



Town of Hilton Head Island  
**ACCOMMODATIONS TAX  
ADVISORY COMMITTEE**  
Thursday, April 6, 2023, 9:00 AM  
**AGENDA**

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The Accommodations Tax Advisory Committee meeting will be held in-person at Town Hall in the Benjamin M. Racusin Council Chambers.

- 1. Call to Order**
- 2. FOIA Compliance:** Public notification of this workshop 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. Swearing in of a New Member**
  - a. Cecil Eck- *John Troyer, Director of Finance*
- 5. Approval of the Minutes**
  - a. Regular Meeting – November 3, 2022
- 6. Appearance by Citizens:** Citizens who wish to address the Committee on the matters being discussed during the meeting may do so by contacting the Committee Secretary at 843.341.4646 no later than 4:30 p.m. Wednesday, April 5, 2023. Written comments concerning items on the agenda may be submitted at the [Open Town Hall Portal](#).
- 7. New Business**
  - a. Hearing Regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau's proposed 2023-2024 Marketing Plan and Budget of Expenditures of the 30% Allocation of State Accommodations Tax Funds for the Advertising and Promotion of Tourism.
  - b. Discussion Regarding Potential Amendments to the Accommodations Tax Grant Application for 2024
- 8. Adjournment**

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



Town of Hilton Head Island  
**Accommodations Tax Advisory Committee**  
Thursday, November 3, 2022, at 9:00 a.m.  
**MEETING MINUTES**

**Present from the Committee:** Jim Fluker, *Chairman*; Richard Thomas, *Vice-Chairman*; Stephen Arnold, James Berghausen, Julie Martin, John Farrell, and Margaret Johnson

**Absent from the Committee:** None

**Present from Town Council:** David Ames

**Present from Town Staff:** John Troyer, *Director of Finance*; and Cindaia Ervin, *Finance Assistant*

**Present from the Media:** None

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**1. Call to Order**

The meeting was called to order at 9:05 a.m.

**2. FOIA Compliance**

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Roll Call-** See as noted above.

**4. Approval of the Agenda**

- a. Chairman Fluker asked for a motion to approve the agenda. Mrs. Johnson moved to approve the agenda as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

**5. Approval of Minutes**

- a. Accommodations Tax Advisory Committee Meeting, October 6, 2022

Chairman Fluker asked for a motion to approve the meeting minutes from October 6, 2022. Mrs. Johnson moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

- b. Accommodations Tax Advisory Committee Meeting, October 13, 2022

Chairman Fluker asked for a motion to approve the meeting minutes from October 13, 2022. Mrs. Johnson moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

- c. Accommodations Tax Advisory Committee Meeting, October 20, 2022

Chairman Fluker asked for a motion to approve the meeting minutes from October 20, 2022. Mrs. Johnson moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

**6. Appearance by Citizens**

Cindaia Ervin, Committee Secretary, stated that comments concerning agenda items were to be submitted electronically via the Town’s Open Town Hall portal. The public comment period closed the day prior to the meeting at 4:30 p.m. At the conclusion of the Open Town Hall, there was no public comment and no citizens signed up to speak.

**7. Unfinished Business - None**

**8. New Business**

- a. Review & Recommendation for the 2023 Accommodations Tax Grants.

John Troyer, Director of Finance, discussed with the Committee that they would be able to fully fund all applicants if they qualify and meet the requirements for full funding today. Mr. Troyer reminded the Committee that funding information from the State is received by the end of October for the Committees November awarding meeting. Mr. Fluker, Chairman, spoke with the Committee regarding the process of funding for organizations that applied for funding and how best to navigate the list for awarding the grants.

A spreadsheet was displayed listing all applicants along with the amount each applicant requested. Committee members discussed each individual application and ultimately, the Accommodations Tax Advisory Committee decided upon the following recommendations:

<b>Town of Hilton Head Island</b>			
<b>Accommodations Tax Grants 2023 Requests and Recommendations</b>			
	<b>2023 GRANTS</b>		
	<b>2023 Applicant Request</b>	<b>ATAC Recommendation</b>	<b>Town Council Award</b>
Art League of Hilton Head	75,000	75,000	
Arts Center of Coastal Carolina	420,000	420,000	
David M. Carmines Memorial Foundation	181,000	181,000	
Gullah Museum of Hilton Head Island	150,000	139,700	
Harbour Town Merchants Association	29,000	29,000	
HHI Audubon Society	17,588	17,588	
HHI Choral Society	40,000	10,000	
HHI Concours d'Elegance	385,000	385,000	
HHI Dance Theater	20,000	20,000	
Hilton Head Island Airport	155,000	155,000	
Hilton Head Island Bridge Association	15,000	15,000	

HHI Rec Assoc.	60,000	60,000	
HHI St. Patrick's Day Parade	86,000	71,704	
HHI Wine & Food, Inc (Rhythm and Brews)	25,000	25,000	
HHI Wine and Food Fest)	130,000	130,000	
HHI Symphony Orchestra	300,000	300,000	
Lean Ensemble Theatre	50,000	50,000	
Lowcountry Golf Course Owners Assoc.	50,000	50,000	
Long Cove Club	54,259	51,442	
Lowcountry Gullah	100,000	95,889	
Mitchelville Preservation Project	185,000	185,000	
Native Island Business & Community	235,000	235,000	
Sea Turtle Patrol HHI	64,500	64,500	
Shelter Cove Harbour Company	195,000	195,000	
TEDx Hilton Head	25,000	25,000	
The Boys & Girls Club of Hilton Head	35,000	35,000	
The Coastal Discovery Museum	325,000	325,000	
Coastal Disc. Museum(Honey Horn)	695,350	695,350	
The First Tee of the Lowcountry	40,000	40,000	
The Heritage Library	118,000	118,000	
The Outside Foundation	60,000	59,480	
The Sandbox	59,895	59,895	
World Affairs Council of HHI	10,000	5,000	
<b>Subtotal</b>	<b>4,390,592</b>	<b>4,323,548</b>	<b>\$ -</b>
DMO Supplemental Grant	710,000	710,000	
<b>Total Grants</b>	<b>5,100,592</b>	<b>5,033,548</b>	<b>-</b>

Mr. Thomas made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized in the table above). Ms. Martin seconded the motion. All Committee members voted unanimously to approve with the final vote of 6-0-1, (except for individual line items where individual committee members recused themselves-details listed at end of minutes and Mr. Arnold abstaining due him running for a local Town Council seat and potentially having to vote on those applicants at a future meeting as a Town Council Member).

During the presentation of the Lowcountry Golf Course Owners Association and First Tee of the Lowcountry, Mr. Farrell disclosed a potential conflict of interest and did not participate. The required disclosure forms are on file.

**9. Chairmans’s Report**

Mr. Fluker thanked all applicants who applied for 2023 grant funding. They also thanked their fellow Committee Members for having done a great job during the deliberation and putting the organizations first. All are looking forward to the coming Accommodations Tax Grant season. He also reminded the applicants that due to a new Town Council being elected, Town Staff has decided to defer final awarding of funding until January 2023. When a date is made available, they all will be informed.

**10. Adjournment**

At 11:41 a.m. Mr. Fluker adjourned the meeting.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** \_\_\_\_\_



# TOWN OF HILTON HEAD ISLAND

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## *Staff Report Memo*

**TO:** Accommodations Tax Advisory Committee  
**FROM:** John M. Troyer, Director of Finance  
**VIA:** Marc Orlando, Town Manager  
**CC:** Josh Gruber, Deputy Town Manager  
**CC:** Town Council  
**DATE:** March 30, 2023  
**SUBJECT:** Hearing Regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau's proposed 2023-2024 Marketing Plan & Budget of Expenditures of the 30% Allocation of State Accommodations Tax Funds for the Advertising and Promotion of Tourism

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### **RECOMMENDATION:**

Staff recommends the Accommodations Advisory Committee review for recommendation the Fiscal Year 2022-2023 VCB Marketing Plan and Budget. Once recommended, it will then be forwarded to the Finance & Administrative Committee for review and discussion and then to Town Council for final review and approval.

### **BACKGROUND:**

On April 6, 2023, the VCB will present in detail to ATAC its proposed budget and marketing plan for 2023-2024. The plan is presented in a format as previously recommended by ATAC and Town Council. The budget breaks down expected revenues and expenses in rows by functional categories and in columns by the major funding sources with the Town of Hilton Head Island on page 32 with a budget of \$3,800,000.

### **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.

### **ATTACHMENTS:**

1. 2023-2024 Hilton Head Island Destination 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.**



# TABLE OF CONTENTS

## **EXECUTIVE SUMMARY**

A Look Back	9
A Look Ahead	9
It Starts With A Visit	12
Defining Our Community Cornerstone	14
Destination Strategies	16
Strategies	18
Budget	32
Demographics and Personas	34
Marketing Plan strategies & Tactical Details	36
Nurturing Nature	42
Destination Public Relations	46
Meetings & Group Sales	50
International Marketing	54
Collateral and Fulfillment	55
Appendix	56
Demographics	58
2022 Community Sentiment Survey: Executive Summary	74
2022 Tourism Economic Impact Report	96
2022 Visitor Profile Study Executive Summary	104
2022 Digital and Social Media Marketing Recap	113
2022 Public Relations Recap	118



## 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

## EXECUTIVE COMMITTEE

### CHAIR

**Susana Cook**  
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  
Lowcountry

### VICE CHAIR, FINANCE

**Ray Warco**  
Center for Strategic Planning -  
USCB

### VICE CHAIR, PUBLIC POLICY

**Ahmad Ward**  
Historic Mitchelville Freedom Park

### VICE CHAIR, MEMBERSHIP

**Andrew Carmines**  
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

## BOARD OF DIRECTORS

**Jean Beck, RCE**  
Hilton Head Area REALTORS®

**Steve Birdwell**  
The Sea Pines Resort

**Joel Braun**  
Hargray

**Lola Campbell**  
Binya Boutique, LLC.

**Chris Corkern**  
Prudential Services

**Berl Davis**  
Palmetto Electric  
Cooperative

**Greg Kelly**  
Savannah/Hilton Head  
International Airport

**Diana McDougall**  
Coastal States Bank

**Walter Nester**  
Burr & Forman

**Dr. Al Panu**  
University of South Carolina,  
Beaufort

**Grace Stepp**  
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.**

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

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

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

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

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

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## 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, &amp; 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 &amp; 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 &amp; 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 &amp; hospitality industry recruitment video.</p>

## TIMING



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

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

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

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

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

# STRATEGY 1

## COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

### DIVERSIFY THE VISITOR & LOCAL EXPERIENCE YEAR-ROUND

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

INITIATIVES	TACTICS
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.	Onsite QR code or App mapping technology designed to lead visitors deeper into the destination and to help them discover new-to-them experiences. Influencer partnerships designed to showcase itineraries based on visitor interest. Work with partners to make these experiences plannable, bookable, and part of a cohesive itinerary. Immersive itineraries distributed through personalized media and technology platforms.
Develop 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.	Develop mapped itineraries that can be filtered by interest/topic. Sister partnerships/exchanges and sharing of ideas to create a FIC product. Continue to bring forward Gullah cuisine and highlight locations, chefs and dishes that represent the rich history of our area/region.
Enhance and support the historic and cultural locations on the island-programming and promotion.	Continued partnership with Historic Mitchelville Freedom Park through paid media, creative campaign strategy, and marketing roadmap. Continue to develop art, culture and history tour programming with interactive interpretive panels that can be used to build awareness for the artist, their products and the importance of their role in enhancing the culture of the destination. Continue the promotion of performing arts and cultural programming.
Diversify the visitor by sharing different perspectives and representation across marketing touchpoints.	Increase diversified representation in marketing materials through a new photoshoot showcasing diverse talent. Amplify local voices who can tell potential visitors about our culture and unique experiences in authentic ways through digital videos, email newsletters, and blogs. Work with content creators and influencers who provide unique and diverse perspectives on travel.

## TIMING



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

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

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

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

# STRATEGY 1

## COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

### MODERNIZE MEETING & EVENT CAPABILITIES FOR THE FUTURE

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

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

## TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Chamber		•		Schedule time with the Town Staff/ Lead POC to walk through the Parks & Rec Plan.
Chamber/Town			•	Scope of work established that includes timing, assets and budget.

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

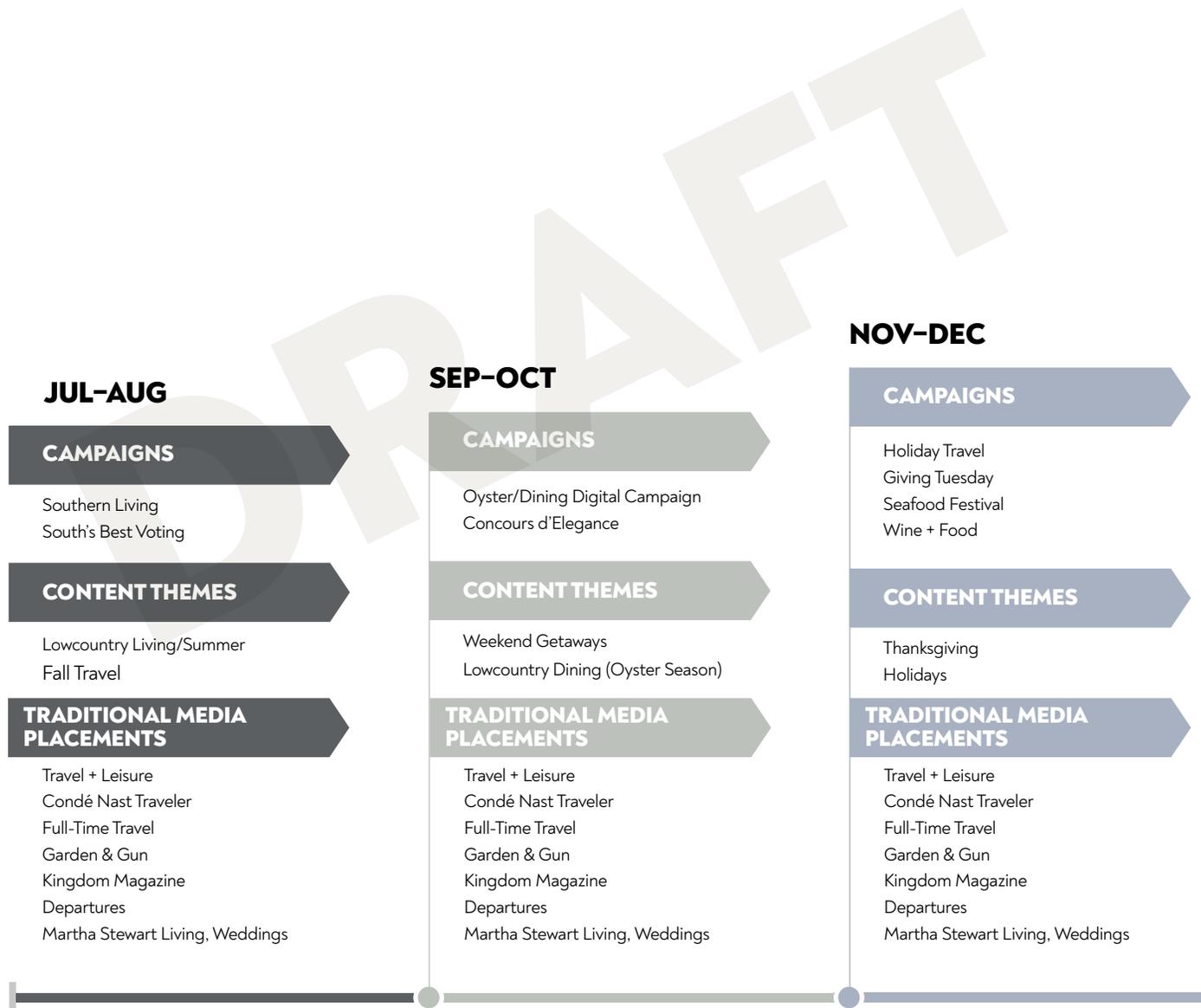
Email list growth of 143,826 (8.9%)  
Time spent on blog 3:04 (flat)  
Social referrals 345,816 (+12.4%)  
Bounce rate 46% (-8.8)  
Time on site 1:50 (+2.1%)  
Pages per visit 1.8 (+2.2%)  
Chatbot engagements 2,685 (+60.3%)

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.



