

A scenic view of a wooden boardwalk leading through a lush green forest towards a body of water under a blue sky. The boardwalk is made of dark wood and has a railing on both sides. The trees are tall and leafy, with sunlight filtering through the canopy. In the distance, a body of water is visible, and a small structure with a blue roof can be seen on the left side of the boardwalk.

**FISCAL YEAR 2022-2023**

---

**SOUTHERN  
BEAUFORT COUNTY  
DESTINATION MARKETING PLAN**





# Table of Contents

Accolades.....	5
Executive Summary .....	6
Vision, Mission and Brand Commitment .....	7
2022-2023 Goal, Strategies and Tactics .....	8
Budget.....	9
Demographics and Personas.....	10
2022-2023 Destination Marketing Plan.....	24
Digital Marketing .....	25
Leisure Media Campaigns.....	31
Destination Public Relations.....	32
Group Sales & Trade Shows.....	35
Collateral and Fulfillment.....	38
Research & Analytics.....	39
Appendix.....	40
<i>2021 Social Recap</i> , VERB Interactive .....	41
<i>2021 Website &amp; Digital Marketing Recap</i> , VERB Interactive.....	46
<i>2021 Public Relations Recap</i> , Weber Shandwick.....	52







## Accolades



**Travel + Leisure Bluffton:  
*Best Small Towns in the South***

**Daufuskie Island named one of the Best Memorial  
Day Weekend Getaways to Take this Year,  
*Condé Nast Traveler 2021***

**#2 Travel + Leisure World's Top 10 South Carolina  
Resort Hotels, *Montage Palmetto Bluff, 2021***

**20 Small Towns that Leave an Impression,  
*Country Living, 2021***

**Daufuskie Island named Best Beach in  
*South Carolina, TripSavvy, 2021***

**Forbes Five Star, *Montage Palmetto Bluff, 2021***



# Executive Summary

The Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau continues to be the leader in promoting tourism within the Lowcountry. The organization as a whole utilizes national economic and tourism trends, consumer research, prior program performance, demographics and takes into consideration the needs of our community (residents and businesses) to be in the best position as the steward of the destination.

The Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau implemented major actions aimed at maintaining its commitment to excellence and leadership in the marketplace this past fiscal year.

These included:

1. Expansion of air service and air carriers at both airports serving the region.
2. Collaboration with *Garden & Gun* and influencer Venita Aspen on digital campaign that reached an estimated audience of 5.2M+.
3. Deployment of the Exploring Bluffton Video series which garnered 18K+ impressions.
4. The launch of a new [VisitBluffton.org](https://www.visitbluffton.org) website, delivering high-quality referrals to partners and an increasingly powerful social presence.



## Vision

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

## Mission

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

## Bluffton's Brand Commitment

Bluffton, Heart of the Lowcountry™, speaks to the town's central location, its loveable characteristics, and that Bluffton is the pumping, economic life force of the Lowcountry. Most importantly, it's a tone and a feeling. When you're in the Town of Bluffton, you can see and feel the love. It's real and authentic. It's the heart symbol in your logo, on a window, the pride residents have in their downtown or the warmth shared with strangers at an oyster roast. The Town of Bluffton is a well-kept secret. Nowhere else in the Lowcountry do you feel the love like you do when you are in Bluffton.

## Daufuskie Island's Brand Commitment

As an extension of Hilton Head Island and Bluffton, Daufuskie Island provides a more remote escape to the visitors of Southern Beaufort County, one that's even closer to nature and "off the beaten path." The elements of the brand personality related to tranquility and nature are strong with identity and expression.

# 2022-2023 Goal, Strategies & Tactics

**Goal:** The overarching goal of the marketing plan is to drive visitation to the destination.

## Strategies

1. Build brand awareness and support qualified visitation to the destination among target markets.
2. Drive the discovery and exploration of the destination with deeper storytelling of the destinations' key attributes.
3. Leverage a strategic mix of targeted methods to identify and reach the most qualified users.
4. Enhance Leisure and Group business through qualified visitation.
5. Create an understanding of, and respect for, the delicate ecosystem of the destinations.

