

Calendar Year 2023

HILTON HEAD ISLAND DMO METRIC REPORT

HILTON HEAD ISLAND
SOUTH CAROLINA

DMO REPORT, METRIC DELIVERABLES

- (i) Visitor and Resident satisfaction;
- (ii) Revenue per available room (REVPAR);
- (iii) Occupancy rates;
- (iv) Visitor spending studies;
- (v) Return on investment for visitor spending per dollar of investment;
- (vi) Local tax revenues generated by visitors;
- (vii) Number of visitors;
- (viii) Number of referrals made to area businesses and number of website and click through(s) made to area businesses
- (ix) Numbers related to mail fulfillment and other contacts;
- (x) Industry awards received for marketing public relations efforts;
- (xi) Number of jobs created by tourism;
- (xii) Events held and participation events by Chamber members;
- (xiii) Update on its public relations efforts to include the number of media impressions and the dollar equivalent for media impressions

An aerial photograph showing a residential development with several houses and a large, winding body of water. A wooden walkway or bridge crosses the water. The surrounding area is densely wooded. The text is overlaid on the image.

RESIDENT & VISITOR SATISFACTION SURVEYS

OBJECTIVES FOR TODAY

RESIDENT SATISFACTION SURVEY, WAVE 3

Survey In-market Timeframe – August 28 to September 17, 2023 – 2,830 Total Respondents*



*The sample size yields an error of +/- 1.77 percent 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.

VISITOR SURVEY

2023 Hilton Head Island Visitor Profile Study, College of Charleston-Office of Tourism Analysis
Survey in-market timeframe: January to December 2023

Trip Characteristics

- 4.7, avg group size
- Personal car, main mode of transport
- 8.1, H&V avg length of stay
- 6.5, Hotel avg length of stay



Top Reasons for Choosing Hilton Head Island

- Beaches, Relaxation
- Family, Nature based activities
- Biking, Culinary



Travel Planning

- VRBO
- Local Vacation Rental Management Companies
- Local Resort on-line booking platforms



Travel Behaviors

- Appealing Experiences
- Important Supporting Attributes

1,710
Visitor
Respondents



An aerial photograph showing a residential development with several houses, a large body of water, and dense greenery. The text is overlaid in the center of the image.

OCCUPANCY (OCC)
AVERAGE DAILY RATE (ADR)
REVENUE PER AVAILABLE ROOM (RevPAR)

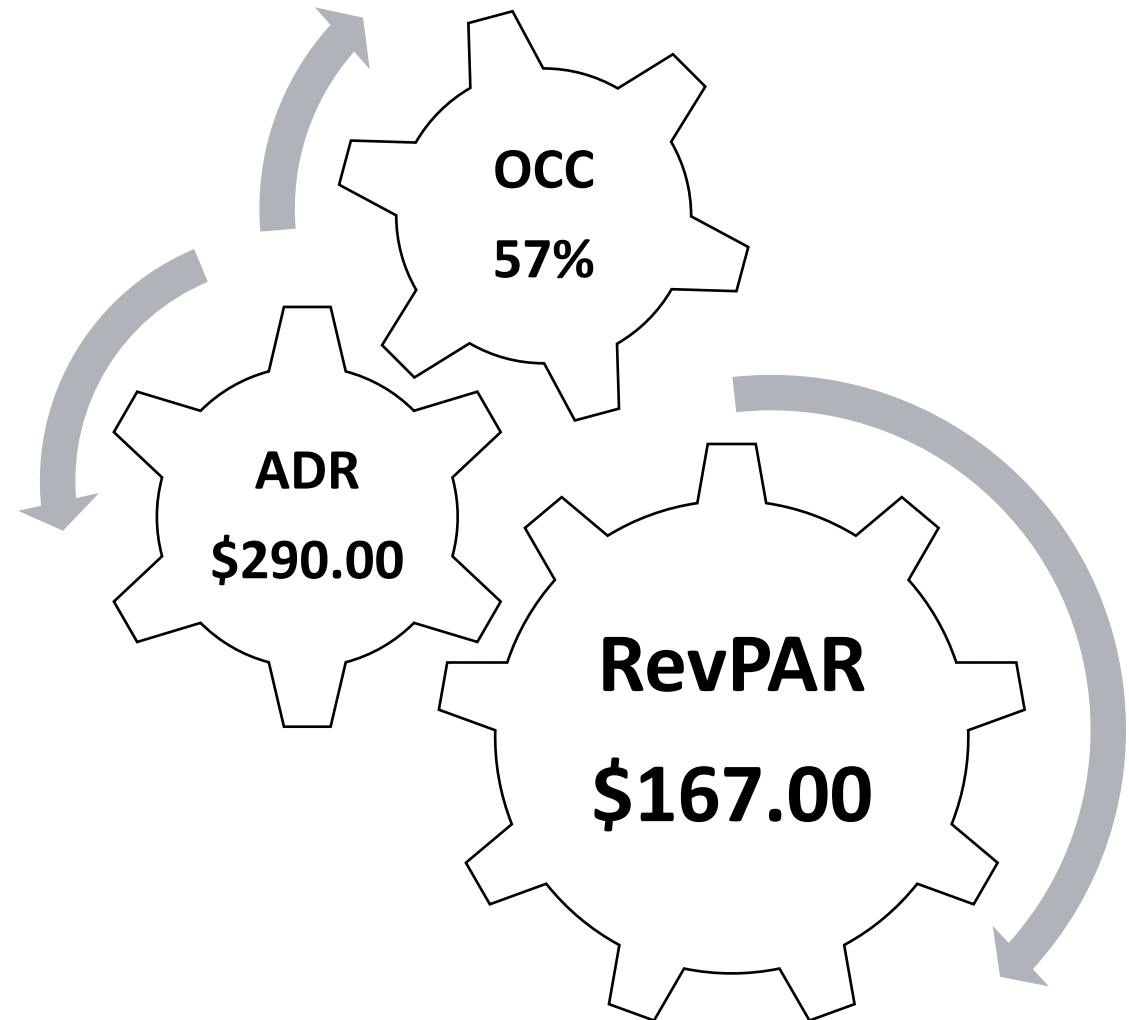
HILTON HEAD ISLAND LODGING PERFORMANCE

2-SOURCE Performance (Combined Home & Villa and Hotel Report)

