



TOWN OF BLUFFTON

FY 2022 Q1 Report



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

bluffton
HEART OF THE LOWCOUNTRY™



Metrics Update



Destination Metrics

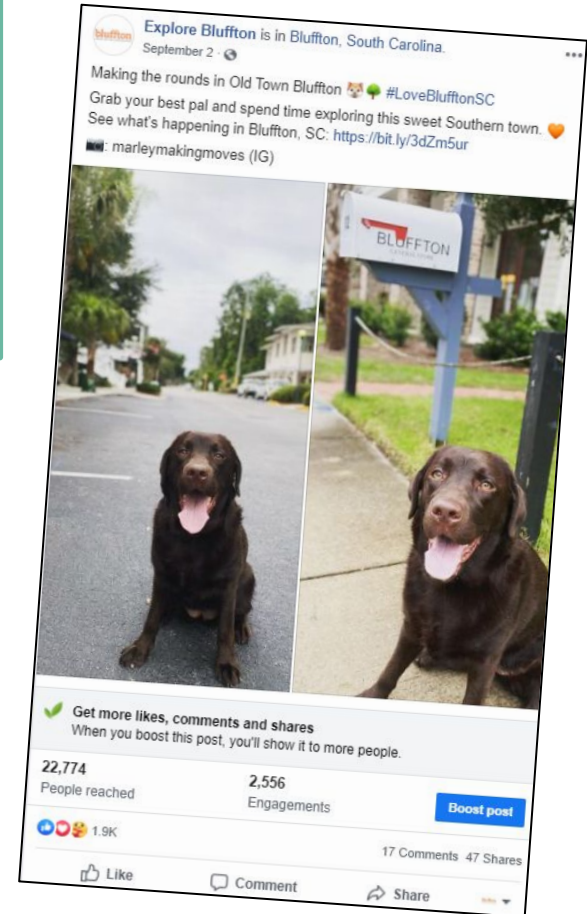
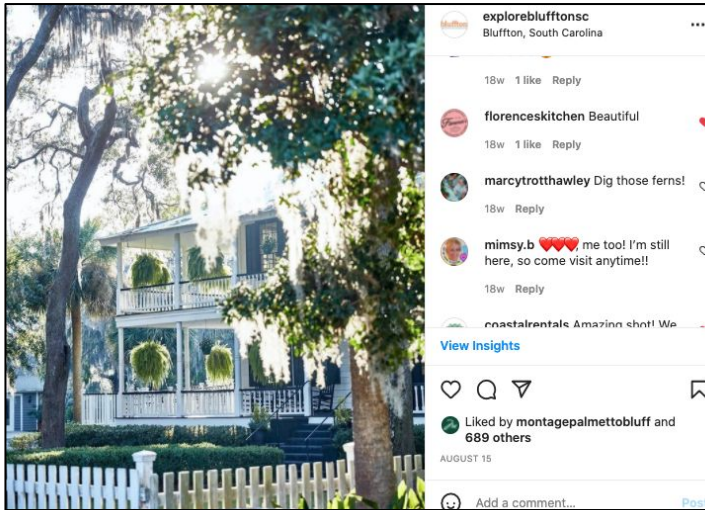
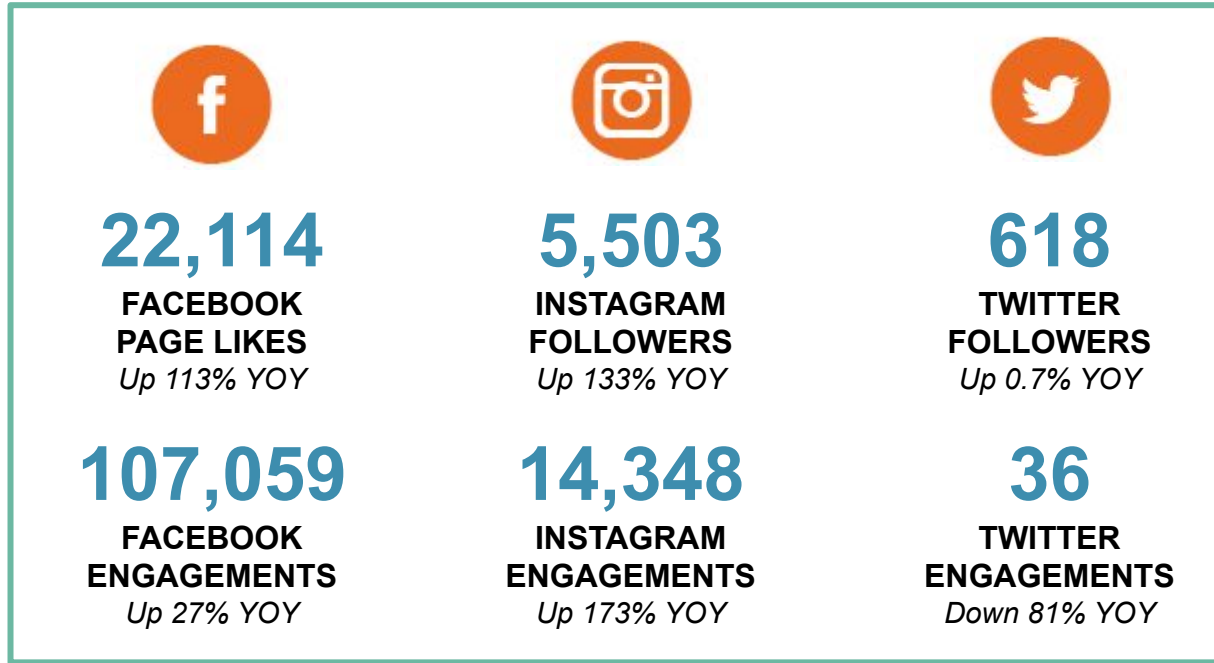
July – September 2021



