

Hilton Head Island Welcome Center Survey: June 21st to August 6th 2006

*Conducted by the
University of South Carolina – Beaufort*

*For the Hilton Head Island Visitors
and Convention Bureau*



*The Lowcountry & Resort
Islands Tourism Institute*

@USCB



Table of Contents

You can go directly the page you want to see by clicking the arrow button placed above that page number in **'Slide Show Mode'**



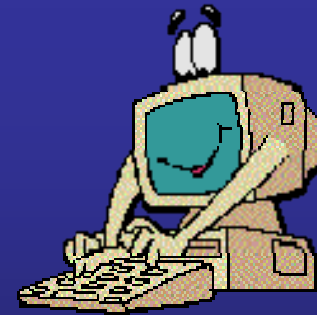
And, if you click this home button placed in lower-right side (above page number) of each slide you will return to the Table of Contents.

Visitor Survey Method	P. 3	→
Age & Income of Visitors	P. 4	→
Other Demographic Information	P. 5	→
Where are they from?	P. 6	→
Visitor's Point of Origin	P. 7 - 10	→
Tourist Length of Stay	P. 11	→
How many people are you traveling with?	P. 12	→
Primary Reason for Visit	P. 13	→
Is HHI your final destination?	P. 14	→
How did you get to the island?	P. 15	→
Where are visitors staying?	P. 16	→
How many times have you visited?	P. 17	→
How did you learn about HHI?	P. 18	→
How much do you think you'll spend?	P. 19-21	→
Top 10 Activities	P. 22	→
Surrounding cities visitors want to see	P. 23	→
Top 10 Attractions to Develop	P. 24	→
Impression of Welcome Center	P. 25-26	→
Commute Time from I-95	P. 27	→
Likely to visit a New Welcome Center	P. 28	→
Important characteristics for a New Welcome Center	P. 29-30	→
Services to be utilized at a New Welcome Center	P. 31	→
Survey Summary	P. 32-39	→



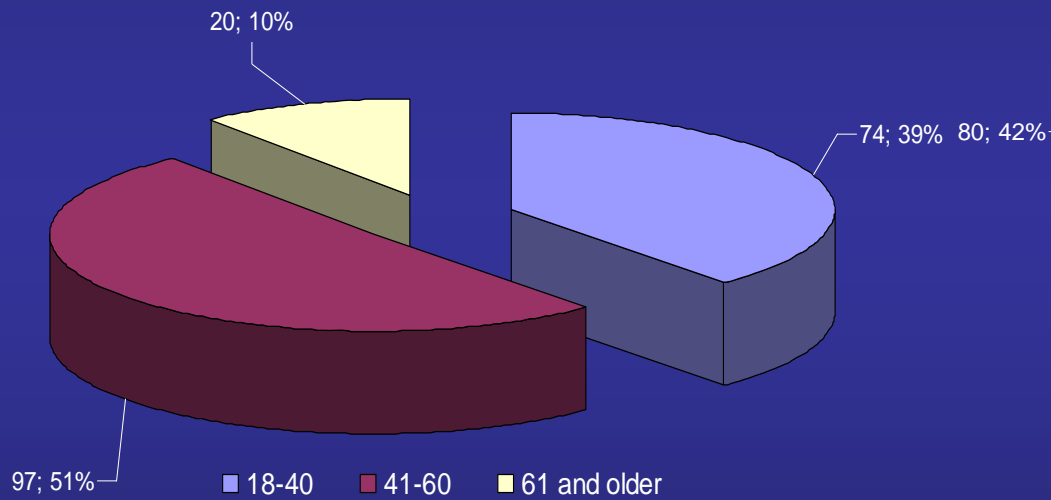
Visitor Survey Method

- ✓ Results from the computer survey conducted between June 21st and August 6th 2006
- ✓ Touch screen tablet placed at the welcome center
- ✓ All visitors were encouraged to complete the survey by welcome center employees
- ✓ Survey completed in 3-5 minutes
- ✓ 191 surveys analyzed
- ✓ 191 surveys represented over 710 welcome center visitors
- ✓ 170 of the 191 were completed by tourists visiting from outside a 50 mile radius, representing over 690 welcome center tourists

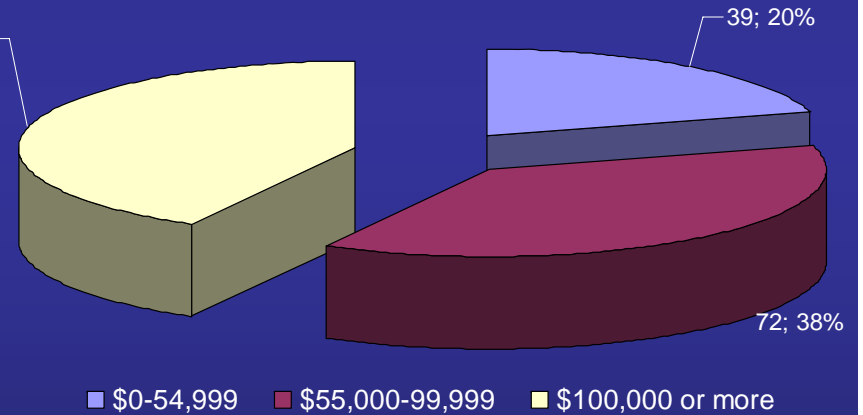


Age and Income of Visitors

Age



Income



Sample = 191



Other Demographic Information

Sample = 191

✓ Education

- ❖ 63.9% had Bachelor Degrees or Graduate Degrees

✓ Marital Status

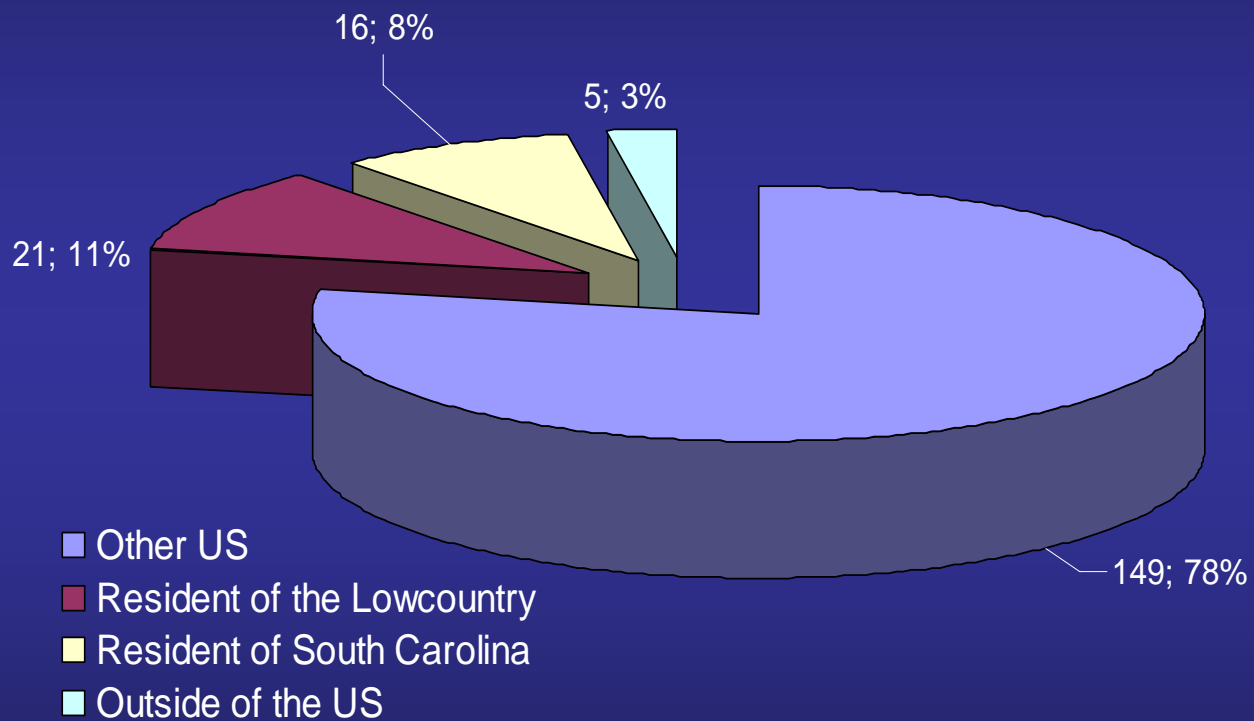
- ❖ 31.9% were Married without Children
- ❖ 40.8% were Married with Children

✓ Occupation

- ❖ 29.3% were Professionals (Doctors, Lawyers, Teachers, etc)
- ❖ 8.4% were Middle Management, Sales & Marketing, or Retired



Where were they from?

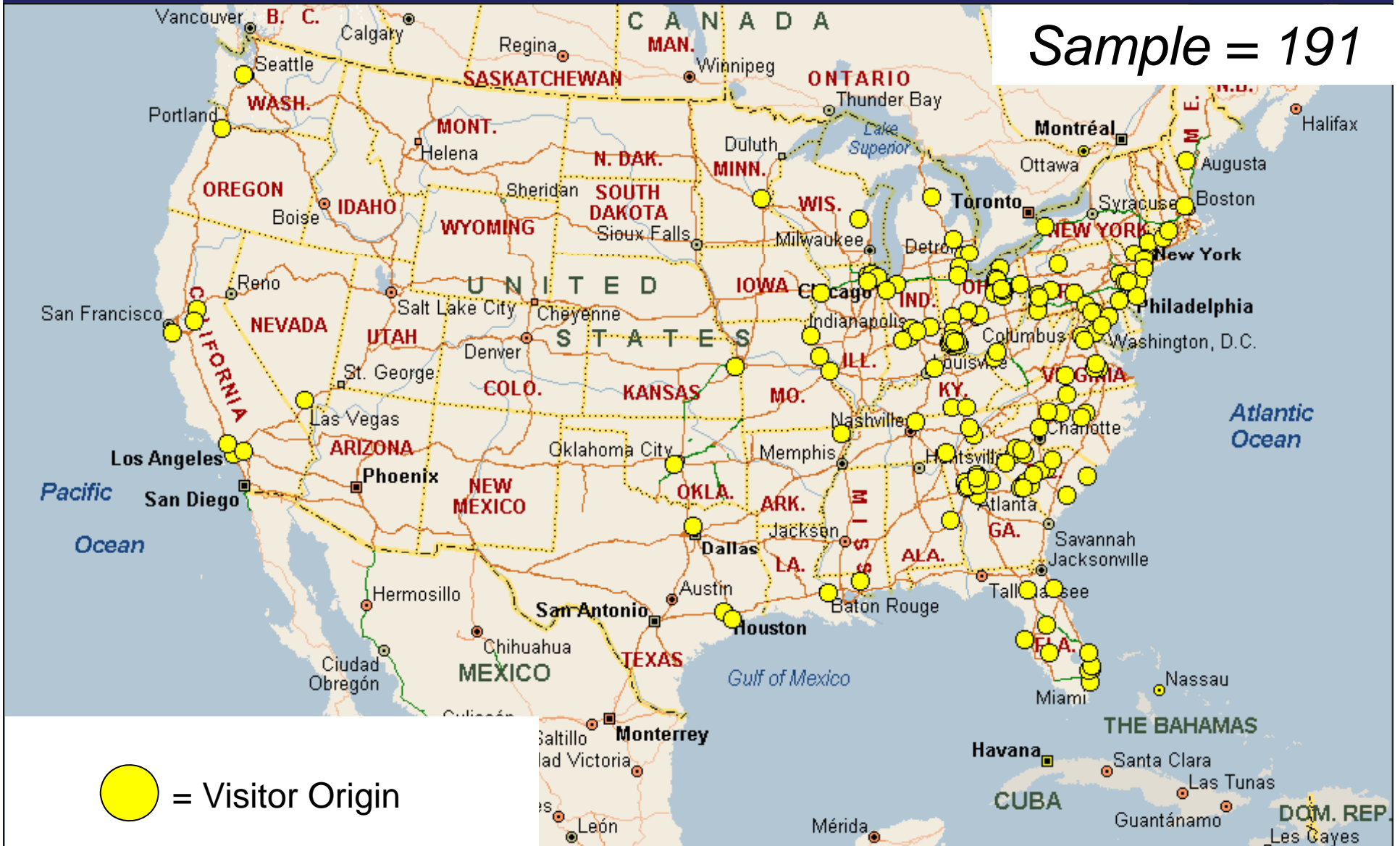


Sample = 191



US Visitors' Point of Origin

Sample = 191



US Visitors by State

(Darker Green Shaded States Indicate More Visitors to Hilton Head Island)

