

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 |