

HILTON HEAD ISLAND-BLUFFTON VIRTUAL GUEST BOOK DATA FEBRUARY 15-May 15, 2012



UNIVERSITY OF SOUTH CAROLINA BEAUFORT

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EXECUTIVE SUMMARY



- ✓ There were 245 completed surveys
- ✓ 70% were visiting from outside of South Carolina
- ✓ Almost half of respondents were between 61 and 70 years of age
- ✓ 79% had a relaxing experience while visiting the area

EXECUTIVE SUMMARY

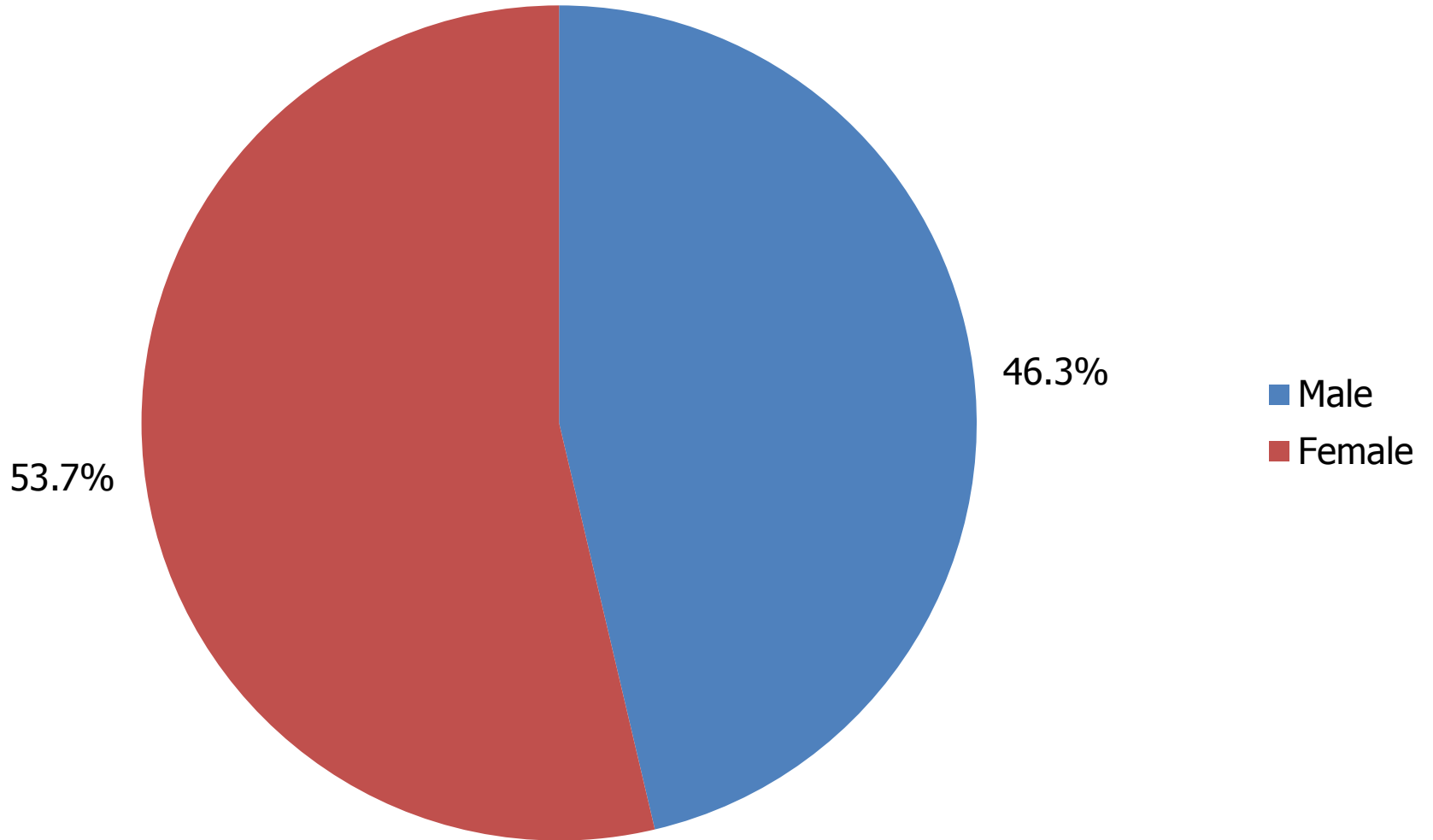


- ✓ Over 60% vacationed for a week or longer
- ✓ 35% resided in a villa/condo timeshare
- ✓ 83% used their personal car to reach the area
- ✓ The majority of users utilize social media sites

DEMOGRAPHICS



GENDER

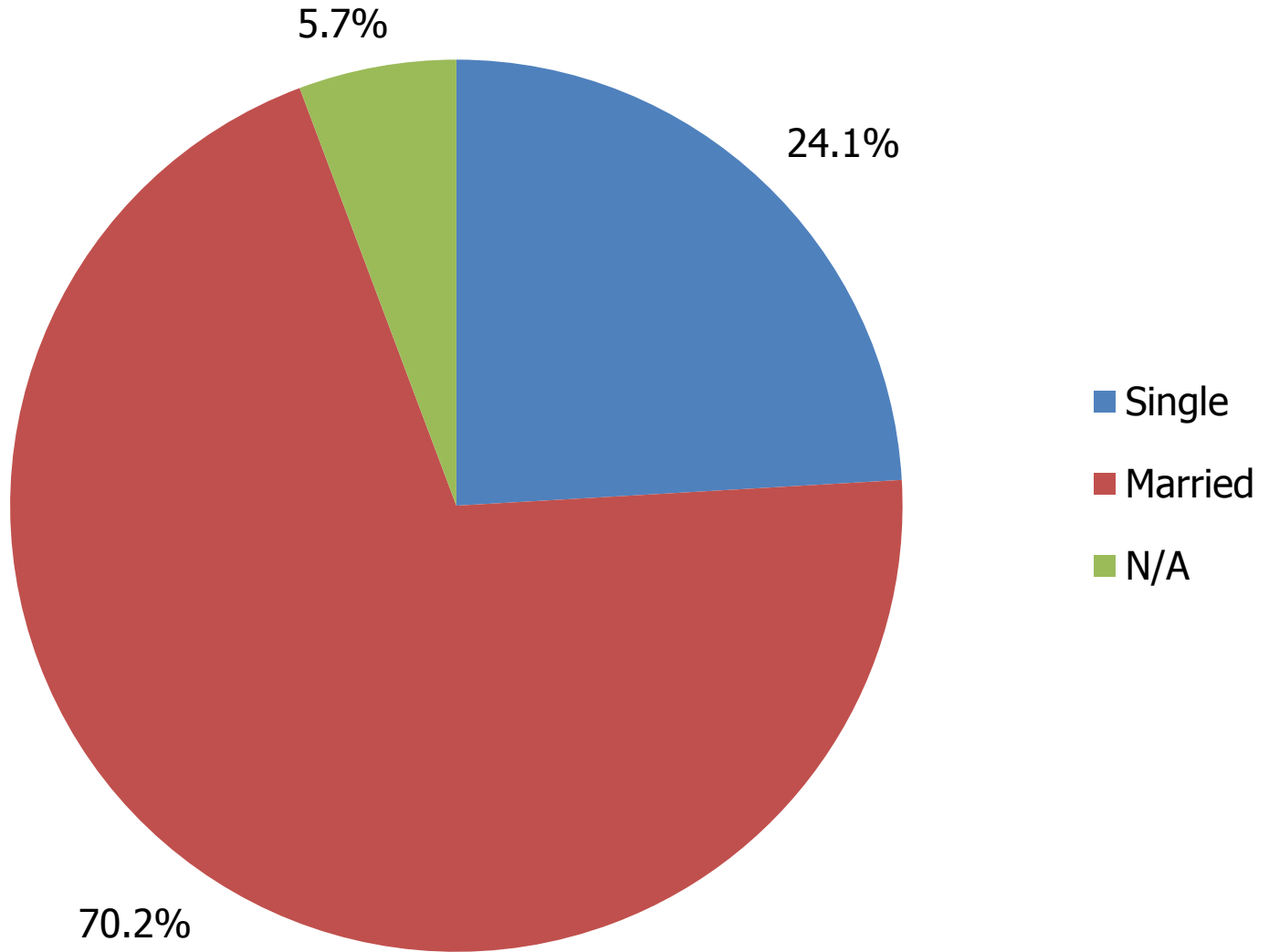


SAMPLE: 190

AGE

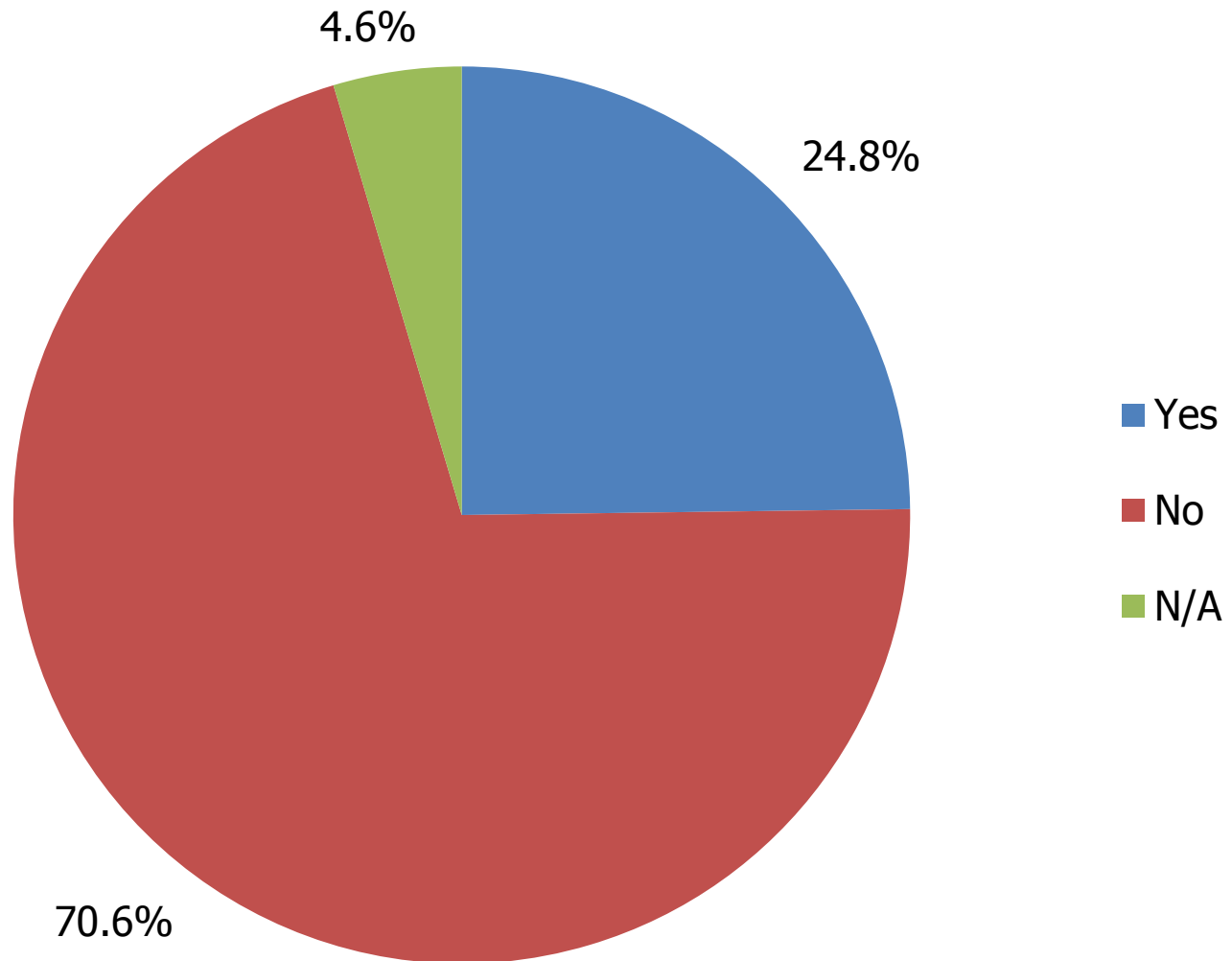
Age Bracket	%
18-20	10%
21-30	21%
31-40	23%
41-50	22%
51-60	38%
61-70	45%
71 Plus	12%
N/A	1%
<i>Sample</i>	138

