

TOWN OF BLUFFTON

Q3 2021 Update



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

bluffton
HEART OF THE LOWCOUNTRY™



Metrics Update



Performance Metrics

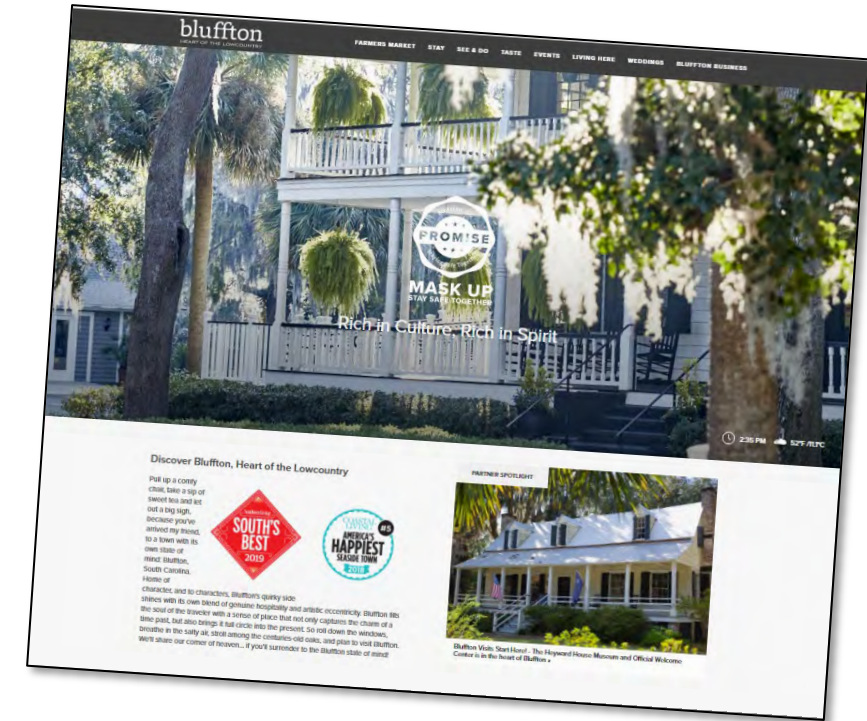
OCC: Occupancy Rates		
<u>JANUARY</u> 42.1% Percent Change YTD 1.2% ↓	<u>FEBRUARY</u> 48.6% Percent Change YTD 16.4% ↓	<u>MARCH</u> 71.5% Percent Change YTD 56.1% ↑
ADR: Average Daily Rate		
<u>JANUARY</u> \$188.97 Percent Change YTD 31.0% ↑	<u>FEBRUARY</u> \$234.91 Percent Change YTD 37.5% ↑	<u>MARCH</u> \$312.56 Percent Change YTD 86.4% ↑
RevPAR: Revenue per Available Room		
<u>JANUARY</u> \$79.56 Percent Change YTD 29.4% ↑	<u>FEBRUARY</u> \$114.11 Percent Change YTD 14.9% ↑	<u>MARCH</u> \$223.43 Percent Change YTD 191.0% ↑
RevPAR, OCC and ADR Source: Smith Travel Research: Monthly Trends Report YoY		