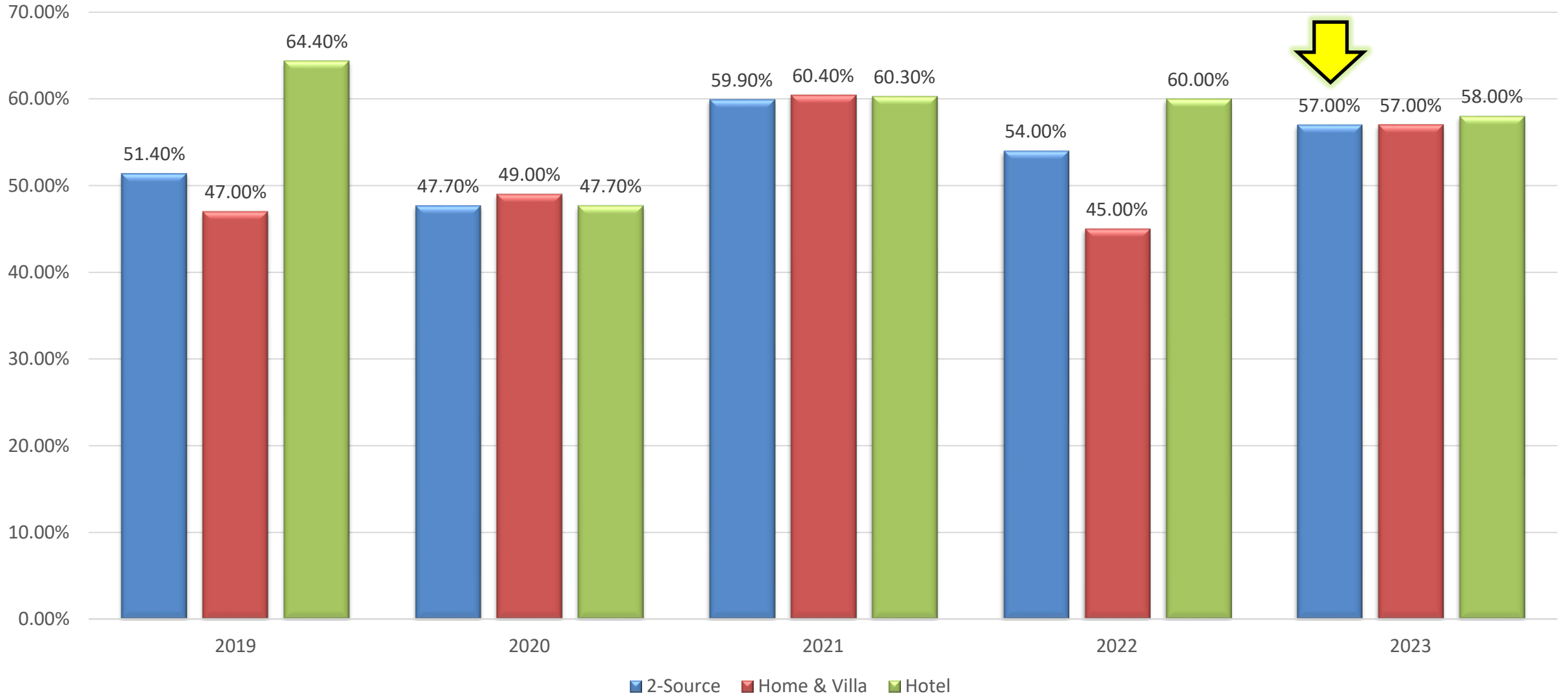


WHY IT MATTERS

- 2021 Had Strong Demand which Resulted In an Increased Average Daily Rate
- 2022 We Saw the U.S. Opening Back Up Post COVID-19, Began to See Decrease in OCC, ADR, and RevPAR
- 2023 World Was Open, Rates Right Side, Inflation, Uncertainty in Economy