MARITAL STATUS



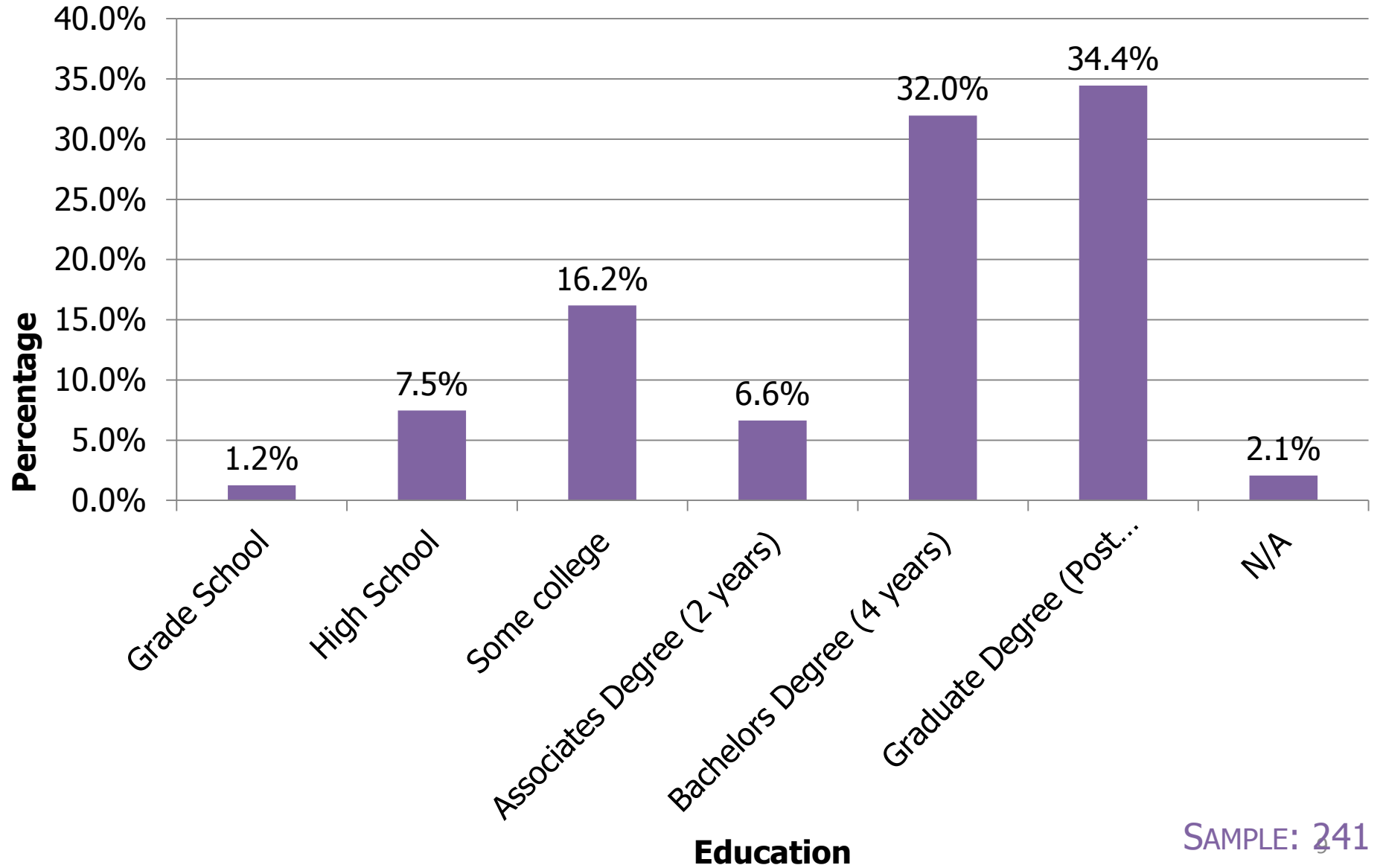
SAMPLE: 245

DO YOU HAVE CHILDREN UNDER 18 LIVING AT HOME?

