

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

QUARTERLY REPORT
FISCAL YEAR 2025-Q1

JULY – SEPTEMBER 2024

A scenic photograph of a coastal area at sunset. In the foreground, a wooden boardwalk with a metal railing leads towards a body of water. A wooden signpost with the text "CHAPEL DOCK" stands near the boardwalk. To the left, there are several palm trees. In the background, a gazebo is visible on the water, and the sun is setting on the horizon, creating a warm orange glow. The sky is clear and blue.

METRICS UPDATE




CHAPEL DOCK

DESTINATION METRICS

JULY 1 – SEPTEMBER 30, 2024

The occupancy rates show modest declines year-over-year (YOY), with August showing the sharpest decrease at -6.1%. However, the declines in July (-1.5%) and September (-1.2%) were relatively small. The higher occupancy in July and September indicates these months were better in terms of filling rooms compared to August, which might be linked to summer season peaks in July and end-of-summer travel in September. August’s drop is the most notable, likely reflecting either a temporary demand dip, competitive market conditions, or external factors like weather (Tropical Storm Debby).

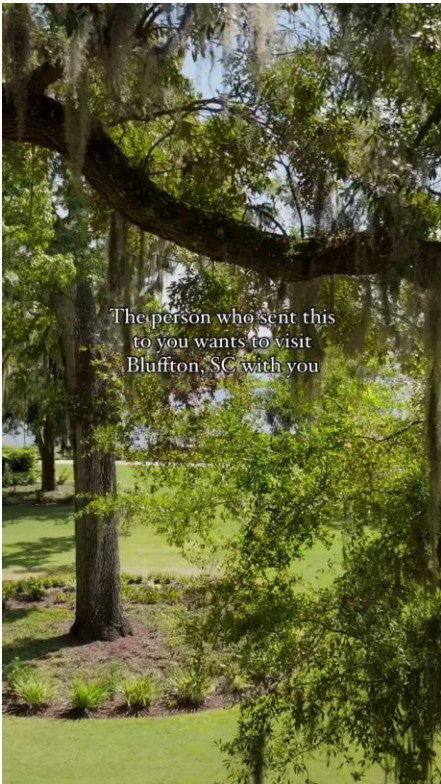
Across the board, ADR declined year-over-year, with the steepest drop in July (-5.3%). This could indicate that hotels or lodging providers were discounting prices to sustain occupancy levels during the peak summer travel period. The declines in August (-2.8%) and September (-0.8%) were smaller, suggesting that while the market remained competitive, there was less pressure to discount as much in those months compared to July. The steady decrease in ADR might be a sign of pricing pressure due to competition or reduced consumer willingness to pay higher rates, which could affect overall revenue performance.

 OCC: Occupancy Rates	>	<div>July</div> <div>83%</div> <div>▼ -1.5% YOY</div>	<div>August</div> <div>73%</div> <div>▼ -6.1% YOY</div>	<div>September</div> <div>76%</div> <div>▼ -1.2% YOY</div>
 ADR: Average Daily Rate	>	<div>July</div> <div>\$140</div> <div>▼ -5.3% YOY</div>	<div>August</div> <div>\$124</div> <div>▼ -2.8% YOY</div>	<div>September</div> <div>\$122</div> <div>▼ -0.8% YOY</div>
 RevPAR: Revenue per Available Room	>	<div>July</div> <div>\$117</div> <div>▼ -6.7% YOY</div>	<div>August</div> <div>\$91</div> <div>▼ -8.7% YOY</div>	<div>September</div> <div>\$93</div> <div>▼ -2.0% YOY</div>

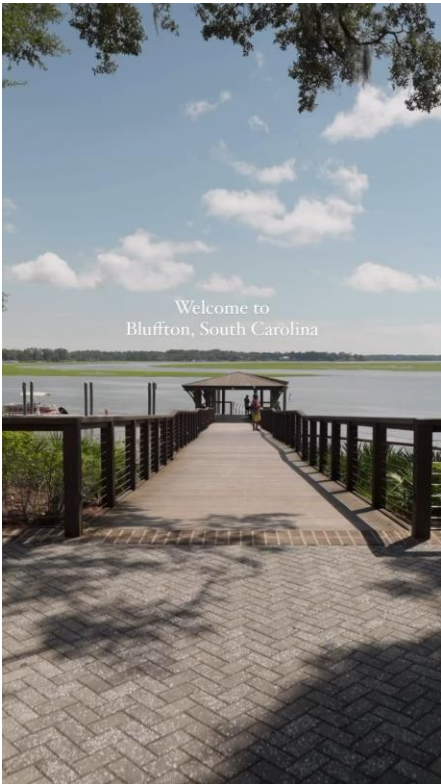
TOWN OF BLUFFTON SOCIAL REPORT





JULY 1 – SEPTEMBER 30, 2024

Overall, Q1 was successful for Bluffton’s social media presence. We saw significant growth in Instagram followers and TikTok engagements, indicating that our content is both reaching and resonating with newer, more active, audiences. Last year, we shared more video content, which resulted in higher reach and engagement. Moving forward, we’re maintaining a consistent posting cadence to keep metrics stable and we’re continuing to make video an integral part of our strategy



The person who sent this to you wants to visit Bluffton, SC with you



Followers		Engagements	
▼	1,135 -7.3% YOY		14,609
^	11,784 +20.6% YOY		10,534
^	700 +4.6% YOY		32 Flat YOY
^	2,305 +7% YOY		1,114 ^ +153.8% YOY

TOWN OF BLUFFTON WEBSITE PERFORMANCE

SESSIONS
42K
-40.3% YOY



PARTNER
REFERRALS
7.4K
-35.8% YOY

EVENTS

JULY 1 - SEPTEMBER 30, 2024

For FY25-Q1, our organization’s Bluffton events included:

