

# TOWN OF BLUFFTON

FY 2023 Q2 Report



HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE  
VISITOR & CONVENTION BUREAU

bluffton  
HEART OF THE LOWCOUNTRY



DESTINATIONS  
INTERNATIONAL

UNITED STATES CHAMBER OF COMMERCE

**ACCREDITED**



# DESTINATION METRICS

OCTOBER - DECEMBER 2022

FY23-Q2 saw a lighter volume of traffic than FY22-Q2. Due to the availability of other locations opening, potential visitors were given more options when considering travel. Lower occupancy combined with lower hotel ADR, resulted in a decrease in RevPAR.



OCC: Occupancy Rates



October  
**67%**  
▼ -6% YOY

November  
**58%**  
▼ -11% YOY

December  
**49%**  
▼ -12% YOY



ADR: Average Daily Rate



October  
**\$297**  
▲ 1% YOY

November  
**\$310**  
▼ -4% YOY

December  
**\$264**  
▼ -22% YOY



RevPAR: Revenue per Available Room



October  
**\$200**  
▼ -5% YOY

November  
**\$182**  
▼ -15% YOY

December  
**\$130**  
▼ -32% YOY



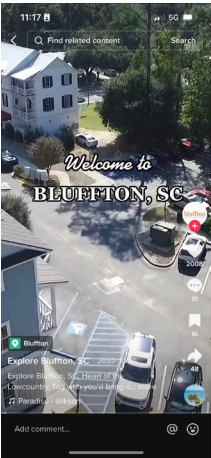
# SOCIAL MEDIA

OCTOBER - DECEMBER 2022

Source: Sprout Social /  
VERB Interactive

From October 1 – December 31 2022, we saw Facebook engagements decrease as we shared more video content as opposed to stand-alone posts. A lot of our posting was around the Arts & Seafood Festival, however our testing and past engagement shows that the content that performs best with our audience on Facebook are UGC and Lowcountry imagery.

In November 2022, we integrated TikTok into our social strategy with the launch of Explore\_BlufftonSC.



