

Lodging Visitor Profile: Extrapolated from 2009 HHI Visitor Profile Study

Prepared by:

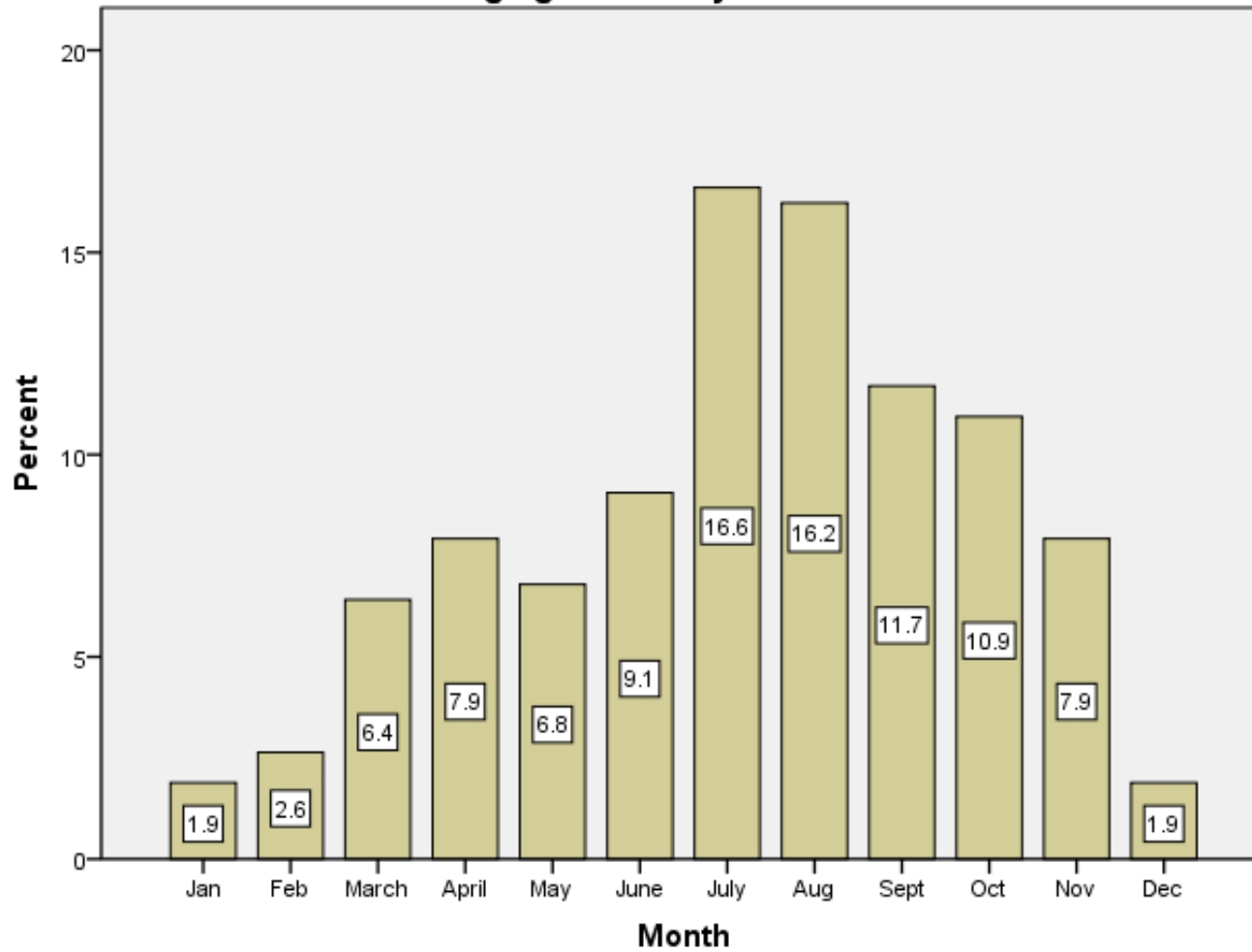
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Summary of Lodging Visitors to Hilton Head Island