## Tactics

1. Digital display, programmatic advertising, traditional ad placements (print), social media, marketing (Facebook, Instagram), user generated content (UGC), public relations (media outreach, partnerships).
2. Lead generation ads, paid social media, local search optimization, social media videos/reels/stories, user-generated content.
3. Strategically target audiences according to the demographic and persona profiles specific to Bluffton and Daufuskie Island through paid, owned, and organic efforts.
4. Email marketing, social and display remarketing advertising, search engine marketing, search engine optimization and local search, virtual networking, digital media, trade marketing.
5. Develop additional, digital content (blogs, social posts, videos), designed to tell stories about the natural ecosystem in engaging and informative ways and include tips and advice for how each visitor can protect the ecosystem.



# Budget

## Southern Beaufort County Budget (FY 2022-2023)

	FY 2023 BUDGET
<b>REVENUES</b>	
Southern Beaufort County DMO	\$365,000
<b>TOTAL REVENUES</b>	
<b>EXPENSES</b>	
Research & Planning	\$8,420
Website Maintenance	\$25,260
Website Hosting	\$758
Social Marketing & Content Strategy	\$12,630
Paid Social	\$30,312
Digital Promotions / SEM	\$25,861
SEO	\$7,578
Bluffton Insiders (enews)	\$12,630
Bluffton Blog	\$6,315
Bluffton Vacation Planner/Fulfillment	\$35,785
Regional Vacation Planner/Fulfillment	\$27,365
Media Partnerships	\$42,100
Group Tour	\$2,105
Photography/Videography	\$21,050
Contingency	\$4,631
Ops & Management	\$102,200
<b>TOTAL EXPENSES</b>	<b>\$365,000</b>

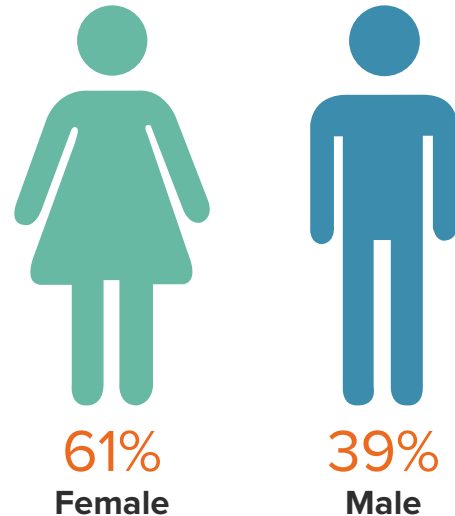


# Demographics & Personas

We use multiple primary and secondary data sources to understand who our visitors are and what motivates them to visit Bluffton and Daufuskie Island. Our real-time data sources include Google Analytics, in addition to research, partnering with the Office of Tourism Analysis at the College of Charleston and the University of South Carolina Beaufort. Using these insights we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer.

Today, as we continue to adjust to the traveler needs, we will keep our demographics and key personas at the forefront, adapting where necessary to address the consumers travel sentiment. We will expand our drive radius as travelers are willing to drive further distances post quarantine and continue to focus on our short-haul fly markets, supporting new air lift as it becomes available.

## Our Target Leisure Traveler for the Region



Source: Visitor Profile Study, Office of Tourism Analysis, College of Charleston



**\$150K+**  
Affluent Traveler



**52.8%**  
Undergraduate  
Degree or Higher



**2-4** Trips per Year  
**4** Nights Average Length of Stay

Source: Visitor Profile Study, Office of Tourism Analysis, College of Charleston



Persona	Tactic
<b>Family</b>	<ul style="list-style-type: none"> <li>Digital video/connected TV advertising</li> <li>Facebook /Instagram advertising</li> <li>Social and blog itineraries</li> <li>Search advertising</li> <li>Influencer family partnership</li> </ul>
<b>Weekenders</b>	<p>Social media partnerships with influencers including:</p> <ul style="list-style-type: none"> <li>Couples</li> <li>Friend groups</li> <li>Paid search targeting branded and category terms such as “weekend getaway”</li> <li>Weekend itineraries for blog/site/social</li> <li>Social advertising</li> </ul>
<b>Snowbirds</b>	<p>Seasonal Campaign featuring:</p> <ul style="list-style-type: none"> <li>Digital video advertising</li> <li>Search advertising</li> <li>Social advertising</li> <li>Accommodations aggregated offers</li> </ul>
<b>Activities &amp; Recreation Enthusiasts</b>	<ul style="list-style-type: none"> <li>Social advertising</li> <li>Digital video/connected TV advertising</li> <li>Maps and itineraries/proximity to nearby activities and experiences</li> </ul>
<b>Arts, Culture &amp; History Buffs</b>	<ul style="list-style-type: none"> <li>Google Display Network and social display</li> <li>Digital video/connected TV advertising</li> <li>Culture &amp; History itineraries</li> <li>Influencer partnership content</li> <li>Long-form content (blogs)</li> </ul>
<b>Culinary Travelers</b>	<ul style="list-style-type: none"> <li>Digital /connected TV advertising</li> <li>Restaurant listings</li> <li>Social advertising</li> <li>Organic social posts focused on food and drink</li> <li>Festival &amp; Event information and promotions</li> <li>Food itineraries and tour information</li> </ul>