Website

January –
March 2021


28,497
WEBSITE
VISITS

5,423
REFERRALS MADE TO
AREA BUSINESSES




Social Media

October –
December 2020


16,386
FACEBOOK
LIKES

95,202
FACEBOOK
ENGAGEMENTS


4,002
INSTAGRAM
FOLLOWERS

10,781
INSTAGRAM
ENGAGEMENTS


619
TWITTER
FOLLOWERS

369
TWITTER
ENGAGEMENTS



Events

18
EVENTS HELD

2,889
PARTICIPATION IN EVENTS
BY CHAMBER MEMBERS



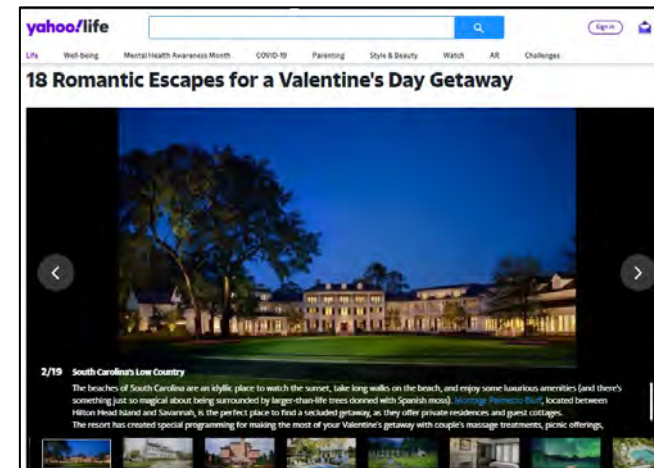
Public Relations

3,822,535,020
IMPRESSIONS

\$3,899,817.43
AD VALUE

1,016
STORIES & MENTIONS

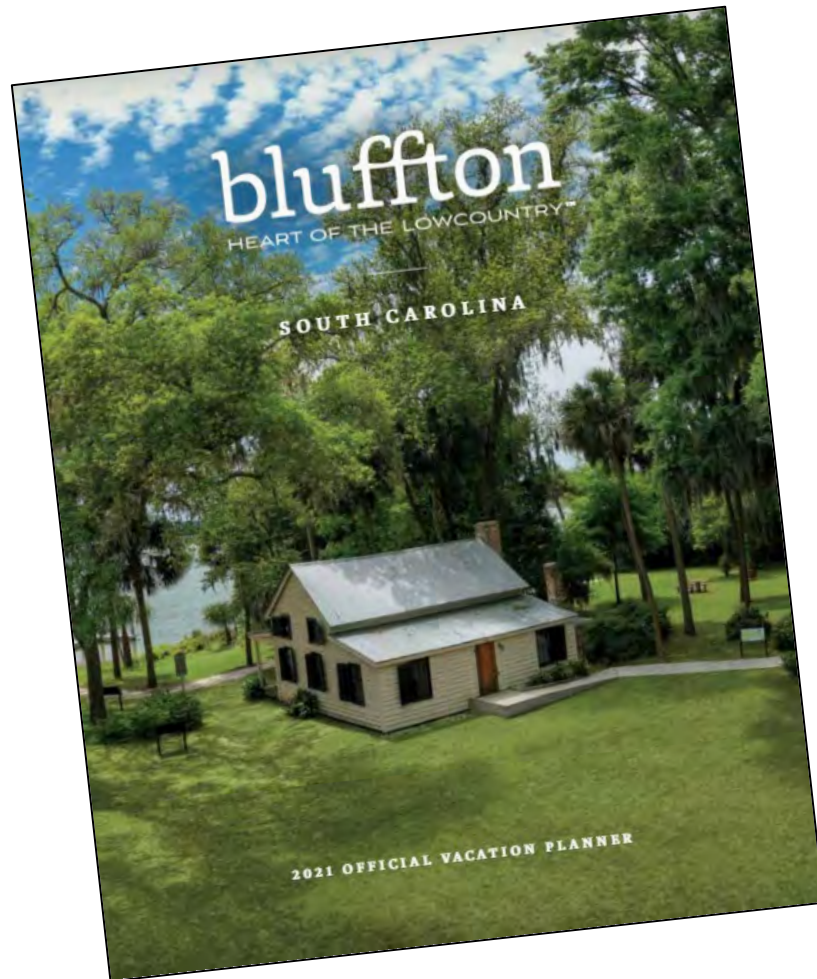
Source: Critical Mention / BurrellesLuce / Weber Shandwick