Sample = 191

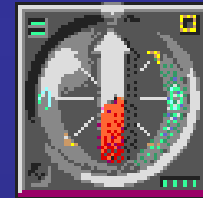


Visitor Origin

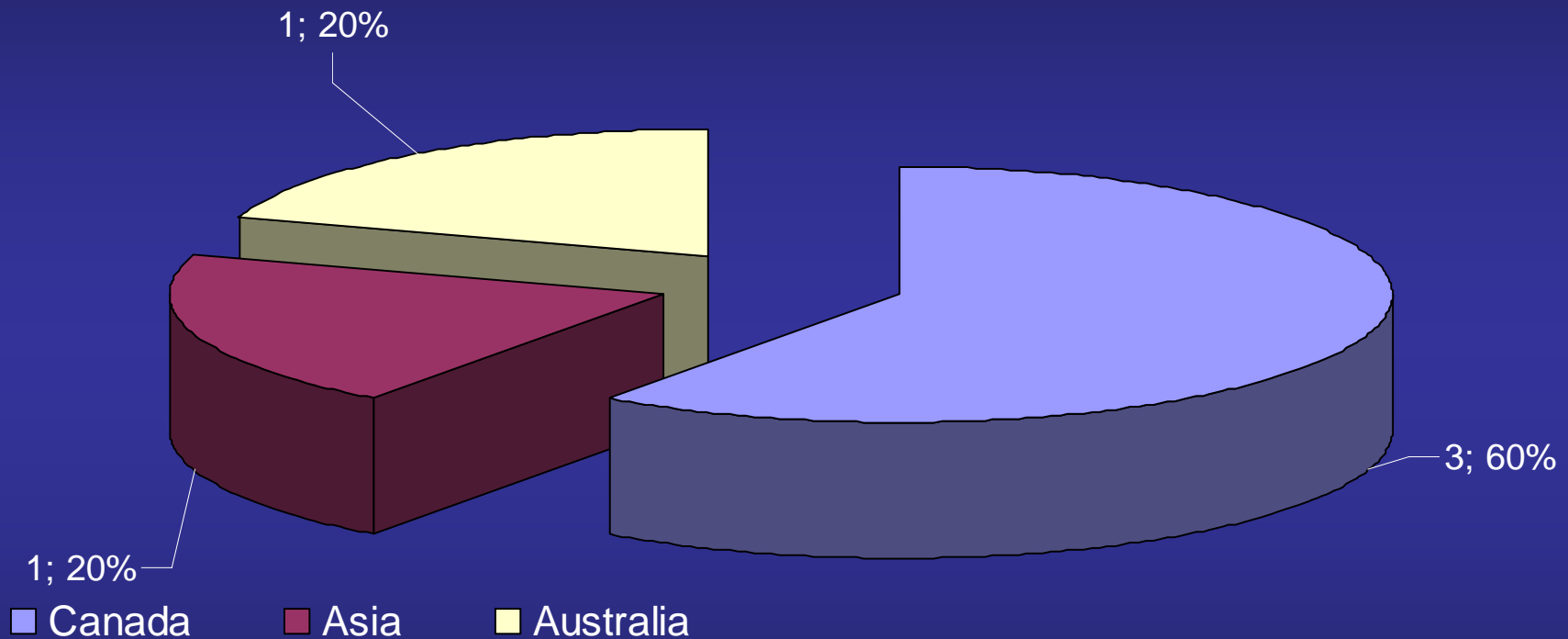
✓ Average distance traveled by visitors was 596 miles

✓ Ohio had the most visitors to Hilton Head Island

❖ Followed by GA, SC, PA, and FL



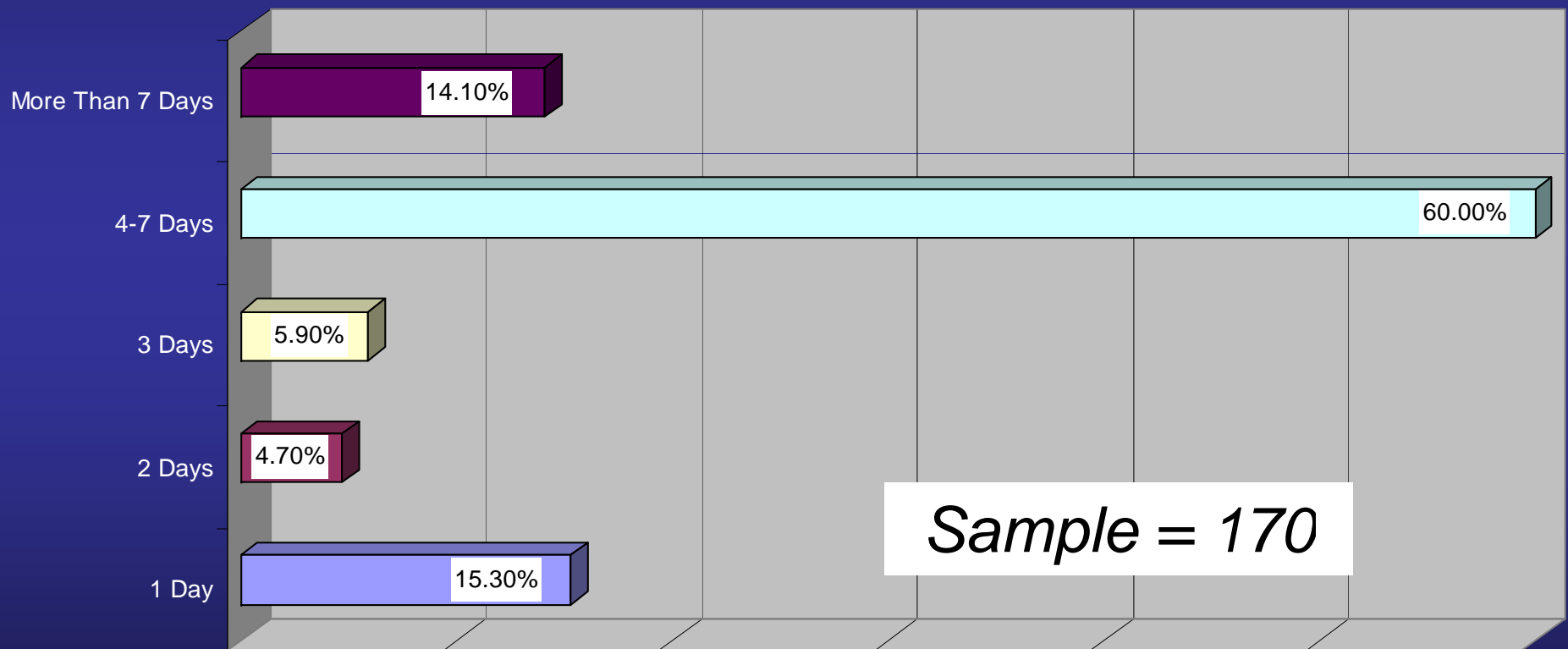
Where were international visitors from?



Sample = 5

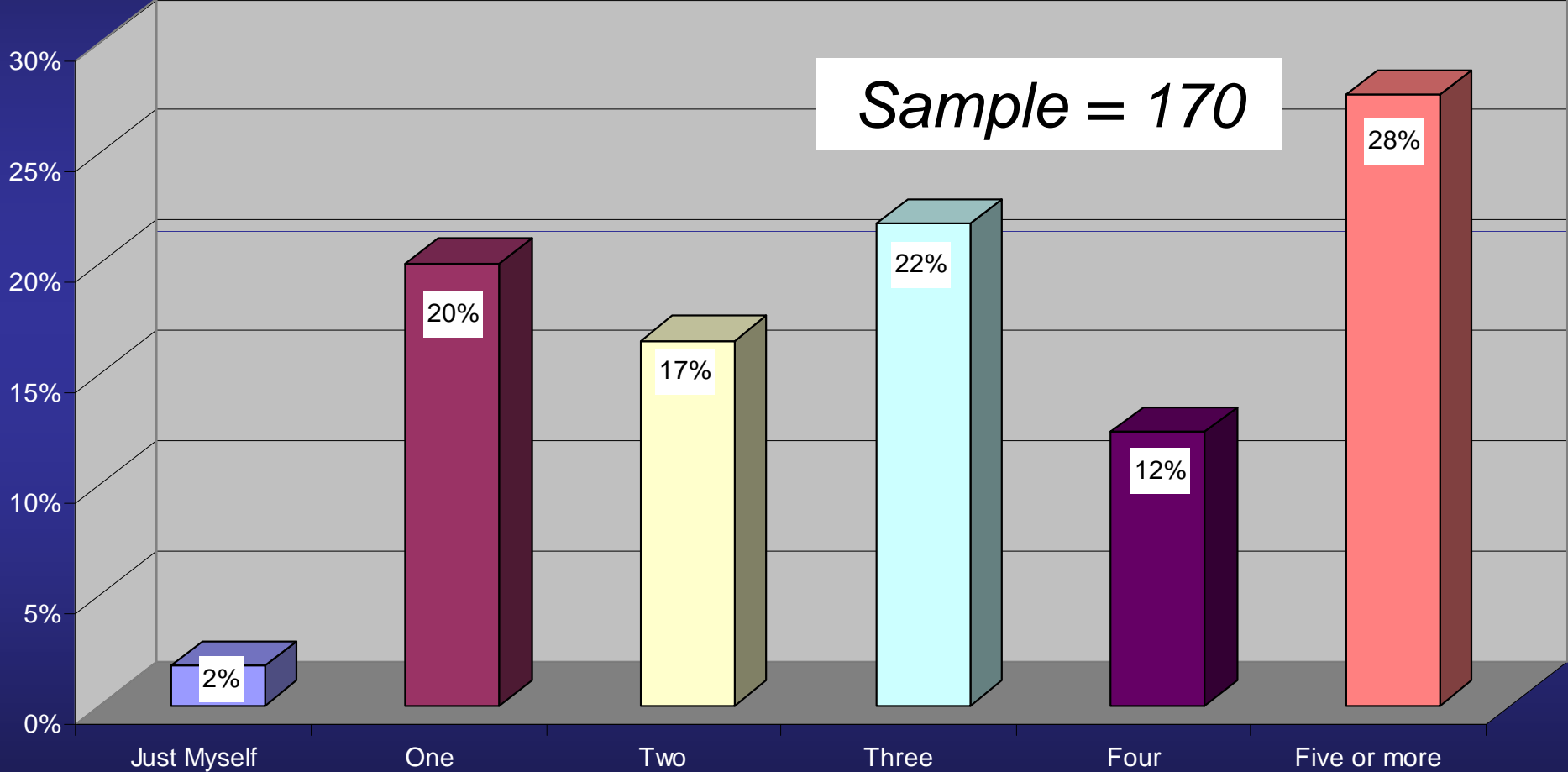


170 of the 191 survey respondents were considered tourists - how long do they stay?

