamber that speaks to the Live, Work, Play opportunities on Hilton Head Island.</p> <p>Create and promote a tourism & 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	TACTICS
<p>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.</p>	<p>Onsite QR code or App mapping technology designed to lead visitors deeper into the destination and to help them discover new-to-them experiences.</p> <p>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.</p> <p>Immersive itineraries distributed through personalized media and technology platforms.</p>
<p>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.</p>	<p>Develop mapped itineraries that can be filtered by interest/topic.</p> <p>Sister partnerships/exchanges and sharing of ideas to create a FIC product.</p> <p>Continue to bring forward Gullah cuisine and highlight locations, chefs and dishes that represent the rich history of our area/region.</p>
<p>Enhance and support the historic and cultural locations on the island-programming and promotion.</p>	<p>Continued partnership with Historic Mitchelville Freedom Park through paid media, creative campaign strategy, and marketing roadmap.</p> <p>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.</p> <p>Continue the promotion of performing arts and cultural programming.</p>
<p>Diversify the visitor by sharing different perspectives and representation across marketing touchpoints.</p>	<p>Increase diversified representation in marketing materials through a new photoshoot showcasing diverse talent.</p> <p>Amplify local voices who can tell potential visitors about our culture and unique experiences in authentic ways through digital videos, email newsletters, and blogs.</p> <p>Work with content creators and influencers who provide unique and diverse perspectives on travel.</p>

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	TACTICS
Develop an arts, cultural & entertainment district with recreation and event facilities appropriately designed to fit our community and development aesthetic.	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.
Partner with the Town of Hilton Head Island on building out a strategy for Island branding.	Collaborate with the Town of Hilton Head Island to create a cohesive branding strategy for the island.
Seek a 5-star property or resort designation to further elevate the Hilton Head Island brand in the luxury leisure and group marketplace.	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).
Evaluate current incentives for investment in new and existing venue capital to compete with other like-size coastal destinations.	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.

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.
Chamber/ Town/ Private Partners			•	Economic strategy developed.

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	TACTICS
<p>Upgrade broadband infrastructure with 5G/ Ultra wideband capacity across gated, non-gated communities, business plazas, and public spaces.</p>	<p>Conduct needs assessment by evaluating current infrastructure.</p> <p>Evaluate solutions through collaboration with partners throughout the destination.</p> <p>Develop and implement strategy for delivering 5G/ Ultra wideband throughout the destination.</p>
<p>Promote multimodule access to public transportation in support of local resident and visitor movement to/ from the island as well as throughout the island.</p>	<p>Develop dedicated marketing campaign for visitors promoting the trolley system/ integration in market.</p>
<p>Increase rideshare and airport transportation options.</p>	<p>Set up meetings with rideshare companies to discuss driver recruitment strategies and partnership opportunities.</p> <p>Prepare and release RFP for official regional shuttle/bus services.</p> <p>Work with key stakeholders and the community to influence current rideshare regulations and constraints that limit cross-state transportation opportunities.</p>

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.

STRATEGIES 2-6

STRATEGIES



CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE



CREATE AN UNDERSTANDING OF AND RESPECT FOR OUR DELICATE ECOSYSTEM



DRIVE THE DISCOVERY AND EXPLORATION OF THE DESTINATION



BUILD BRAND AWARENESS



ENHANCE LEISURE AND MEETING AND GROUP BUSINESS BY SUPPORTING QUALIFIED VISITATION

TACTICS

Community campaign and brand bootcamp
Resident and visitor surveys
Put the Beach to Bed campaign

Eco Campaign

Lead generation ads
Island Time Blog
Paid social media
Search optimization
Social media video/Reels/stories
User generated content
Chatbot evolution and optimization
Digital experience personalization

Digital display
Connected TV and traditional broadcast
Programmatic advertising
Audio advertising
Traditional ad placements (print and digital)
Social media marketing (Facebook, Instagram, Spotify, Pinterest, Twitter)
User generated content curation
Public relations (media outreach, partnerships, influencers, and earned media placements)

Email marketing
Social and display remarketing advertising
Search engine marketing
Search engine optimization and local search
Digital experience personalization
LinkedIn (organic and paid)
Networking
Meetings and groups paid digital media

KEY PERFORMANCE INDICATORS

Community sentiment survey and continued benchmarking
Visitor Profile study

Campaign landing page visits

Increase email signups
Increase time spent on blog
Increase social referrals
Increase in content engagement metrics
Chatbot AI development

Brand lift study
Website traffic
Paid media impressions

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

FY 2023 RESULTS

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

Turtle landing page:
Metrics: 26,685
Sessions: 2,682

Email list growth of 143,826 (8.9%)
Time spent on blog 3:04 (flat)
Social referrals 345,816 (+12.4%)
Bounce rate 46% (-8.8)
Time on site 1:50 (+2.1%)
Pages per visit 1.8 (+2.2%)
Chatbot engagements 2,685 (+60.3%)

Brand lift study being conducted spring 2023
Website traffic 3,064,623 (-10.2%)
129 million paid partner media impressions

Website traffic 3,064,623 (-10.2%)
1,610,210 partner referrals (-5.2%)
Home and Villa
Occupancy 45% (+4%) ADR \$496.00 (+13%) RevPar \$221.00 (+18%)
Hotel
Occupancy 59.7% (-2.2%) ADR \$246.82 (+2.9%) RevPar \$147.39 (+0.7%)
Direct solicitations 535 (phone calls, emails, social outreaches)
Sales appointments 352
101 (+73.2%) leads sent to properties

2023-2024 MARKETING ROADMAP

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

JUL-AUG

CAMPAIGNS

Southern Living
South's Best Voting

CONTENT THEMES

Lowcountry Living/Summer
Fall Travel

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

SEP-OCT

CAMPAIGNS

Oyster/Dining Digital Campaign
Concours d'Elegance

CONTENT THEMES

Weekend Getaways
Lowcountry Dining (Oyster Season)

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

NOV-DEC

CAMPAIGNS

Holiday Travel
Giving Tuesday
Seafood Festival
Wine + Food

CONTENT THEMES

Thanksgiving
Holidays

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

JAN-FEB

CAMPAIGNS

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

CONTENT THEMES

Fresh Start
Lowcountry Love

PROJECT MILESTONES

Website - Strategy, IA, Designs
Brand Refresh Documentation Complete
Summer Campaign Development Begins
Heritage activation and campaign planning

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

MAR-APR

CAMPAIGNS

RBC Heritage
Travel + Leisure Voting
Condé Nast Traveler Voting

CONTENT THEMES

RBC Heritage
Spring in Swing: Golf, Fishing, Biking

PROJECT MILESTONES

Website - Visual Designs and
Creative Copywriting

RBC Heritage Campaign Launches:
Digital Media, Influencers, Activation

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

MAY-JUN

CAMPAIGNS

Sea Turtle Conservation
Condé Nast Traveler Voting
NTTW Summer Campaign
Pedal Hilton Head Island

CONTENT THEMES

Wildlife/Conservation
Ready for Summer

PROJECT MILESTONES

Website - Development, Testing
& Launch before Jun 30, 2022
Summer campaign launches

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

BUDGET

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

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

FY 2023-2024 BUDGET

	VCB	Town of HHI	VCB	SCPR	Beaufort Co.
	TOTALS	DMO	Private Sector	Co-ops	DMO
Revenues					
Town of HHI DMO	3,800,000	3,800,000			
Town of HHI Supplemental Grant	350,000	350,000			
Private Sector	500,000		500,000		
SCPR Destination Specific	825,000			825,000	
SCPR Coop	425,000			425,000	
Private Match Coop	2,500,000			2,500,000	
Town of Bluffton DMO	350,000				350,000
B/C Bluffton & Daufuskie	385,000				385,000
Total Revenues	9,135,000	4,150,000	500,000	825,000	385,000
Membership Revenue					
Total Revenues with Membership	10,935,000			2,925,000	350,000
Expenses					
Media Buys - Leisure	1,000,000	752,404	61,869	185,728	
Social Media					
Partner Promotions	50,000	37,620	3,093	9,286	
Paid Brand Social Media	125,000	94,051	7,734	23,216	
Social Media Management	75,000	56,430	4,640	13,930	
Sub-total	250,000	188,101	15,467	46,432	
Digital Marketing					
Digital Strategy, Web Maintenance & Support	70,000	52,668	4,331	13,001	
Technology Improvements	60,000	45,144	3,712	11,144	
SEO	24,000	18,058	1,485	4,457	
SEM / Display	447,001	336,325	27,655	83,020	
Managed Web Hosting and Content Delivery Network	1,800	1,354	111	334	
eNewsletter/Drip Campaign	60,000	45,144	3,712	11,144	
Digital Contingency	10,000	7,524	619	1,857	
Sub-total	672,801	506,218	41,625	124,958	
Destination PR					
PR Strategy, Maintenance & Support	240,000	180,577	14,848	44,575	
Journalists/Influencers/Partnerships	75,000	56,430	4,640	13,930	
Monitoring Services (Print/Online/Broadcast Tracking)	18,300	13,769	1,132	3,399	
PR Contingency	60,000	45,144	3,712	11,144	
Sub-total	393,300	295,920	24,333	73,047	
Group Sales & Marketing					
Promotional Giveaways	80,000	60,192	4,949	14,858	
Site Inspections/ Flights for Sites	2,000	1,505	124	371	
VCB Dues and Subscriptions	95,000	71,478	5,878	17,644	
Tradeshows	75,000	56,430	4,640	13,930	
FAM/ In-Market Events	50,000	37,620	3,093	9,286	
Focused Service	3,000	2,257	186	557	
SC Sports Alliance	5,000	3,762	309	929	

DEMOGRAPHICS AND PERSONAS

Hilton Head Island's visitor foundation was built on identified drive markets, ensuring overnight stays and from a long-term lens, home ownership. We nurture that foundation and look to our real-time data sources, such as Google Analytics and Zartico, in addition to research, partnering with the Office of Tourism Analysis at the College of Charleston and the University of South Carolina Beaufort. Using these insights we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer.

As we adjust to the ever-evolving traveler needs, we will continue to keep our demographics and key personas at the forefront. We look to continue to expand our drive radius and keep focus on our short-haul fly markets, supporting new airlift as it becomes available both domestically and internationally.

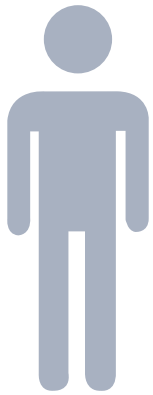
We have identified the following key persona groups as:

- Families
- Arts, History and Cultural Enthusiasts
- Wellness Traveler
- Sports Enthusiasts
- Culinary Explorers
- Snowbirds
- Weekenders
- International Travelers

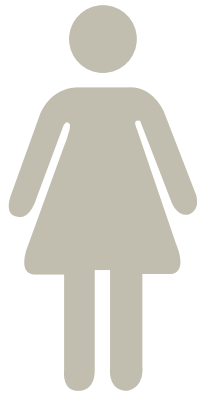


OUR TARGET LEISURE TRAVELER

2022 VISITOR PROFILE STUDY

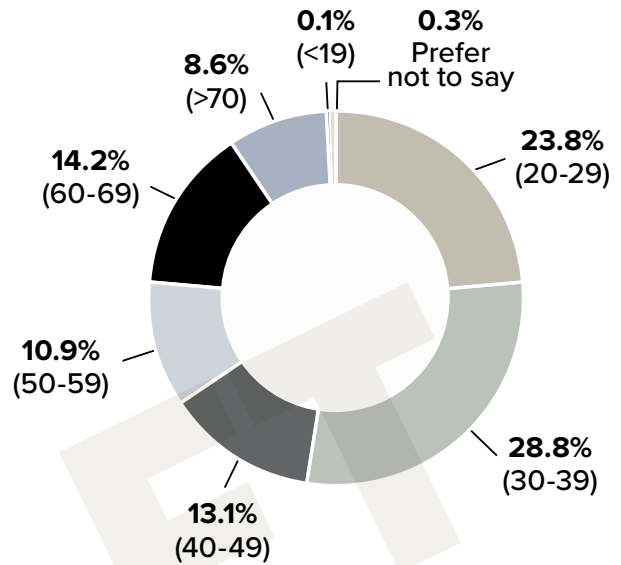


51.1%
MALE



48.8%
FEMALE

AGE DISTRIBUTION



\$150-\$250K+
Affluent Traveler



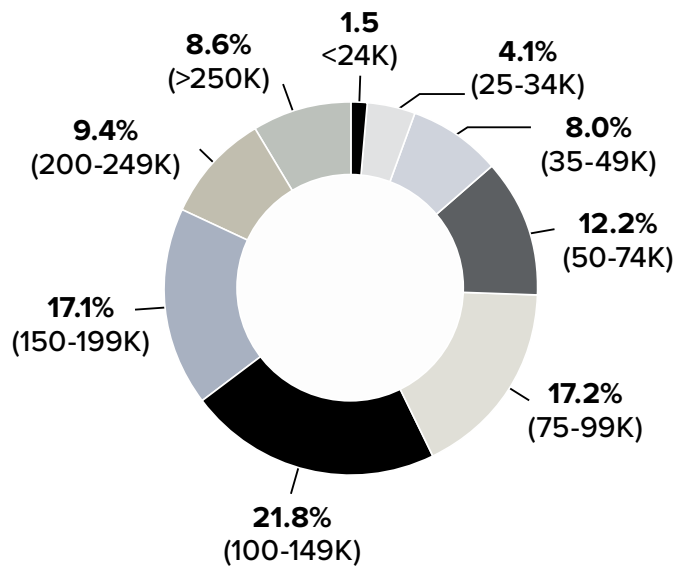
55.4%
Undergraduate
Degree or Higher



2-4 Trips per Year

7 Nights Average
Length of Stay

HOUSEHOLD INCOME DISTRIBUTION



*2022 Visitor Profile Study:
Office of Tourism Analysis, College of Charleston

MARKETING PLAN STRATEGIES & TACTICAL DETAILS

The ultimate goal of the marketing strategy is to drive visitation to the destination through a series of demand creation and demand capture marketing activations. As outlined previously, not only do the strategies aim to drive qualified visitors to the destination, but also to support the discovery and exploration of new destination experiences that extend past the core product offering that our brand loyalists have grown to love.

RESIDENT AND VISITOR SATISFACTION SURVEYS

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 in place for both surveys and will continue with those efforts. Using the results and insights from the first year of this initiative, we will move forward with a comprehensive plan to reach our community.

As part of ongoing engagement and education within the community, we will provide regular tourism updates throughout the year to enhance residents' awareness and appreciation for tourism on Hilton Head Island. Ensuring our number one economy is for the benefit and well-being of everyone in the community. By ensuring the success of tourism to Hilton Head Island, we are stimulating the regional economy while enhancing the quality of life for all.

Each individual campaign that is implemented to drive exposure for the destination will be deployed based on a series of defined goals that align with the overarching goal for the marketing plan. All tactics, creative, campaigns, and overall channel strategies will support the goal and will align with the specific area of the customer journey.

The 2023-24 marketing plan will consist of the following marketing channels:

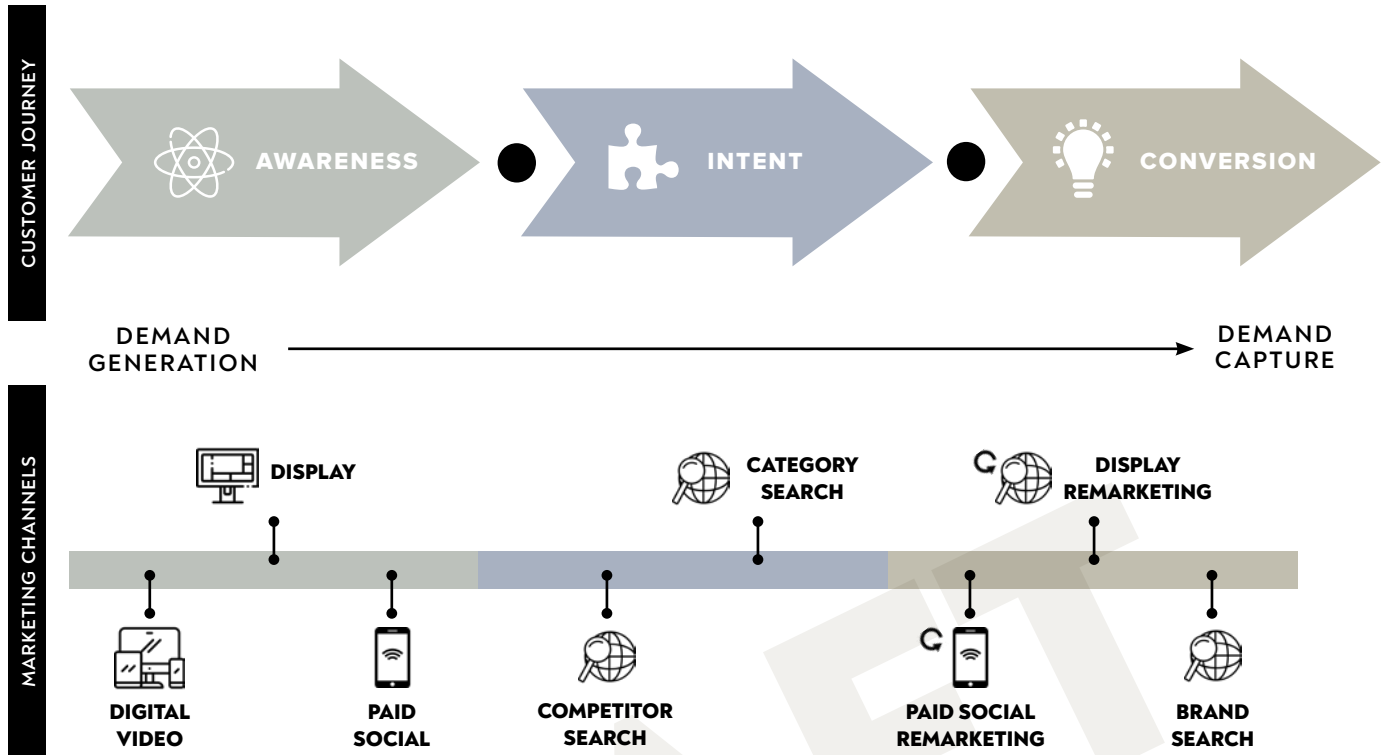
- » Search Engine Marketing (SEM)
- » Organic & Search Engine Optimization (SEO)
- » Digital Video (YouTube, Social)
- » Connected TV and Traditional Broadcast
- » Social Media Advertising
- » Email Marketing and CRM
- » Programmatic Display & Remarketing
- » Audio Advertising on Digital Streaming Platforms (DSP)
- » Trade Marketing
- » Traditional Print, Radio
- » Public Relations and Influencer Marketing

AREAS OF FOCUS

LEADING WITH COMMUNITY IN MARKETING

We will highlight, celebrate, and feature our locals, their businesses, offerings, and unique identities across all our marketing channels and touchpoints. We will strive to add layers of additional authenticity, through stakeholder engagement with the Gullah community, the Sea Turtle Patrol Hilton Head Island, Oyster Reef Outside Foundation with oyster shell recycling and others.

