

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

QUARTERLY REPORT
FISCAL YEAR 2024-Q4

APRIL 1 JUNE 30, 2024

DESTINATION VALUES

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



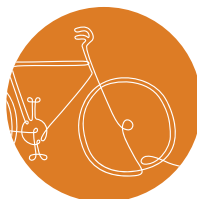
ECOTOURISM



HISTORY



ARTS & CULTURE



RECREATION



WELLNESS

HILTON HEAD ISLAND'S CULINARY TRADITIONS AND SUSTAINABILITY FEATURED IN NEW YORK TIMES.



WHY IT MATTERS



Being featured in The New York Times is a significant achievement, given its global recognition, reach, and readership. This highly sought-after coverage featured lifelong Island resident Andrew Carmines showcasing our Lowcountry mariculture and cuisine to millions of engaged readers worldwide. Actively pursuing such stories helps us promote and celebrate the rich culture of Hilton Head Island on an international stage.

The Chamber hosted New York Times journalist Korsha Wilson, who attended the Hilton Head Island Seafood Festival and interviewed Andrew Carmines, highlighting Hudson's restaurant and Lowcountry cuisine. The article appeared in the New York Times print, digital, and social media, providing valuable exposure.



RESULTS

REACH

366,783

PRINT CIRCULATION

10,310,462

COOKING SECTION
UVPM/DIGITAL AUDIENCE

143,406,885

UVPM/DIGITAL AUDIENCE

UVPM (Unique Visitors per Month) - This metric represents the number of visitors to a media outlet.

COOKING SOCIAL REACH

Instagram: 4.1M followers

TikTok: 403.4K followers

Facebook: 825K followers

YouTube: 847K subscribers



SUSTAINABILITY MEDIA EVENT IN NYC: AMBER KUEHN & ANDREW CARMINES DISCUSS THE ISLAND'S VITAL MARICULTURE SUSTAINABILITY WITH NATIONAL MEDIA OUTLETS IN NYC.

WHY IT MATTERS

The Island's environmental commitment was front and center at an intimate media event hosted in partnership with the Savannah/Hilton Head International Airport in New York City, with media representatives present from some of the most important and reputable publications globally.

RESULTS

THE MAY 2024 EVENT HAS ALREADY RESULTED IN LONELY PLANET AND FORBES TRAVEL STORIES WITH MORE TO COME.

MEDIA ATTENDEE HIGHLIGHTS

JACQUI GIFFORD,
EDITOR IN CHIEF,
TRAVEL + LEISURE
UVPM: 11,994,568

MIKE CAPETTA,
FREELANCE,
TRAVEL + LEISURE
UVPM: 11,994,568
& MEN'S JOURNAL
UVPM: 5,508,467

VINESH VORA,
LIFESTYLE EDITOR,
THE KNOCKTURNAL
UVPM: 23,171

DANIELLE HALLOCK,
SENIOR EDITOR,
ATLAS OBSCURA
UVPM: 5,395,199

TONY BOWLES,
COLUMNIST,
MEDIUM
UVPM: 70,560,452



DOTDASH MEREDITH TRAVEL & LEISURE (UVPM: 11,994,568)
TRIPSAVVY (UVPM: 4,667,383)
Susmita Baral, Travel Editor

"Thank you so much for having me! Sustainable travel is important and I'm glad I could learn more about Hilton Head Island's conservation efforts. I'm so excited to keep up with my sea turtle nest!"



LONELY PLANET (UVPM: 4,478,719)
Ann Douglas Lott, Content Team Editor

"This event was perfect timing as I just commissioned stories covering travel in the South. Also, I'm so thrilled to go back to Hilton Head Island – the last time I went there was back in high school, so I'm excited to experience what's new."

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.

Kingdom



KINGDOM CUP FEATURE
IN KINGDOM MAGAZINE

3 full page ad placements along with editorial
throughout promoting Kingdom Cup on Hilton
Head Island.