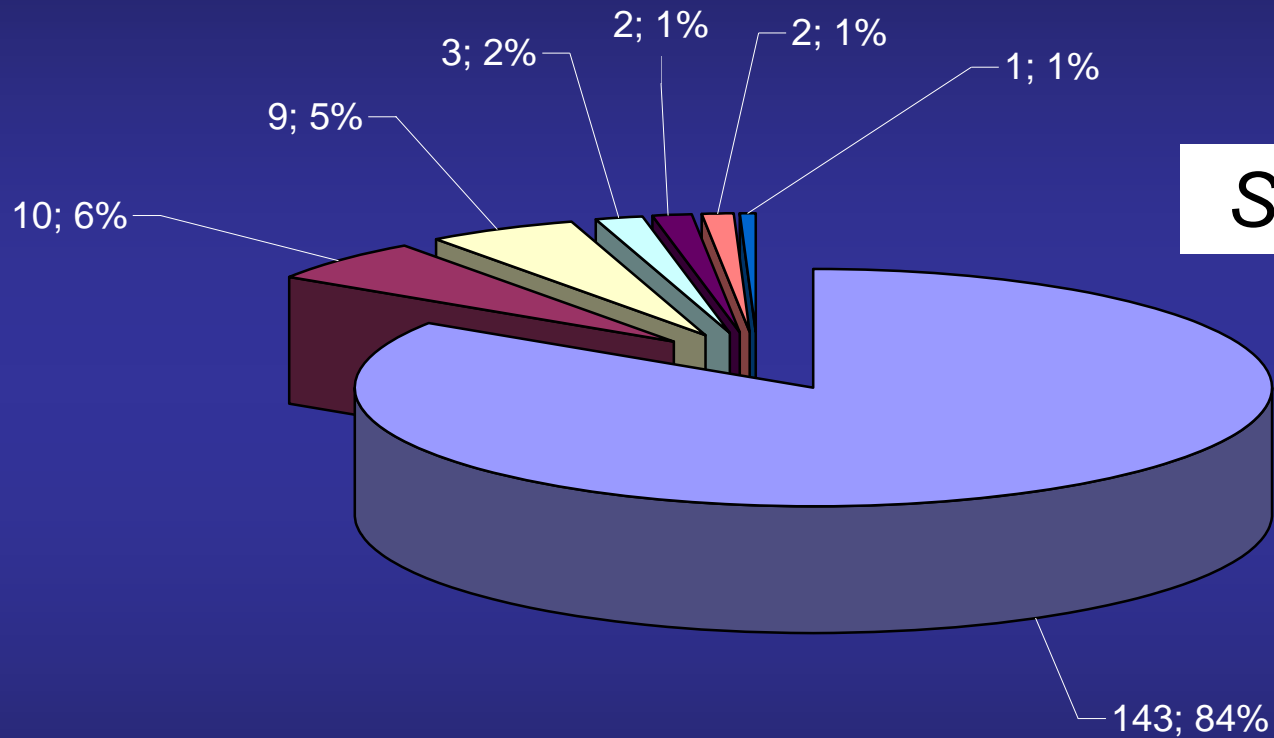


How many people are you traveling with?

Sample = 170



Primary Reason for Visiting Hilton Head Island

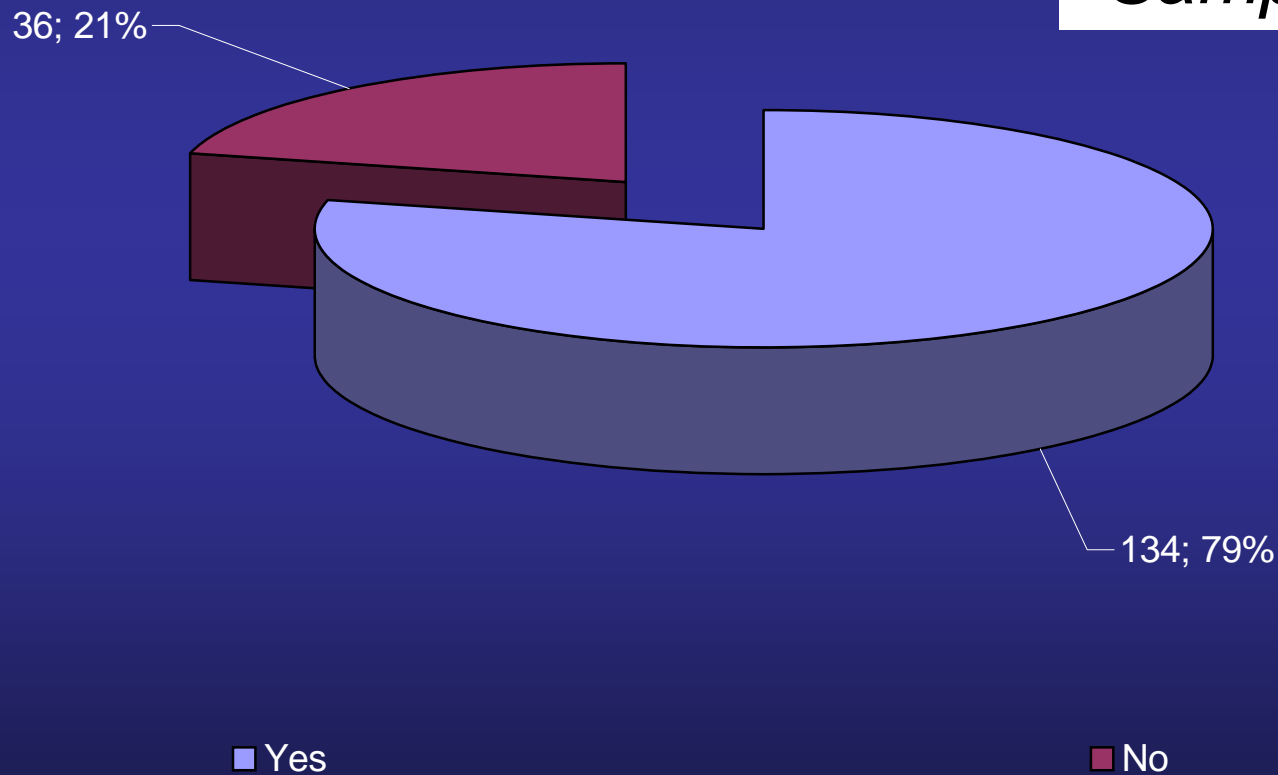


- Pleasure Vacation
- Visit friends or relatives
- Just passing through
- Convention/Conference
- Other Business
- Other
- Outdoor recreation

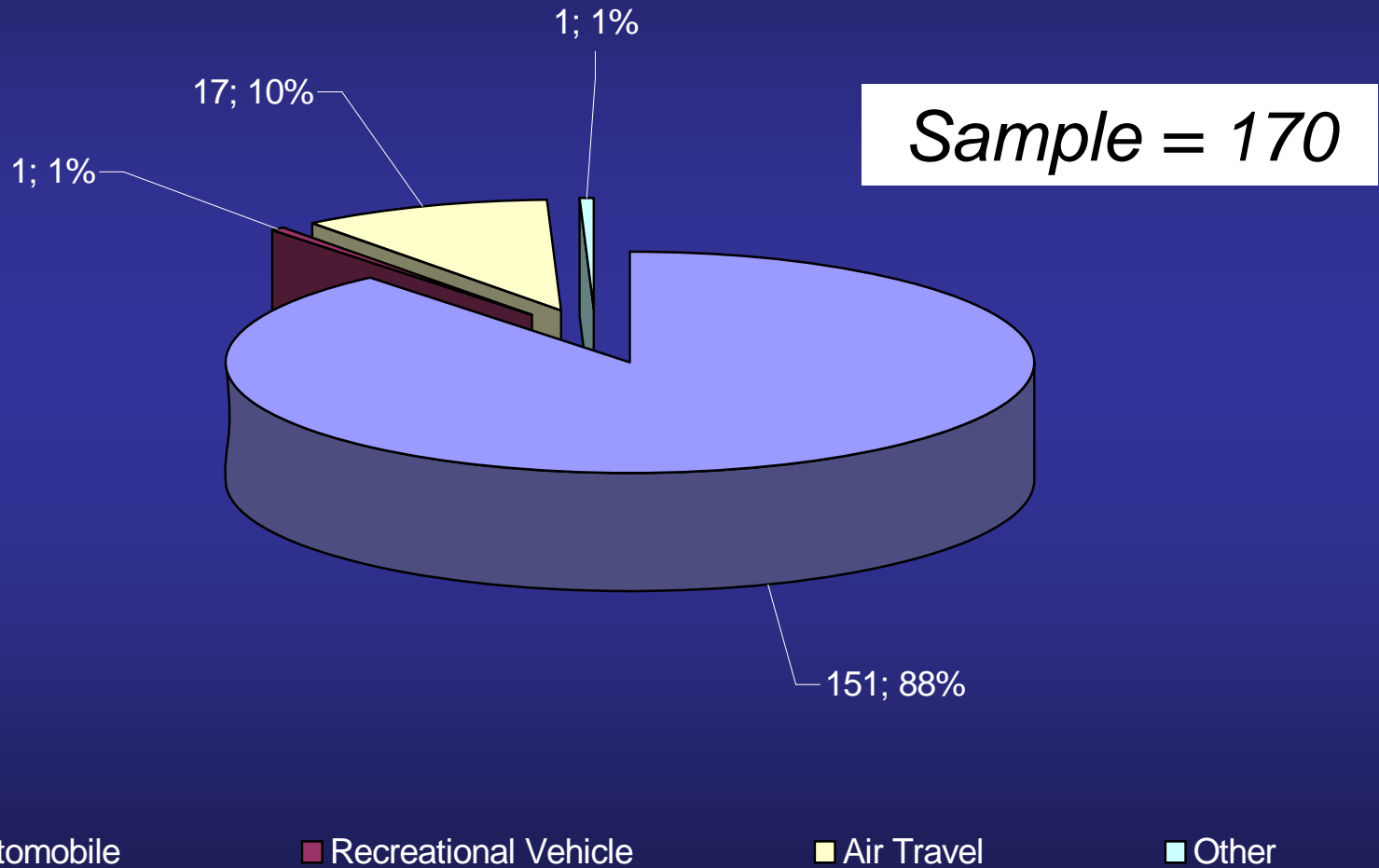


Is Hilton Head Island your final destination?

Sample = 170



How did you get to the Island?