**30,534**  
FACEBOOK  
PAGE LIKES

^ 2.23% YOY

**60,933**  
FACEBOOK  
ENGAGEMENTS

v -39% YOY

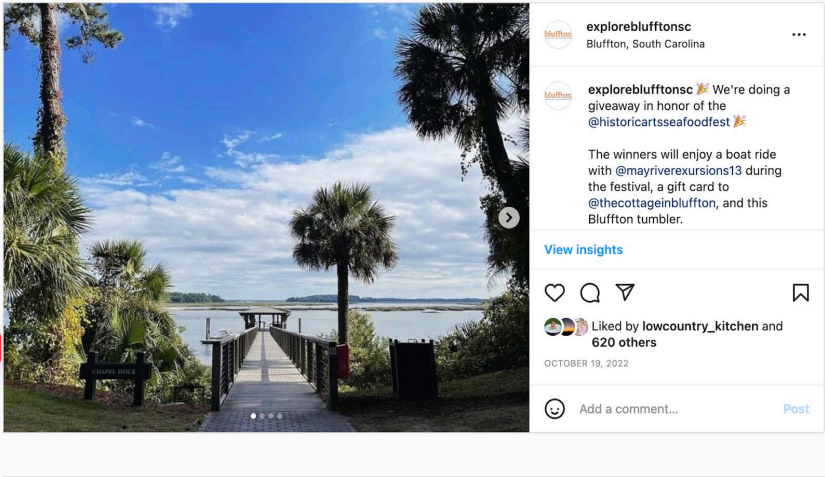


**8,230**  
INSTAGRAM  
FOLLOWERS

^ 4.15% YOY

**12,573**  
INSTAGRAM  
ENGAGEMENTS

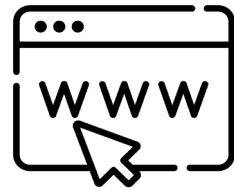
^ 27.5% YOY



# WEBSITE

OCTOBER - DECEMBER 2022

Source: Google Analytics /  
VERB Interactive



46,999

WEBSITE HITS

✓ -23.66% YOY

10,266

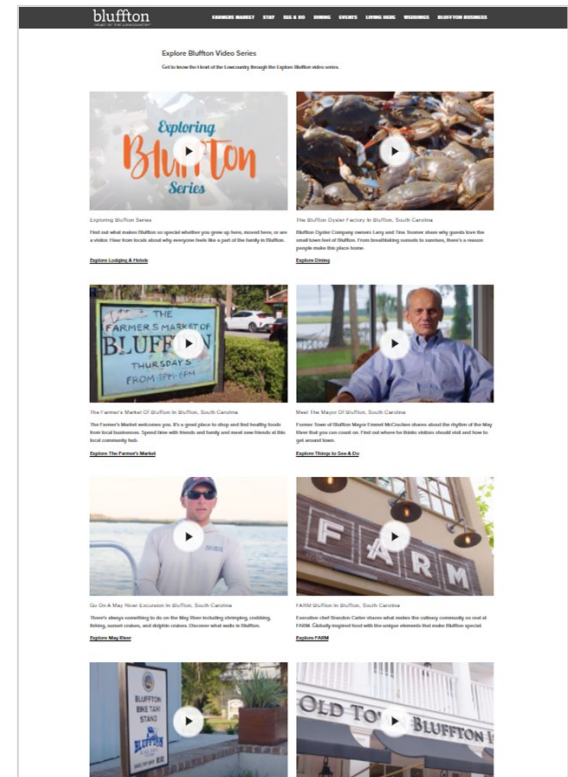
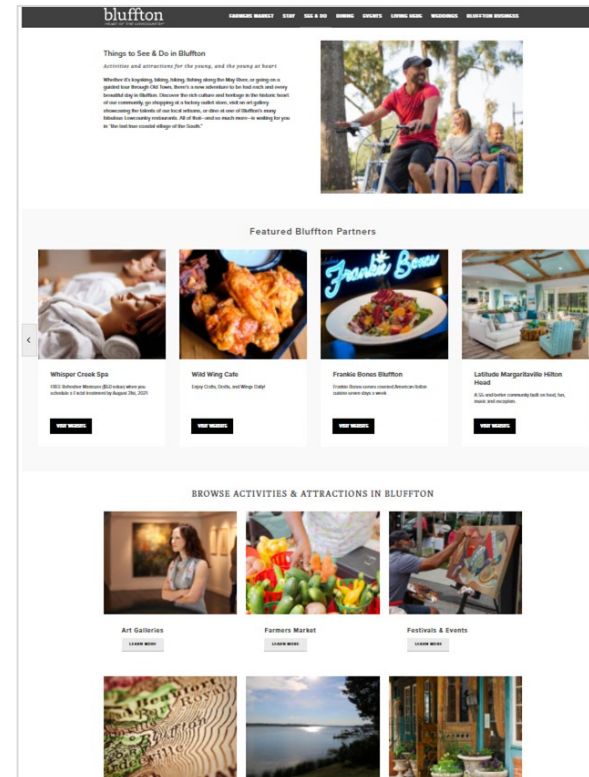
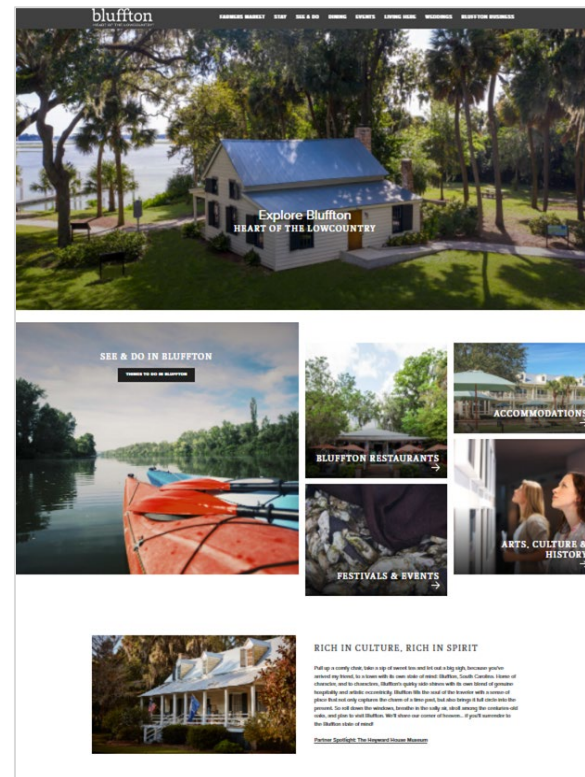
REFERRALS MADE TO  
AREA BUSINESSES