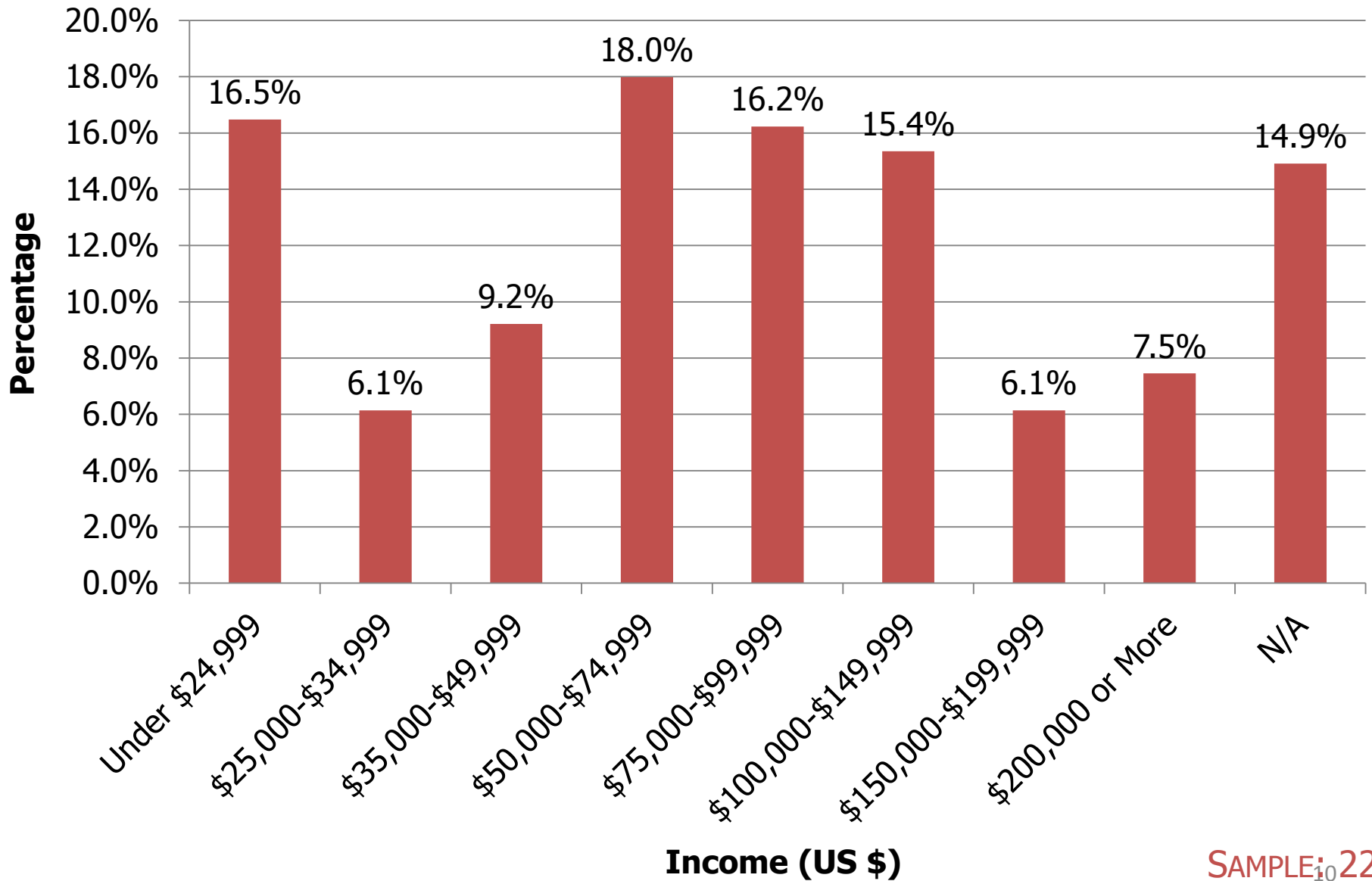


SAMPLE: 238

EDUCATION LEVEL



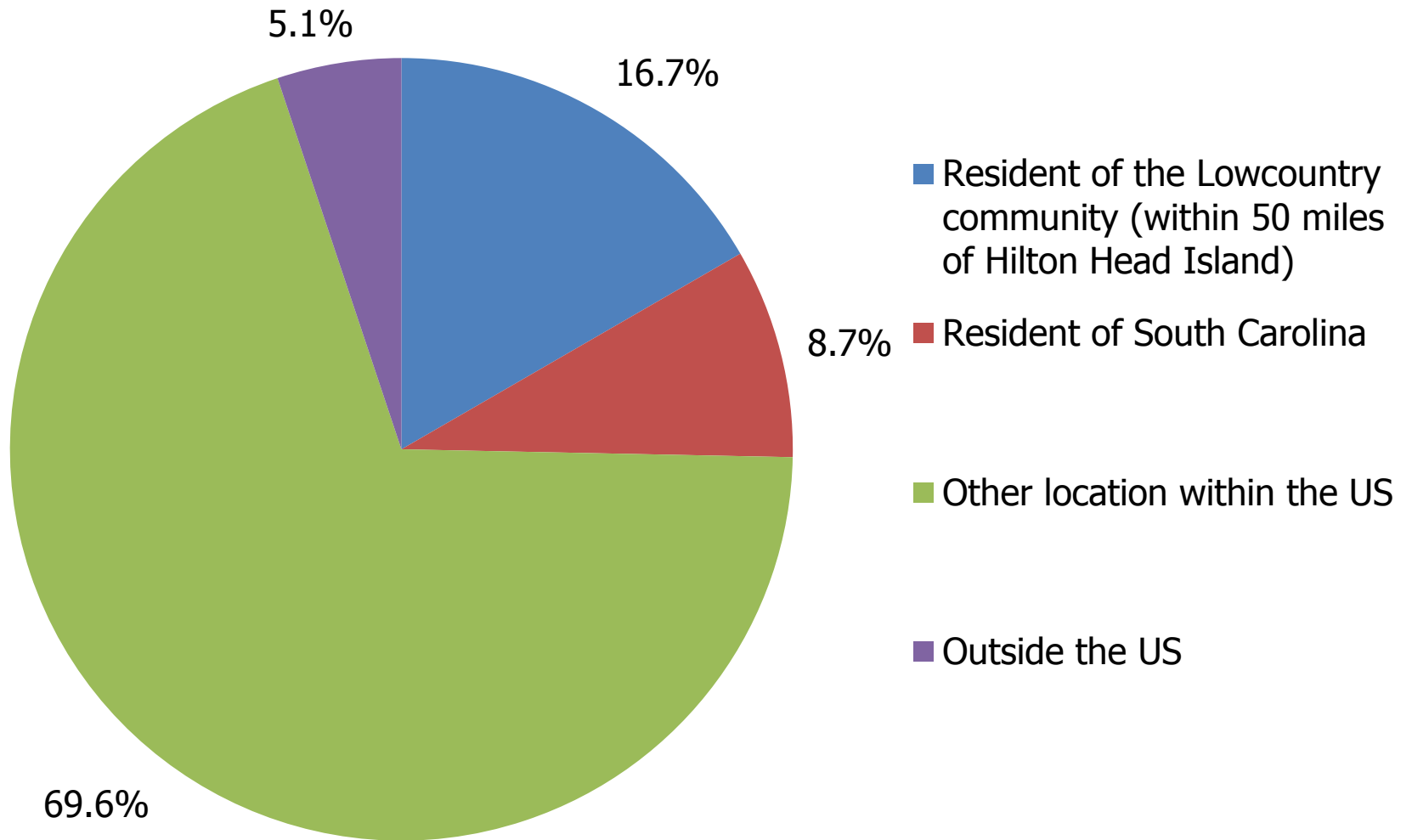
ANNUAL HOUSEHOLD INCOME



SURVEY RESULTS

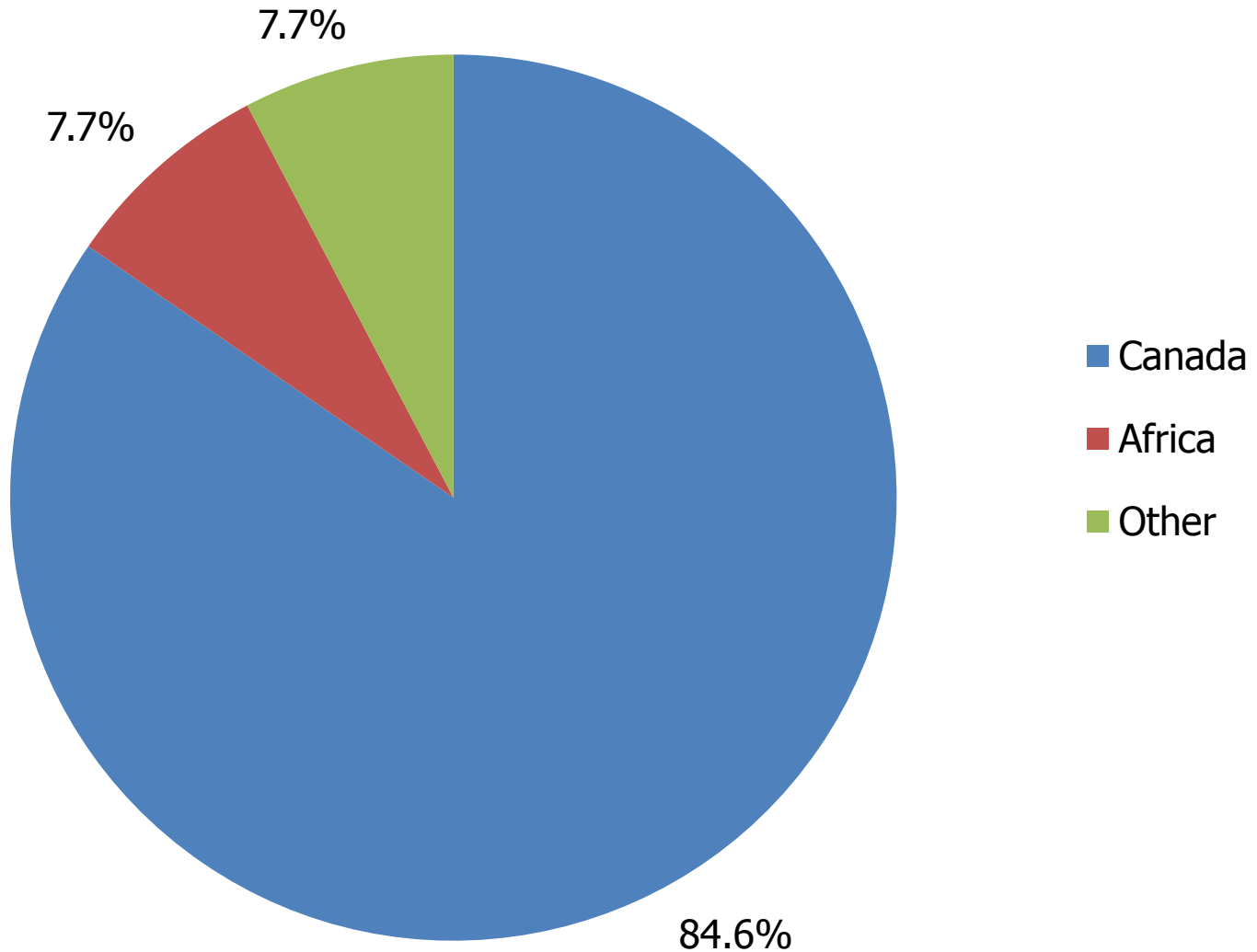


PRIMARY RESIDENCE



SAMPLE: 312

RESIDENCY OUTSIDE U.S.

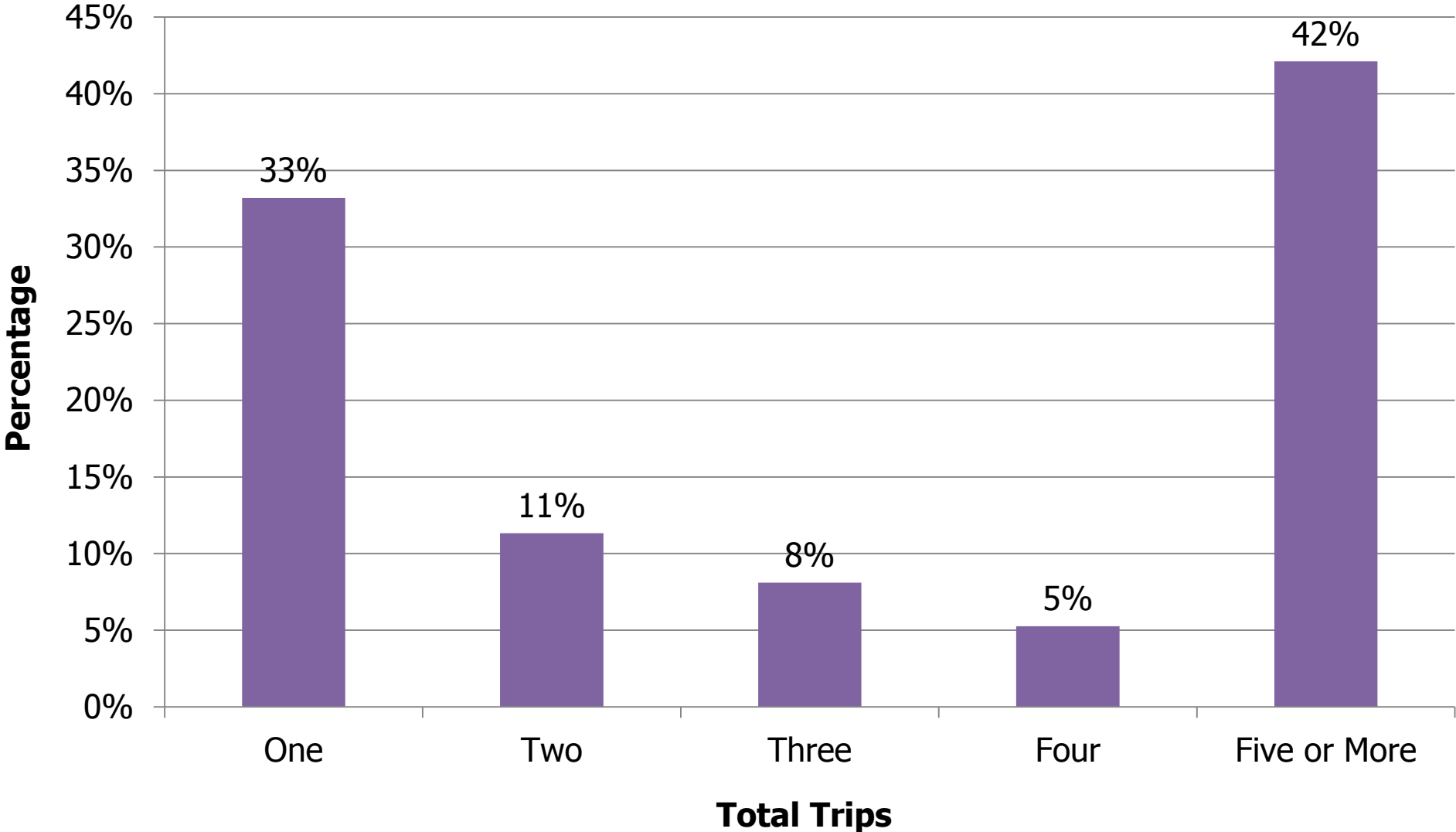


SAMPLE: 13

PRIMARY RESIDENCE BY TOP 10 STATE RANKING

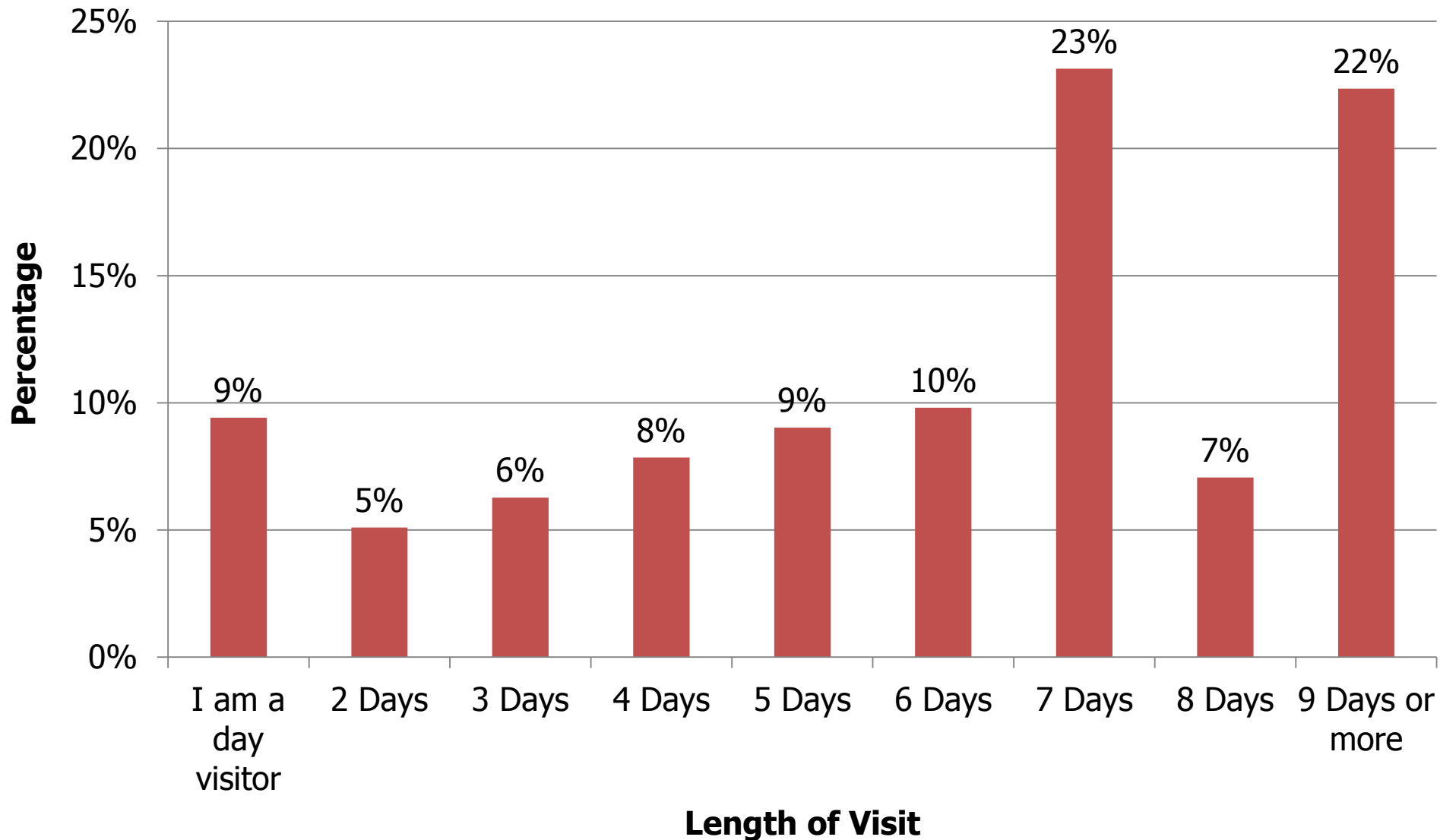
Rank	State	% of Visitors from State
1	South Carolina	14%
2	Georgia	10%
3	New York	8%
4	North Carolina	7%
5	Ohio	6%
6	Virginia	6%
7	Pennsylvania	6%
8	New Jersey	5%
9	Florida	4%
10	Tennessee	4%

HOW MANY TRIPS HAVE YOU TAKEN TO THIS AREA?