■ Automobile

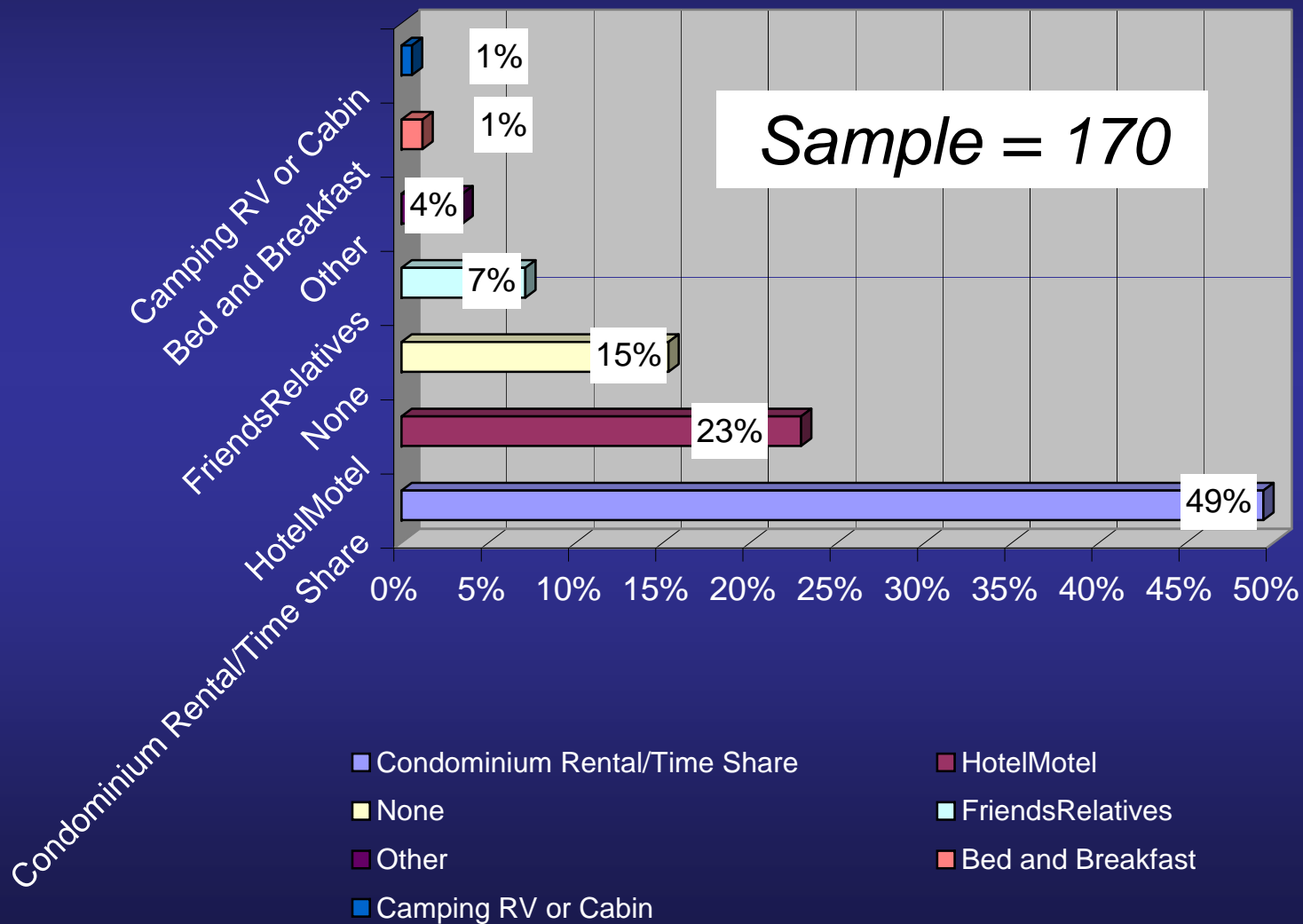
■ Recreational Vehicle

■ Air Travel

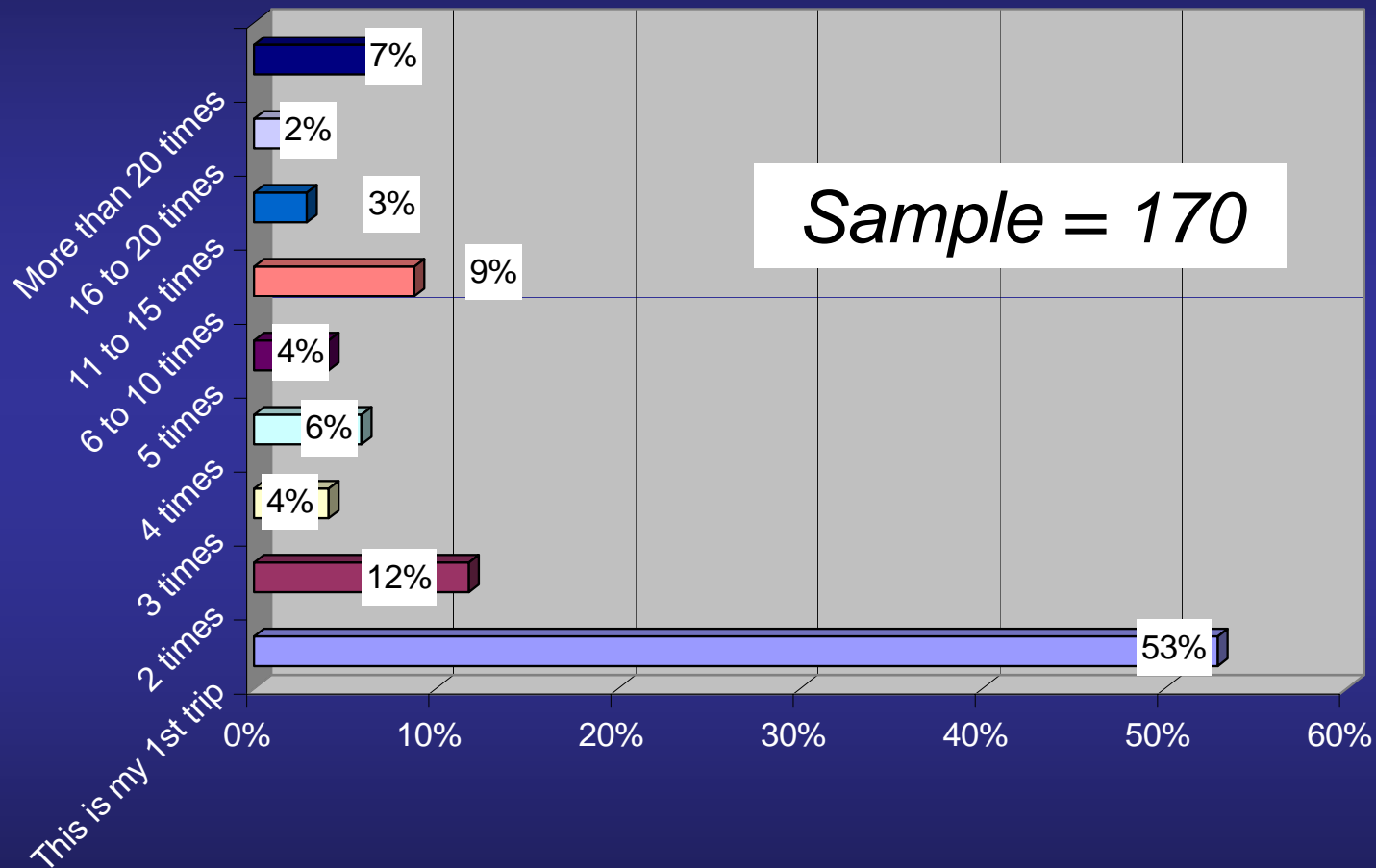
■ Other



Where are visitors staying?



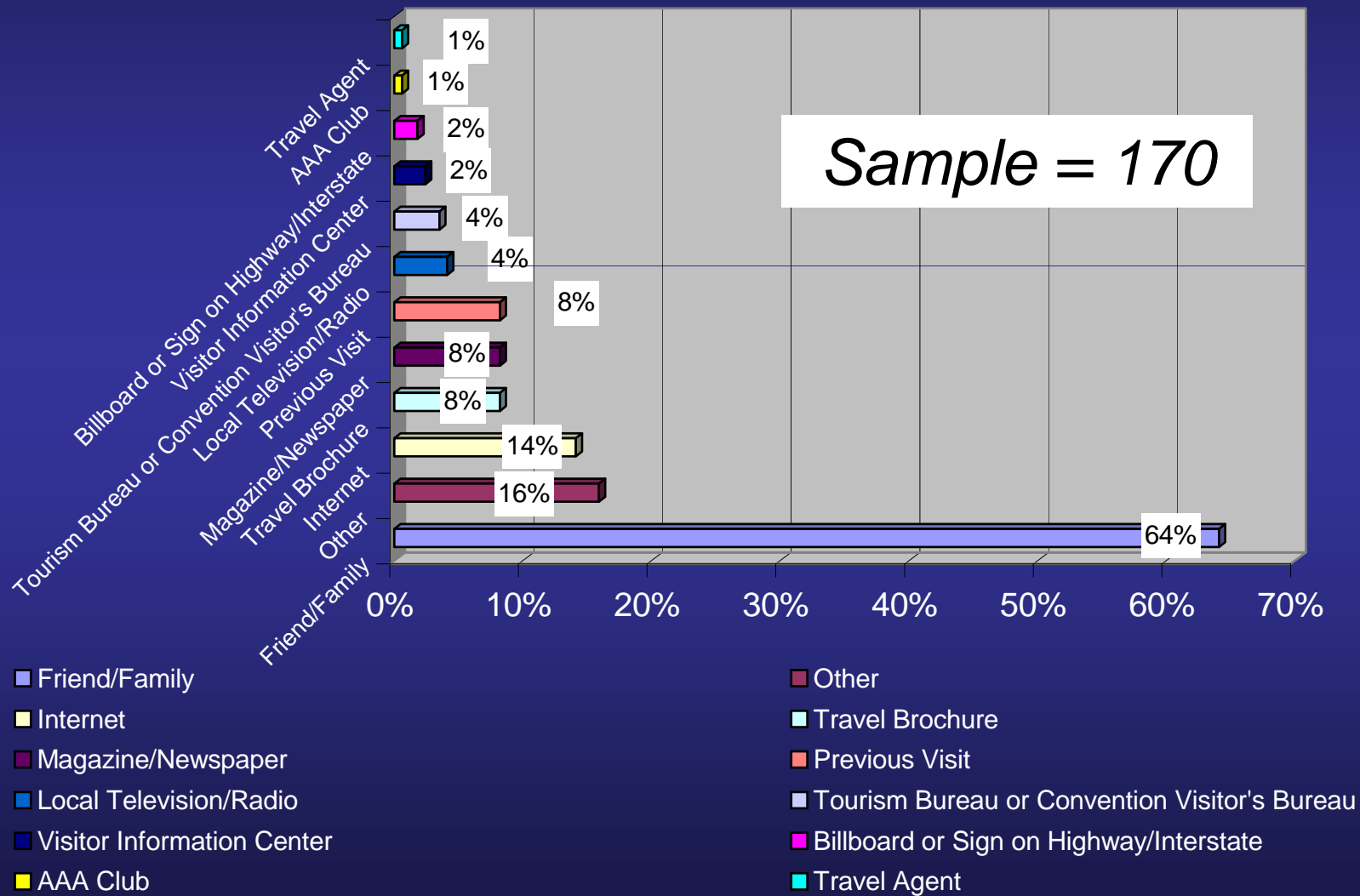
Including this trip, how many times have you visited Hilton Head Island?



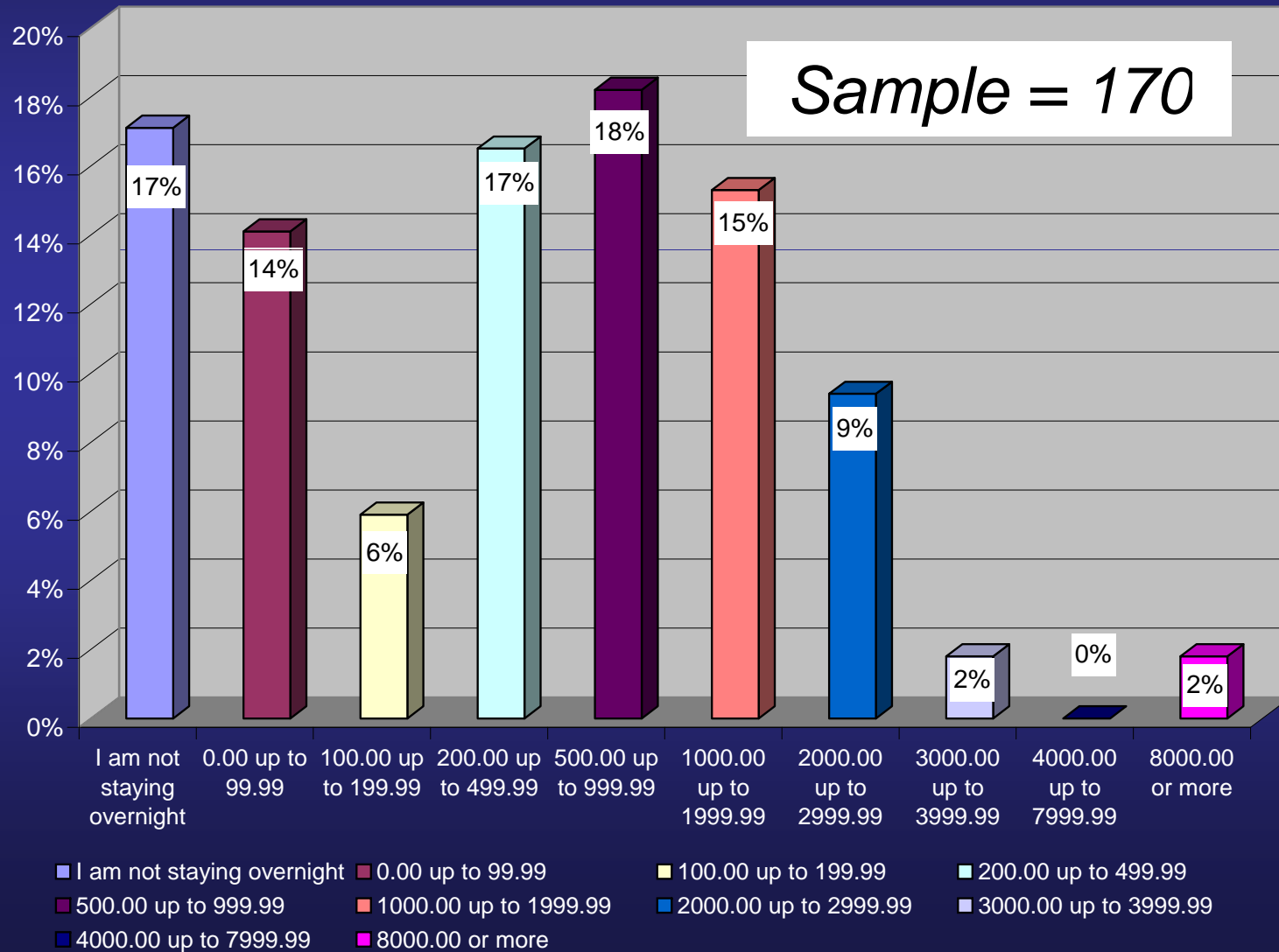
■ This is my 1st trip ■ 2 times ■ 3 times ■ 4 times ■ 5 times
■ 6 to 10 times ■ 11 to 15 times ■ 16 to 20 times ■ More than 20 times