Source: Smith Travel Research (STR) / Monthly Trend Report

Social Media

July – September 2021



Website

July – September 2021
(launched 3/31/21)

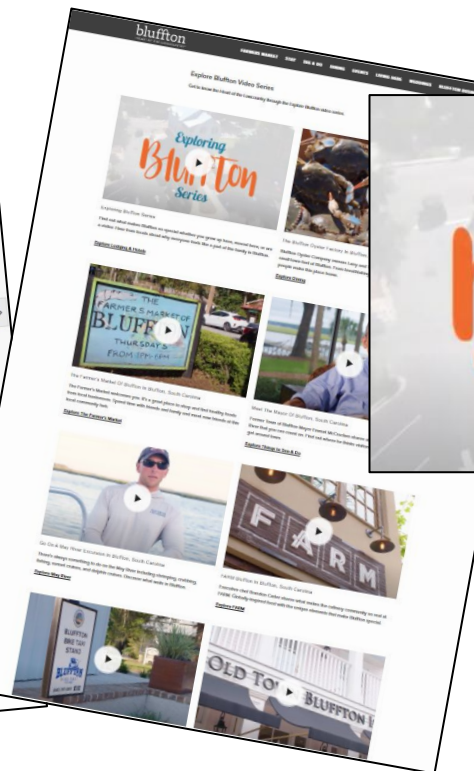
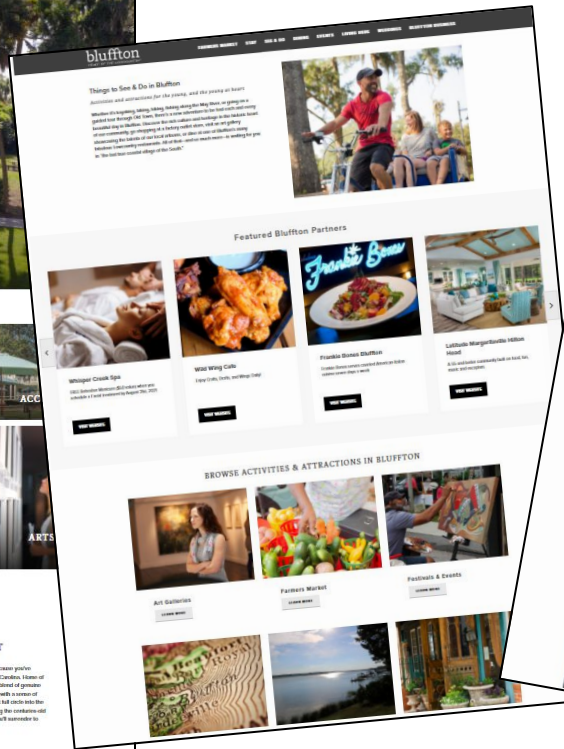
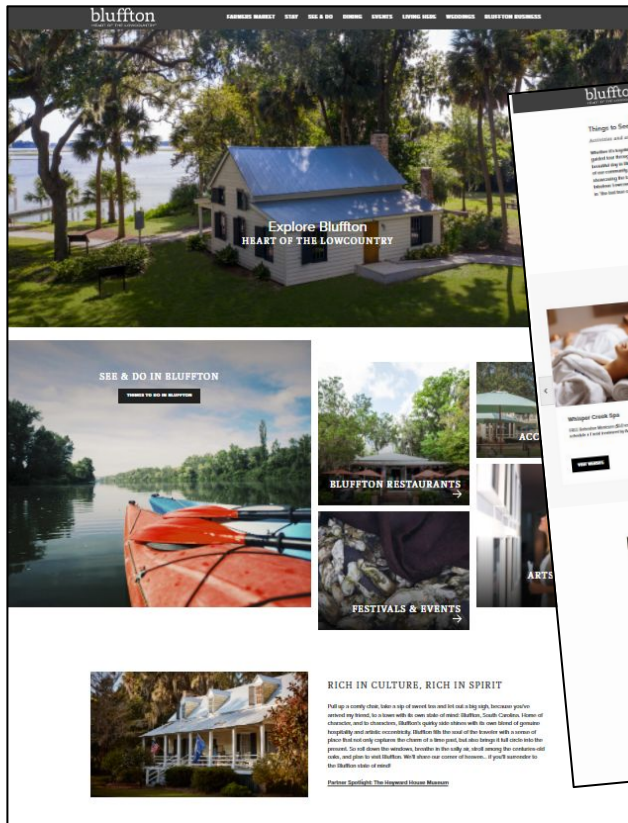
40,733