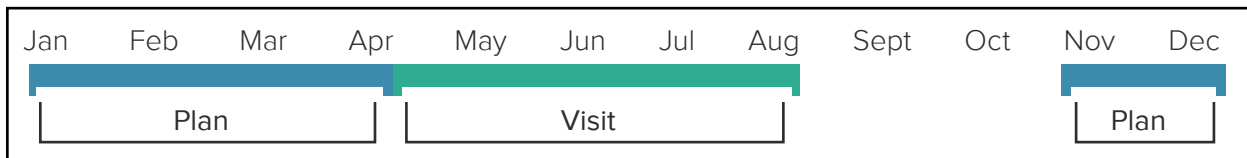


# Family

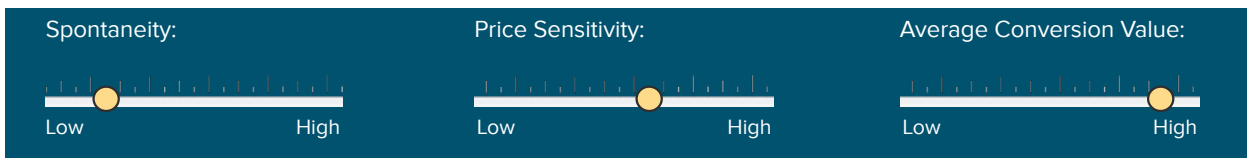


# Family Travel Objective

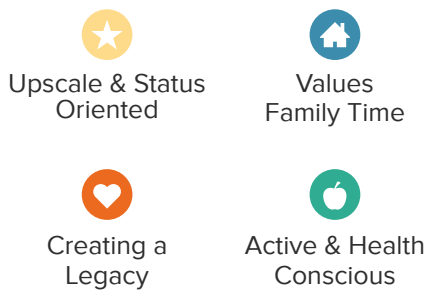
Find a vacation spot that will please everyone during the school holidays.



## Travel Habits



## Who They Are



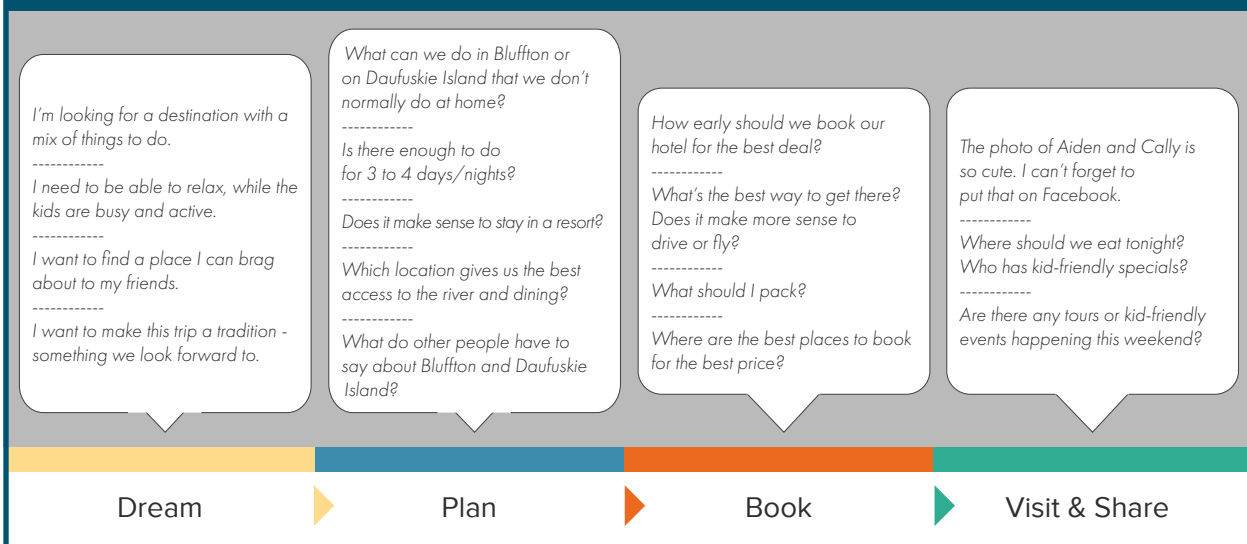
## Preferred Activities & Attractions

Resorts/Hotels  
Water Activities  
Walking Parks  
Festivals & Events  
Kid-friendly Dining  
Museums & Tours

