

# Hilton Head Island Welcome Center Survey: April 7<sup>th</sup> to May 4<sup>th</sup> 2006

*Conducted by the University of South  
Carolina – Beaufort*

*For the Hilton Head Island Visitors  
and Convention Bureau*

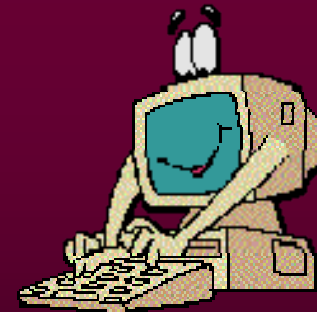


*The Lowcountry & Resort  
Islands Tourism Institute*

@USCB

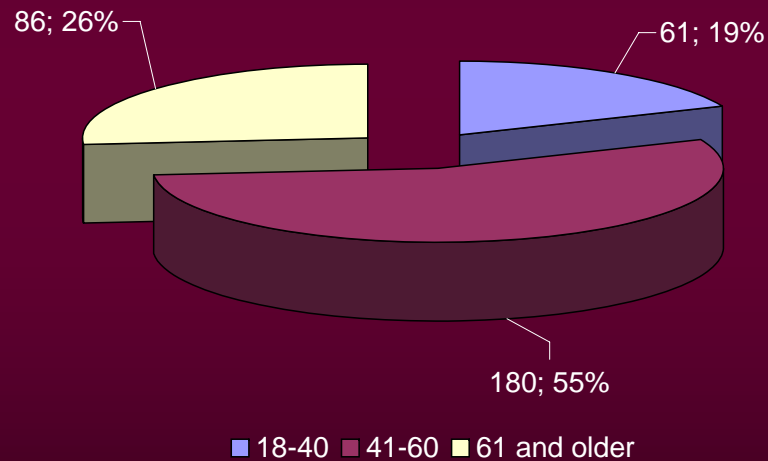
# Visitor Survey Method

- ✓ Results from the computer survey conducted between April 7<sup>th</sup> and May 4<sup>th</sup>
- ✓ 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
- ✓ 327 surveys analyzed
- ✓ 307 were considered tourists visiting from outside of 50 miles

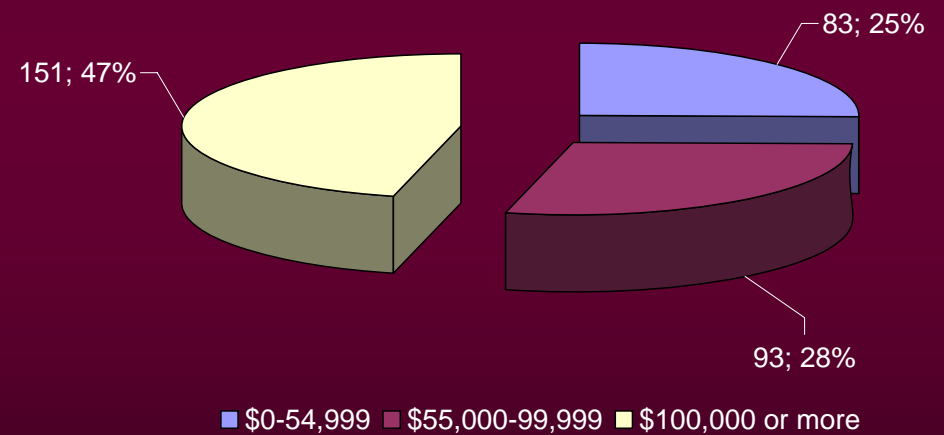


# Age and Income of Visitors

## Age



## Income



*Sample = 327*

# Other Demographic Information

*Sample = 327*

## ✓ Education

- ❖ 63% had Bachelor Degrees or Graduate Degrees

## ✓ Marital Status

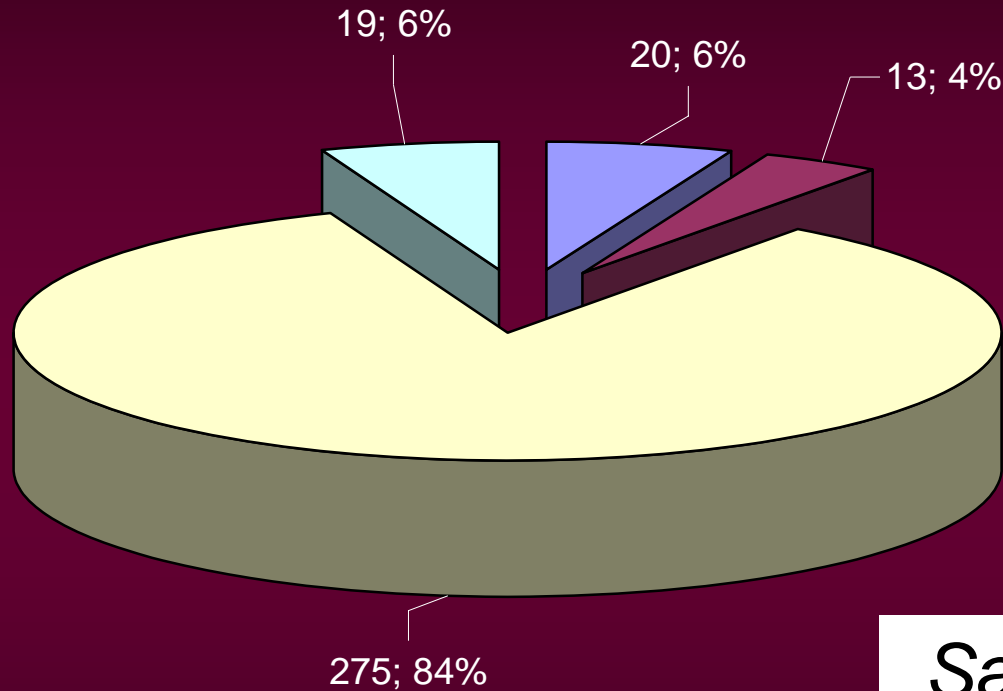
- ❖ 48% were Married without Children
- ❖ 35% were Married with Children

## ✓ Occupation

- ❖ 21% were Professionals (Doctors, Lawyers, Teachers, etc)
- ❖ 28% were Retired



# Where were they from?



*Sample = 327*

- Resident of the Lowcountry (within 50 miles of Hilton Head Island)
- Resident of South Carolina
- Other location in the US
- Outside of the US