## 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	SCPRT	Town of	Beaufort Co.
	TOTALS	DMO	Private Sector	Dest. Specific	Bluffton DMO	Membership DMO
<b>Revenues</b>						
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			
SCPRT Destination Specific	825,000			825,000		
SCPRT 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
<b>Total Revenues</b>	<b>9,135,000</b>	<b>4,150,000</b>	<b>500,000</b>	<b>825,000</b>	<b>2,925,000</b>	<b>385,000</b>
Membership Revenue						1,800,000
<b>Total Revenues with Membership</b>	<b>10,935,000</b>					
<b>Expenses</b>						
<b>Media Buys - Leisure</b>	<b>1,000,000</b>	<b>752,404</b>	<b>61,869</b>	<b>185,728</b>		
<b>Social Media</b>						
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		
<b>Sub-total</b>	<b>250,000</b>	<b>188,101</b>	<b>15,467</b>	<b>46,432</b>		
<b>Digital Marketing</b>						
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		
<b>Sub-total</b>	<b>672,801</b>	<b>506,218</b>	<b>41,625</b>	<b>124,958</b>		
<b>Destination PR</b>						
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		
<b>Sub-total</b>	<b>393,300</b>	<b>295,920</b>	<b>24,333</b>	<b>73,047</b>		
<b>Group Sales &amp; Marketing</b>						
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		

SEM	45,000	33,858	2,784	8,358
Social Media	80,000	60,192	4,949	14,858
<b>Sub-total</b>	<b>435,000</b>	<b>327,296</b>	<b>26,913</b>	<b>80,791</b>
<b>International</b>				
Coastal SC USA Coop	45,000	33,858	2,784	8,358
International Promotions	80,000	60,192	4,949	14,858
International Tradeshows	45,000	33,858	2,784	8,358
<b>Sub-total</b>	<b>170,000</b>	<b>127,909</b>	<b>10,518</b>	<b>31,574</b>
<b>Destination Photography &amp; Video</b>				
Insiders/Collateral/Fulfillment	125,000	94,049	7,734	23,216
Vacation Planner	300,000	225,721	18,561	55,718
Fulfillment	130,000	97,813	8,043	24,145
Toll-Free Phone	4,000	3,010	247	743
<b>Sub-total</b>	<b>434,000</b>	<b>326,543</b>	<b>26,851</b>	<b>80,606</b>
<b>Research &amp; Planning</b>				
	206,750	155,560	12,791	38,399

**VCB Sales, Mkt, Services & Ops:**

Personnel	1,242,500	718,200	190,330	98,175	50,575	88,200	97,020
Benefits	177,500	102,600	27,190	14,025	7,225	12,600	13,860
Operations	355,000	205,200	54,380	28,050	14,450	25,200	27,720
<b>Sub-total</b>	<b>1,775,000</b>	<b>1,026,000</b>	<b>271,900</b>	<b>140,250</b>	<b>72,250</b>	<b>126,000</b>	<b>138,600</b>

**HHI Supplemental Grant**

Golf	128,170	128,170					
Meetings & Group	49,295	49,295					
Arts & Culture	49,295	49,295					
Festival and Events	49,295	49,295					
Wellness Tourism	36,972	36,972					
Historical Heritage Tourism	36,973	36,973					
VCB Sales, Mkt, Visitor Services & Operations	0	0					
<b>Sub-total</b>	<b>350,000</b>	<b>350,000</b>					

**SCPRT**

SC PRT - Leisure	1,193,150			1,193,150			
SC PRT - Sports	887,000			887,000			
SC PRT - Meetings & Groups	772,600			772,600			
<b>Sub-total</b>	<b>2,852,750</b>			<b>2,852,750</b>			

**Town of Bluffton DMO**

Promotions	224,000			224,000			
B/C Bluffton & Daufuskie DMO	246,400			246,400			
<b>Sub-total</b>	<b>470,400</b>			<b>470,400</b>			

**TOTAL VCB EXPENSES**

	9,135,000	4,150,000	500,000	825,000	2,925,000	350,000	1,800,000
<b>TOTAL VCB EXPENSES</b>	<b>10,935,000</b>	<b>4,150,000</b>	<b>500,000</b>	<b>825,000</b>	<b>2,925,000</b>	<b>350,000</b>	<b>1,800,000</b>

Difference b/w Revenue & Expense

	0	0	0	0	0	0	0
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**Total Expenses with Membership**

	10,935,000			0	0	0	0
--	------------	--	--	---	---	---	---

**Revenues Minus Expenses:**

	0						
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Revenues & Expenses for HHI-related marketing programs

--	--	--	--	--	--	--	--

Revenues & Expenses for other marketing programs

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# 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.

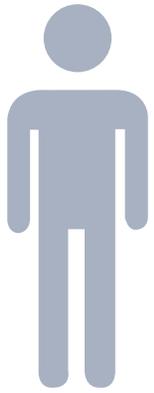
We have identified the following key persona groups as:

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



# OUR TARGET LEISURE TRAVELER

2022 VISITOR PROFILE STUDY

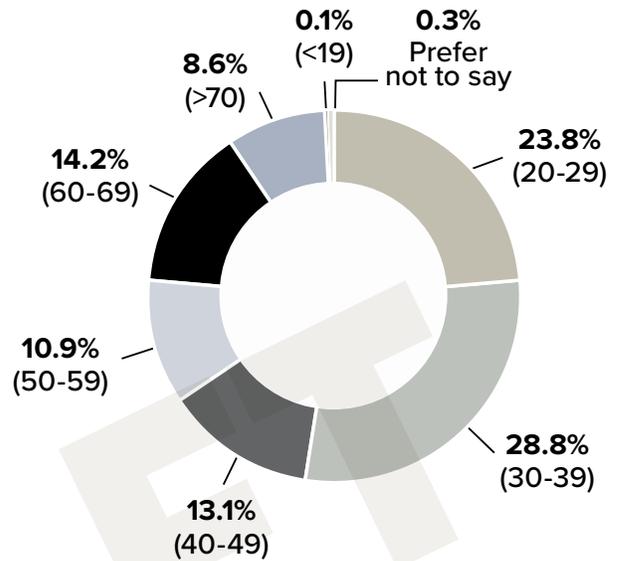


**51.1%  
MALE**



**48.8%  
FEMALE**

## AGE DISTRIBUTION



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



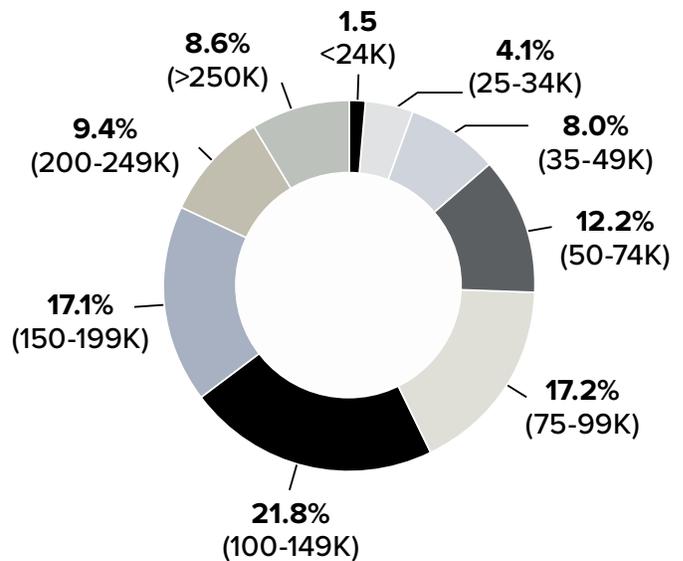
**55.4%**  
Undergraduate  
Degree or Higher



**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:

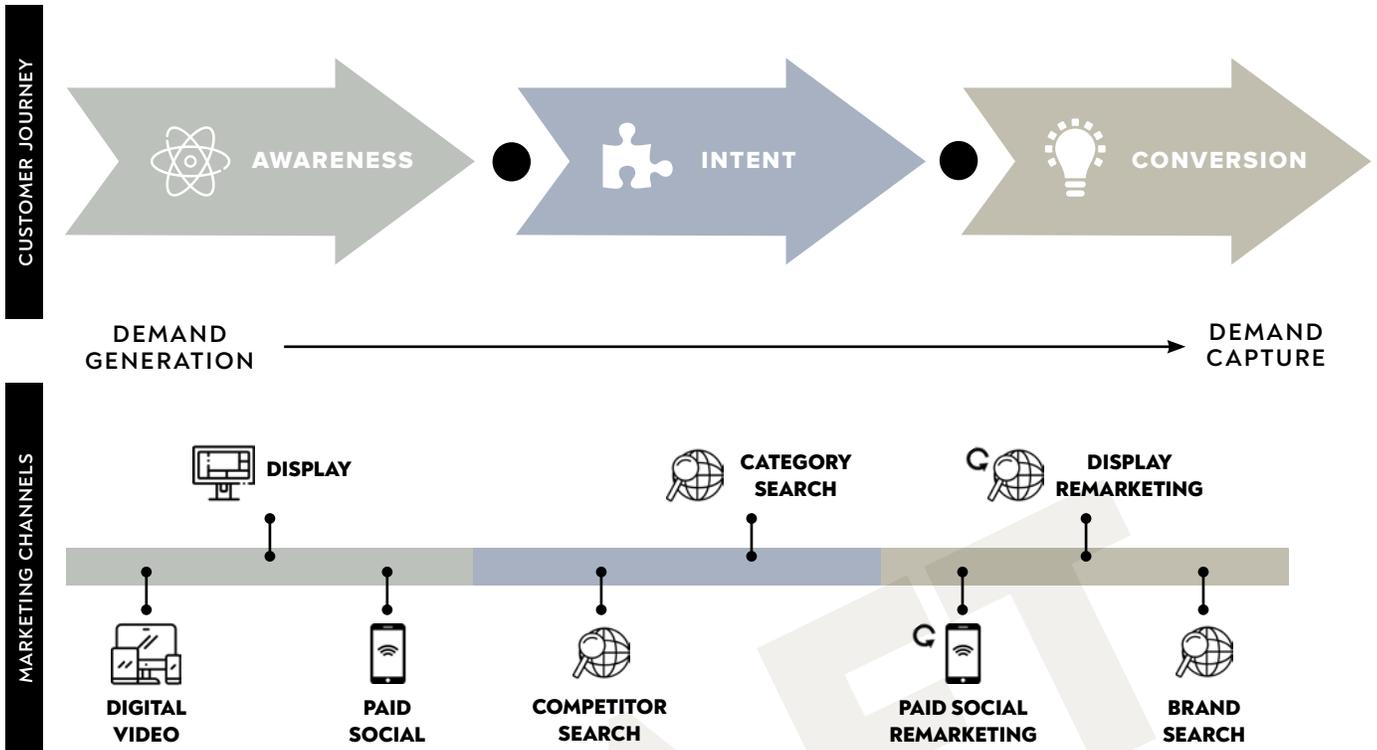
- » Search Engine Marketing (SEM)
- » Organic & Search Engine Optimization (SEO)
- » Digital Video (YouTube, Social)
- » Connected TV and Traditional Broadcast
- » Social Media Advertising
- » Email Marketing and CRM
- » Programmatic Display & Remarketing
- » Audio Advertising on Digital Streaming Platforms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

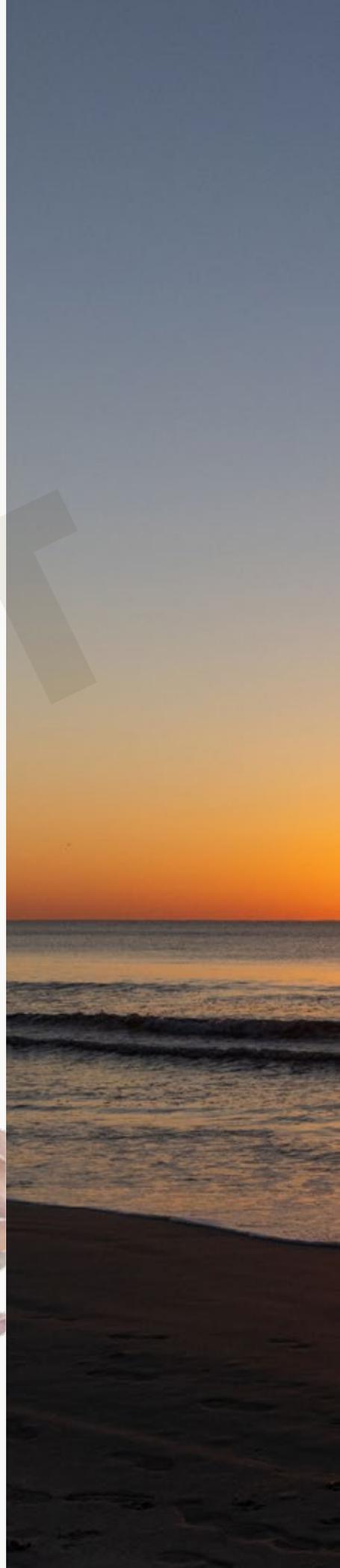
The VCB LinkedIn account is a natural home for all destination accolades, announcements, awards, and news. We will continue to share updates that are relevant to our LinkedIn audience and curate content that encourages meetings and group planners and other industry professionals to engage with us.