CAMPAIGN DATES

AVAILABLE APRIL - JULY 2024

DISTRIBUTION **205,000+**

READERSHIP **780,000+**



MEDIA PARTNERSHIPS

PAID



Smithsonian
MAGAZINE

UNCOVER THE SURPRISING HISTORY OF HILTON HEAD ISLAND'S 16TH CENTURY CAPITAL
This native article drives awareness of Hilton Head Island and highlights partners in the arts, culture, and history sectors combined with a digital campaign.

[ACCESS LINK HERE](#)

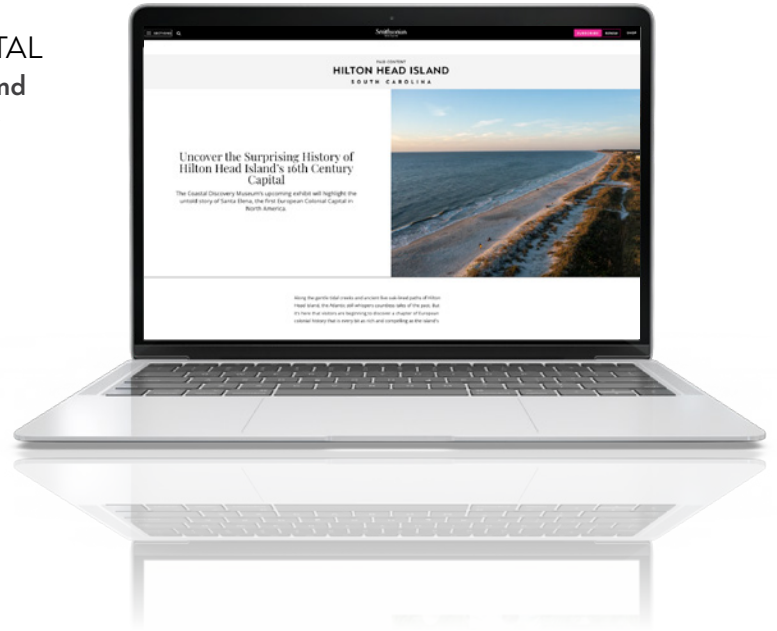
RESULTS

Full performance results will be finalized at the conclusion of the campaign and published in the next report. Over 1M impressions to date.

CAMPAIGN DATES

MAY - AUGUST, 2024

7.3M DIGITAL AUDIENCE



Wallpaper*

WALLPAPER MAGAZINE THE TRAVEL ISSUE

Wallpaper is an international publication focused on design and architecture, fashion, travel, art, and lifestyle.

RESULTS

Performance results will be finalized at the conclusion of the campaign and published in the next report.

CAMPAIGN DATES

JUNE 2024

1.7M DIGITAL AUDIENCE

100k+ PRINT DISTRIBUTION



MEDIA PARTNERSHIPS

PAID

Condé Nast Traveler

CAMPAIGN DATES

OCT 2023 - APR 2024

CONDÉ NAST TRAVELER READERS:

\$11B SPEND ON TRAVEL

9M ENGAGE ON SOCIAL

CONDÉ NAST READERSHIP
INTEREST HAS GROWN:

1.5x IN CULTURAL TRAVEL

1.3x IN CULINARY TRAVEL

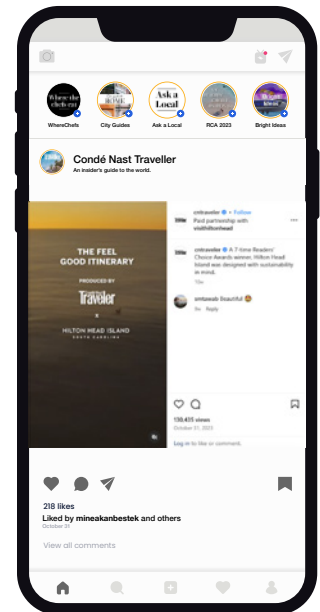
Performance Results will be available
in the next quarterly report.



THE FEEL GOOD ITINERARY ON HILTON HEAD ISLAND

The perfect eco-friendly, outdoor-focused itinerary comes to life through the eyes of a CNT editor in this branded episode.

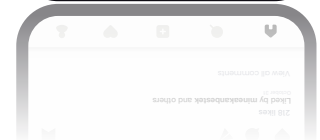
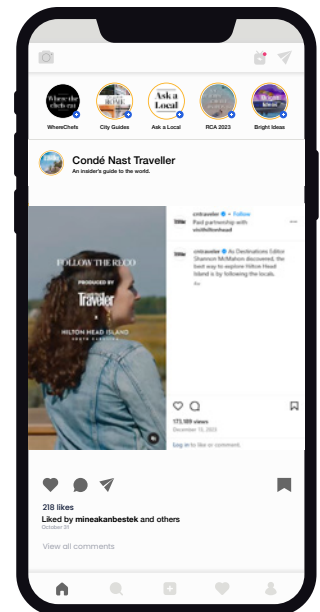
[ACCESS LINK HERE](#)



FOLLOW THE RECO

In this custom video, the CNT editor asked locals to give their personal recommendations for where they like to eat, drink and spend their time off-the-clock.

[ACCESS LINK HERE](#)



MEDIA PARTNERSHIPS

PAID

CAMPAIGN RESULTS

21.5M+

DELIVERED IMPRESSIONS

1.9M+

DELIVERED VIDEO VIEWS

241K

TIKTOK COMPLETES

792K

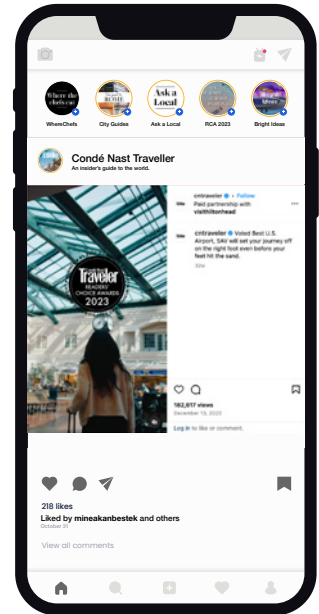
HIGH-IMPACT ENGAGEMENTS



POINT OF VIEW

When you think ‘airport’, typically you tense up from a history of less-than-optimal situations around stressful travel. But at SAV/Hilton Head International you can relax. This POV- style video showcases what it’s actually like to travel through SAV.

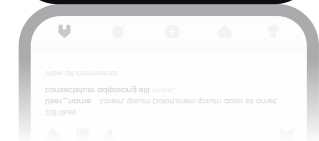
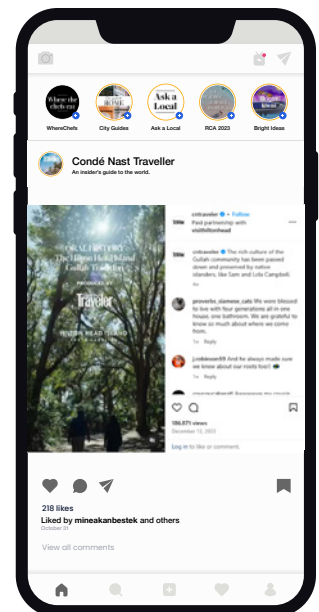
[ACCESS LINK HERE](#)



ORAL HISTORY

The past of a place informs so much about the present and Hilton Head Island is rich with interesting historical stories and roots from Gullah culture to the settlement of the island itself.

[ACCESS LINK HERE](#)



PUBLIC RELATIONS MEDIA COVERAGE

HILTON HEAD ISLAND MEDIA HIGHLIGHTS APRIL 1 - JUNE 30, 2024



WHY IT MATTERS



Helps build awareness of Hilton Head Island by showcasing our destination through the trusted voices of key editors and journalists from national media outlets. These third-party endorsements not only highlight the island's well-known attributes, they also underscore our commitment to preserving island culture and environmental sustainability, influencing and informing vacationers who value these principles.

WHAT OTHERS ARE SAYING ABOUT US

 **1,075**
MENTIONS

 **8,783,431,694**
IMPRESSIONS

 **\$7,862,710**
AD VALUE

QUARTERLY EARNED MEDIA HIGHLIGHTS

APRIL

TRAVEL NOIRE (UVPM: 903,902)
[Hilton Head Seafood Festival Showcases The Richness of Lowcountry Culture, Cuisine, and Community \(EARNED\)](#)

COSMOPOLITAN (UVPM: 40,022,295)
[Hilton Head Seafood Festival Showcases The Richness of Lowcountry Culture, Cuisine, and Community \(EARNED\)](#)

MAY

FORBES (UVPM: 75,781,066)
[The 12 Best Summer Vacation Destinations For Families In The U.S. \(EARNED\)](#)

JUNE

THE NEW YORK TIMES
- ONLINE (UVPM: 143,406,885)
[The Ingenuity of Lowcountry's Deviled Crab \(EARNED\)](#)

SOUTHERN LIVING
(UVPM: 12,084,918)
[The 15 Best Beaches In The South, According To Our Readers](#)



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.



The 2024 Official Vacation Planner arrived the last week of December.

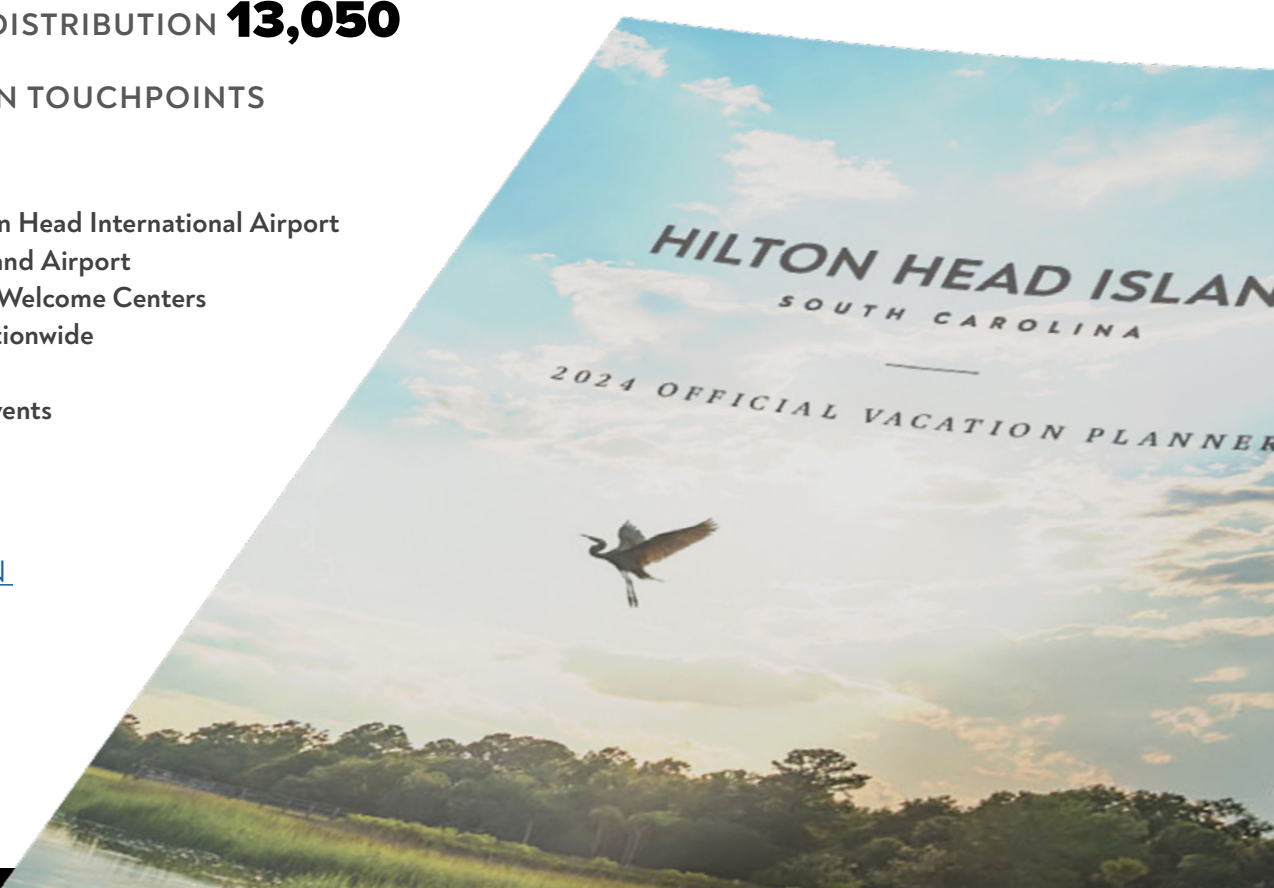
TOTAL PRINTED **85,000**

QUARTERLY DISTRIBUTION **13,050**

DISTRIBUTION TOUCHPOINTS

- 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

[2024 VACATION
PLANNER](#)



DESTINATION WEBSITE & SOCIAL MEDIA

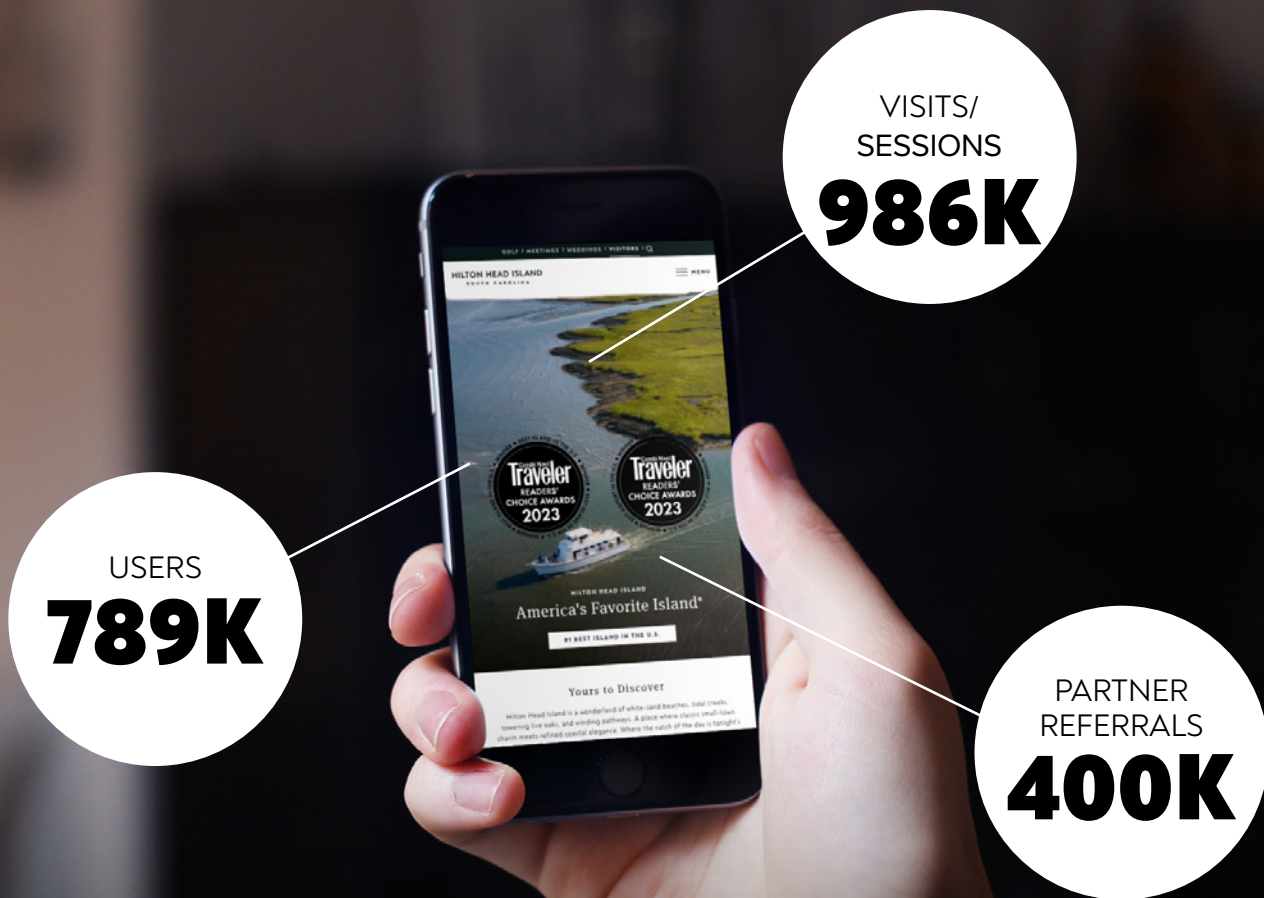


WHY IT MATTERS



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

HILTONHEADISLAND.ORG WEBSITE PERFORMANCE



Source: Google Analytics and VERB Interactive

Quarterly Report Fiscal Year 2024-Q4 (April 1 - June 30, 2024)

HILTONHEADISLAND.ORG WEBSITE PERFORMANCE

TOP VISITED WEBSITE PAGES

THE HOMEPAGE

204K
SESSIONS

THINGS TO DO

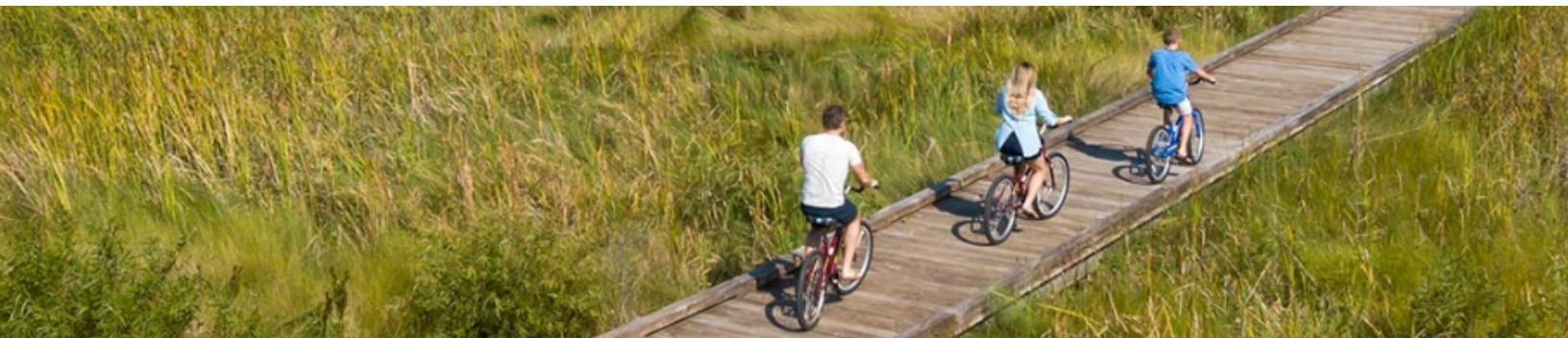
121K
SESSIONS

DINING

91K
SESSIONS

OFFERS

82K
SESSIONS

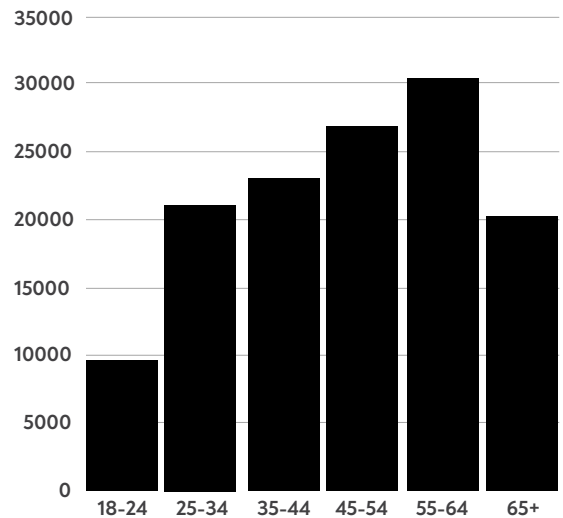


WEBSITE DEMOGRAPHICS

GENDER AND AGE BREAKDOWN



Based on available data within GA4, we're able to see women made up the largest percentage of visitation, while users within the 55-64 age range visited the website most frequently.



HILTON HEAD ISLAND SOCIAL ENGAGEMENT

SOCIAL SESSIONS
115K

SOCIAL REFERRALS
1,300



SOCIAL TOTAL AUDIENCE
355K

- HiltonHeadIslandofficial
- VisitHiltonHeadSC
- VisitHiltonHead
- HiltonHeadSC
- HiltonHeadSC
- VisitHiltonHead

Source: Sprout Social

HILTON HEAD ISLAND SOCIAL ENGAGEMENT BREAKDOWN

CROSS-CHANNEL TOP PERFORMING POSTS

ORGANIZED BY CONTENT PILLAR



WELLNESS

of Posts: 167
 Total Engagements: 251,303
 Total Impressions: 4,246,554



RECREATION

of Posts: 142
 Total Engagements: 43,694
 Total Impressions: 950,774



ARTS & CULTURE

of Posts: 51
 Total Engagements: 10,772
 Total Impressions: 204,723



ECOTOURISM

of Posts: 108
 Total Engagements: 149,757
 Total Impressions: 3,428,480

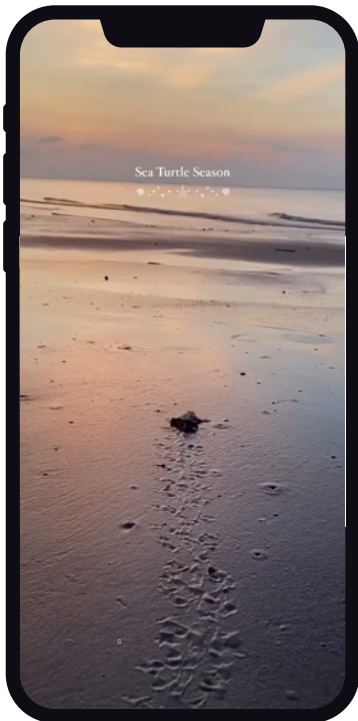


HISTORY

of Posts: 33
 Total Engagements: 14,853
 Total Impressions: 241,763

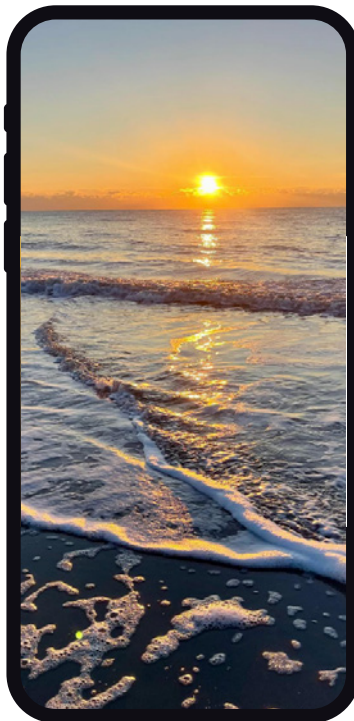
CROSS-CHANNEL TOP PERFORMING POSTS

RANKED BY OVERALL ENGAGEMENTS



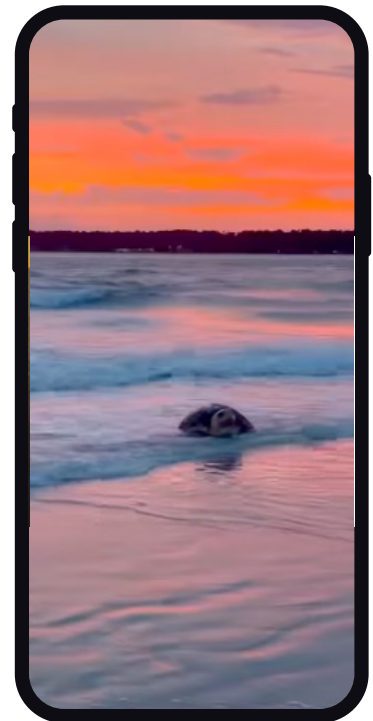
SEA TURTLE SEASON REEL

MAY 28
 22,774 Engagements



SAND, SEA, AND SUNSHINE

MAY 7
 13,438 Engagements



SEA TURTLE POV

JUNE 12
 9,173 Engagements

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.

OCCUPANCY

66%

▼ -8%

ADR

\$351

▲ +2%

REVPAR

\$230

▼ -6%

Hilton Head Island experienced a decline in occupancy during FY24-Q4, driven by slowing demand and rising costs of goods and services. Despite the drop in occupancy, the Average Daily Rate (ADR) saw an increase compared to the previous year. This uptick in ADR was largely due to accommodations capitalizing on the peak season, Memorial Day, and the RBC Heritage event. However, the 2% increase in ADR was insufficient to offset the lower occupancy rates during this period.

Source: KeyData and Smith Travel Research (STR)

Quarterly Report Fiscal Year 2024-Q4 (April 1 - June 30, 2024)

GLOSSARY OF TERMS

FULFILLMENT

Fulfillment - The number of physical vacation planners distributed from requests throughout multiple platforms: online, media and home inquiries. In addition, we also distribute the planner to state and local welcome centers, airports, along with tradeshows and promotional events.

HOTEL, HOME & VILLA OCCUPANCY

Occupancy - Used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

ADR (Average Daily Rate) - Metric widely used to indicate the average realized room rental per day. ADR is calculated by dividing the room revenue by the total rooms sold.

RevPAR (Revenue Per Available Room) - Used to gauge industry health and is calculated by dividing the total room revenue by total room supply within a specific time period.

MEDIA PARTNERSHIPS

Paid Media - Paid promotional efforts, such as advertising and sponsored content, where payment is made to third parties for placement across various channels.

HHI - Household Income noted in Media Partnership section.

PUBLIC RELATIONS

Media Coverage - Refers to the instances when a destination or brand is featured in content without direct payment.

Impressions - This metric quantifies the number of times destination content has been viewed.

WHY IT MATTERS: The importance of earned media is its role as a third-party endorsement for a destination. Integrating both earned and paid media plays an important role in enhancing a brand's ROI and credibility.

Ad Values - Sometimes known as AVE, or ad value equivalency, it's a calculation that estimates the value of a story or mention by comparing it to the cost of a comparable ad in the outlet for that coverage.

WHY IT MATTERS: It helps confer the value of content, however it should be used alongside other metrics of understanding with the knowledge that a news article holds different value than a paid ad.

Mentions - Any instance where a brand or individual is discussed in various media, including news articles, social media posts, blogs, and interviews. These mentions contribute to overall visibility and help assess the impact of communication efforts.

UVPM (Unique Visitors per Month) - This metric represents the number of visitors to a media outlet.

WHY IT MATTERS: The higher the UVPM, the greater the likelihood that the destination will be read about by a larger audience.

REPORTING PLATFORMS

2-Source Report - The 2-source report is an aggregated report of both Home and Villa and Hotel data.

Keydata - Keydata is a real time home and villa platform that allows users to view on the books and historical villa data.

STR - Smith Travel Research (STR) is the platform used to monitor weekly, monthly, quarterly and annually hotel occupancy, average daily rate and revenue per available room.

SOCIAL MEDIA

Impressions - The amount of times your content was seen across a feed or in search terms.

Engagements - A measurement on how much your audience interacts with your content.

This can be measured in likes, comments, shares, etc.

Total Audience - Number of followers across each platform combined.

UGC (User Generated Content) - Content captured by users online, who have given permission to have their content reposted.

Social Sessions - This measures the number of times users visit the website from social media. This includes all visits to the website that originate from social media, regardless of whether its the users first visit or a return visit. It accounts for all the times users engage with the website after coming from social platforms.

Social Referrals - This focuses on the source of the traffic. It tracks how many visits or interactions were initiated by users coming from different social media platforms. This tells us how many time social media has directed users to the website, but not the total number of a users visits.

WEBSITE PERFORMANCE

Visits - A website visit in Google Analytics 4 (GA4) refers to a period of user interaction with a website. Visits help measure user engagement and interactions on a website within a specific time frame.

User - Website users in Google Analytics 4 (GA4) represent individual visitors or devices that access a website within a specified time period. Each user is identified by a unique identifier, allowing GA4 to track and analyze the behavior of distinct individuals or devices interacting with the site.

Partner Referrals - This metric refers to external link clicks to partner websites from ads or partner listings throughout the Hilton Head Island website. This helps quantify how many potential visitors we are connecting to local businesses.