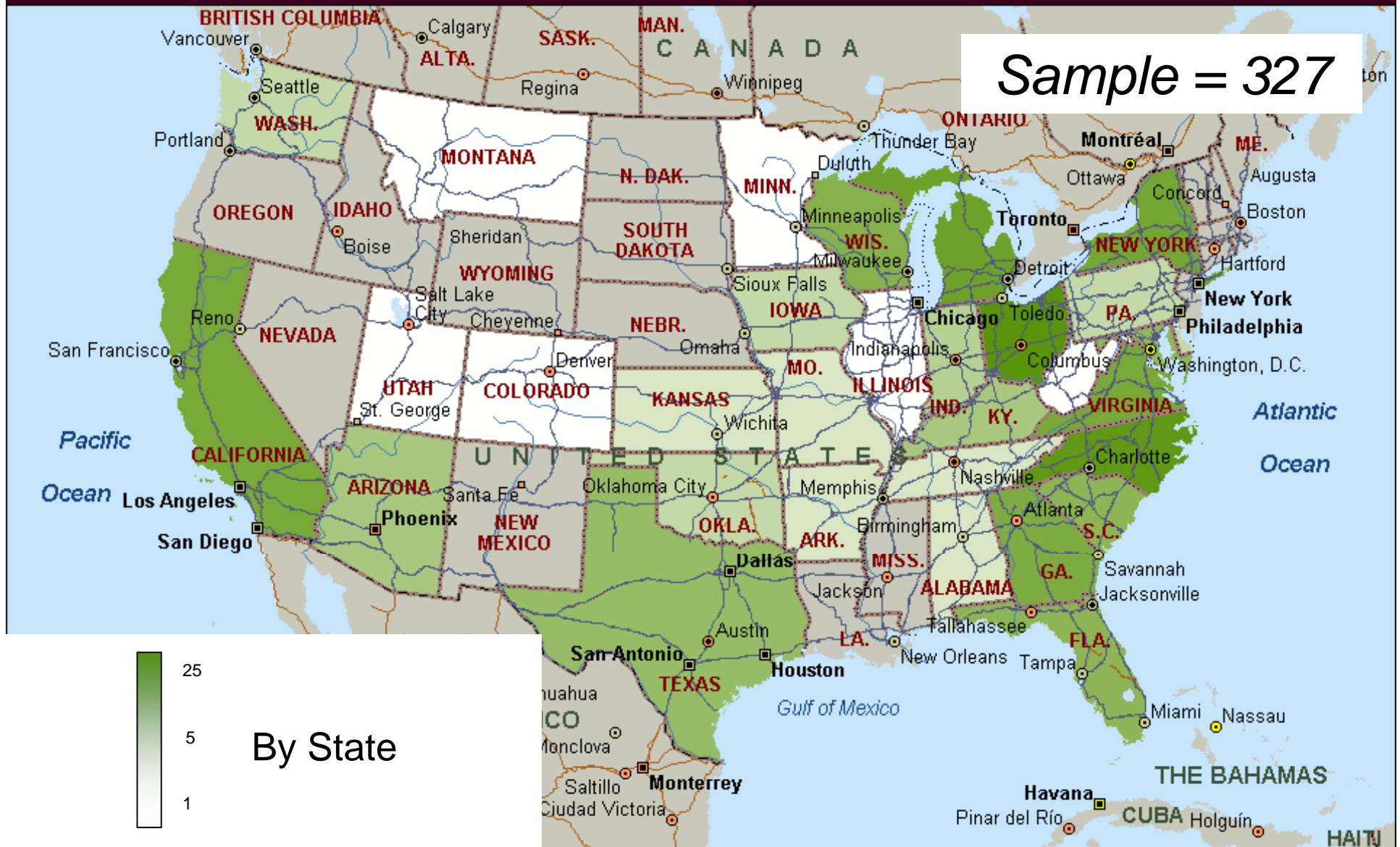
# US Visitors' Point of Origin

Sample = 327



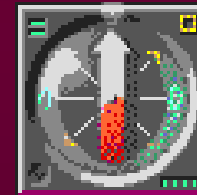
# US Visitors by State

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



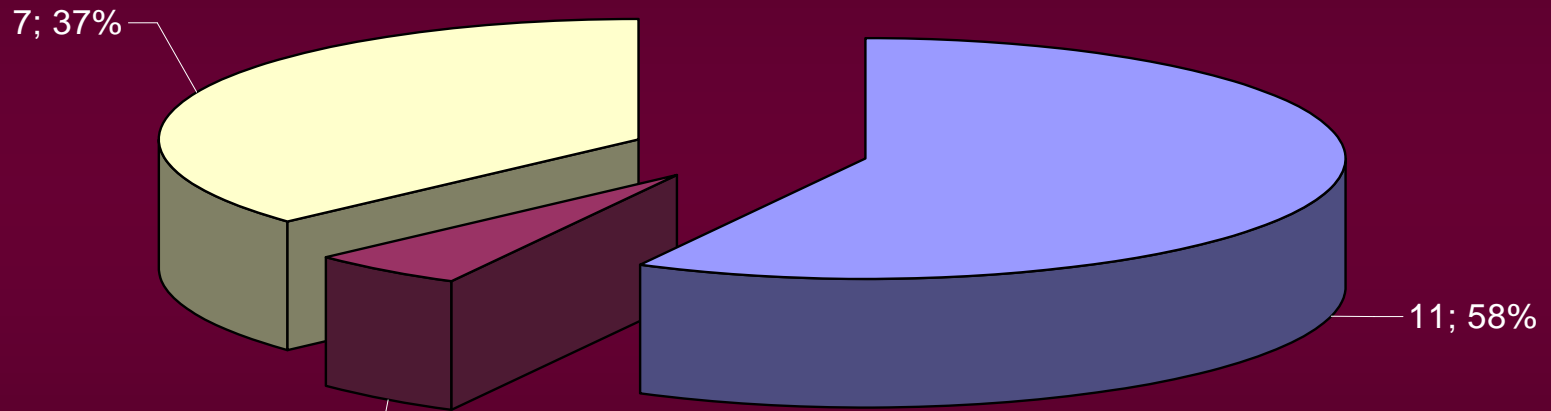
# Visitor Origin

- ✓ Average distance traveled by visitors was 723 miles
- ✓ Ohio had the most visitors to Hilton Head Island
  - ❖ Followed by NY, MI, NC, and VA





