

# TOWN OF BLUFFTON

FY 2023 Q1 Report



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

bluffton  
HEART OF THE LOWCOUNTRY



DESTINATIONS  
INTERNATIONAL

UNITED STATES CHAMBER OF COMMERCE  
**ACCREDITED**  
★ ★ ★ ★ ★



**METRICS  
UPDATE**





# PAID MEDIA PARTNERSHIPS

JULY - SEPTEMBER 2022

GARDEN&GUN

2.3M+  
IMPRESSIONS

39K+  
CLICKS

Flight Dates: July - September

ISSUED IN JULY 2022

GARDEN&GUN

## Talk of the South

YOUR IDEAS & GUIDE TO SOUTHERN CULTURE

AROUND THE SOUTH



**Is a garden in a pot?** If you're into fragrant and practical indoor plants, you're in luck. A lot of people are looking for a way to bring the outdoors in. One of the best ways to do this is with a pot garden. Pot gardens are a great way to bring the outdoors in. They are a great way to bring the outdoors in. They are a great way to bring the outdoors in.

**On the occasion of the 100th anniversary of the founding of the Garden of the South, we have a special feature for you. The Garden of the South is a place where you can find a lot of things that are not found anywhere else. It is a place where you can find a lot of things that are not found anywhere else. It is a place where you can find a lot of things that are not found anywhere else.**

**FROM OUR SPONSOR**



**It's time to get the most out of your garden. The most important thing is to get the most out of your garden. The most important thing is to get the most out of your garden. The most important thing is to get the most out of your garden.**

**POPULAR ONLINE AT GUN**



**Back Porch Session: The Drive-By Truckers**

An All-Ages Escape to Bluffton, South Carolina

August 17, 2022

bluffton

## An All-Ages Escape to Bluffton, South Carolina



**Bluffton is a beautiful town with a lot of things to see and do. It is a place where you can find a lot of things that are not found anywhere else. It is a place where you can find a lot of things that are not found anywhere else. It is a place where you can find a lot of things that are not found anywhere else.**



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*This magical town is a place where you can find a lot of things that are not found anywhere else. It is a place where you can find a lot of things that are not found anywhere else. It is a place where you can find a lot of things that are not found anywhere else.*

Garden & Gun @gardenandgun

Adorned with Spanish moss and shaped by the serpentine May River, @ExploreBlufftonSC rightfully bills itself as the "Heart of the Lowcountry." Dreamy parks give way to waterfront views—an evocative backdrop for a rich culture. Plan your visit: [visitbluffton.org](https://visitbluffton.org) #Sponsored



5:04 PM - Jul 12, 2022 - Twitter Web App

JULY - SEPTEMBER 2022






# DESTINATION METRICS

JULY - SEPTEMBER 2022

FY23 -Q1 saw a lighter volume of traffic than FY22-Q1. Due to the availability of other travel opening, potential visitors were given more options when considering a destination.

During this timeframe, FY23-Q1 felt the slight impact of Hurricane Ian (September 23, 2022) which caused uncertainty with our visitors.

 <b>OCC: Occupancy Rates</b>	>	July <b>69.1%</b> ✓ 15.4% YOY	August <b>54.7%</b> ✓ 19.6% YOY	September <b>60.7%</b> ✓ 8.7% YOY
 <b>ADR: Average Daily Rate</b>	>	July <b>\$304.25</b> ✓ 7.2% YOY	August <b>\$283.74</b> ✓ 9.9% YOY	September <b>\$300.49</b> ^ 11.3% YOY
 <b>RevPAR: Revenue per Available Room</b>	>	July <b>\$210.10</b> ✓ 21.5% YOY	August <b>\$155.29</b> ✓ 27.6% YOY	September <b>\$182.37</b> ^ 1.6% YOY

Source: Smith Travel Research, Monthly Trend Report  
Note: Numbers from Smith Travel Research could adjust slightly as new reports are generated.