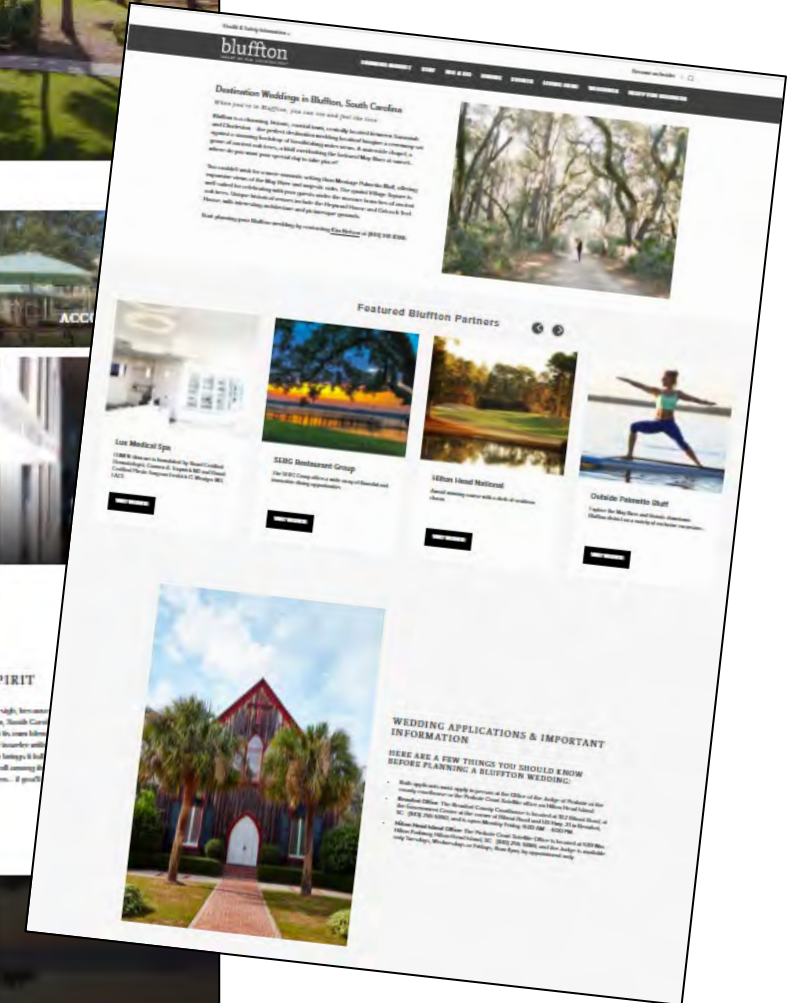