# Where were international visitors from?



1; 5%

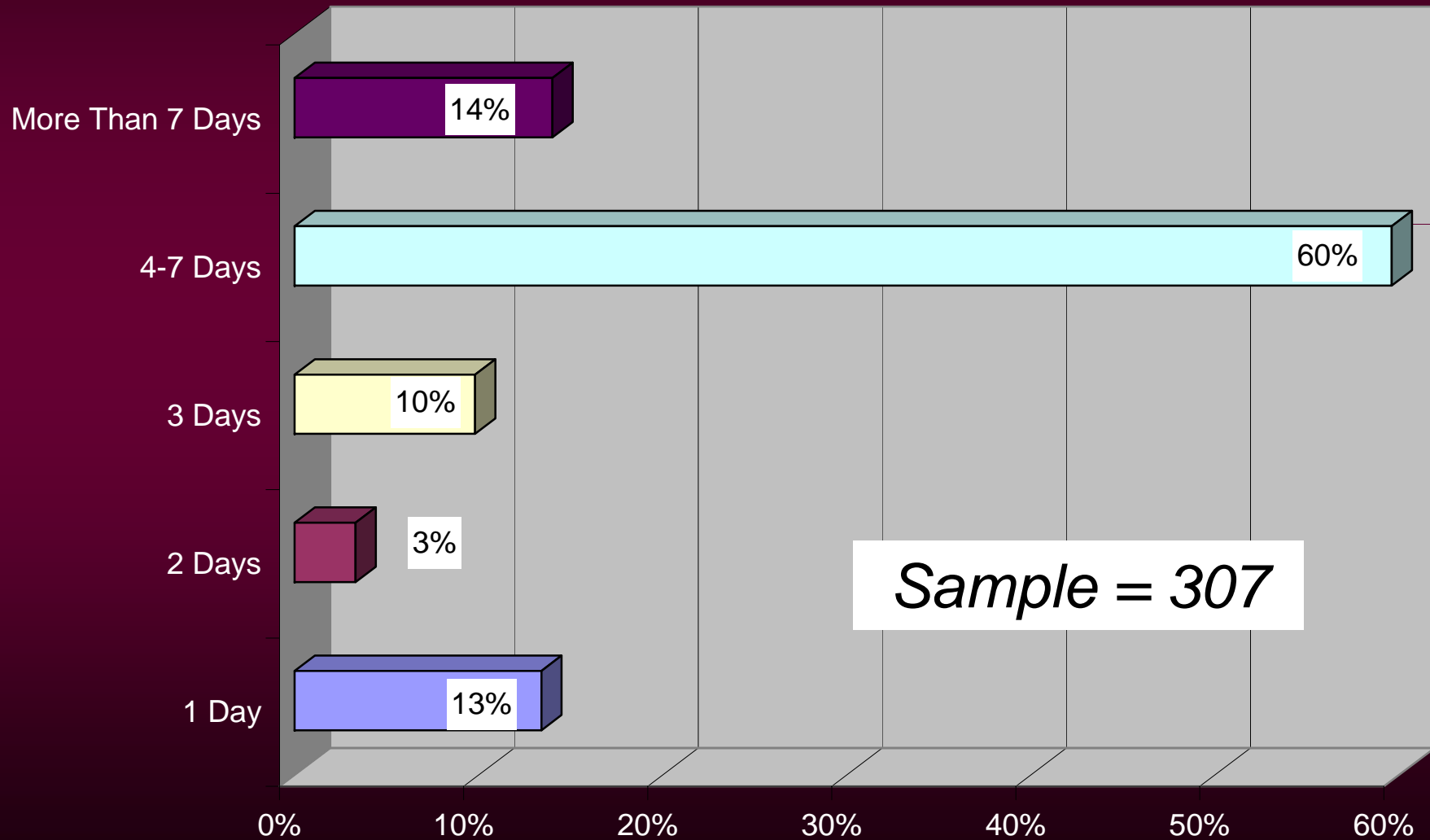
11; 58%

7; 37%

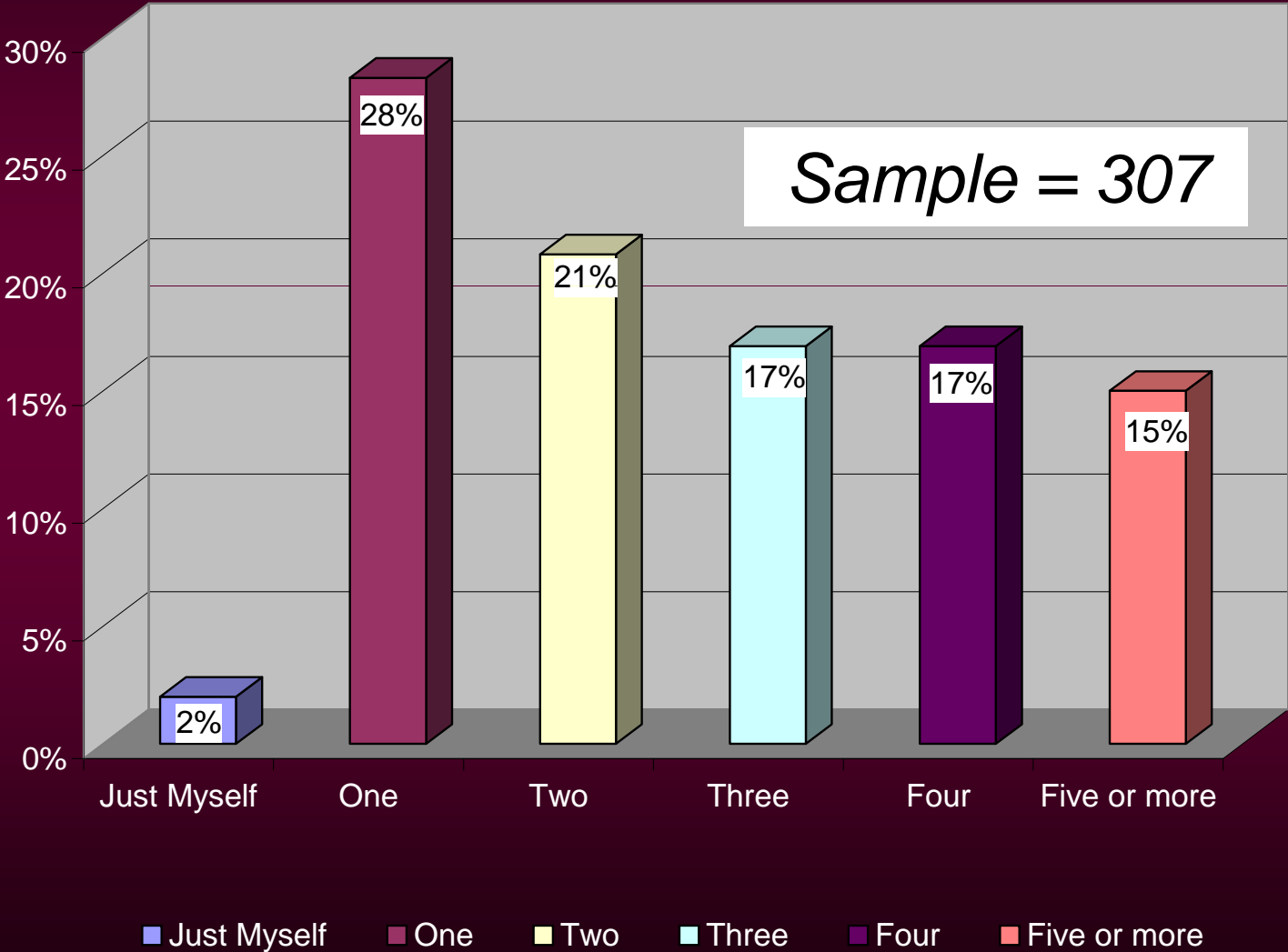
*Sample = 19*

- Canada
- Central America
- Europe

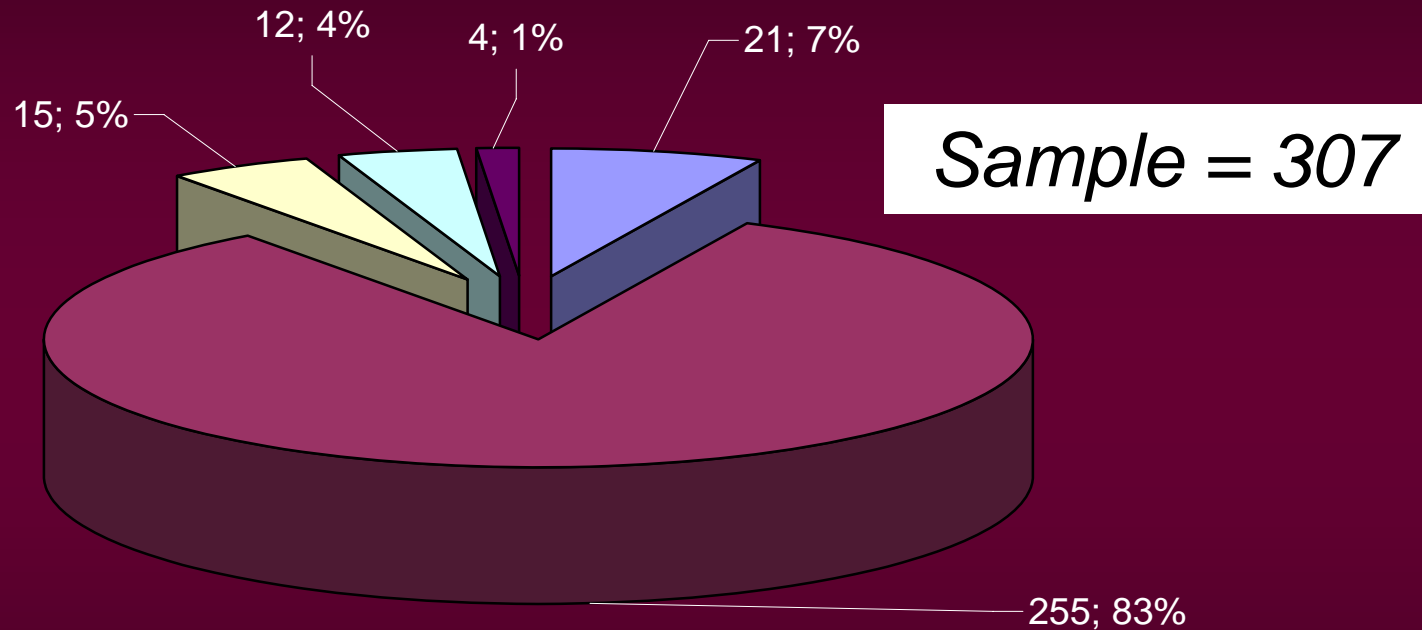
# 307 of the 327 survey respondents were considered tourists - how long do they stay?