LODGING PERFORMANCE OCC



LODGING PERFORMANCE ADR



LODGING PERFORMANCE REVPAR



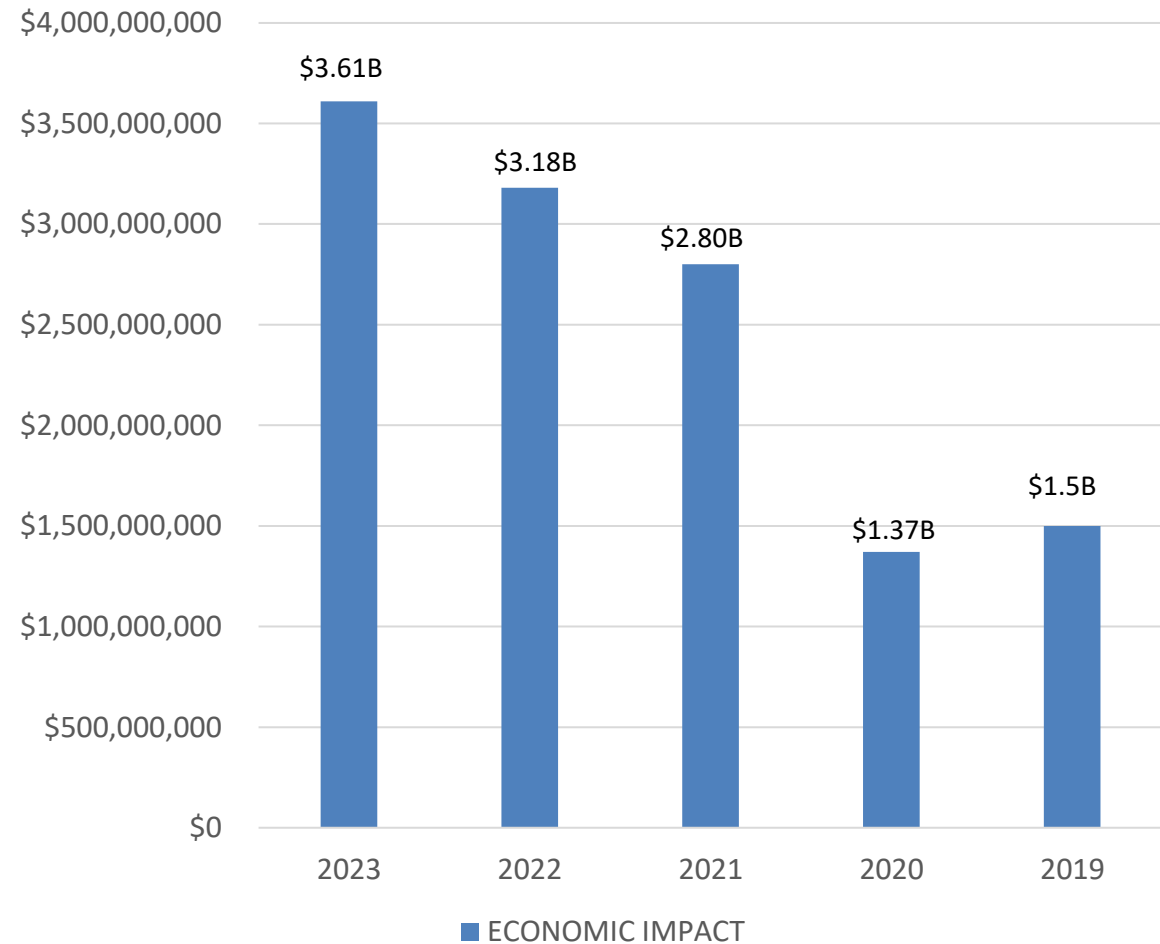
An aerial photograph of a coastal wetland area. In the foreground, a winding waterway flows through dense, green marsh vegetation. A wooden boardwalk or path runs along the left side of the waterway. In the background, a residential development with several houses is visible, surrounded by a thick forest of trees. The sky is clear and bright.

VISITOR SPENDING STUDIES

VISITOR SPENDING STUDIES, ECONOMIC IMPACT

**\$3.61
BILLION**

ECONOMIC IMPACT OF HILTON
HEAD ISLAND TOURISM IN 2023

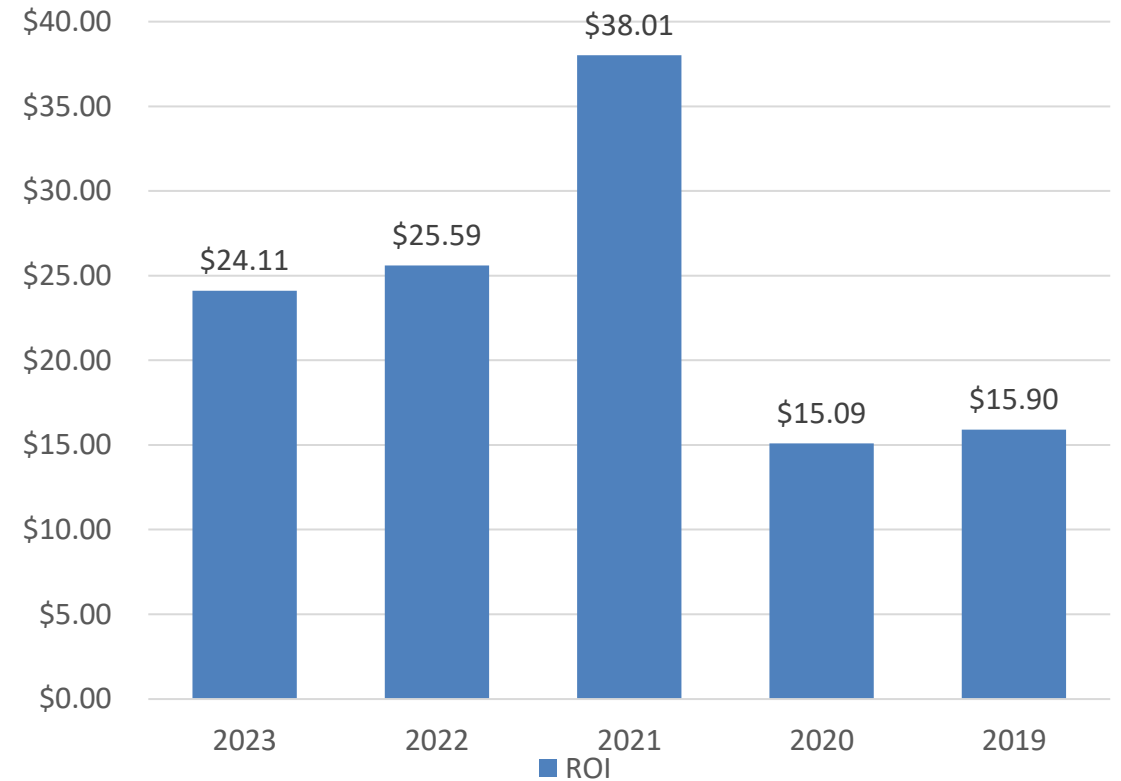
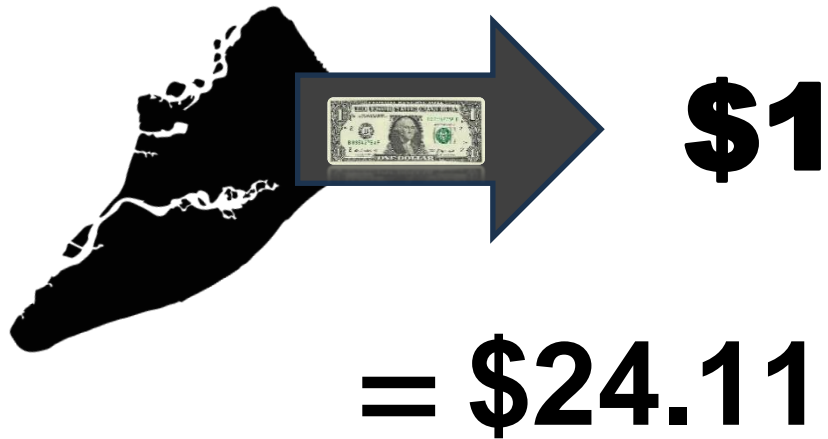


An aerial photograph showing a residential development with several houses and a winding waterway. The foreground is dominated by a dense forest of trees, and the waterway winds through the landscape. The text is overlaid in the center of the image.

