

Another Win for Our Island!

Being chosen as *Conde Nast Traveler's* **#1 Island in the U.S.** would be enough of a feather for any destination's cap. Winning it five consecutive years, as Hilton Head Island has, proves we're doing something right. More than 800,000 readers cast their vote in the 2021 Readers' Choice Awards, putting us at the top of the list with an overwhelming majority.

As you look at the list below and at the company we keep, you can appreciate what I have always said: We overdeliver in amenities and quality of life but under-deliver with our prices.

1. Hilton Head Island, SC
2. Kiawah Island, SC
3. Lanai, HI
4. Maui, HI
5. Oahu, HI
6. Mackinac Island, MI
7. Kauai, HI
8. Big Island, HI
9. Marco Island, FL
10. Key West, FL
11. Sanibel Island & Captiva Island, FL
12. Nantucket, MA
13. Block Island, RI
14. Florida Keys, FL
15. San Juan Islands, WA

It's interesting to note that both the #1 and #2 Islands on this list are both located in the South Carolina Lowcountry. It's a huge feather in our region's cap and a testament to the beauty and quality of life of the Palmetto State.

And this isn't our only win this year. *Travel + Leisure* readers also ranked Hilton Head Island as the **#1 Island in the U.S.** five out of six years, for the publication's World's Best Awards. Accolades like this from respected travel media outlets help build our brand, drive the bottom line for our business community, and sustain the quality of life we all enjoy.



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Hilton Head Island Plays to its Strengths!

Looking out at Palmetto Dunes beaches still filled with visitors from all over the world, I'm reminded of the days when we used to refer to this as "the end of the vacation season." These past two seasons have, of course, been defined by extraordinary circumstances. No one anticipated the absolute surge of interest Hilton Head Island would see as the rest of the world shut down.

Part of that comes from the ingenious way our Island has discovered and subsequently marketed its niche. We have the recent *Travel + Leisure* World's Best award heralding Hilton Head Island as the #1 Island in the Continental U.S., but that only came when we wisely focused our marketing and our message on those who would be predisposed to come to Hilton Head Island. In short, we found our niche and we played to our strengths.

But what exactly is our niche? Part of what our Island has done so successfully over the years is to balance its natural beauty against its sophistication. Visitors can expect to walk pristine beaches, kayak through lagoons shaded by Spanish-moss draped live oak branches and walk trails through serene maritime forests. But they can also dine at restaurants renowned for their culinary flair, play 18 holes of the finest golf on earth and enjoy world-class entertainment at our stages and music venues.

Just listing off these best-of-both-worlds scenarios barely scratches the surface of Island attractions that have drawn families, honeymooners, corporate groups, history buffs and day visitors for decades. Our strengths are many, and we've used them to our advantage brilliantly, leveraging them to create a vacation getaway par excellence.

It's something I've tried to emulate in my career. As I approach \$200 million in personal sales, closed or scheduled to close since January 1, 2020, and my success doesn't come despite my specialization in these fabulous communities, it comes because of it. Like the Island itself, our community does a wonderful job of playing to its strengths - beautiful beaches, emphasis on the environment, world-class amenities and a focus on family enjoyment adding a huge demand on our properties.

Thank you to so many of you! If you have an interest in taking advantage of this demand and playing to the strengths you enjoy as a property owner here, I would love to have a conversation with you and put my depth of experience in our community to work for you. I am easy to reach, or if you are out and about, please stop by The Plaza at Shelter Cove and say hello. Have a great fall season!

THANK YOU!

2021 Ranking Report (2020 sales)

#1 Individual Sales Volume
State of South Carolina
(Over 27,000 SC Realtors)

#1 Individual Sales Volume
Hilton Head Island



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