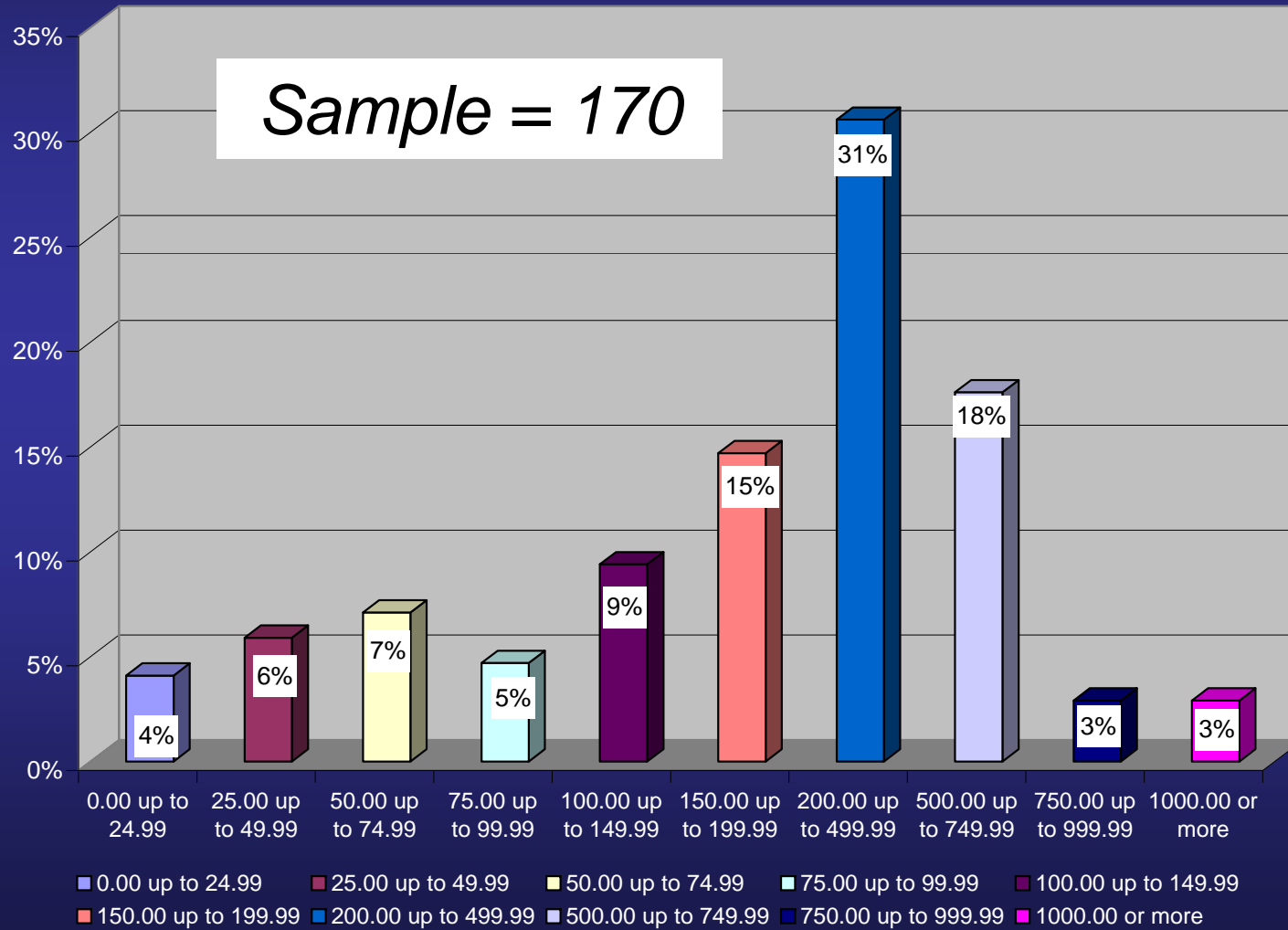
How did you first learn about Hilton Head Island? (A multiple response item - cases % may exceed 100%)



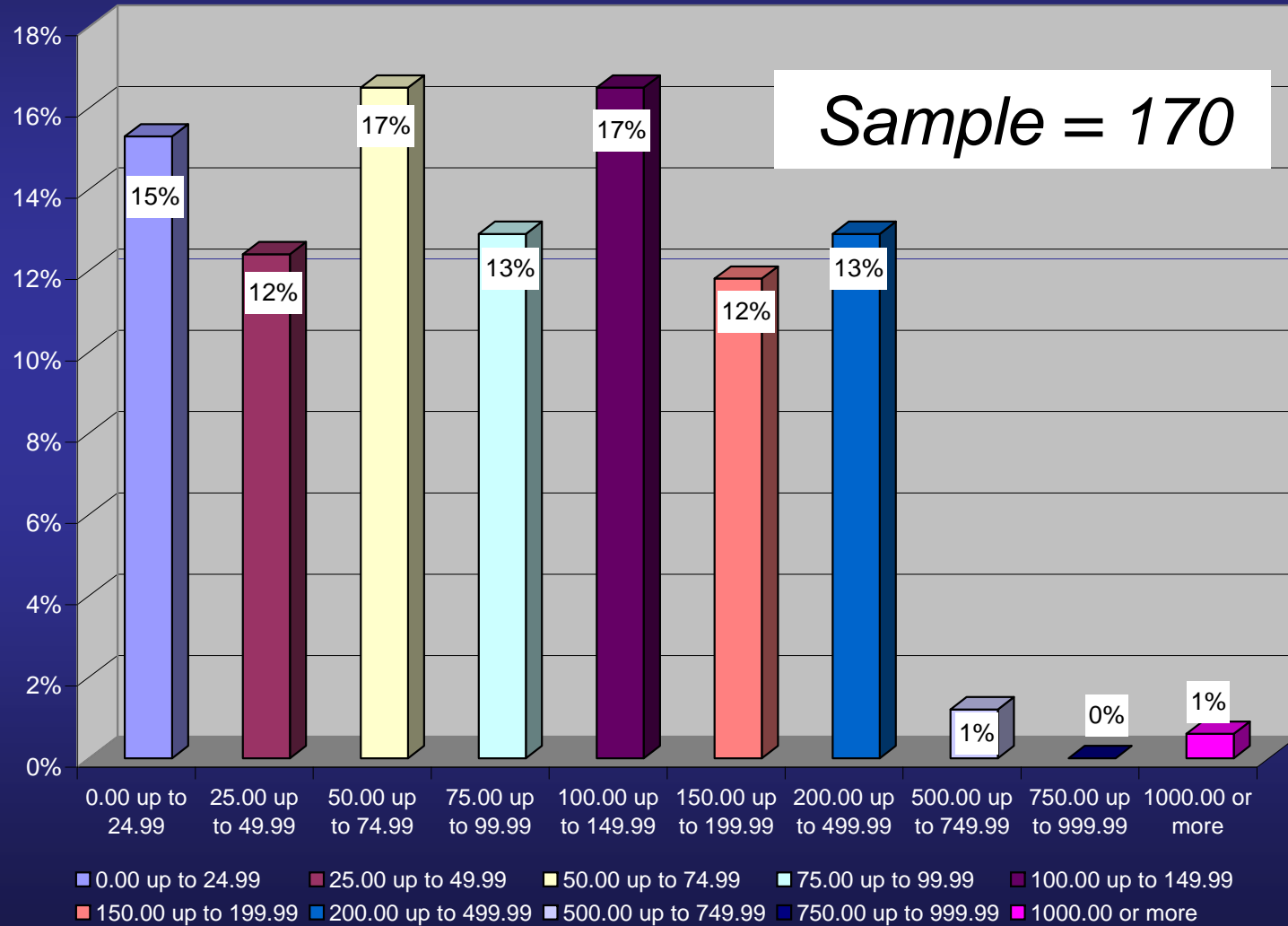
How much will you spend on lodging during your entire stay?



How much do you think you'll spend on food and dining?

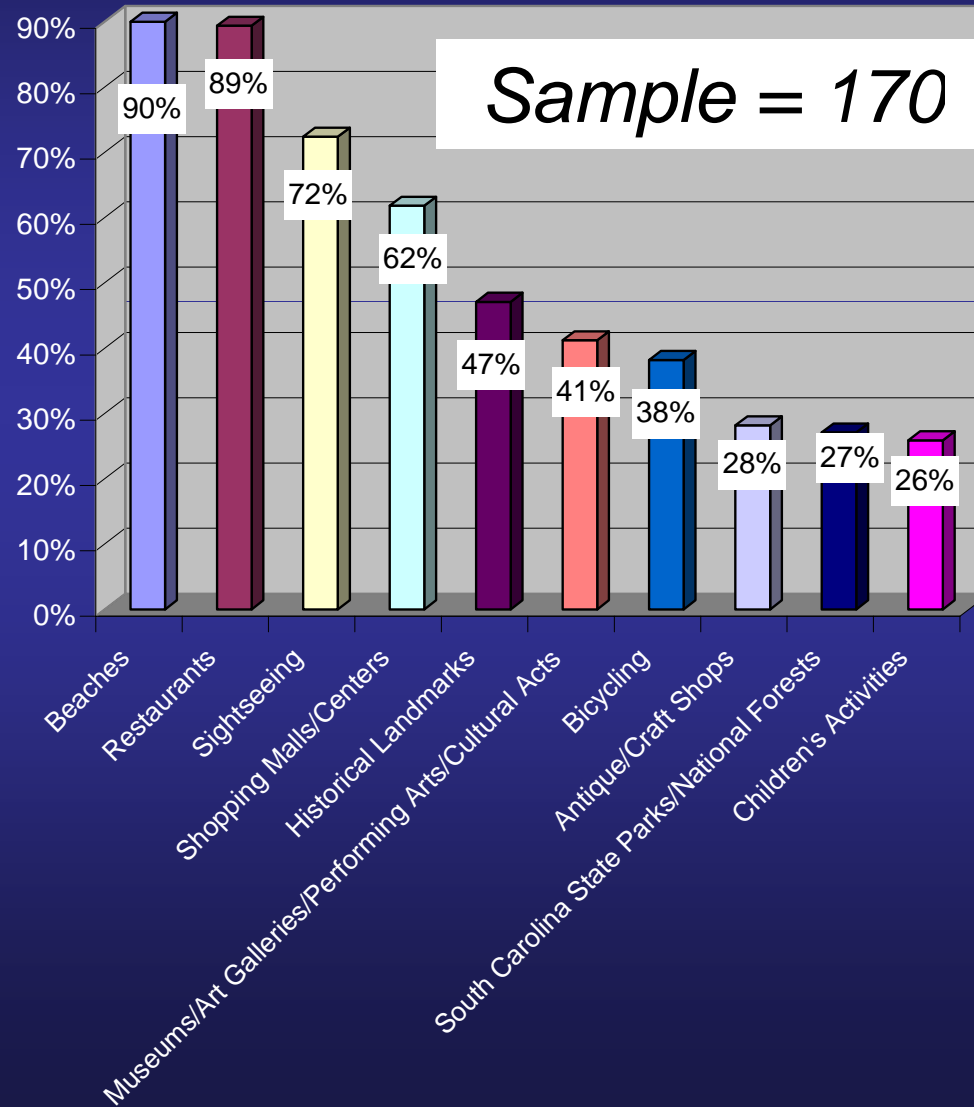


How much do you think you'll spend on souvenirs?