## Marketing Channels & Formats

Facebook Videos  
Instagram  
TripAdvisor  
TV  
Online Video  
Forums & Blogs  
Pinterest

## "Let's Make Memories." Their Path to Purchase





# The Weekender



# The Weekender Travel Objective

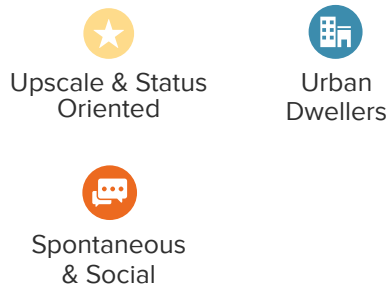
Find a fairweather weekend escape from work and city life.



## Travel Habits



## Who They Are



## Preferred Activities & Attractions

Vacation Rentals & Resorts  
Water Activities  
Dining & Shopping  
Romantic Things to Do  
Festivals & Events  
Weddings

## Marketing Channels & Formats

Facebook Videos  
Instagram  
TripAdvisor  
TV  
Online Video  
Forums & Blogs  
Pinterest

## "Let's Get Away." Their Path to Purchase





# Snowbirds

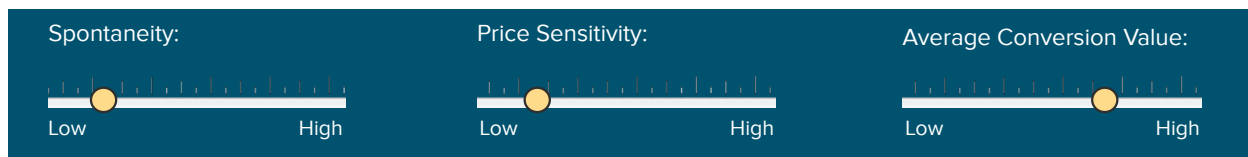


# Snowbirds Travel Objective

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.



## Travel Habits



## Who They Are



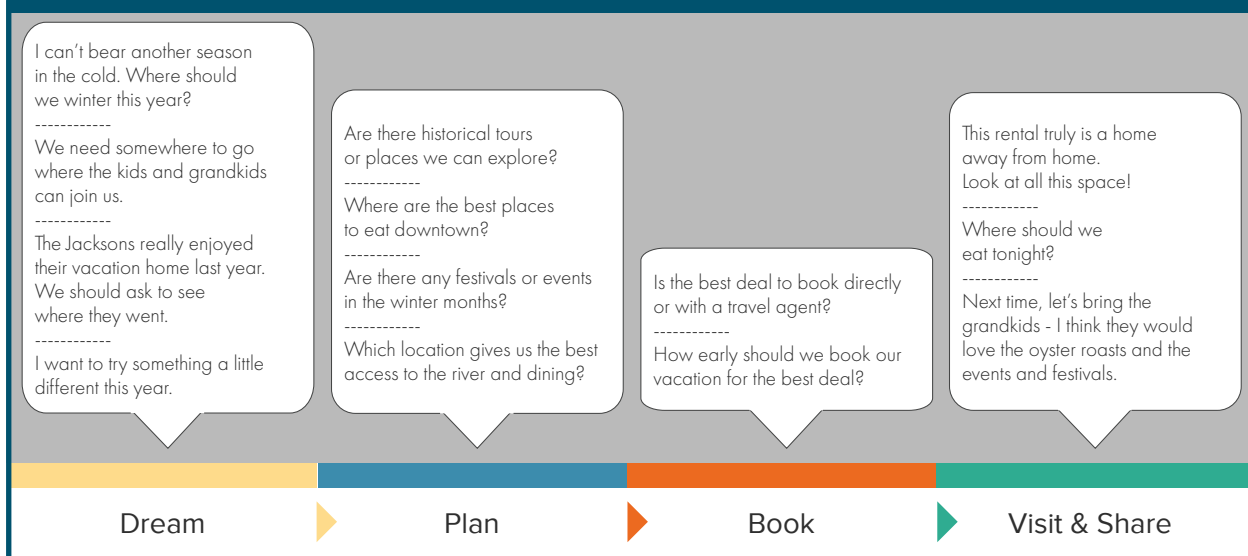
## Preferred Activities & Attractions

Vacation Rentals  
Dining  
Golfing  
History / Culture  
Excursion / Tour  
Walking