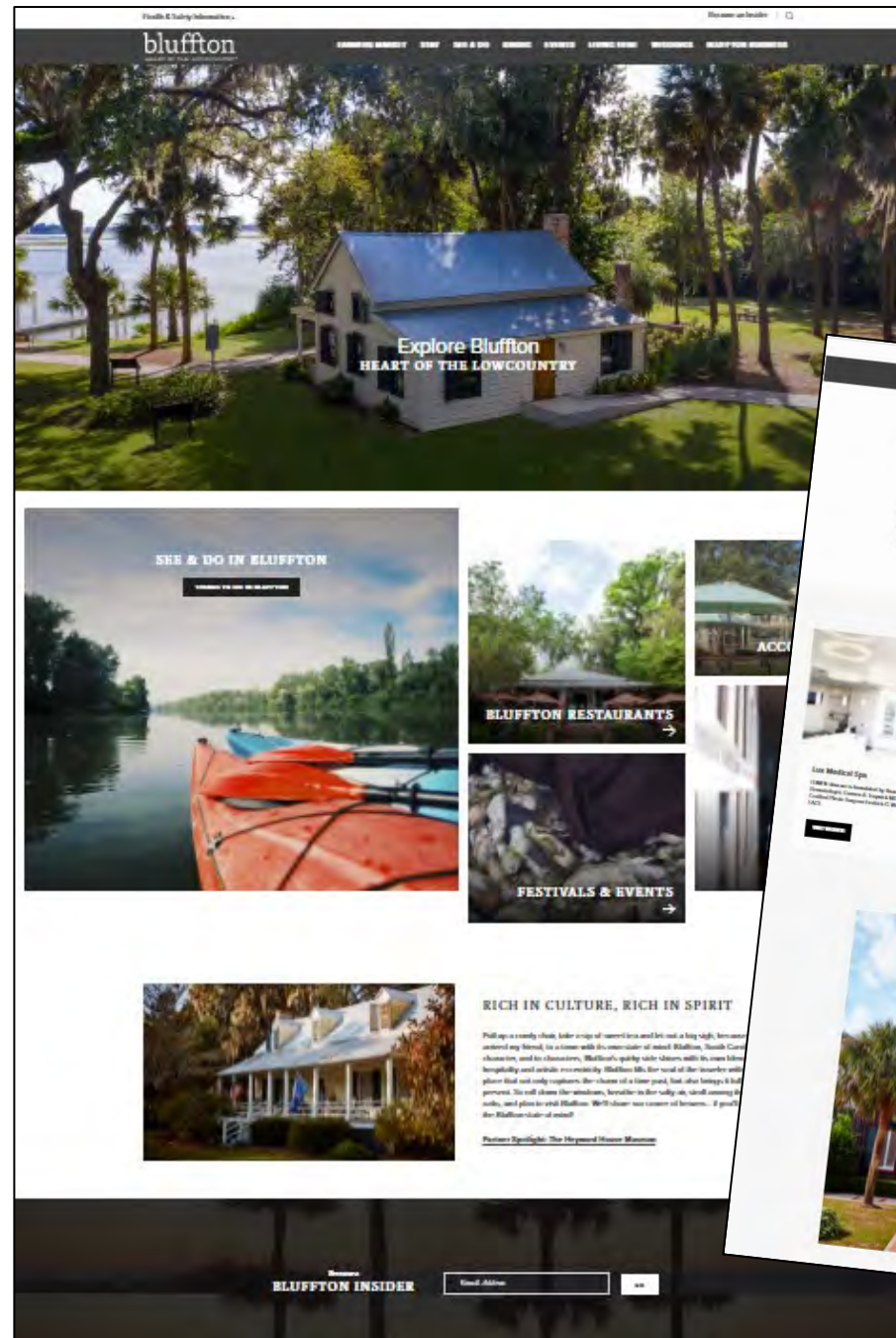