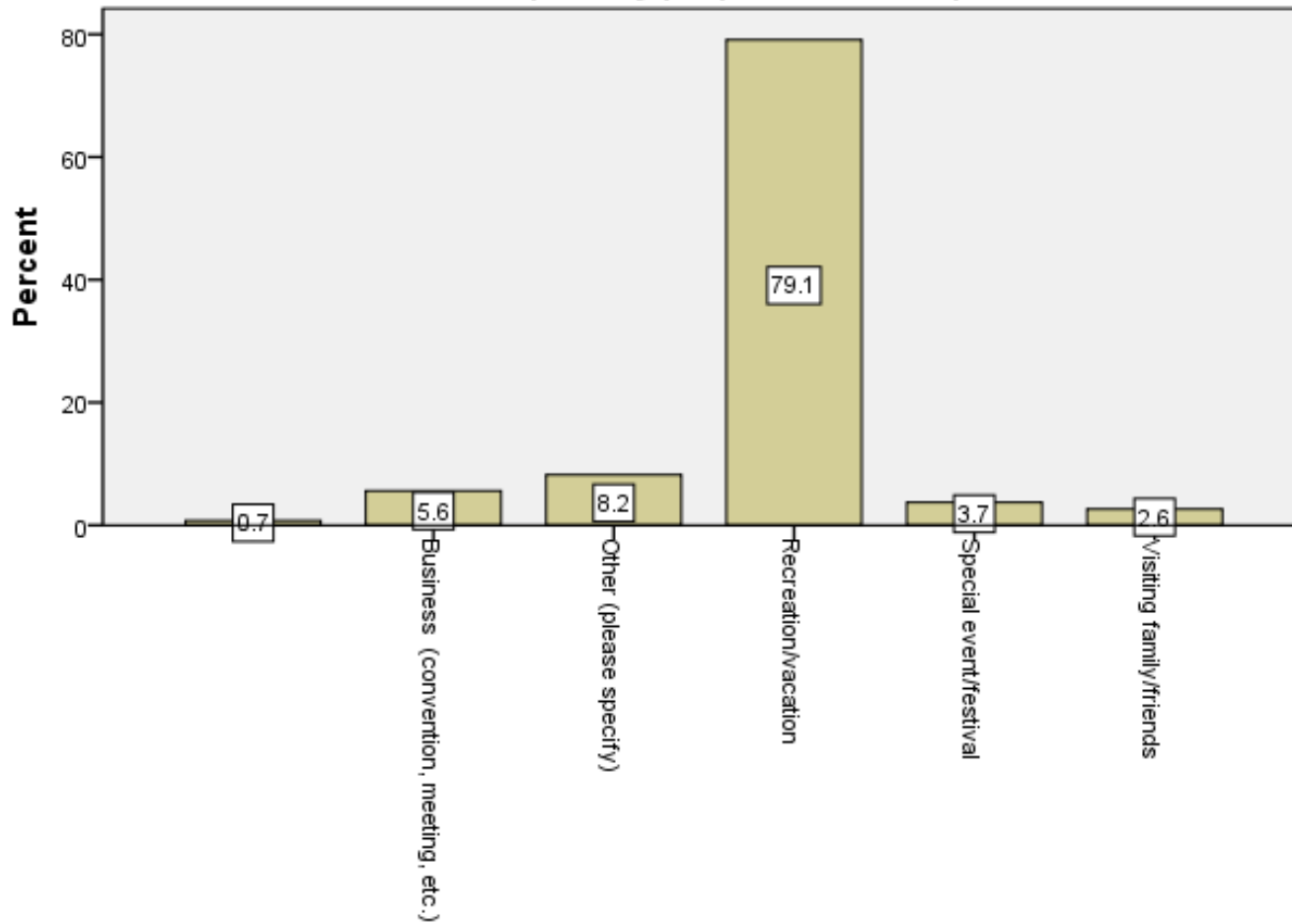
- 13.5% (n=270) of the 2009 Visitor Profile sample stayed in full service or limited service hotels.
- Most lodging visitors stayed during the summer months.
- Approximately 54% traveled in party sizes of 2.
- Average length of stay was 4.2 nights
- Approximately 45% visit Savannah while staying on HHI.