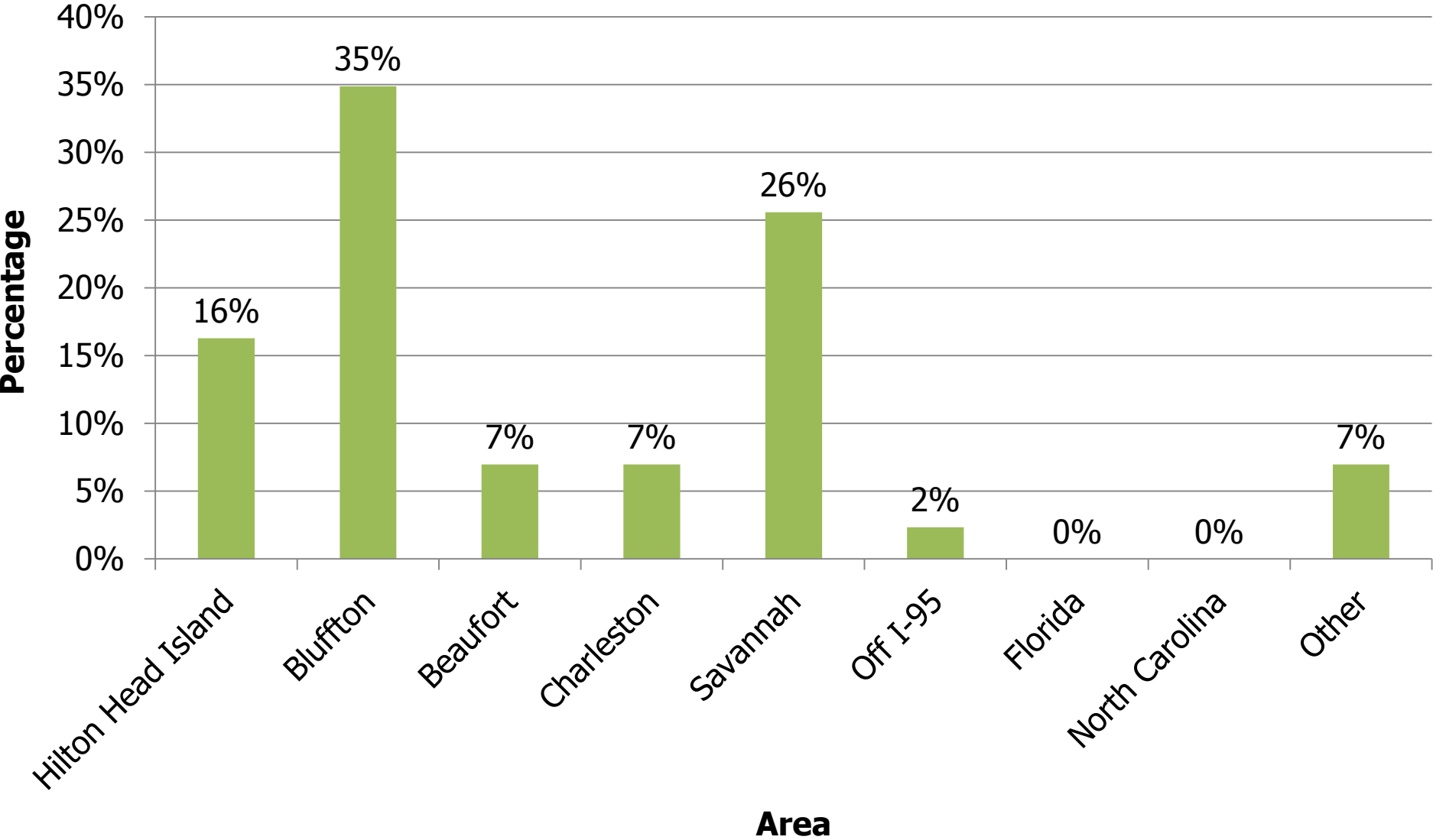
SAMPLE: 247

WHAT IS YOUR INTENDED LENGTH OF STAY ON THIS TRIP?



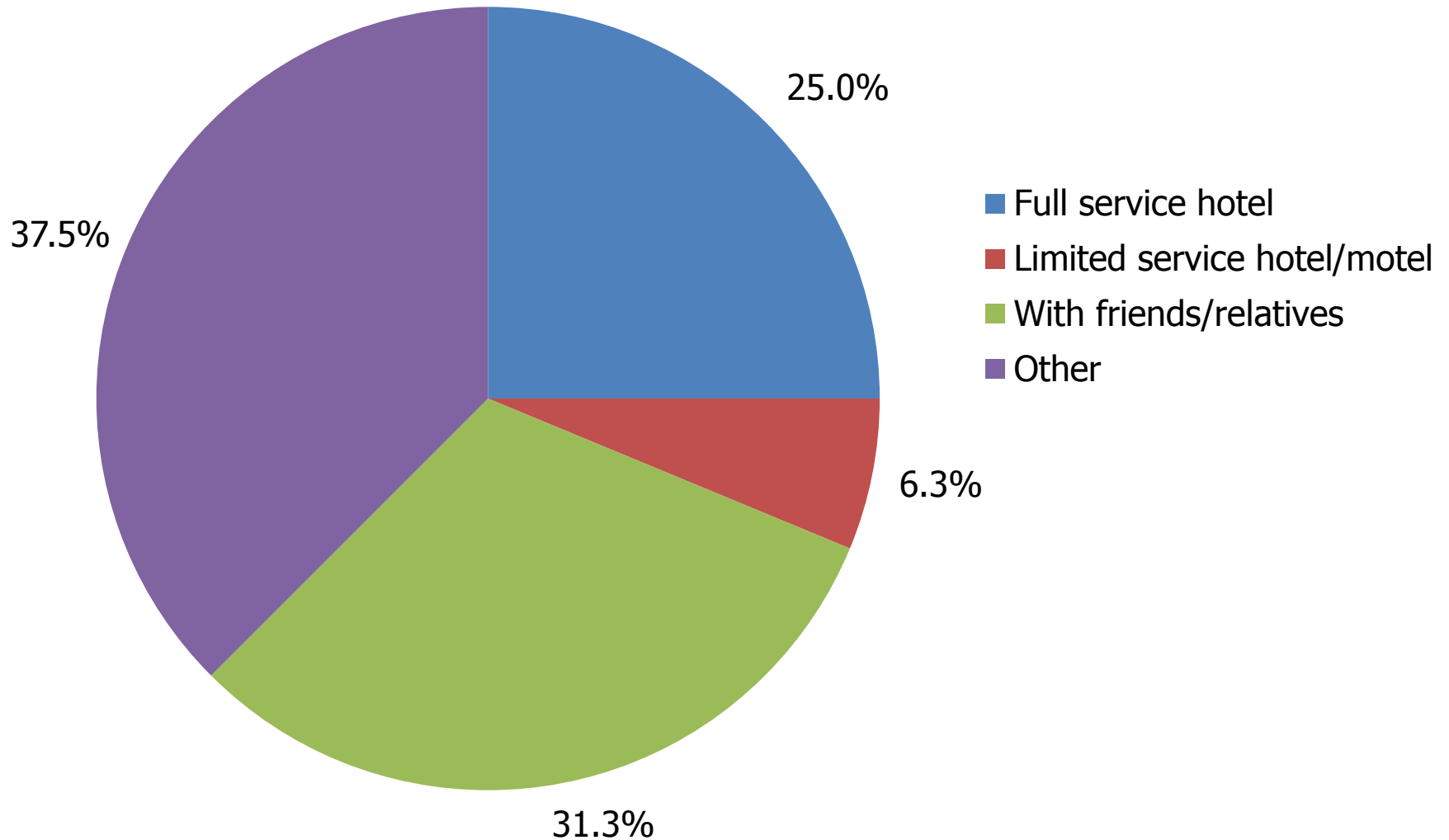
SAMPLE: 255

WHERE ARE YOU STAYING OVERNIGHT ON THIS TRIP?



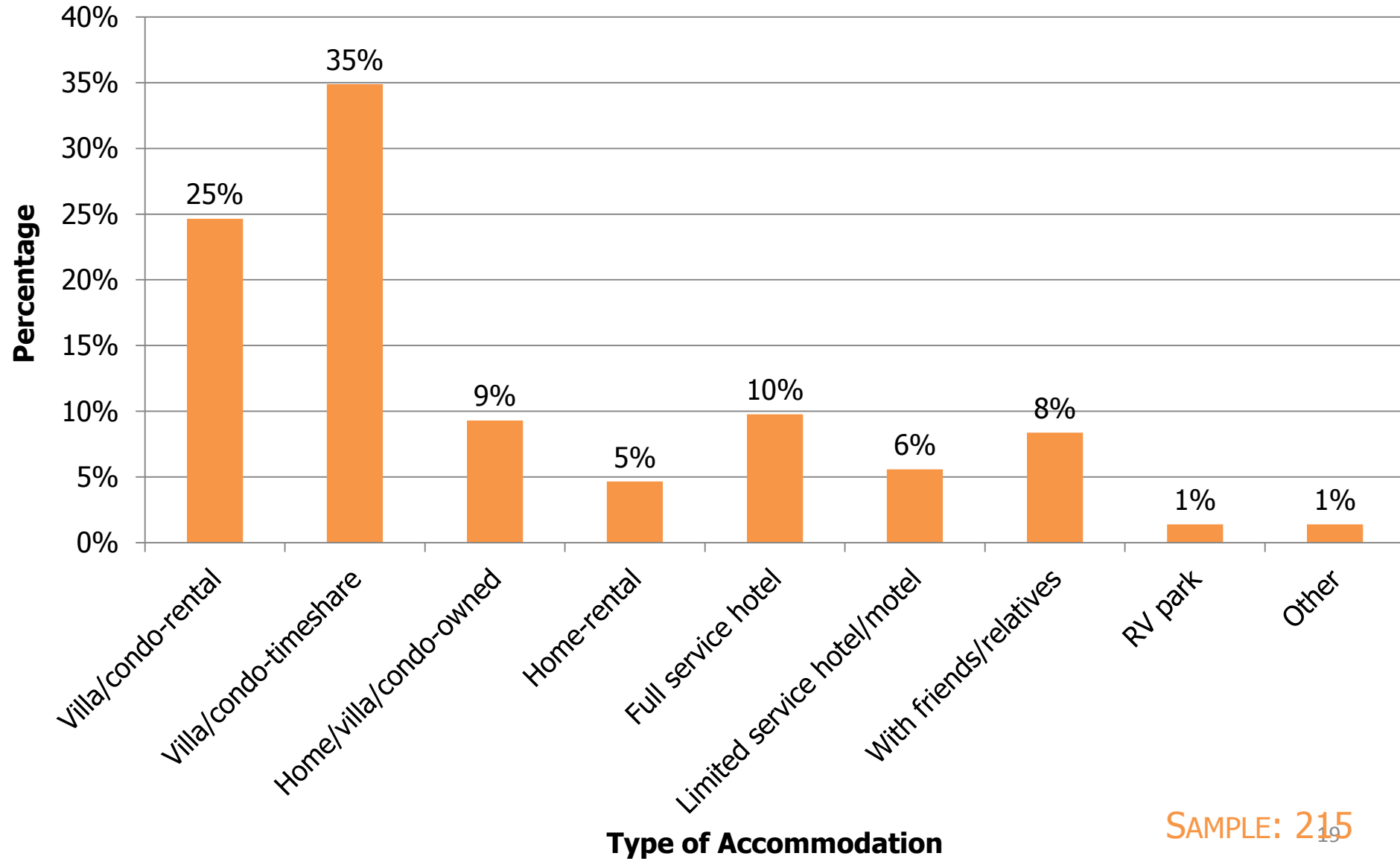
SAMPLE: 43

WHAT TYPE OF ACCOMMODATIONS ARE YOU USING WHILE STAYING IN THE AREA?

