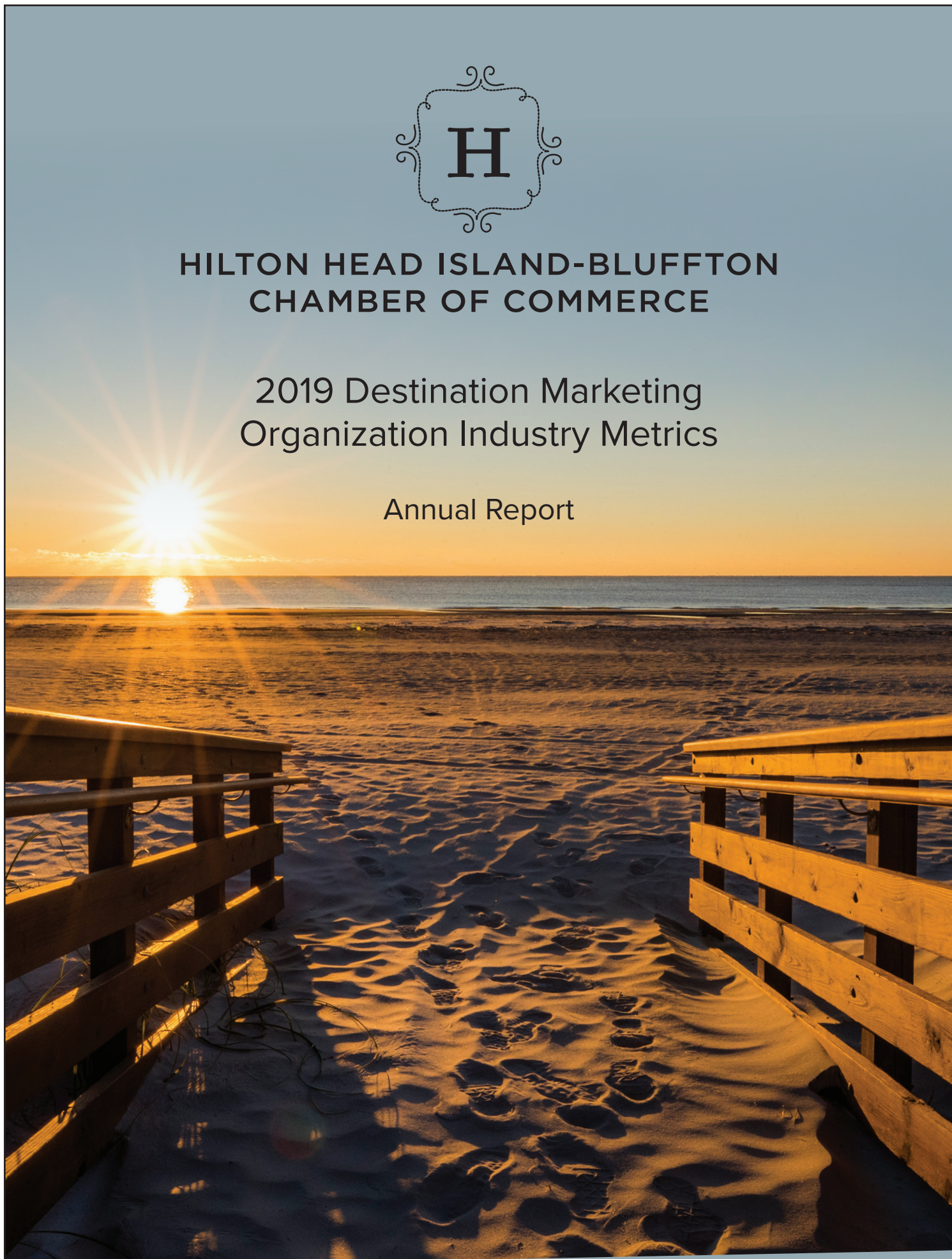




HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

2019 Destination Marketing Organization Industry Metrics

Annual Report





The purpose of this document is to provide the Town of Hilton Head Island Finance and Administration committee with tourism metrics and/or reports to showcase annual Destination Marketing Organization (DMO) performance in efforts pertaining to promotion of Hilton Head Island. It is understood and acknowledged that such metrics and/or reports may change from time to time based upon best practices, funding and the goals set forth in the marketing plan. The evaluation shall consider the metrics and reports in this document, collectively, and shall be compared with peers and other factors that affect the tourism industry such as the state of the economy, weather, condition of the lodging properties, etc.