New Initiatives

2021 Official Bluffton Vacation Planner



VisitBluffton.org





2021-2022 TOWN OF BLUFFTON *Marketing Plan*



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bluffton
HEART OF THE LOWCOUNTRY™



DESTINATIONS
INTERNATIONAL

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED®
★ ★ ★ ★ ★



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



VISION

A welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors.



MISSION

Stimulate the regional economy while enhancing the quality of life for all.





The Role of the Destination Marketing Organization

Destination Marketing Organization (DMO) are organizations charged with representing destinations and helping the long-term development of communities through a travel and tourism strategy.

-Destinations International

Organizational Governance



A serene sunset scene over a calm lake. The sun is a bright, glowing orb on the horizon, casting a long, shimmering reflection down the center of the water. In the foreground, the dark silhouettes of trees and a wooden dock with two small covered structures are visible. The sky transitions from a deep blue at the top to a warm orange near the horizon. The text 'COVID-19' is written in a large, bold, white sans-serif font, and 'Global Pandemic' is written below it in a smaller, white, italicized serif font. Both are enclosed in a thin white rectangular border.

COVID-19

Global Pandemic

PATH FORWARD

Readiness Plan

Working Together to Restore Our Community

Business and
Community Input

Late April

ASSEMBLE
TASK FORCE



DEVELOP THE PLAN



Identifying Best Practices
and Opportunities

Early May

Share Findings with
Community, Business & Visitors

Mid May

IMPLEMENT
THE PLAN



ONGOING
DISCUSSION



Longer-term Lens on
Strategies and
Adjustments

Throughout 2020

The Path Forward Steering Committee

*Steering Committee Led by
Ray Warco, C.P.A.*

SMALL BUSINESS

Chair

Keith Walston

Vagabond Cruises

RETAIL

Chair

John Taylor

Birdie James

FAITH ORGANIZATIONS

Chair

Todd Cullen

*Hilton Head Island
Community Church*

RESTAURANTS

Chair

Alan Wolf

SERG Restaurant Group

ARTS & CULTURE

Chair

Jenn McEwen

*Director of Cultural
Affairs*

HOTEL

Chair

Michael Scioscia

*The Westin Hilton Head
Island Resort & Spa*

HOME & VILLA

Co-Chairs

Dru Brown

*Island Time
Hilton Head*

Mike Alsko

*Coastal Home
& Villa*

EARLY CHILDHOOD

Chair

Kim Likins

*Boys & Girls Club Hilton
Head Island*

RECREATION / ATTRACTIONS

Co-Chairs

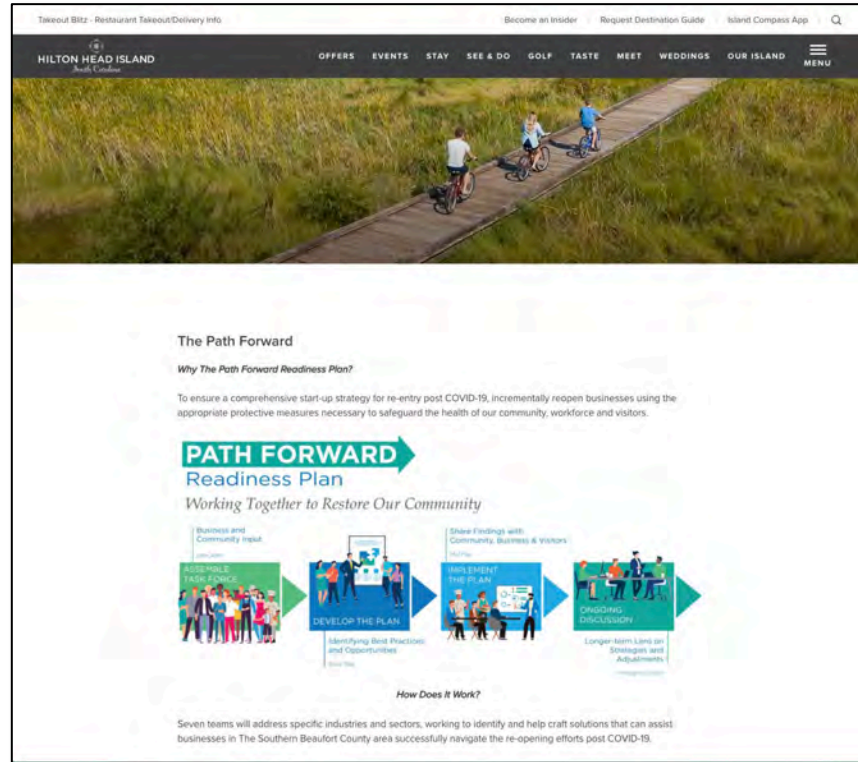
Cary Corbitt

*The Sea Pines
Resort*

Mike Overton

CEO, Outside Brands

The Path Forward



www.ThePathForward.org



Pledge Seals



Sample Check List

2020 Year in Review



Awards & Mentions

Forbes



Montage Palmetto Bluff receives *Forbes*
Travel Guide's 5-Star Award

COUNTRY LIVING

Bluffton is listed among "20 Small Towns that
Leave an Impression" in *country Living*

TRAVEL+ LEISURE

Montage Palmetto Bluff named among *Travel + Leisure*
World's Best Awards "The Top 15 Resort Hotels in the South"

Condé Nast Traveler

Montage Palmetto Bluff is named to *Condé Nast Traveler's*
World Gold List one of only 17 resorts in the U.S.

Year in Review



WEBSITE VISITS

VisitBluffton.org*

48.6%

VISITOR TO WEBSITE
BY SOCIAL

63.1K

WEBSITE
VISITS

22.0%

CONVERSION
RATE



SOCIAL MEDIA

15K

TOTAL
FOLLOWERS

1.4M

TOTAL
ENGAGEMENT

70.2%

TOP SOCIAL AUDIENCE
FEMALE



HOTEL

52.4%

OCCUPANCY

\$184.82

ADR

\$96.75

REVPAR

Source: Google Analytics, Sprout Social, VERB Interactive, Smith Travel Research Monthly Trend Report Jan-Dec 2020

*2021 Performance will adjust due to new website strategy.