# How many people are you traveling with?



# Primary Reason for Visiting Hilton Head Island

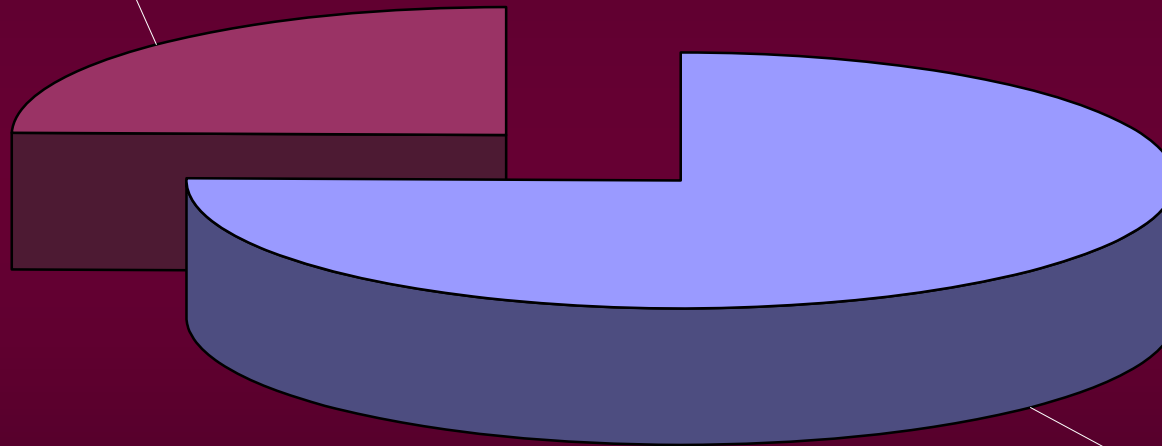


- Visit friends or relatives
- Pleasure Vacation (general)
- Conference, Other Business, Activity Close to Home, Outdoor Recreation
- Just passing through
- Other

