

# HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

## MEASUREMENT METRICS

Categories	2010	2011 Goal
<b><u>VCB LEADS GENERATED</u></b>		
Visitor Inquiries	79,498	89,473
Website Unique Users	886,618	1,019,611
Website Opt-Ins	65,749	69,036
Golf Page/Microsite Unique Users	28,748	33,060
Culinary Microsite Unique Users	66,989	77,037
Culinary Blog Unique Users	9,287	10,680
Converted Leisure Visitor Parties	55,648	58,431
Group Leads	121	185
<b><u>VCB LEADS CONVERTED TO BOOKINGS</u></b>		
Group Bookings / Room Nights by VCB	3,467	8,670
Group Economic Impact/ by VCB	<b>\$1,005,430</b>	<b>\$2,514,300</b>
Leisure Hotel Converted Parties/ VCB (23% of total converted Parties)	12,799	13,439
Avg. Spending Per Hotel Party Per Stay	\$1,883	\$1,939
<b>Leisure Hotel Visitor Economic Impact From VCB leads</b>	<b>\$24,100,592</b>	<b>\$26,058,473</b>
Leisure Vacation Rentals (Home & Villa) Converted Parties/ VCB (43% of total converted parties)	23,929	25,125
Average Spending per Rental Party per Stay	\$3,465	\$3,569
<b>Leisure Vacation Rental Visitor Economic Impact from VCB leads</b>	<b>\$82,912,985</b>	<b>\$89,669,869</b>
Leisure Timeshare Parties/ VCB converted leads (25% of total converted parties)	13,912	14,608
Average Spending per Timeshare Parties per Stay	\$2,290	\$2,359
<b>Leisure Timeshare Parties Visitor Economic Impact from VCB leads</b>	<b>\$31,858,480</b>	<b>\$34,460,272</b>
<b>VCB/ DMO Economic Impact:</b>	<b>\$139,877,487</b>	<b>\$152,702,914</b>

