

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

QUARTERLY REPORT
FISCAL YEAR 2024-Q3

JANUARY 2024 - MARCH 2024

DESTINATION VALUES

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



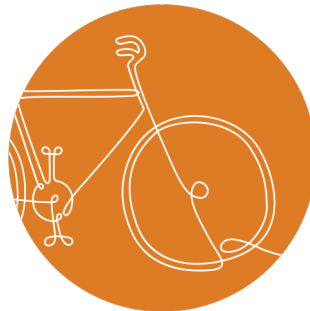
ECOTOURISM



HISTORY



ARTS & CULTURE



RECREATION



WELLNESS

QUARTER HIGHLIGHTS

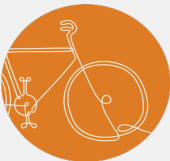


HILTON HEAD ISLAND FEATURED ON THE TODAY SHOW, AL ROKER’S WALKING CHALLENGE

- Wednesday, February 28 at Coligny Beach Park
- Partnership with Discover South Carolina (SCPRT) and Hilton Head Health
- The Chamber worked with the TODAY Show producers to coordinate a live segment for this initiative
- Al Roker crossed the "finish line" of his month-long walking challenge program
- There were over 150 local participants at the finish line event
- The program, as a whole, has over 700,000 online participants
- This segment prompted further meetings and segments with the TODAY Show



WHY IT MATTERS



The TODAY Show’s massive audience and strong online presence provide extraordinary visibility and validation for the island. Inclusion with such a respected outlet sets destinations apart in a crowded market reaching millions of viewers and generating significant buzz.

TODAY SHOW COVERAGE

BROADCAST

11

MENTIONS

26M

AUDIENCE

\$6.3M

AD VALUE

ONLINE

10

MENTIONS

430M

AUDIENCE

\$334K

AD VALUE

SOCIAL

4

MENTIONS

13M

AUDIENCE



[Link To Clip](#)

MEDIA PARTNERSHIPS

PAID



WHY IT MATTERS

Aligning the Hilton Head Island brand with top luxury publications and their readership ensures we're consistently creating awareness of the destination amongst our target audience of \$250K+ Household Income, averaging 3 to 4 trips per year.



CAMPAIGN DATES NOVEMBER 2023 – MARCH 2024

7.3M DIGITAL AUDIENCE

CAMPAIGN FINAL RESULTS

PAGEVIEWS 5,117

TIME ON PAGE 1:24

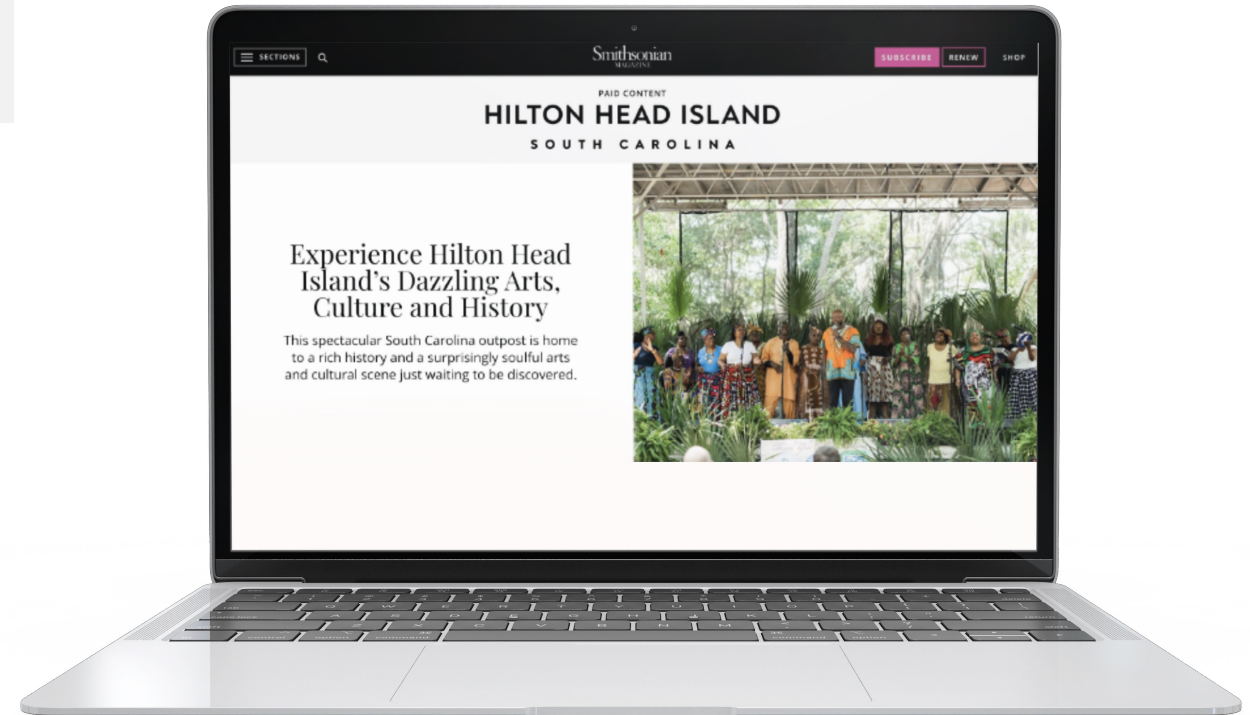
INDUSTRY BENCHMARK AVERAGE TIME ON PAGE 0:57

Smithsonian
MAGAZINE

EXPERIENCE HILTON HEAD ISLAND'S DAZZLING ARTS, CULTURE AND HISTORY

Native article that drives awareness to winter and spring cultural events on Hilton Head Island and highlights numerous partners in the arts, culture, and history sectors.