AUDIENCE TARGETING WITH DIGITAL MEDIA



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

LIVING THE HILTON HEAD ISLAND BRAND

A refreshed, modernized, and flexible approach to branding was introduced in 2022-2023. The project provided specific guidelines on how to select imagery, photoshoot talent, craft social content, select User Generated Content (UGC) for use across social and the web.

In 2023-2024, we will integrate these efforts even deeper into our marketing strategy and channels. Color palettes across owned and paid channels will change with each season, our brand pattern will be included in more promotional items and outreach materials, and our advertising will become more specific in its remarketing messaging and imagery/video curation and creation.

Efforts to share the power of the brand throughout our community will include training and knowledge-sharing activities, as outlined in the Community Cornerstone Plan on page 16.

ENHANCED DESTINATION WEBSITE PLATFORMS

Hilton Head Island unveiled its new digital storefront to the world in 2023. A fresh design and enhanced user experience mean marketing efforts can work harder and more efficiently to drive referrals to partner sites, messaging, content and engagement.

The website enhancement initiative consists of a new digital experience to support our key areas of focus and initiatives for the destination. Each audience-specific web platform has been designed to showcase the diverse product experience throughout the destination. This is supported by audience-specific itineraries that have been designed to support the overarching goal of the marketing plan.

Additionally, a new digital experience for the Gullah Community of Hilton Head Island will be launched in 2023, focused on authentic ways to learn about the culture first-hand. The site will be authentic and engaging to the community it represents.

CONTENT COMMONWEALTH

The production of data-informed content that showcases the destination using our authentic lens is core to the ongoing integrated marketing strategy. The destination no longer operates in an environment where one-off artifacts of content are produced to serve a specific purpose in a particular channel. Instead, as content is produced to support the overall goal of the marketing plan, the strategies will focus on how content can live across the entire marketing ecosystem. This helps all content work harder for the destination while ensuring we connect with the right audience at the right time in their journey with the most relevant content based on their key travel motivators.

Traditional print and broadcast through the website, digital marketing, and social media efforts will share a consistent creative tonality to ensure the brand tone and voice are effectively communicated through each medium.

DIGITAL ADVERTISING

The focus on qualified yet efficient digital media channels is a core focus of the 2023-2024 digital advertising strategy. Our digital marketing efforts will focus on performance marketing channels that will enable the destination to purchase and connect with highly qualified audience targets on a cost-effective basis to drive maximum performance for the destination.

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

EMAIL 2.0



Hilton Head Island's email subscriber list has grown to a healthy size, with a high level of engaged users. Moving forward, we are looking to capitalize on their interest in the destination by serving personalized emails that align with their priorities and interests, as well as automating email campaigns at strategic touchpoints throughout the website.

Focusing on tourism segments to start, we'll craft content-specific emails that appeal to audiences with an interest in these areas, along with general email campaigns for the full subscriber list. An automated welcome journey greets new subscribers and introduces them to the destination, while people requesting a visitor's guide will receive an automated journey moving them further into the sales funnel. Hilton Head Island's email efforts will continue to be informed by SEO research and tested and optimized over the course of the year.

VIDEO IN CONTENT MARKETING

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

Our priority across all social channels will be focused on video content first, whether that's through 15-second clips or in-depth community interviews.

CAPTURING QUARTERLY CONTENT

We will continually capture content throughout the year to ensure we have high-quality photo and video assets to use across our digital channels.

Each content capture event will be preceded by a shotlist planning session designed to collect assets for initiatives outlined in the calendar in the coming months, with a focus on collecting stills and video for Instagram Reels and TikTok.

This will also support/coincide with events and other on-Island happenings to allow for real-time coverage across social.

By building a bank of owned photo assets and video b-roll we can easily create multichannel content. Our strategy includes:

- » Can easily piece together content to create Reels/TikToks
- » Reuse content in multiple forms
- » Provide fresh, authentic, and engaging content to keep our grid from becoming repetitive
- » Collaborate with influencers who do not have Hilton Head Island content (contests, pre trip promotion, etc.)
- » Create future event and seasonal campaign assets

EVENT CONTENT

We will work closely with our partners to understand goals for their event and incorporate our assets and promotion to best fit their needs and KPIs. The executive view of the calendar has annotated activations for key events to include the cycle of before, during and after promotion.

BEFORE

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

DURING

Real-time coverage: content shared “live” across social and boosted where applicable.

AFTER

Wrap-up content: content that shares highlights and photogenic moments about the event and showcases the destination to build awareness for the following year.

SOCIAL CHANNEL PRIORITIES FOR 2023-2024

These are the channels that best support Hilton Head Island’s goal, and will be our focus for FY 2023-2024:

FACEBOOK

Facebook has 2.91 billion monthly active users and is our most high-value social channel. At 235K page likes and growing, our page has the most significant number of followers. We will continue to build our Facebook community by expanding our content to include fresh, authentic photo and video assets that speak to the overall experience of our partners, sustainability/eco initiatives awareness, marquee events, co-op partnerships and campaigns.

INSTAGRAM

Instagram is always evolving with new layouts, features, add-ons, business tools and more. As it continues to change we will adapt to what will position us at the forefront of users’ feeds. With Reels continuing to be the leading form of content on the platform, we will work to build our asset bank to ensure we are relevant with current trends, and sharing authentic, engaging, and in-the-moment content.

TIKTOK

TikTok has over a billion active users and is starting to become the leading platform for travel tips, hacks, and must-see/do experiences within a destination. In the fall of 2022, we launched the official Hilton Head Island TikTok channel and have made excellent strides in follower growth, views and likes. As TikTok continues to develop its features it provides us with unique story-telling opportunities to reach a new and broader audience, and repurpose our high-performing Reels content from Instagram to reach new audiences.

 **PINTEREST**

People come to Pinterest to be inspired, find travel guides, try new things, discover new recipes and plan a variety of different events. We have had proven success with many of our itinerary-style pins that highlighted various partners and drive users back to our website. We will continue to share the overall destination experience through new itineraries, unique wellness options and eco-friendly/sustainable experiences, by optimizing SEO to drive traffic to our pins and website.

 **LINKEDIN**

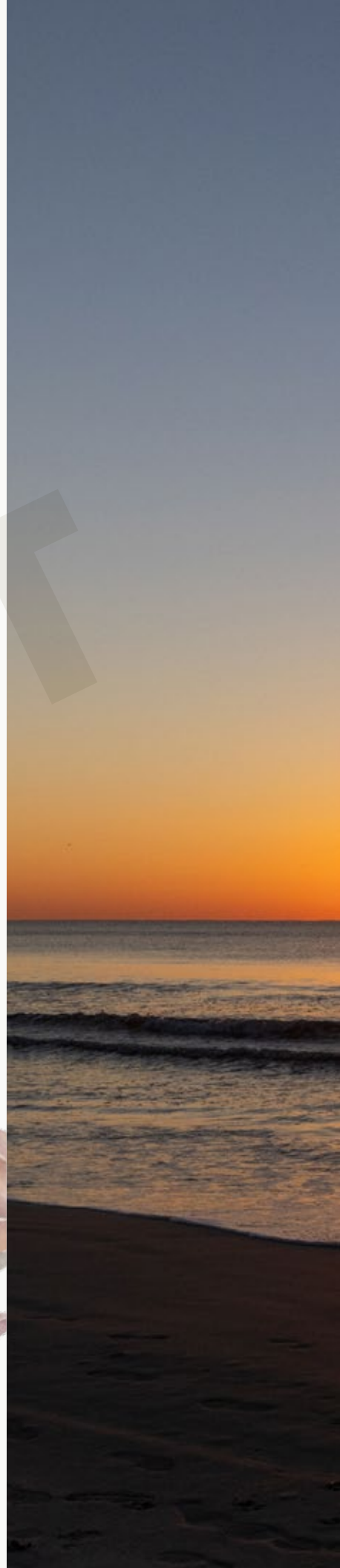
The VCB LinkedIn account is a natural home for all destination accolades, announcements, awards, and news. We will continue to share updates that are relevant to our LinkedIn audience and curate content that encourages meetings and group planners and other industry professionals to engage with us.

 **SPOTIFY**

Spotify is a core platform for connecting with and inspiring customers in a unique way. Through playlists, collaborations, and paid ads, Hilton Head Island can continue to influence and reach new and existing audiences. With this in mind, along with taking SEO into consideration, we will continue to share songs that are trending, feel-good, coincide with events, and implement wellness-themed audio curation.

 **YOUTUBE**

YouTube is the second most engaging website globally and is also the second most popular search engine after Google. YouTube launched YouTube Shorts which expresses the importance of developing a bank of short-form video assets. Hilton Head Island will continue to produce multipurpose content that highlights the destination's key values and attributes.



ISLAND TIME BLOG

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

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

- » Long-form, editorial pieces
- » Recipes and "insider tips" from partner restaurants, hotels, and attractions
- » Itineraries:
 - » For Different Demographics
 - » For Different Interests
 - » For Different Vacation Lengths
- » Hilton Head Island Local features

NURTURING NATURE

We continued to educate and inform residents and guests about the importance of protecting our delicate ecosystem, and the role each individual can play in that.

ECOSYSTEM PROTECTION CAMPAIGN

Educating and informing residents and guests about how they can play a role in protecting our delicate ecosystem has always been a part of our destination efforts.

In 2022-2023 we will grow this approach, positioning the participation in protecting the destination's delicate ecosystem as a reason to support Hilton Head Island in and of itself.

Inspired by destinations who've taken this step, such as the Faroe Islands and Destination British Columbia, marketing efforts this year will include an integrated campaign that includes an added incentive for visitors: the opportunity to actively participate in the destination's research and protection efforts.

We will also expand beyond our Sea Turtle Season, to grow our educational and experiential offering around dolphins, birds, and the beaches themselves.

Businesses will have the opportunity to be actively involved in the efforts as well as ongoing ways to educate visitors. This can include the expansion of current one-sheet information provided to guests, adoption program, and beach clean ups for example.







LEISURE MEDIA PARTNERSHIPS

It is no secret that the popularity of Hilton Head Island as a destination continues to increase. Hilton Head Island is well positioned with the product travelers are looking to experience. Recent accolades from *Condé Nast Traveler*, *Travel + Leisure*, and *Southern Living* are proof that Hilton Head Island is a global brand in regards to visitors wishing to experience the Lowcountry. Accolades earned by the destination bring our brand to the top which helps to enhance the overall awareness of Hilton Head Island as a “must-visit” destination. We will continue to infuse the local community into our media efforts that allows the consumer to connect with the destination and inspire them to travel to Hilton Head Island to discover more.

Travel + Leisure and *Condé Nast Traveler*, with their recognizable and highly coveted Reader’s Choice Award accolade platforms, assist in the destination’s efforts to cut through the ever increasing noise within the global travel sector. Securing a third party endorsement, at this level further solidifies the destination and establishes Hilton Head Island top of mind of a traveler’s consideration set.

Today’s travelers, specifically seeking upscale, shoulder-season travel, have a myriad of destination choices. By utilizing these platforms and endorsements to further amplify our voice, we are able to tell our brand story and leverage our overall marketing to help differentiate the destination from the competitive set and drive awareness and visitation to Hilton Head Island.

MEDIA PARTNERSHIPS

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

DEPARTURES

BY THE NUMBERS

95.4B
TRAVEL

\$19.4B
FASHION &
ACCESSORIES

\$13.9B
AIRLINES

\$2.4B
WINE & SPIRITS

\$18B
LODGING

\$383.6B
OVERALL CARD
MEMBER SPEND

35-64
CARD MEMBER
AGE RANGE

\$5.7B
JEWELRY & WATCHES

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

AUDIENCE

BY THE NUMBERS

9.9MM
AFFLUENT AUDIENCE

962,867
CIRCULATION

11.3MM
DIGITAL UVS

15.7MM
SOCIAL MEDIA
FOLLOWERS

DIGITAL ENGAGEMENT

BY THE NUMBERS

12.8MM
UNIQUE VISITORS

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

27.7MM
VIEWS

3:13
AVERAGE MINUTES
SPENT ON A PAGE

CONDÉ NAST TRAVELER

BY THE NUMBERS

\$11B
SPENT ON TRAVEL

1.2X
LUXURY TRAVELERS

1.5X
CULTURE SEEKERS

1.3X
CULINARY TRAVELERS

3.2M
PRINT READERS

4.6M
AVG. MONTHLY
DIGITAL UNIQUES

22M
AVG. MONTHLY
VIDEO VIEWS

9M
SOCIAL FOLLOWERS

KINGDOM

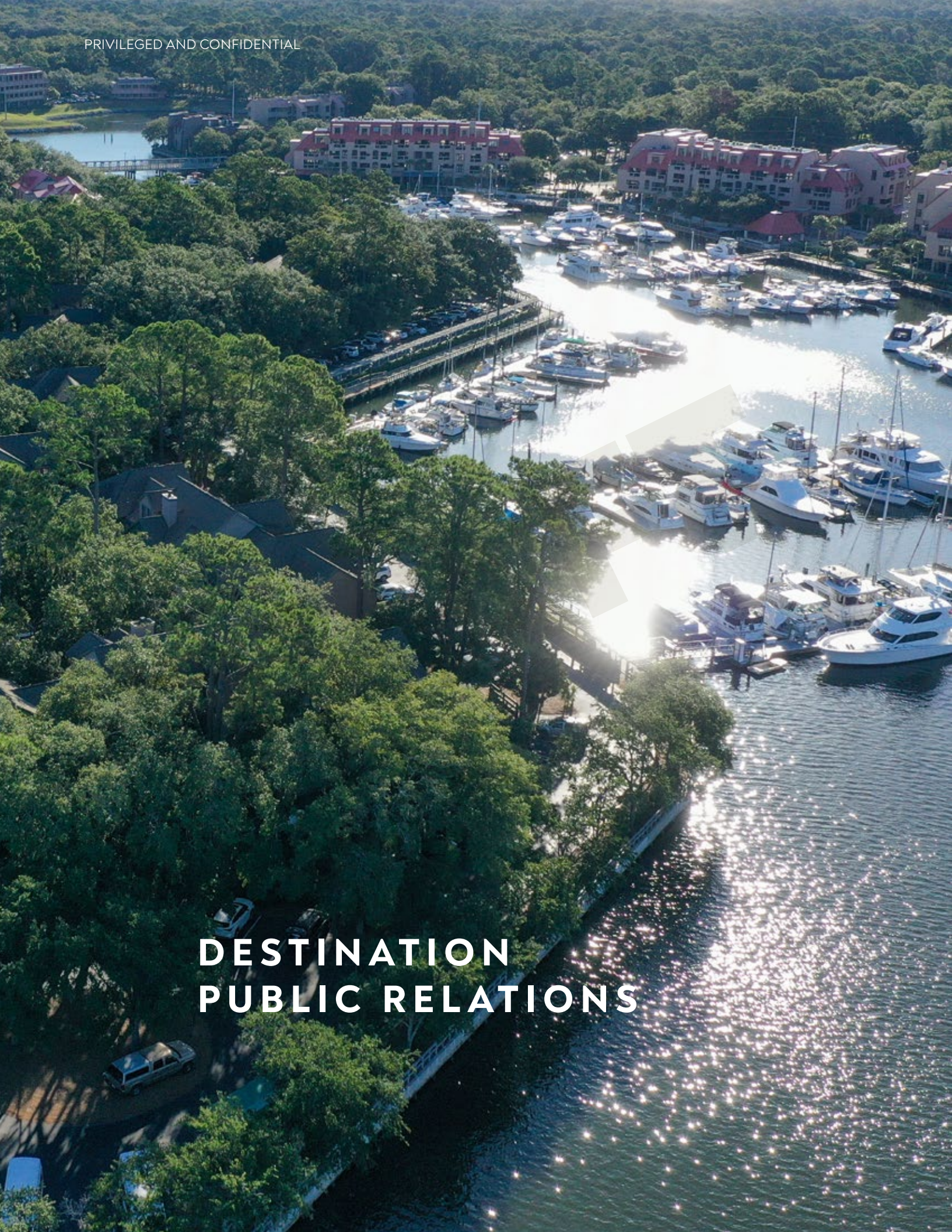
BY THE NUMBERS

761K
TOTAL READERSHIP

171K
SOCIAL FOLLOWERS

205K
PRINT DISTRIBUTION

60K
EMAIL SUBSCRIBERS



DESTINATION PUBLIC RELATIONS

Hilton Head Island Visitor and Convention Bureau will employ a forward-looking strategic and thoughtful public relations plan that is designed to make us stand out from the competition and convert first-time visitors to repeat guests.

