



# Stakeholder Interviews

 ML+H



# Glynn County

## Takeaway

Roadway possibility / Island Review Committee  
Note the Torres family / 200 lots

**Pamela Thompson**, Director of  
Community Development

**Dave Austin**, Public Works Director



# National Park Service

## Takeaway

Collaborate with St. Simons Land Trust  
Open to parking / roadway arrangements

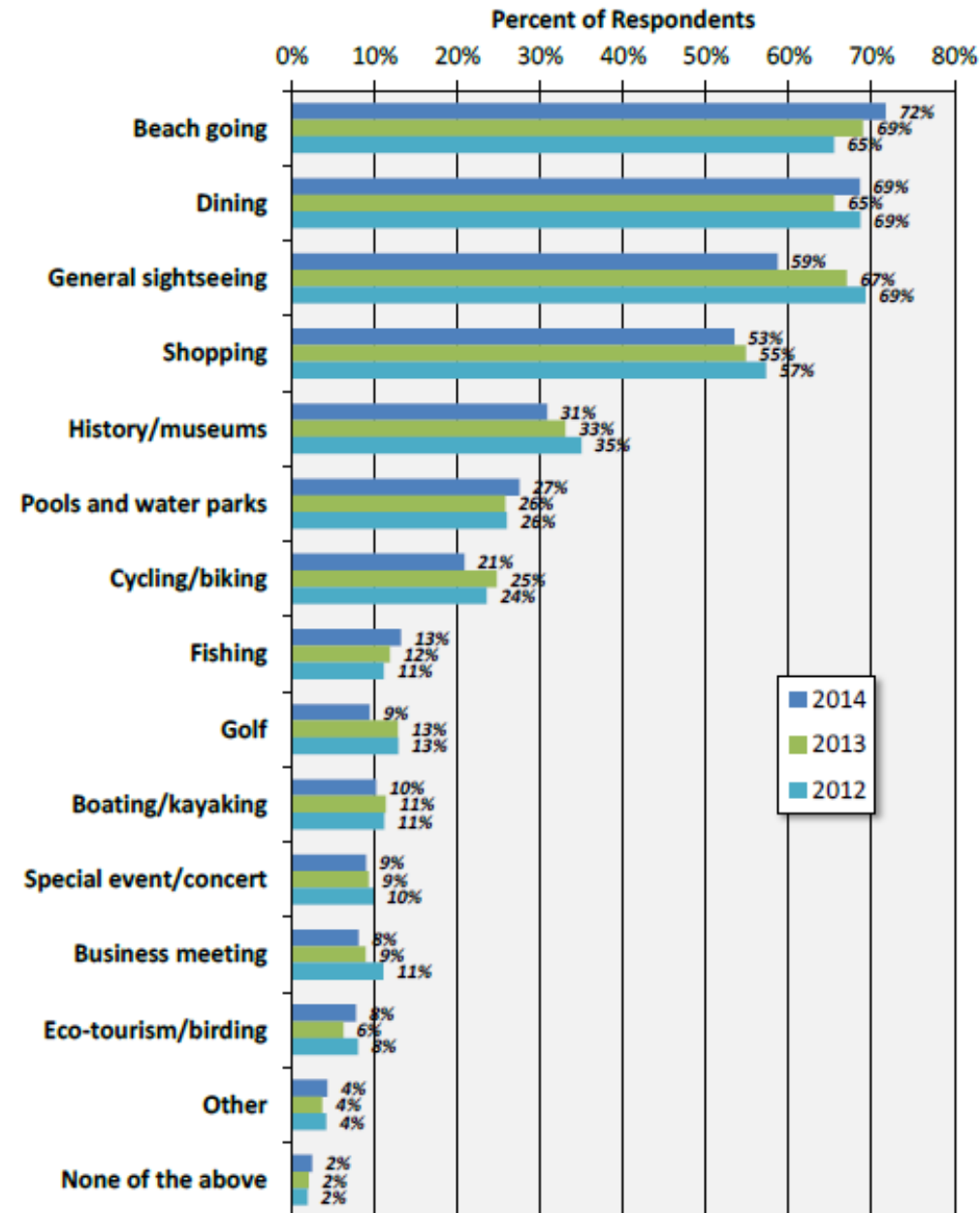
**Gary Ingram**, Superintendent

**Steve Theus**, Site Manager



Source: Golden Isles CVB Visitor Research 2014, RRC Associates (Boulder, CO)