WEBSITE
HITS

11,008

REFERRALS MADE TO
AREA BUSINESSES

**Update number from original report*



Events

July - September 2021



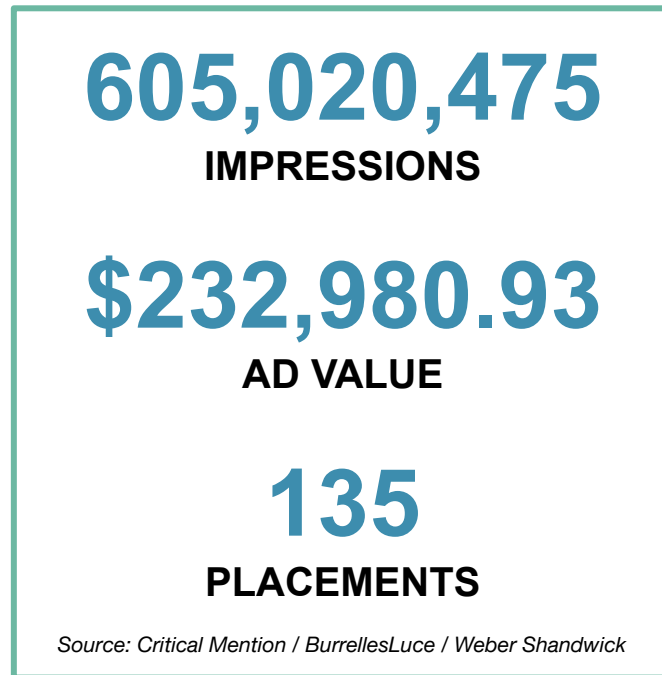
CYP at Palmetto Axes



Conversation + Cocktails at Tio's

Public Relations

July - September 2021



BRIDES



Fodor'sTravel

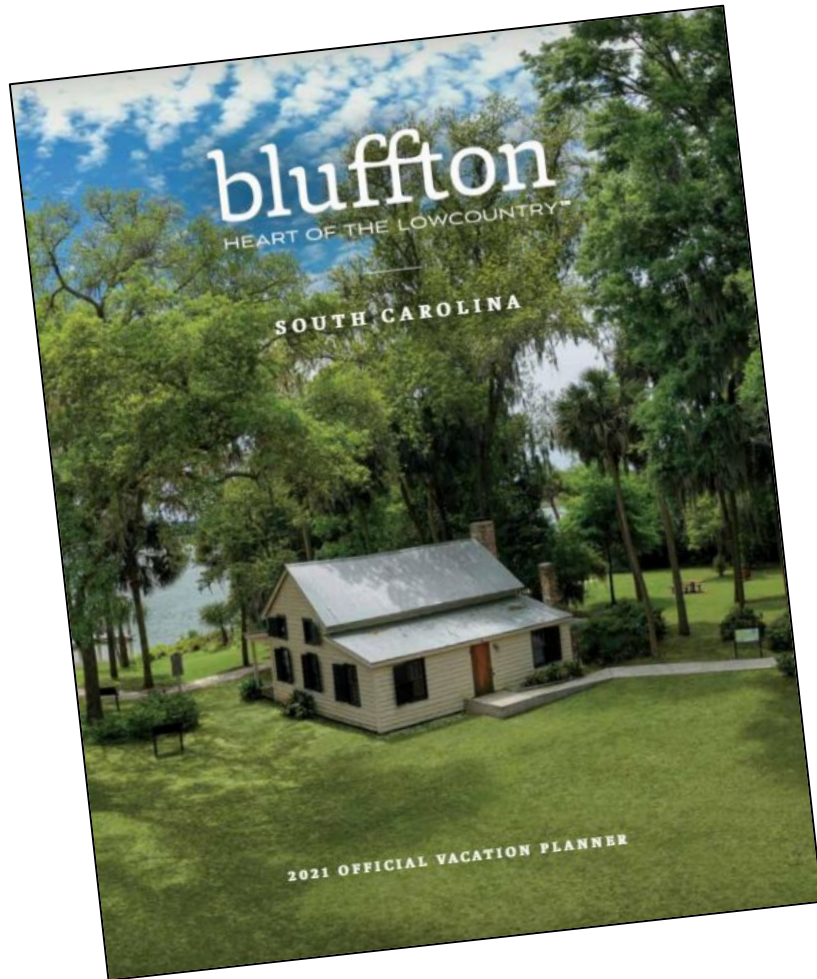
ELLEDECOR

PureWow

Shermans
Travel



Official Bluffton Vacation Planner



The 2021 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 2022 Official Bluffton Vacation Planner in partnership with the Town of Bluffton.

MAIL FULFILLMENT

7,333

OFFICIAL BLUFFTON VACATION PLANNER

17,722

OFFICIAL HILTON HEAD ISLAND, BLUFFTON & DAUFUSKIE ISLAND 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®
★ ★ ★ ★ ★