 **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

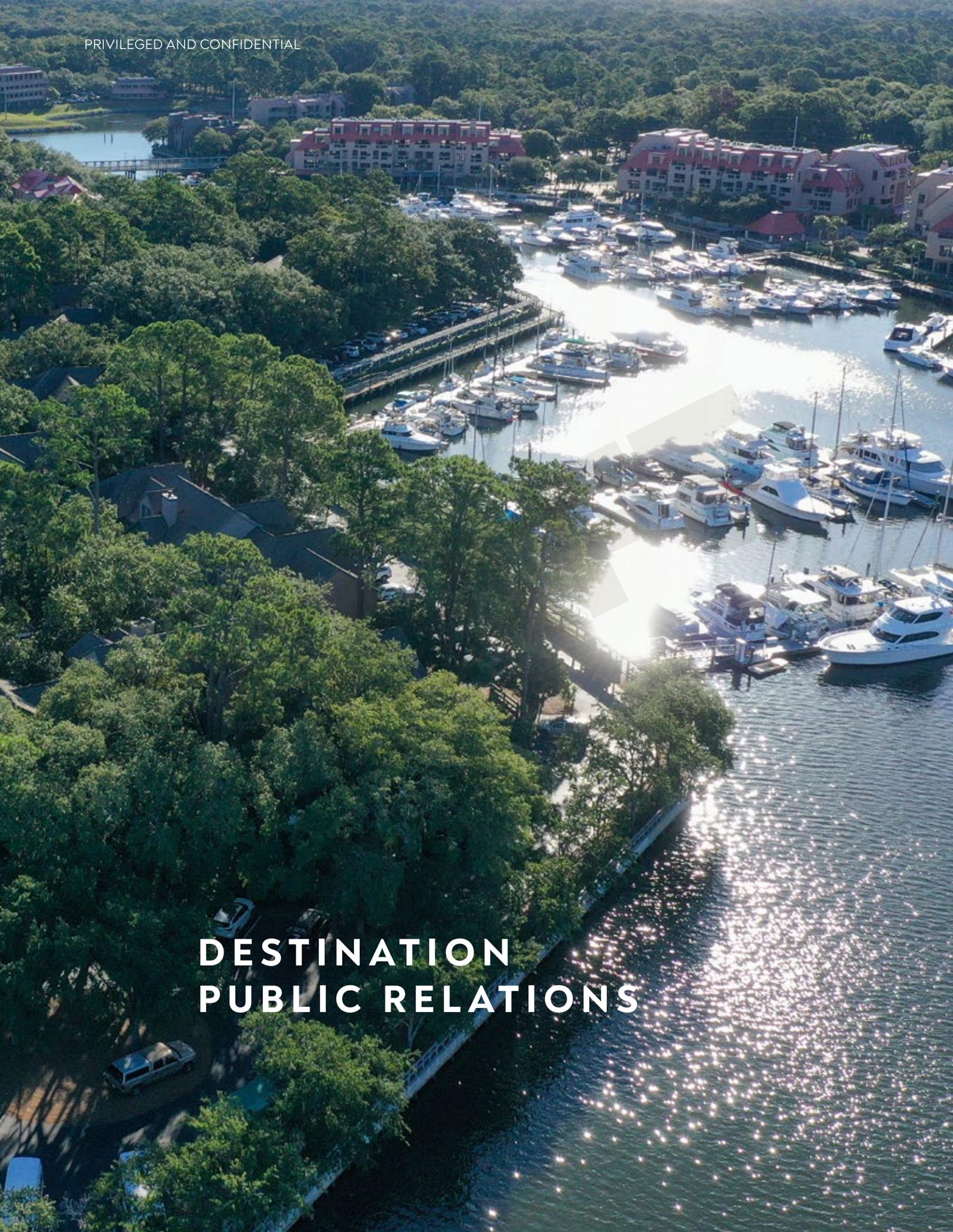
#### BY THE NUMBERS

**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**

<b>YEAR</b>	<b>LEADS RECEIVED</b>
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



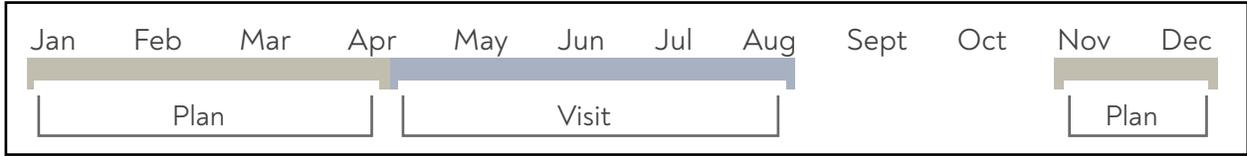




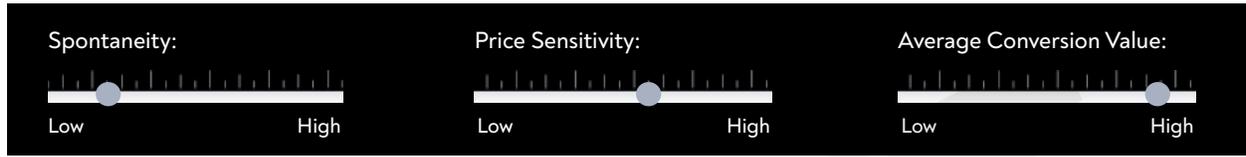
**FAMILY**

## 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

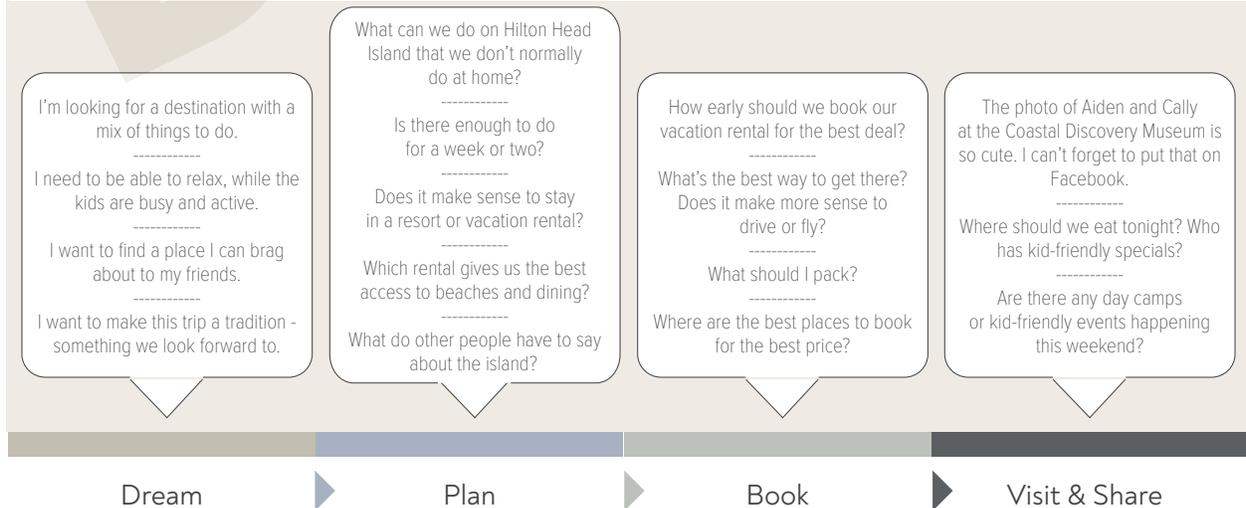
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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

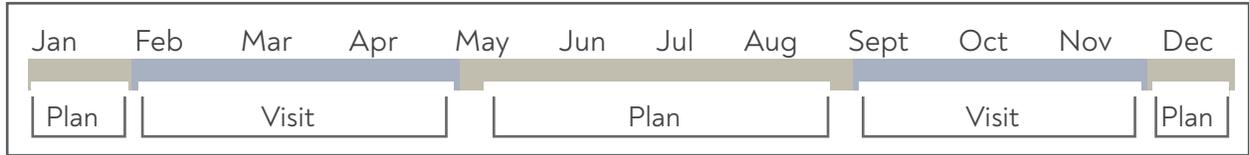




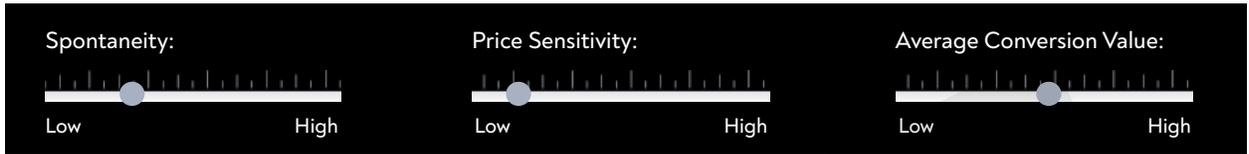
**ARTS, HISTORY & CULTURE**

## 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

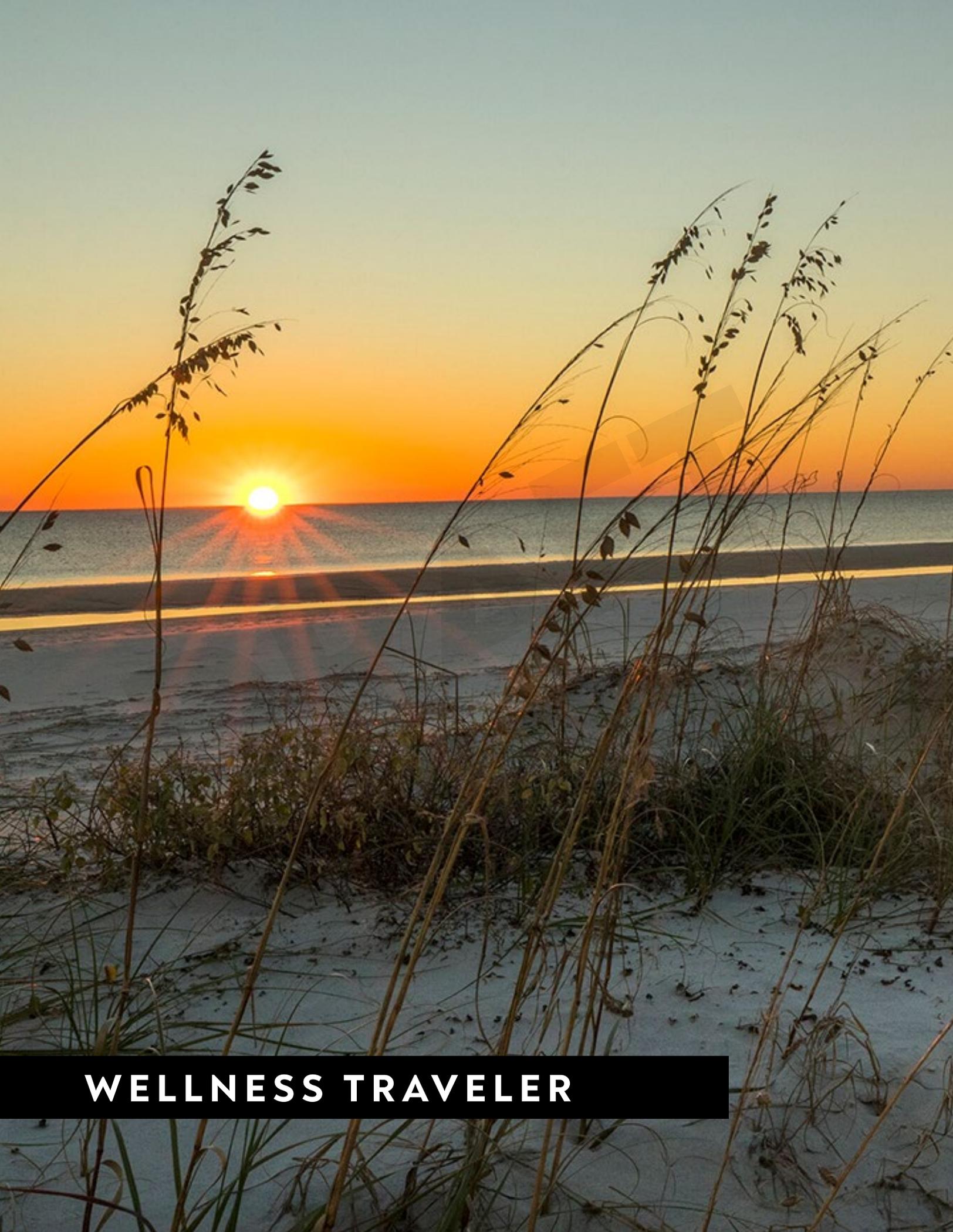
Historical Attractions  
 Art Galleries  
 Local Culture  
 Culinary Experiences  
 Festivals & Events  
 Theater  
 Music

## 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

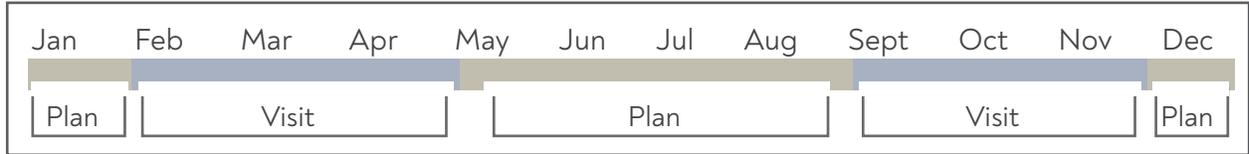




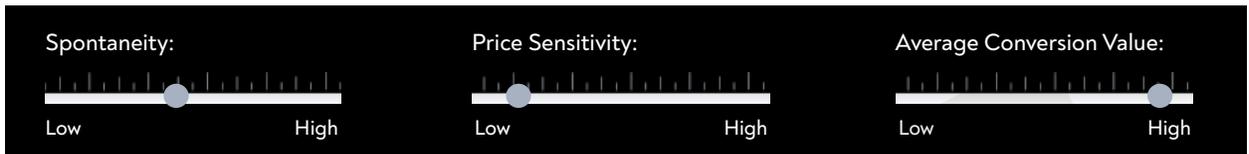
**WELLNESS TRAVELER**

## 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

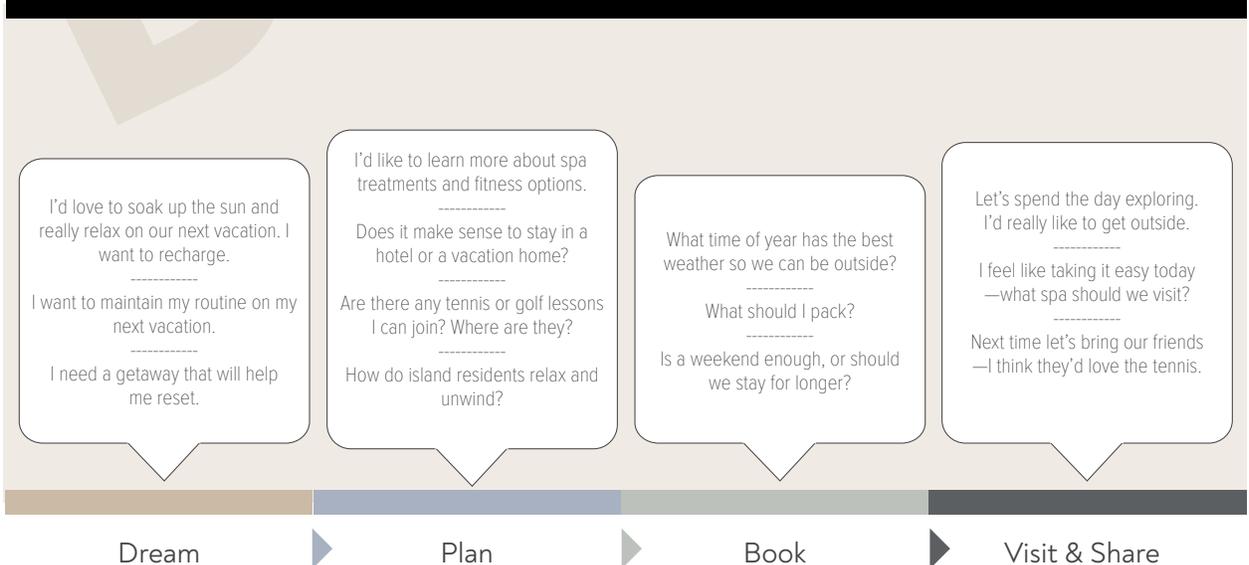
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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