Despite economic challenges and inflation, travel demand has been consistently thriving over the past year. Consumers are looking to escape the nuances of daily life for a vacation and are not deterred by surging prices. With burnout on the rise and trends like “quiet quitting” going viral, we are ready to utilize travel momentum paired with the need for a stress-free destination as a way to reintroduce Hilton Head Island as the utmost “Island Time” destination, where travelers won’t need a vacation from afterward.

While leveraging core public relations tactics, we will continue to stay tapped in with our media contacts and remain agile throughout the next wave of media trends. With this approach, we will harness the momentum Hilton Head Island has received to ensure that we remain in consideration as a must-visit U.S. destination as travelers continue to look towards their “escapism” adventures and make a vacation that visitors never want to leave from.

TARGET AUDIENCES

While our targets are familiar, we are going to dive even deeper to find new and interesting ways to reach audiences that are most likely to travel and return to Hilton Head Island:

FAMILIES AND GROUPS: Family travel will remain top of mind as a top target audience for Hilton Head Island, especially as travel demand has surged significantly over the past couple years. 66% of families are looking at booking a beach vacation (Jonathan M. Tisch Center of Hospitality) this year.

SHORT-HAUL FLY AND DRIVE MARKETS: With easy access to the Lowcountry, we will continue to connect with those in our short-haul fly and drive markets and share details of the unparalleled outdoor experiences, culinary wonders and pristine beaches found only on the Island.

HIGHER AFFLUENT CONSUMERS: As folks find more flexibility in their schedules and plan to “go big” with travel, we will continue to look towards those with more disposable income who are seeking extended stays and convert them to repeat visitors or upcoming Island residents.

PRIORITY FOCUS AREAS

As we look to spotlight Hilton Head Island across top-tier publications and platforms, we have aligned with Weber Shandwick on priority angles across key verticals that we believe provide potential for growth opportunity, high consumer interest and strong mediability, to highlight Hilton Head Island’s Southern charm, hospitality and more:

CULTURE: We will honor the traditions and rich history of Gullah and Historic Mitchelville Freedom Park by leaning on angles and spokespeople that honor their storytelling past, present and future.

ECOLOGY: We will support the Island’s history as the country’s first eco-planned community and showcase the efforts to provide deeper insights on volunteering with locals on oyster reclamation and turtle conservation.

CULINARY: We will lean on authentic Gullah cuisine, local seafood, interesting chef stories, signature sips and bites as well as other growing culinary themes to showcase Hilton Head Island’s evolving food culture.

WELLNESS: As consumers continue to prioritize self-care, we will highlight the variety of wellness experiences available to travelers, as well as offer access to on-Island experts to speak to the evolving trends in this space.

OUTDOOR: We will position Hilton Head Island as an outdoor marvel by leveraging its miles of leisure and bike pathways and pristine wide beaches, outdoor activities and temperate weather.

SHOULDER SEASON/MARQUEE EVENTS: We will encourage visitation to the destination during the shoulder season by highlighting on-Island experiences and marquee events.

2023-2024 PR TACTICS

We'll employ a number of public relations tactics to seamlessly spread destination news far and wide throughout the year. Public relations efforts will include:

VISITING JOURNALIST PROGRAM: To help craft narratives that will resonate the most with potential travelers, we will customize itineraries for key journalists and influencers that highlight priority verticals while still allowing them to experience true southern charm on a trade basis.

PAID INFLUENCER PROGRAM: Leveraging existing platforms and keeping tabs on the latest trending mediums - we will remain strategic when connecting with influencers to find the most impactful ways to engage dedicated audiences via paid influencer partnership opportunities with a focus on how to experience the Lowcountry like a local.

ALWAYS-ON MEDIA RELATIONS: Our news bureau engine will continue to tout the diverse offerings of Hilton Head Island's Lowcountry through newsworthy angles, while we will look to newsjack larger cultural and consumer moments to insert the destination into emerging trends and inspire travel to the destination.

STRATEGIC PARTNERSHIPS AND SPECIAL

PROJECTS: We will encourage travel to Hilton Head Island by partnering with like-minded brands our target audiences are following and engaging with. Through smart brand alignment, we will keep Hilton Head Island in the cultural conversation with multiple touchpoints and scalable executions.





MEETINGS & GROUP SALES

The meetings and group industry is on a solid path to recovery.

U.S. TRAVEL ASSOCIATION FORECAST

U.S. Travel Association's fall 2022 forecast, showed continued improvement in domestic business travel, with a slight slowdown in 2023 as the economy enters a mild recession. A full recovery in terms of volume is still forecasted for 2024, but inflation-adjusted spending recovery remains beyond the range of the forecast.

Domestic Business Travel has struggled in its recovery, but a boost in pent-up demand was being realized in the second half of 2022. Though rising corporate travel sentiment is positive, the oncoming recession and restrictive Federal policy could further derail the recovery for 2023. There has thus been a slight downgrade in both volume and real spending, mostly for 2023, but there is no change to the recovery timeline. While domestic business travel volume is expected to fully recover in 2024, real spending by this sector is not projected to recover within the range of the forecast (so not before 2027).

The latest Business Travel Tracker (a product of the U.S. Travel Association, J.D. Power and Tourism Economics) finds that American companies are increasingly pairing back pandemic-era restrictions on business travel amid developing storm clouds in the form of persistently high inflation and a looming recession. Many companies slashed their business travel budgets during the pandemic, but less than half of companies (42%) still have policies in place restricting business travel—down from 50% in the prior report. Businesses have shown a willingness to get back on the road, with 78% of business travelers expecting to take at least one trip to attend

conferences, conventions or tradeshows and 75% expecting to visit customers, suppliers or other stakeholders in the next six months.

Source: U.S. Travel Association Forecast Fall 2022

AMERICAN EXPRESS GLOBAL MEETINGS & EVENTS FORECAST

For 2023, we are seeing a trend towards sustainability in the meetings and groups segment. The American Express Global Meetings and Events Forecast backs up this insight with their annual survey of meeting and event professionals across the world. The results show that 71% of respondents' organizations consider sustainability when planning a meeting or event; with the majority of those respondents having a defined sustainable meeting strategy within their organization. Minimizing paper usage, choosing green suppliers, and applying energy-saving and waste reduction practices are the top three ways for organizations to meet their sustainability targets.

Source: American Express Global Meetings and Events Forecast

OUR APPROACH

Hilton Head Island is well positioned to provide the ideal environment as a destination that leads with sustainability and ecotourism as one of its key core values. Following the vision of Charles Fraser, the forward-thinking developer that came to the island establishing the highest land planning standards: to keep this lush sea island clean and vibrant for the thousands of residents and visitors who enjoy it every year.

We do this as a destination with our efforts to protect and preserve the environment and beauty of Hilton Head Island. We work closely with partners like Sea Turtle Patrol Hilton Head Island and Outside Foundation with their oyster recycling programs to understand how we can best support and promote their efforts. In our Community Cornerstone Plan, we have initiatives around building out an eco campaign that educates our residents and visitors on the importance of our ecosystem and instill a sense of pride of place. We are building out Corporate Responsibility programs that groups will be able to engage in while in the destination and give back to our island.

Several of our businesses make it a priority to source local fresh seafood and ingredients including our local oysters which are then recycled to ensure the Lowcountry continues to maintain a healthy population of briny shellfish as well as their use in reef rebuilding efforts to help protect our shorelines from erosion. Our hotel partners are also very eco-friendly when it comes to recycling and looking at waste reduction. Together, with our partners we will look to promote their efforts with a sustainability first approach mindset.

In addition, we will leverage updated product throughout the island in our messaging.

SOLICITATION AND LEADS

We have a goal of 50 solicitations per month via direct solicitation, sales appointments and/or leads to properties. In 2022, our direct solicitations (phone, email, social media) were 535 and we attended/participated in 352 sales appointments (sales calls, tradeshow, virtual).

In 2022, we were up 43% YOY in the number of leads sent to partners. Our goal for 2023 will be 125 of qualified leads sent to properties via direct RFPs and RFPs submitted through MeetOnHiltonHead.com. Because we see the highest return on investment within these segments, we will focus our efforts on Corporate, Association, 3rd Party Intermediaries and Incentive groups.

HILTON HEAD ISLAND VISITOR & CONVENTION BUREAU RFP LEADS RECEIVED

YEAR	LEADS RECEIVED
2019	69
2020	24
2022	101

INDUSTRY PARTNERSHIPS AND TRADESHOWS

In order to achieve our goal of increasing qualified leads, we will continue to foster our industry partnerships with conference or meeting attendance/ activations and promotion on their platforms.

Our presence at industry tradeshows continues to reinforce our willingness to partner with meeting planners and increase visibility to decision-makers. This opportunity represents a large portion of our efforts and how we can grow our qualified leads throughout the year; ultimately turning into booked business for the destination partners, heads in beds in key timeframes and accommodations taxes to continue to fill the pipeline year after year.

TRADESHOWS

NAME	DATE	LOCATION
Northstar Small & Boutique Meetings	July 9-11, 2023	Franklin, TN
Northstar Destination Southeast	August 13-15, 2023	Cape Coral, FL
Connect Marketplace	August 22-24, 2023	Minneapolis, MN
M&I Americas	October 1-4, 2023	El Paso, TX
Hosted Client Event	October 23, 2023	Charlotte, NC
HPN Partner Fair	October 25-27, 2023	Denver, CO
FICP Annual Conference	November 12-15, 2023	Marco Island, FL
Connect DC Connect Faith	November 26-29, 2023	Washington, DC
Accent East	November 28-30, 2023	Beaufort, SC
IPEC - Independent Planner Ed Conference	January 2024	TBD
SCSAE Tradeshow	January 2024	Columbia, SC
MPI Spring Summit	March 2024	Atlanta, GA
Luxury Meeting Summit	May 2024	Raleigh, NC; Charlotte, NC; Atlanta, GA
U.S. Travel Association IPW	May 2024	TBD
SCSAE Annual Conference	June 2024	TBD
Smart Meetings	June 2024	TBD





INTERNATIONAL MARKETING

The U.S. Travel Association's recent forecast shows that international inbound travel's recovery remains inhibited by punitive visa wait times, global economic slowdown and a historically strong dollar. Our forecast for both visitations and spending has been moderately downgraded, but the timeline for a full recovery remains unchanged at 2025. We see Canada and the United Kingdom recovering slightly sooner in 2024 and Germany recovering by 2025.

Source: U.S. Travel Association Forecast Fall 2022

OUR STRATEGY

The international market is open again, with potential guests from Canada and Europe eager to visit our shores. Internationally, we see potential guests booking travel further ahead, while a desire for luxury and experiences continues to dominate the landscape. Those in the international, upper-tier household income bracket we are already targeting, are ready to travel and splurge.

With strong partnerships with the U.S. Travel Association and Brand USA, we will continue to tap into the international market through tradeshow, working closely with our hotelier and home & villa partners for packaged opportunities to secure desirable rates to assist with promoting our destination. Available offers and packages will focus on key travel timeframes for this segment and include curated programs and events, such as Kingdom Cup, to encourage travel to our destination.

While we know that a full recovery is more likely in 2025, we will continue to stay steady in our efforts, working closely alongside our state and in-state partners to recover our share of this lost business segment.

COLLATERAL AND FULFILLMENT

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

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

PROMOTIONS AND BROCHURE DISTRIBUTION

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

The books are distributed through:

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

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



APPENDIX

DEMOGRAPHICS

REPORTS

- 74 **2022 Community Sentiment Survey**
Executive Summary:
MMGY Travel Intelligence
- 95 **2022 Tourism Economic Impact Report:**
Office of Tourism Analysis, College of Charleston
- 104 **2022 Visitor Profile Study Executive Summary:**
Office of Tourism Analysis, College of Charleston
- 113 **2022 Digital and Social Media Marketing Recap:**
VERB Interactive
- 118 **2022 Public Relations Recap:**
Weber Shandwick