Table of Contents

Reports such as:

(a)	revenue per available room	2
(b)	occupancy rates	2
(c)	visitor spending studies	4
(d)	return on investment for visitor spending per dollar of investment	5
(e)	local tax revenues generated by visitors.....	6
(f)	number of visitors	7
(g)	number of referrals made to area businesses and number of website hits and click throughs made to area businesses	8
(h)	numbers related to mail fulfillment and other contacts.....	9
(i)	industry awards received for marketing and public relations efforts	10
(j)	number of jobs created by tourism	12
(k)	events held and participation in events by Chamber members	13
(l)	update on its public relations efforts to include the number of media impressions and the dollar equivalent for the media impressions	15

Revenue Per Available Room, Occupancy Rates & Average Daily Rate

Key performance indicators (KPI) to measure operating performance for the hospitality industry include Revenue Per Available Room (RevPAR), Occupancy Rate (OCC) and Average Daily Rate (ADR). In order to achieve the most accurate performance indication, these benchmarks should be analyzed together.

Revenue Per Available Room, (RevPAR), is used to gauge industry health and is calculated by dividing the total room revenue by total room supply within a specific time period.

Occupancy Rate (OCC) is another metric used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

Average Daily Rate (ADR) is a metric widely used to indicate the average realized room rental per day. ADR is calculated by dividing the room revenue by the total rooms sold.

RevPar

ROOM REVENUE

ROOMS AVAILABLE

OCC

ROOMS SOLD

ROOMS AVAILABLE

ADR

ROOM REVENUE

ROOMS SOLD

Details on the next page provide 2019 performance metrics for Hilton Head Island in a two-source combined calculation that includes both home & villa and hotels as well as broken out separately, home & villa and hotels, for comparison. There are also additional metrics for the hotel industry that show Hilton Head Island compared against the U.S. as a whole and top competitors, Charleston and Savannah.

Home & villa numbers are based on 6,000 units/keys and could vary, as an example from a one-bedroom villa to an eight-bedroom house. The hotel numbers are based on 3,082 total hotel rooms at sixteen properties on the island.

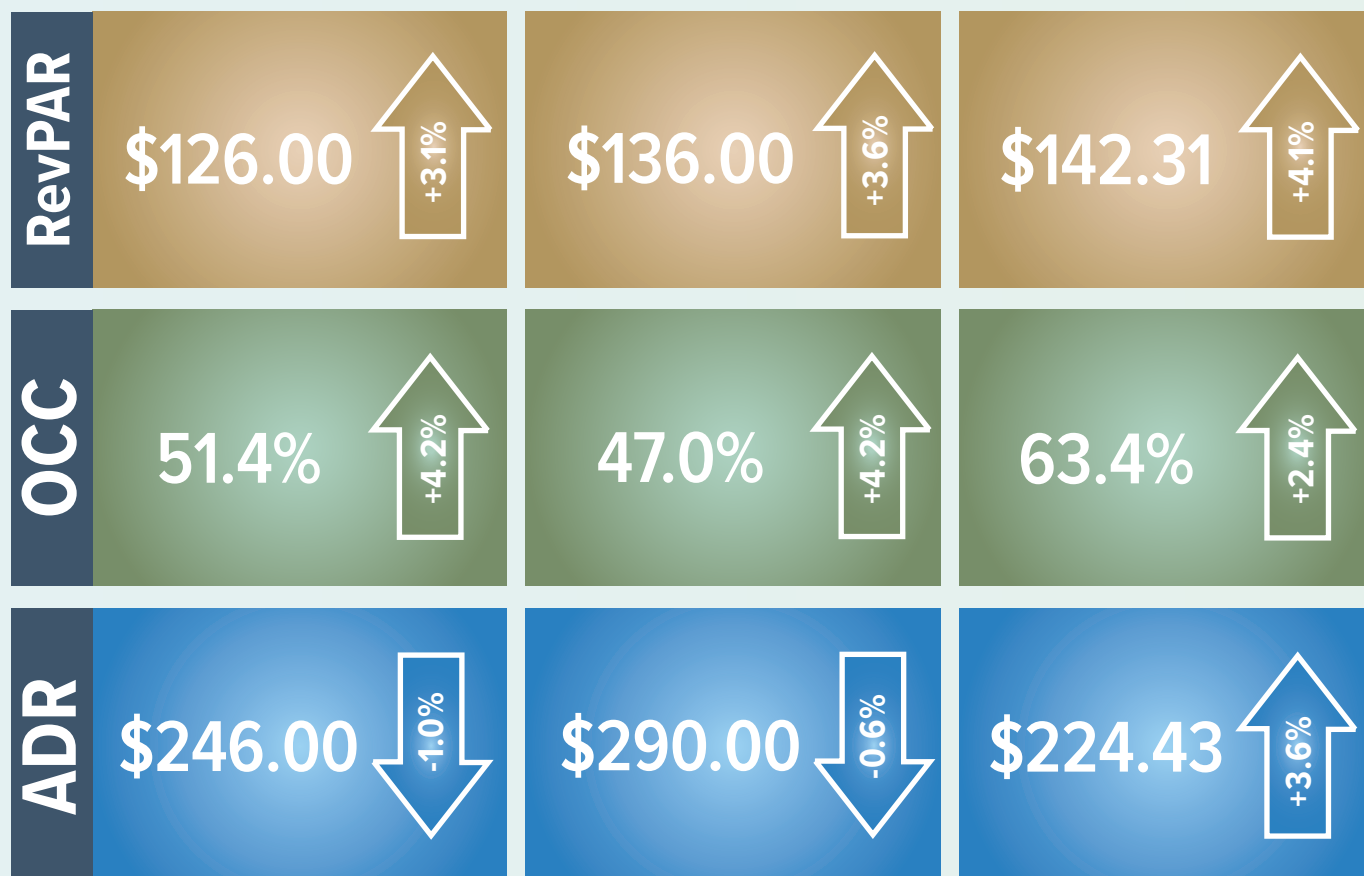
For the fourth year in a row, Hilton Head Island has had a weather event in Q3. In September, Governor McMaster issued an evacuation order for Hurricane Dorian starting September 2nd at 12:00 PM and lifted September 5th at 3:00 PM. The effects of Hurricane Dorian directly impacted our community island resorts, attractions, small businesses and accommodation partners.