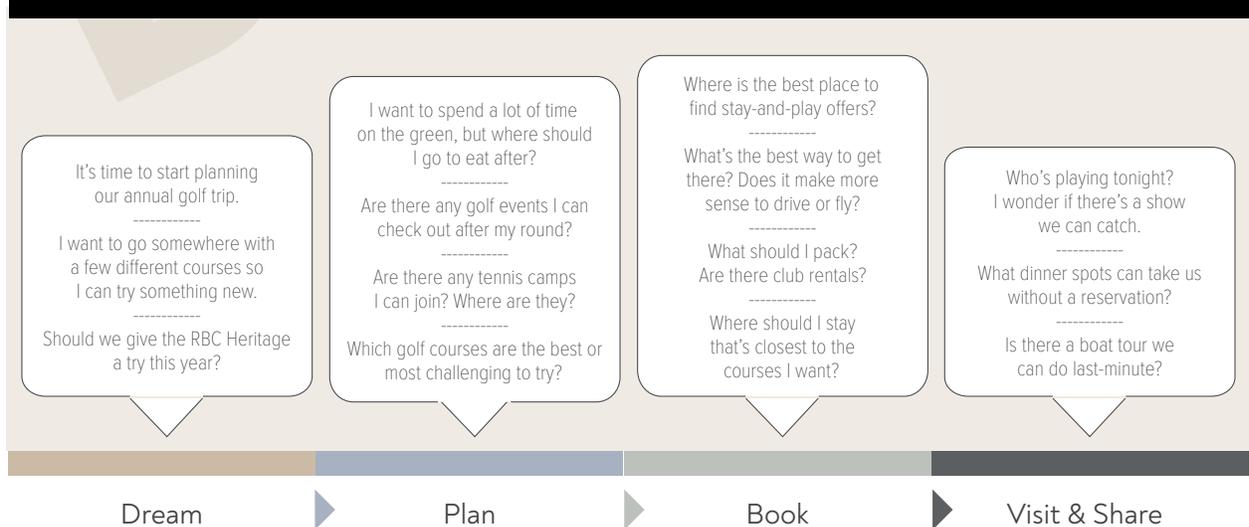
## PREFERRED ACTIVITIES & ATTRACTIONS

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

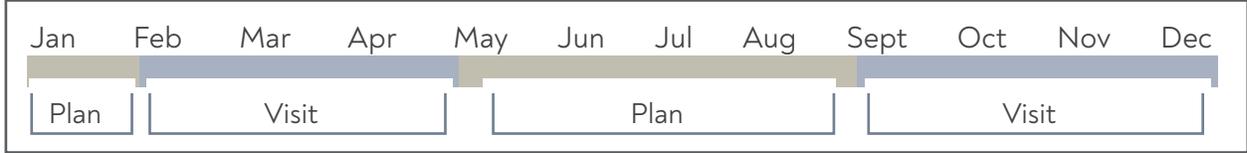




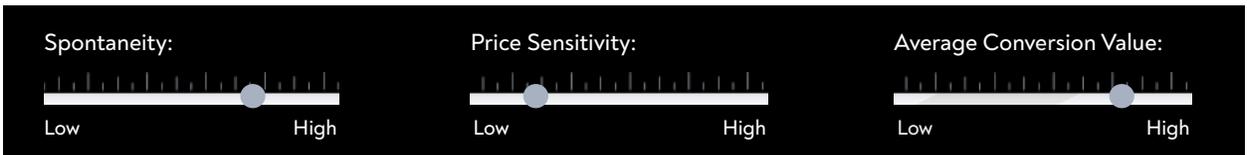
**CULINARY**

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

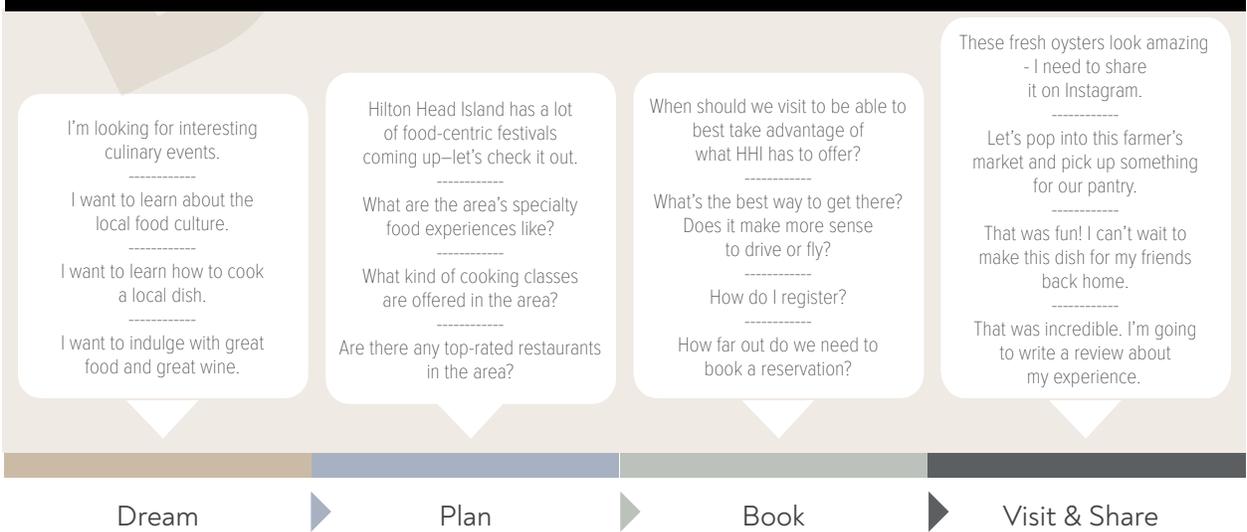
## PREFERRED ACTIVITIES & ATTRACTIONS

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

## MARKETING CHANNELS & FORMATS

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

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





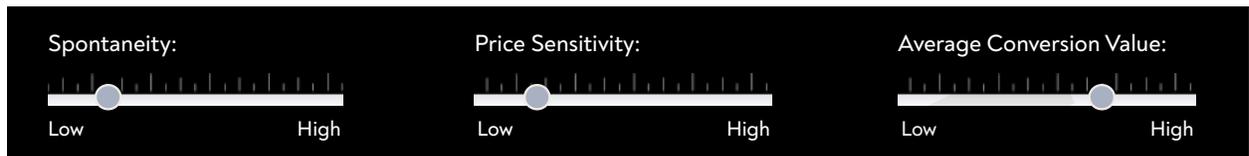
**SNOWBIRDS**

## TRAVEL OBJECTIVE

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



## SNOWBIRD TRAVEL HABITS



## WHO THEY ARE

Traditional

Values Family Time

Enjoys the Finer Things

Active & Health Conscious

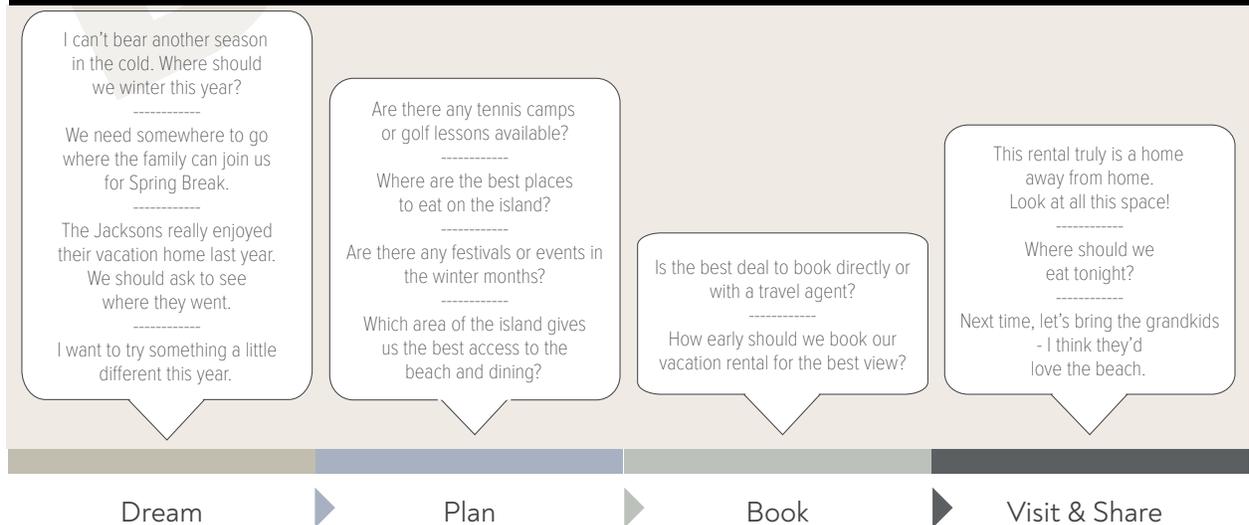
## PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts  
Dining  
Golfing  
Tennis & Pickleball  
Biking

## MARKETING CHANNELS & FORMATS

Facebook  
Print  
TripAdvisor  
Radio  
TV  
Online Video

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

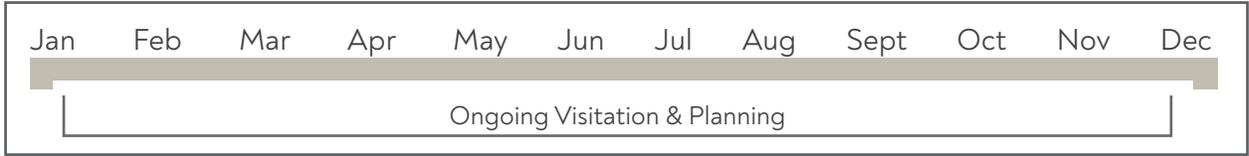




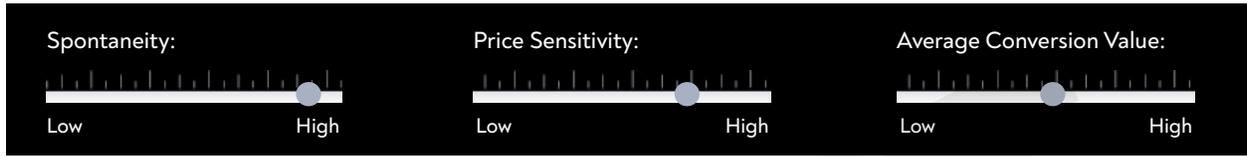
**THE WEEKENDERS**

## 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

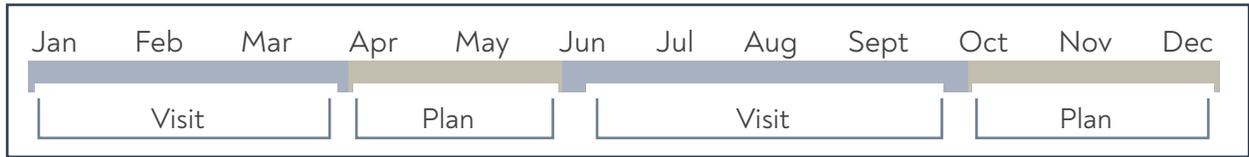




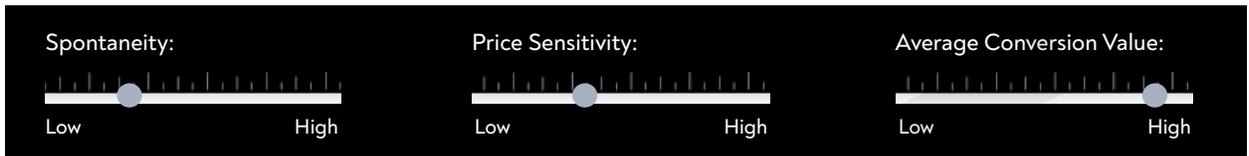
**INTERNATIONAL VISITORS**

## 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

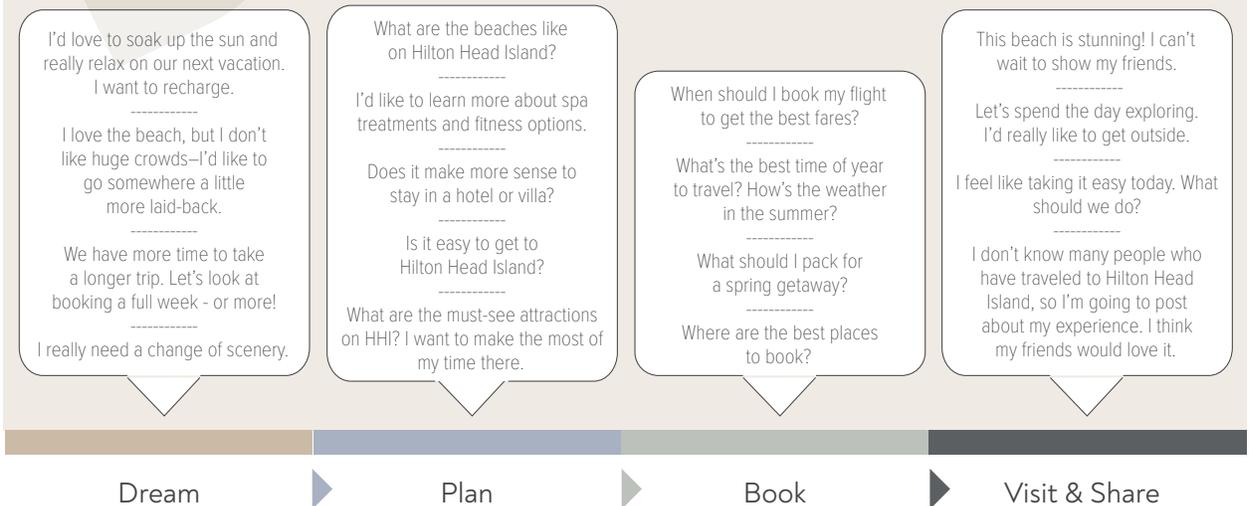
## PREFERRED ACTIVITIES & ATTRACTIONS

- 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*

Survey Methodology	3
Key Insight #1: Perceptions of Tourism	5
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

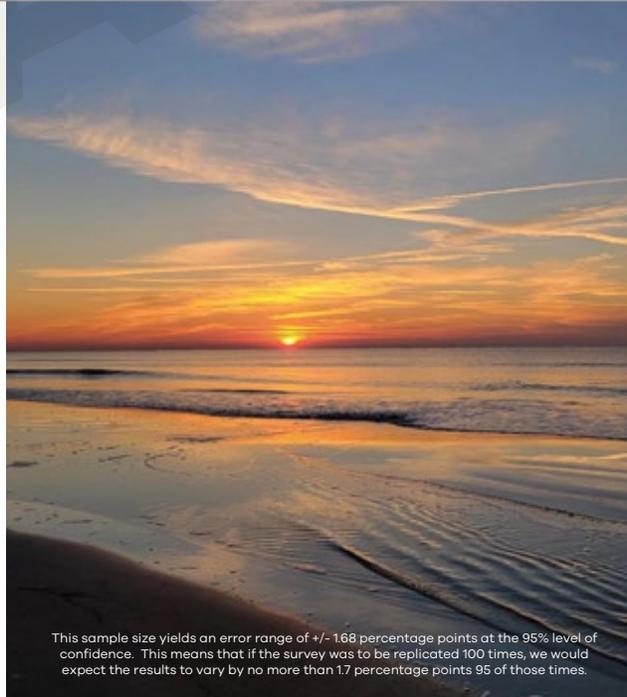


## Survey Methodology

- 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.