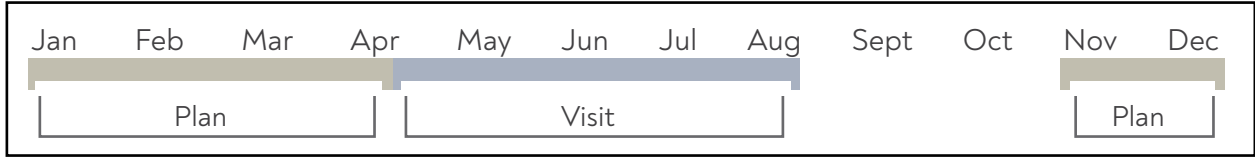




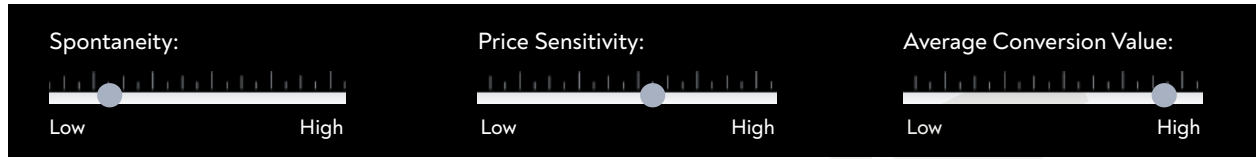
FAMILY

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

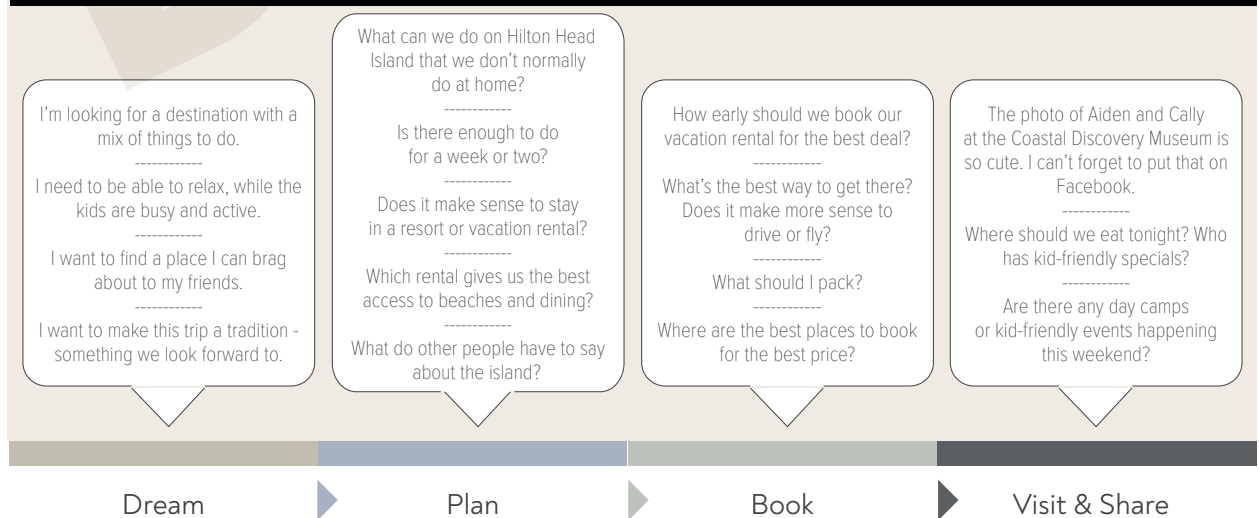
PREFERRED ACTIVITIES & ATTRACTIONS

- 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

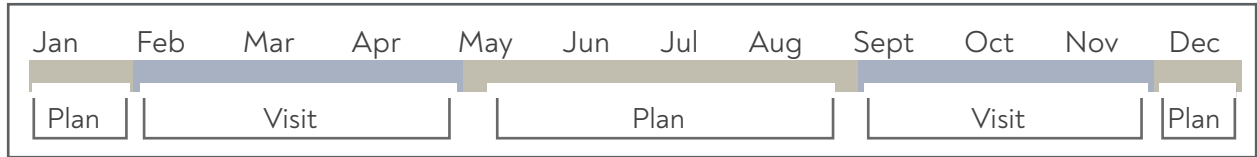




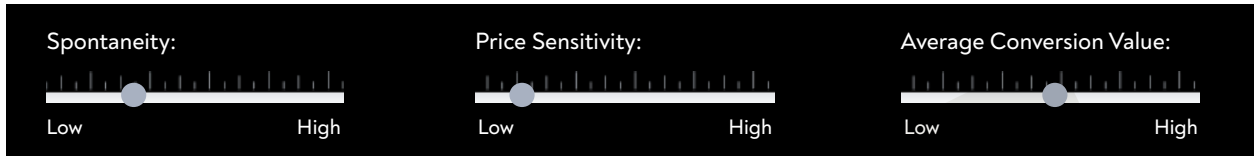
ARTS, HISTORY & CULTURE

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

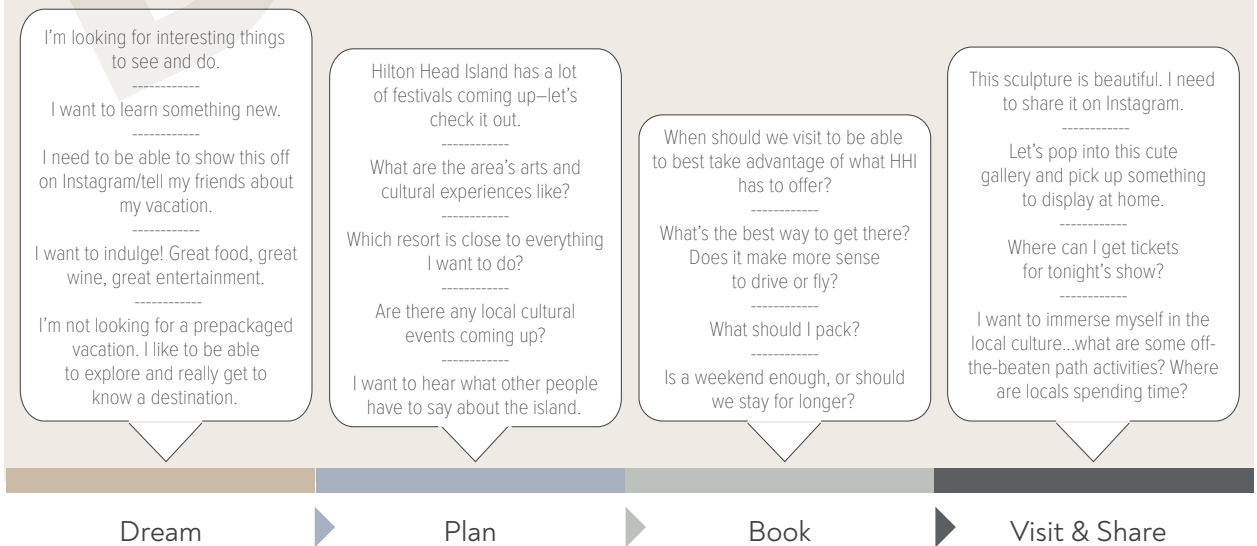
PREFERRED ACTIVITIES & ATTRACTIONS

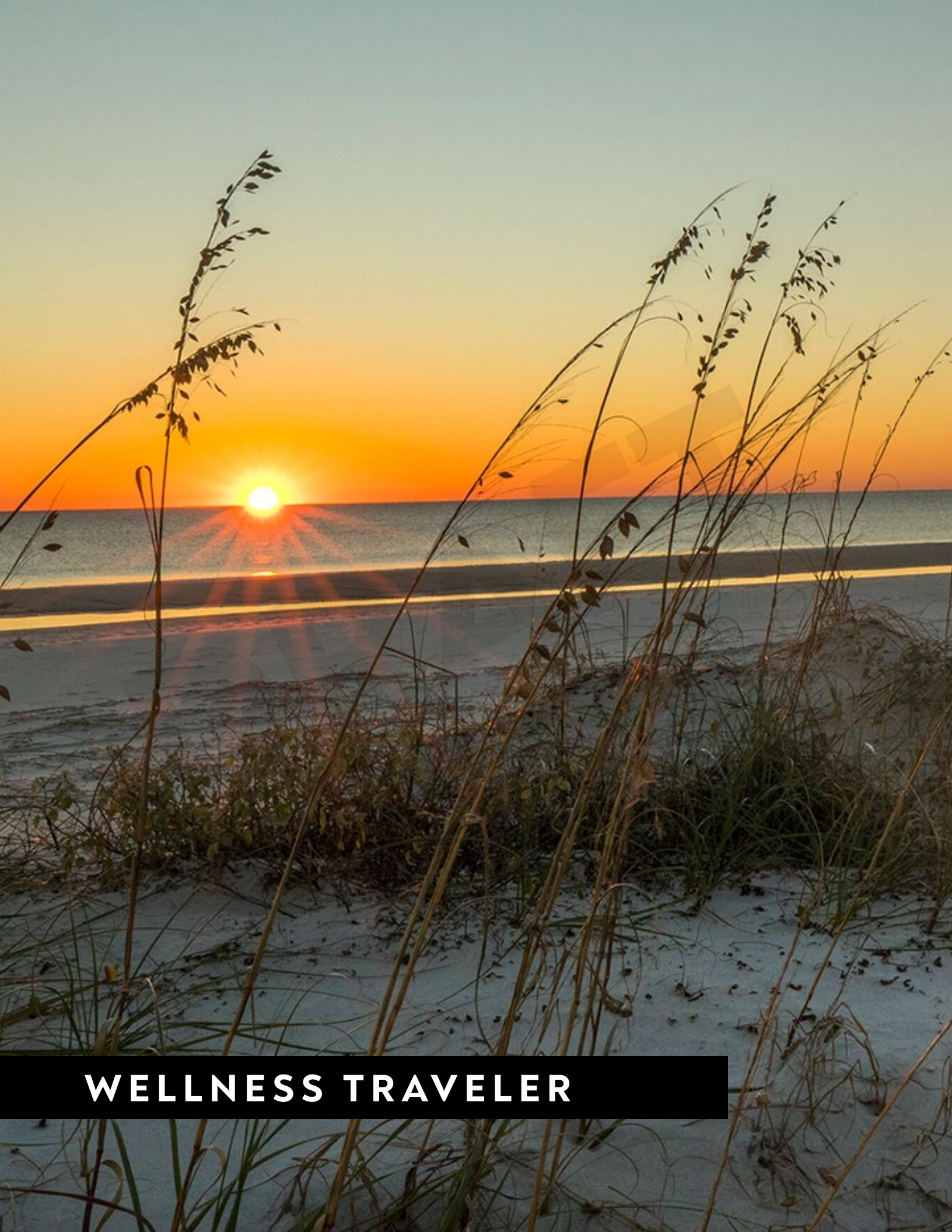
Historical Attractions
Art Galleries
Local Culture
Culinary Experiences
Festivals & Events
Theater
Music

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

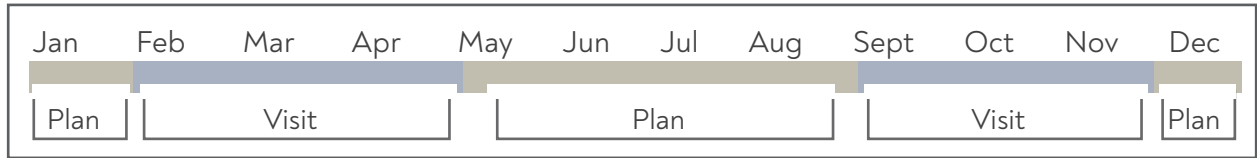




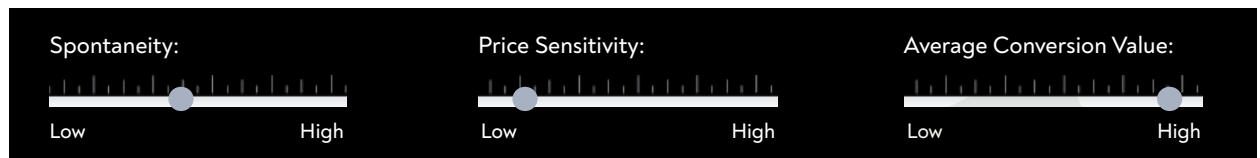
WELLNESS TRAVELER

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

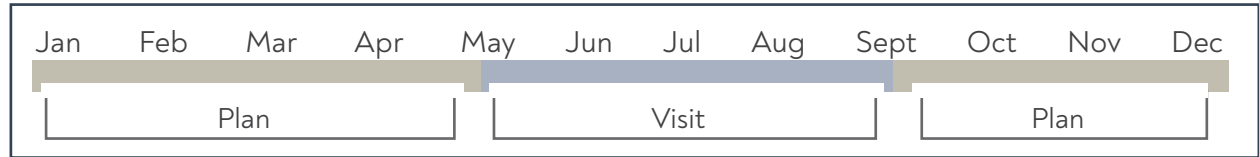




SPORTS ENTHUSIAST

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

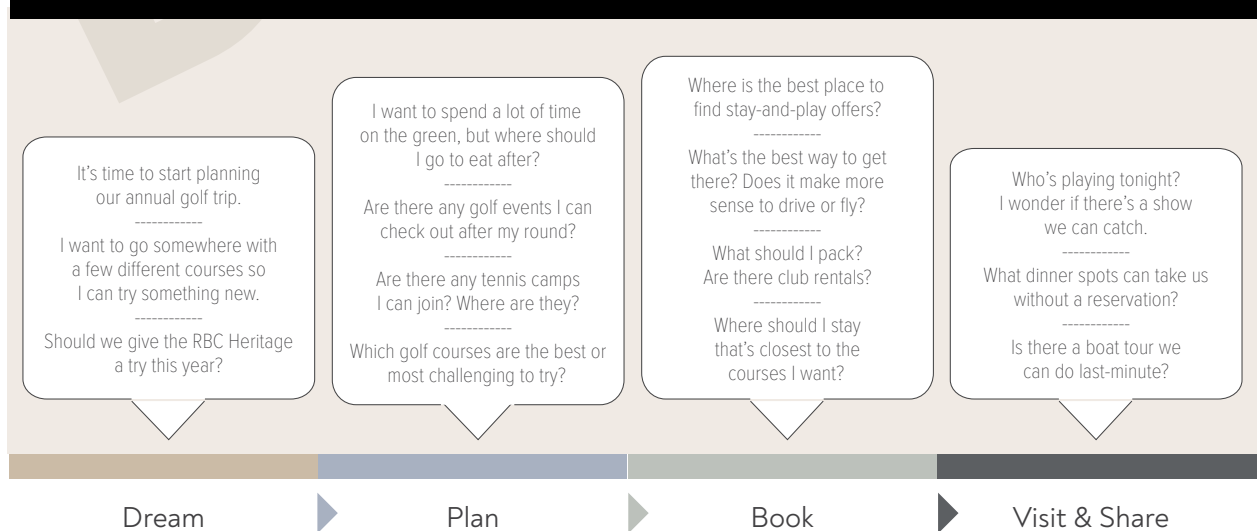
PREFERRED ACTIVITIES & ATTRACTIONS

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

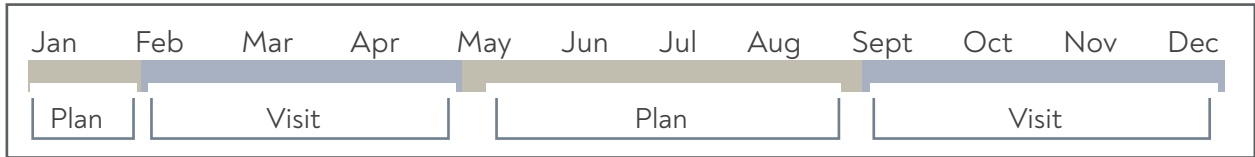




CULINARY

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

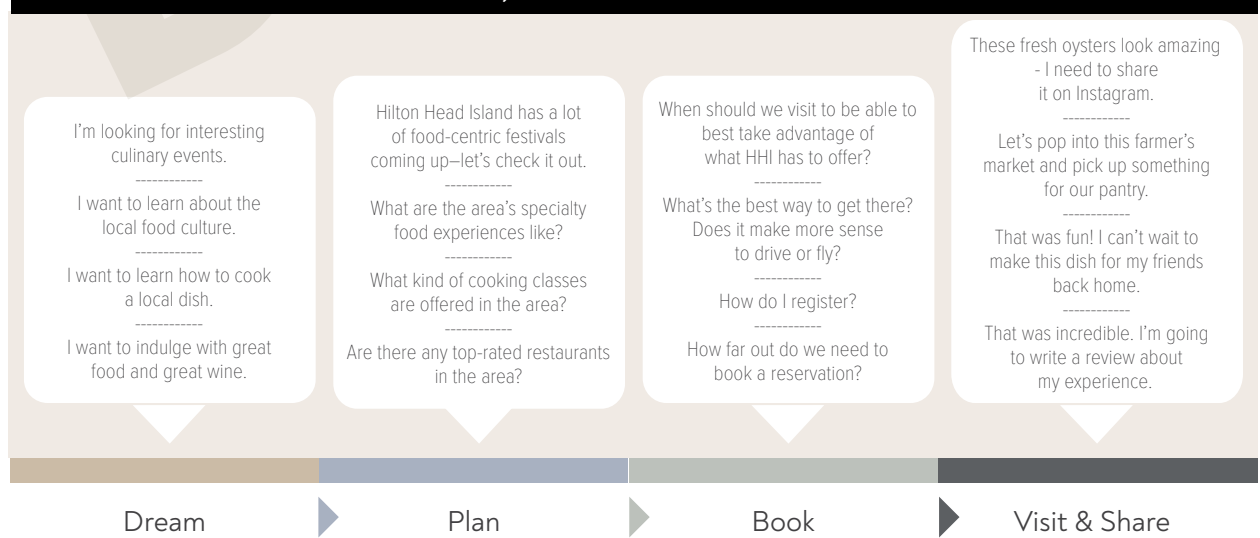
PREFERRED ACTIVITIES & ATTRACTIONS

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





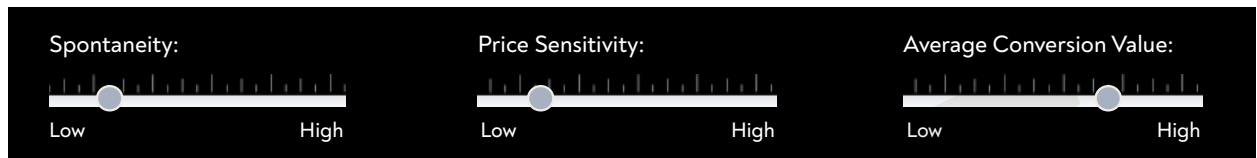
SNOWBIRDS

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

I can't bear another season in the cold. Where should we winter this year?

We need somewhere to go where the family can join us for Spring Break.

The Jacksons really enjoyed their vacation home last year. We should ask to see where they went.

I want to try something a little different this year.

Are there any tennis camps or golf lessons available?

Where are the best places to eat on the island?

Are there any festivals or events in the winter months?

Which area of the island gives us the best access to the beach and dining?

Is the best deal to book directly or with a travel agent?

How early should we book our vacation rental for the best view?

This rental truly is a home away from home. Look at all this space!

Where should we eat tonight?

Next time, let's bring the grandkids - I think they'd love the beach.