2019 Hilton Head Island Lodging Performance

2-SOURCE (combined Home & Villa and Hotels Report)

HOME & VILLA

HOTELS



Sources: 2019 DestiMetrics/Inntopia and 2019 STR Inc.

HOTEL INDUSTRY COMPARISON

Nationwide

- RevPAR up +0.9%
- Occupancy flat 0.0%
- ADR up +1.0%

Competitor Set

Charleston

- RevPAR down -2.3%
- Occupancy down -1.9%
- ADR down -0.5%

Savannah

- RevPAR flat 0.0%
- Occupancy down -0.9%
- ADR up +0.9%

Source: 2019 DestiMetrics/Inntopia and 2019 STR Inc.

*Weather: Hurricane Dorian - September 2019

Visitor Spending Studies

This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2019 was performed by Regional Transactions Concepts, LLC and the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina Beaufort.

The study examines spending by tourists classified into five segments according to their lodging arrangement while visiting the Island: villa rental, timeshare, hotel, second homeowners and their non-paying guests, and finally those who visit for the day and do not lodge overnight. The estimated impact from spending by each of these groups is summed in order to indicate the total impact that tourists to the Island have on Beaufort County, South Carolina.

\$1.5 BILLION

ECONOMIC IMPACT OF HILTON HEAD ISLAND TOURISM IN 2019

Source: 2019 Economic Impact on Hilton Head Island



LOWCOUNTRY
& RESORT ISLANDS TOURISM INSTITUTE
UNIVERSITY of SOUTH CAROLINA BEAUFORT



ROI for Visitor Spending Per Dollar of Investment

The Visitor & Convention Bureau is the destination marketing division of the Hilton Head Island-Bluffton Chamber of Commerce. This division works to increase tourism through its marketing efforts cultivating leisure as well as meetings and group business for Southern Beaufort County.

The marketing efforts put forth by the Visitor & Convention Bureau are delivered consistently to a well-defined target consumer set that aligns with our visitor research. This proactive and customized approach has lead to a year over year growth in visitation at an estimated 2.68 million* in 2019 and an 87.5%** visitor repeat rate.

**FOR EVERY ATAX
DOLLAR INVESTED
IN MARKETING**



\$15.90

**IS RETURNED TO THE
LOCAL ECONOMY
IN NET LOCAL
GOVERNMENT
REVENUE**



Sources: *2019 Economic Impact on Hilton Head Island
**2020 Visitor Profile Study