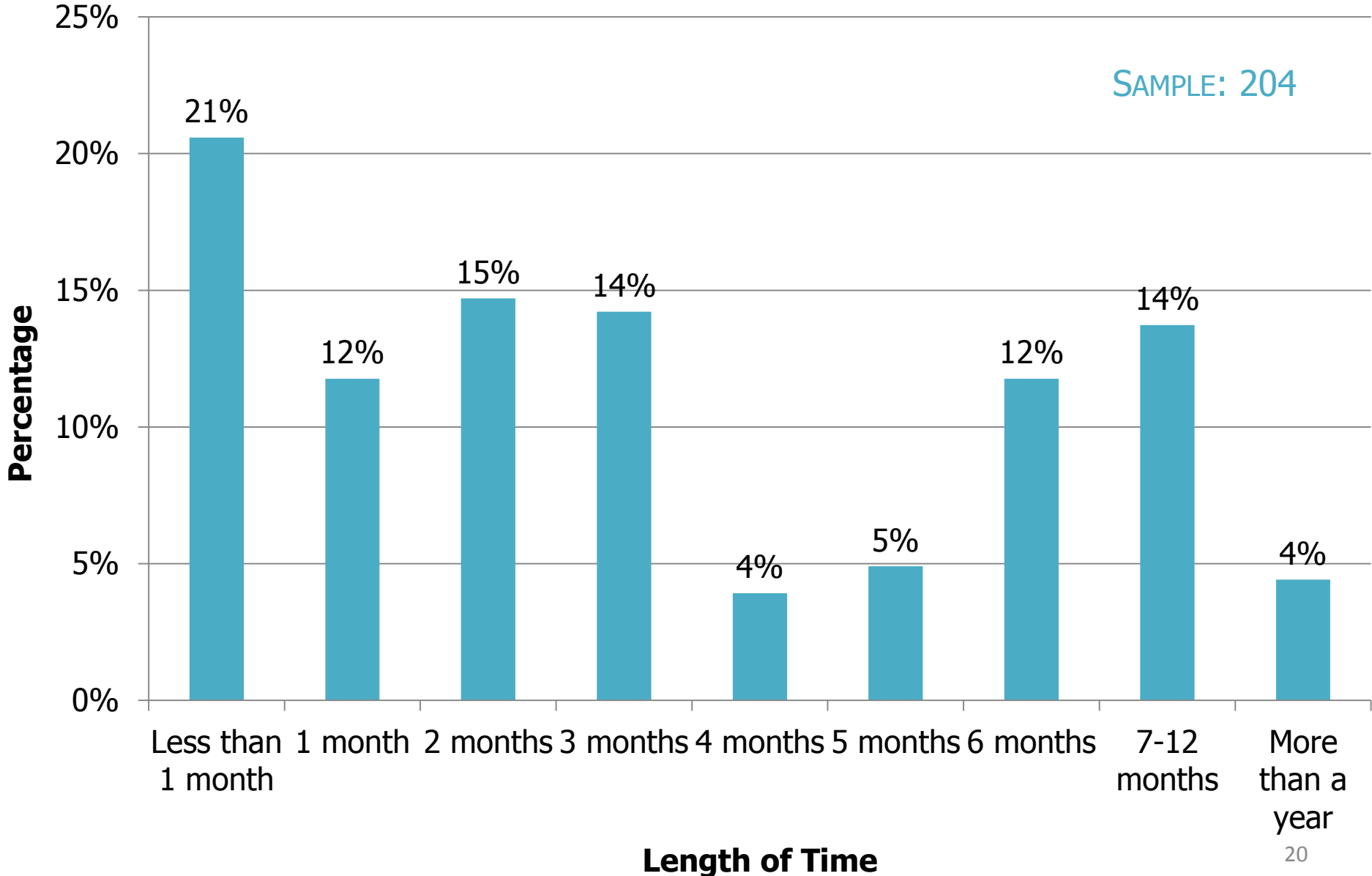


SAMPLE: 16

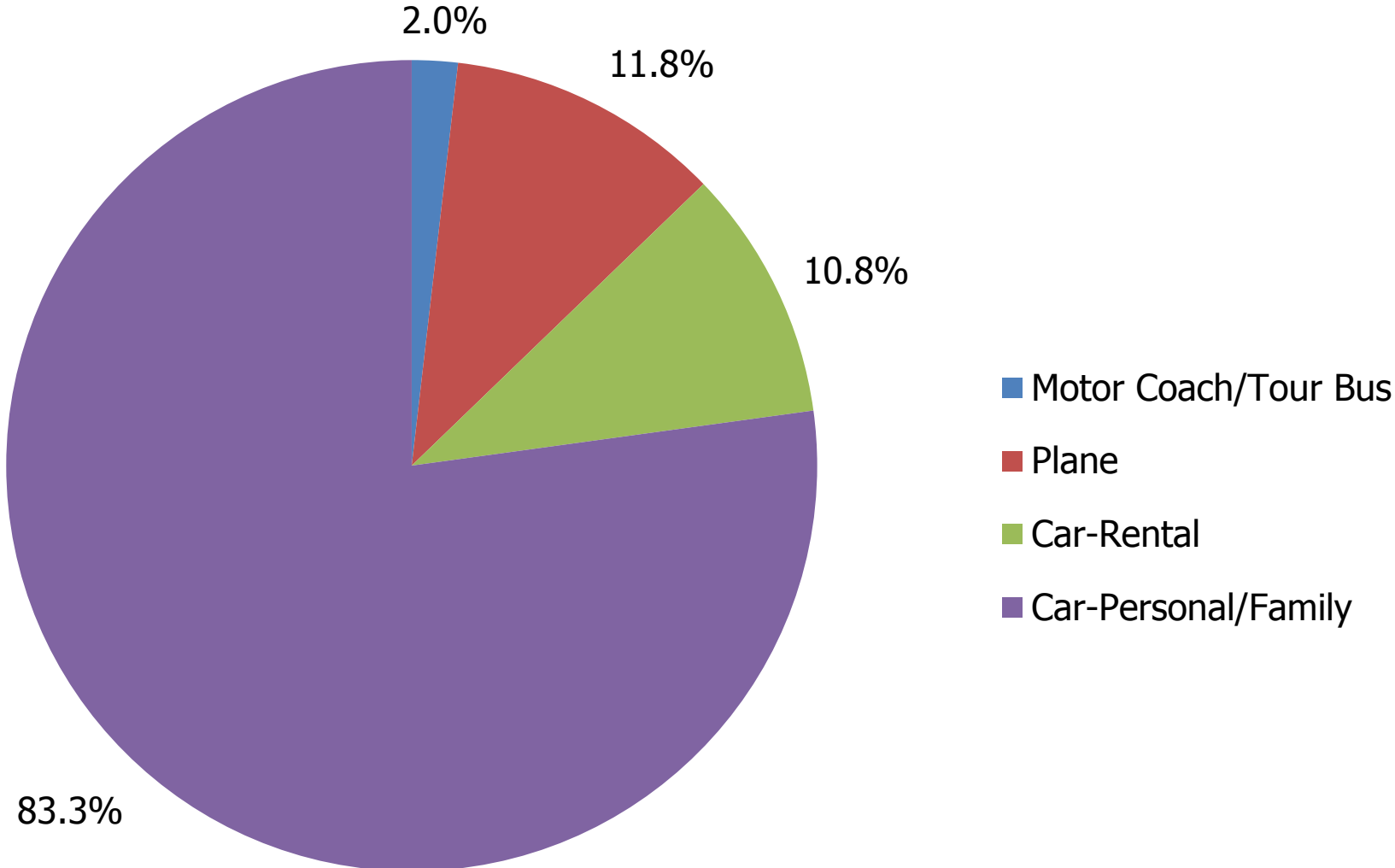
WHAT TYPE OF ACCOMMODATIONS ARE YOU USING ON THIS TRIP TO THE AREA?



HOW FAR IN ADVANCE DID YOU BOOK THE TRIP?

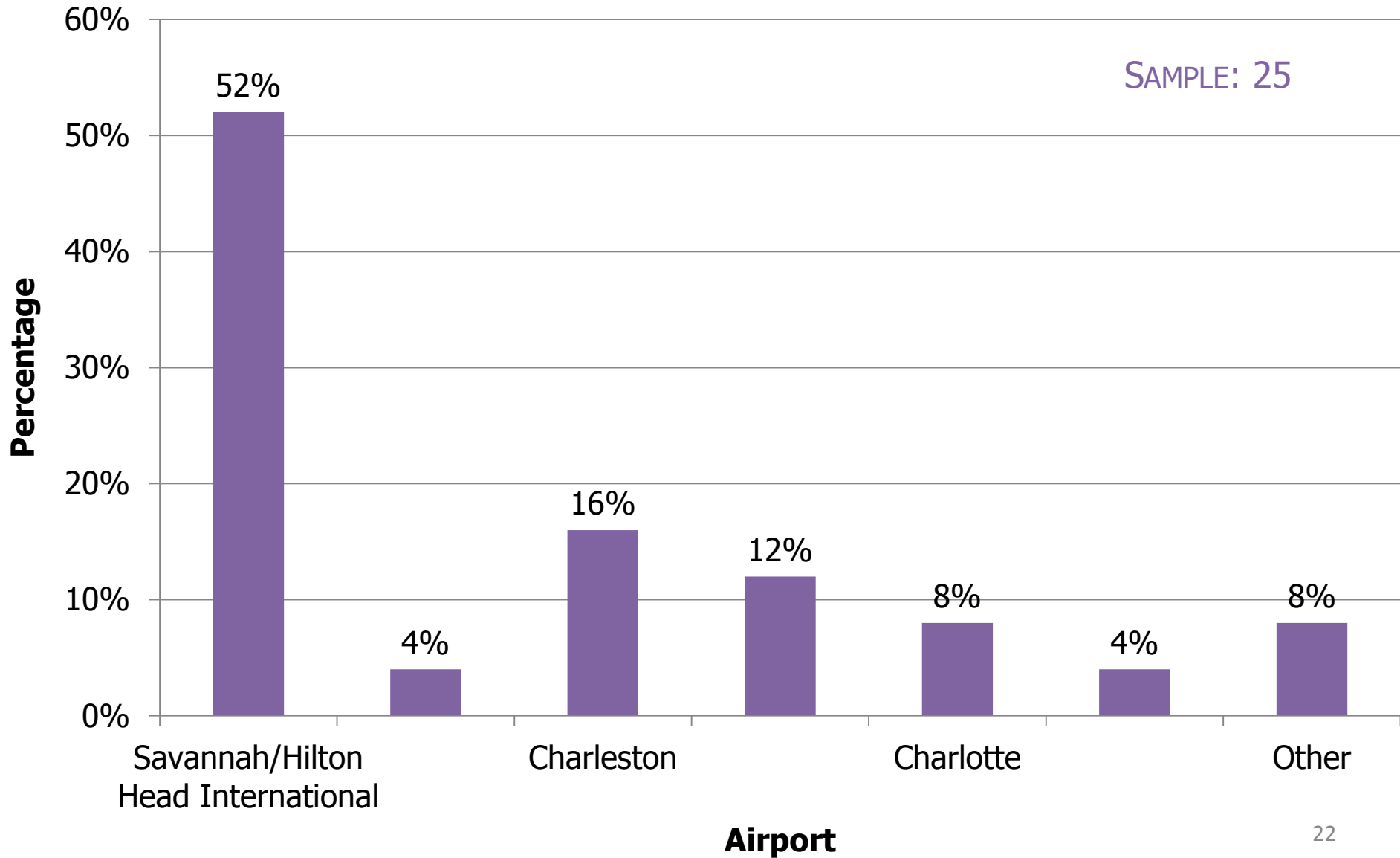


WHAT TYPE OF TRANSPORTATION DID YOU USE TO MAKE THE TRIP TO THIS AREA?