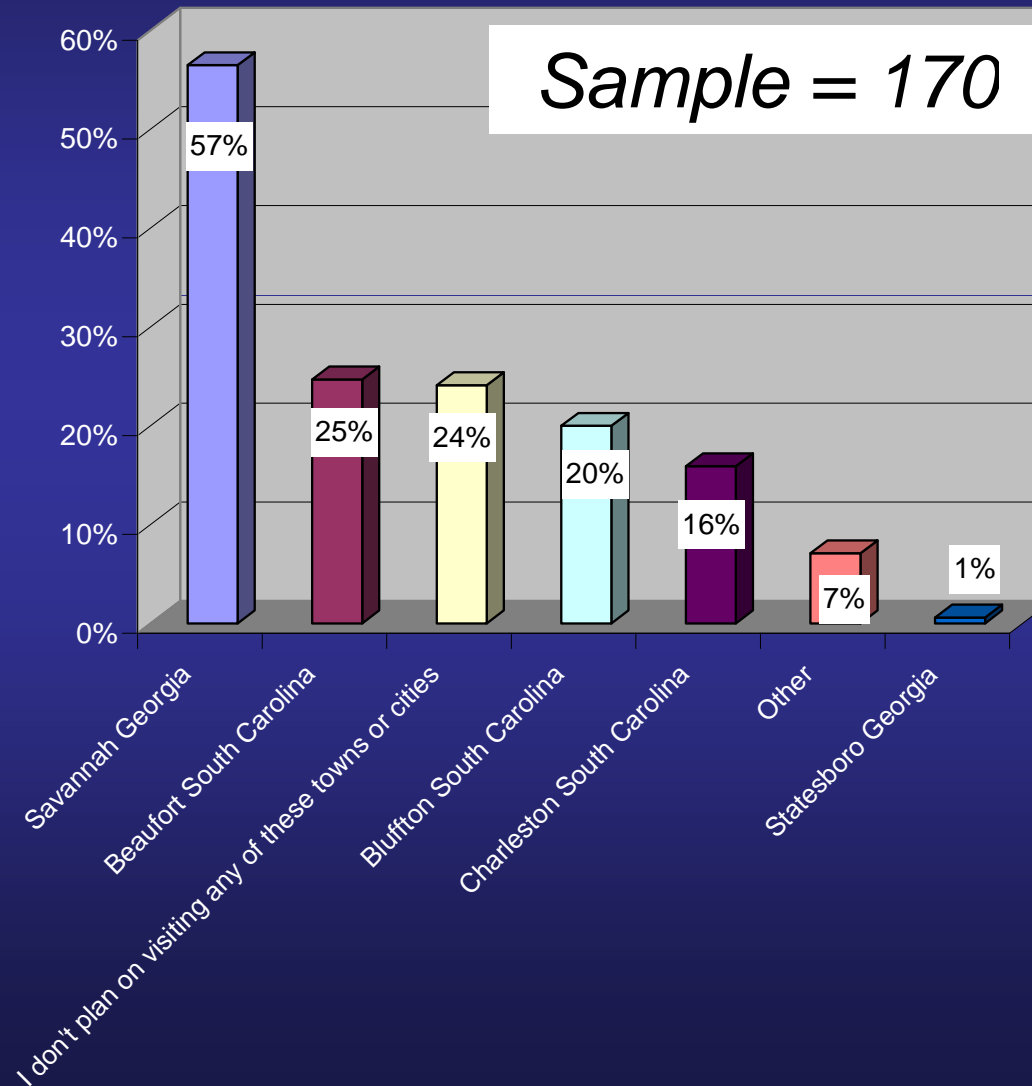
Top 10 Activities

(Multiple Response Item)



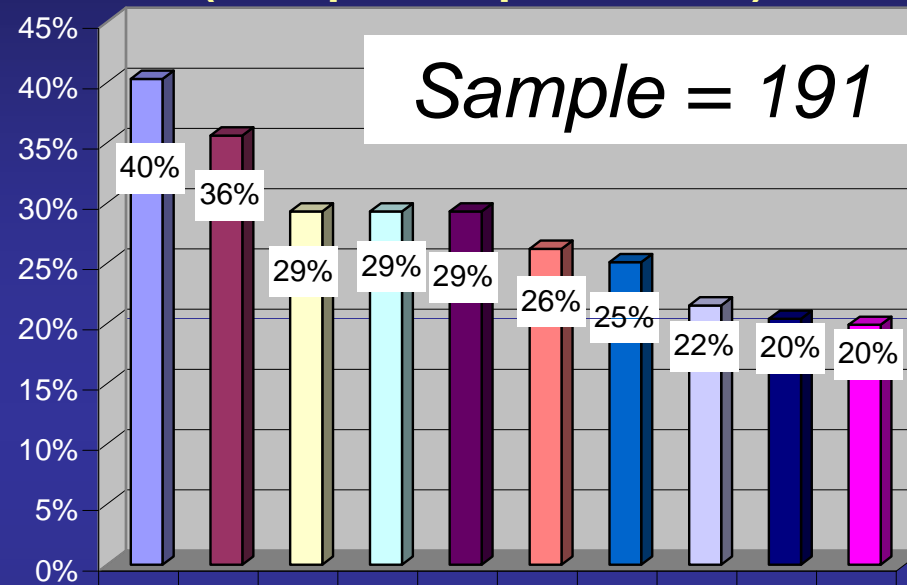
What towns or cities in the region do visitors want to see?

(Multiple Response Item)



Top 10 attractions respondents would like Hilton Head Island to develop

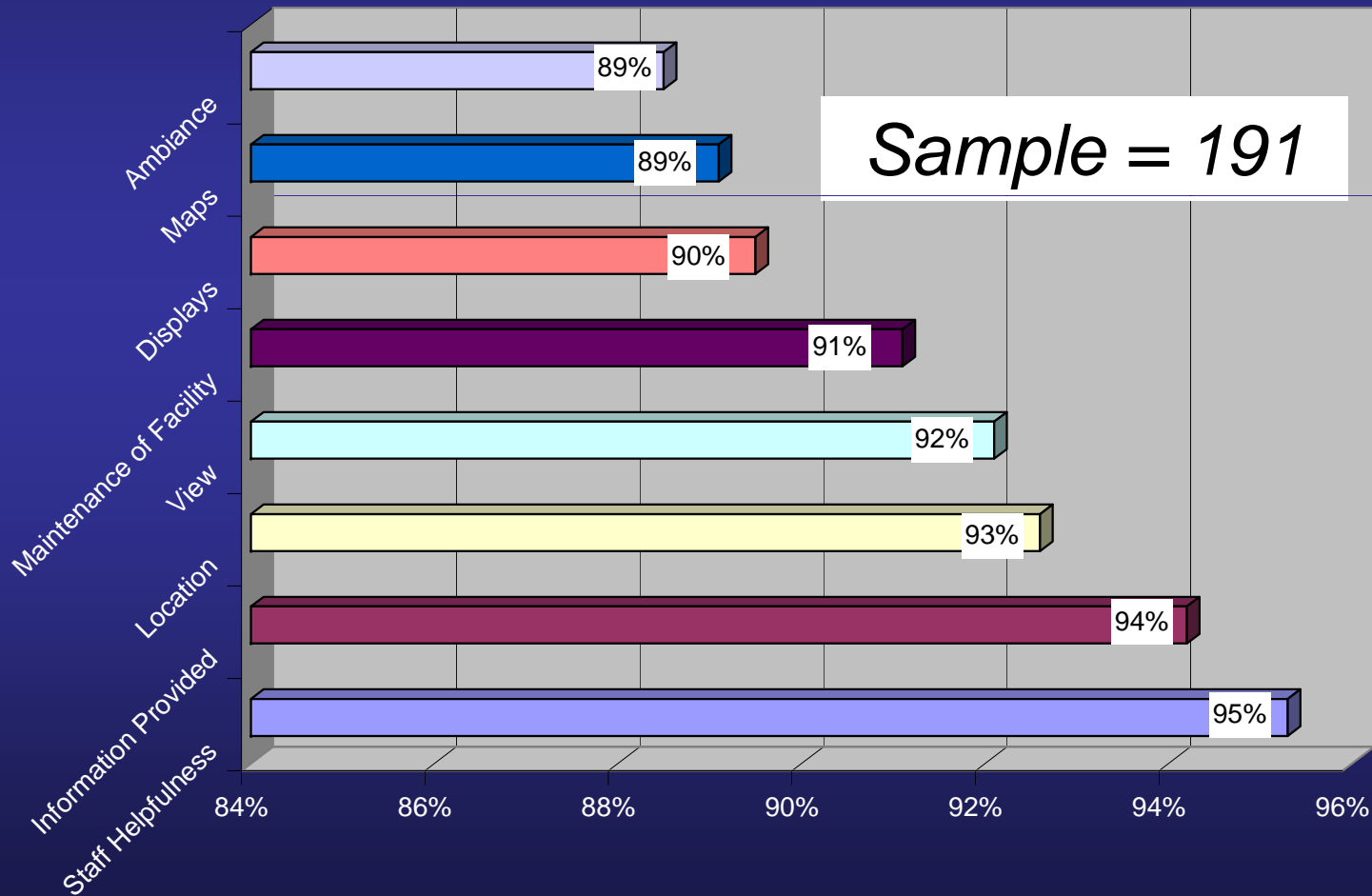
(Multiple Response Item)



Sightseeing Tours
Historical Landmarks
Museums/Art Galleries/Performing Arts/Cultural Attractions
Walking and Biking Paths
Festivals/Special Events
Outdoor Activities (Hunt, Fish, Hike, Kayak, etc.)
Boating and Sailing Activities
NightlifeDancing
Shopping Malls/Centers

