



# TOWN OF HILTON HEAD ISLAND

## SHORT-TERM RENTAL INITIATIVE

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### Focus Group: Sea Pines Resort

12-15-2021

In-Person

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**Facilitators:** Anne Cyran; Teri Lewis

**Attendees:** Steve Birdwell, President  
John Munro, Director of Hospitality, Sales & Marketing  
Cliff McMackin, Director of Resort Development

### Notes

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#### Sea Pines and STRs

- STRs have been in Sea Pines since its inception.
- STRs are the Resort's core business and their largest business.
- STRs are a \$30M business for the resort.
- 95% of visitors to Sea Pines stay in STRs.
- The Resort manages approximately 400 STR properties.
- STRs in Sea Pines are very competitive – there are approximately 40 rental companies in addition to the online platforms that rent STR units.
- There has been a previous ruling that STRs are allowed in Sea Pines, but the entire house has to be rented.
- Complaints related to STRs in Sea Pines are immediately addressed by either the Property Management Company or Sea Pines Security.
- A minimum stay of four nights is required.
- The Resort scrapes their Comp Sets but does not contract with a STR data collection company.

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Notes from Participant Comments

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## Concerns

- Their sister property in Kiawah has expressed concerns that the Kiawah STR ordinance is overly regulated and caps the number of STR rentals by street.
- Do not want to see a cap or too much specificity.
- Do not want individual guests to have to register with the Town to rent an STR unit.

## General support for:

- An ordinance similar to Bluffton's STR ordinance.
- Minimum number of nights of stay.
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## Questions/Follow Up

- How many people are opposed to STRs? How many complaints have been filed?
- How many residential structures are on HHI? How many of those are STRs?
- How many STRs include timeshares?
- Need legal review: Will restrictions on residential property stand up in court?
- Need to research: There is a bill starting in the General Assembly that will prohibit local governments from regulating STRs.