Lodging Visitors by Month



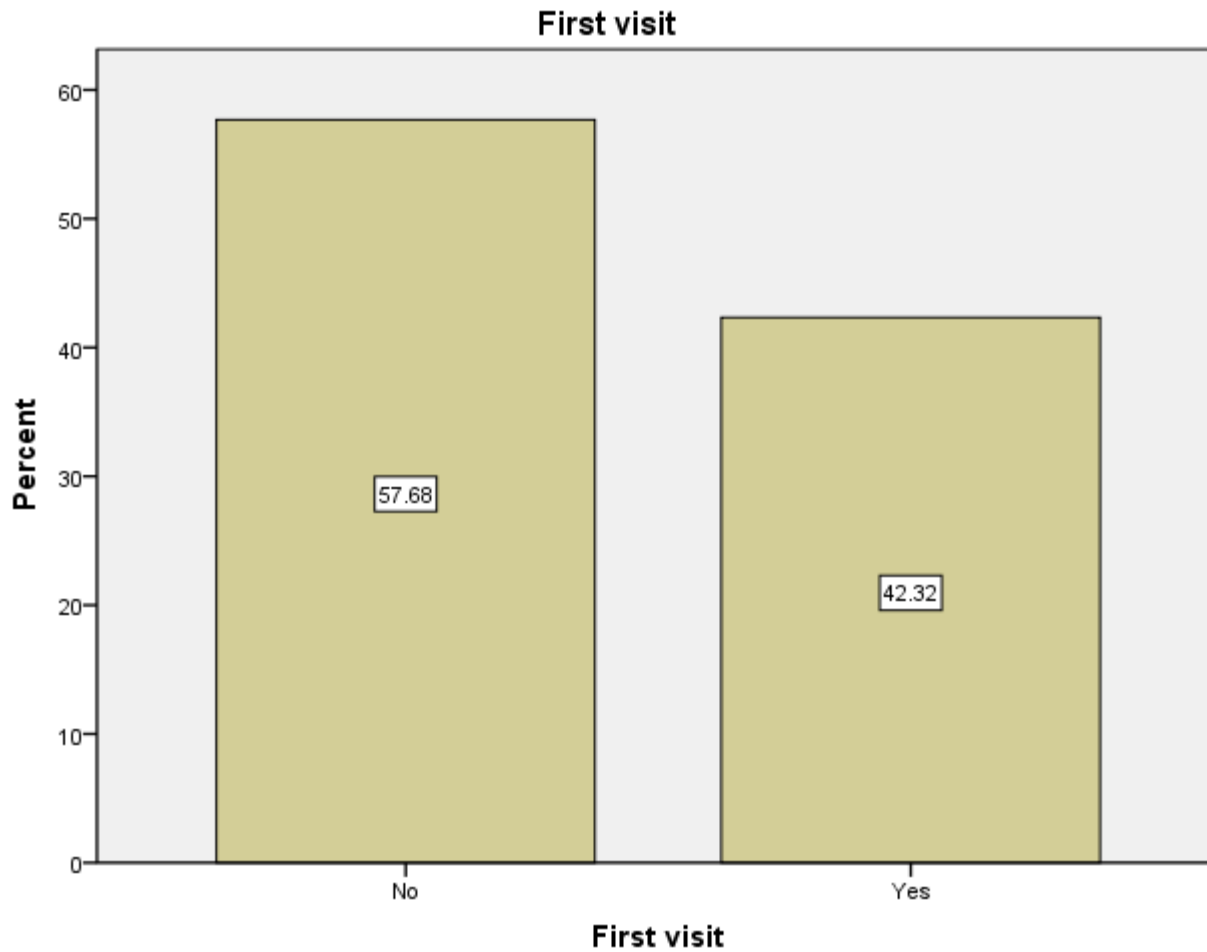
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What was the primary purpose of that trip?