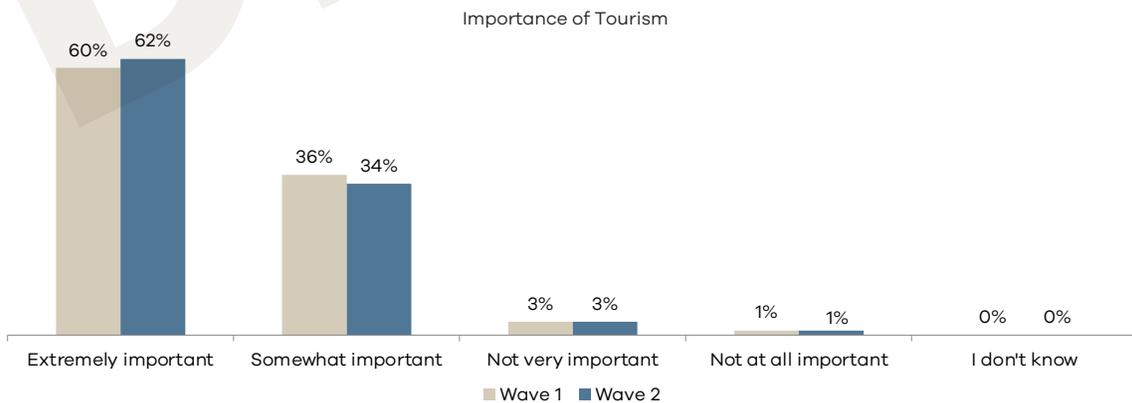
This sample size yields an error range of +/- 1.68 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 1.7 percentage points 95 of those times.

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	<b>70%</b>	56%	60%	58%
Somewhat important	27%	<b>39%</b>	<b>36%</b>	<b>36%</b>
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.**

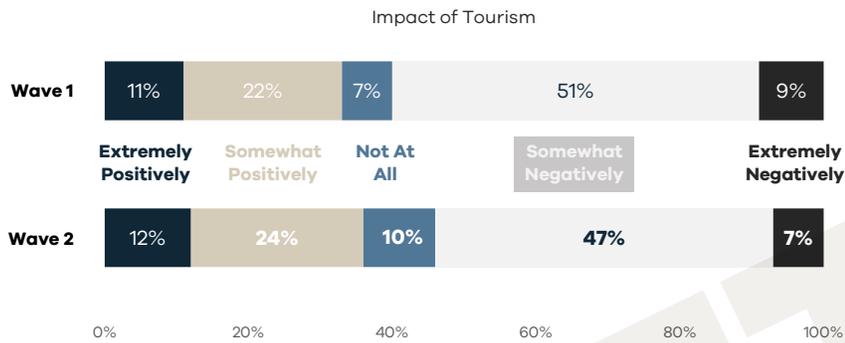
By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely important	<b>64%</b>	<b>72%</b>	58%
Somewhat important	<b>32%</b>	25%	<b>37%</b>
Not very important	4%	3%	3%
Not at all important	0%	0%	1%
I don't know	0%	0%	1%

/ **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.

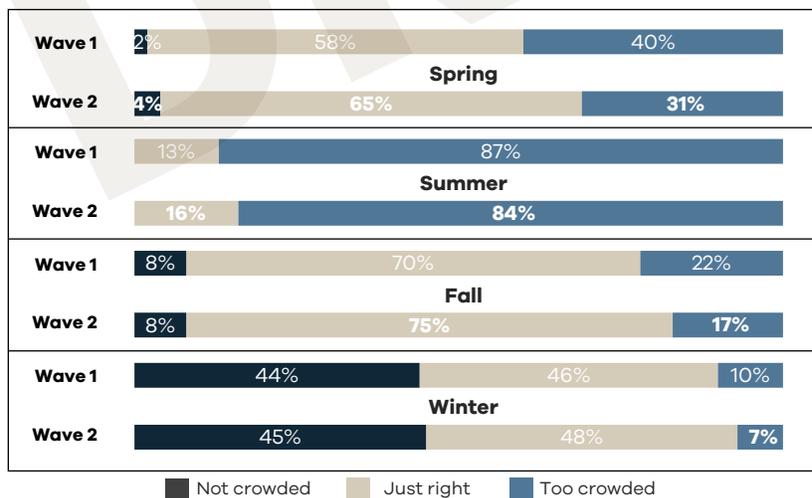
By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely positively	18%	21%	7%
Somewhat positively	28%	25%	22%
Not at all	7%	13%	11%
Somewhat negatively	39%	36%	53%
Extremely negatively	8%	5%	7%

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

-11-



## Seasonal Perceptions



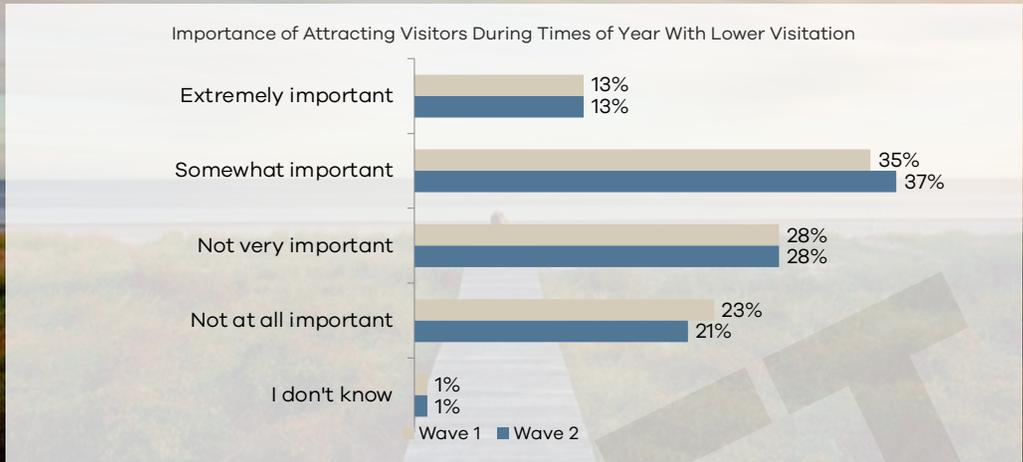
- The majority of residents believe that Summer is too crowded, while Spring and Fall have just the right amount of visitation.
- Compared to Wave 1, the percentage of residents who feel that each season is too crowded decreased significantly. While significantly more residents consider Spring, Summer,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

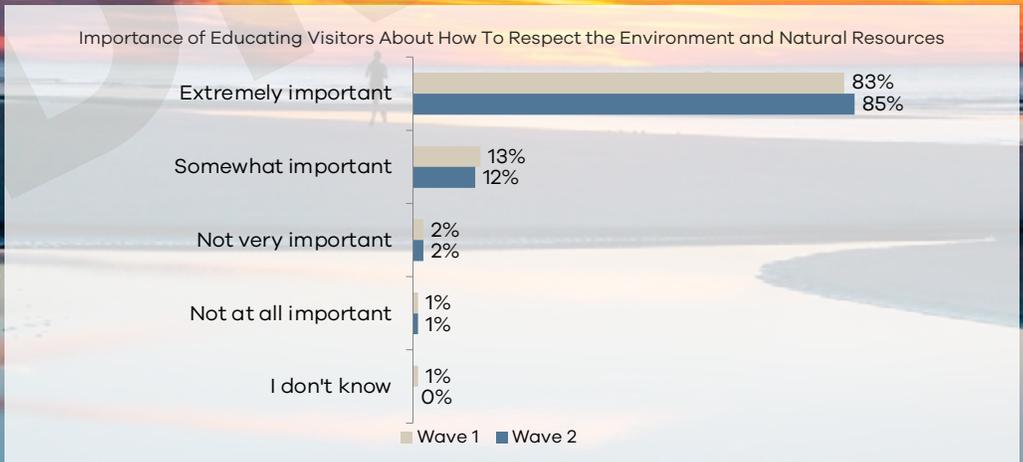


**Half of residents believe that it is important to attract visitors during times of the year with lower visitation, similar to the percentage in Wave 1.**



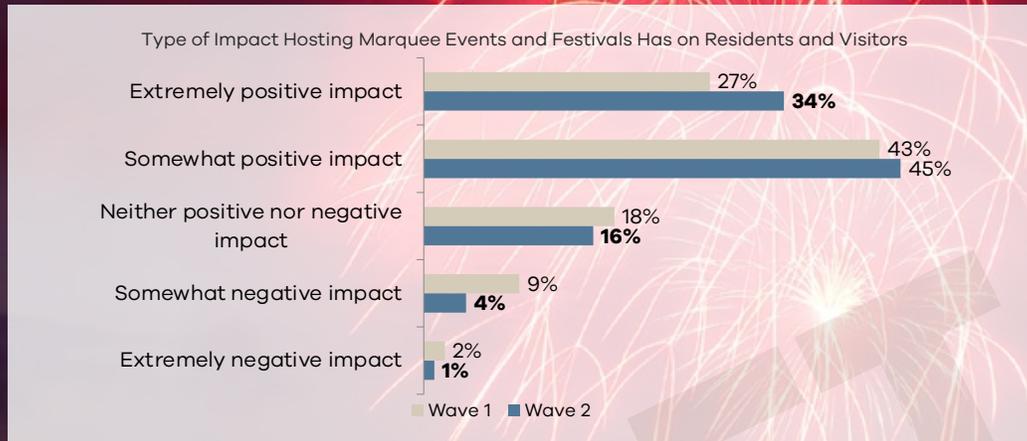
**Question:** Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

**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%	<b>70%</b>
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in promoting attractions, festivals, exhibits and similar on Hilton Head Island	57%	<b>67%</b>
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in branding and marketing Hilton Head Island for tourism	47%	<b>51%</b>

**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%	<b>82%</b> ▼
Brings too many people to Hilton Head Island	65%	<b>59%</b> ▼
Negatively impacts our natural resources	61%	<b>57%</b> ▼
Causes local restaurant & entertainment prices to rise	49%	<b>52%</b> ▲

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

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



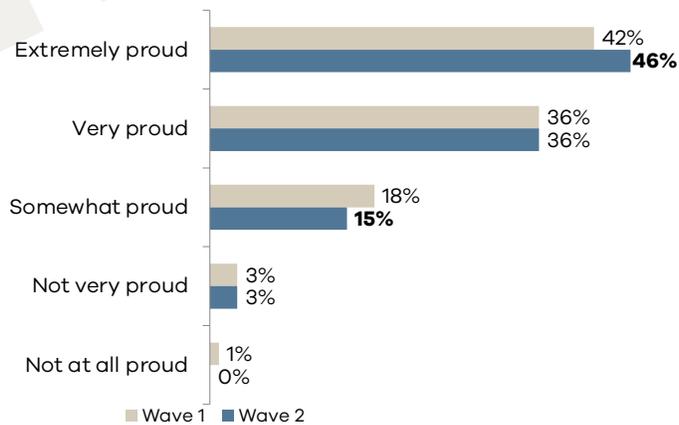


Key

## 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	<b>49%</b>	<b>54%</b>	44%
Very proud	31%	33%	<b>38%</b>
Somewhat proud	<b>16%</b>	11%	<b>15%</b>
Not very proud	3%	2%	3%
Not at all proud	1%	0%	1%

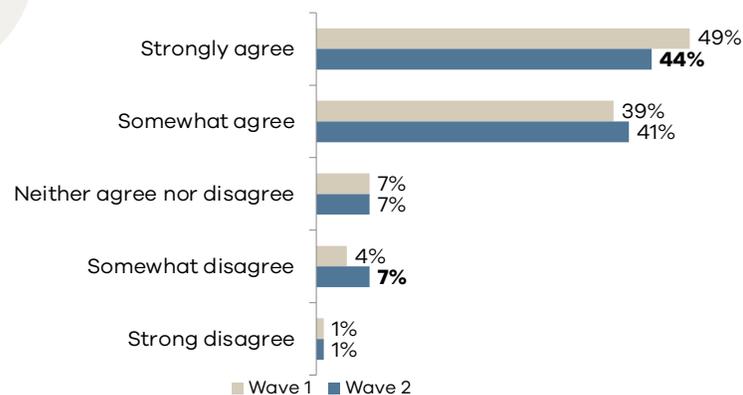
/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



- 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:



- 28 -

## 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%	<b>79%</b>
Outdoor public spaces for festivals and events	69%	<b>77%</b>
Community parks	70%	<b>77%</b>
Surface street bike paths	70%	70%
Hilton Head Island Airport	55%	57%
Retail shopping	49%	<b>54%</b>
Playing fields for sports leagues, tournaments and competitions	44%	<b>48%</b>
Road quality	42%	44%
Museums/Cultural attractions	38%	<b>43%</b>
Public pools/aquatic centers	27%	<b>32%</b>
Indoor facilities for sports leagues, tournaments and competitions	18%	<b>22%</b>

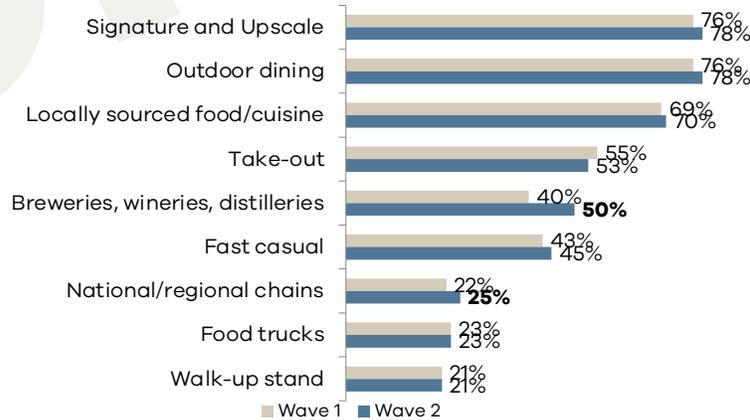
- The highest perceived Hilton Head Island experiences are its beaches, golf courses, and leisure pathways and bike trails.
- Compared to Wave 1, significantly more residents perceive many of the Hilton Head Island experiences to be good quality including:
  - Water sports/activities
  - Outdoor public 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