Dream

Plan

Book

Visit & Share

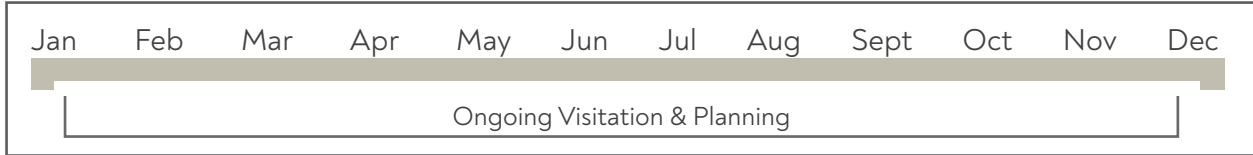


DR

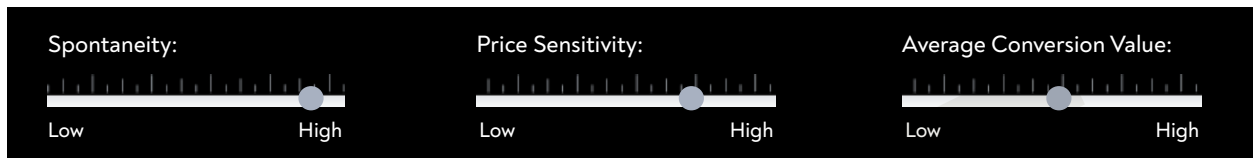
THE WEEKENDERS

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

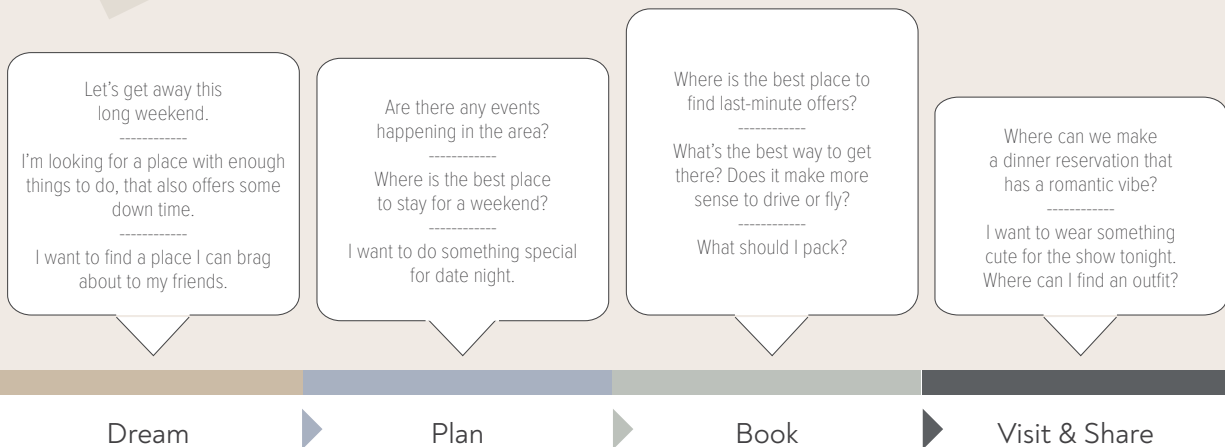
PREFERRED ACTIVITIES & ATTRACTIONS

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

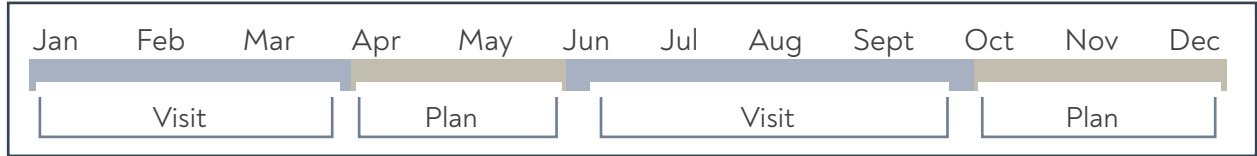




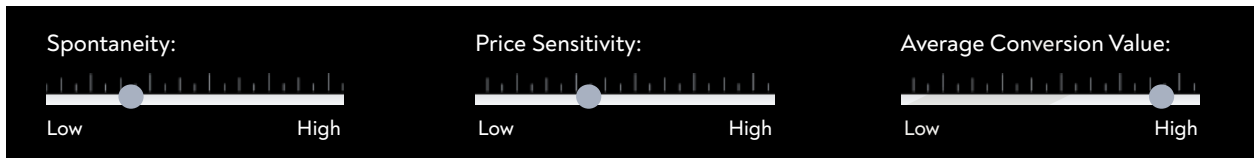
INTERNATIONAL VISITORS

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

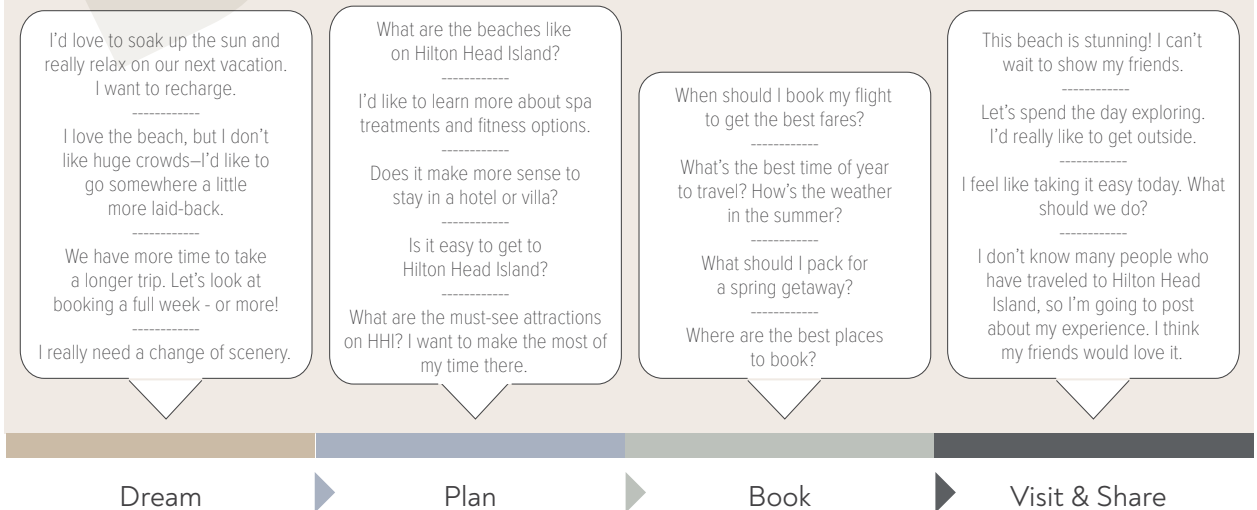
PREFERRED ACTIVITIES & ATTRACTIONS

- 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



**2022 COMMUNITY SENTIMENT
SURVEY EXECUTIVE SUMMARY:**

MMGY TRAVEL INTELLIGENCE



Table of Contents

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Survey METHODOLOGY

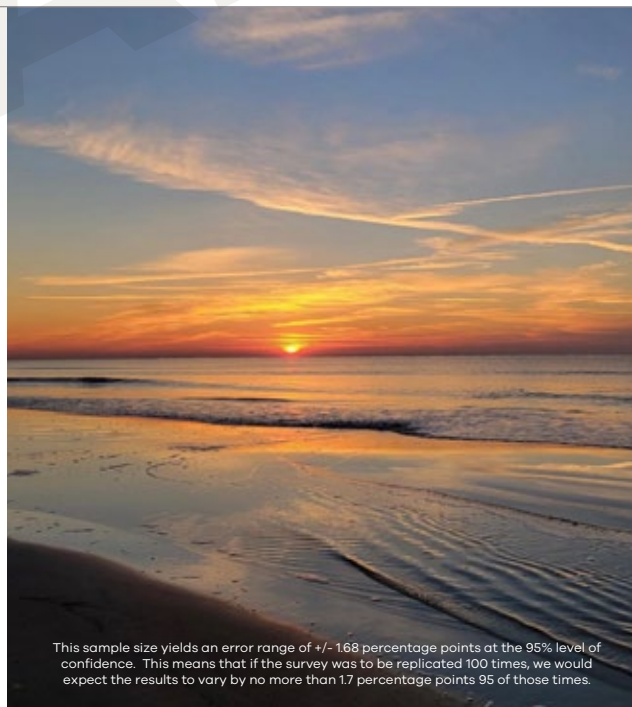


Survey Methodology

- MMGY Travel Intelligence conducted an online survey of 3,292 Hilton Head Island residents.
- Residents were invited to complete the online survey through the Chamber website, social media channels, and email outreach.
- The survey was fielded August 22, 2022 – September 4, 2022. Data were tabulated and analyzed by MMGY Travel Intelligence.
- The participants met the following criteria:
 - / Must be a resident or property owner of Hilton Head Island;
 - / 18 years of age or older.

Comparisons in this report were made to Wave 1, as well as some comparisons across length of residency and employment status.

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



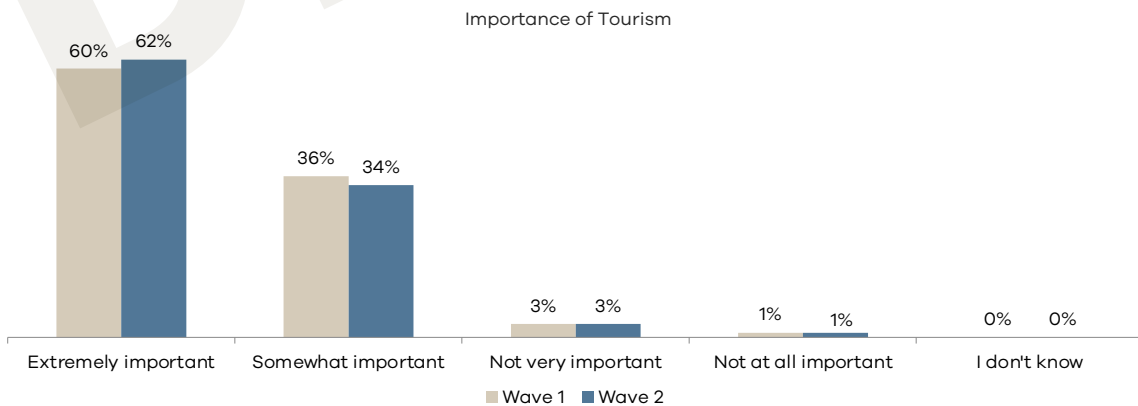
This sample size yields an error range of +/- 1.68 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 1.7 percentage points 95 of those times.

Key

INSIGHT #1

Compared to Wave 1, residents feel slightly more positively about tourism. Fewer indicate it impacts them negatively, fewer feel that each season is too crowded, and more support efforts by the Chamber to fund public art, events, and tourism marketing.

6 in 10 residents believe tourism is extremely important to the local economy, relatively unchanged from Wave 1.



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



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

By Length of Residency	Less than 5 years	5-10 years	11-20 years	More than 20 years
Extremely important	70%	56%	60%	58%
Somewhat important	27%	39%	36%	36%
Not very important	2%	4%	4%	4%
Not at all important	0%	1%	1%	1%
I don't know	0%	0%	0%	1%

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

- 7 -



Those who work are more likely to find tourism to be extremely important to the Hilton Head Island economy than those who are retired.

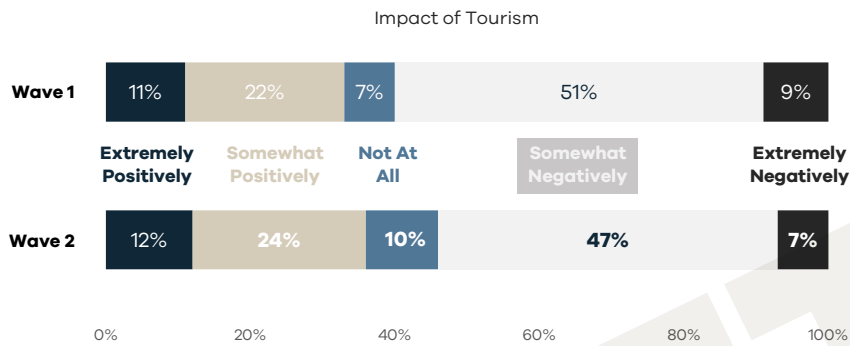
By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely important	64%	72%	58%
Somewhat important	32%	25%	37%
Not very important	4%	3%	3%
Not at all important	0%	0%	1%
I don't know	0%	0%	1%

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

- 8 -



Compared to Wave 1, slightly more residents feel that tourism impacts their life positively, while slightly fewer feel it has a negative impact.



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

- 9 -



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

By Length of Residency	Less than 5 years	5-10 years	11-20 years	More than 20 years
Extremely positively	13%	8%	12%	13%
Somewhat positively	27%	24%	22%	21%
Not at all	13%	10%	9%	8%
Somewhat negatively	42%	50%	48%	49%
Extremely negatively	4%	7%	9%	9%

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

- 10 -



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

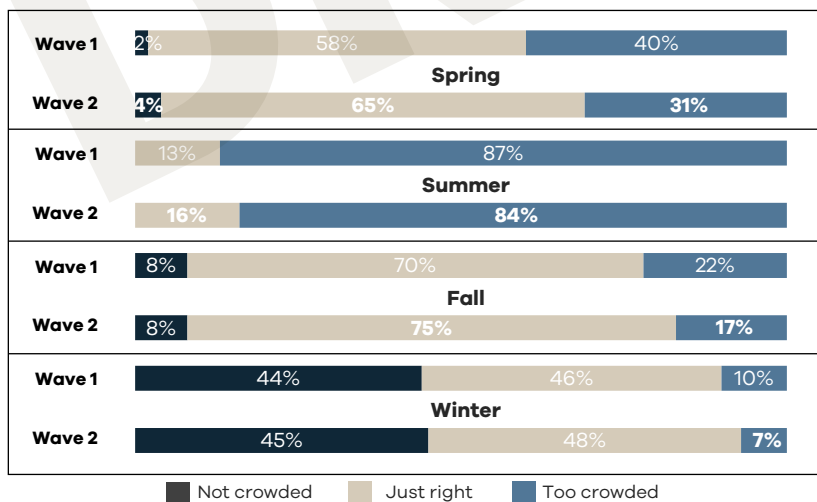
By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely positively	18%	21%	7%
Somewhat positively	28%	25%	22%
Not at all	7%	13%	11%
Somewhat negatively	39%	36%	53%
Extremely negatively	8%	5%	7%

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

-11-



Seasonal Perceptions



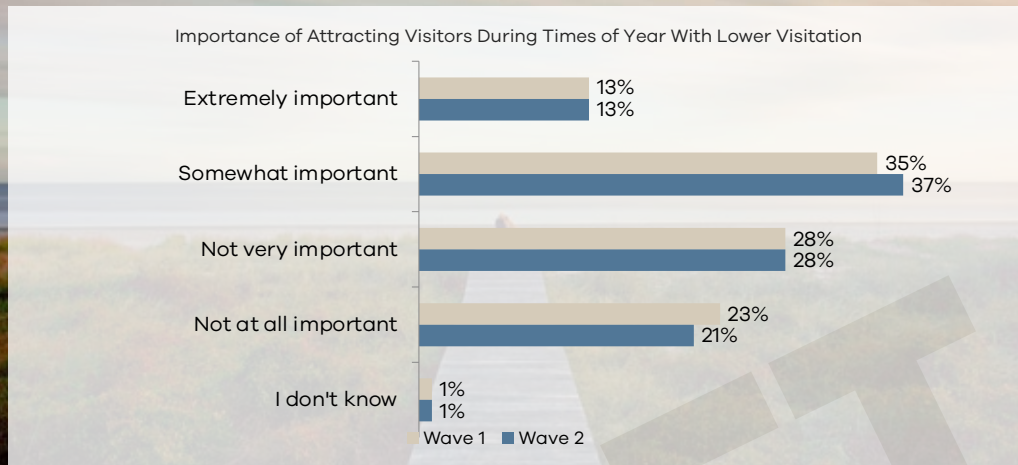
- The majority of residents believe that Summer is too crowded, while Spring and Fall have just the right amount of visitation.
- Compared to Wave 1, the percentage of residents who feel that each season is too crowded decreased significantly. While significantly more residents consider Spring, Summer, and Fall to have just the right number of visitors.

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

-12-

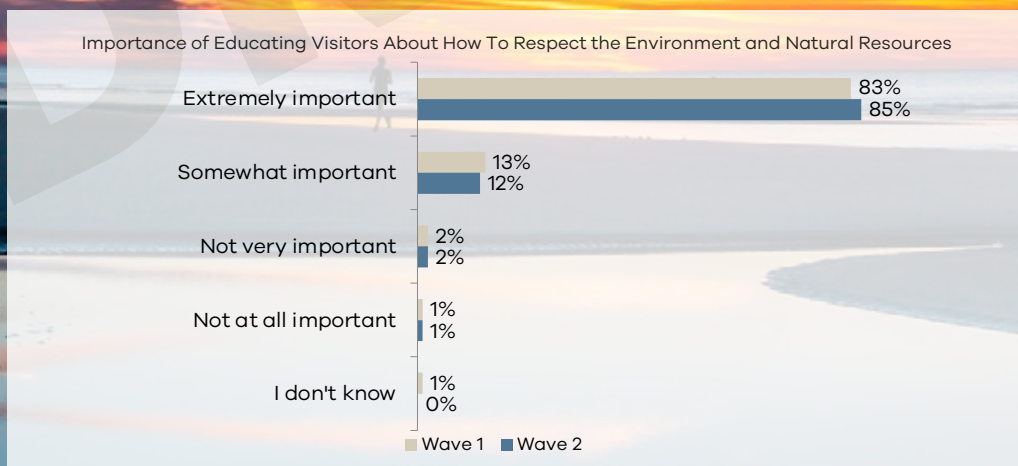


Half of residents believe that it is important to attract visitors during times of the year with lower visitation, similar to the percentage in Wave 1.



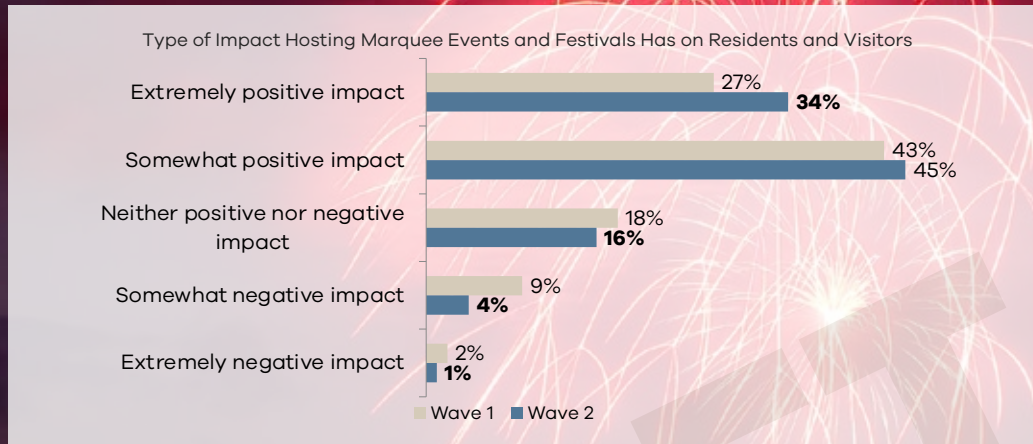
Question: Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

Nearly all residents believe it is important to educate visitors about how to respect the environment and natural resources when they visit, unchanged from Wave 1.



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

8 in 10 residents believe events have a positive impact on residents and visitors, a significant increase from Wave 1.



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

While educating visitors still tops the list, significantly more resident support efforts to fund cultural attractions, the promotion of attractions, and branding and marketing Hilton Head Island for tourism.

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

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





Key

INSIGHT #2

Traffic continues to be the top concern for residents although fewer agree than did so last wave. Compared to last wave, significantly more residents have a positive perception of nearly all tourism statements measured.

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

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

Positive: Tourism on Hilton Head Island...

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

Negative: Tourism on Hilton Head Island...

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

The most agreed with statements are related to how tourism provides the opportunity for “creation” – new amenities, new jobs, new restaurants and new businesses.

▲ Indicates a significant difference from Wave 1. For these positive statements, a green, up arrow indicates a more positive perception (more people agree).

▼ Indicates a significant difference from Wave 1. For these positive statements, a red, down arrow indicates a more negative perception (more people disagree).

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

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



Compared to last wave, more residents agree with the least agreed upon statements, including that tourism reduces taxes for residents.

▲ Indicates a significant difference from Wave 1. For these positive statements, a green, up arrow indicates a more positive perception (more people agree).

▼ Indicates a significant difference from Wave 1. For these positive statements, a red, down arrow indicates a more negative perception (more people disagree).

Positive Statements (% Agree) – Bottom 4	Wave 1	Wave 2
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55% ▲
Covers the cost of beach renourishment	50%	53% ▲
Is an important factor in making our community a great place to live	39%	45% ▲
Helps create a positive ambiance/vibe in the local community	33%	37% ▲

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



Traffic is the number one tourism concern of residents, although fewer residents agree than did so last wave.

▲ Indicates a significant difference from Wave 1. For these negative statements, a red, up arrow indicates a more **negative perception** (more people agree).

▼ Indicates a significant difference from Wave 1. For these negative statements, a green, down arrow indicates a more **positive perception** (more people disagree).

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

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



Tourism on Hilton Head Island...