**RETURN ON INVESTMENT
FOR VISITOR SPENDING
PER DOLLAR OF
INVESTMENT**

RETURN ON INVESTMENT VISITOR SPENDING PER DOLLAR

For Every Tax Dollar Invested In Marketing The Destination



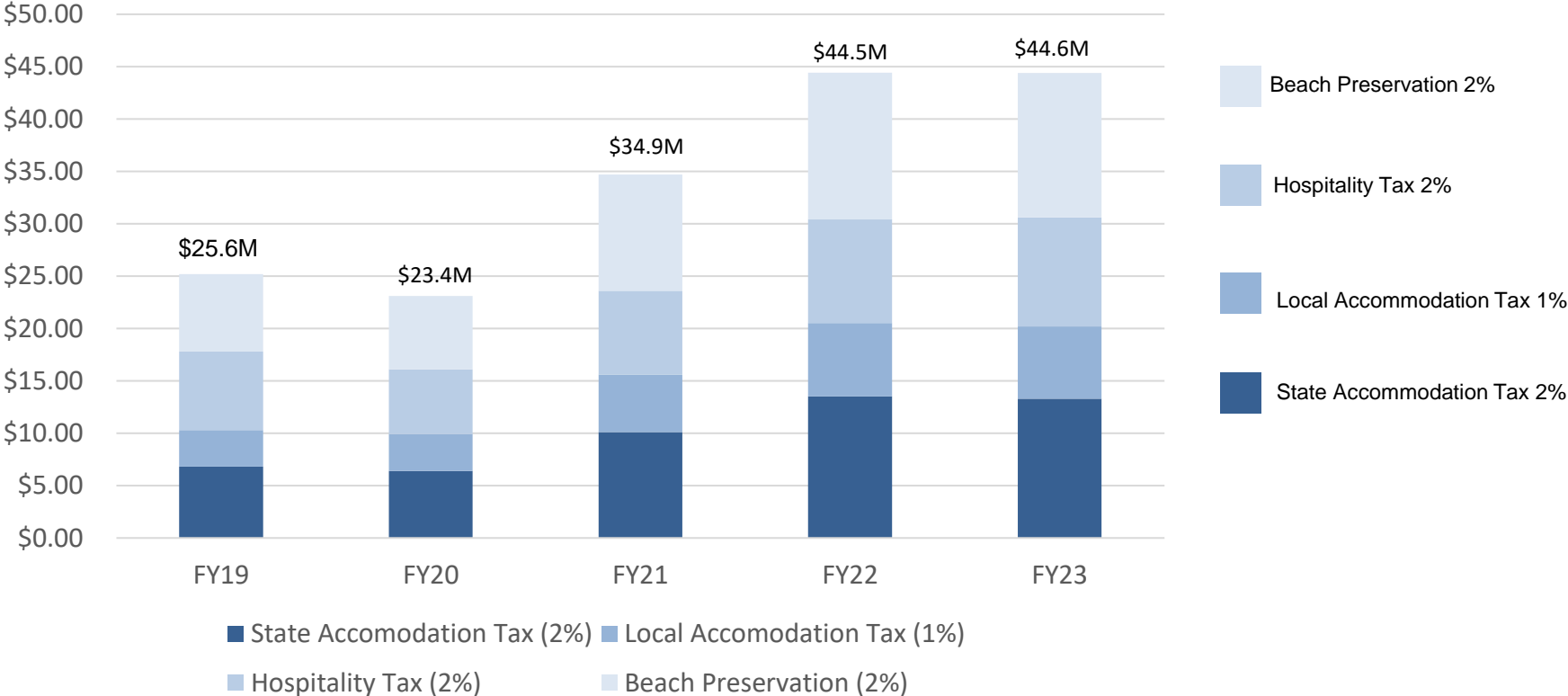
An aerial photograph of a coastal landscape. In the foreground, a winding waterway flows through a dense marsh of tall grasses. A wooden boardwalk or bridge crosses the waterway. In the middle ground, a residential neighborhood with several houses is visible, surrounded by trees. The background is a vast expanse of forest. The sky is clear and bright.

**LOCAL TAX REVENUE
GENERATED BY VISITORS**

LOCAL TAX REVENUES GENERATED BY VISITORS

 **74%**

ACCOMODATION &
HOSPITALITY TAX UP
OVER 5 YEARS



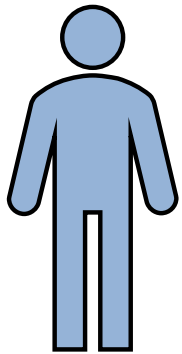
An aerial photograph of a coastal wetland area. In the foreground, a winding waterway flows through dense, green marsh vegetation. A wooden boardwalk or path runs parallel to the water on the left side. In the middle ground, a residential neighborhood with several houses is visible, partially obscured by trees. The background is dominated by a vast, dense forest of tall trees. The overall scene is captured in a soft, golden light, suggesting late afternoon or early morning.