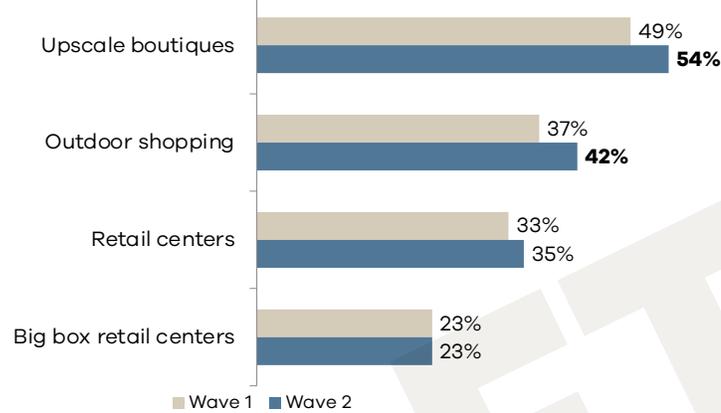


**Question:** Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.



**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



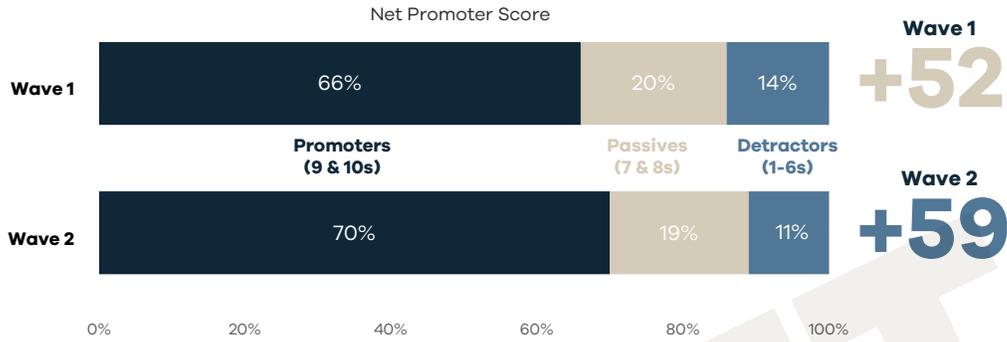
**Question:** Please indicate your perception of the quality of each of the following categories of shopping on Hilton Head Island.



*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	<b>+72</b>	+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	<b>+72</b>	+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?



- 35 -

## 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?



**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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## Table of Contents

<b>INTRODUCTION .....</b>	<b>1</b>
<b>METHODOLOGY.....</b>	<b>1</b>
<b>RESULTS.....</b>	<b>2</b>
<b>APPENDIX.....</b>	<b>4</b>

**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
<b>Total Visitors</b>	<b>3,089,346</b>

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

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

**Table 2. 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
<b>Total Expenditure</b>	<b>\$2,461,164,060</b>

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

## Results

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

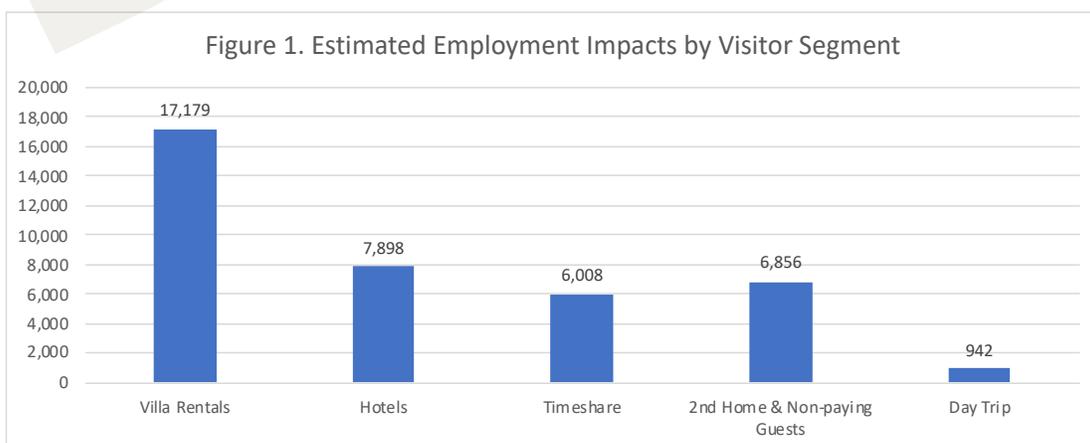
behavior inevitably impacted tourism visitation on Hilton Head Island. Nonetheless, the estimated number of visitors in 2022 remained just shy of the record-breaking number set in 2021, and still well above other prior years. Moreover, despite the slight decline in visitor volume, an increase in expenditures 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
<b>Direct</b>	13,962	\$500,912,304	\$916,002,279
<b>Indirect</b>	1,525	\$73,901,581	\$218,350,722
<b>Induced</b>	1,691	\$77,927,777	\$265,261,117
<b>Total</b>	<b>17,179</b>	<b>\$652,741,661</b>	<b>\$1,399,614,117</b>

**Table A2. Hotel – Estimated Economic Impact on Beaufort County**

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

**Table A3. Timeshare – Estimated Economic Impact on Beaufort County**

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

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

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

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

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

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

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

**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

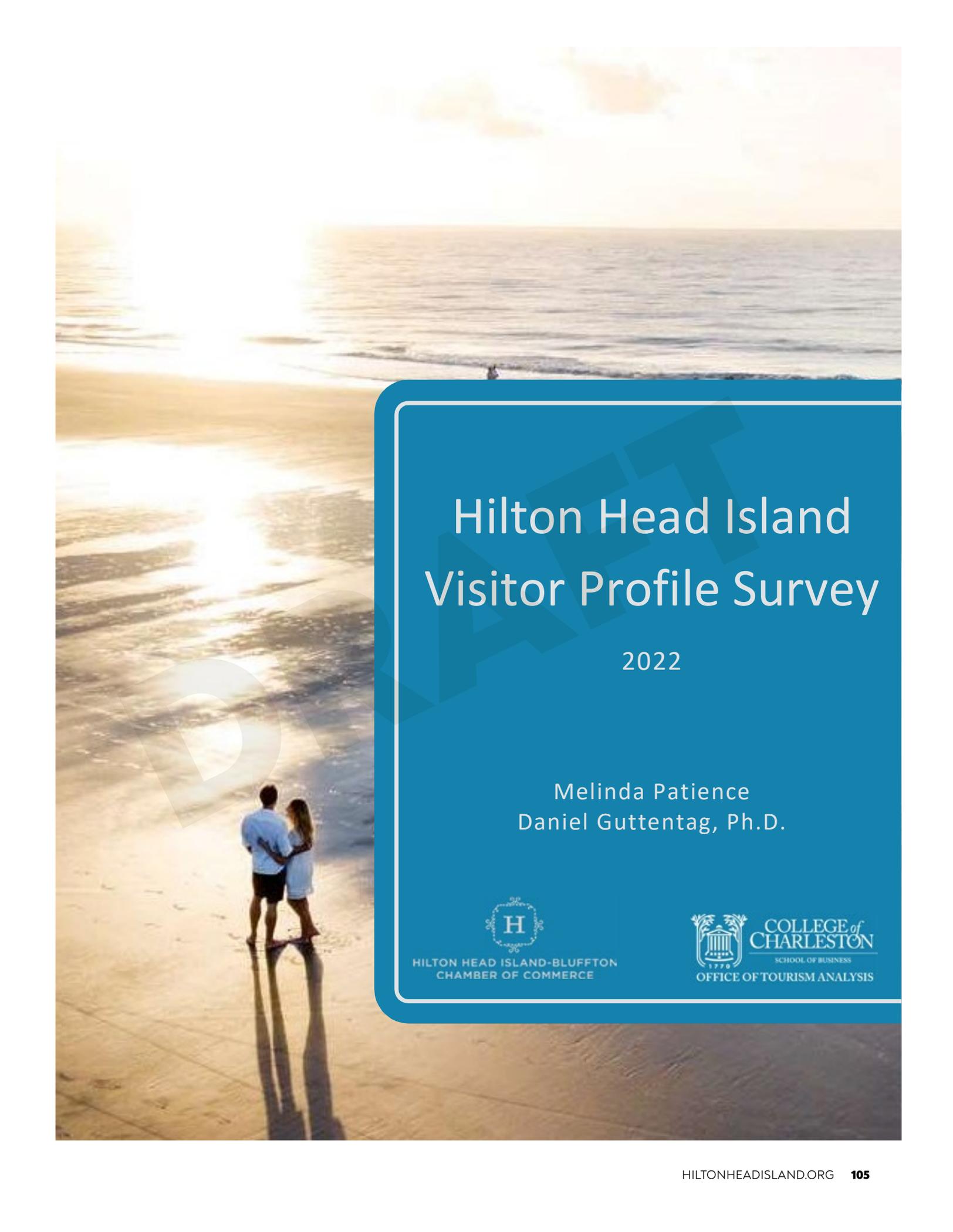
*Impact of Tourism in HHI on Beaufort County, 2022*

	<b>Industry</b>	<b>Output</b>
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

BY:  
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## 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](http://www.hiltonheadisland.org) or [www.visitbluffton.org](http://www.visitbluffton.org) and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same time period on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 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 (%)
<b>Villa/Home Rentals</b>	962,686	951,126	-1.2%
<b>Hotels/Resorts</b>	508,977	497,574	-2.2%
<b>Timeshares</b>	481,934	481,461	-0.1%
<b>Second Homeowners</b>	719,302	710,673	-1.2%
<b>Non-paying Guests</b>	186,667	184,428	-1.2%
<b>Day trippers</b>	267,290	264,083	-1.2%
<b>Total Visitors</b>	<b>3,126,856</b>	<b>3,089,346</b>	<b>-1.2%</b>

Table 1: Visitor Estimates for 2021 and 2022

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

VERB INTERACTIVE

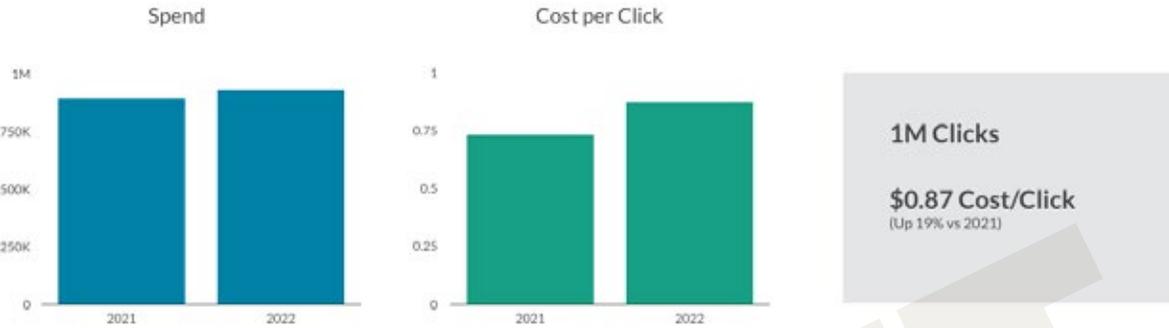
DRAFT

# 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.

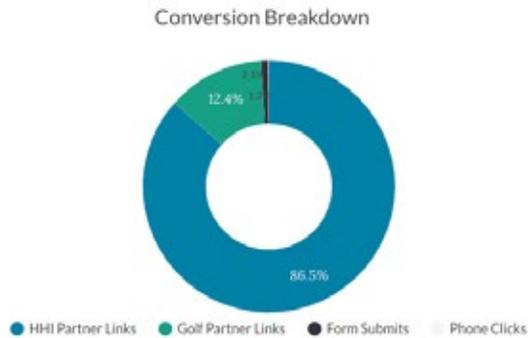
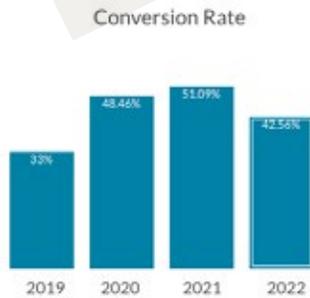
This data includes HHI, HHI Co op, and SCRPT (when applicable).



# HILTON HEAD ISLAND PROPER

## CONVERSION RATE OVERVIEW

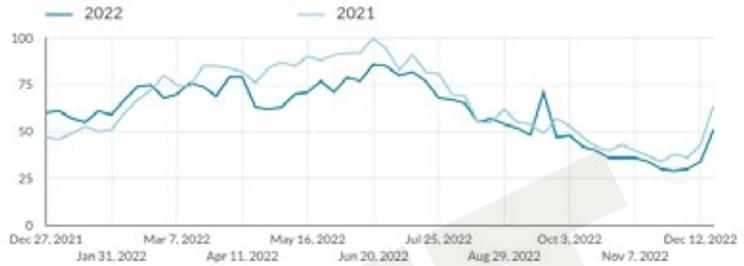
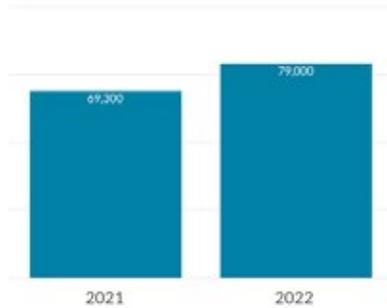
- HHI drove 1.3M conversions, down slightly YOY. Due to increased traffic to the site in 2021, our conversion rate decreased by -16%.
- The majority of conversions are outgoing links to partners (86%). Golf accounts for 12% of conversions. Form Submits and Click to Call actions drove 9% between the two.