# Is Hilton Head Island your final destination?

*Sample = 307*

76; 25%

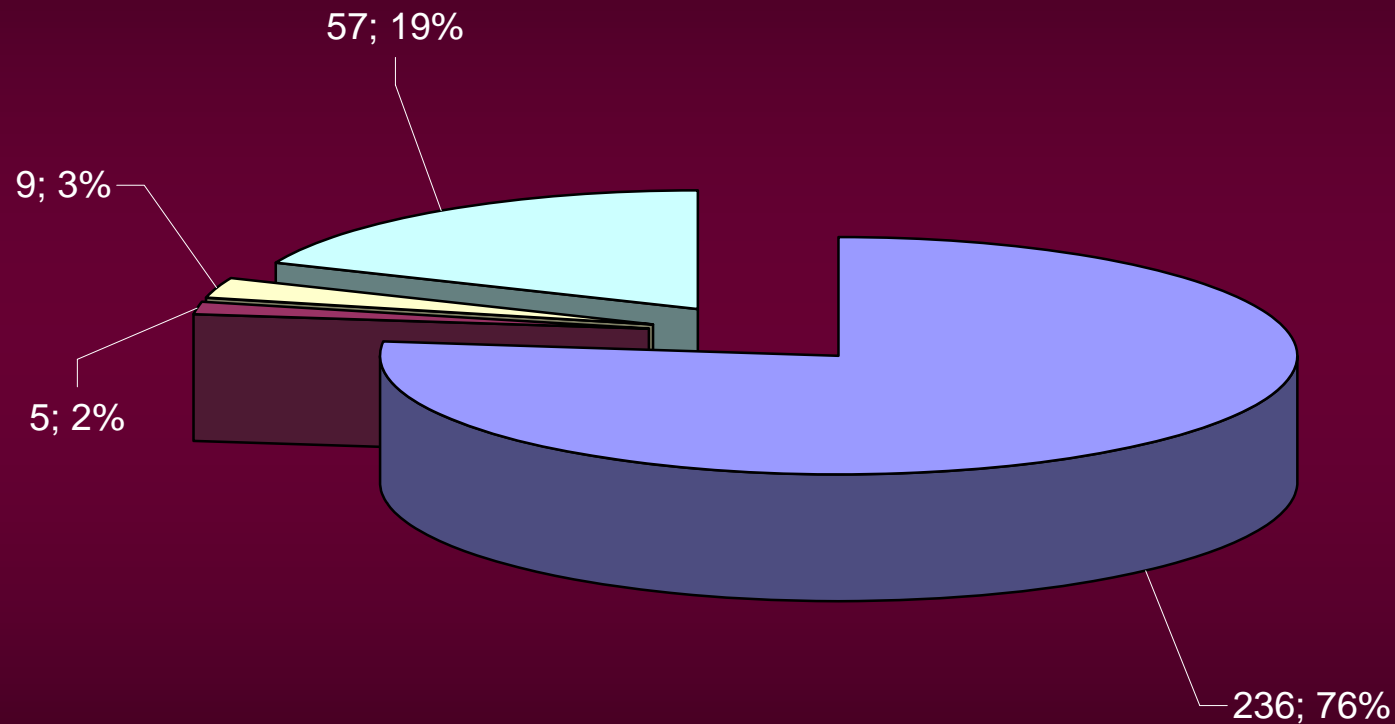


231; 75%

■ Yes

■ No

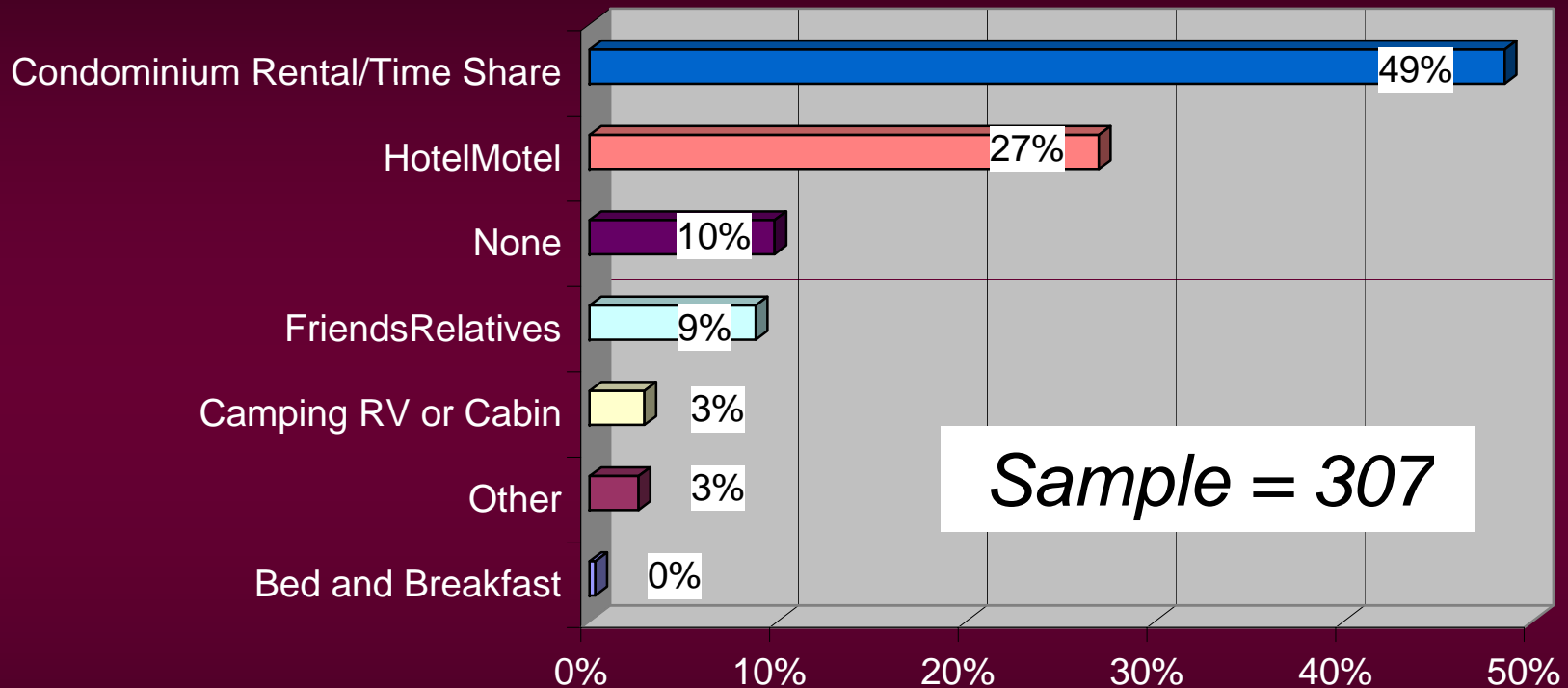
# How did you get to the Island?



*Sample = 307*

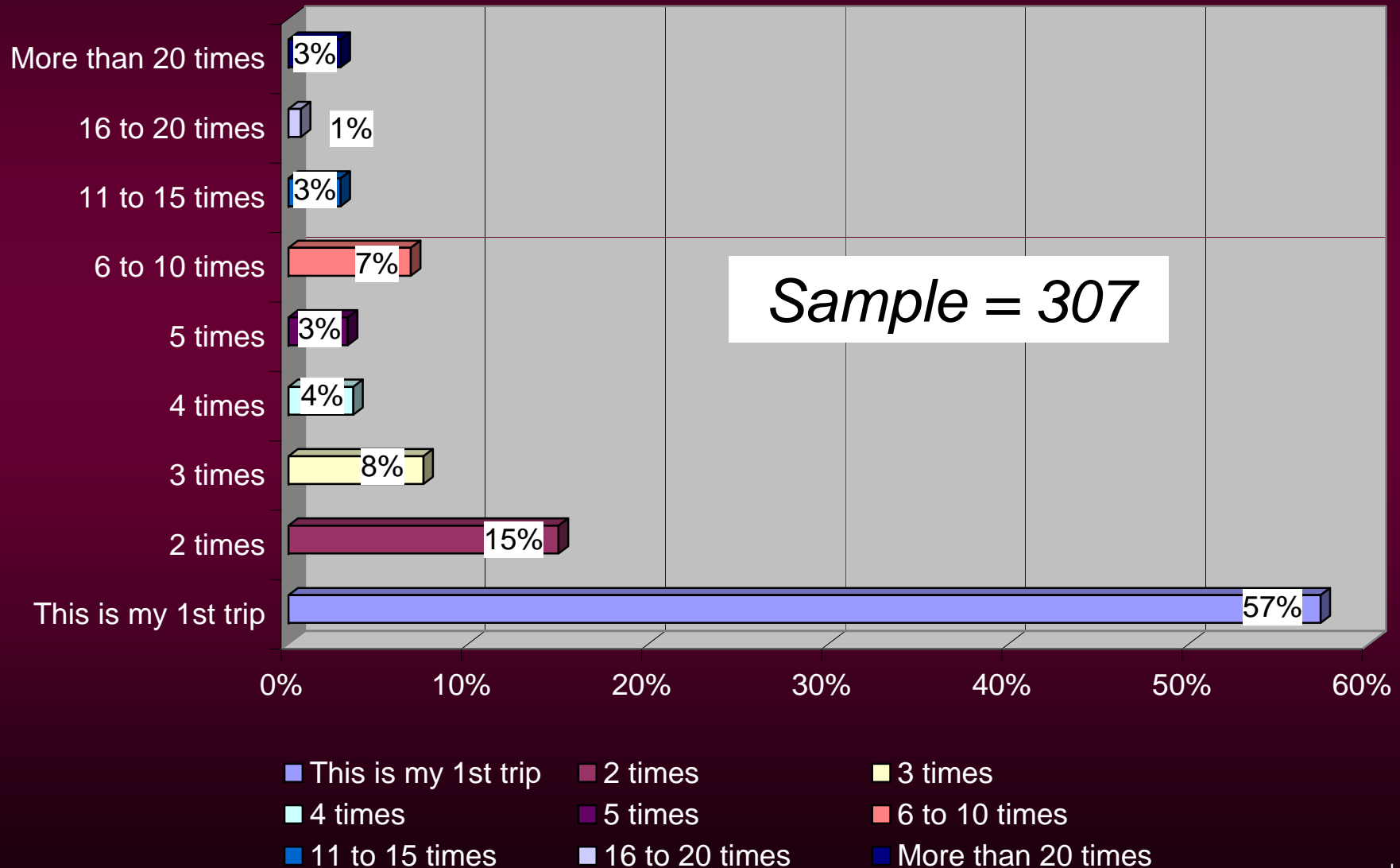
■ Automobile ■ Tour Bus ■ Recreational Vehicle ■ Air Travel