NUMBER OF VISITORS

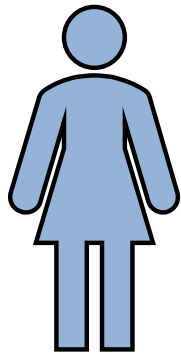
NUMBER OF VISITORS

2.98M

NUMBER OF VISITORS TO HILTON
HEAD ISLAND IS 2023



45.7%
MALE

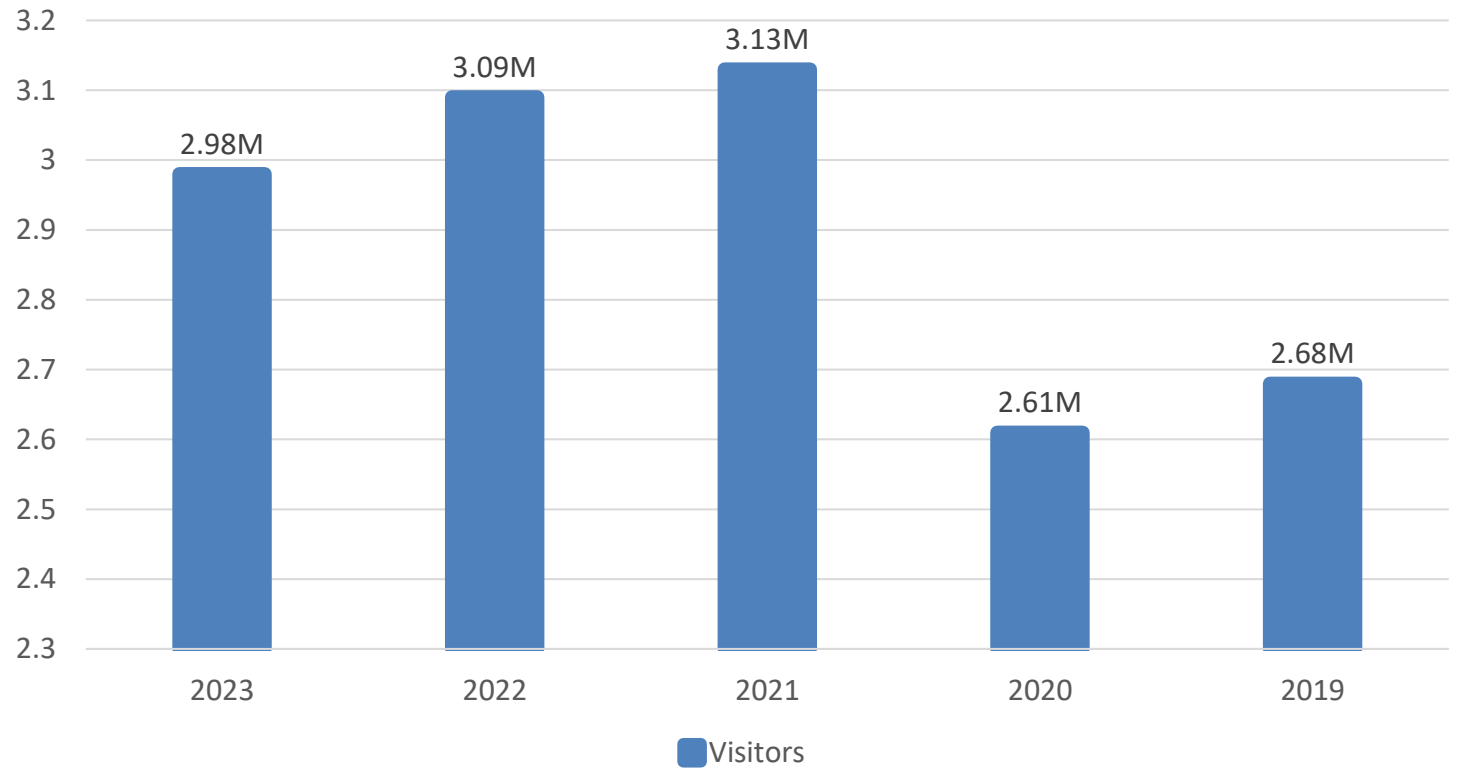


54.1%
FEMALE

0.3% SELF IDENTIFY

86.4% MARRIED

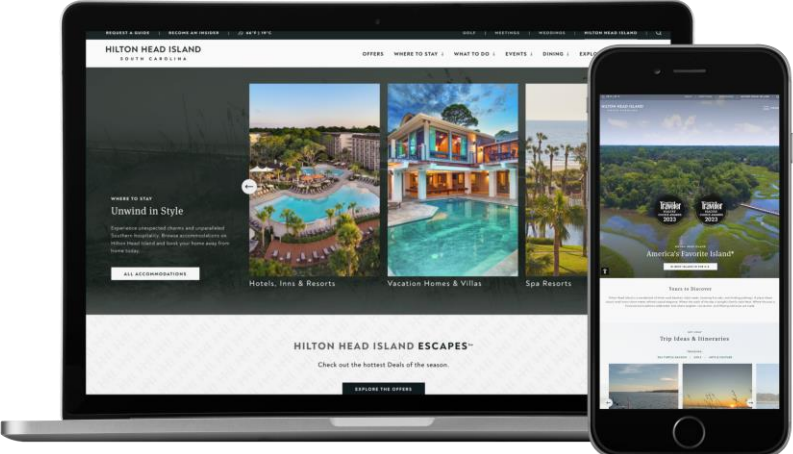
Number of Visitors



An aerial photograph of a residential development. In the foreground, a winding waterway with a wooden bridge crosses it. The waterway is surrounded by dense, green vegetation. In the middle ground, a cluster of houses is visible, partially obscured by trees. The background is a vast expanse of dense forest under a clear sky.

