



**Hilton Head Island
& Bluffton**
Chamber of
Commerce

**QUARTERLY REPORT
FISCAL YEAR 2025-Q4**

APRIL – JUNE 2025



**METRICS
UPDATE**




DESTINATION METRICS

APRIL 1 – JUNE 30, 2025

As the Official DMO for the Town of Bluffton and based on our official contract, below are the quarterly metrics for the time frame of April 1 - June 30, 2025.

This quarter proved challenging for the hotel sector. Despite the Easter holiday and the start of peak travel season, economic uncertainties continue to weigh on visitor sentiment. Recent reporting from The Washington Post indicates that summer vacation spending could decline by up to 25%, as travelers grapple with concerns over rising inflation and the cost of living.

Despite these challenges, the peak season still offers promising opportunities. With favorable weather and key events on the calendar, the hotel sector is well-positioned to capture renewed demand and build momentum through the heart of peak season.

 OCC: Occupancy Rates	>	April 80% ▼ -8% YOY	May 72% ▼ -17% YOY	March 76% ▼ -10% YOY
 ADR: Average Daily Rate	>	April \$151 ▼ -1% YOY	May \$142 ▲ +1% YOY	March \$146 FLAT YOY
 RevPAR: Revenue per Available Room	>	April \$118 ▼ -9% YOY	May \$102 ▼ -16% YOY	March \$111 ▼ -10% YOY

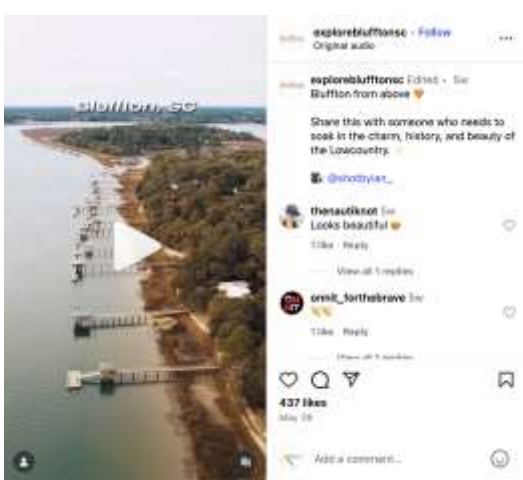
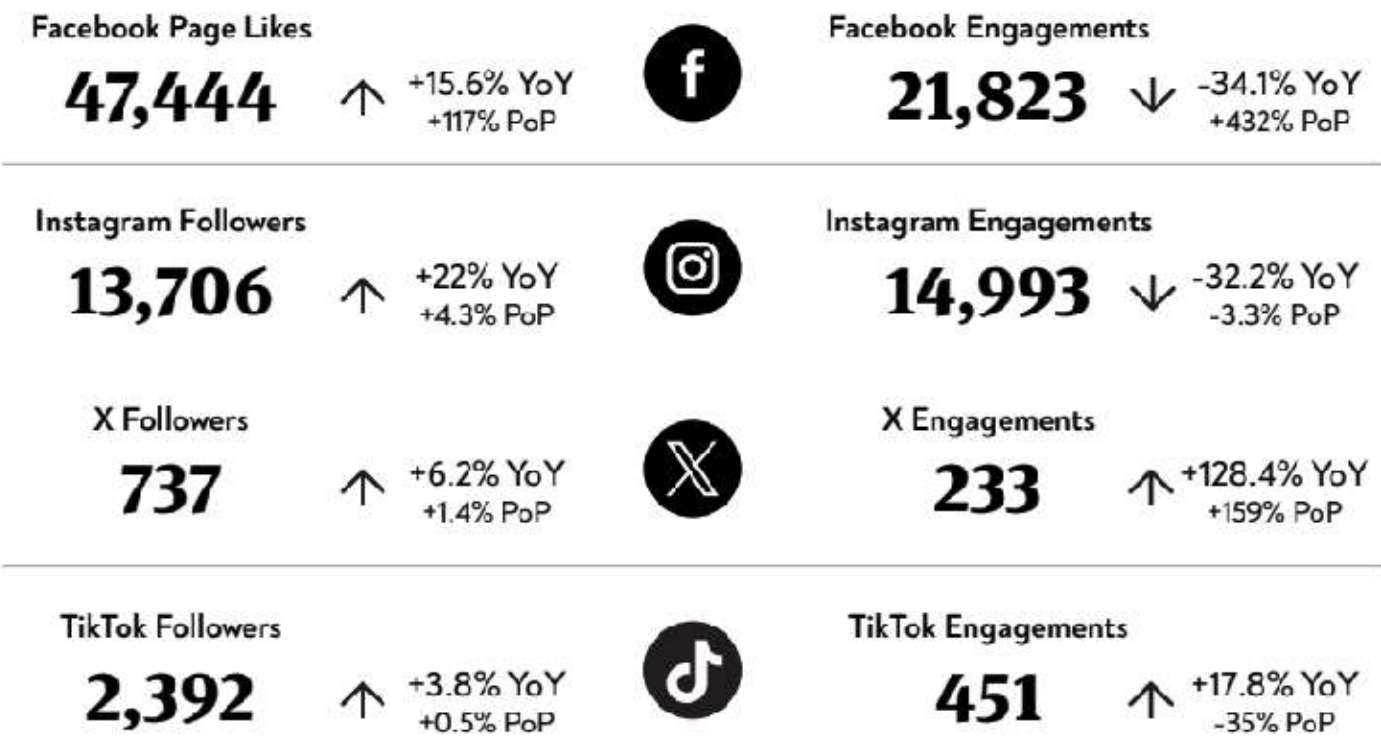
TOWN OF BLUFFTON SOCIAL REPORT