# Where are visitors staying?



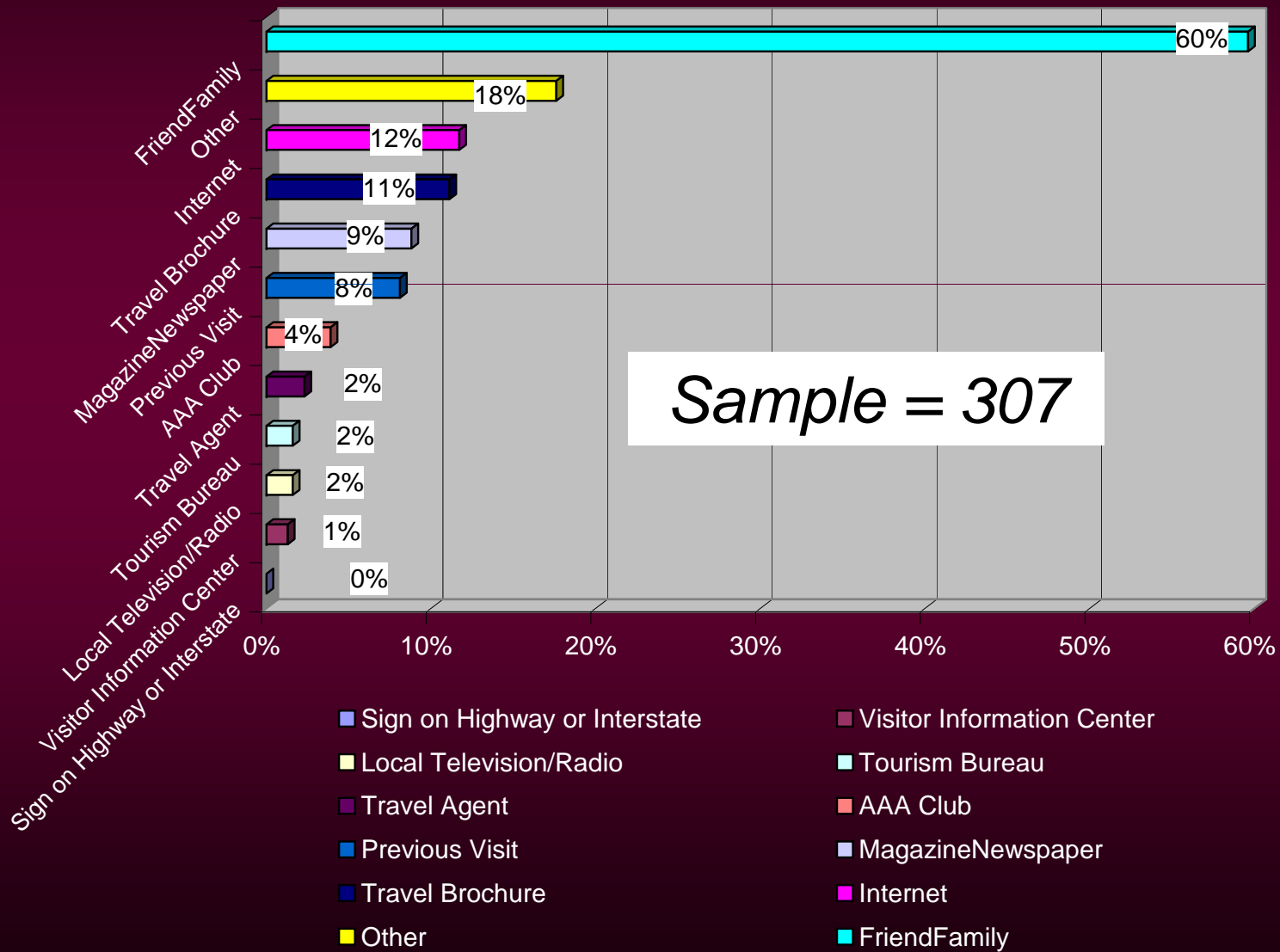
- Bed and Breakfast
- Camping RV or Cabin
- None
- Condominium Rental/Time Share
- Other
- Friends/Relatives
- Hotel/Motel