# SOCIAL MEDIA

JULY - SEPTEMBER 2022



29,874  
FACEBOOK  
PAGE LIKES

^ 35% YOY

99,818  
FACEBOOK  
ENGAGEMENTS

✓ 6.6% YOY



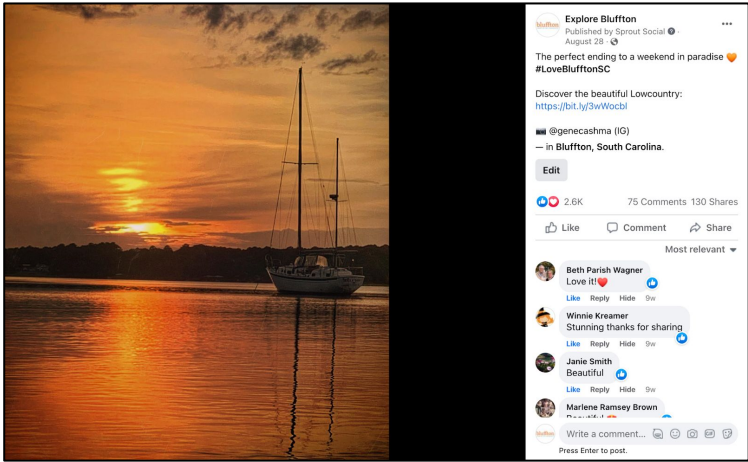
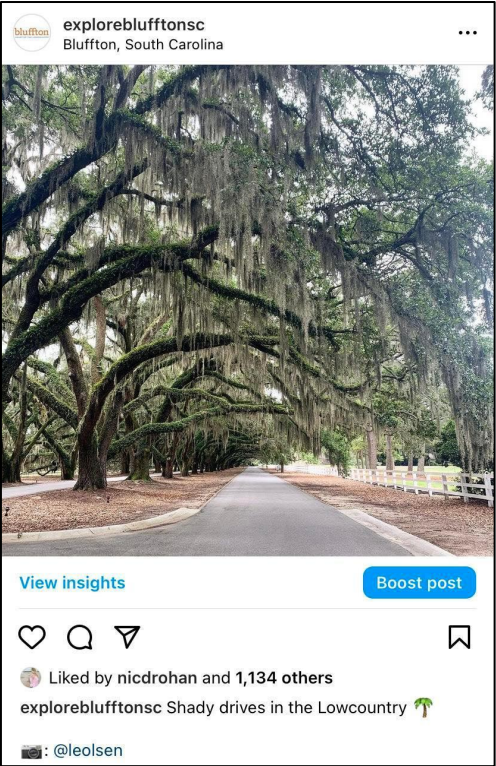
7,898  
INSTAGRAM  
FOLLOWERS

^ 43% YOY

9,864  
INSTAGRAM  
ENGAGEMENTS

✓ 31% YOY

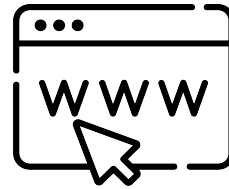
Instagram had above-average performance in engagements during this same timeframe in the previous year which resulted in a YOY decrease in this metric.



# WEBSITE

JULY - SEPTEMBER 2022

During the Q1 timeframe, we launched two initiatives with Garden + Gun and The Local Palate, which resulted in a higher volume of traffic to the website.