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

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

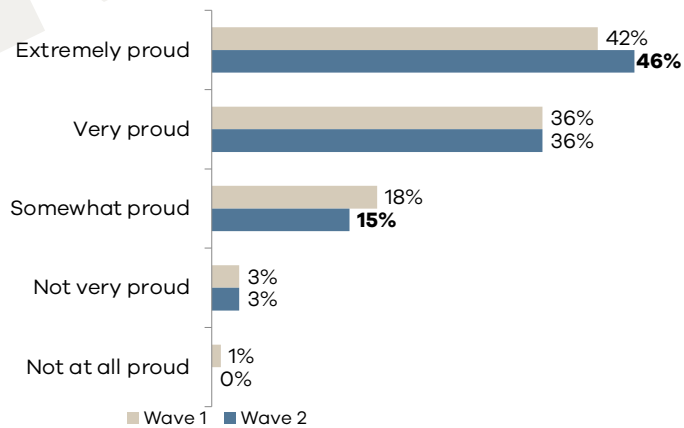


Key

INSIGHT #3

Pride in residency is up from last wave and more residents perceive many Hilton Head Island products and services to be high quality than did so last wave. Although perceived safety displayed a slight decrease, more than 8 in 10 residents continue to agree that Hilton Head Island is a very safe place to live.

82 percent of residents are proud to be residents of Hilton Head Island, an increase from last wave.



-26-

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

MMGY Travel Intelligence

Those who work are more likely to be extremely proud in their residency than retirees.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely proud	49%	54%	44%
Very proud	31%	33%	38%
Somewhat proud	16%	11%	15%
Not very proud	3%	2%	3%
Not at all proud	1%	0%	1%

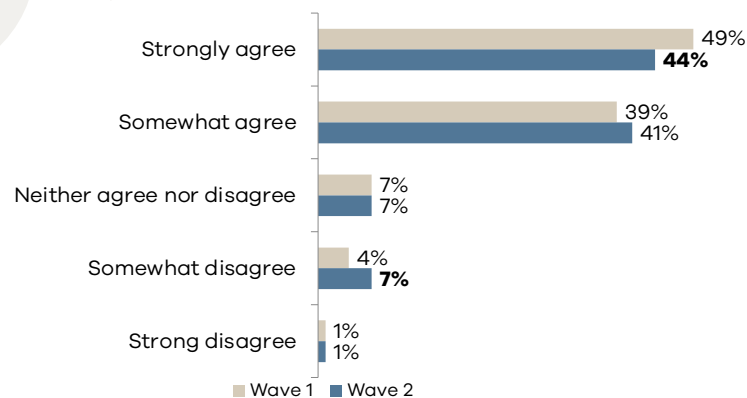
/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



- 27 -

Although slightly fewer residents agree that they believe Hilton Head Island is a safe place to live compared to Wave 1, the majority of residents still agree with this statement.

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



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



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Perceived Quality of Hilton Head Island Experiences

Top 2 Box	Wave 1	Wave 2
Beaches	91%	92%
Golf courses	91%	91%
Leisure pathways and bike trails	86%	86%
Outdoor/nature activities	80%	82%
Savannah/Hilton Head International Airport	79%	80%
Water sports/activities	77%	79%
Outdoor public spaces for festivals and events	69%	77%
Community parks	70%	77%
Surface street bike paths	70%	70%
Hilton Head Island Airport	55%	57%
Retail shopping	49%	54%
Playing fields for sports leagues, tournaments and competitions	44%	48%
Road quality	42%	44%
Museums/Cultural attractions	38%	43%
Public pools/aquatic centers	27%	32%
Indoor facilities for sports leagues, tournaments and competitions	18%	22%

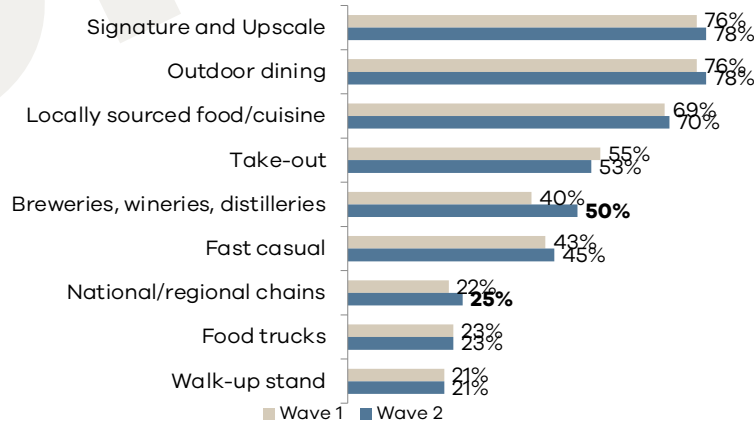
- The highest perceived Hilton Head Island experiences are its beaches, golf courses, and leisure pathways and bike trails.
- Compared to Wave 1, significantly more residents perceive many of the Hilton Head Island experiences to be good quality including:
 - Water sports/activities
 - Outdoor public spaces
 - Community parks
 - Retail shopping
 - Playing fields
 - Museums/cultural attractions
 - Public pools/aquatic centers
 - Indoor facilities

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.



Nearly 8 in 10 residents believe Hilton Head Island has quality signature and upscale dining and outdoor dining.

Dining Options in Hilton Head Island Perceived To Be High Quality

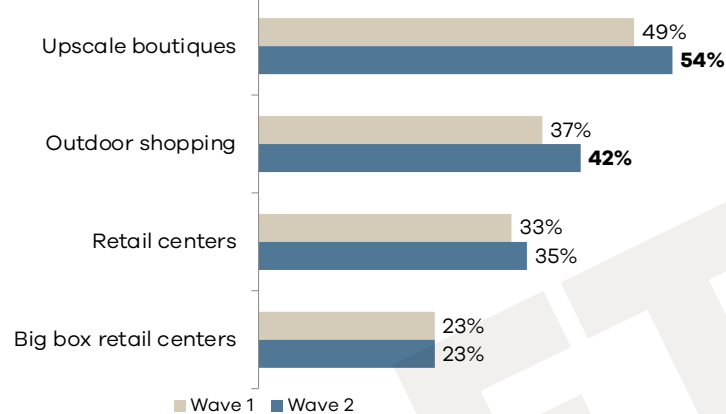


Question: Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.



Compared to Wave 1, significantly more residents believe Hilton Head Island has quality upscale boutiques and outdoor shopping.

Shopping Options in Hilton Head Island Perceived To Be High Quality



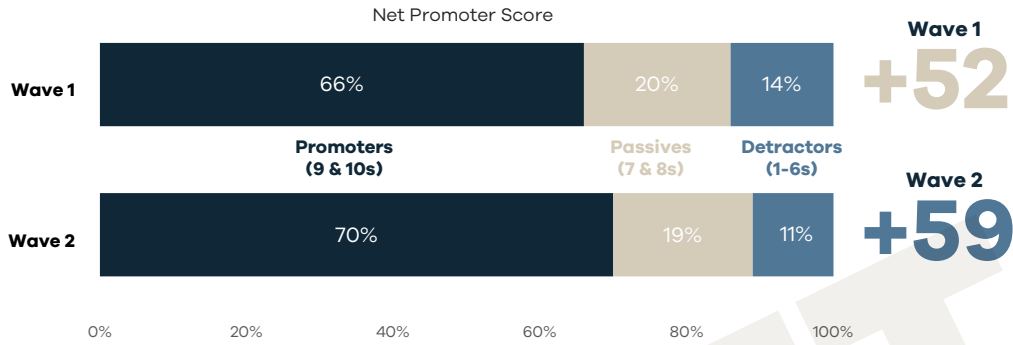
Question: Please indicate your perception of the quality of each of the following categories of shopping on Hilton Head Island.



Key
INSIGHT #4

The Net Promoter Score of residents has increased significantly from last wave and a similar percentage consider themselves passionate advocates. While many of the same negative aspects of tourism were mentioned as last wave, with the addition of the positive aspects question, we see many residents citing tourism’s monetary benefits, amenities, and the positive atmosphere it creates.

The Net Promoter Score has increased from Wave 1 with more residents falling into the promoter category and fewer detractors.



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



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

By Length of Residency	Less than 5 years	5-10 years	11-20 years	More than 20 years
Promoters (9+10s)	78%	68%	66%	63%
Passives (7+8s)	16%	19%	21%	22%
Detractors (1-6s)	6%	13%	13%	15%
NPS	+72	+55	+53	+48

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



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

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Promoters (9+10s)	67%	79%	69%
Passives (7+8s)	20%	14%	20%
Detractors (1-6s)	13%	7%	11%
NPS	+54	+72	+58

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



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

81% Wave 1

82% Wave 2

of residents consider themselves passionate advocates for Hilton Head Island



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



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Similar to last wave, a few residents used this question to cite their frustration with tourism.

"I do not recommend as a vacation destination. That is how I advocate for the island."

"Our beauty and natural environment which unfortunately is quickly being destroyed by those wishing to increase tourism and the clear cutting of areas in favor of developers."

"We need to find a balance between the full-time residence and the tourism industry. We have come to a tipping point where we need to refocus and needs of the HHI residents."

"I do NOT recommend HHI as a vacation destination. HHI used to be an exclusive, private community with a strong commitment to preserving its natural beauty. Tourism is destroying this beauty."

"I'm an advocate for the island, not a promoter for the island. I recognize tourism is important for some businesses. However, as a whole I think tourists negatively impact the local environment, crime, and traffic."

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



Positive Aspects to Tourism on Hilton Head Island

Monetary Benefits

Many residents recognize the monetary benefits of tourism including that it reduces their taxes, it supports the local economy, increases their real estate values, provides rental property opportunities, and supports small businesses.

Amenities

Residents also recognize that many of the amenities, events, restaurants, and shopping available to them on Hilton Head Island are a result of tourism. They also know that tourism pays for beach renourishment, improvements, and beautification of the Island.

Atmosphere

Some residents feel that tourism and visitation on Hilton Head Island creates a youthful and vibrant atmosphere. They enjoy getting to meet and interact with new people from all over the world.



Negative Aspects to Tourism on Hilton Head Island

Traffic

Residents feel that one of the biggest negative aspects about tourism is the traffic it causes both on the roads and on bike paths. Many mentioned the amount of traffic specifically on Saturdays. Some residents mentioned that many visitors don't follow traffic and biking rules which cause even more traffic issues.

Overcrowding

Residents also cited overcrowding and a lack of proper infrastructure to handle the number of visitors and new residents. They feel this affects their own enjoyment of their home because they can't get into Island restaurants or amenities. Although many mentioned a lack of infrastructure, others mentioned overdevelopment as a negative aspect.

Lack of Respect

Residents believe that the quality of visitor has decreased in recent years. They believe the current visitors have a lack of respect for residents and for the environment and the Island's natural resources. They say these visitors leave litter on the beaches, are loud, and disrupt the ecosystem of the wildlife.

Rising Prices

Other residents cite the rising prices in restaurants and in grocery stores as a negative aspect of tourism. Some also mentioned the rising prices of housing on Hilton Head Island which is pricing out long-time residents, working-class families, and the Island workforce.



Top Concerns Facing The Community

	Wave 2
Workforce shortage	48%
278 Corridor project	38%
On-island workforce housing	36%
Overall development	29%
Environmental/open spaces protection	26%
General infrastructure needs (e.g. water/sewer, roads, other utilities)	20%
Short-term rental noise and parking	16%
South-end traffic	16%
Repurposing/modernizing Island commercial buildings	14%
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%
North-island traffic	11%
Bike safety	9%
Daytrippers/beach parking at Coligny	5%
Arts and development of cultural assets (e.g. Mitchelville Freedom Park)	4%
Other	9%
None of the above	0%

- The top concerns residents feel are facing their community are the workforce shortage, the 278 Corridor project, and on-island workforce housing, followed by overall development and environmental/open spaces protections.

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



2022 TOURISM ECONOMIC IMPACT REPORT: OFFICE
OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

ESTIMATED TOTAL IMPACT OF TOURISM IN
Hilton Head Island

ON BEAUFORT COUNTY, SOUTH CAROLINA 2022



MARCH 2023

CONDUCTED BY:

DANIEL GUTTENTAG, PH.D.
MELINDA PATIENCE



COLLEGE of
CHARLESTON

SCHOOL OF BUSINESS

OFFICE OF TOURISM ANALYSIS

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DRAFT

Introduction

This study estimates the economic impact generated by tourism to the Town of Hilton Head Island in the year 2022. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by the visitors' lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them together for an overall total.

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

Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand, as provided by various third-party entities (e.g., STR and Key Data), combined with visitor behavior data that is collected via a Visitor Profile Survey. The estimated total number of visitors in each segment for 2022 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about

their spending in over a dozen categories (e.g., lodging, food, transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2022, can be observed in Table 2.

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

Table 1. Number of HHI Visitors

Segment	Visitors
Villa Rental	951,126
Hotel	497,574
Timeshare	481,461
Second Homeowner	710,673
Non-Paying Guests	184,428
Day Trip	264,083
Total Visitors	3,089,346

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. 2022 Estimated Total Expenditure by Spending Category

Category	Totals
Transportation (around the destination)	\$150,636,976
Lodging	\$891,847,254
Food – Dining Out	\$464,961,846
Food – Groceries	\$216,635,427
Shopping	\$298,626,091
Spas	\$36,068,371
Golf	\$63,498,893
Biking	\$29,473,412
Performance/Visual Arts	\$27,283,069
Festivals	\$23,249,282
Museums/Historical Tours	\$27,797,593
Boating/Sailing/Fishing	\$50,851,756
Nature-based Activities	\$20,379,190
Dolphin Tours	\$28,813,926
Tennis	\$15,367,000
Other Expenses	\$115,673,977
Total Expenditure	\$2,461,164,060

- **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

Following two years of travel behavior being largely shaped by the pandemic, in 2022 travel returned to much more traditional patterns. In particular, urban and international travel, together with business and group travel, rebounded considerably, after previously lagging behind in the travel recovery. As a result, the spike in visitation experienced by many non-urban destinations in 2021, precipitated by the increased appeal of outdoor recreation, did not continue. This shift in travel

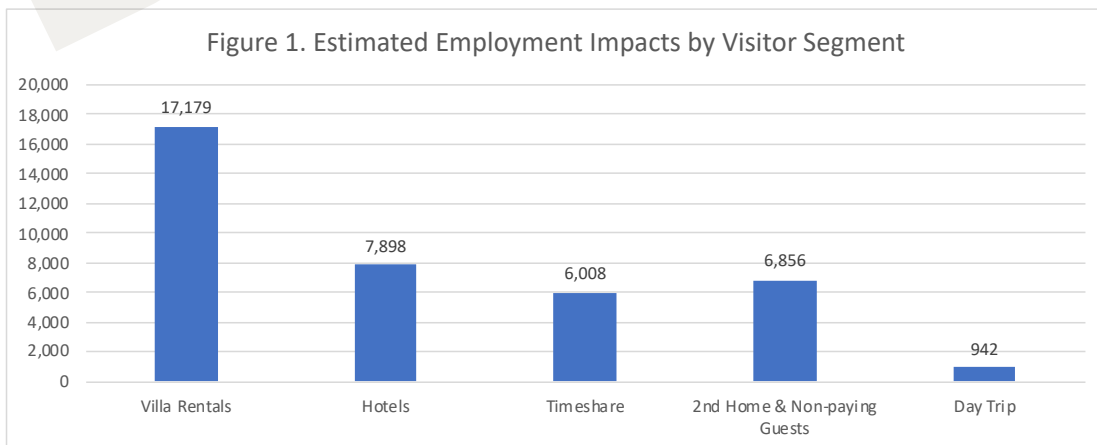
behavior inevitably impacted tourism visitation on Hilton Head Island. Nonetheless, the estimated number of visitors in 2022 remained just shy of the record-breaking number set in 2021, and still well above other prior years. Moreover, despite the slight decline in visitor volume, an increase in expenditures led to a record-breaking overall economic impact.

A total of **3.09 million visitors** came to Hilton Head Island in 2022, down 1.2% compared to 2021, up 18.5% compared to 2020, and up 15.1% compared to 2019. The overall economic impact of this tourism on Beaufort County was **\$3.18 billion**, up 13.7% compared to 2021, up 131.6% compared to 2020, and up 110.6% compared to 2019. 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 **38,883 jobs**, which represent 33.4% of all jobs in Beaufort County, as per employment data provided by the Bureau of Economic Analysis. 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 **1.29**. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.29.

The tourist expenditures generated an estimated **\$37.86 million** in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional **\$44.55 million** in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this **\$82.41 million** in tax revenue represents a Return on Tax Investment (ROTI) of 25.59, based on the \$3.22 million that was spent on destination marketing in 2022. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$25.59** in local tax revenue.