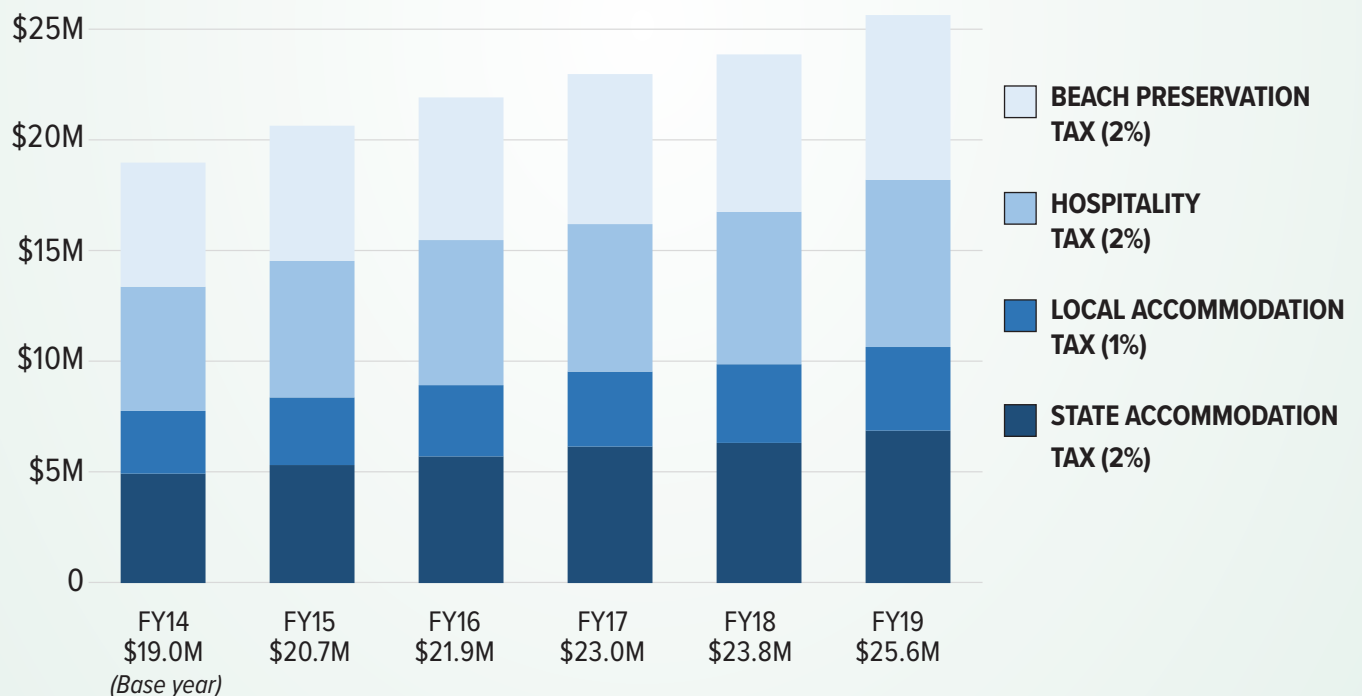
Local Tax Revenues Generated by Visitor

↑ 35%

ACCOMMODATION & HOSPITALITY TAX UP OVER 5 YEARS

Source: Town of Hilton Head Island

TOWN OF HHI ATAX and HTAX COLLECTIONS



Number of Visitors

Based upon research gathered both locally and nationally, the Visitor & Convention Bureau is committed to attracting an affluent traveler with a HHI of \$150K+. Our target visitor skews female (67.4%), aged 25-64 and is married (76.7%) with kids 18 or older (68%). This traveler has an undergraduate degree or higher (59.1%) and plans to take two to seven trips per year lasting an average of seven nights per trip. Our target key regions include Northeast, Midwest and Southeast markets.



67.4%

FEMALE



32.6%

MALE

MARRIED 76.7%
WITH KIDS 18 OR OLDER 68%



\$150K+
AFFLUENT TRAVELER



59.1%
UNDERGRADUATE
DEGREE OR HIGHER



2-7 TRIPS PER YEAR
7 NIGHTS AVERAGE
LENGTH OF STAY

2.68M
NUMBER OF VISITORS
IN 2019

Number of Referrals, Website Hits & Click Throughs to Area Businesses

The HiltonHeadIsland.org website is our virtual storefront. The website serves as the window to our destination and plays an integral part in the decision making process. The following metrics are important key indicators of overall brand health and allows insight into visitor behavior. The insight and data taken from this platform allows for us to better serve our partners, anticipate trends, and react to consumer behavior.