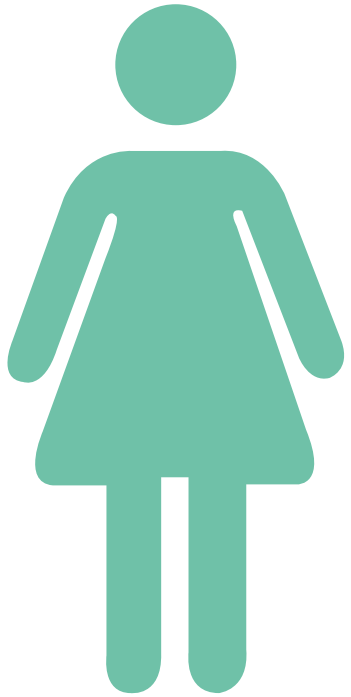
Looking Forward 2021 – 2022 DMO Marketing Plan

Key Areas of Interest

- Area “District” Designations including History, Cultural and Arts
- National Historic Register Designations including the Church of the Cross and Campbell Chapel AME
- Wright Family Park, Martin Family Park, Garvin-Garvey House and the Bluffton Oyster Company
- Gullah Geechee Cultural Heritage Corridor
- Palmetto Bluff / Montage
- Natural beauty / May River

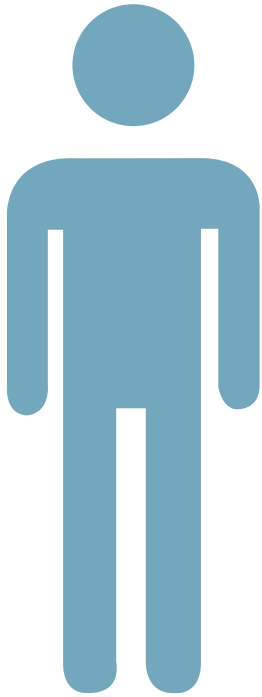


Our Leisure Traveler



67.4%

FEMALE



32.6%

MALE

Married (84%) with kids 18 or older (68%)