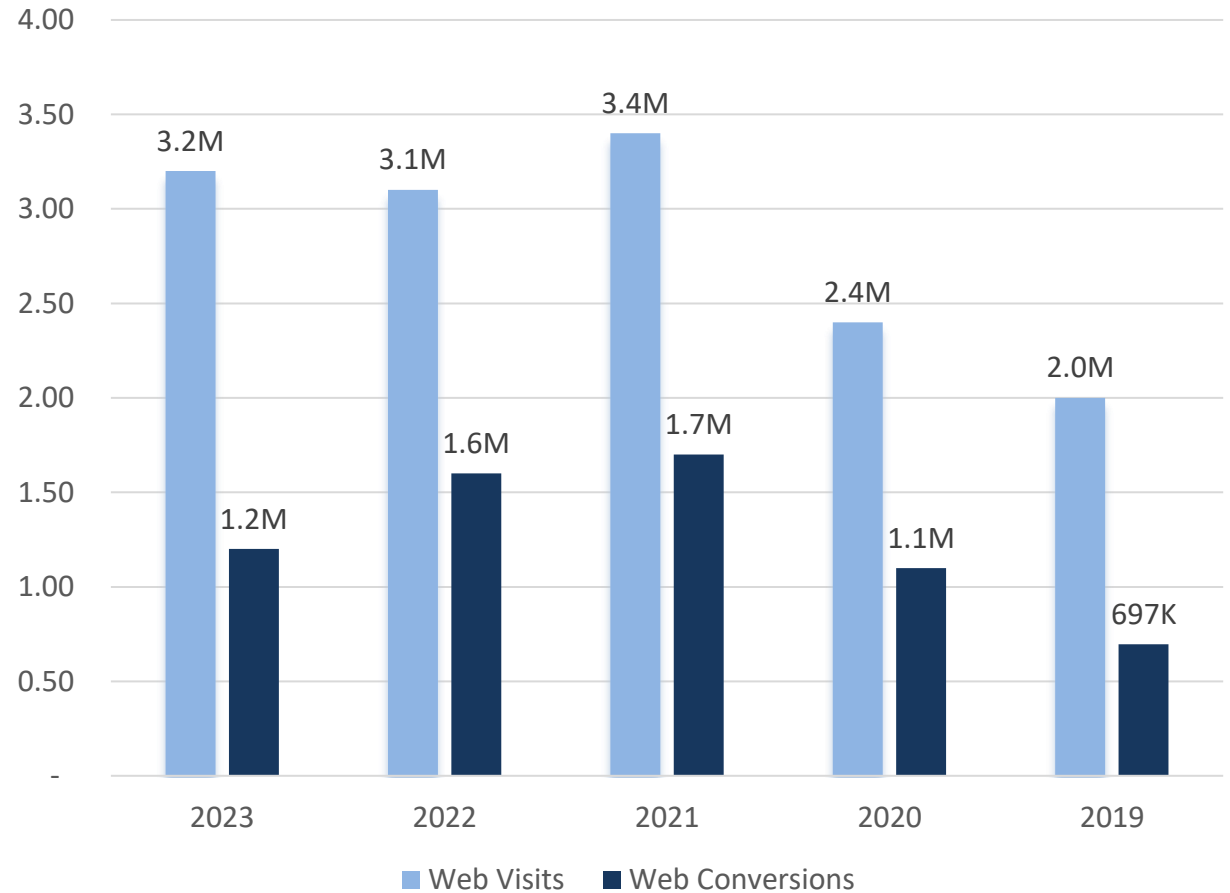
WEBSITE PERFORMANCE

NUMBER OF REFERRALS, WEBSITE HITS & CLICKS TO AREA BUSINESSES



3.2M
WEBSITE VISITS
IN 2023

1.2M
WEBSITE
CONVERSIONS TO
PARTNERS IN 2023



An aerial photograph of a coastal wetland area. In the foreground, a winding waterway flows through dense, green marsh vegetation. A wooden boardwalk or path runs parallel to the water on the left side. In the middle ground, a residential development with several houses is visible, partially obscured by trees. The background is dominated by a vast, dense forest of tall trees. The overall scene is captured in a soft, golden light, suggesting late afternoon or early morning.

FULFILLMENT

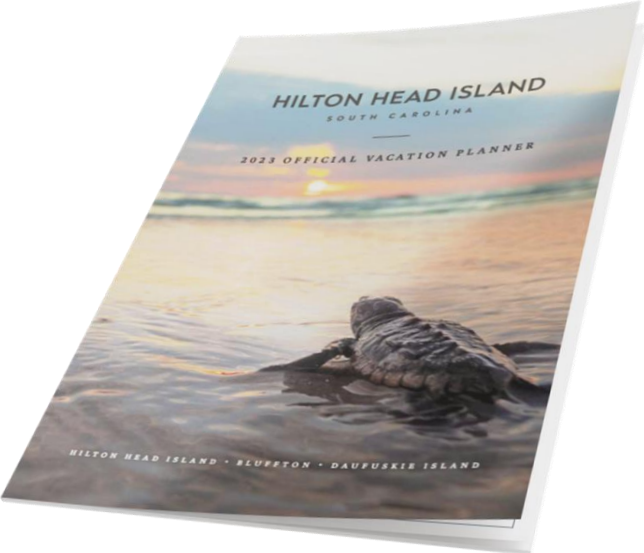
NUMBERS RELATED TO MAIL FULFILLMENT & OTHER CONTRACTS

71,792

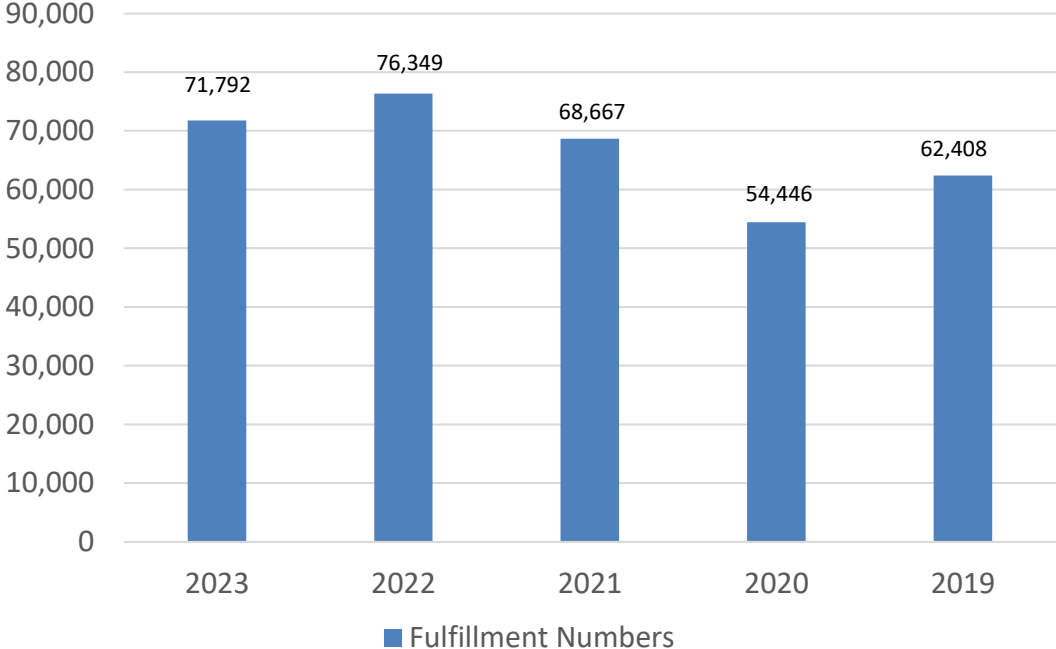
Hilton Head Island Vacation Planners And Golf Island Brochures Mailed