APRIL 1 – JUNE 30, 2025

This quarter (April 1 – June 30, 2025) reflected solid audience growth across all tracked platforms, underscoring ongoing momentum in brand visibility and follower acquisition. Notably, Instagram and Facebook both experienced strong year-over-year (YoY) follower growth of +22% and +15.2% respectively, while TikTok (+3.8% YoY) and X (+6.2% YoY) also demonstrated steady gains.

While Facebook (-34.1% YoY) and Instagram (-32.2% YoY) engagements declined, these results contrast with the strong follower growth on both platforms, suggesting a need to revisit content format, posting frequency, or promotion strategy to better convert reach into interaction. On the other hand, TikTok (+17.8% YoY) and X (+128.4% YoY) saw notable gains in engagement, with X showing the most dramatic increase, likely driven by more targeted or resonant content despite being a secondary channel.

These insights affirm that our community is continuing to grow meaningfully, even as platform dynamics evolve. Looking ahead, our team is focused on refining engagement strategies and exploring new content approaches to ensure audience growth is matched by interaction across high-opportunity channels like TikTok and Instagram



TOWN OF BLUFFTON SOCIAL DEMOGRAPHICS

APRIL 1 – JUNE 30, 2025

Meta

Gender Breakdown

- 60% Female
- 19% Male
- 20% Non-binary

Top Demo Age Range

- 35-45

Top Three Cities

1. Bluffton
2. Hilton Head Island
3. Okatie

TikTok

Gender Breakdown

- 47% Female
- 53% Male

Top Demo Age Range

- 45-54 followed by 35-44

Top Three Cities

1. Mount Holly
2. Huntington
3. Los Angeles

Pinterest

Gender Breakdown

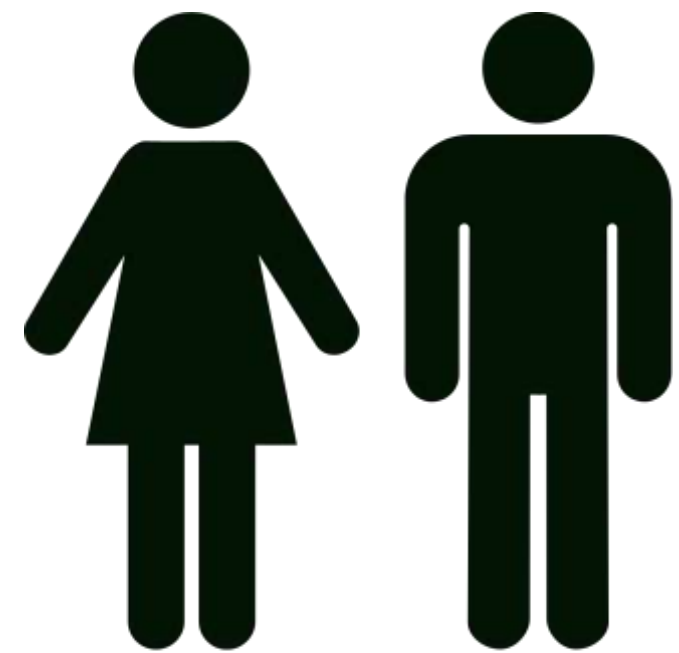
- 80% Female
- 10% Male
- 10% Other

Top Demo Age Range

- 25-34

Top Three Cities

1. Atlanta
2. New York City
3. Charleston



TOWN OF BLUFFTON WEBSITE PERFORMANCE

WELCOME TO BLUFFTON
Heart of the Lowcountry™

THINGS TO DO:

See & Do in Bluffton

The Heart of the Lowcountry™ is widely known for parks, outdoor activities, and golf. Arts, culture, and deep history. Local markets, shopping, and so much more.

EXPLORE THE LOWCOUNTRY

Arts & Culture

May River

Outdoor Recreation & Parks

SESSIONS

54K

-32% YOY

PARTNER
REFERRALS

10.7K

-1% YOY

EVENTS & RIBBON CUTTINGS

APRIL 1 - JUNE 30, 2025

For FY25-Q4 time frame, our organization's events included:

- Hosted an AI seminar with the Don Ryan Center for Innovation at the Culinary Institute of the South as part of Small Business Week – May 6
- Hosted the Bluffton Block Party at Agave as part of Small Business Week – May 15
- Chamber Champion reception at Colleton River – June 24
- Conversation + Cocktails at Hampton Hall – June 25



Groundbreaking of the Novant Health Bluffton Emergency Department – April 2



Daniel Ravenel Sotheby's International Realty – April 23



Graduated the Leadership Class of 2025 on June 4



Beaufort Memorial's Bluffton Community Medical Campus on Buckwalter Parkway – June 7



Lotus Health – June 9



Juicebox Natural Wine & Craft Beer – June 18

PUBLIC RELATIONS

APRIL 1 – JUNE 30, 2025

TRAVEL+NOIRE
CountryLiving

Southern Living®
People

theGrio
TRAVEL+LEISURE



41
STORIES/
MENTIONS

2,197,107,690

IMPRESSIONS

\$585,029

AD VALUE

April

- Country Living (UVPM: 1.3M)
 - [5 Under-the-Radar Small Towns Worth Checking Out This Spring](#)
- Southern Living (UVPM: 2.6M)
 - [10 Family-Friendly Resorts You'll Want to Visit Year After Year](#)
- Travel + Leisure (UVPM: 2.5M)
 - [South Carolina's Lowcountry Has Quiet Towns, Beautiful Coastal Waterways, and a Fascinatingly Complex History- Here's What It Was Like to Visit](#)

