

Second Home Usage Estimates

Owners who do not publicly rent their property take 5 vacations per year and stay 7 days per vacation.

Number of Days Used (Median)	Not Publicly Rented: For Owner Use Only and/or Non Paying Guest (n=62%)	Publicly Rented by a Property Management Company and/or Owners of the Home (n=23%)	Long Term Rental Only (n=8%)	Other (n=2%)	Combination of Any of the Categories (n=2%)
Days the second home is occupied by the family	50	21	14	21	30
Days the second home is occupied by renters	100	100	365	233	98
Days the second home is occupied by non paying guests	15	14	14	14	14

Second Homeowner Spending

Second Homeowners – Not Publicly Rented: Item	# of Respondents	Missing	Variable
On average, how many people are you financially responsible for when you take a trip to Hilton Head Island? (Please enter your answer in the space provided. If you can't answer the question, please indicate N/A in the space.)	474	81	2.59
Transportation (around the area)	346	209	\$ 133.56
Lodging	26	529	\$ 535.42
Food-dining out	484	71	\$ 430.55
Food-groceries	481	74	\$ 289.34
Beaches	41	514	\$ 119.29
Shopping	423	132	\$ 580.96
Spas	46	509	\$ 205.98
Golf	224	331	\$ 274.56
Biking	53	502	\$ 83.66
Parks	6	549	\$ 40.83
Performance/visual arts	89	466	\$ 124.63
Festivals	54	501	\$ 82.96
Museum/historical tours	50	505	\$ 56.84
Boating/sailing	50	505	\$ 306.60
Nature based activities	28	527	\$ 105.54
Dolphin tours	19	536	\$ 111.58
Tennis	34	521	\$ 102.50
Fishing	33	522	\$ 193.79
Sporting events	16	539	\$ 229.38
Other cultural activities	40	515	\$ 105.43
Other sport activities	23	532	\$ 98.04
Other outdoor activities	33	522	\$ 122.42
Other expenses	115	440	\$ 284.12

Non Paying Guest Spending

If you checked that you have non-paying guests staying in your home, please estimate their TOTAL expenditures in EACH of the following areas during their last trip. Round UP to the nearest amount.		
	# of Respondents	Mean
Transportation (around the area)	173	\$ 102.63
Lodging	18	\$ 116.67
Food-dining out	240	\$ 260.44
Food-groceries	218	\$ 184.03
Beaches	36	\$ 45.56
Shopping	183	\$ 263.93
Spas	26	\$ 162.31
Golf	119	\$ 197.77
Biking	69	\$ 70.94
Parks	11	\$ -
Performance/visual arts	28	\$ 54.46
Festivals	22	\$ 39.77
Museum/historical tours	35	\$ 42.00
Boating/sailing	42	\$ 125.95
Nature based activities	24	\$ 38.33
Dolphin tours	25	\$ 99.40
Tennis	32	\$ 71.72
Fishing	35	\$ 115.00
Sporting events	15	\$ 56.67
Other cultural activities	19	\$ 45.26
Other sport activities	18	\$ 55.83
Other outdoor activities	16	\$ 50.00
Other expenses	44	\$ 184.09