Distribution touch points:

- Hilton Head Island-Bluffton Chamber of Commerce
- All State Welcome Centers
- AAA Offices
- Email/ Phone Fulfillment Requests
- Tradeshows/ Events
- Media and Public Relations initiatives



Fulfillment Numbers



An aerial photograph of a residential development. The foreground is dominated by a winding waterway, possibly a canal or a small river, that meanders through a dense, lush green forest. The water is dark and reflects the surrounding greenery. In the middle ground, a cluster of modern, multi-story houses with light-colored roofs is visible, nestled among the trees. A wooden bridge or walkway crosses the waterway in the lower left. The background shows a vast expanse of forest stretching to the horizon under a clear sky. The overall scene is peaceful and scenic, highlighting the integration of nature and residential architecture.

INDUSTRY AWARDS

INDUSTRY AWARDS

NAMED #1 BEST ISLAND IN THE U.S. IN THE CONDÉ NAST TRAVELER READER'S CHOICE AWARDS FOR THE 7TH YEAR IN A ROW



WHY IT MATTERS

The destination's positive recognition from a reputable global media outlet, along with alignment of travel trends, signifies the success of our marketing shift, emphasizing the destination's relevance and forward-thinking approach.

other notable mentions:

NY Post
Named Among
"Best Family-Friendly
Vacations of 2023"

Town & Country
Named Among
"The 40 Best Beaches on
the East Coast"



71%
FOOD & WINE

55%
LOCAL CUISINE

32%
CULTURAL
EXPERIENCES



An aerial photograph showing a coastal landscape. In the foreground, there is a winding waterway with marshy banks. A wooden boardwalk or bridge crosses the water. In the middle ground, a residential neighborhood with several houses is visible, surrounded by trees. The background is dominated by a dense, dark green forest. The sky is a clear, light blue.