May

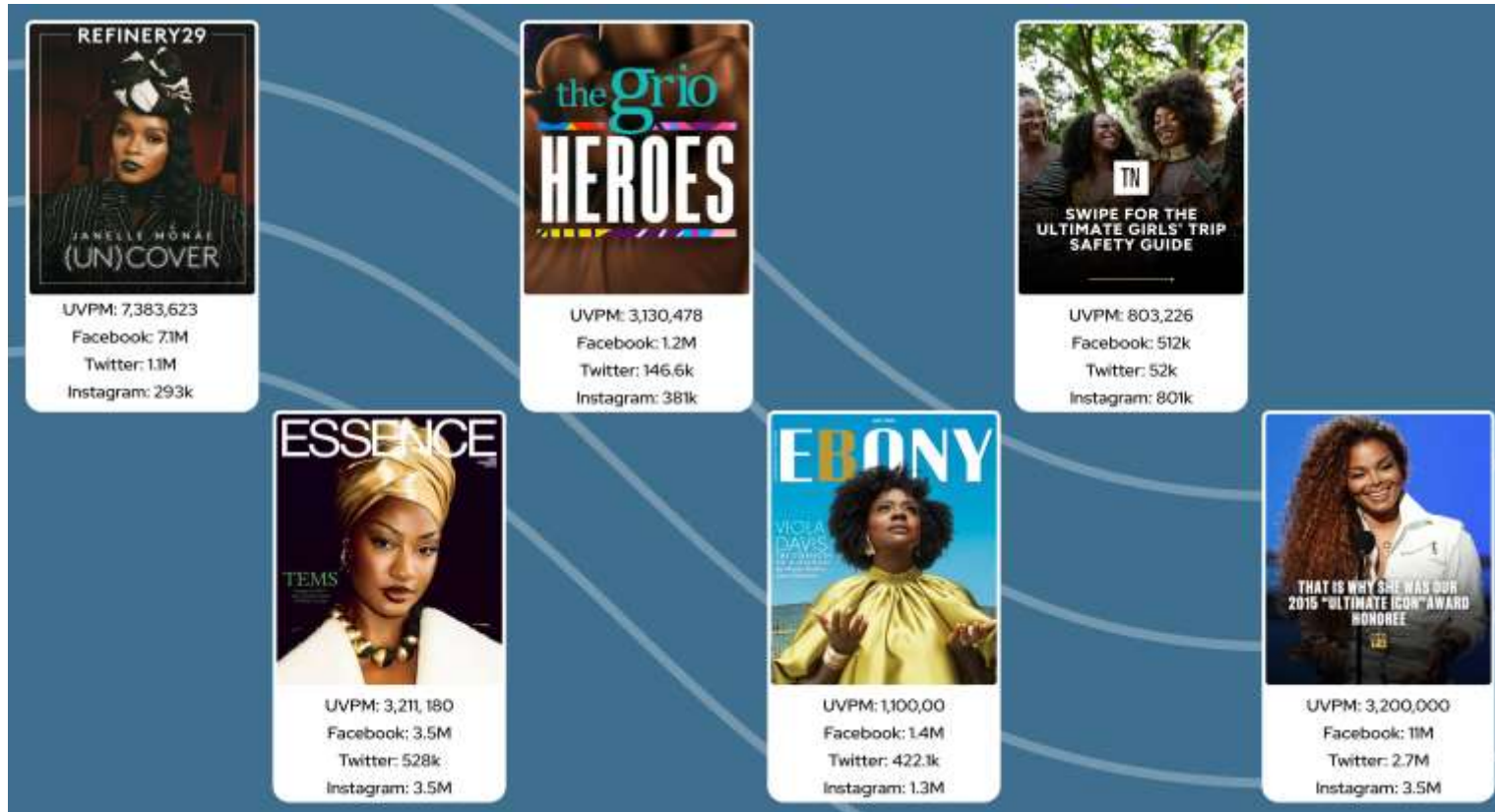
- Southern Living (UVPM: 2.6M)
 - [15 Small Towns in South Carolina We'd Move To in a Heartbeat](#)
- Country Living (UVPM: 1.3M)
 - [How to Spend a Perfect Lowcountry Weekend in Charleston](#)
- People Magazine (UVPM: 67.2M)
 - [New York Teacher Wipes Away Tears as She Wins HGTV Dream Home 2025 and Becomes First-Time Homeowner \(Exclusive\)](#)

June

- Southern Living (UVPM: 2.6M)
 - [7 Waterfront Resorts That Prove Rivers, Lakes, and Bays Are Just as Good as the Beach](#)
- The Grio (UVPM: 3.1M)
 - ['The culture still runs through us': Ma Daisy's restaurant honors Gullah Geechee roots and Black pride](#)
- Travel Noire (UVPM: 903K)
 - [Inside Ma Daisy's: The Only Restaurant Preserving Gullah Culture in Bluffton, South Carolina](#)