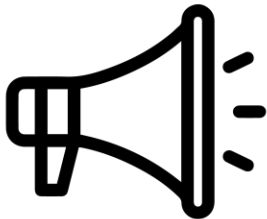
- Bluffton Regional Business Council
- SC Chamber Grassroots Tour
- Jr. Leadership
- Ribbon Cuttings



Brims on Bluff

PUBLIC RELATIONS

JULY 1 - SEPTEMBER 30, 2024



41
STORIES/
MENTIONS

1,286,863,399
IMPRESSIONS

\$743,910
AD VALUE



MEDIA PARTNERSHIP – GARDEN & GUN

CAMPAIGN DATES: JUNE – OCTOBER 2024

Publication: Garden & Gun is a lifestyle brand that covers the best of the south including sports, culture, food, music, art, literature, people and their ideas.

Activation: Digital branded content promoted on Garden & Gun website and social channels, along with enewsletter feature and display ads.

2M+

REACH ACROSS
ALL PLATFORMS

24.7k+

PAGEVIEWS

40k+

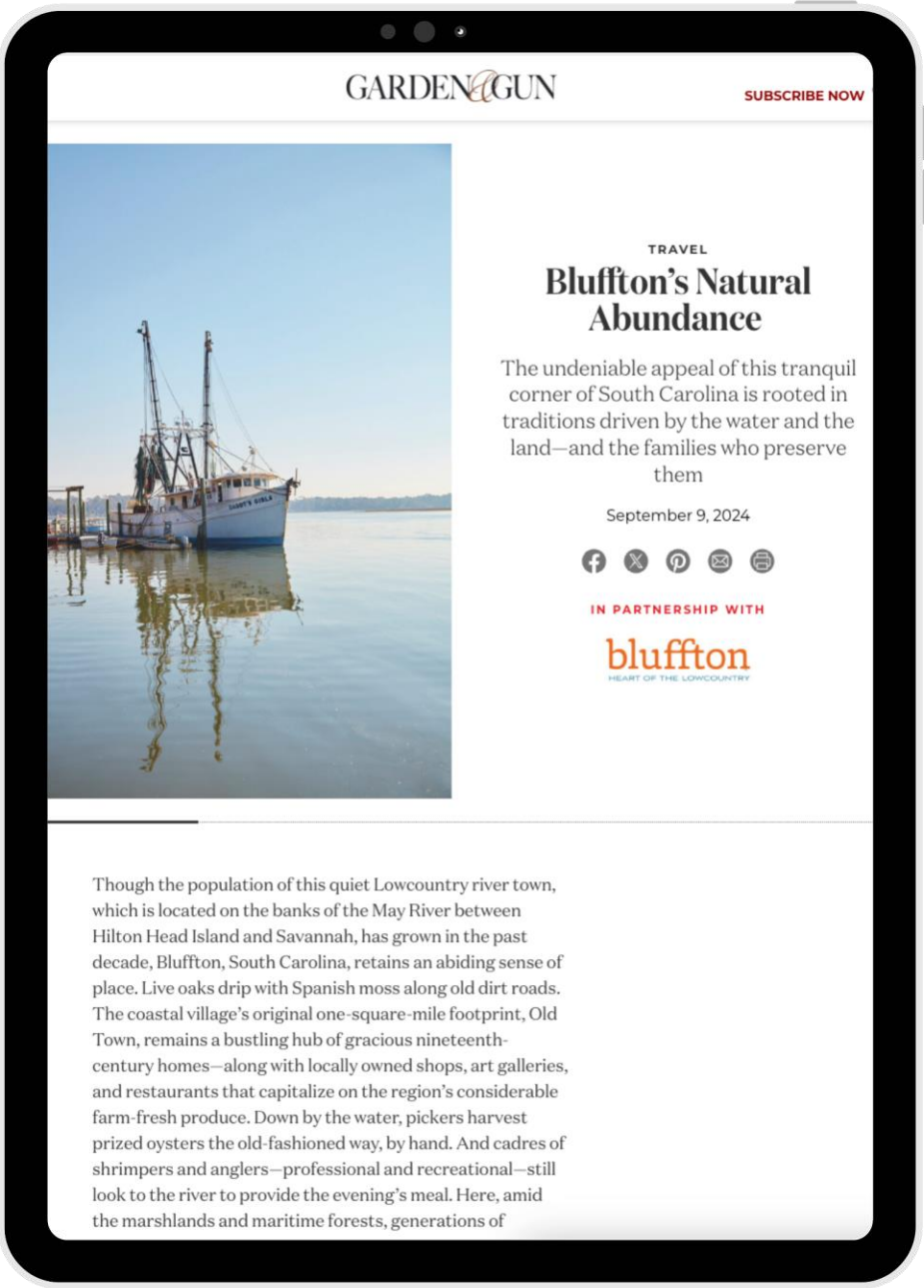
AD
IMPRESSIONS

2:32

AVG TIME ON PAGE
(0:43 INDUSTRY
AVERAGE)

1M+

TOTAL FACEBOOK
IMPRESSIONS



DESTINATION OFFICIAL VACATION PLANNER

JULY 1 – SEPTEMBER 30 2024

The official Vacation Planner is the first touchpoint visitors receive when planning their visit to the Bluffton.

Official Bluffton Vacation Planner: **4,790**
Official Hilton Head Island, Bluffton,
Daufuskie Island Vacation Planner: **12,684**



[2024 VACATION
PLANNER](#)

THANK
YOU



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

bluffton
HEART OF THE LOWCOUNTRY



DESTINATIONS
INTERNATIONAL

UNITED STATES CHAMBER OF COMMERCE
ACCREDITED
★ ★ ★ ★ ★