[Access Link Here](#)



PUBLIC RELATIONS MEDIA COVERAGE

HILTON HEAD ISLAND STORY HIGHLIGHTS
JANUARY – MARCH



WHY IT MATTERS

Positive media coverage for the destination enhances visibility, builds credibility, and generates interest, ultimately supporting resident quality of life and economic vitality.



 **8,615,834,010**
IMPRESSIONS

 **\$17,527,412**
AD VALUE

 **854**
STORIES & MENTIONS

WHAT OTHERS ARE SAYING ABOUT US



"It's guaranteed to appeal to just about anyone you know. After all, how many locations can pander to beach bums, seafood connoisseurs, conservationists, history buffs, and golf aficionados?"

"For all the pomp and circumstance surrounding Hilton Head as a bustling resort town and world-class golfing destination, at its core, the island is still the same wild escape it's always been."

Southern Living

Q3 HIGHLIGHTS

JANUARY

SOUTHERN LIVING
(UVPM: 12,084,918):
[15 WINTER ISLAND
ESCAPES
IN THE SOUTH](#)

FEBRUARY

TRIPADVISOR
(UVPM: 116,738,848):
[2 PERFECT DAYS IN
HILTON HEAD](#)

MARCH

TRAVEL + LEISURE
(UVPM: 11,994,568)
[15 BEST BEACHES IN SOUTH
CAROLINA, ACCORDING TO
SOMEONE WHO LIVED IN
THE STATE FOR 20 YEARS](#)

DESTINATION OFFICIAL VACATION PLANNER



WHY IT MATTERS

The official Vacation Planner brings our destination into the homes of our visitors, further instilling our core values and key attributes while serving as a planning tool for those looking to travel to Hilton Head Island.



[2024 VACATION PLANNER](#)



QUARTERLY
DISTRIBUTION
28,985

ANNUAL
FULFILLMENT
PROGRESS
64%
(80K PRODUCED)

DISTRIBUTION TOUCH POINTS:

- HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
- ALL STATE WELCOME CENTERS, 9
- AAA OFFICES
- EMAIL/PHONE FULFILLMENT
- TRADESHOWS/EVENTS
- MEDIA AND PUBLIC RELATION INITIATIVES

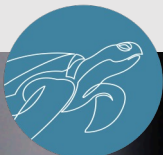
DESTINATION WEBSITE & SOCIAL MEDIA



WHY IT MATTERS

The combination of website analytics and social media insights empowers data-driven decision-making, ensuring adaptability and responsiveness to digital out-marketing efforts.

While partner referrals are down marginally YOY, we were able to maintain a consistent partner referral count while increasing our session and user numbers by 20% YOY.



USERS
745K

+19% YOY

VISITS
954K

^ +20% YOY

PARTNER
REFERRALS
394K

✓ -3% YOY

HILTON HEAD ISLAND SOCIAL ENGAGEMENT

SOCIAL
SESSIONS
214K

SOCIAL
REFERRALS
2,960

SOCIAL
TOTAL
AUDIENCE
357K

HiltonHeadIslandofficial



VisitHiltonHeadSC



VisitHiltonHead



HiltonHeadSC



HiltonHeadSC



VisitHiltonHead



CROSS-CHANNEL SOCIAL POST STATS

BREAKDOWN BY DESTINATION VALUES

	Ecotourism	History	Arts & Culture	Recreation	Wellness
Total Posts	33	26	86	91	146
Impressions	434,564	229,459	706,542	811,304	1,659,867
Engagements	18,696	7,156	18,003	34,125	85,367
Engagement Rate	4.3%	3.1%	2.5%	4.2%	5.1%
Link Clicks	29	699	2,727	729	1,590

When evaluating performance, **engagement rate is the most valuable metric for understanding audience sentiment towards posts.** A strong engagement rate is between 3-5%, and while Arts & Culture is technically below that threshold, posts tagged with Arts & Culture generate the most link clicks contributing to the most website traffic from organic social.

HOTEL, HOME & VILLA OCCUPANCY



WHY IT MATTERS

Our analysis of Hilton Head Island accommodations, Hotel, Home & Villa, for a specific quarter, Smith Travel Research (STR) and KeyData, provides metrics such as occupancy rates, average daily rates, and revenue per available room. This data-driven approach details actionable insights to inform strategic decisions.

FY Q3 presented a small downward shift in occupancy however, our hotels and home & villa partners were able to ensure strong rates that allowed for a positive RevPAR. We continue to watch trends and adjust our marketing efforts accordingly.

2-SOURCE REPORT

January to March 2024

OCCUPANCY
47%
-4%

ADR
\$185
+5%

REVPAR
\$87
+1%



COMMUNITY CORNERSTONE PLAN

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



ECOTOURISM



HISTORY



**ARTS &
CULTURE**



RECREATION



WELLNESS

THANK YOU



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE