



**Hilton Head Island
& Bluffton**
Chamber of Commerce

**QUARTERLY REPORT
FISCAL YEAR 2025 - Q1 & Q2**

JULY 2024 - DECEMBER 2024

DESTINATION VALUES

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



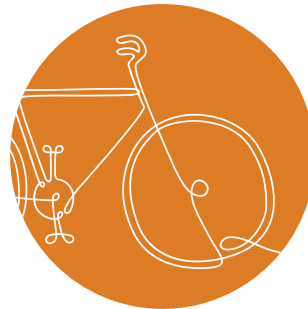
ECOTOURISM



HISTORY



ARTS & CULTURE



RECREATION



WELLNESS

QUARTER HIGHLIGHTS

HILTON HEAD ISLAND SPOTLIGHT IN VOGUE MAGAZINE

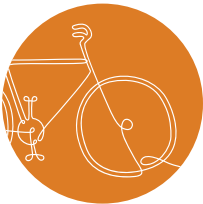


WHY IT MATTERS

VOGUE

Landing coverage in Vogue is a significant media achievement for Hilton Head Island. As a globally recognized luxury publication, our status as a premier destination for high-end travellers is amplified.

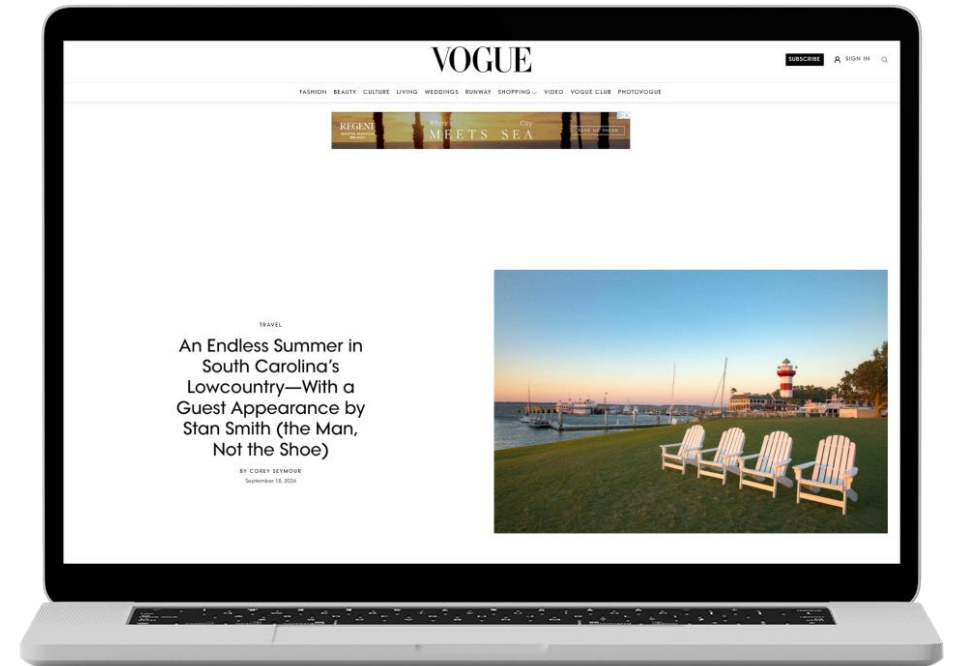
Vogue's senior editor Corey Seymore spotlights Hilton Head Island's tennis legacy, family-friendly charm, and Stan Smith's lasting influence in his article *An Endless Summer in South Carolina's Lowcountry*.



RESULTS

DIGITAL AUDIENCE
10.3 MILLION

TWITTER/X AUDIENCE
15.1 MILLION



QUARTER HIGHLIGHTS

AMERICA'S FAVORITE ESCAPES CAMPAIGN



WHY IT MATTERS

Listening to our partners is a cornerstone of our destination marketing approach, and by highlighting the unique travel opportunities available during our shoulder and off-season months, we aim to inspire potential visitors to discover the island during a time they might not typically consider.

The multi-channel advertising campaign has proven to be successful with mid-campaign results showcasing positive session and partner referral metrics. Leveraging Spotify audio, high-impact video, search, and social ad creatives support a full-funnel campaign approach.



RESULTS

Full results will be available at the close of the campaign in March



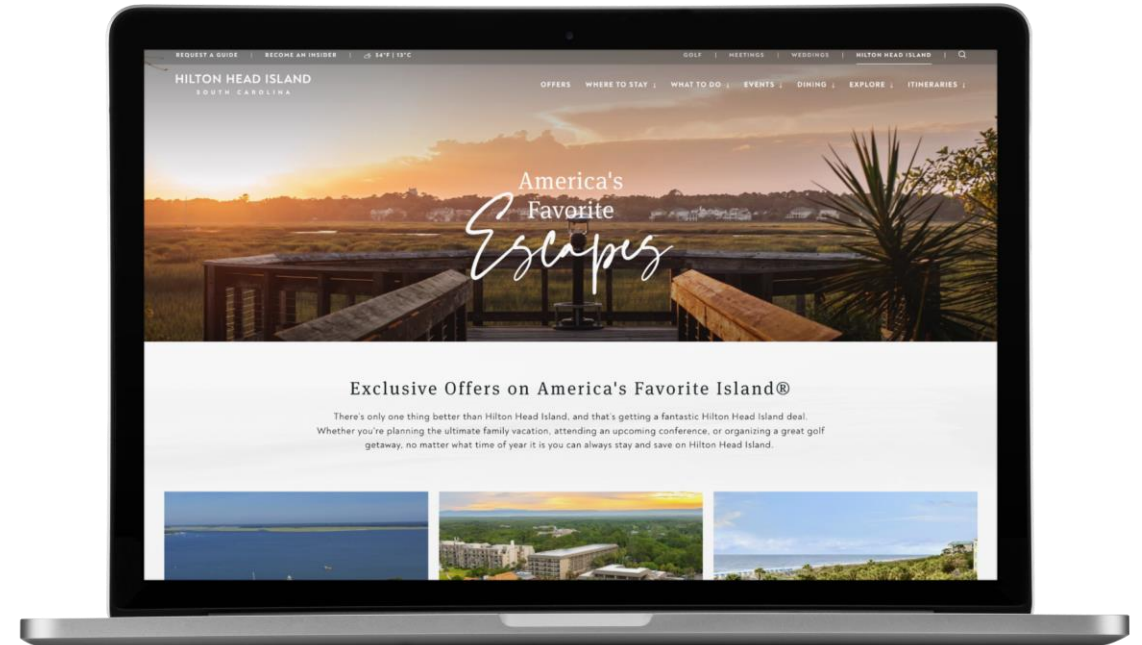
SESSIONS
67K



PARTNER REFERRALS
12K



SPOTIFY IMPRESSIONS
338K



MEDIA PARTNERSHIPS

PAID



WHY IT MATTERS



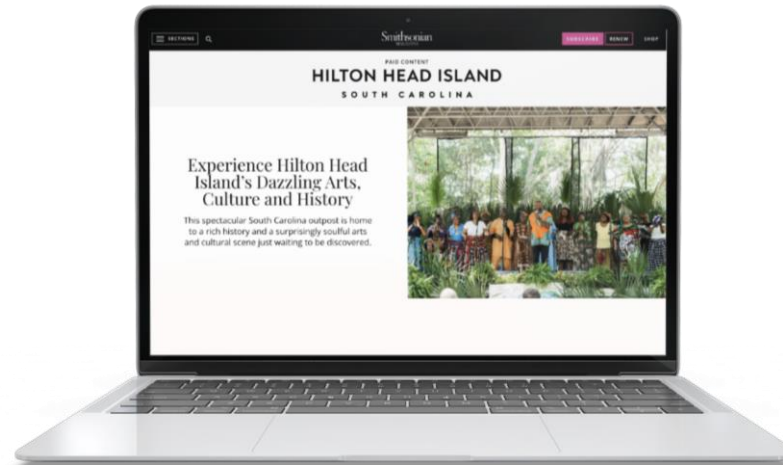
Aligning the Hilton Head Island brand with top luxury publications and their readership ensures we're consistently creating awareness of the destination amongst our target audience of \$250K+ Household Income, averaging 3 to 4 trips per year.

Wallpaper*

Condé Nast
Traveler

Smithsonian
MAGAZINE

Kingdom
MAGAZINE



MEDIA PARTNERSHIPS

PAID

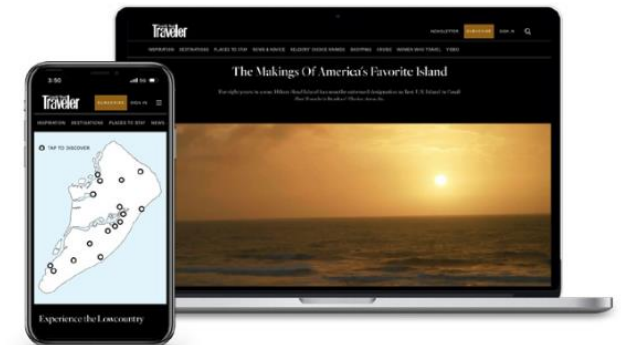


BEST DOMESTIC ISLAND 8 YEARS RUNNING

For the 8th consecutive year, readers on Condé Nast Traveler have voted Hilton Head Island The Best Domestic Island. This year after year recognition celebrates our timeless destination and solidifies Hilton Head Island as a premier destination in the U.S.



We proudly claimed the No. 1 spot surpassing Kiawah island, SC (No. 2) and Maui, HI (No. 3), a testament to the unmatched experiences, natural beauty, and hospitality that makes Hilton Head Island truly exceptional.



PUBLIC RELATIONS MEDIA COVERAGE

HILTON HEAD ISLAND STORY HIGHLIGHTS JULY – DECEMBER



WHY IT MATTERS

PR builds awareness by showcasing our destination through the voice of national media outlets with substantial reach. This third-party endorsement highlights our island's appeal and commitment to culture and sustainability, inspiring value-driven travelers.



WHAT OTHERS ARE SAYING ABOUT US

 **7.4B.**
IMPRESSIONS

 **\$7M**
AD VALUE

 **797**
STORIES & MENTIONS

JULY

FORBES
(UVPM: 75,781,066):
[20 Delicious Ways to Honor National Oyster Day](#)

AUGUST

TRAVELPULSE
(UVPM: 405,329):
[Very Demure, Very Mindful, Very Cutesy Travel Destinations](#)

SEPTEMBER

VOGUE
(UVPM: 10,276,909)
[An Endless Summer in South Carolina's Lowcountry](#)

OCTOBER

LONELY PLANET
(UVPM: 4,478,719):
[2025 Best in Travel](#)

NOVEMBER

TRAVEL & LEISURE
(UVPM: 14,373,688):
[30 Best Beaches on the East Coast](#)

DECEMBER

HGTV
(UVPM: 8,129,017)
[Lowcountry Christmas: Style, Design and Traditions That Make This Region Special](#)



“ I can look out the window of the store and look across the street and see where my dad was actually born and where my great-grandfather built his home. It's where the store's supposed to be. I love where I am and the meaning of it—the legacy I'm building here. ”

-HGTV story featuring Lola Campbell, Native Gullah Islander and owner of Gone Gullah and Binya

DESTINATION OFFICIAL VACATION PLANNER

[2024 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.



Q1-Q2 DISTRIBUTION **17,184**

Our 2024 Hilton Head Island Official Vacation Planner has won the prestigious ESTO Destiny Award for Destination Visitor Guide (Print) from the U.S. Travel Association.



DESTINATION WEBSITE PERFORMANCE HILTONHEADISLAND.ORG



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.



VISITS
1.34M
-5.9% YOY

USERS
1.06M
-8.5% YOY

PARTNER
REFERRALS
716K
+45% YOY

HILTON HEAD ISLAND SOCIAL ENGAGEMENT

SOCIAL
SESSIONS
214K
-24% YOY

SOCIAL
REFERRALS
1,086
+5.5% YOY

SOCIAL
TOTAL
AUDIENCE
357K
+5% YOY

HiltonHeadIslandofficial



VisitHiltonHeadSC



VisitHiltonHead



HiltonHeadSC



HiltonHeadSC



VisitHiltonHead



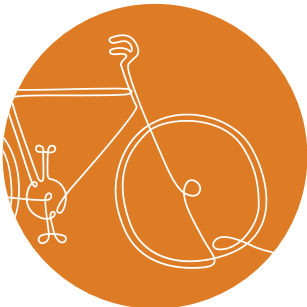
CROSS-CHANNEL PILLAR PERFORMANCE

Our destination pillars are consistently supported by high-quality content shared across our social channels.



WELLNESS

of Posts: 238
Total Engagements: 107K
Total Impressions: 1.7M



RECREATION

of Posts: 174
Total Engagements: 27K
Total Impressions: 607K



ARTS & CULTURE

of Posts: 58
Total Engagements: 8.1K
Total Impressions: 183K



ECOTOURISM

of Posts: 80
Total Engagements: 20K
Total Impressions: 322K



HISTORY

of Posts: 35
Total Engagements: 8.9K
Total Impressions: 163K

HOTEL, HOME & VILLA OCCUPANCY



WHY IT MATTERS

Our analysis of Hilton Head Island accommodations, Hotel, Home & Villa, for both quarters. 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.



THANK YOU



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