



TOWN OF BLUFFTON INDUSTRY METRICS

# FY24-Q4 Update



HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE



# FY24-Q4 Performance Metrics & Update

April 1 - June 30, 2024

As the Town of Bluffton's official Destination Marketing Organization (DMO), we are the leader in promoting tourism to the destination. By understanding today's travelers and adapting to the changing landscape of the industry, we are able to execute the comprehensive Town of Bluffton Marketing Plan.

The quarterly report focuses on the metrics outlined within the contract, but we also wanted to share the additional efforts and initiatives worked on during FY24 – Q4.

## Town of Bluffton Marketing Plans, Reports, and Presentations

- 04/05, 05/03 and 06/05, Submitted three monthly reports to the town staff.
- 05/15/24, Submitted the Town of Bluffton FY24-Q3 report to town staff.





# Dedicated Official Bluffton Vacation Planner

## April 1 - June 30, 2024

The Official Vacation Planner is the first touchpoint visitors receive when planning their visit to the Heart of the Lowcountry™.

We receive requests for this piece from multiple platforms; online, media, and phone inquiries. In addition, we distribute the planner to state welcome centers, hotels, airports, AAA offices, tradeshow and included in all public relations outreach.



## FY24-Q4 Mail Fulfillment and Distribution

Official Bluffton Vacation Planner: 6,600

Official Hilton Head Island, Bluffton, Daufuskie Island Vacation Planner: 13,050

## Research

We continue our efforts with the College of Charleston in collecting visitor profile surveys and understanding the demographics of those who are traveling to the Town of Bluffton.



# FY24-Q4 Bluffton Website Performance

## April 1 - June 30, 2024



Website  
Visits



Website  
Sessions

**81,084**

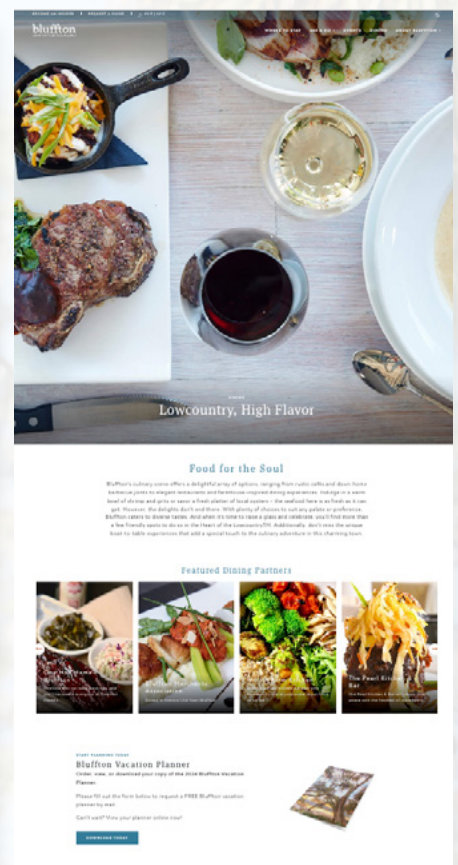
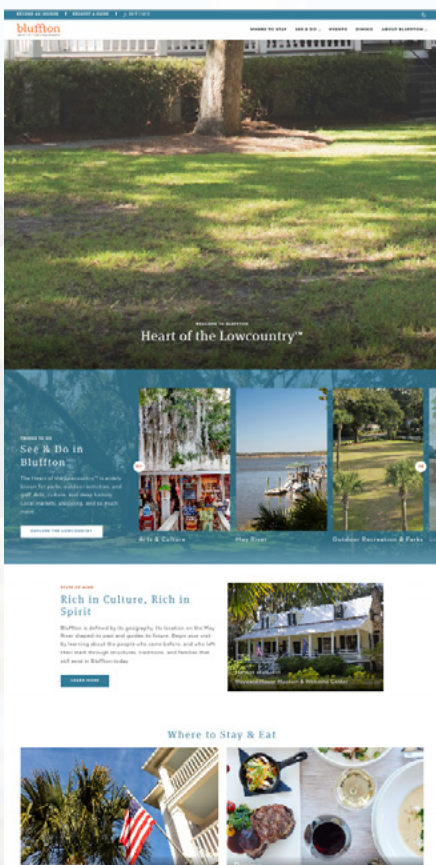
↑ +9.8% YOY