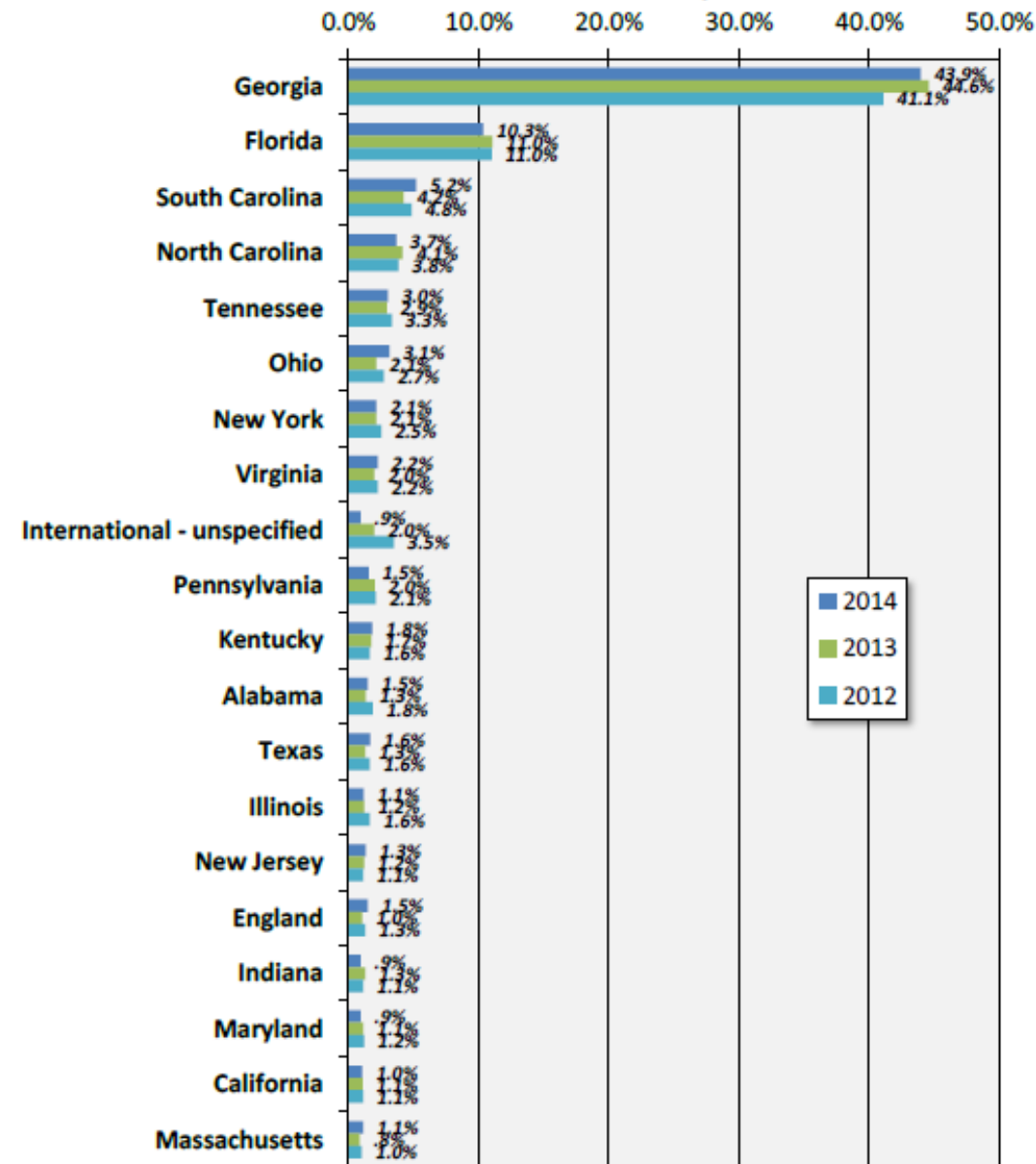
Figure 24  
Activities while in Golden Isles



1 in 3 visitors are interested in history + museums



Figure 25  
State/Country of Residence (Top 20)  
Percent of Respondents



44 in 100 visitors are from Georgia

1 in 100 visitors are international



Sources: Golden Isles CVB Visitor Research 2014, RRC Associates (Boulder, CO) + CVB Visitor Spending research

First Time versus Repeat Visitors. The results of the research show a healthy blend of first-time and repeat visitors. **Twenty-four percent (24%)** were making their *first trip to the area in the past 5 years*. The other 76 percent were repeat visitors. As might be expected, a high share of in-state residents reporting having visited previously (78 percent). Although Florida is the second most popular visitor origin behind Georgia, there is still a high share of first-time visitors coming from the state (48 percent). A blend of first-time and repeat visitors is critical to the health of any destination, and Golden Isles is attracting a strong portion of first-time visitors, while still maintaining loyalty among repeat guests.

Information Sources Used. The top information sources used to plan the trip were **Internet websites (46 percent)**, *experience of a prior visit* (39 percent), and *family/friends* (24 percent). The *Golden Isles Visitors Guide* was used by 13 percent of respondents, while 10 percent of respondents reported not using any of the information sources listed, suggesting they used other sources of information or did not consult information sources.

**Estimated Per Person Expenditures  
(based on double occupancy).**

SHOPPING	\$	127
FOOD	\$	109
LODGING	\$	90
RECREATION	\$	77
TRANSPORTATION	\$	45
OTHER	\$	0
	\$	450



# Golden Isles CVB

Scott McQuade, CEO

## Takeaway

Opportunities for visitors to give...and better tour  
(docents + walking tours)



# Wesley UMC

Rev. Steve Patton, Senior Pastor

## Takeaway

Open to supporting roadway safety improvements  
Looking at master plan themselves