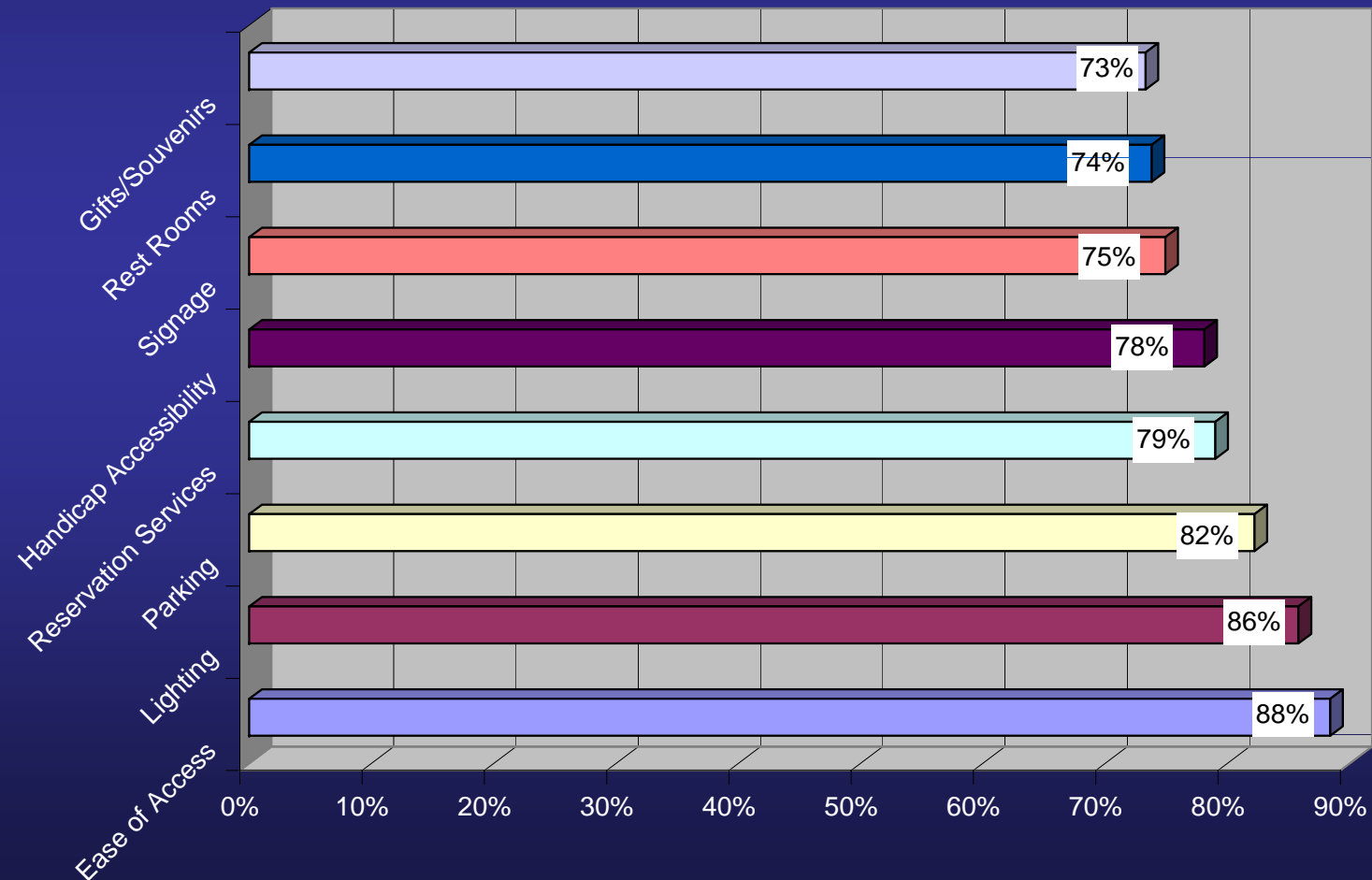


Combined excellent and above average impression scores of current welcome center facility and operations



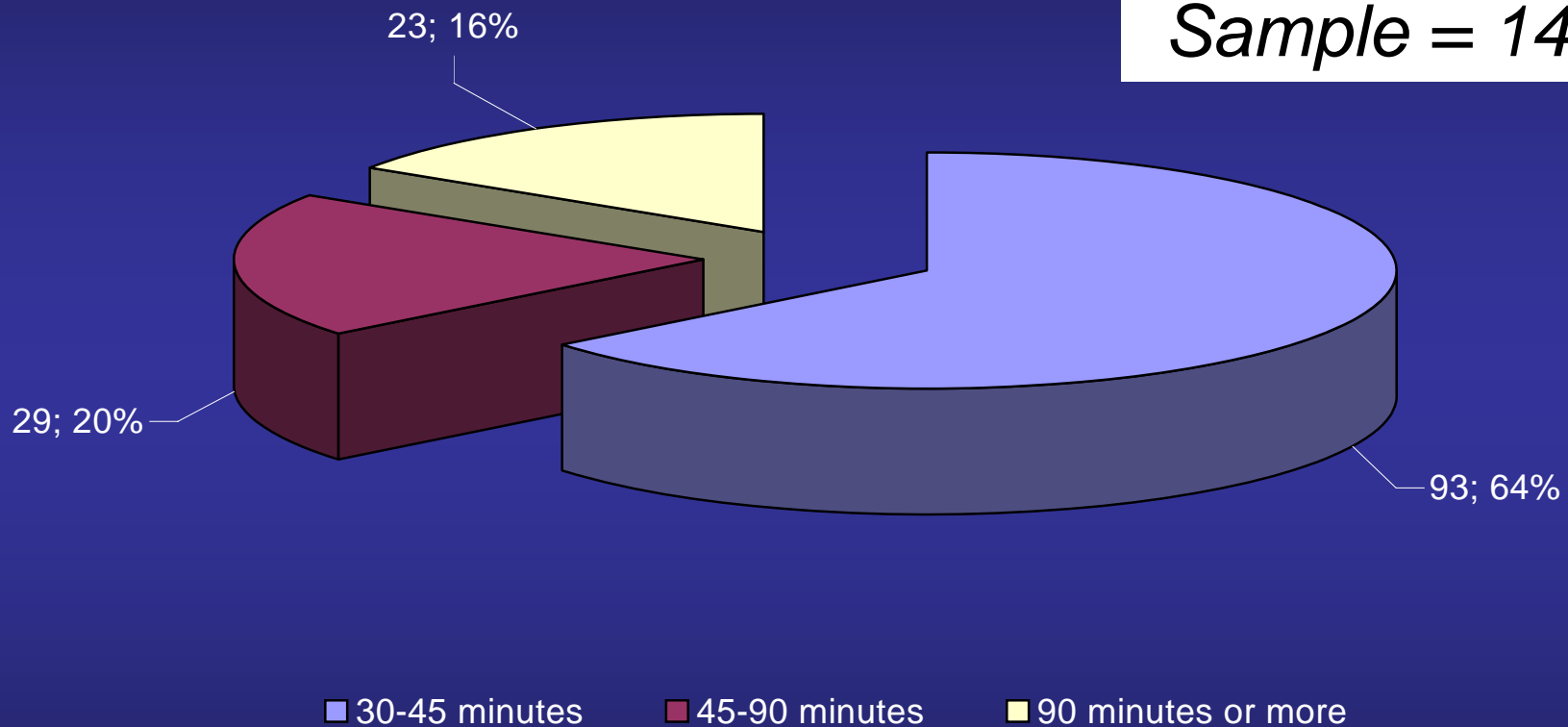
Combined excellent and above average impression scores of current welcome center facility and operations

Sample = 191



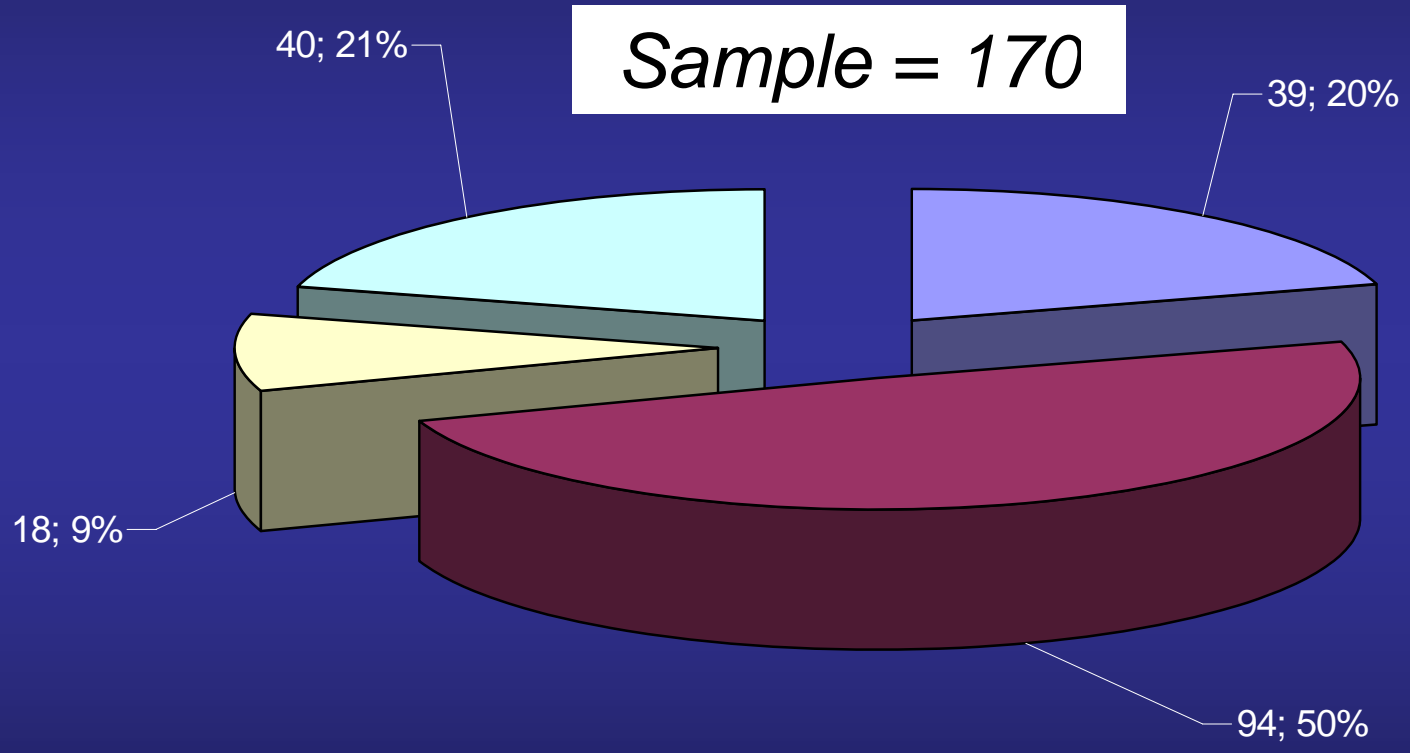
Approximately how long did it take for you to drive Highway 278 from Exit 8 at I-95 to our Welcome Center?

Sample = 145



Should this current Welcome Center & Museum close, how likely are you to visit a new center and museum to be located 1 mile south from this location on Highway 278?

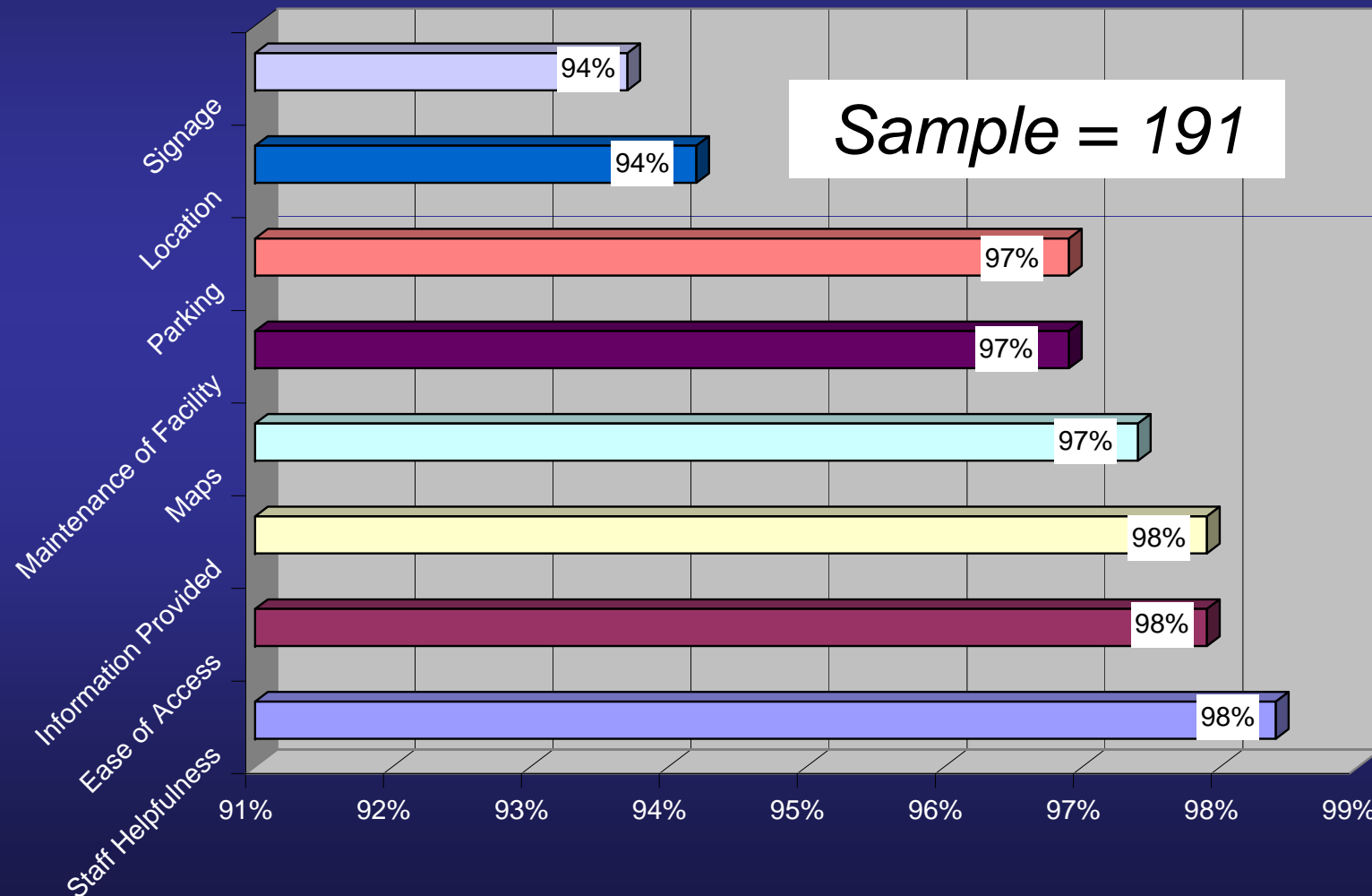
Sample = 170



- More Likely
- As Likely
- Less Likely
- I would visit the Welcome Center and Museum Regardless of its Location

