



HILTON HEAD ISLAND
VISITOR & CONVENTION BUREAU
South Carolina

MARKETING DASHBOARD

Comparative statistics for www.hiltonheadisland.org

September 2012		October 2012	2012 YTD(OCT)	Year over Year % change
103,089	Site visits	96,499	1,350,939	↑ 23.58%
444,064	Page views	390,860	6,056,566	↑ 22.27%
4.31	Pages per visit	4.05	4.48	↓ 1%
4.29	Minutes Avg on site	3.58	4.53	↑ 18.75%
70.26%	New visits	69.83%	72.24%	↓ 1%
34.70%	Bounce rate	37.71%	32.11%	↑ 3.9%

Top content areas page views

September 2012

1. See and Do 18,655
2. Event Calendar 11,842
3. Dining-Restaurants 10,399
4. Lodging-Hotels, Inns, Resorts 9,746
5. Dining-8,841

October 2012

1. See and Do 14,535
2. Event Calendar 12,282
3. Dining-Restaurants 7,567
4. Lodging-Hotels, Inns, Resorts 7,469
5. About the Island-7,171

Mobile Traffic

September 2012	October 2012	Year to Date	Year over Year % change
29,200	25,799	333,639	↑ 161%

YTD October 2012 Statistics

2012 Website
Visitors 1,350,939

2012 Bounce rate
32.11%

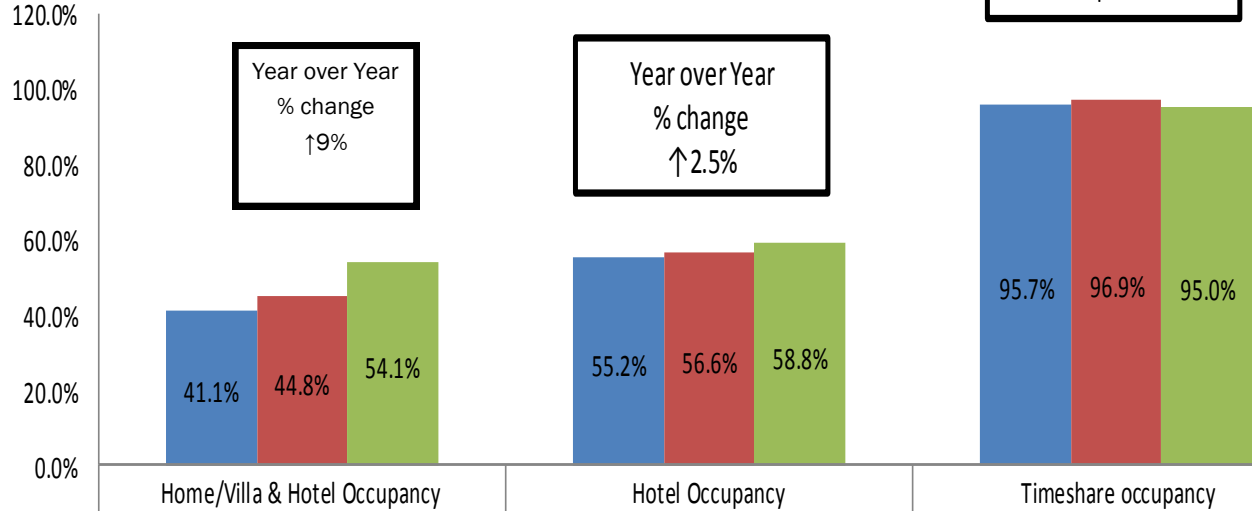
