

Executive Summary

- Approximately 59% of the respondents owned Villa/Condominium Homes and 36% owned Townhomes.
- 90% of second homes have sole owners.
- Most second home owners (26%) owned property in Sea Pines.
- 62% of the homes were not publicly rented and for owner use or non paying guest use.
- 83% of the owners drove to Hilton Head Island for their last trip.
- 65% of the owners who utilized air transit for their last trip flew embarked to Hilton Head Island from the Savannah Airport.
- 88% (767) of the 876 respondents indicated they visited 8-10 times before buying their second home.
- 58% purchased their second home to return to the island for vacation.
- The median year for home purchases was 2003 but most were purchased in 2005.
- 46% indicated that the Island is a Classic Family Vacation Spot.
- 93% indicated that a Hilton Head Island vacation makes them feel relaxed.
- Most indicated they would recycle on vacation.