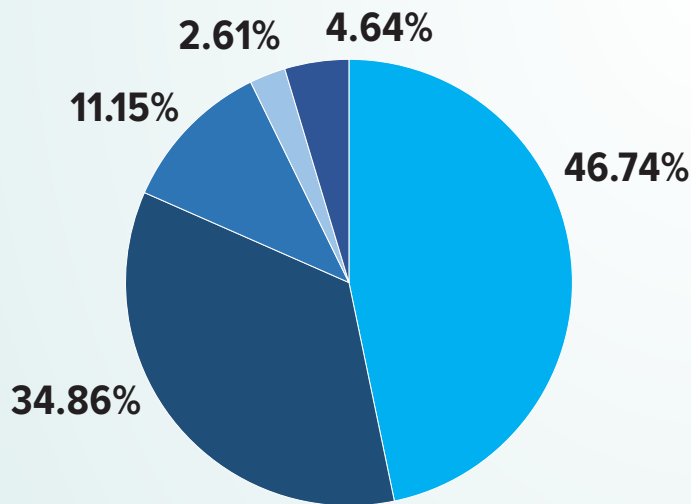
2.1M

WEBSITE VISITS
IN 2019

727,840

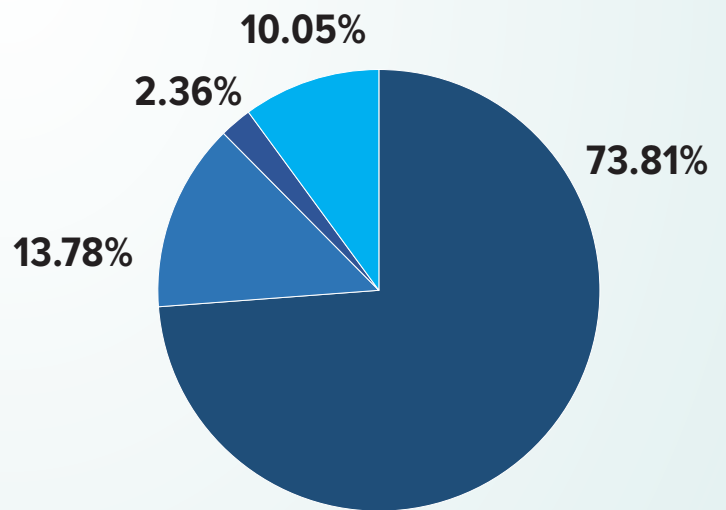
WEBSITE CONVERSIONS
TO PARTNERS IN 2019

Visits by Source



- ORGANIC SEARCH
- PAID MEDIA
- DIRECT
- REFERRAL
- OTHER

Conversion by Category



- HHI PARTNER LINKS
- GOLF PARTNER LINKS
- BLUFFTON PARTNER LINKS
- DOWNLOADS AND INSIDER THANK YOU'S

Numbers Related to Mail Fulfillment

The Hilton Head Island Vacation Planner, our comprehensive guide to help the visitor plan and envision their vacation here on Hilton Head Island, is our primary print fulfillment piece.

We receive requests for this piece from multiple platforms; online, media and home inquiries. In addition, we also distribute the planner to state and local welcome centers, airports, along with tradeshow and promotional events.

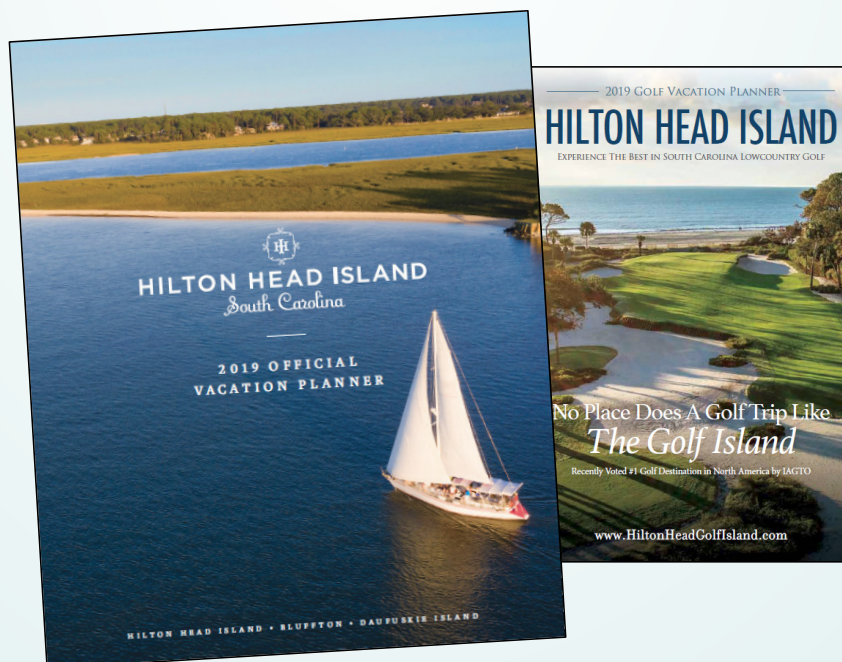
In today's more visual world, telling a story through stunning photography and compelling content is an imperative component to the travel journey process. The "coffee table" piece allows our visitors to visualize their vacation and discover, through this first touch point, the reason for our many accolades, ultimately imagining themselves here vacationing on Hilton Head Island.

To cater to our golf specific visitors, we offer the Hilton Head Island, Golf Island Planner. This planner can be requested through the same channels as our Vacation Planner.

The production, fulfillment and management of our Vacation Planners is a partnership between Kennickell, our fulfillment and asset inventory partner, Impact Golf and our Visitor & Convention Bureau staff.

62,408

**HILTON HEAD ISLAND
VACATION PLANNERS AND GOLF
ISLAND BROCHURES MAILED**



Spotlight on Accolades

America's Favorite Island™

Hilton Head Island was voted #1 Island in the Continental U.S. for the fourth year in row by *Travel & Leisure* and top island in the U.S. for the third year in a row by *Condé Nast Traveler*. The destination and our partners landed on “best of” lists in 2019. Here are a few highlights:

SAVANNAH/HILTON HEAD INTERNATIONAL AIRPORT

NAMED AMONG

TOP 10 DOMESTIC AIRPORTS

– *Travel + Leisure World's Best Awards 2019*

HILTON HEAD ISLAND VCB

NAMED 2019

**PLATINUM CHOICE
AWARDS WINNER**

– *Smart Meetings*

HILTON HEAD ISLAND

GOLF COURSES LISTED AS

BEST GOLF COURSES

– *Golf Week*

SAVANNAH/HILTON HEAD INTERNATIONAL AIRPORT

NAMED AMONG

THE BEST AIRPORTS IN THE U.S.