2012 SEO Traffic
82.42%

2012 Facebook Fans: 13,394

2012 Twitter Followers: 5,250

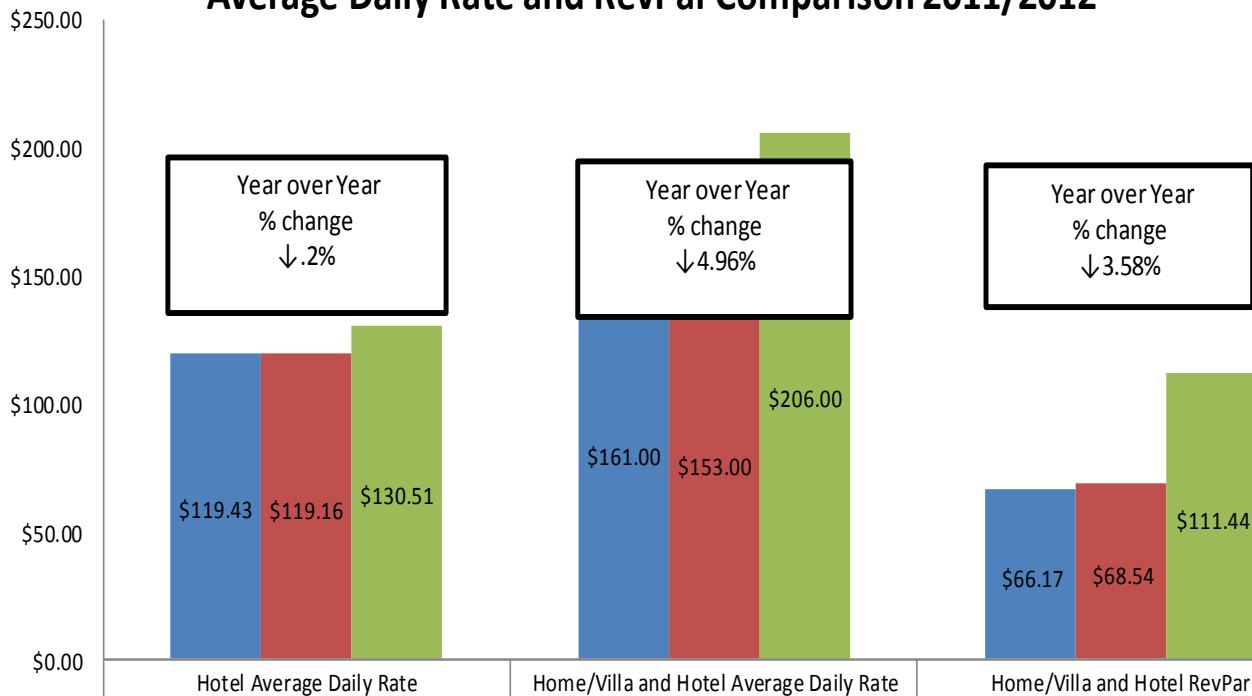
2012 E-mails deployed
1,334,571

Lodging Occupancy Comparison September 2011/2012



2011 YTD	51.4%	56.5%	94.7%
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Average Daily Rate and RevPar Comparison 2011/2012



2011 YTD	\$128.99	\$205.00	\$105.37
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BOOKING PACE FOR HOMES AND VILLAS

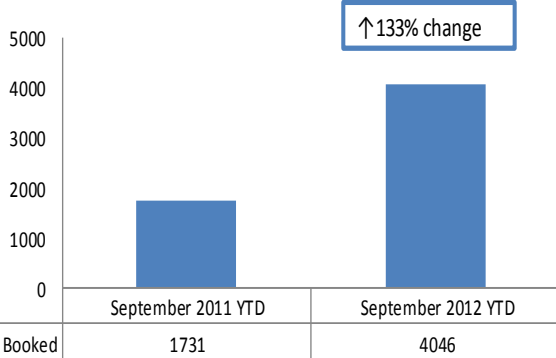
Month	2012 Occupancy	2011 Occupancy	% increase
October	23%	22.9%	0.5%
November	12.2%	9.0%	35.3%
December	6.4%	5.4%	19%
Month	2013 Occupancy	2012 Occupancy	% increase
January	12.5%	8.4%	49.8%
February	25.2%	21.3%	18.2%
March	21.7%	19.6%	10.8%

2011 Actual Occupancy
October 25.4%
November 13.3%
December 10.7%
2012
January 11.6%
February 30.8%
March 51.4%

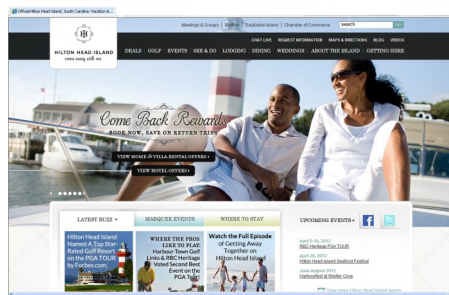
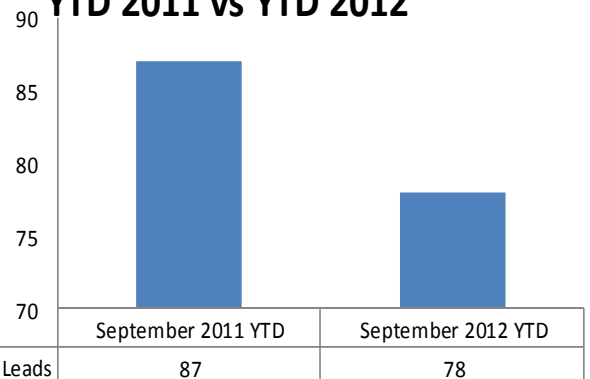
Source: Vacation Travel Research Program (VTRIP) Home and Villa Data as of August 2012