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

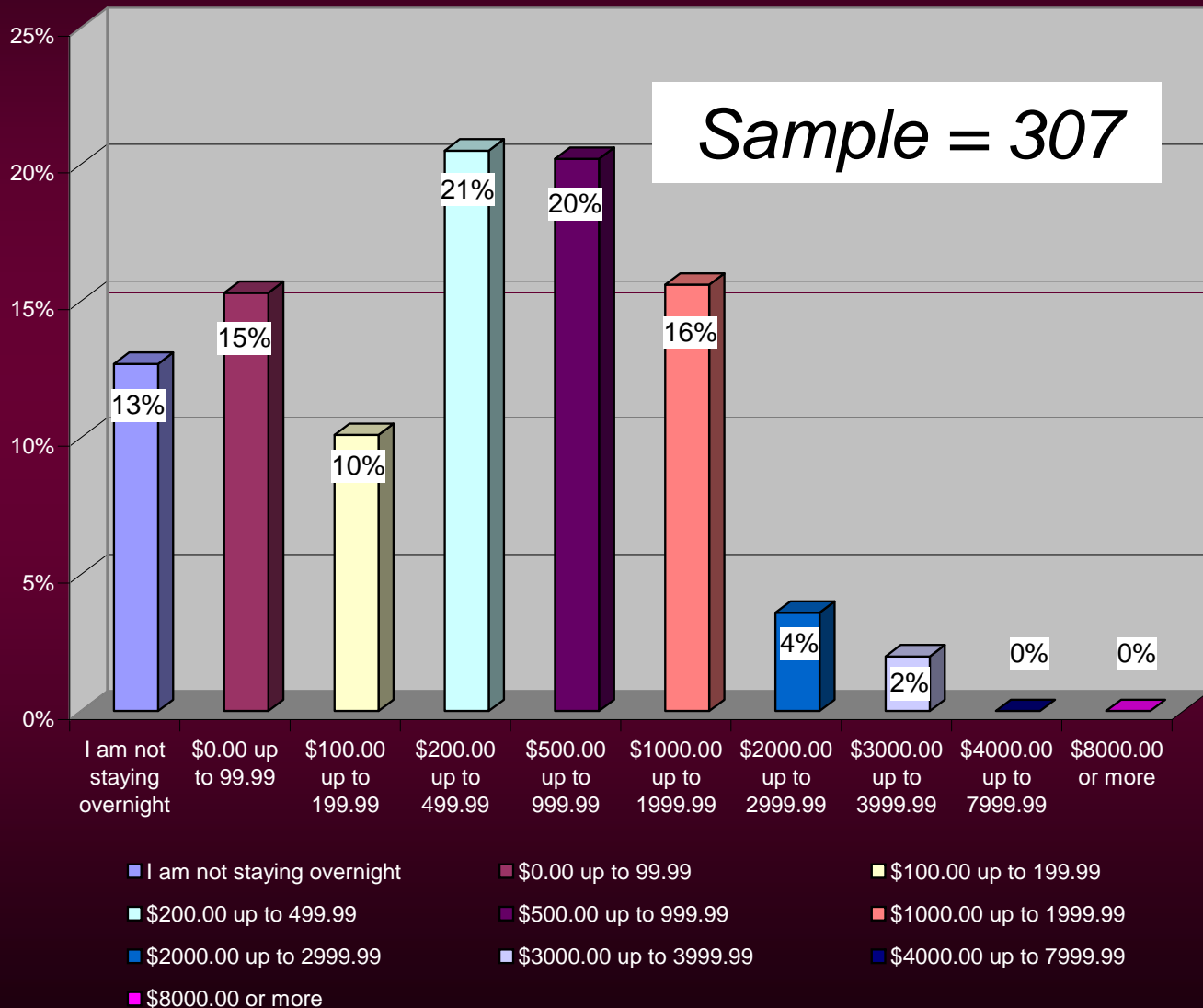




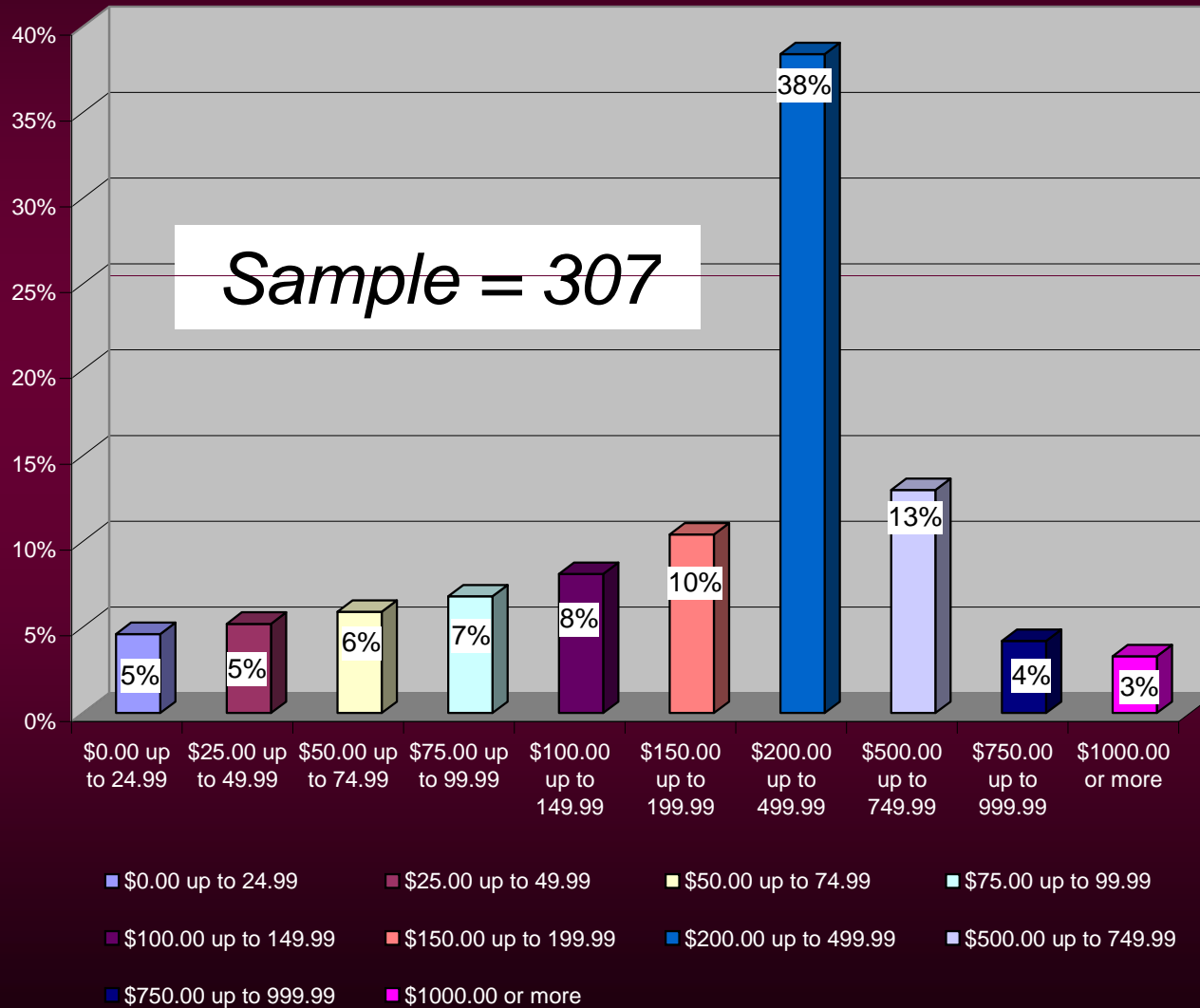
# How did you first learn about Hilton Head Island? (A multiple response item - cases % may exceed 100%)