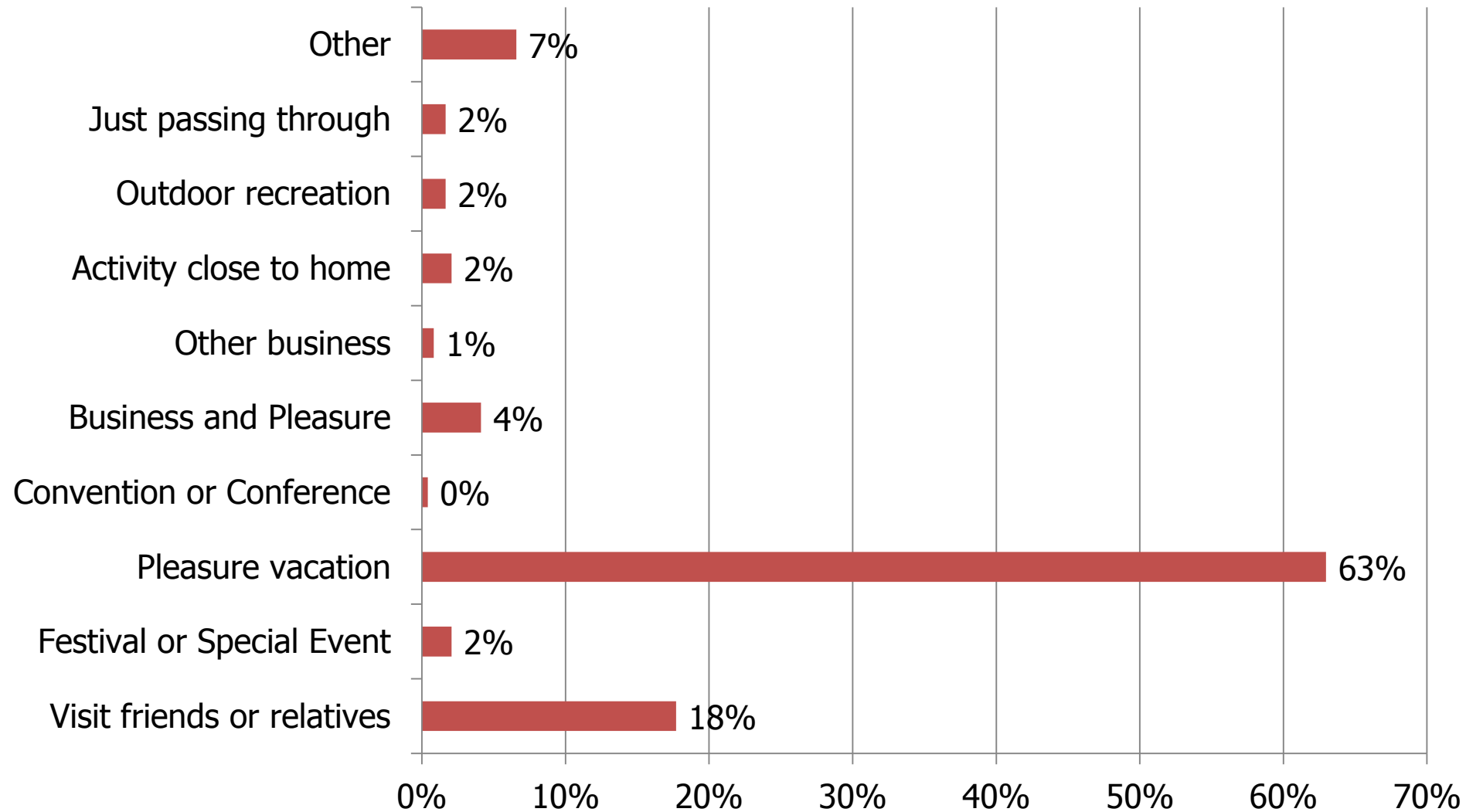


SAMPLE: 203

WHICH AIRPORT DID YOU USE TO EMBARK THE AREA?



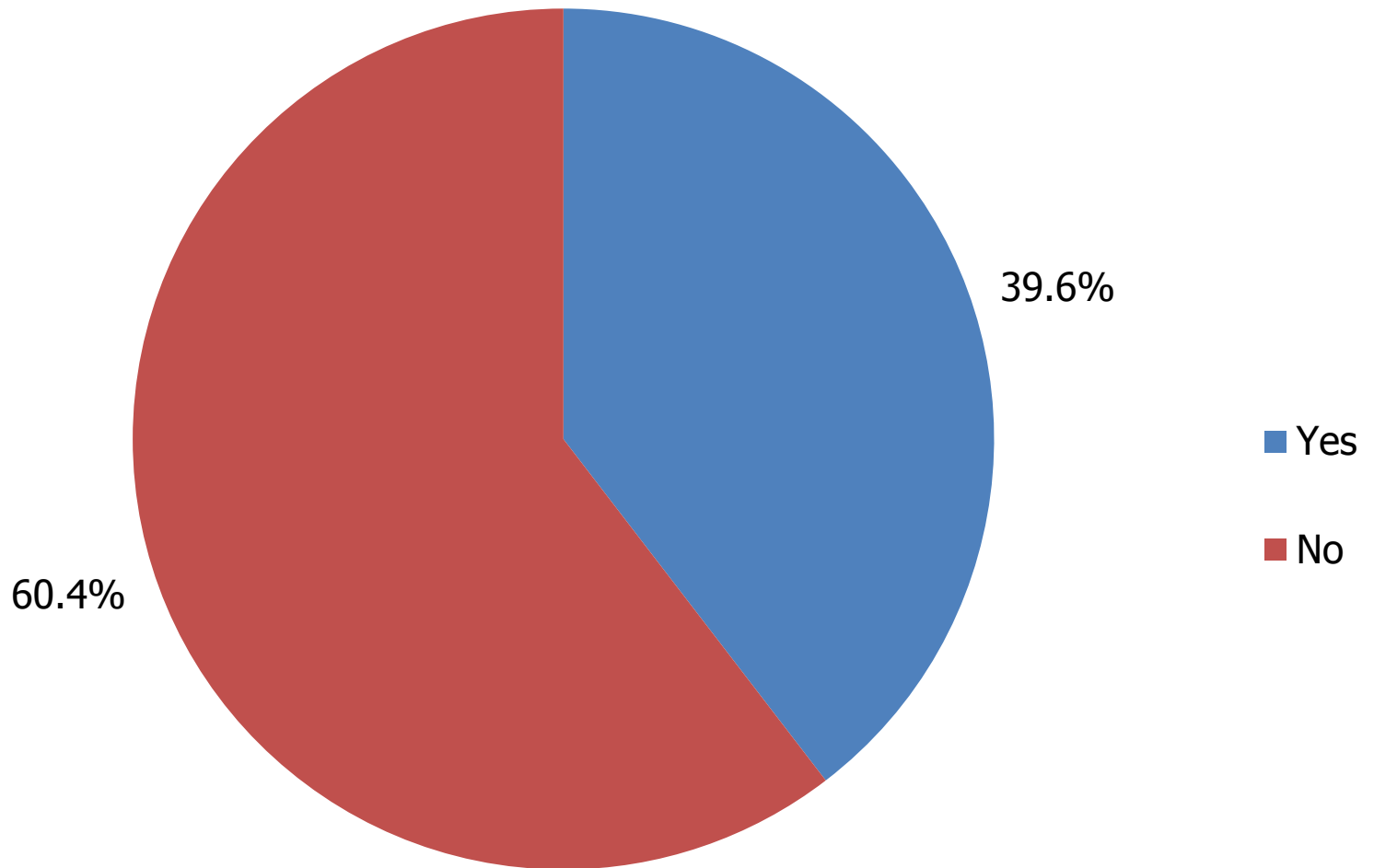
WHAT IS YOUR PRIMARY REASON FOR VISITING THE AREA?



SAMPLE: 243

Percentage

DID YOU VISIT THE CHAMBER OF COMMERCE WELCOME CENTER?

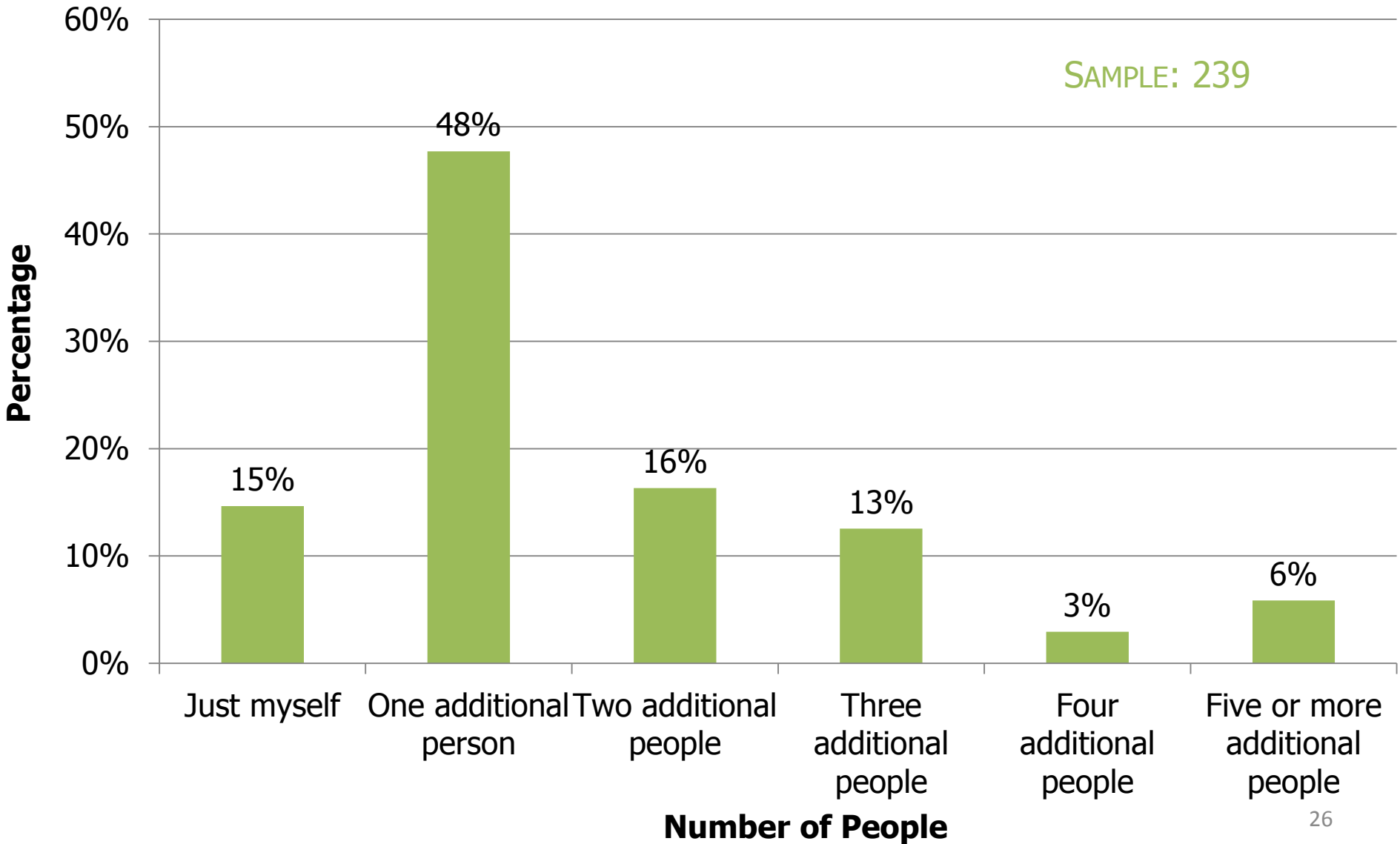


SAMPLE: 235

PREFERRED AMENITIES: GREATEST TO LEAST

Type of Amenity	%
Attractions and tours ticket desk	44%
Nature walk	43%
Interactive displays	33%
Short movie about the area	32%
Gift shop	31%
Cafe/coffee shop	28%
Picnic area	27%
Wi-fi access	26%
On site reservations desk	12%
Other	7%
<i>Sample</i>	232

HOW MANY ADDITIONAL PEOPLE ARE YOU FINANCIALLY RESPONSIBLE FOR?