CELEBRATING BLUFFTON'S GULLAH HERITAGE

QUARTERLY HIGHLIGHT



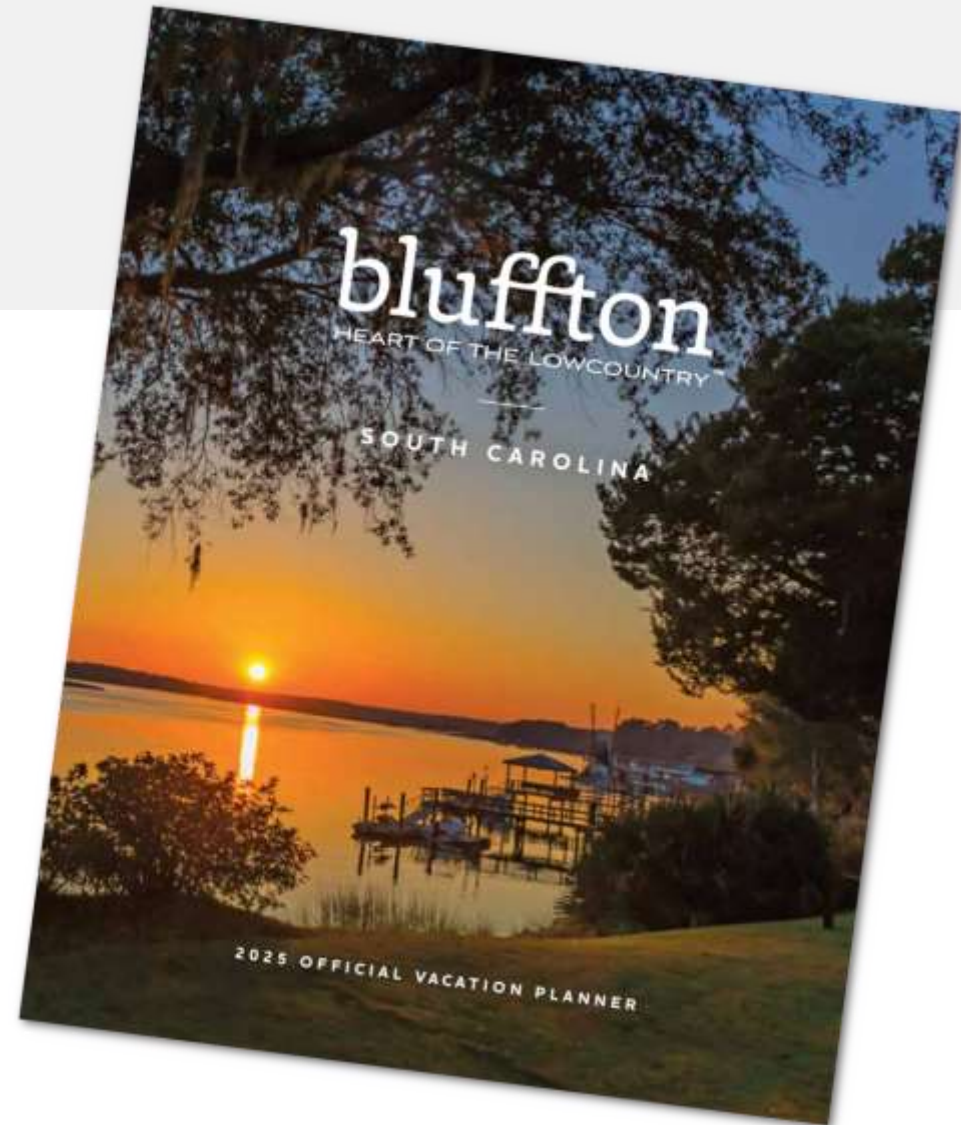
Hosting writers from esteemed black publications to celebrate the opening of Ma Daisy's Porch reflects our ongoing commitment to honoring Bluffton's rich cultural heritage. This initiative showcases the vital role Gullah culture plays in shaping the Town's identity, inviting visitors to connect with an authentic and meaningful experience. By highlighting Ma Daisy's Porch as a destination for cultural preservation and celebration, we aim to deepen awareness and appreciation, supporting both the community and local businesses. This effort strengthens Bluffton's position as a destination that values its history while fostering inclusive tourism growth.

DESTINATION OFFICIAL VACATION PLANNER

APRIL 1 – JUNE 30, 2025

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

Official Bluffton Vacation Planner: **8,550**
Official Hilton Head Island, Bluffton,
Daufuskie Island Vacation Planner: **12,114**



[2025 VACATION PLANNER](#)

THANK
YOU