Group Sales Results

Group Room Nights Booked YTD 2011 vs YTD 2012



Group Sales Leads YTD 2011 vs YTD 2012



2012 EPROMO/ENEWS RESULTS

Name	Date sent	Delivered	Opened	Open Rate	Click thrus	Click thru Rate
Gullah Celebration	1/20/2012	106,002	13,989	13.30%	2,468	2.30%
Wine and Food Festival to all Insiders	2/10/2012	106,189	12,660	12%	1,496	1.40%
Wine and Food Festival to Golf Specific Insiders	2/10/2012	5,982	1,233	21.20%	140	2.40%
Come Back Rewards	3/6/2012	106,709	18,733	17.70%	2,170	2%
RBC Heritage to all Insiders	3/13/2012	106,074	12,229	11.60%	1,061	1%
RBC Heritage to Golf Specific Insiders	3/13/2012	5,906	1,046	18.10%	126	2.20%
Visitor Information Survey	3/20/2012	107,772	18,881	17.60%	6,537	6.10%
April Enews	4/12/2012	109,859	14,597	13.4%	3,352	3.10%
Affluent Lead Generator Eblast	5/8/2012	110,613	16,851	15.30%	2,530	2.30%
June Enews	6/14/2012	111,811	15,325	13.80%	2,435	2.20%
June Hotel Deals	6/28/2012	112,320	16,901	15.10%	3,246	2.90%
July Home and Villa Deals	7/25/2012	112,925	14,341	12.8%	2,527	2.30%
August Golf Eblast to all Insiders	8/22/2012	113,456	14,823	13.20%	1,905	1.70%
August Golf Eblast to Golf Specific Insiders	8/22/2012	5,917	856	15%	154	2.70%
October Bluffton Enews	10/2/2012	113,036	11,937	10.60%	1,288	1.10%
Total/Average		1,334,571		Avg 13.83%	31,435	Avg 2.38%



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South Carolina

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think | HILTON HEAD ISLAND
& THE LOWCOUNTRY

Economic & Business Metrics for our Region

Think about the possibilities: Looking for the latest news on travel and tourism, gas prices, census information, employment statistics, demographics? The chamber's web information source, Think: Hilton Head Island and the Lowcountry provides instant access to important economic and business metrics for our region, 24/7, 365 days a year.

This information, provided by the chamber for many years, combined with the new metrics serves as a valuable economic toolkit for the community. From cost of living data to number of golf rounds played, Beaufort County labor market analysis, destination marketing research and plans, and occupancy rates for Hilton Head Island lodging, the economic and business metric information is a valuable link to economic development in our region. To access the site go to www.thinkhiltonheadisland.com.

The screenshot shows the website's header with navigation links (HOME, REGISTER, LOGIN, VIEW CART/PURCHASES) and a search bar. Below the header is a main banner with the headline: "57.9% of all second home owners purchased a second home to return to Hilton Head Island for future vacations". Below the banner is a "LODGING DASHBOARD MAY 2012" table.

CURRENT MONTH	CURRENT MONTH COMPARED TO LAST YEAR	CURRENT YEAR TO DATE	CURRENT YEAR COMPARED TO LAST YEAR
LODGING DASHBOARD MAY 2012			
# OF VISITORS TO HILTON HEAD ISLAND:	214,263	TIMESHARE OCCUPANCY:	98.10%
HOME/VILLA & HOTEL OCCUPANCY COMBINED:	50.50%	HOME/VILLA & HOTEL AVERAGE DAILY RATE COMBINED:	\$197.00

Other features visible include a "SEARCH ECONOMIC DATA" section with a keyword input field, a "STAY CONNECTED" section with an email subscription form, and a "WHY REGISTER?" section explaining the benefits of registration.