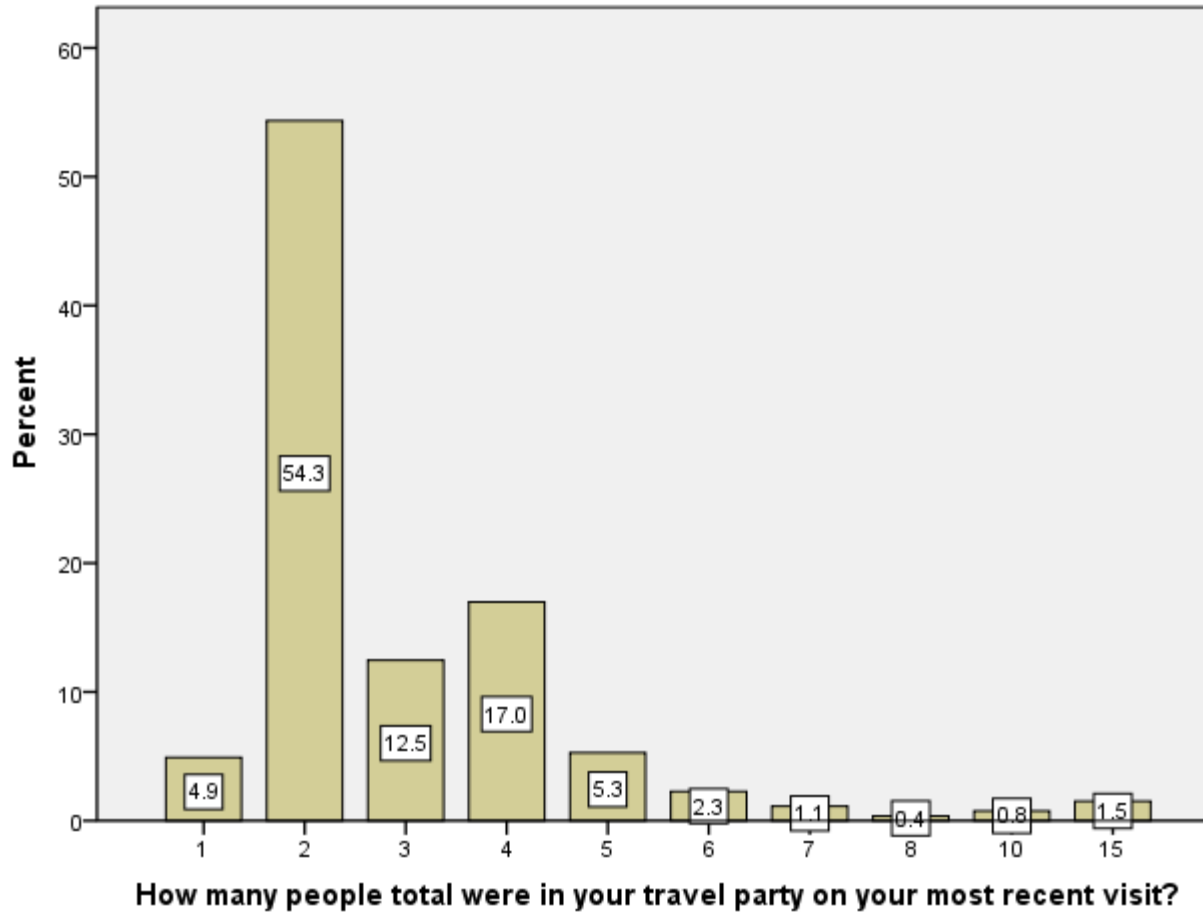
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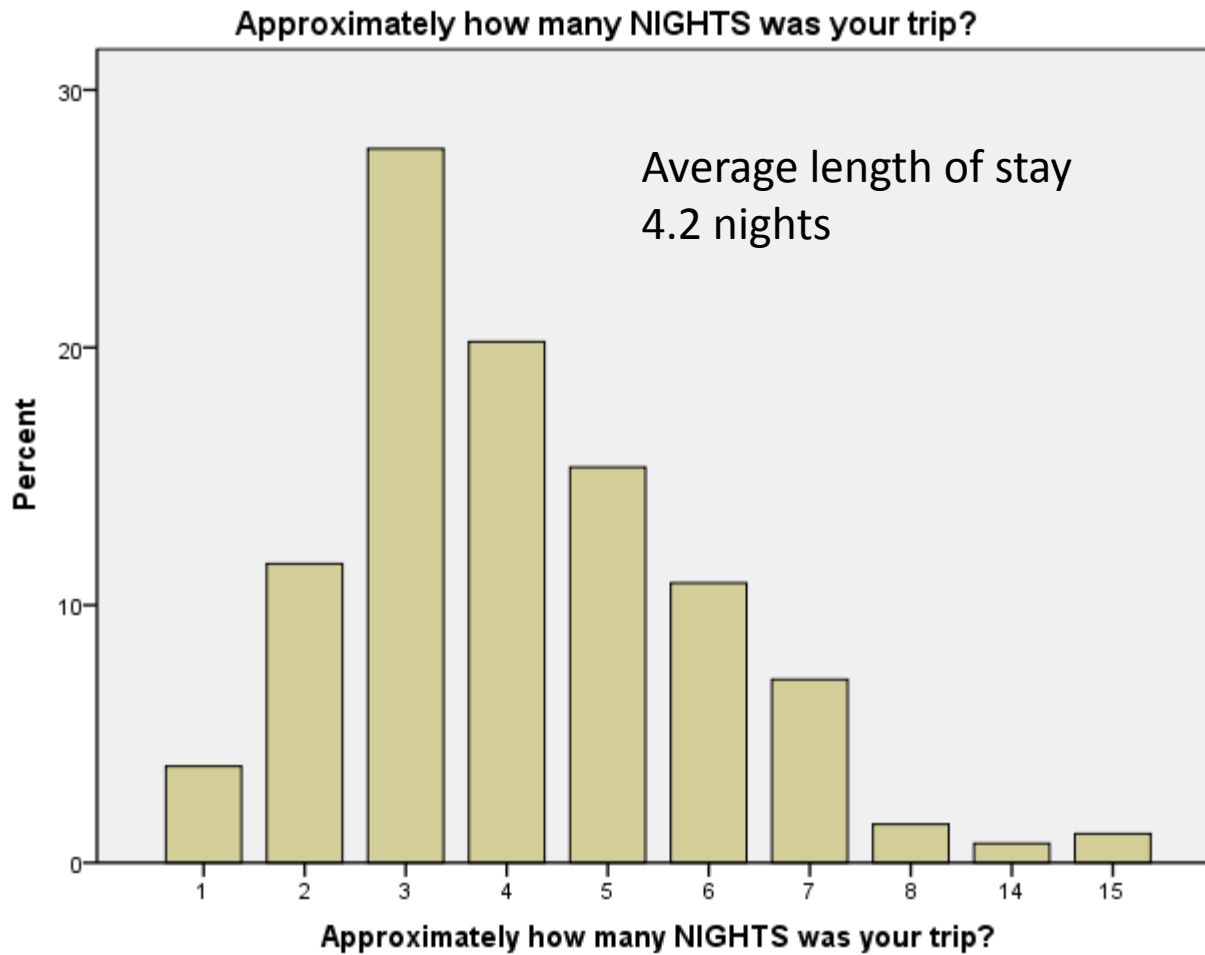