61,942

WEBSITE  
SESSIONS

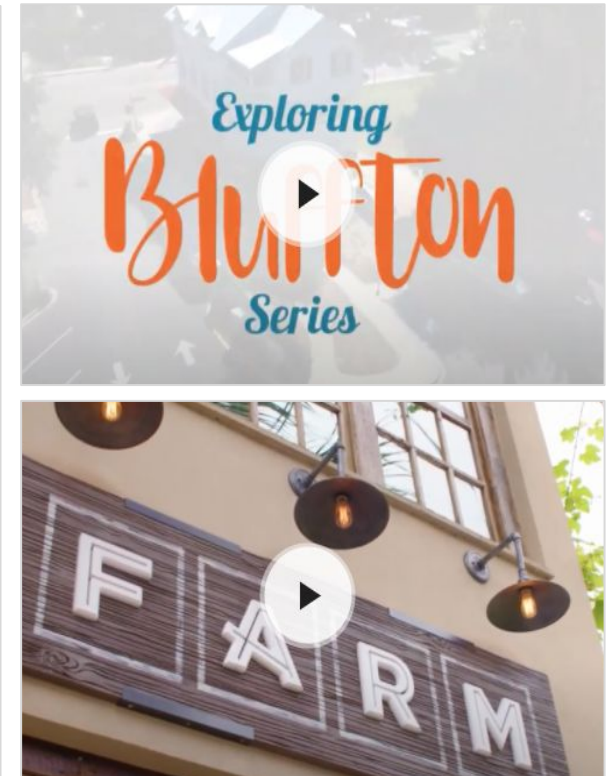
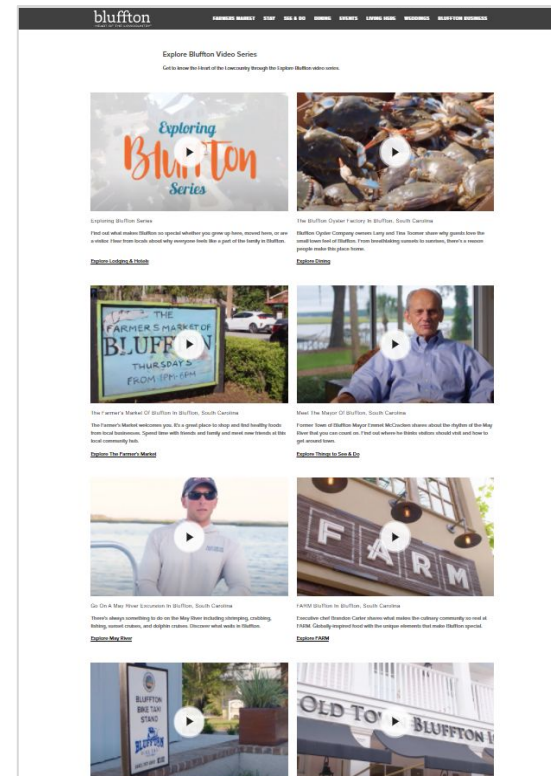
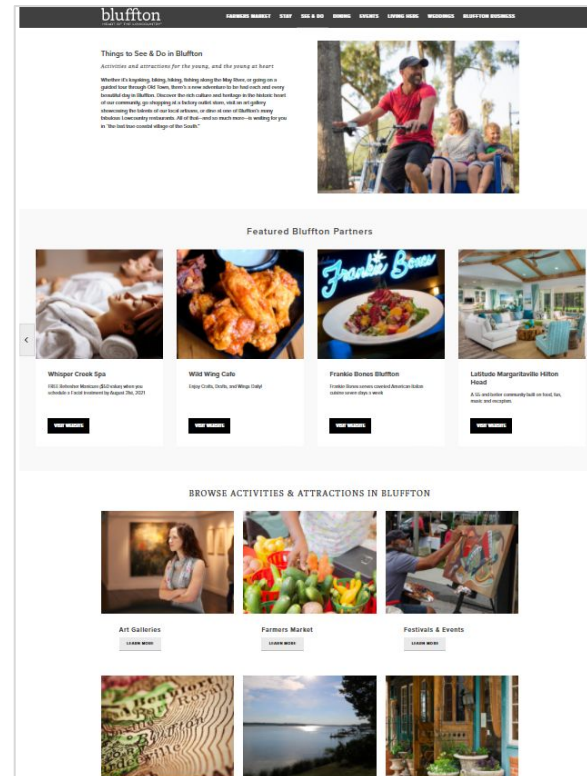
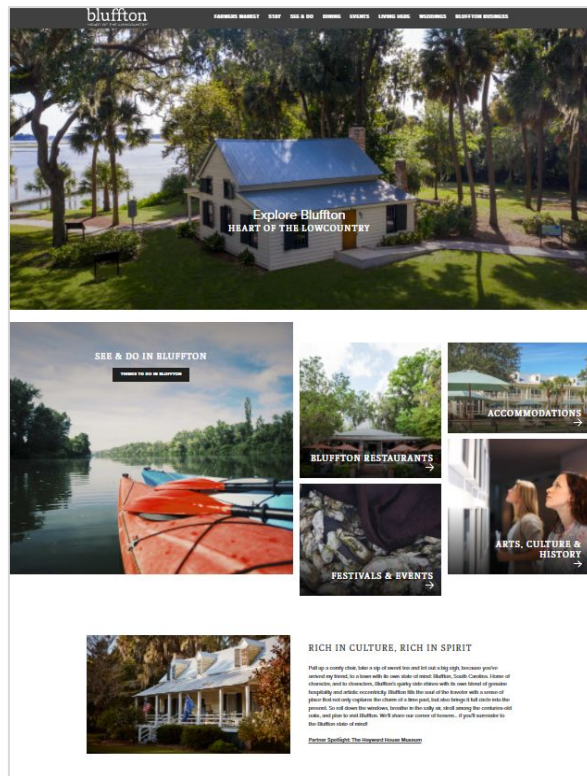
^ 52% YOY