Appendix

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

	Employment	Labor Income	Output
Direct	13,962	\$500,912,304	\$916,002,279
Indirect	1,525	\$73,901,581	\$218,350,722
Induced	1,691	\$77,927,777	\$265,261,117
Total	17,179	\$652,741,661	\$1,399,614,117

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	6,299	\$171,614,292	\$469,074,060
Indirect	953	\$47,451,828	\$142,596,404
Induced	647	\$29,782,707	\$101,386,013
Total	7,898	\$248,848,828	\$713,056,476

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	4,881	\$157,965,810	\$317,159,182
Indirect	578	\$28,009,648	\$86,728,859
Induced	548	\$25,247,307	\$85,943,521
Total	6,008	\$211,222,765	\$489,831,562

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

	Employment	Labor Income	Output
Direct	5,639	\$130,896,721	\$321,792,861
Indirect	727	\$35,152,724	\$115,768,713
Induced	491	\$22,616,474	\$76,994,785
Total	6,856	\$188,665,918	\$514,556,358

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

	Employment	Labor Income	Output
Direct	784	\$20,852,224	\$41,268,431
Indirect	84	\$4,088,220	\$13,402,478
Induced	74	\$3,425,506	\$11,663,632
Total	942	\$28,365,950	\$66,334,541

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

	Employment	Labor Income	Output
Direct	31,565	\$982,241,351	\$2,065,296,812
Indirect	3,867	\$188,604,001	\$576,847,176
Induced	3,451	\$158,999,771	\$541,249,066
Total	38,883	\$1,329,845,122	\$3,183,393,054
Estimated Local Tax Revenue			\$37,858,704
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$44,547,543
Total Estimated Local Tax Revenue			\$82,406,247

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	\$687,381,483
2	Full-service restaurants	\$491,828,454
3	Hotels and motels, including casino hotels	\$204,504,361
4	Miscellaneous store retailers	\$167,075,131
5	Transit and ground passenger transportation	\$151,414,086
6	Other real estate	\$143,443,550
7	Fitness and recreational sports centers	\$110,394,292
8	Owner-occupied dwellings	\$107,904,159
9	Food and beverage stores	\$87,604,812
10	Management of companies and enterprises	\$63,753,562
11	Water transportation	\$51,060,404
12	Museums, historical sites, zoos, and parks	\$48,424,484
13	Personal care services	\$37,442,934
14	Scenic and sightseeing transportation and support activities for transportation	\$36,000,850
15	All other food and drinking places	\$33,071,509
16	Performing arts companies	\$29,593,287
17	Other local government enterprises	\$26,560,314
18	Other amusement and recreation industries	\$26,139,044
19	Insurance agencies, brokerages, and related activities	\$26,048,109
20	Services to buildings	\$25,181,597
21	Legal services	\$23,853,425
22	Employment services	\$23,525,845
23	Limited-service restaurants	\$22,984,874
24	Monetary authorities and depository credit intermediation	\$22,585,377
25	Offices of physicians	\$21,745,017
26	Securities and commodity contracts intermediation and brokerage	\$19,511,971
27	Nondepository credit intermediation and related activities	\$17,483,707
28	Other financial investment activities	\$16,546,219
29	Management consulting services	\$16,252,891
30	Accounting, tax preparation, bookkeeping, and payroll services	\$14,720,858
31	Maintenance and repair construction of nonresidential structures	\$14,642,407
32	Advertising, public relations, and related services	\$14,019,001
33	General merchandise stores	\$13,612,713
34	Tenant-occupied housing	\$13,229,663
35	Automotive repair and maintenance, except car washes	\$12,805,673
36	Landscape and horticultural services	\$12,280,655
37	Nonstore retailers	\$12,142,185
38	Postal service	\$11,562,467
39	Hospitals	\$10,301,346

Impact of Tourism in HHI on Beaufort County, 2022

	Industry	Output
40	Gasoline stores	\$9,454,311
41	Radio and television broadcasting	\$9,037,948
42	Car washes	\$8,997,574
43	Electric power transmission and distribution	\$8,649,257
44	Waste management and remediation services	\$8,190,177
45	Building material and garden equipment and supplies stores	\$8,138,358
46	Funds, trusts, and other financial vehicles	\$7,870,797
47	Clothing and clothing accessories stores	\$7,220,177
48	Marketing research and all other miscellaneous professional, scientific, and technical services	\$6,759,883
49	Warehousing and storage	\$6,481,737
50	Offices of dentists	\$6,393,265

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2022 VISITOR PROFILE STUDY:

OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON



Hilton Head Island Visitor Profile Survey

2022

Melinda Patience
Daniel Guttentag, Ph.D.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



COLLEGE of
CHARLESTON
SCHOOL OF BUSINESS
OFFICE OF TOURISM ANALYSIS

PREPARED FOR:
HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

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DRAFT



1

EXECUTIVE SUMMARY

SAMPLE DEMOGRAPHICS

Millennials represented 46.7% of the respondents, followed by Gen X (24.0%), and then Baby Boomers (22.9%). Over 58% of those surveyed had a Bachelor's degree or higher, and more than 57% had an annual household income of \$100,000 or more per year. Also, over three-fourths of the respondents were married.

POINT OF ORIGIN

The respondents resided in 366 geographical areas / MSAs (Metropolitan Statistical Areas) throughout the U.S., stretching from east to west coast. More respondents resided in Ohio than any other state (8.3%). Next were New York and California (7.5% each), followed then by Texas (4.8%), Pennsylvania (4.7%), and then Illinois and North Carolina (3.5% each). In-state visitors did not make up a significant portion of the respondents (3.3%).

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ-PA; Los Angeles-Long Beach-Anaheim, CA; Chicago-Naperville-Elgin, IL-IN-WI; Baltimore-Columbia-Towson, MD; Atlanta-Sandy Springs-Roswell, GA; Washington-Arlington-Alexandria, DC-VA-MD-WV; Seattle-Tacoma-Bellevue, WA; Columbus, OH; Boston-Cambridge-Newton, MA-NH; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Cleveland-Elyria, OH; and Cincinnati, OH-KY-IN.

Canada remains the top international origin market amongst respondents (47.8%), followed by Europe (18.8%).

THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (62.0%), relaxation (34.1%), and spending time with family (32.6%), followed by biking (21.3%), culinary experiences (14.2%), and boating (13.6%). The activities in which visitors actually participated are similar to the previously mentioned activities, and also include nature-based activities, museums, and wellness activities.

Of those surveyed, 57.4% of overnight visitors and 81.0% of day trip visitors indicated they had visited Hilton Head Island, SC for the first time, suggesting that the destination continues to appeal to new visitors.

TRIP CHARACTERISTICS

The average group size of those surveyed was 3.7 for overnight visitors and 4.7 for day trip visitors. The main mode of transportation to the island continues to be personal/family car (59.3%). However, flying into the destination increased notably from the prior survey (25.5% to 36.9%), with the proportion of visitors flying into Hilton Head Island Airport remaining steadily over 30% (33.8%).

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 8.6 nights, hotel visitors stayed 5.1 nights, timeshare visitors stayed 9.6 nights, and second homeowners stayed 9.8 nights. The overall average was 7.0 nights.

Home/villa rental continues to be the most popular choice of paid accommodation for overnight visitors (26.6%), followed by hotels (23.6%), resorts (19.0%), timeshares (12.7%), and second homes (5.6%).

**TRAVEL PLANNING**

VRBO remains by far the most popular online booking platform for villas/homes (29.2%), followed by local vacation rental companies (24.7%) and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (13.0%). The percentage of respondents booking via Airbnb continues to increase from year-to-year (10.0% to 12.0%).

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

Top reasons for choosing to visit Hilton Head Island were beach destination (45.7%), previous visitation (42.5%), word-of-mouth/recommendation (26.2%), wanting to visit nature-based attractions (23.3%), and within driving distance of home (19.4%).

Of those visitors surveyed, 85.2% 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=341), 42.9% had never visited the Hilton Head Island / Bluffton area before, and 50.4% had visited one to five times before.

Of those non-visitors, 27.0% traveled elsewhere, 5.3% found it too expensive, 5.0% mentioned health reasons, 4.1% were hesitant because of unpredictable weather events, 3.2% did not find what they were looking for, and 0.6% did not travel at all. Over 25% stated the COVID-19 pandemic is still keeping them from visiting the Hilton Head Island / Bluffton area. Of those who did not visit the Hilton Head Island / Bluffton area, alternative destinations in the Southeast (33.7%) and South (22.3%) were the most popular. Nonetheless, 50.1% 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 (52.9%) 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/vacation were: beaches (78.0%), relaxation & rejuvenation (74.7%), passive outdoor adventures (67.0%), historical attractions (64.1%), and romantic couple-getaways (63.1%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (85.0%), ease of access (82.3%), quality of lodging and dining options (81.0% and 81.2%), diversity of dining options (79.3%), affordability (78.8%), and travel distance (70.8%).





METHODOLOGY

The 2022 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2022 and January 2023, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same time period on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 2,918 completed surveys were collected. This report is based largely on the 1,913 respondents who visited Hilton Head Island as an overnight or day trip, along with individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton.

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

The table below shows the visitor estimates for Hilton Head Island by segment for 2021, and 2022. 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	Change (%)
Villa/Home Rentals	962,686	951,126	-1.2%
Hotels/Resorts	508,977	497,574	-2.2%
Timeshares	481,934	481,461	-0.1%
Second Homeowners	719,302	710,673	-1.2%
Non-paying Guests	186,667	184,428	-1.2%
Day trippers	267,290	264,083	-1.2%
Total Visitors	3,126,856	3,089,346	-1.2%

Table 1: Visitor Estimates for 2021 and 2022

**2022 DIGITAL AND SOCIAL
MEDIA MARKETING RECAP:**

VERB INTERACTIVE

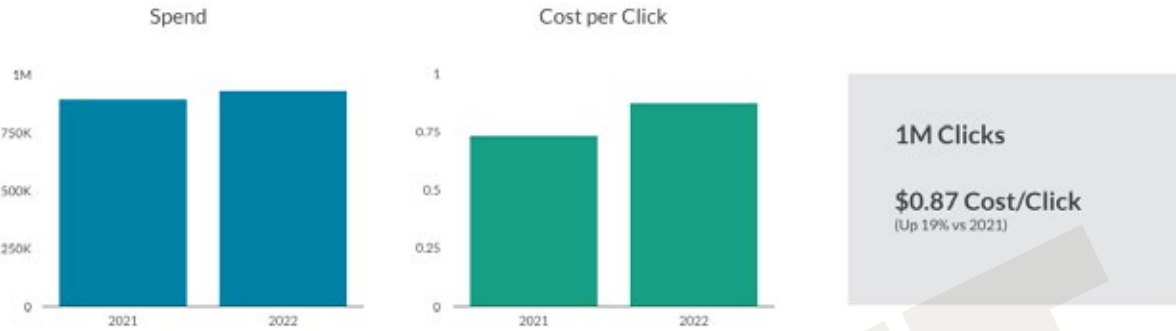
DRAFT

HILTON HEAD ISLAND PROPER

GOOGLE PAID METRICS

• Comparing 2021 and 2022, the cost per click was increased 19% from .73 to .87 cents. This is common as of recent given inflation. Under \$1 CPC is under the average benchmark. These ads drove over 1M users to your website.

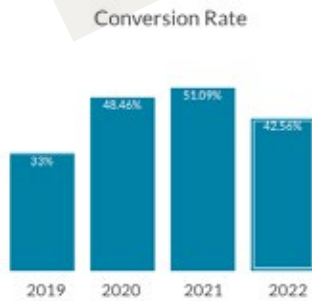
This data includes HHI, HHI Co op, and SCRPT (when applicable).



HILTON HEAD ISLAND PROPER

CONVERSION RATE OVERVIEW

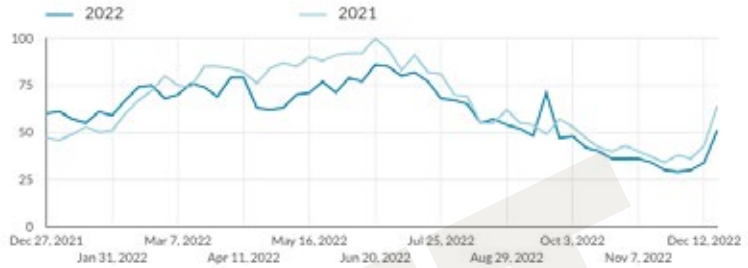
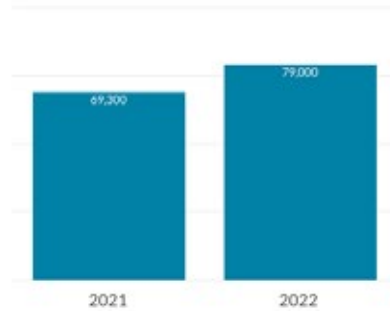
- HHI drove 1.3M conversions, down slightly YOY. Due to increased traffic to the site in 2021, our conversion rate decreased by -16%.
- The majority of conversions are outgoing links to partners (86%). Golf accounts for 12% of conversions. Form Submits and Click to Call actions drove 9% between the two.



HILTON HEAD ISLAND PROPER

SEARCH INTEREST

- In 2022, global monthly search volume increased 14% vs PY. Search interest reached a peak in late June and the first week of July.
- Outside of South Carolina, three of the top Brand interest markets are consistent with PY. Georgia, North Carolina, and West Virginia were the top search markets consistent with trends in 2020 & 2021. Kentucky has replaced Ohio as the fourth-highest search interest market outside of South Carolina.
- Top terms used to search for Hilton Head Island were hilton head, hilton head island, hilton head weather, hilton head south carolina, hilton head island sc, hilton head hotels, hilton head resorts, hilton head golf courses, and things to do in hilton head.

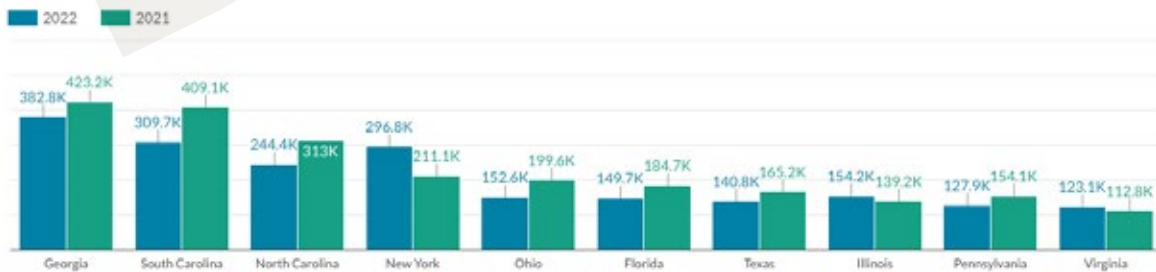


HILTON HEAD ISLAND PROPER

DMAs

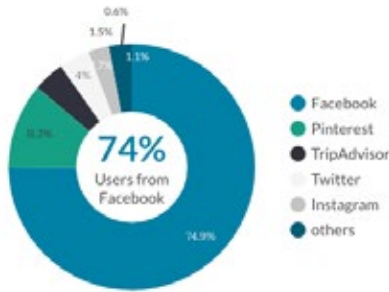
- In 2022, the top 10 DMA traffic remained fairly steady compared to the PY. The top 5 DMAs drive 75% of all traffic to the website. South Carolina had the largest decrease at -19% YoY

Top 10 Markets



HILTON HEAD ISLAND

SOCIAL TRAFFIC



- Facebook is the key driver for the majority of the social traffic to the website, accounting for 74.22% of the social sessions.
- Pinterest saw a decrease from the previous year, However it remained our second highest traffic contributor at 11.74% of total sessions.

Social Traffic Engagement

	Social Network	Sessions	% Sessions of Total	Pages / Session	Avg. Session Duration
1.	Facebook	36,197	74.22%	1.47	00:00:58
2.	Pinterest	5,725	11.74%	1.54	00:01:15
3.	Twitter	2,119	4.34%	1.46	00:01:11
4.	TripsAdvisor	2,090	4.29%	1.98	00:02:01
5.	Instagram	1,292	2.53%	1.77	00:01:19

1 - 18 / 18 < >

HILTON HEAD ISLAND PROPER

PAGE PERFORMANCE

- Other than the homepage, the offers page is the most popular page for users to visit. After the offers page, see & do page also attracts engagement from our audience.

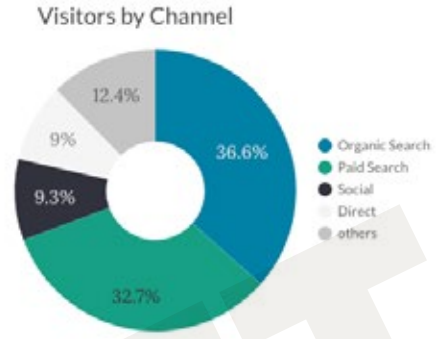
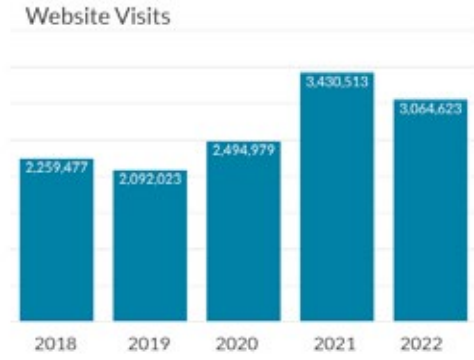
Top Pages

	Page	Pageviews	% of Total Pageviews	Avg. Time on Page	Bounce Rate
1.	/	823,450	14.01%	00:01:36	53.68%
2.	/offers/hilton-head-island-escapes	561,126	9.55%	00:04:37	65.64%
3.	/see-do	418,134	7.12%	00:01:28	24.13%
4.	/stay/hotels-inns-resorts	167,689	2.85%	00:05:14	22.6%
5.	/events	143,750	2.45%	00:01:35	40.07%
6.	/stay	130,588	2.22%	00:00:40	15.42%
7.	/stay/vacation-homes-villas	128,532	2.19%	00:04:48	28.96%
8.	/offers	112,338	1.92%	00:00:57	46.46%
9.	/see-do/beaches	107,780	1.83%	00:02:37	40.64%
10.	/food-drink/restaurants	92,067	1.57%	00:04:16	20.39%

HILTON HEAD ISLAND PROPER

TOTAL WEBSITE VISITATION

- In 2022, there were 3.06M visits to the hiltonheadisland.org website. Search traffic (organic and paid) contributed the majority of traffic to the website (69.3%). Traffic to the website decreased by -10.67% vs. PY.
- 67.98% of users navigated to the site from a mobile device, followed by 26.67% on a desktop and 5.36% from a tablet.