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How many people total were in your travel party on your most recent visit?



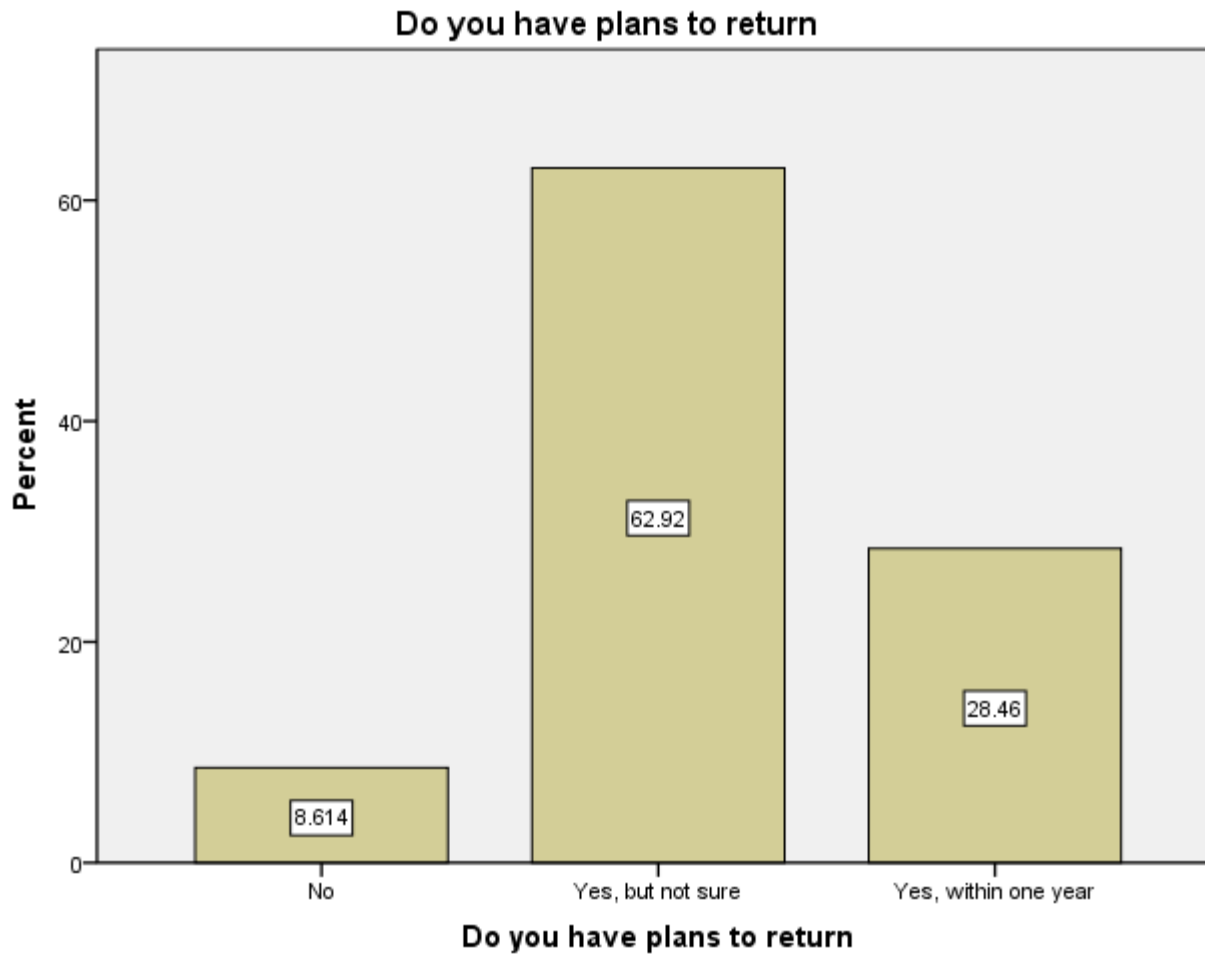
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| Traveling with Family Companions | Respondents | Percent |
|---|--------------------|----------------|
| Children (0-6 years old) | 34 | 13% |
| Children (7-13 years old) | 40 | 15% |
| Children (14-18 years old) | 30 | 11% |
| Adult children (19 years old or older) | 22 | 8% |
| Extended family (grandparents, aunts, uncles, etc.) | 11 | 4% |