– *2019 Readers' Choice Awards Condé Nast Traveler*

HILTON HEAD ISLAND

NAMED AMONG

**14 SCENIC ISLAND VACATIONS
IN THE U.S.**

OOZING WITH CHARM

– *Trip Advisor*

COLIGNY BEACH

VOTED ONE OF

**AMERICA'S TOP
25 BEACHES**

– *TripAdvisor*

THE WESTIN HILTON HEAD ISLAND RESORT & SPA

NAMED AMONG

TOP 20 RESORTS IN THE SOUTH

– *2019 Readers' Choice Awards Condé Nast Traveler*

THE SEA PINES RESORT

VOTED AMONG

**BEST PLACES TO STAY
IN SOUTH CAROLINA**

– *Southern Living's 2019 South's Best Awards*

HILTON HEAD ISLAND

**TOP 10 HOME
RENTAL LOCATIONS**

FOR THE JULY 4TH HOLIDAY

– *Forbes.com*

SILVER AWARD IN NASHVILLE FOR

HILTON HEAD ISLAND

BEST PROMOTIONAL VIDEO

– *Travel Weekly Magellan Awards*

HILTON HEAD ISLAND #3 ON THE 2019 LIST OF

BEST BEACH TOWNS TO VISIT THIS WINTER

– *Southern Living*



**#1 Island in the
Continental U.S.
4th Year in a Row**



**South's Best
Beach Town
2nd Year in a Row**



**#1 Island
in the U.S.
3rd Year in a Row**

**VISIT HILTON HEAD ISLAND GOLD AWARD FOR
BEST SOCIAL MEDIA**

– Travel Weekly Magellan Awards

**HILTON HEAD ISLAND
NAMED A GOLD-LEVEL
BICYCLE FRIENDLY
COMMUNITY
FOR THE 2ND TIME**

– League of American Bicyclists

**OLD OYSTER FACTORY & SKULL CREEK DOCKSIDE
NAMED TO
TOP 50 KID-FRIENDLY
RESTAURANTS
IN AMERICA FOR 2019**

– Open Table

**PALMETTO DUNES OCEANFRONT RESORT
NAMED AMONG
TOP 20 RESORTS
IN THE SOUTH**

– 2019 Readers' Choice Awards Condé Nast Traveler

**THE INN & CLUB AT HARBOUR TOWN
NAMED AMONG
TOP 20 RESORTS
IN THE SOUTH**

– 2019 Readers' Choice Awards Condé Nast Traveler

**JAVA BURRITO FEATURED IN
BEST COFFEE
IN EVERY STATE**

– BuzzFeed

**HILTON HEAD HEALTH NAMED THE
#1 HEALTH & WELLNESS RESORT
IN AMERICA FOR 2019**

– USA Today 10 Best

**HARBOUR TOWN GOLF LINKS, PALMETTO BLUFF (MAY RIVER),
THE SEA PINES RESORT (ATLANTIC DUNES AND HERON POINT)
& PALMETTO DUNES OCEANFRONT RESORT (ROBERT TRENT JONES)**

ALL NAMED AMONG

TOP 100 GOLF RESORTS IN NORTH AMERICA

– GOLF Magazine

Number of Jobs Created by Tourism

This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2019 was performed by Regional Transactions Concepts, LLC and the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina Beaufort.

The 16,654 jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2019 represent 14.7% of all jobs in Beaufort County.



**16,654
JOBS**

GENERATED FROM
HILTON HEAD ISLAND
TOURISM

*Source: 2019 Economic Impact
of Hilton Head Island*



TOURISM ON HHI
NOW ACCOUNTS FOR

14.7%

OF ALL JOBS IN
BEAUFORT COUNTY

Networking Events, Workshops and Member/Community Events

The Chamber held 80+ events with over 4,600+ in attendance in 2019. Events included Business Education Partnership, Business Golf Classic, Chamber Ball, Conversation and Cocktails, Executive Connection, Government Affairs, Leadership/Junior Leadership, Chamber Restaurant Week, Ribbon Cuttings, Small Business Week, State of the Region, UNITE, Taste of the Season, Thrive Women's Conference, Young Professionals, In the Know and more.

80+ CHAMBER
EVENTS HELD

4,600 TOTAL EVENT
ATTENDANCE





Media Impressions and the Dollar Equivalent

The communications team tracks all print, digital and broadcast mentions and stories about Hilton Head Island. Hosting visiting journalist and social influencers, meeting with editors of some of the nation's top-tier publications, working with broadcast crews and actively pitching story ideas about the destination are all part of the chamber's daily public relations outreach efforts in partnership with Weber Shandwick, one of the world's leading travel public relations firms.