DRAFT

**2022 PUBLIC RELATIONS
YEAR IN REVIEW:**

WEBER SHANDWICK

DRAFT



HILTON HEAD ISLAND 2022 COVERAGE HIGHLIGHTS


COVERAGE HIGHLIGHTS

COSMOPOLITAN
The 13 Best Places to Go on Your Honeymoon in the Good Ol' U.S.A.
 3. Hilton Head, South Carolina

Hilton Head both fits the bill as well as you might not on the island—like people are kind, the views are both like a friendly hug, and the Spanish moss hanging from every tree looks so lovely. It's perfect for couples who just want to "chill" after months of wedding planning. As a bonus, Hilton Head is also one of the most beautiful beaches in the state, so you can enjoy the challenge of searching for a day trip, or just sit on the beach for a change of scenery. Look to see where Austin and Haley Taylor got married in February 2022.



HGTV 19 Black History Month Destinations You Should Visit



BRIDES
 How to Get a Marriage License in South Carolina


MEET THE EXPERT
 Kim Nelson is the sales manager and wedding concierge at Hilton Head Island Visitor & Convention Bureau. She has assisted hundreds of couples planning to wed at Hilton Head Island.

All counties in South Carolina require a waiting period of a minimum of 24 hours between the application and acceptance of a marriage license—but times do vary by county. It's best to err on the side of caution and get your application in at least a few business days in advance. "People are often surprised that there's a waiting period," says Nelson.

Reviewed

10 STATESIDE HONEYMOON DESTINATIONS TO DISCOVER
 Plenty of romance and wonder in our own backyard.

5. Get to know Lowcountry life at the Montage Palmetto Bluff



Forbes

Where To Go For The Best Dining And Drinking On Hilton Head Island



The ample activities (golf, tennis, biking and of course beach time), at one's disposal on South Carolina's Hilton Head Island tend to outshine the culinary offerings. But these days, any visitor would be remiss in overlooking the food and drink opportunities—whether you check out the new distillery crafting bourbon with a local rice or a family-run restaurant harvesting their own oysters and soft shell crab —eating and drinking are the new team sport in Hilton Head.



MATADOR
network

Where To Find the Briniest Oysters and Most Succulent Crab on Hilton Head Island



One visit to Hilton Head Island and it's clear why the area is so famous for its seafood — especially when it comes to oysters and crab.

Nearly every aspect of life on Hilton Head Island is influenced by a series of waterways. The island is shaped like a shoe: Broad Creek cuts through the middle; near the ankle, Skull Creek separates Hilton Head from Pinckney Island; closer to the heel, you'll find the waves of the Atlantic Ocean lapping against the shore; and near the toes you'll find the island's iconic Lighthouse and the Calibogae Sound.

Fatherly

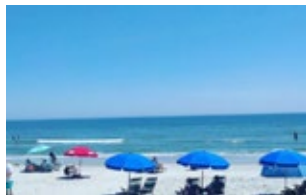
The Non-Alcoholic Spirit Boom Is Here. These 7 Bottles Are Worth a Try



BLACK HISTORY MONTH: GET TO KNOW THE GULLAH PEOPLE, ONE OF THE MOST CULTURALLY DISTINCTIVE AFRICAN-AMERICAN COMMUNITIES IN THE U.S.



America's Most Family-Friendly Vacation Destinations



TRAVEL+ LEISURE

10 Best Mother-daughter Trip Ideas – From Road Trips to Wine Tasting

Head to the shore.

Celebrate summer with a fun-filled mother-daughter beach getaway. Whether you prefer to lay out in the sun, take a dip in the ocean, or try your hand at surfing, the activity options are endless. Just don't forget to bring your swimsuit, some sunscreen, and a sense of fun and adventure. As for where to go, Cape Cod, Hilton Head, and the Florida Keys are all solid picks.

COVERAGE HIGHLIGHTS

POPULAR SCIENCE Safely share the beach with endangered sea turtles this summer



Association CONVENTIONS & FACILITIES

THE LOGISTICS of CITY-WIDES
Making Meetings for Large-Scale Events





Business Traveler

Forward Movement

Bright Ideas

HILTON HEAD

REAL SIMPLE

A Summer of Delights

SEASIDE BREAKFAST BACKWARDS: KALE INFUSION & FUN FAMILY GETAWAYS

HILTON HEAD, SOUTH CAROLINA




COVERAGE HIGHLIGHTS

TRAVEL PULSE The Travel Industry's Impact on the Earth




Parade Destinations That Are a Coastal Grandmother's Dream!

Hilton Head Island



USA TODAY

4 beach towns to hit this fall once the crowds are gone: Carolinas, California, Oregon



House Beautiful

The 30 Most Magical Island Getaways in the United States

Hilton Head, Island



MidwestLiving

Incredible Beyond-the-Midwest Beach Vacations to Book Now

If You're Taking the Kids: Visit Hilton Head, South Carolina

This island has all the kids' essentials (ringgit, arcade, bowling, greasy pizza joints), plus a healthy mix of entertainment and cuisine for adults.

MEN'S JOURNAL

Winter Golf: The 10 Best Courses for an Off-Season Escape

4. Harbour Town Golf Links at The Sea Pines Resort, Hilton Head Island, South Carolina

You won't get over warm temperatures in coastal Carolina during the winter, but let's be honest, when it's snowing back home, few will feel like the fourth of July. Long a favorite for elite amateurs and their families, Harbour Town Golf Links uses Southern charm in the heart of South Carolina's swampland, palmetto marshes, seasonal lagoons, live oak trees, Spanish moss, and a stately lighthouse (see our guide to the lighthouse) to celebrate the 18th green's Colonial South heritage. Although short in distance, Harbour Town is target golf and it's a shrewd decision. It rewards precision and imagination over Byron DeChambeau's iron muscle.

redbook

9 Bike-Friendly Cities To Visit This Summer (And Save Your Gas Money)

Hilton Head, South Carolina



Forbes

The Best Places To Stay On Hilton Head Island

Vacationing on the island of Hilton Head, known for white sand beaches and warm waters teeming with dolphins, evokes a sense of nostalgia even for first-time visitors. The South Carolina island's Lowcountry marshes, majestic live oaks dripping in Spanish moss and famed red and white striped lighthouse recall a bygone era. The southern paradise also offers a little something for everyone. Golfers can play on one of the island's many manicured courses, while water lovers can go paddle boarding on a lagoon or jet skiing on the ocean.

PureWow

The 12 Most Charming Small Towns in South Carolina

1. Bluffton, South Carolina

• **Nearest city:** 1 hour to Myrtle Beach, SC

Delisted "the last true coastal village of the South," Bluffton is a charming Lowcountry town located between Hilton Head Island and Beaufort so that you get out of a car again only once in a while along the May River. The Old ones, now called Old Town (look for more, right). Beaches with gorgeous waterfalls lookbooks. While not golfers and doctors avoid Bluffton's village spirit that continues to be a dream: Back to the Bay.

BIZBASH

10 Team-Building Activities to Celebrate International Women's Day

Recycle and Restore

Round up the women you're looking to build stronger bonds with in your life and head to Hilton Head, where together, you can give oyster shells a second life with The Outside Foundation, which restores the mud shores of Broad Creek near the island's Shelter Cove Marina. By rehabilitating nature with these used shells, not only will the team provide homes to over 150 species and help naturally filter the waterway's ecosystem, but it will also (hopefully) inspire the group to get creative with their own resources. The team-building activity is free and has no size limits.

Reader's Digest

8 Things You Won't See in Hotels Anymore

No-pet policies

Say so long to policies that restrict pets. "Following a record amount of families adopting a pet last year, hotels are now seeing more and more furry family members checking in," says Adriana Raddler of Sonesta Resort Hilton Head Island, a [dog-friendly hotel](#). "We've also seen local restaurants and bars start offering 'sappy hour' menus, and becoming more open to their untraditional customers. An added plus: Travelers will no longer have to worry about doggy daycare—we have travelers' furry friends covered."

U.S. News & World Report

32 Romantic & Relaxing Babymoon Ideas

Inn & Club at Harbour Town, Hilton Head, South Carolina



**TRAVEL+
LEISURE**

11 Best Places to Travel in February

Here are 11 of the best places to visit in February in the United States and around the world.

Hilton Head, South Carolina



PHOTO: SHAWN HART/GETTY IMAGES

Mostly viewed as a summer destination and golfers' paradise, Hilton Head is mild in winter, an ideal time for being outdoors. There's plenty to do with bike trails, [hiking](#), [Gullah Heritage Tours](#), beach walks, and dining on [oysters](#) and Lowcountry specialties. Make the oceanfront [Beach House Hilton Head Island](#) your home base for exploring. If your New Year's resolutions include a focus on self-care, consider a visit to Hilton Head Health, an all-inclusive health and wellness resort. Daily beach walks, yoga, stress management, and life balance sessions are offered in customized programs. Add spa services, delicious meals, and individualized experiences for a great start to the new year.

tripsavvy

15 Best Islands in the US

11 Hilton Head, South Carolina



PHOTO: SHAWN HART/GETTY IMAGES

Located 45 minutes from Savannah just off the coast of South Carolina, Hilton Head's fan base includes beach lovers lured by the 10 miles of silky sands, golfers seeking its 20-plus courses, and cyclists drawn to its 64 miles of shared-use nature trails and public pathways. Don't leave the island without checking out the white- and red-stripped [Harbour Town Lighthouse](#), whose 112 steps to the top will grant you panoramic Lowcountry views. Afterward, play a towel down on bustling Coligny Beach, or experience Southern hospitality while foraging at a seafood restaurant, of which there's no shortage.



3RD HOUR REMOTE BROADCAST / MAY 2022



Following sips provided by Burnt Church Distillery and receiving individually signed Stan Smith sneakers, the anchors awe over being presented the key to the Island – the first time in history!



Introduced Americans to a taste of the Lowcountry flavor – from One Hot Mama's authentic BBQ to the Island's iconic sea fare by Hudson's on the Docks and BJ Dennis' tasty Gullah dishes.



Featured Hilton Head Island's sea turtle conservation efforts and sustainability efforts.



Showcased the crew having a blast exploring the calm waters of Hilton Head Island while trying to find their catch of the day.

2022 RESULTS

**Results represent 2022 calendar year mentions*

PRINT/ONLINE
2,158 MENTIONS
10,863,460,863 IMPRESSIONS
\$4,175,026.34 AD VALUE

BROADCAST
641 MENTIONS
256,293,968 IMPRESSIONS
\$16,944,020.00 AD VALUE

TOTAL
2,799 MENTIONS
11,119,754,831 IMPRESSIONS
\$21,119,046.34 AD VALUE

7





HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

A wide-angle photograph of a beach at sunset. The sky is filled with soft, golden light and scattered clouds. The ocean waves are gentle, and the wet sand reflects the sky and water. A lone figure is visible in the distance on the beach.

HILTON HEAD ISLAND 2022 COVERAGE HIGHLIGHTS

DRAFT



HILTON HEAD ISLAND
SOUTH CAROLINA

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

RESOLUTION NO. _____

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING THE 2023-2024 DESTINATION MARKETING ORGANIZATION MARKETING PLAN AND BUDGET.

WHEREAS, pursuant to South Carolina Code, the funds received by a municipality or a county in county areas collecting more than fifty thousand dollars from the local accommodations tax provided in Section 12-36-2630(3) must be allocated in the following manner: 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; and

WHEREAS, 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 (Section 6-4-10-(3)); and

WHEREAS, the Town appoints an Accommodations Tax Advisory Committee to advise and recommend to the Town Council of Hilton Head Island on the expenditure of revenue generated from State Accommodations Tax as required by Article 6, S.C. Code, Title 12, Chapter 35, known as the Accommodation Tax Act (hereafter referred to as “The Act”); and

WHEREAS, On April 6, 2023, the Town of Hilton Head Island Accommodations Tax Advisory Committee reviewed the 2023-2024 Destination Marketing Organization Marketing Plan and Budget; and

WHEREAS, Town Council now desires to approve the 2023-2024 Destination Marketing Organization Marketing Plan and Budget as presented by the Accommodations Tax Advisory Committee.

NOW, THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT the Town Council hereby approves the 2023-2024 Destination Marketing Organization Marketing Plan and Budget as presented by the Accommodations Tax Advisory Committee.

MOVED, APPROVED, AND ADOPTED THIS ____ DAY OF _____, _____, 2023.

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

Alan R. Perry, Mayor

ATTEST:

Cindaia L. Ervin, Assistant Town Clerk

APPROVED AS TO FORM:

Curtis Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND

Finance & Administrative Committee

TO: Finance and Administrative Committee
FROM: Joshua Gruber, Deputy Town Manager
CC: Marc Orlando, Town Manager
DATE: April 11, 2023
SUBJECT: Consideration of Proposed Ordinance 2023-11 Amending Section 4-10-100 (Management and Use of Local Accommodation Taxes) of the Town of Hilton Head Island Code of Ordinances Pertaining to the Event Management and Hospitality Training Program Fund

RECOMMENDATION:

The Finance and Administrative Committee should review the proposed Ordinance, make any proposed modifications that it believes appropriate, and then forward a recommendation to the Town Council to adopt the preferred amendments.

BACKGROUND:

The Finance and Administrative Committee met with all of the entities requesting funding as an affiliated agency of the Town for the proposed FY2024 budget. During these discussions, the Committee asked that staff prepare a draft Ordinance to the current Town code which would eliminate the language that mandatorily required the Town to contribute a fixed amount of its local accommodations tax collections for special event management and hospitality training purposes. It further requested that this language be replaced with an instruction that future funding for these purposes should be based upon the budget submission and consideration process that is employed for all of the Town's affiliated agencies. As a result, any future funding would be determined as a part of the Town's annual budget adoption process.

A draft Ordinance as requested by the Finance and Administrative Committee is attached to this Memorandum for review and consideration.

SUMMARY:

The Finance and Administrative Committee requested that staff prepare a draft Ordinance amending existing language within the Town Code. If adopted, future funding for special event management and hospitality training will be determined based upon a proposed budget submitted annually for consideration as part of the Town's budget adoption process.

ATTACHMENTS:

1. Proposed Ordinance 2023-11

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2023-

PROPOSED ORDINANCE NO. 2023-11

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND SECTION 4-10-100 (*MANAGEMENT AND USE OF LOCAL ACCOMMODATIONS TAX*) OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA.

WHEREAS, the Town of Hilton Head Island collects a one-percent (1%) local accommodations tax on the gross proceeds derived from the rental of any rooms (excluding meeting rooms), campground spaces, recreational vehicle spaces, lodging or sleeping accommodations furnished to transients by any hotel, inn, condominium, motel, "bed and breakfast," residence or any other place in which rooms, lodging or sleeping accommodations are furnished to transients for a period of less than ninety (90) days within the town; and

WHEREAS, the funds collected under this tax are used to support tourism-related buildings; cultural, recreational, or historic facilities; beach access and renourishment; highways, roads, streets, and bridges providing access to tourist destinations; advertisements and promotions related to tourism development; water and sewer infrastructure to serve tourism-related demand; and, the operation and maintenance of those items previously enumerated, as well as police, fire protection, emergency medical services, and emergency-preparedness operations directly attendant to those facilities; and

WHEREAS, the Town has also used its local accommodations tax to support special event production, volunteerism, and hospitality training programs; and

WHEREAS, rather than setting aside a fixed amount of funding for these purposes that is subject to change in manner that may be unrelated to the actual funding needs of the program, the Town Council desires to establish future funding for these purposes pursuant to a duly submitted and adopted budget; and

WHEREAS, the Town Council now desires to amend Section 4-10-1000 related to the management and use of local accommodation taxes to set forth the process by which qualifying organizations may request and be awarded funding as part of the Town's annual budget adoption process, and

WHEREAS, the Town Council has the authority to amend its Code of Ordinances when deemed to be in the best interest of the citizens of the Town, and now desires to do act with respect to the subjects referenced above by enacting the amendments set forth below.

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

Section 1. Amendment. Section 4-10-100 of the Municipal Code of the Town of Hilton Head Island related to the management and use of local accommodations taxes is here by amended as set forth in

Exhibit A to this Ordinance. Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

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

THIS ORDINANCE SHALL BE EFFECTIVE IMMEDIATELY UPON FINAL READING. SIGNED, SEALED AND DELIVERED THIS _____ DAY OF _____, 2023.

By: _____
Alan R. Perry, Mayor

ATTEST:

By: _____
Cindaia Ervin, Assistant Town Clerk

First Reading: _____, 2023

Second Reading: _____, 2023

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

EXHIBIT A

Sec. 4-10-100. - Management and use of local accommodations tax.

Event management and hospitality training program fund. ~~The town shall set aside five (5) percent of this local accommodations tax for special events production and volunteerism and hospitality training. The town shall select one (1) organization to manage and direct such fund expenditures. To be eligible for selection the organization must be local, organized as a nonprofit (501c), and be mission driven to promote tourism development. The organization must employ a full time executive director and provide an annual audited financial report in accordance with generally accepted accounting principles. The organization must not otherwise be designated as the official tourism agency by the town or any other governmental agency. The organization is required to submit an annual budget to the town prior to April 1 of each calendar year for inclusion in the town's proposed annual budget. The town council shall consider the budget and award the organization a reimbursable grant on a June 30 fiscal year basis.~~

The Town may award funding from its local accommodations tax for special event production, volunteerism, and hospitality training. The Town may select one (1) or more organizations to manage and direct such fund expenditures. To be eligible for selection, an organization must be located on Hilton Head Island, organized as a nonprofit (501(c)), and be mission driven to promote tourism development. The organization must employ a full-time executive director and provide an annual audited financial report in accordance with generally accepted accounting principles. The organization must not otherwise be designated as the official tourism agency by the town or any other governmental agency. Any organization requesting funding under this section shall be required to submit a proposed budget to the town no later than February 1 of each calendar year or at such other times as the town may solicit proposed budget requests from other similar affiliated agencies. Any award of funding authorized by the town council shall be considered as a reimbursable grant on a June 30 fiscal year basis.