\$150K+

**AFFLUENT
TRAVELER**



59.1%

**UNDERGRADUATE
DEGREE OR HIGHER**



2-4

TRIPS PER YEAR

7

**NIGHTS AVERAGE
LENGTH OF STAY**

Family

Snowbirds

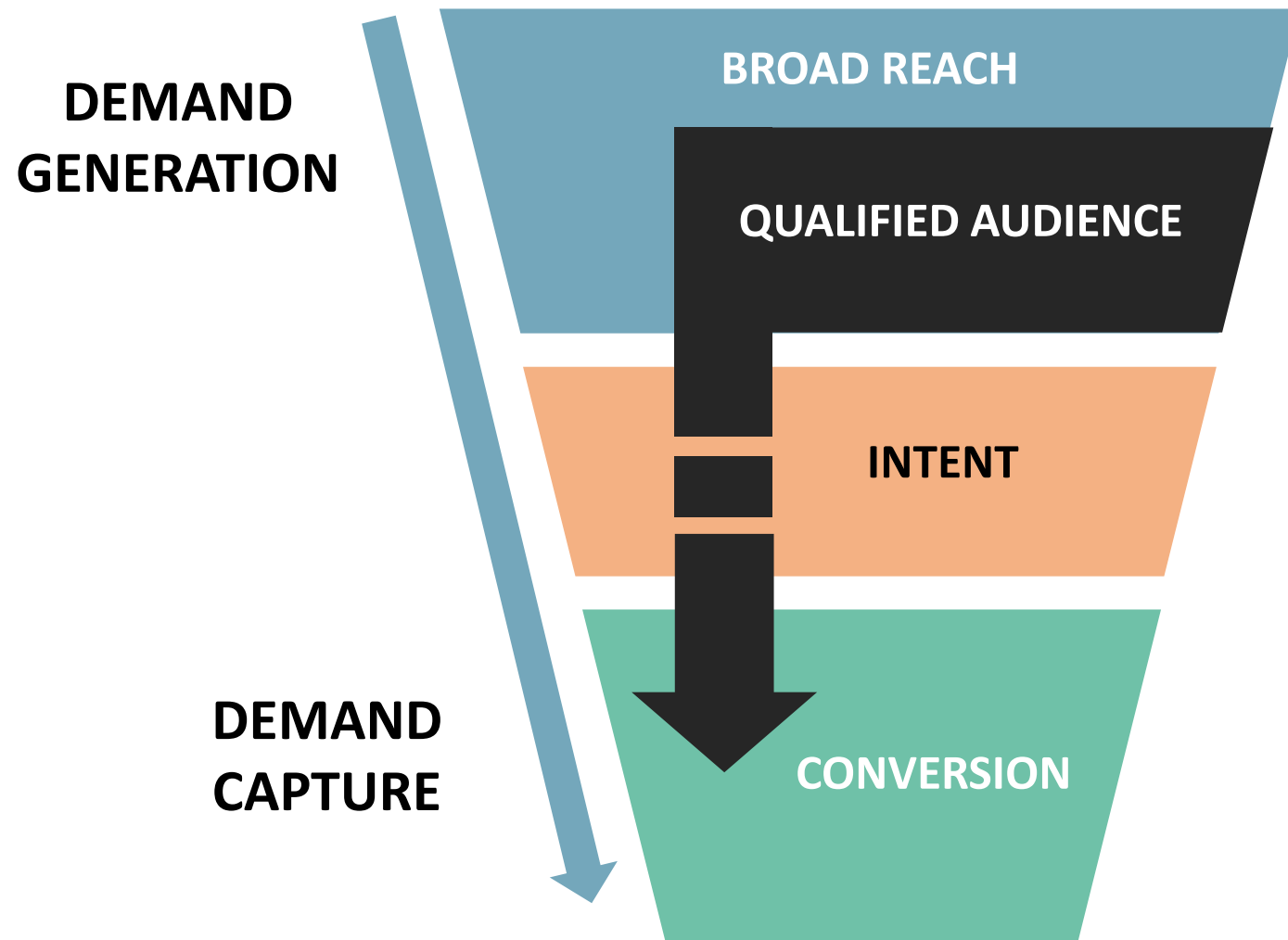
Activities/
Recreation

The
Weekender

Arts,
Culture
& History

Culinary

The Travel Journey: A Holistic Approach



The Travel Journey: A Holistic Approach



FY 2022 Strategies

- 1. Expand and broaden organic keyword rankings for Search Engine Marketing (SEM).**
- 2. Leverage a strategic mix of targeted methods to identify and reach the most qualified users.**
- 3. Create content and measurements to adapt to social media platforms.**
- 4. Improve the visibility of the Bluffton website within the search results of both search engines and social networks for branded key phrases and emerging search queries.**
- 5. Market the destination to prospects in all meetings and group market segments to grow shoulder and off-season business.**
- 6. Create a collateral piece with compelling imagery and content about the destination.**
- 7. Use research and reports to influence future marketing efforts.**

FY 2022 Budget

SEO / Social Media (Organic)	\$18,900
Digital Promotions	\$45,000
Media Management & Reporting	\$5,265
Website & Campaign Maintenance	\$14,310
Bluffton Insiders (e-news)	\$4,860
Bluffton Vacation Planner	\$22,500
Regional Vacation Planner	\$12,165
Group Tour	\$900
Photography / Videography	\$12,000
Research & Planning	\$4,500
Contingency	\$4,500
Ops & Management	\$85,100
Total Expenses	\$230,000

**Note that the proposed budget is a projection and dependent on actual ATAX collections for 2021-2022. We will continue to work with the Town of Bluffton throughout the year to adjust as needed.*

An aerial photograph of a coastal area. In the foreground, a white fishing boat with a blue hull and the name "DADDY'S GIRLS" and number "605719" is docked. To its right is a small wooden pier with another boat. Behind the boat is a large white building with a corrugated metal roof. A gravel area with several cars and a small excavator is next to the building. A paved road leads from the background towards the water. On the left, a long wooden pier extends into the water. The background is filled with dense green trees under a blue sky with light clouds.

Thank you



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