HOW MANY ADULTS, CHILDREN, AND PETS ARE IN YOUR TRAVEL PARTY?

TRAVEL PARTY BREAKDOWN

The majority of the travel parties consisted of an average of 2 adults

50% of the respondents had approximately 1 child in their travel party

12% of the visitors traveled with their pet

TOTAL ANTICIPATED EXPENSES

Spend Category	Average Spending Per Trip for Feb-May
Transportation (while visiting Hilton Head Island)	\$195.73
Lodging	\$730.51
Food-dining out	\$347.84
Food-groceries	\$180.01
Beaches	\$56.90
Shopping	\$218.92
Spas	\$135.72
Golf	\$243.36
Biking	\$85.03
Parks	\$27.44
Performance/Visual Arts	\$118.75
Festivals/Special Events	\$80.00
Museum/Historical Tours	\$64.82
Boating/Sailing	\$114.63
Nature-Based Activities	\$84.00
Dolphin Tours	\$110.27
Tennis	\$53.33
Fishing	\$143.67
Sporting Events	\$91.14
Other Cultural Activities	\$59.89
Other Sports Activities	\$100.25
Other Outdoor Activities	\$74.73
Other Expenses	\$130.91

HOW LIKELY ARE YOU TO USE THE MOBILE MEDIA APPLICATIONS LISTED BELOW FOR THE FOLLOWING TRAVEL RELATED PURPOSES?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Response Count
Use a mobile phone to view a website for pre-trip planning	39%	14%	5%	6%	35%	186
Use a mobile phone app (application) for pre-trip planning	30%	14%	10%	7%	39%	185
Use a mobile phone to view a website while staying within your vacation destination	44%	12%	5%	5%	33%	186
Use a mobile phone app (application) while staying within your vacation destination	44%	14%	6%	5%	31%	182
<i>Sample</i>						191

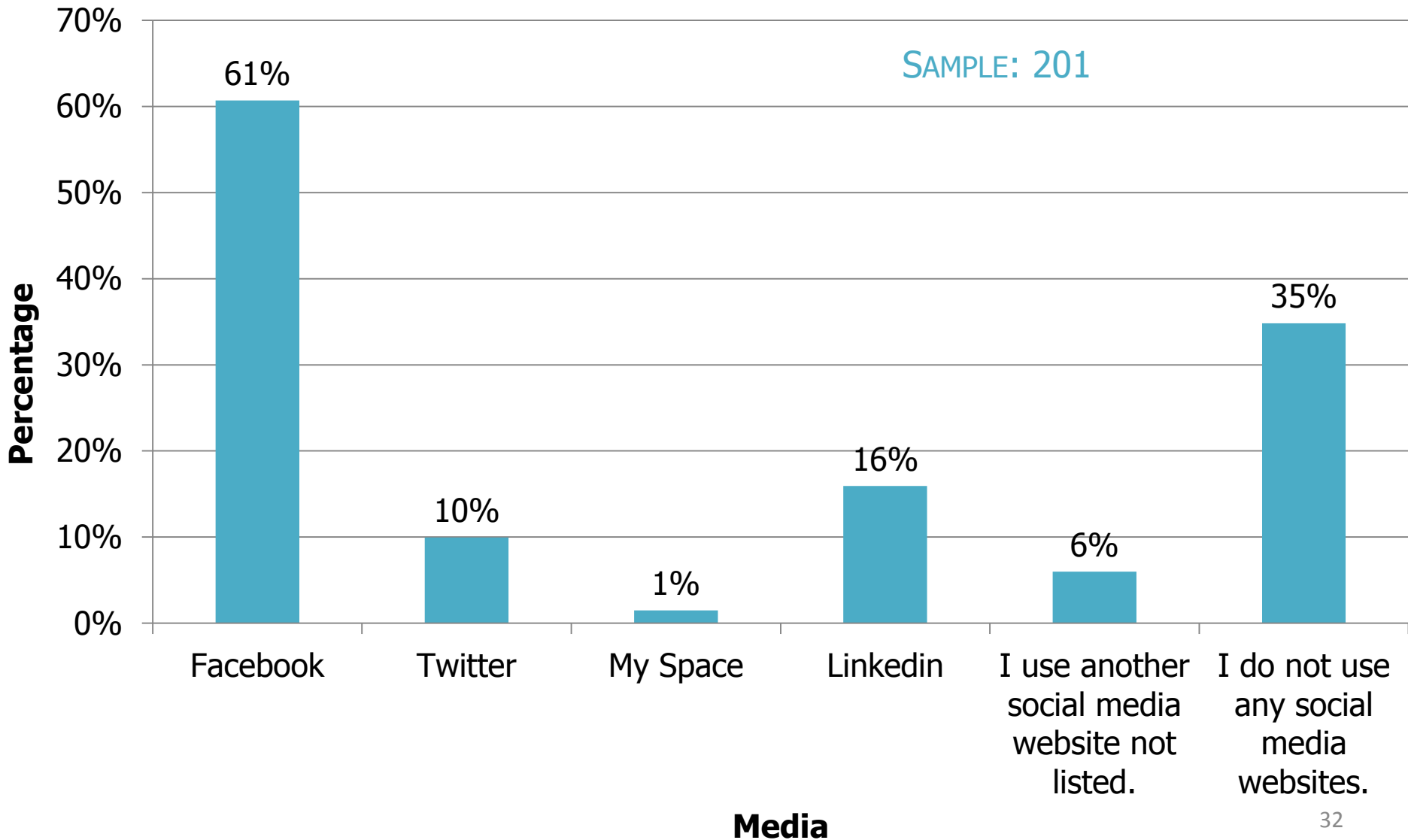
HOW LIKELY ARE YOU TO USE THE FOLLOWING MEDIA SOURCES WHEN PLANNING A TRIP?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Response Count
Search engine (eg Google or Yahoo!)	72%	13%	2%	2%	11%	187
Airline website	24%	10%	10%	10%	46%	164
Hotel website	30%	18%	10%	7%	35%	168
Websites of the destination you're visiting	54%	23%	4%	3%	16%	176
Travel websites (eg TripAdvisor, Expedia)	35%	19%	13%	6%	27%	171
<i>Sample</i>						190

HOW LIKELY ARE YOU TO USE THE FOLLOWING MEDIA SOURCES WHEN PLANNING A TRIP?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Response Count
Online travel agency	11%	11%	10%	16%	52%	160
Tour operator website	8%	12%	13%	15%	51%	158
Car rental website	17%	10%	13%	8%	52%	162
Social networking website	19%	12%	13%	8%	49%	156
<i>Sample</i>						170

WHICH OF THE FOLLOWING SOCIAL MEDIA WEBSITES DO YOU USE TO STAY IN CONTACT WITH FRIENDS/FAMILY MEMBERS?



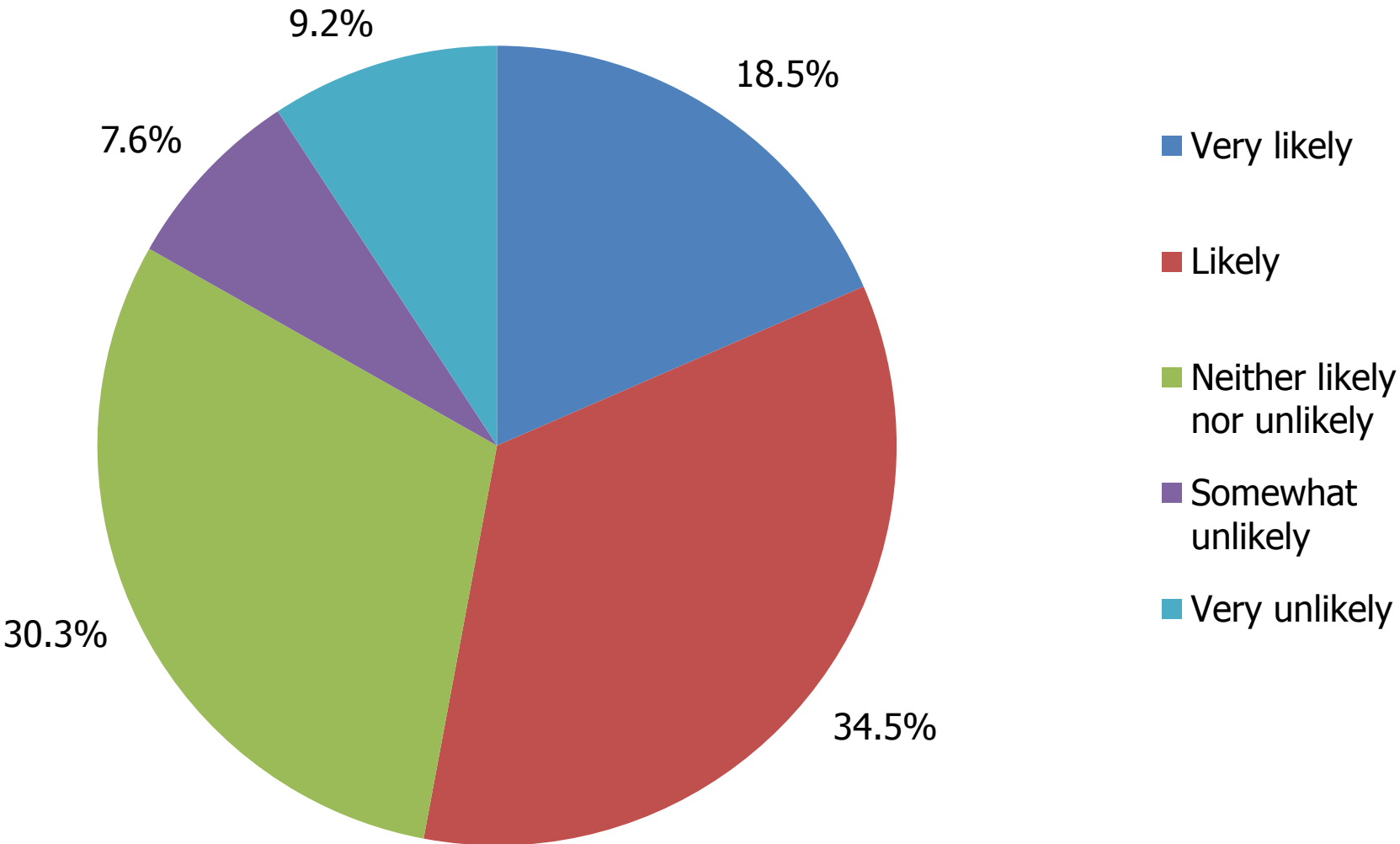
HOW OFTEN DO YOU USE THE SPECIFIED SOCIAL MEDIUM?