# 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.

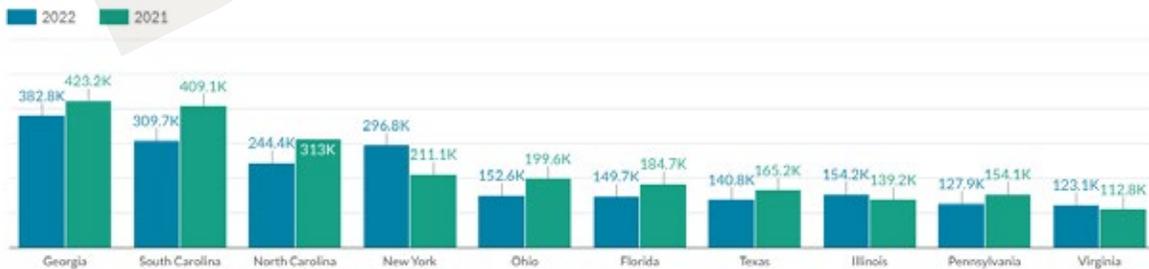


# HILTON HEAD ISLAND PROPER

## DMAs

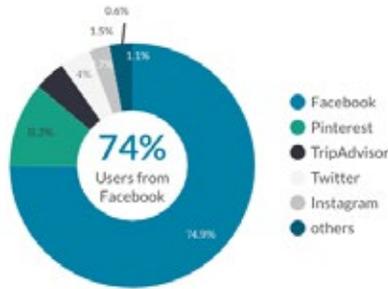
- In 2022, the top 10 DMA traffic remained fairly steady compared to the PY. The top 5 DMAs drive 75% of all traffic to the website. South Carolina had the largest decrease at -19% YoY

### 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.

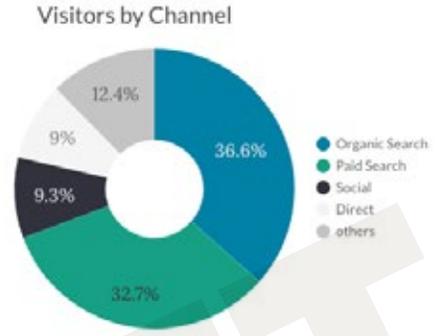
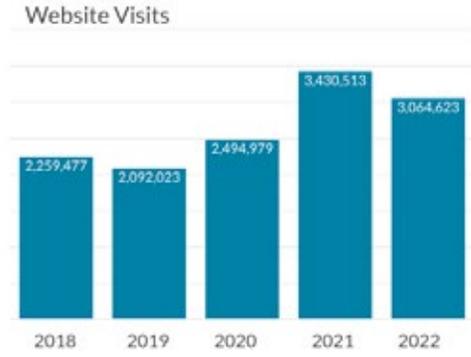
## Top Pages

	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 BACKYARD BARBECUES & FUN FAMILY GETAWAYS

**HILTON HEAD, SOUTH CAROLINA**

With summer in its beachside blue glow, Hilton Head has all the easy-to-visit. Check into Watergate Palmetto, Maui, Maui 2400, a night's rest, enjoy a hot tub, be inspired by the view of golf courses and the beachfront. Check for a variety of restaurants. Hilton Head has over 250 restaurants, from just family to fine dining. Don't miss the historic fishing wharf, built in 1880, where people appear to be fishing on the water and catching their meals. Spend an afternoon on the beach. Hilton Head is a great place to visit. From the water to the beach, Hilton Head is a great place to visit. From the water to the beach, Hilton Head is a great place to visit. From the water to the beach, Hilton Head is a great place to visit.




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 clubhouse with one of the finest light houses along the 18th green's Collegal Sound 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 brute 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 nearest town Charleston.

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 dominant force in the city.

## 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 'happy 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.

trip savvy

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 boating Coligny Beach, or experience Southern hospitality while foraging at a seafood restaurant, of which there's no shortage.



3RD HOUR REMOTE BROADCAST / MAY 2022



SOUTH CAROLINA TRIVIA

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!



TASTE OF SOUTH CAROLINA

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.



PROTECTING SOUTH CAROLINA'S SEA TURTLES

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



BUDDY UP: OUR SOUTH CAROLINA FISHING ADVENTURE

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 in the foreground reflects the sky and water. A small figure of a person is visible in the distance on the beach.

# HILTON HEAD ISLAND 2022 COVERAGE HIGHLIGHTS

DRAFT



**HILTON HEAD ISLAND**  
SOUTH CAROLINA



## ACCOMMODATIONS TAX ADVISORY COMMITTEE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

### 2024 Accommodations Tax Grant Application

**All applications must be fully completed and submitted electronically to the Town of Hilton Head Island no later than 4:00 p.m. on Friday, September 2, 2022.**

This application package includes the following:

1. Guideline for Applications
2. Accommodations Tax Funds Application
3. Accommodations Tax Advisory Committee Members
4. Announcement of Application Preparation Workshop
5. Meeting Schedule
6. Copy of Accommodations Tax Laws

Applications will first be subjected to Town Staff and Committee review for compliance with the law as to eligibility. For those applications passing the initial review, the applicants will be asked to make personal presentations at Committee hearings. These presentations are scheduled for **October 12 and October 19, 2023**. Each applicant will be notified by email (please make sure to provide a valid email address) of the time scheduled for its presentation.

The Committee requests each applicant to adhere strictly to the guidelines and requirements provided herein.

**Failure to correctly complete the application in its entirety, including the necessary board resolution and financial data, may disqualify what may be an otherwise qualifying application.**

### **GUIDELINES FOR APPLICATIONS FOR ACCOMMODATIONS TAX FUNDS**

#### **A. INTRODUCTION**

1. As applicable to Hilton Head Island, the State law (see copy attached and section 6-4-10 in particular) specifies three groups, in general, which are entitled to receive bed tax funds after other mandated distributions have been made from the total funds available:

- a. Town government: "Based on the estimated percentage of costs directly attributed to tourists," Town expenditures for "the criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities." See 6-4-10(b) and (b.4).
  - b. Qualified groups advertising and promoting tourism in order to develop and increase tourism. See 6-4-10(b.1).
  - c. Qualified sponsors of arts and cultural events and for construction, maintenance, and operation of facilities for civic and cultural activities. See 6-4-10(b.2 and b.3).
2. The law requires that the funds be used for **tourism-related expenditures** "primarily in the geographical area ... (of Hilton Head Island)." See 6-4-10(d). Therefore, the committee will not look with favor on applications for funds to be spent outside the Town or for activities or enterprises conducted outside the Town. The Accommodations Tax Advisory Committee will consider how applications either drive tourism to the Town or enhance our visitors' experience.
  3. **Applications must be filed by the publicly announced filing deadline, except the Committee may, for extraordinary reasons which prevent timely filing, extend the filing deadline.**

## **B. NOTES REGARDING THE APPLICATION**

### **1. Summary of Grant Request**

- a. Provide the organization name and the name of the project/event.
- b. Provide the requested contact information for the organization and a primary contact.
- c. List the organization's total annual budget and its 2024 grant request amount.
- d. Provide a brief description of the intended use of the grant and outline how the money would be used. *The Committee uses this as a cover page summary – applicants will have an opportunity to provide more detail in the application.*
- e. Describe how the organization either drives tourism to the Island or enhances the visitor experience. Show how this is currently being measured. *This provides the Committee with the necessary insight as to how the organization/event impacts the general tourism industry on the Island.*
- f. Provide the annual number of patrons served by the organization/event. Also provide the total number of tourists served in this total annual number. *This provides the Committee with an estimated tourist ratio which may be used to determine grant award allocation based off TERC recommended practices.*

### **2. Description of Operations**

- a. Describe the organization/event purpose and overall operation.
- b. The description must state what is intended to be accomplished by Accommodation Tax funds, and the source and amount of other funds to be committed to the operations.
- c. Describe the impact to the organization should it not be fully funded for the 2024 grant request.

- d. The "Impact on or Benefit to Tourism" statement should be supported by data and other records or history insofar as possible. All applicants must be able to provide the number of visitors served on an annual basis, or at the event for which funds are requested, and state how this number is calculated. Whenever possible, applicants should provide additional data on how its attendance numbers drive tourism. *(The State's legal definition of a "visitor" is someone who travels from beyond the government's limits, i.e., outside the Town of Hilton Head Island; however, strong consideration will be given to the State's Tourism Expenditure Review Committee (TERC) preferred definition that a "tourist" is someone who travels from outside a 50-mile radius.)*
- e. Per State requirements, please show how the grant request would be classified (as a percentage) by the categories listed. The total amount must equal 100%.
- f. To qualify for an award, all planned expenditures must fall into the categories described in Section B.5 of this application (Section 6-4-10 of State Law). Please ensure that the entire grant request is eligible and adequately described in Sections B.1-4 of this application. All details described must reconcile with the total request.

### **3. Funding**

- a. Provide a brief description on how the organization is currently funded.
- b. As a percentage, show how the current funding is categorized.
- c. Please list the top 3 sources of public funding applied for, or received, for 2023 and 2024.

### **4. Financial Guarantees and Procedures**

- a. Applicants must include a copy of their organization's official minutes wherein the organization approves the application and commits the organization to financial responsibility for carrying it out to the stage of completion contemplated in the application, should funding be approved.
- b. State whether the organization follows the Town's procurement guidelines, its own procurement guidelines, or does not follow procurement guidelines. For reference, a link to the Town's Standard Operating Procedures for Procurement/Contracting has been provided from within the on-line application portal.

### **5. Measuring Effectiveness:**

- a. Provide a description of how the prior ATAX funds were used, and to what extent the organization's objectives were achieved. Numerics are encouraged. Bullets or an outline format may be used.
- b. Describe how the organization plans to reduce its dependency on ATAX funds in the future or increase its impact on tourism.

### **6. Executive Summary:**

- a. Please use the link in the application portal to access and complete the "ATAX Effectiveness" form to report uses of the organization's prior ATAX grant, if applicable. When completing the form, reference the Categories in Section B.5 of this application, and report on the specifics of each Category awarded to your organization in its most recent ATAX grant. If you choose to create your own format for the Executive Summary instead of using the ATAX Effectiveness form, please reference the form and use the criteria as a guideline.

**7. Application Submission**

- a. Requests for funding must be submitted by a non-profit organization. Applications cannot be accepted from individuals, for-profit entities, or ad-hoc committees. Proof of non-profit status must accompany first time applications, e.g., IRS 501 (c) (3) letter.
  
- b. The full name, postal mailing address, email address and telephone number of a primary contact person, given the authority and responsibility to represent the application before the Committee, must be included in this section.

# 2024

## ACCOMMODATIONS TAX FUNDS REQUEST APPLICATION

<b>For Office Use Only</b>	Time Received:	By:
Date Received:		

*Applications will not be accepted if submitted after 4:00 P.M. on September 1, 2024*

**A. Summary of Grant Request:**

**ORGANIZATION NAME:** \_\_\_\_\_

**Project/Event Name:** \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Event Date: \_\_\_\_\_ Event Location: \_\_\_\_\_

**Total Budget:** \_\_\_\_\_ **Grant Amount Requested:** \_\_\_\_\_

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

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

- A. Total Number of Physical Tourists Served:** \_\_\_\_\_  
(A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island)
- B. Total Number of Physical Visitors Served:** \_\_\_\_\_  
(A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island)
- C. Total Number of Physical Residents Served:** \_\_\_\_\_  
(A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.)
- D. Total Number of Physical Patrons Served (A+B+C=D)** \_\_\_\_\_

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

(Please explain if you had virtual events and approximately how many visitors attended).

**B. DESCRIPTION OF OPERATIONS:**

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

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

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

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

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

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

Total: 100 %

6. If not covered elsewhere in the application, please describe measures the organization has already taken, is currently taking, and/or will be taking with other like tourism service providers to (a) explore opportunities for collaborative promotional or operational efforts to collectively enhance tourism, (b) better leverage spending to drive tourism, and/or (c) to provide a venue of service not otherwise available to tourists and visitors to the Town of Hilton Head Island.

**7. Additional comments**

**C. FUNDING:**

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

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

_____ Government Sources	_____ Private Contributions, Donations & Grants
_____ Corporate Support, Sponsors	_____ Membership Dues, Subscriptions
_____ Ticket Sales, or Sales & Services	_____ Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations? If so, please list top 3 sources and amounts.

**D. FINANCIAL INFORMATION:**

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Fiscal year disclosure: Start Month: \_\_\_\_\_ End Month: \_\_\_\_\_

**Financial Statement Requirements:**

1. The upcoming year's operating budget for the organization.
2. The previous two years and current year profit and loss reports for the organization.
3. The previous two years and current year balance sheets.
4. The previous two years and current year IRS Form 990 or 990T.

**E. FINANCIAL GUARANTEES AND PROCEDURES:**

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1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.
2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.
  - Follow Town procurement guidelines
  - Utilize and follow organization's own procurement guidelines
  - Our organization does have or follow procurement guidelines

**F. MEASURING EFFECTIVENESS:**

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If you received 2022 or 2023 HHI ATAX funds

1. **List any ATAX award amounts received in 2022 and/or 2023? How were the ATAX funds used? To what extent were your objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)**

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

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

**G. Executive Summary:**

Provide an executive summary using the ATAX Effectiveness Measurement spreadsheet provided via a link in the application portal, or your own format. If creating your own format, please refer to the ATAX Effectiveness Measurement spreadsheet and use the criteria as a guideline. (1300 words or less)



**ACCOMMODATION TAX ADVISORY COMMITTEE  
TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA**

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**APPLICATION FINAL CHECKLIST**

(Complete and return this list with the application)

- The application is being filed by the **September 1, 2023, 4:00 PM** deadline.
- We have reviewed and followed the application guidelines.
- We have provided a Board Resolution approving this application.
- We have supplied the requested Financial Data.
- We will be prepared to make a verbal presentation to the Committee and answer questions when we are scheduled to do so.

## ACCOMMODATIONS TAX ADVISORY COMMITTEE

NAME & SEAT	TERM EXPIRATION
<b>Stephen Arnold</b> Hospitality	<b>June 30, 2022</b> (7/19-6/22) & (7/22-6/25)
<b>John Farrell</b> Hospitality	<b>June 30, 2024</b> (10/20-6/21) & (7/21-6/24)
<b>James Berghausen</b> At-Large	<b>June 30, 2023</b> (10/20-6/23)
<b>James Fluker</b> At-Large	<b>June 30, 2024</b> (8/18-6/21) & (7/21-6/24)
<b>Cecil Eck</b> Lodging	<b>June 30, 2023</b> (4/23-6/23)
<b>Margaret Johnson</b> Lodging	<b>June 30, 2024</b> (7/21-6/24)
<b>Richard Thomas</b> Cultural	<b>June 30, 2023</b> (4/18-6/20) & (7/20-6/23)

# NOTICE

## ACCOMMODATIONS TAX ADVISORY COMMITTEE

will hold a workshop

August 10, 2023 at 9:00 a.m.

in the

Benjamin M. Racusin Council Chambers

The purpose of this workshop is to assist potential applicants with completing the applications for Accommodations Tax funds.

It is suggested that potential applicants attend this session.

Please contact the Committee Secretary  
if you have any questions or concerns.

**NOTE: A Town Council quorum may result in the event four or more Council members attend this meeting.**

## ACCOMMODATIONS TAX ADVISORY COMMITTEE 2023 SCHEDULE

Thursday	April 6	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Thursday	July 6	9:00 a.m. – Swearing in of members & Election of officers	Council Chambers
Monday	July 31	8:00 a.m. – Grant Application available for electronic filing	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	August 10	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 1	4:00 p.m. – Application Deadline	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	September 28	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 12	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 19	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 2	9:00 a.m. – Review and Recommendations	Council Chambers

**Note:** Town Council will meet to award the Accommodations Tax Grant, date TBD.

APPROVED: 10.7.2022

## CHAPTER 4.

### ALLOCATION OF ACCOMMODATIONS TAX REVENUES

#### SECTION 6-4-5. Definitions.

As used in this chapter:

- (1) "County area" means a county and municipalities within the geographical boundaries of the county.
- (2) "Cultural", as it applies to members of advisory committees in Section 6-4-25, means persons actively involved and familiar with the cultural community of the area including, but not limited to, the arts, historical preservation, museums, and festivals.
- (3) "Hospitality", as it applies to members of the committees in item (2), means persons directly involved in the service segment of the travel and tourism industry including, but not limited to, businesses that primarily serve visitors such as lodging facilities, restaurants, attractions, recreational amenities, transportation facilities and services, and travel information and promotion entities.
- (4) "Travel" and "tourism" mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.