3,751

STORIES & MENTIONS

6,900,983,718

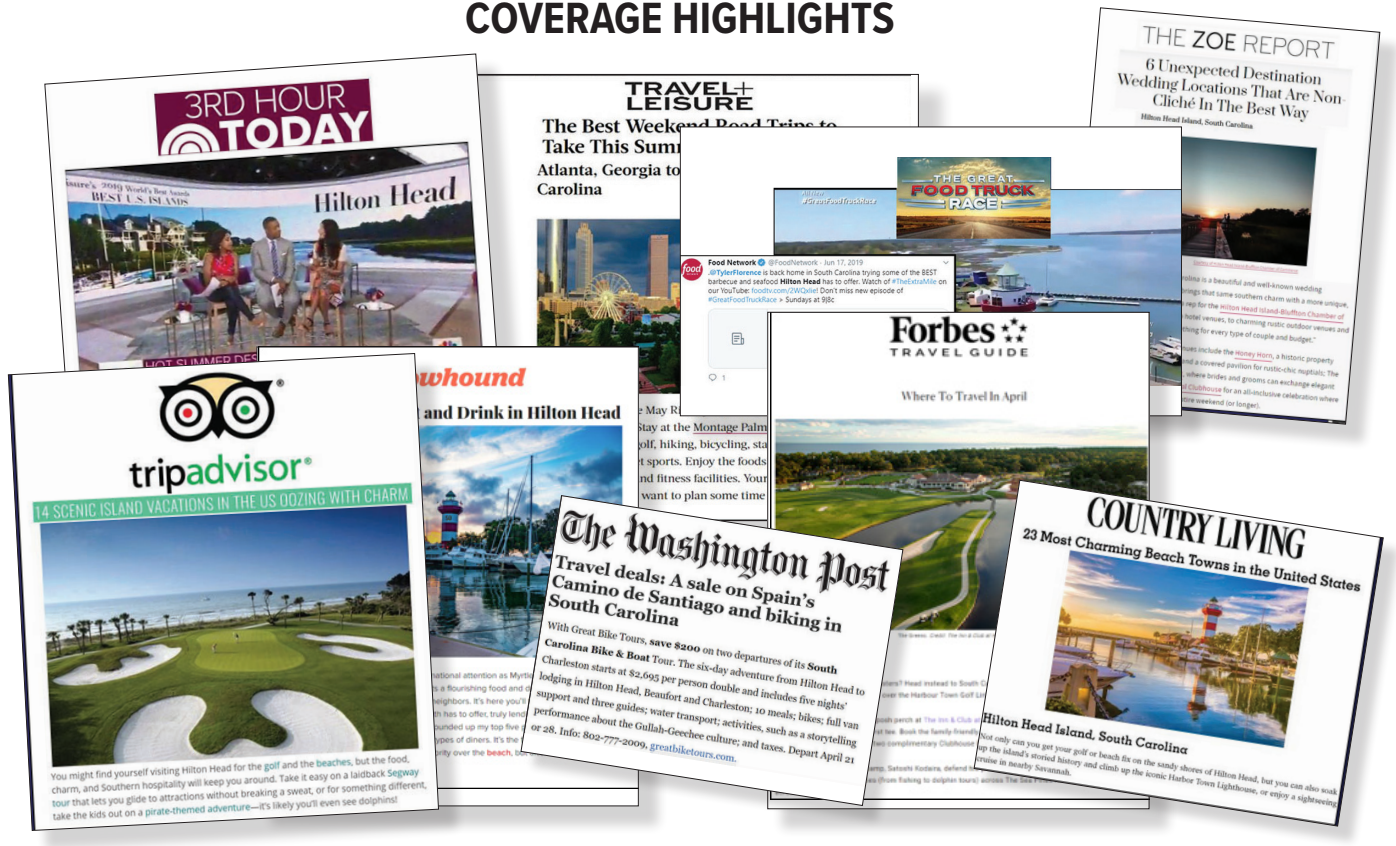
MEDIA IMPRESSIONS

\$21,947,349.50

AD EQUIVALENCY

Source: Weber Shandwick and includes all print, online and broadcast media

COVERAGE HIGHLIGHTS



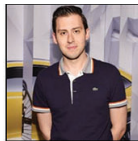
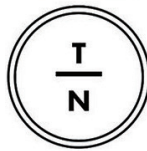
INFLUENCERS