| Expenditure Category | Respondents | Average Spend | |
|---|--------------------|----------------------|----------|
| Please estimate your travel party's TOTAL expenditures on your last trip. | 257 | \$ | 1,871.60 |
| Transportation (around the area) - Round up to the nearest amount | 216 | \$ | 242.25 |
| Lodging - Round up to the nearest amount | 242 | \$ | 878.82 |
| Food - dining out - Round up to the nearest amount | 257 | \$ | 421.11 |
| Food - groceries - Round up to the nearest amount | 128 | \$ | 116.60 |
| Beaches - Round up to the nearest amount | 33 | \$ | 144.70 |
| Shopping - Round up to the nearest amount | 188 | \$ | 288.83 |
| Golf - Round up to the nearest amount | 38 | \$ | 290.13 |
| Biking - Round up to the nearest amount | 28 | \$ | 60.71 |
| Parks - Round up to the nearest amount | 5 | \$ | 50.00 |
| Performance/visual arts - Round up to the nearest amount | 5 | \$ | 135.00 |
| Festivals - Round up to the nearest amount | 9 | \$ | 175.00 |
| Museum/historical tours - Round up to the nearest amount | 28 | \$ | 98.21 |
| Boating/sailing - Round up to the nearest amount | 17 | \$ | 200.00 |
| Nature-based activities - Round up to the nearest amount | 14 | \$ | 117.86 |
| Dolphin tours - Round up to the nearest amount | 26 | \$ | 136.54 |
| Tennis - Round up to the nearest amount | 5 | \$ | 290.00 |
| Fishing - Round up to the nearest amount | 3 | \$ | 533.33 |
| Sporting events - Round up to the nearest amount | 3 | \$ | 466.67 |
| Other cultural activities - Round up to the nearest amount | 3 | \$ | 58.33 |
| Other sports activities - Round up to the nearest amount | 5 | \$ | 260.00 |
| Other outdoor activities - Round up to the nearest amount | 18 | \$ | 176.39 |
| Other expenses - Round up to the nearest amount | 54 | \$ | 298.61 |
| Spas - Round up to the nearest amount | 16 | \$ | 293.75 |



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| Other Cities to Visit while Vacationing HHI | Respondents | Percent |
|--|--------------------|----------------|
| Savannah | 120 | 45% |
| Charleston | 63 | 24% |
| Beaufort | 50 | 19% |
| Bluffton | 54 | 20% |
| Daufuskie Island | 20 | 8% |
| None | 84 | 31% |