#### SECTION 6-4-10. Allocation to general fund; special fund for tourism; management and use of special fund.

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:

- (1) The first twenty-five thousand dollars must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.
- (2) Five percent of the balance must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.
- (3) Thirty percent of the balance must be allocated to a special fund and used for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program. If no organization exists the municipality or county shall create an organization with the same membership standard in Section 6-4-25. To be eligible for selection the organization must be organized as a nonprofit organization and shall demonstrate to the municipality or county that it has an existing, ongoing tourism promotion program or that it can develop an effective tourism promotion program. Immediately upon an allocation to the special fund, a municipality or county shall distribute the tourism promotion funds to the organizations selected or created to receive them. Before the beginning of each fiscal year, an organization receiving funds from the accommodations tax from a municipality or county shall

submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the municipality or county which distributed them.

(4)(a) The remaining balance plus earned interest received by a municipality or county must be allocated to a special fund and used for tourism-related expenditures. This section does not prohibit a municipality or county from using accommodations tax general fund revenues for tourism-related expenditures.

(b) The funds received by a county or municipality which has a high concentration of tourism activity may be used to provide additional county and municipal services including, but not limited to, law enforcement, traffic control, public facilities, and highway and street maintenance, as well as the continual promotion of tourism. The funds must not be used as an additional source of revenue to provide services normally provided by the county or municipality but to promote tourism and enlarge its economic benefits through advertising, promotion, and providing those facilities and services which enhance the ability of the county or municipality to attract and provide for tourists.

“Tourism-related expenditures” include:

1. advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
2. promotion of the arts and cultural events;
3. construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
4. the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
5. public facilities such as restrooms, dressing rooms, parks, and parking lots;
6. tourist shuttle transportation;
7. control and repair of waterfront erosion;
8. operating visitor information centers.

(c) Allocations to the special fund must be spent by the municipality or county within two years of receipt. If the allocations are not spent within two years, the municipality or county is subject to the provisions of Section 6-4-30(6). However, the time limit may be extended upon the recommendation of the county or municipality and approval of the South Carolina Accommodations Tax Oversight Committee in Section 6-4-30. An extension must include provisions that funds be committed for a specific project or program.

(d) In the expenditure of these funds, counties and municipalities are required to promote tourism and make tourism-related expenditures primarily in the geographical areas of the county or municipality in which the proceeds of the tax are collected where it is practical.

**SECTION 6-4-15. Use of revenues to finance bonds.**

A municipality or county may issue bonds, enter into other financial obligations, or create reserves to secure obligations to finance all or a portion of the cost of constructing facilities for civic activities, the arts, and cultural events which fulfill the purpose of this chapter. The annual debt service of indebtedness incurred to finance the facilities or lease payments for the use of

the facilities may be provided from the funds received by a municipality or county from the accommodations tax in an amount not to exceed the amount received by the municipality or county after deduction of the accommodations tax funds dedicated to the general fund and the advertising and promotion fund. However, none of the revenue received by a municipality or county from the accommodations tax may be used to retire outstanding bonded indebtedness unless accommodations tax revenue was obligated for that purpose when the debt was incurred.

**SECTION 6-4-20.** Administration account established; State Treasurer's duties; distribution of account revenues; exceptions to tourism spending mandate.

(A) An accommodations tax account is created to be administered by the State Treasurer.

(B) At the end of each fiscal year and before August first a percentage, to be determined by the State Treasurer, must be withheld from those county areas collecting four hundred thousand dollars or more from that amount which exceeds four hundred thousand dollars from the tax authorized by Section 12-36-2630(3), and that amount must be distributed to assure that each county area receives a minimum of fifty thousand dollars. The amount withheld from those county areas collecting four hundred thousand dollars or more must be apportioned among the municipalities and the county in the same proportion as those units received quarterly remittances in Section 12-36-2630(3). If the total statewide collections from the local accommodations tax exceeds the statewide collections for the preceding fiscal year, then this fifty-thousand-dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. The difference between the fifty thousand dollars minimum and the actual collections within a county area must be distributed to the eligible units within the county area based on population as determined by the most recent United States census.

(C) At the end of each fiscal year and before August first, the State Treasurer shall distribute to each county area collecting more than fifty thousand dollars but less than four hundred thousand dollars an additional fifteen thousand dollars. If the total statewide collections from the local accommodations tax exceed the statewide collections for the preceding fiscal year, this fifteen-thousand-dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. This amount must be distributed in the same manner as the fifty thousand dollars in subsection (B). The amount paid those qualified county areas under this subsection must be paid from the account created under this section.

(D) The amount withheld in excess must be distributed to the county areas whose collections exceed four hundred thousand dollars based on the ratio of the funds available to the collections by each county area.

(E) The accommodations tax funds received by a municipality or county in county areas collecting fifty thousand dollars or less are not subject to the tourism-related provisions of this chapter.

(F) Two percent of the local accommodations tax levied pursuant to Section 12-36-2630(3) must be remitted quarterly and equally to the eleven agencies designated by law and regional organizations to administer multi-county tourism programs in the state tourism regions as

identified in the promotional publications of the South Carolina Department of Parks, Recreation and Tourism. This remittance is in addition to other funds that may be allocated to the agencies by local governments.

(G) The State Treasurer may correct misallocations to counties and municipalities from accommodations tax revenues by adjusting subsequent allocations, but these adjustments may be made only in allocations made in the same fiscal year as the misallocation.

**SECTION 6-4-25.** Advisory Committee; guidelines for expenditures; annual reports; reports to Accommodations Tax Oversight Committee.

(A) A municipality or county receiving more than fifty thousand dollars in revenue from the accommodations tax in county areas collecting more than fifty thousand dollars shall appoint an advisory committee to make recommendations on the expenditure of revenue generated from the accommodations tax. The advisory committee consists of seven members with a majority being selected from the hospitality industry of the municipality or county receiving the revenue. At least two of the hospitality industry members must be from the lodging industry where applicable. One member shall represent the cultural organizations of the municipality or county receiving the revenue. For county advisory committees, members shall represent the geographic area where the majority of the revenue is derived. However, if a county which receives more in distributions of accommodations taxes than it collects in accommodations taxes, the membership of its advisory committee must be representative of all areas of the county with a majority of the membership coming from no one area.

(B) A municipality or county and its advisory committee shall adopt guidelines to fit the needs and time schedules of the area. The guidelines must include the requirements for applications for funds from the special fund used for tourism-related expenditures. A recipient's application must be reviewed by an advisory committee before it receives funds from a county or municipality.

(C) Advisory committees shall submit written recommendations to a municipality or county at least once annually. The recommendations must be considered by the municipality or county in conjunction with the requirements of this chapter.

(D) Municipalities and counties annually shall submit to the South Carolina Accommodations Tax Oversight Committee:

(1) end-of-the-year report detailing advisory committee accommodations tax recommendations;

(2) municipalities or county's action following the recommendations;

(3) list of how funds from the accommodations tax are spent, except for the first twenty-five thousand dollars and five percent of the balance in Section 6-4-10(2) allocated to the general fund. The list is due before October first and must include funds received and dispersed during the previous fiscal year;

(4) list of advisory committee members noting the chairman, business address if applicable, and representation of the hospitality industry including the lodging industry and cultural interests.

(E) The regional tourism agencies in Section 6-4-20 annually shall submit reports on their budgets and annual expenditure of accommodations tax funds pursuant to this chapter to the Accommodations Tax Oversight Committee.

**SECTION 6-4-30.** Repealed by 2003 Act No. 96, Section 3.MM, eff June 18, 2003.

**SECTION 6-4-35.** Tourism Expenditure Review Committee.

(A) There is established the Tourism Expenditure Review Committee consisting of eleven members as follows:

- (1) one member appointed by the Speaker of the House;
- (2) one member appointed by the President Pro Tempore of the Senate;
- (3) the Director of the South Carolina Department of Parks, Recreation and Tourism, or his designee, ex officio;
- (4) eight members appointed by the Governor as follows:
  - (a) one member on the recommendation of the South Carolina Association of Tourism Regions;
  - (b) one member on the recommendation of the South Carolina Association of Convention and Visitors Bureaus;
  - (c) one member on the recommendation of the South Carolina Travel and Tourism Coalition;
  - (d) one member on the recommendation of the Municipal Association of South Carolina;
  - (e) one member on the recommendation of the South Carolina Association of Counties;
  - (f) one member on the recommendation of the Hospitality Association of South Carolina;
  - (g) one member on the recommendation of the South Carolina Arts Commission; and
  - (h) one member at large.

Appointed members shall serve for terms of four years and until their successors are appointed and qualify, except that of those first appointed by the Governor, four shall serve for a term of two years and the term must be noted on the appointment. Regardless of the date of appointment, all terms expire July first of the applicable year. Members shall serve without compensation but may receive the mileage, subsistence, and per diem allowed by law for members of state boards, committees, and commissions. Vacancies must be filled in the manner of original appointment for the unexpired portion of the term.

(B)(1)(a) The Tourism Expenditure Review Committee shall serve as the oversight authority on all questionable tourism-related expenditures and to that end, all reports filed pursuant to Section 6-4-25(D)(3) must be forwarded to the committee for review to determine if they are in compliance with this chapter. The municipality or county must be notified if an expenditure is questioned, and the committee may consider any further supporting information the municipality or county may provide. If the committee finds an expenditure to be in noncompliance, it shall certify the noncompliance to the State Treasurer, who shall withhold the amount of the expenditure found in noncompliance from subsequent distributions in

accommodations tax revenue otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(b) If the committee determines that a municipality or county has failed to file the reports required pursuant to Section 6-4-25(D)(3), it may impose a fee of five hundred dollars a month or part of a month for each month the report is not filed, but not more than five thousand dollars. The committee shall certify the penalty to the State Treasurer, who shall withhold the amount of the penalty from subsequent distributions otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(c) Allocations withheld must be reallocated proportionately to all other recipients.

(2) The committee has jurisdiction to investigate and research facts on written complaints submitted to it with regard to the appropriate tourism-related expenditures and resolve these complaints as provided in item (1) of this subsection.

(3) The committee shall forward copies of information submitted by the local governments and regional tourism agencies pursuant to Section 6-4-25 arising under the tourism provisions of this chapter to the Department of Parks, Recreation and Tourism, which shall publish an annual report on the information submitted.

**ATAX EFFECTIVENESS MEASUREMENT**

Please refer to the *SAMPLE ATAX Effectiveness Measurement Form* for examples. When completing this form, please expand, contract, or add to the sections as needed (but contain the form to a total of approximately 2 pages). You may choose to use your own format instead of this form, and if doing so, please use the criteria below as a guideline. Regardless of format, **each applicant should choose how they measure degree of success. Applicants need to explain why this is an effective measurement technique that reflects results and how that relates to the objective.**

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
Total		\$ -	\$ -	

Total		\$ -	\$ -	

Total		\$ -	\$ -	

Total		\$ -	\$ -	



**ATAX EFFECTIVENESS MEASUREMENT  
SAMPLE**

**NOTES:**

Below are **EXAMPLES** of what an applicant might list. Some are applicable to events, others (less extensive) for Arts/Services, or new ideas.

**TOPICS:**

These can be identified by the applicant as a new initiative, a project, element of their organization or event, Marketing, Operating funding, capital needs whatever is consistent with the law.

**MEASURING RESULTS:**

**Each applicant should choose how they measure degree of success. Applicants need to explain why this is an effective measurement technique that reflects results and how that relates to the objective.** Applicants and ATAC members and Town Council members need to be cognizant of how deep the applicant must go on measurement. It's the old "Effort vs. Return" or "Time vs. Micromanagement". For instance, getting the number of impressions from a specific magazine ad in a particular issue may require inordinate amount of staff time. Counting the time required to obtain or calculate the effectiveness / return / ROI number for a specific advertisement should be evaluated against what decision would be made if the number / results were different. Does ATAC need to be so deep so that we are recommending a change from "Gardening in the South" magazine to "Southern Living Gardening Guide"?

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results.</i>
<b>EXAMPLE: Marketing Efforts to Increase Tourist Attendance</b>				
Website	Add Ticketing	\$ 10,000.00	\$ 7,500.00	Compare attendance count vs. previous year vs. plan / Ability to track # online ticket sales/ Hits / Duration / Statistics vs. previous year or old site
"	Build New	\$ 20,000.00	\$ 22,000.00	
"	Add New Event Feature	\$ 5,000.00	\$ 5,500.00	
Total Website		\$ 35,000.00	\$ 35,000.00	
PR Firm	Interview w/ Leadership, Lifestyle Mag Article	\$ 5,000.00	\$ 7,500.00	Explain effects of Interviews, # hours, # articles, # impressions, or adjusted target demographics
Advertising	Local Advertising	\$ 12,000.00	\$ 9,000.00	Compare # Copies, # Impressions, demographics, etc.
"	Lifestyle Mag	\$ 20,000.00	\$ 25,000.00	Explain results of running the Ad
"	Local TV Spots	\$ 20,000.00	\$ 5,000.00	Compare # local attendees, % +/-, etc.
"	NYC / NJ / CT/ VA / TN	\$ 25,000.00	\$ 35,000.00	Compare # attendees from those states, % =+/-, etc.
Total Advertising		\$ 77,000.00	\$ 74,000.00	
Total Marketing Efforts		\$ 117,000.00	\$ 116,500.00	

<b>EXAMPLE: Programming Enhancements</b>				
Programming	Add 1 extra show	\$ 15,000.00	\$ 15,000.00	Increased Tourist attendance by # and increased Ticket Revenue from the Show by \$
Total Programming Enhancements		\$ 15,000.00	\$ 15,000.00	

<b>EXAMPLE: ATAX-Supported Operations Expenses</b>				
Utilities		\$ 10,000.00	\$ 8,000.00	New HVAC lowered utility costs
Facility Equipment	New iPads for visitor surveys/tracking	\$ 1,000.00	\$ 1,500.00	Improved efficiency of visitor surveys & tracking compared to previous system / Give specifics of new data & statistics gathered, etc.
"	New HVAC and Thermostat Controls	\$ 250,000.00	\$ 235,000.00	
"		\$ 50,000.00	\$ 50,000.00	Lowered utility costs and reduced costs of repairs by \$
Total Facility Equip		\$ 301,000.00	\$ 286,500.00	
Total ATAX-Supported Operations		\$ 311,000.00	\$ 294,500.00	

<b>EXAMPLE: Transportation Upgrades</b>				
Transportation	Buy new van + gas	\$ 35,000.00	\$ 40,000.00	Higher # of visitors carried to Festival / guests referrals due to better service / surveys conducted during transport to document tourism %
"	Shuttle Service	\$ 20,000.00	\$ 14,000.00	
Total Transportation Upgrades		\$ 55,000.00	\$ 54,000.00	

**ATAX EFFECTIVENESS MEASUREMENT  
SAMPLE**

<b>TOPIC</b>	<b>THE PLAN</b>	<b>BUDGET</b>	<b>ACTUAL SPENT</b>	<b>RESULTS</b> <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results.</i>
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Total Budget to Actual	\$ 498,000.00	\$ 480,000.00
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