# Approximately, how much will you spend on lodging during your entire stay?

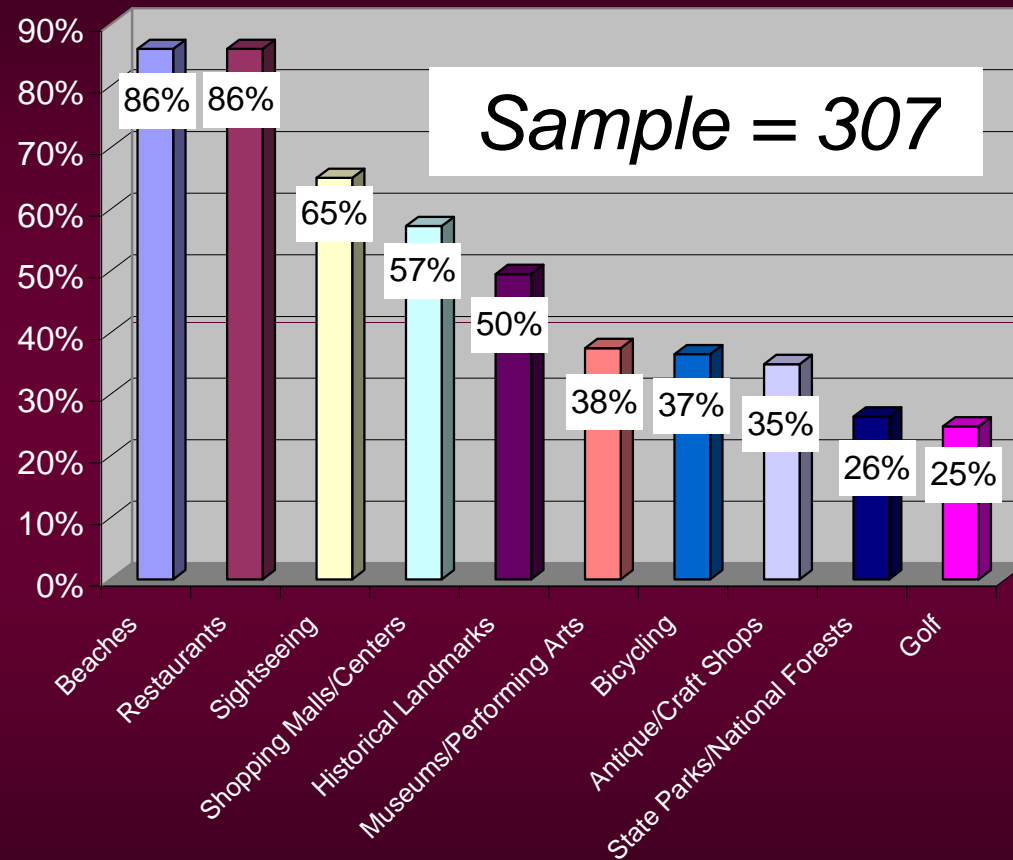


# Approximately, how much do you think you'll spend on food and dining?



# Top 10 Activities

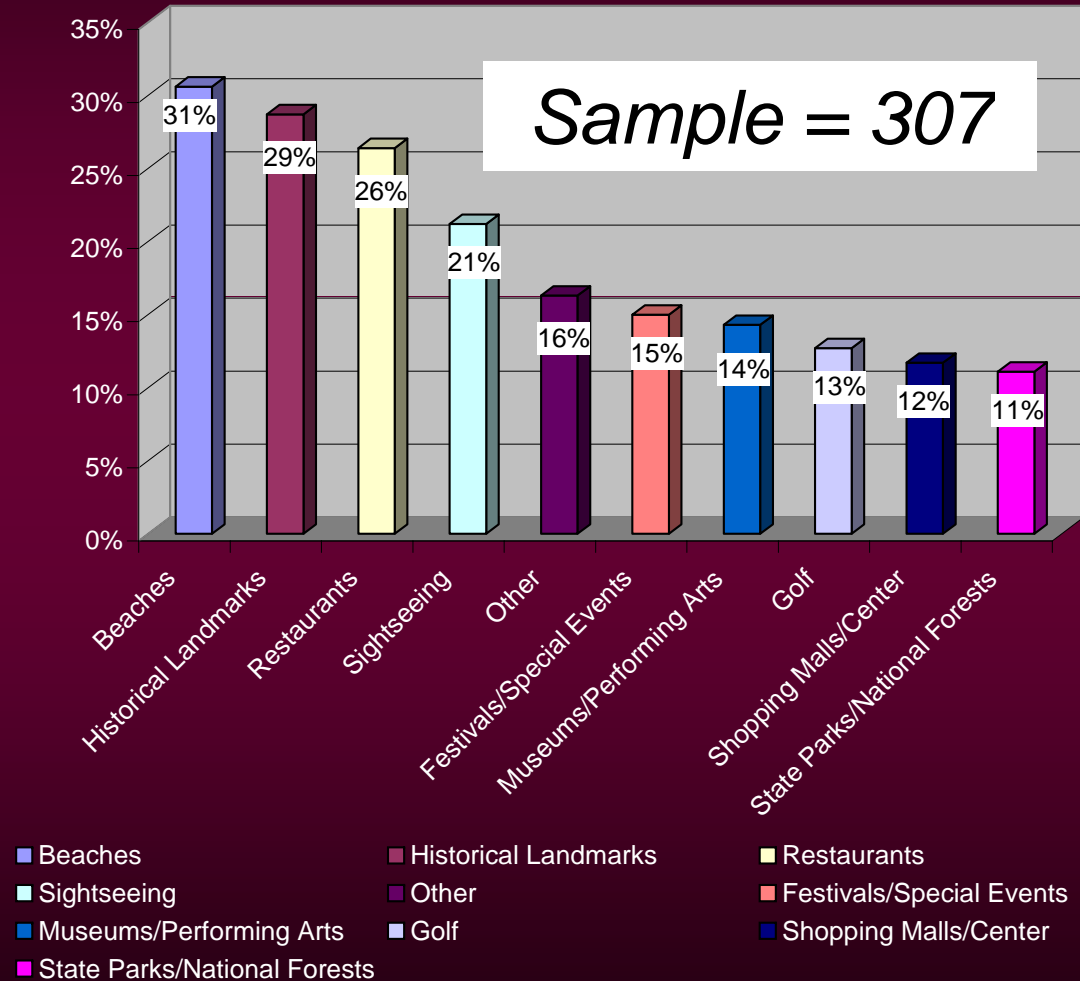
(Multiple Response Item)



- Beaches
- Restaurants
- Sightseeing
- Shopping Malls/Centers
- Historical Landmarks
- Museums/Performing Arts
- Bicycling
- Antique/Craft Shops
- State Parks/National Forests
- Golf

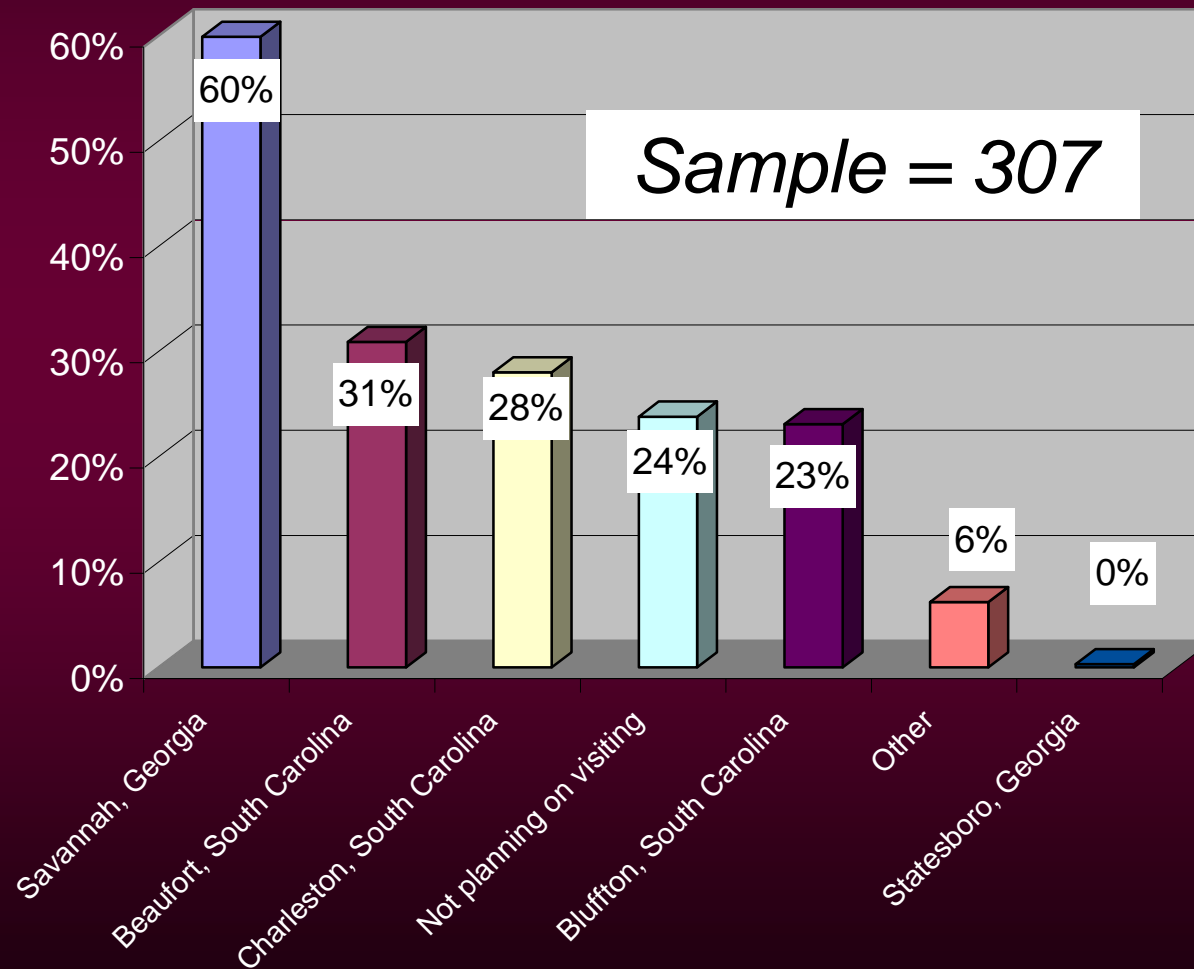
# Top 10 Activities Visitors Want to Know More About

(Multiple Response Item)



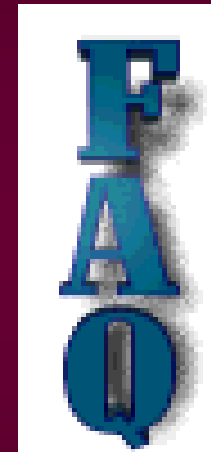
# What towns or cities in the region do visitors want to see?

(Multiple Response Item)



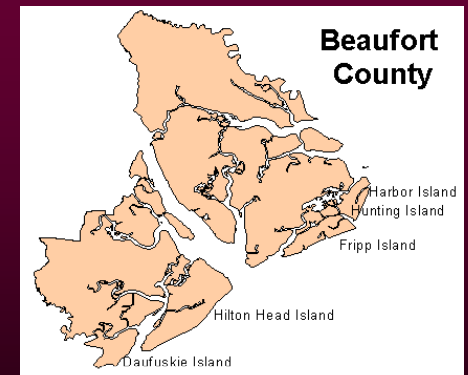
# Survey Summary

- ✓ 55% were between the ages 41-60
- ✓ 47% had incomes over \$100,000
- ✓ 63% were college educated
- ✓ 48% were Married without Children
- ✓ 46% of the visitors were from OH, NY, MI, NC, and VA
- ✓ 49% travel with 1 to 2 additional people



# Survey Summary

- ✓ 60% stay 4-7 days
- ✓ 49% stay in condominiums or time share rentals
- ✓ 57% are 1<sup>st</sup> time visitors
- ✓ 60% find out about Hilton Head Island from Friends and Family
- ✓ Besides beaches and restaurants, visitors are interested in historical places, sightseeing, shopping, Savannah, Beaufort, and Charleston





# Survey and Results Created By:

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