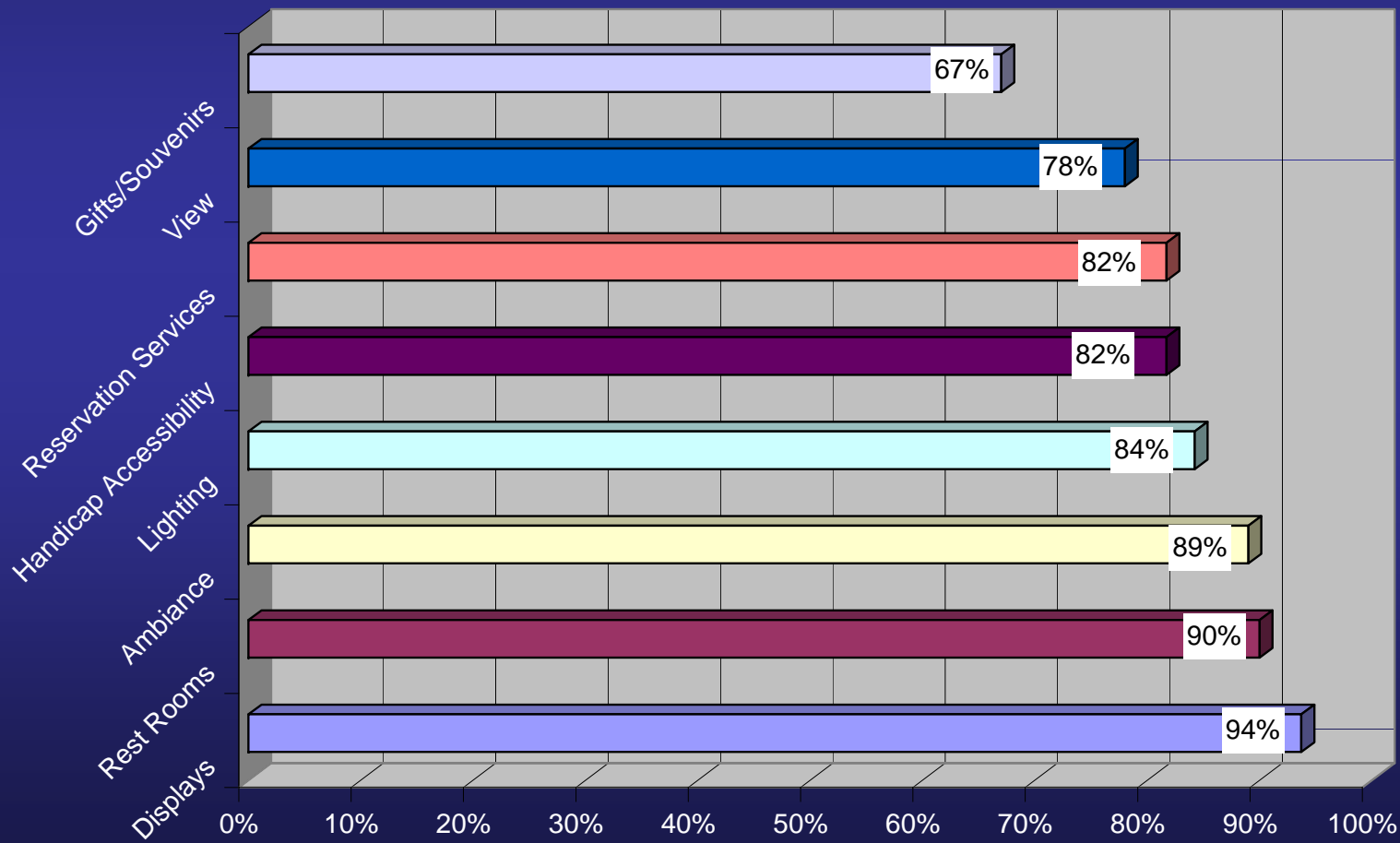


Combined very important and important scores for proposed facility and operations



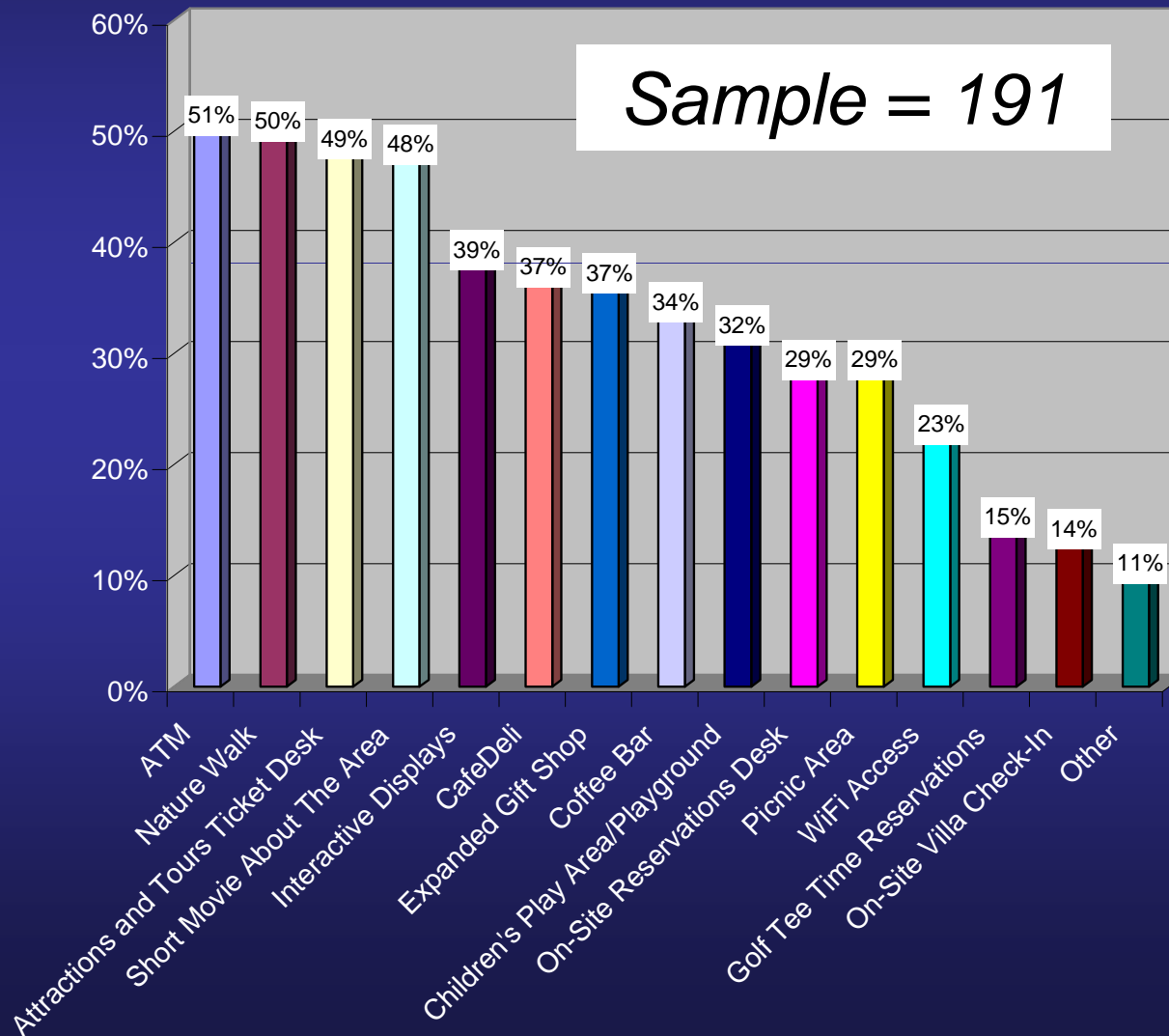
Combined very important and important scores for proposed facility and operations

Sample = 191



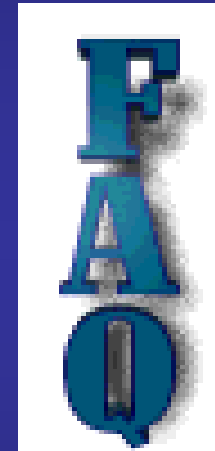
Services to be utilized at a New Welcome Center

(Multiple Response Item)



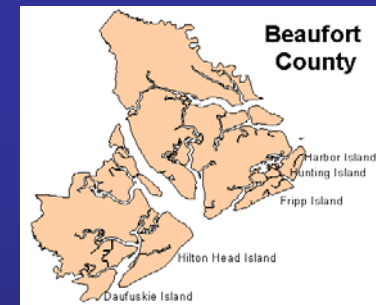
Survey Summary

- ✓ 51% were between the ages of 41-60
- ✓ 42% had incomes of \$100,000 or more
- ✓ Almost 64% were college educated
- ✓ Almost 41% were Married with Children
- ✓ Approximately 55% of the visitors were from OH, GA, SC, PA, FL, IN, IL, and VA
- ✓ 59% traveled with 1 to 3 additional people



Survey Summary

- ✓ 60% stayed 4-7 days
- ✓ 49% stayed in condominiums or time share rentals
- ✓ 53% were 1st time visitors
- ✓ 64% found out about Hilton Head Island from Friends and Family
- ✓ Besides beaches and restaurants, visitors were interested in Sightseeing, Shopping Malls/Centers, and Historical Landmarks. In addition, respondents would like the Island to develop Sightseeing Tours, Historical Landmarks, Museums, Walking and Biking Paths, and Special Events.
- ✓ 91% of visitors were likely to , as likely to, or will visit a newly relocated welcome center



Welcome Center visitors are currently impressed with:

1. Staff Helpfulness
2. Information Provided
3. Location
4. View
5. Maintenance of Facility



Welcome Center visitors are currently least impressed with:

1. Gifts/Souvenirs
2. Rest Rooms
3. Signage
4. Handicap Accessibility
5. Reservation Services



Very Important and Important Characteristics for a New Welcome Center

1. Staff Helpfulness
2. Ease of Access
3. Information Provided
4. Maps
5. Maintenance of Facility & Parking
(Tied)



Least Important Characteristics for a New Welcome Center

1. Gifts/Souvenirs
2. View
3. Reservation Services
4. Handicap Accessibility
5. Lighting



Services respondents want at a New Welcome Center

1. ATM
2. Nature Walk
3. Attractions and Tours Ticket Desk
4. Short Movie About the Area
5. Interactive Displays
6. Café/Deli
7. Expanded Gift Shop
8. Coffee Bar
9. Children's Play Area/Playground
10. On-Site Reservations Desk



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