Partner Referrals/Click Throughs  
Made to Area Business

**10,962**

↓ -37.9% YOY

This drop was caused by a decrease in the overall Bluffton allocated budget and more even pacing of the budget in 2024. In 2023 we saw 19% of the quarter's total partner referrals come from our Mayfest paid social campaign. This quarter we did not run a paid social campaign and therefore did not receive the same spike in partner referrals during that 7 day period in May.





# FY24-Q4 Destination Social Report

April 1 - June 30, 2024

Facebook Page Likes

**39,115**

↑ +20% YOY



Facebook Engagements

**25,161**

Instagram Followers

**11,236**

↑ +21% YOY



Instagram Engagements

**8,554**

X Followers

**694**

↑ +5% YOY



X Engagements

**103**

Flat YOY

TikTok Followers

**2,304**

↑ +11% YOY



TikTok Engagements

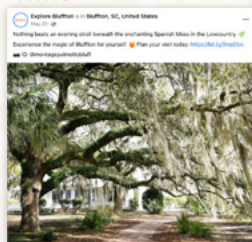
**383**

↑ +76% YOY

This quarter, we saw a notable increase in followers across our social media channels, driven by user-generated content, sharing insider tips for The Lowcountry, and promoting local events including Bluffton Art Month. However, recent changes in Meta Insights have skewed our engagement data, particularly on Facebook and Instagram. On April 19, 2024, Facebook discontinued several page-level metrics in both their API and native reporting, affecting tools like Sprout Social. These changes have altered the collection and calculation of page-level engagements and reactions, and simplified the Paid vs. Organic metrics, impacting our engagement metrics. Additionally, rising paid costs have led to a YoY drop in Facebook engagements. To address this, we will implement new strategies in our paid ads to boost engagement.

For more details, visit: [Facebook Metric Deprecation](#).

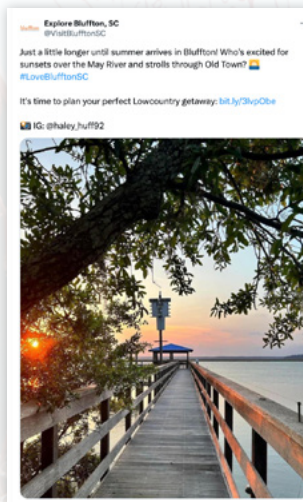
Facebook



Instagram



X



TikTok





# FY24-Q4 Social Media Feature

April 1 - 30, 2024

## Activation:

In April, we focused our organic social efforts on Bluffton Art Month, a brand new initiative hosted and promoted by Bluffton. We produced captivating videos showcasing local galleries and artists, created interactive stories, and actively promoted Arts & Culture in Bluffton.



## Results

Art Month Posts Shared

93

Impressions

195,057

Engagements

4,374

Engagement Rate

2.2%

Link Clicks

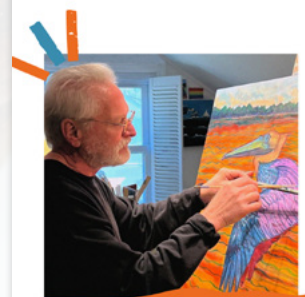
37

ART  
month  
bluffton



It's Trivia Tuesday

TAP FORWARD  
TO PLAY



In which month is World Art  
Day celebrated?