12,984

PARTNER  
REFERRALS

^ 45% YOY

Source: Google Analytics / VERB Interactive





# EVENTS

JULY - SEPTEMBER 2022

**20**

EVENTS  
HELD

**865**

PARTICIPATION IN EVENTS  
BY CHAMBER MEMBERS



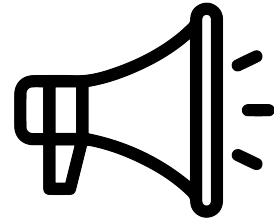
## ORGANIZATION'S EVENTS INCLUDED:

- BEP Committee Meeting
- Biscuits + Benefits
- Chamber Champion Reception
- Chamber Young Professionals
- Conversation + Cocktails
- Executive Connection
- Public Policy
- Power Hour Tele Town Hall
- Jr. Leadership and Leadership
- Regional Business Council
- Ribbon Cuttings
- SC Chamber Grassroots Meeting



# PUBLIC RELATIONS

JULY - SEPTEMBER 2022

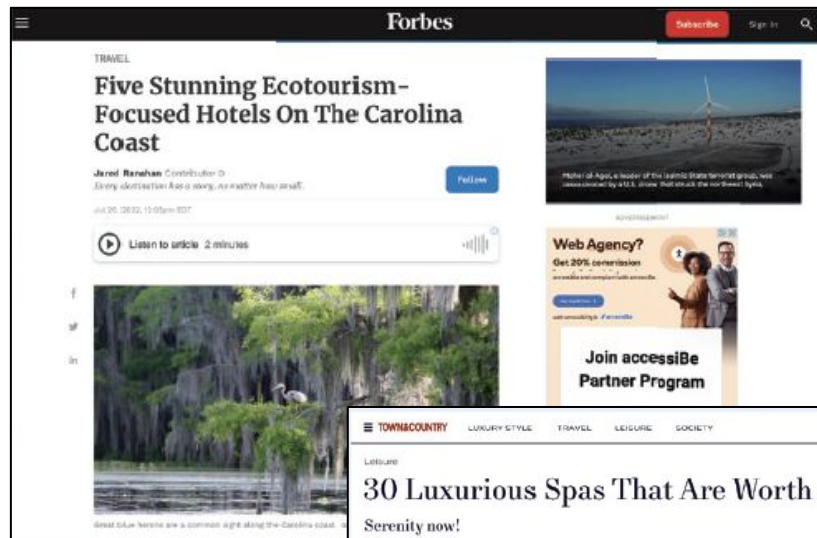


40  
PLACEMENTS

195,100,404  
IMPRESSIONS

\$184,472.54  
AD VALUE

Source: Critical Mention / BurrellesLuce / Weber Shandwick



# 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.

We are in the process of designing, editing and producing the 2023 Official Bluffton Vacation Planner in partnership with the Town of Bluffton.

## DISTRIBUTION

5,295

OFFICIAL BLUFFTON  
VACATION PLANNER

18,043

OFFICIAL HILTON HEAD ISLAND,  
BLUFFTON & DAUFUSKIE ISLAND  
VACATION PLANNER





THANK  
YOU



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