Gracie Gordon, Hungry Blonde
Followers: 68K

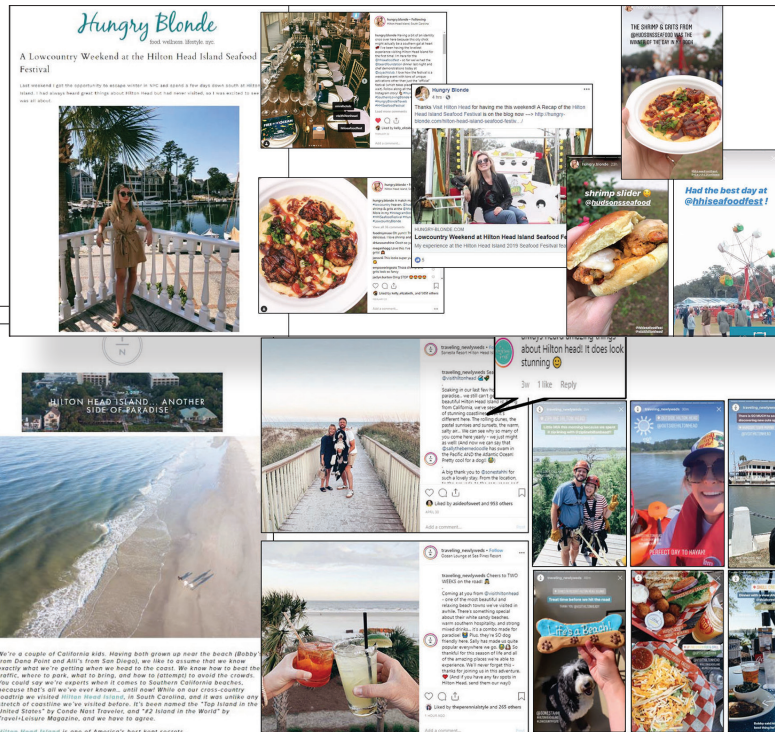


Traveling Newlyweds, Bobby & Alli Talley
Followers: 85.4K



Mustafa Kacar
Followers: 282K

A S T U T E
A T T R E



MEDIA VISITS & RESULTING COVERAGE



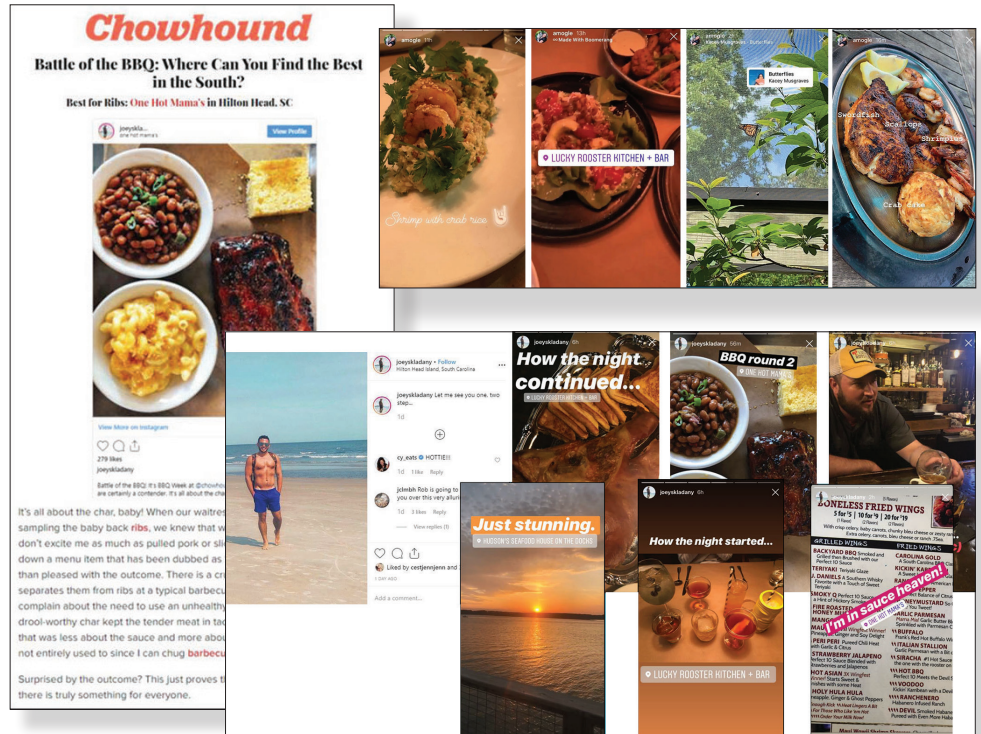
Joey Skladany
UVP: 1,211,938

Chowhound

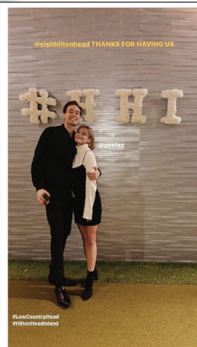
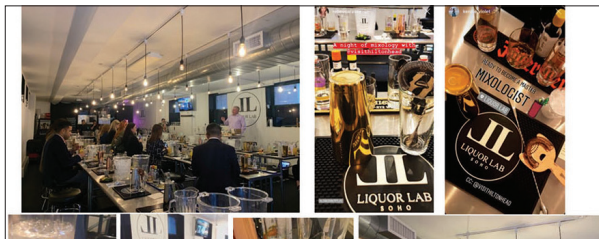


Amanda Ogle
UVP: Various

TRAVEL+LEISURE
SPECIALISTS IN THE ART OF TRAVEL
VIRTUOSO.
OZY



EVENT EXPERIENCES & SPECIAL PROJECTS





THINKHILTONHEADISLAND.ORG