	Hourly	Daily	3-5 times per week	4 times per month	Once per month	I don't use this medium	Response Count
Facebook	12%	48%	22%	13%	2%	2%	121
Twitter	6%	15%	7%	5%	6%	61%	82
My Space	1%	0%	0%	1%	3%	95%	74
Linkedin	3%	8%	5%	15%	15%	57%	86
Other	4%	6%	6%	4%	0%	79%	68
<i>Sample</i>							129

HOW LIKELY ARE YOU TO MAKE ANY OF THE FOLLOWING POSTS AT YOUR SOCIAL MEDIA WEBSITE WHILE ON VACATION?

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Response Count
Posts that inform your social network friends that you're on vacation at a destination	31%	26%	10%	10%	23%	112
Posts that comment positively about being at the vacation destination	36%	28%	7%	6%	23%	109
Posts recommending that your social network friends to visit the vacation destination	29%	29%	13%	6%	22%	109
Post pictures or videos of you while visiting the vacation destination	38%	21%	10%	6%	24%	107
<i>Sample</i>						115

HOW LIKELY ARE YOU TO VISIT A VACATION DESTINATION BECAUSE OF WHAT A FRIEND/FAMILY MEMBER POSTED ON YOUR SOCIAL MEDIA WEBSITE?

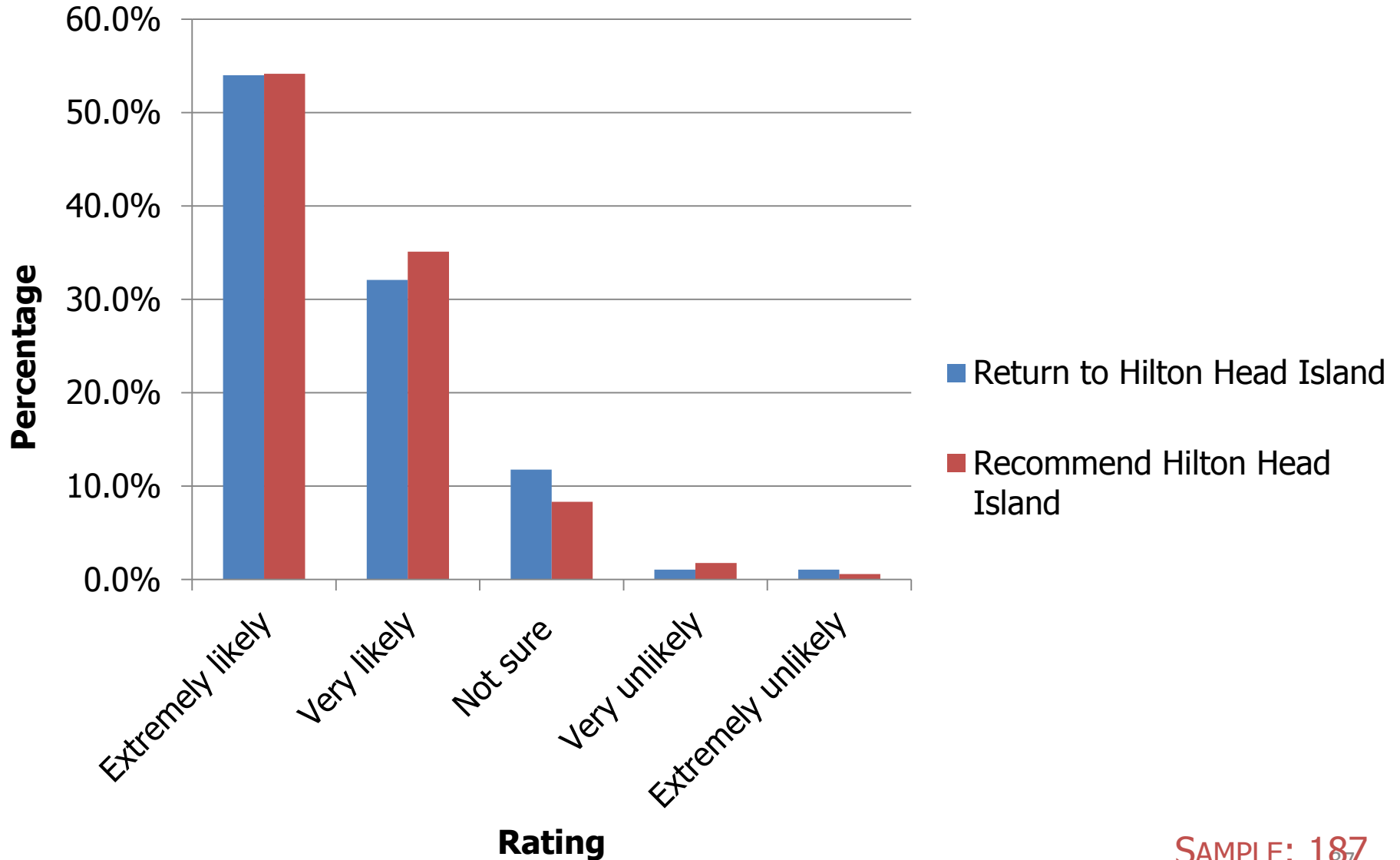


SAMPLE: 119

HOW DOES A VACATION TO THE HILTON HEAD ISLAND AREA MAKE YOU FEEL?

	%
Relaxed	79%
Satisfied	51%
Excited	33%
Rejuvenated	31%
Fulfilled	26%
Invigorated	24%
Sentimental	17%
Youthful	16%
Romantic	16%
Pampered	15%
Spoiled	11%
Old	6%
Frustrated	5%
Indifferent	4%
Other	4%
Bored	4%
Drained	3%
I didn't visit Hilton Head Island while vacationing in the area	0%
	<i>Sample</i> 186

HOW LIKELY ARE YOU TO RETURN TO THE HILTON HEAD ISLAND AREA AND RECOMMEND THE AREA TO FRIENDS AND RELATIVES?



SAMPLE: 187

WHAT OTHER LOCATIONS DID YOU VISIT WHILE TRAVELING TO/FROM THE AREA?

	%
Savannah	60.6%
Bluffton	44.4%
Beaufort	29.8%
Charleston	26.8%
None	18.2%
Daufuskie	11.6%
Other	3.0%
	<i>Sample</i> 198

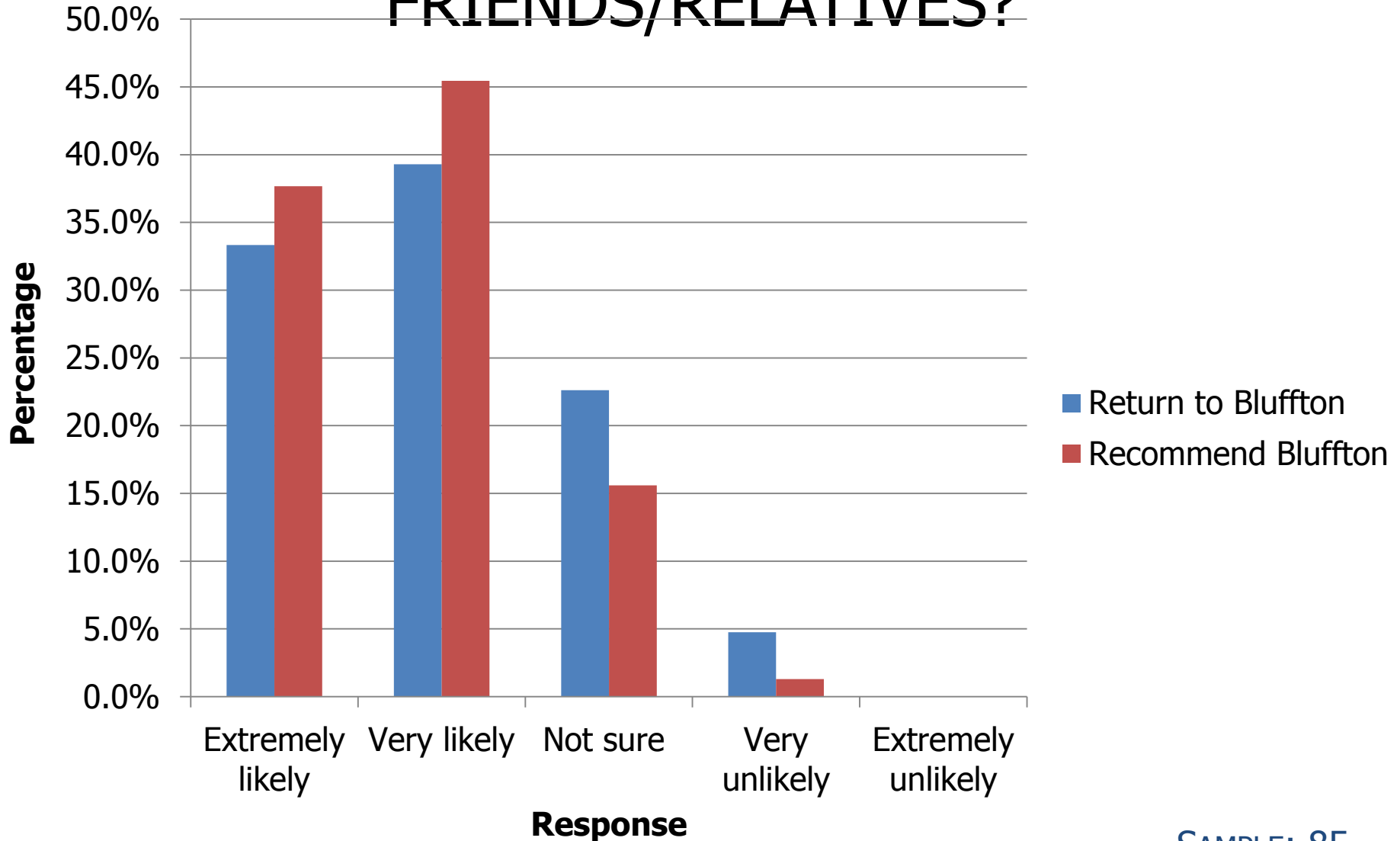
WHAT SPECIFIC AREAS OF BLUFFTON DID YOU VISIT?

	%
Tanger Outlets	58.0%
Old Town Bluffton	58.0%
Bluffton Restaurants	37.0%
Bluffton Farmer's Market	24.7%
May River	17.3%
Bluffton Oyster Company	17.3%
Church of the Cross	11.1%
Heyward House Historic Home	11.1%
Buckwalter Place	6.2%
Other	1.2%
<i>Sample</i>	81

HOW IMPORTANT WERE THE FOLLOWING FACTORS IN DECIDING TO VISIT BLUFFTON?

	Very important	Somewhat Important	Neutral	Not very important	Not important	Response Count
Historic interests	52%	31%	12%	3%	3%	75
Shopping opportunities	38%	33%	14%	7%	8%	72
Dining options	46%	31%	13%	3%	6%	67
Arts/cultural activities	32%	29%	23%	3%	12%	65
Sporting events	12%	5%	26%	10%	47%	58
<i>Sample</i>						86

HOW LIKELY ARE YOU TO RETURN TO BLUFFTON AND RECOMMEND TO FRIENDS/RELATIVES?



For more information contact:

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Islands Tourism Institute*