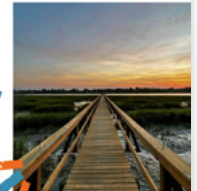
ART  
month  
bluffton



The historic town of Bluffton, South  
Carolina, is renowned for its vibrant  
arts scene. Which of the following art  
forms is NOT commonly found in  
Bluffton?

ART  
month  
bluffton

ART  
month  
bluffton



THANKS FOR  
Playing Along!

Make sure to follow  
along all Art Month long  
to learn more about art  
in The Lowcountry.

[Link]



# FY24-Q4 Destination Metrics

April 1 - June 30, 2024

As the Official DMO for the Town of Bluffton and based on our official contract, below are the quarterly metrics for the time frame April 1 - June 30, 2024



In Q4, Bluffton experienced decreases in occupancy for the months of April, May, and June. These decreases are due to demand slowing and cost of goods and services increasing. In June, Bluffton experienced positive growth in revenue per available room due to rate increasing over the previous year.

Source: Smith Travel Research, Monthly Trend Report



# FY24-Q4 Public Relations Overview

April 1 - June 30, 2024

Below are the Bluffton-specific Public Relations mentions for the quarter.

Stories/Mentions	Impressions	Ad Value
86	2,391,711,927	\$986,435

Source: Critical Mention / BurrellsLuce / Weber Shandwick

## FY24-Q4 Events

April 1 - June 30, 2024

For FY24-Q4 time frame, our organization's events included:

- Bluffton Block Party
- Business Education Partnership Committee
- Bluffton Regional Business Council
- Jr. Leadership
- Leadership Alumni Service Event
- Leadership
- Member Exclusive Preview
- Ribbon Cuttings

Events Held	Participation in Events by Chamber Members
12	472



# FY24-Q4 Public Relations Overview

Bluffton Story Highlights April 1 - June 30, 2024

## April

Southern Living (UVPM: 12,084,918)

[The 12 Best Summer Spa Resorts](#)

The Knot (UVPM: 16,693,780)

[12 Small Wedding Venues in South Carolina Across the Entire State](#)

World Atlas (UVPM: 5,081,569)

[9 Most Charming River Towns In South Carolina To Visit In 2024](#)

## May

Forbes (UVPM: 75,781,066)

[Go Boating And 'Porching' In South Carolina Lowcountry](#)

Golf Pass (UVPM: 947,980)

[My top 10 Jack Nicklaus and Nicklaus Design golf courses](#)

Harper's Bazaar (UVPM: 16,684,409)

[Justin and Hailey Bieber's Full Relationship Timeline](#)

## June

Lonely Planet (UVPM: 4,478,719)

[From Charleston to Savannah: the ultimate Lowcountry road trip](#)

Inside Hook (UVPM: 1,773,689)

[9 Luxury Hotels With Epic Animal Encounters](#)

**Forbes**

**lonely planet**

**the knot**

**Southern Living**



# FY24-Q4 Ribbon Cuttings

April 1 - June 30, 2024



*Chill-N*



*TemperaturePro*



*Aurthur E. Brown Regional Groundbreaking*



# FY24-Q4 Budget

## Destination Marketing Organization

Revenues - Town of Bluffton DMO	\$ 385,745
Town of Bluffton Special Grant - Special	\$ 45,000
<b>Total Revenue</b>	<b>\$ 430,745</b>
<b>Expenses:</b>	
Vacation Planner - Regional (estimated)	\$ 15,000
Fulfillment-Regional Vacation Planner (estimated)	\$ 5,000
Vacation Planner - Bluffton Only Guide	\$ 70,697
Fulfillment-Bluffton Only Guide	\$ 9,466
Digital Promotions - Social Media	\$ 14,500
Digital Promotions - Website/SEO	\$ 25,454
Digital Promotions - Google/Facebook	\$ 57,961
Leisure Marketing (CBS)	\$ 2,640
Leisure Marketing (Garden & Gun)	\$ 29,262
Photography / Videography	\$ 35,500
Leisure Marketing (Departures Media)	\$ 4,608
Leisure Marketing - Other	\$ 10,900
Bluffton Visitor Research	\$ 13,279
<b>Total direct marketing expenses</b>	<b>\$ 294,267</b>
<b>Administrative (Based on 37% of expected annual revenues)</b>	
Salaries	\$ 110,000
Payroll taxes	\$ 7,700
Employee benefits - 401K	\$ 6,600
Employee benefits - Insurance	\$ 8,932
Operations - Other	\$ 1,192
Operations - Building Expense	\$ 622
<b>Total administrative</b>	<b>\$ 135,046</b>
<b>Total expenses</b>	<b>\$ 429,313</b>
Excess of revenues over expenses	\$ 1,432