**NUMBER OF JOBS
CREATED BY TOURISM**

NUMBER OF JOBS CREATED BY TOURISM

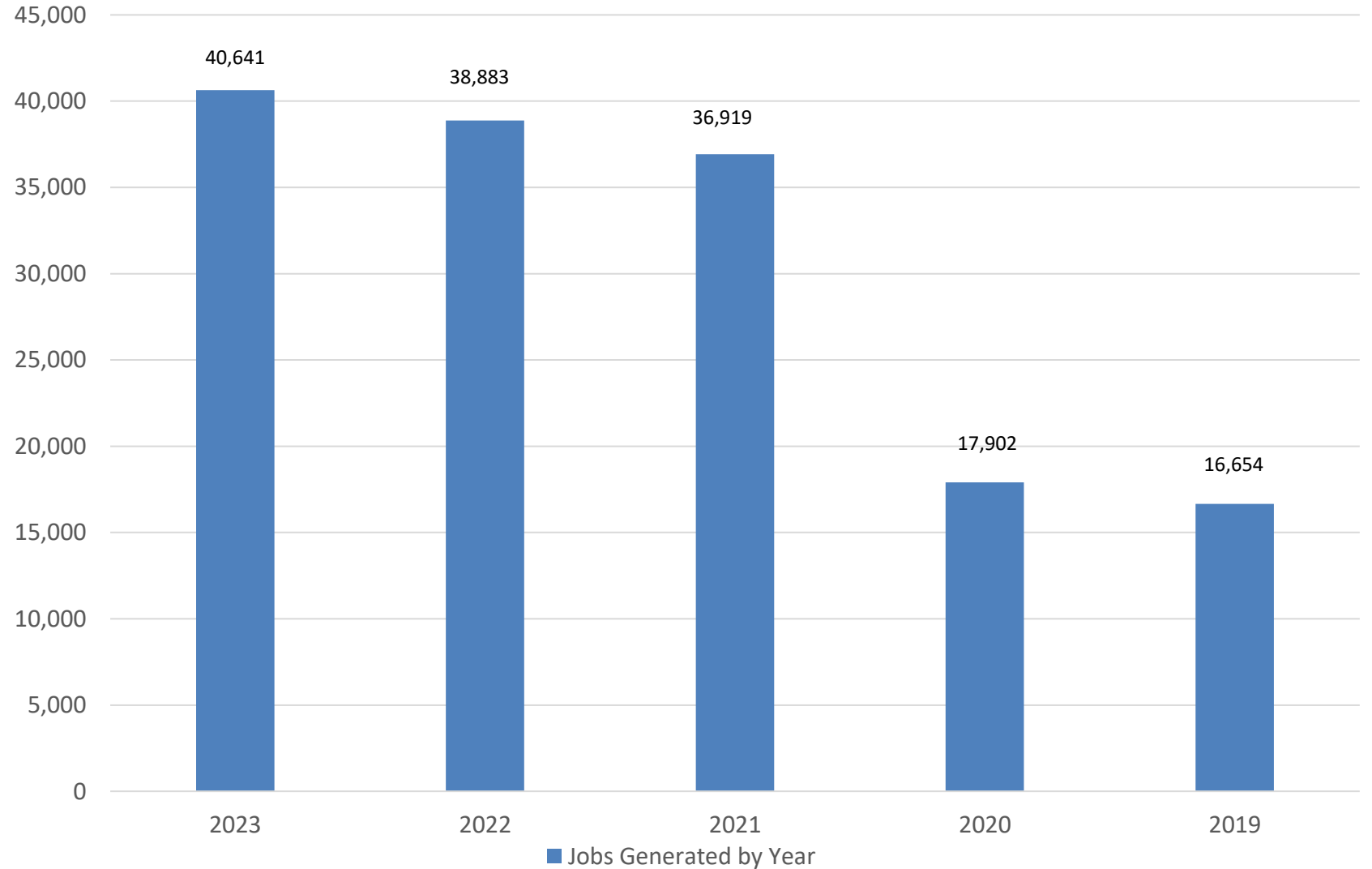
40,641

JOBS GENERATED
FROM HILTON HEAD
ISLAND TOURISM

TOURISM ON HHI
NOW ACCOUNTS FOR

33.3%

OF ALL JOBS IN BEAUFORT
COUNTY



An aerial photograph of a wetland area. In the foreground, there is a winding waterway surrounded by dense marsh vegetation. A wooden boardwalk or bridge crosses the waterway. In the background, a residential neighborhood with several houses is visible, surrounded by a thick forest. The sky is clear and blue.

NUMBER OF EVENTS

EVENTS HELD & PARTICIPATION IN EVENTS BY CHAMBER MEMBERS

83+

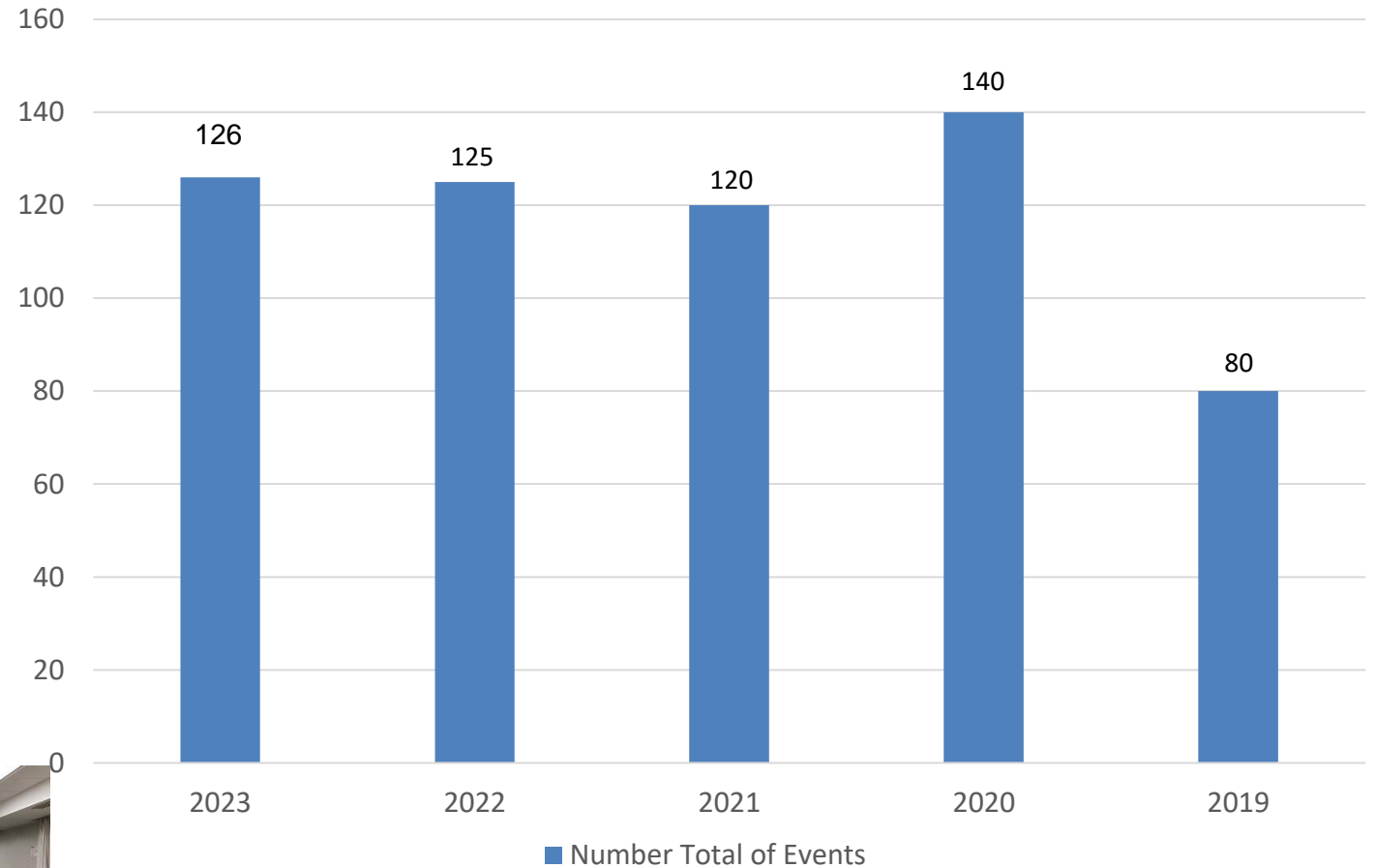
IN PERSON + VIRTUAL
EVENTS

43

RIBBON CUTTINGS &
GROUNDBREAKING
CEREMONIES



Number Total of Events



An aerial photograph of a coastal wetland area. In the foreground and middle ground, there is a complex network of winding waterways and marshes with dense vegetation. A wooden boardwalk or bridge structure runs across the marshes. In the background, a residential neighborhood with several houses is visible, surrounded by a thick forest of trees. The sky is clear and bright.

PUBLIC RELATIONS

PUBLIC RELATIONS MEDIA IMPRESSIONS & DOLLAR EQUIVALENT



6,376,960,959
IMPRESSIONS



2,138
STORIES & MENTIONS



\$21,028,150.43
AD EQUIVALENCY

THANK YOU



HILTON HEAD ISLAND
SOUTH CAROLINA

 **DESTINATIONS
INTERNATIONAL**

UNITED STATES CHAMBER OF COMMERCE
ACCREDITED
★ ★ ★ ★ ★