✓ -7.31% YOY

From October 1 – December 31, 2022, our sessions and partner referrals saw a decrease YOY. Isolating the performance, we can attribute the decrease to the success of the Historic Bluffton Arts & Seafood Festival in 2021.

The success of our paid campaign, combined with Venita Aspen's social coverage drove significant traffic to the site in the month of October 2021. When we isolate November and December of 2022 as more typical performance months, we saw an increase of 4% YOY in site traffic.

Entering the new calendar year, we're seeing considerable increases in both sessions and partner referrals on VisitBluffton.org.





# EVENTS

OCTOBER - DECEMBER 2022

8

EVENTS  
HELD

375

PARTICIPATION IN EVENTS  
BY CHAMBER MEMBERS



# PUBLIC RELATIONS

OCTOBER - DECEMBER 2022



26

PLACEMENTS

129,487,579

IMPRESSIONS

\$46,733.66

AD VALUE

Southern Living

FOOD HOME GARDEN TRAVEL HOLIDAYS CULTURE

02

of 20

Spa Montage at Montage Palmetto Bluff




PHOTO: COURTESY: MONTAGE PALMETTO BLUFF

Bluffton, South Carolina

This Lowcountry haven begs for a restful porch rock before you even head to the spa. Set among moss-laden trees and Carolina marshes, [Spa Montage](#) uses local elements to create an authentic sense of place in their services, which range from facials to body treatments. Who wouldn't want to sign up for a "Pure Bliss" full-body massage and skin treatment?

477 Mount Pelia Road, Bluffton, SC 29910,  
[montagehotels.com/palmettobluff](https://montagehotels.com/palmettobluff)

Forbes



Have a Lowcountry Thanksgiving. MONTAGE PALMETTO BLUFF


Montage Palmetto Bluff, Bluffton, South Carolina

Make it a Lowcountry holiday at this 20,000-acre nature preserve along the May River. Thanksgiving week brings floral workshops, gratitude yoga, scavenger hunts and more activities. On the food front, indulge in the Moreland Oyster Roast and Southern Supper, featuring fresh oysters and a Lowcountry boil, and a Turkey Day feast.

TOWN&COUNTRY

LUXURY STYLE TRAVEL LEISURE SOCIETY

Bluffton, South Carolina



The sprawling [Montage Palmetto Bluff](#) gets into the Christmas spirit early, giving visitors to this kid-friendly Lowcountry haven all month to partake in themed activities. On the list: gingerbread house and cookie decorating, story time with Mrs. Claus, breakfast with Santa, festive bounce houses, to name a few. As for adult-friendly activities? Expect plenty of feasts, oyster roasts, and seasonal cocktails. And don't worry about overindulging. A series of themed fitness classes, from Carols & Cardio to Dance Like a Rockette—will keep you in top shape. To truly recreate the home-away-from-home vibe, splurge on one of the Signature Residences, which will be fully decorated with a Christmas tree and holiday wreaths.

# OFFICIAL BLUFFTON VACATION PLANNER



## MAIL FULFILLMENT

The 2022 Official Bluffton Vacation Planner is the first touchpoint for visitors looking to explore the destination and learn more about what there is to see and do in the area.

The 2023 Official Bluffton Vacation Planner, produced in partnership with the Town of Bluffton, will be available in March.

3,900

OFFICIAL BLUFFTON  
VACATION PLANNER

6,696

OFFICIAL REGIONAL VACATION  
PLANNER



THANK  
YOU



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★ ★ ★ ★ ★