Important Note on Estimated Costs: The Vacation Planner/Fulfillment are shared expenses with the Town of Hilton Head Island, Beaufort County, and the State of South Carolina and are not reconciled until the end of the fiscal year.



# Meet Your Team

## Executive

---

### **BILL MILES, IOM, CCE**

President & CEO

[bmiles@hiltonheadisland.org](mailto:bmiles@hiltonheadisland.org)

### **CONNIE KILLMAR**

Assistant to the President

[ckillmar@hiltonheadisland.org](mailto:ckillmar@hiltonheadisland.org)

## Communications

---

### **CHARLIE CLARK**

Vice President, Communications

[cclark@hiltonheadisland.org](mailto:cclark@hiltonheadisland.org)

### **HALLIE MARTIN**

Director of Communications

[hmartin@hiltonheadisland.org](mailto:hmartin@hiltonheadisland.org)

### **SHANNON LONGSHORE**

Visual Content Coordinator

[slongshore@hiltonheadisland.org](mailto:slongshore@hiltonheadisland.org)

### **JORDAN MATTHIS**

Visual Content Coordinator

[jmatthis@hiltonheadisland.org](mailto:jmatthis@hiltonheadisland.org)

## Finance & Administration

---

### **RAY DEAL**

Controller

[rdeal@hiltonheadisland.org](mailto:rdeal@hiltonheadisland.org)

### **KELLY MCCALLISTER**

Assistant Controller

[kmccallister@hiltonheadisland.org](mailto:kmccallister@hiltonheadisland.org)

## Visitor & Convention Bureau

---

### **ARIANA PERNICE**

Vice President, Visitor & Convention Bureau

[apernice@hiltonheadisland.org](mailto:apernice@hiltonheadisland.org)

### **KATIE CACCIOLA**

Director of Marketing

[kcacciola@hiltonheadisland.org](mailto:kcacciola@hiltonheadisland.org)

### **ZACK SHEDD**

Multimedia Sales Manager

[zshedd@hiltonheadisland.org](mailto:zshedd@hiltonheadisland.org)

### **CRISTIAN SLATON**

Research Manager

[cslaton@hiltonheadisland.org](mailto:cslaton@hiltonheadisland.org)

### **ROBERT OBERNIER**

Website Administrator

[robernier@hiltonheadisland.org](mailto:robernier@hiltonheadisland.org)

### **KYLEIGH LEAF**

Marketing Coordinator

[kleaf@hiltonheadisland.org](mailto:kleaf@hiltonheadisland.org)

## Information Specialist

---

### **KATHY WININGS**

Information Specialist

[kwinings@hiltonheadisland.org](mailto:kwinings@hiltonheadisland.org)

### **LAURA HIGGINS**

Information Specialist

[lhiggins@hiltonheadisland.org](mailto:lhiggins@hiltonheadisland.org)

### **LINDA LANIER**

Information Specialist

[llanier@hiltonheadisland.org](mailto:llanier@hiltonheadisland.org)





# bluffton

HEART OF THE LOWCOUNTRY™

[VisitBluffton.org](http://VisitBluffton.org)

[#LoveBlufftonSC](https://www.instagram.com/LoveBlufftonSC)