## Marketing Channels & Formats

Facebook  
Print  
TripAdvisor  
Radio  
TV  
Online Video

## "Let's Make this Feel like Home." Their Path to Purchase





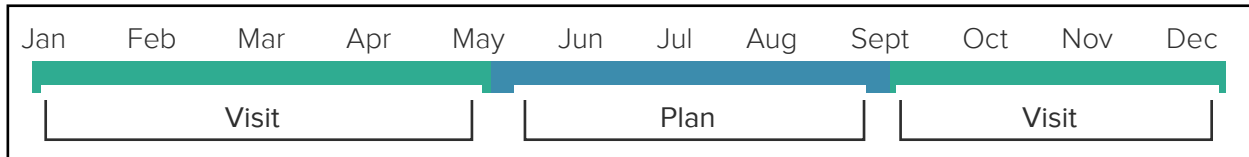
# Activities & Recreation Enthusiasts



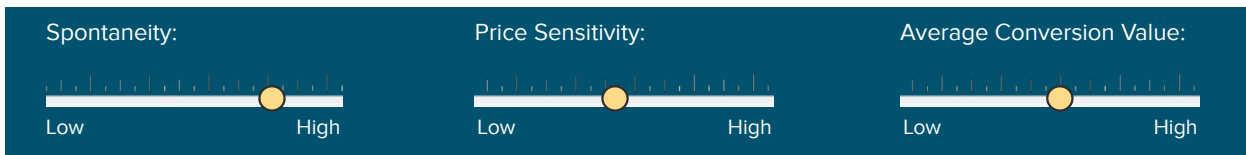
# Activities / Recreation Enthusiast

## Travel Objective

Find a destination where they can pursue their interests on their downtime.



## Travel Habits



## Who They Are



## Preferred Activities & Attractions

Boating & Water Activities  
Hiking & Biking  
Live Music & Shows  
Golf

## Marketing Channels & Formats

Facebook Videos  
Instagram  
Twitter  
TripAdvisor  
TV  
Online Video  
Forums & Blogs

## “Let’s Explore.” Their Path to Purchase





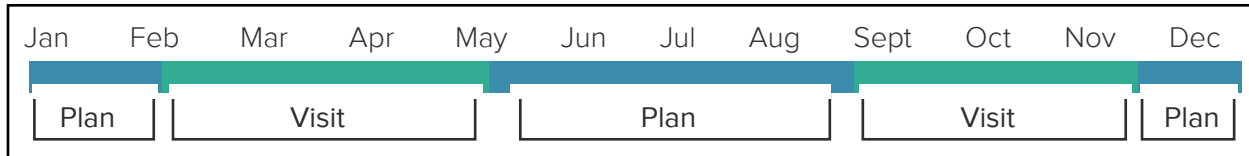
# Arts, Culture & History



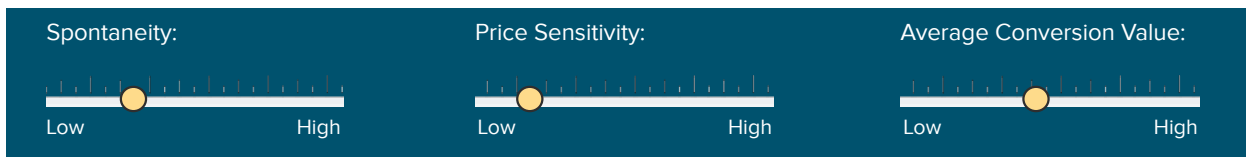


# Arts, Culture & History Travel Objective

To explore cultural attractions, historical sites and the local arts scene.



## Travel Habits



## Who They Are

  
Values  
Learning  
& Authenticity



  
Seeking an  
Immersive  
Experience

  
Image  
Conscious

  
Upscale  
& Status  
Oriented

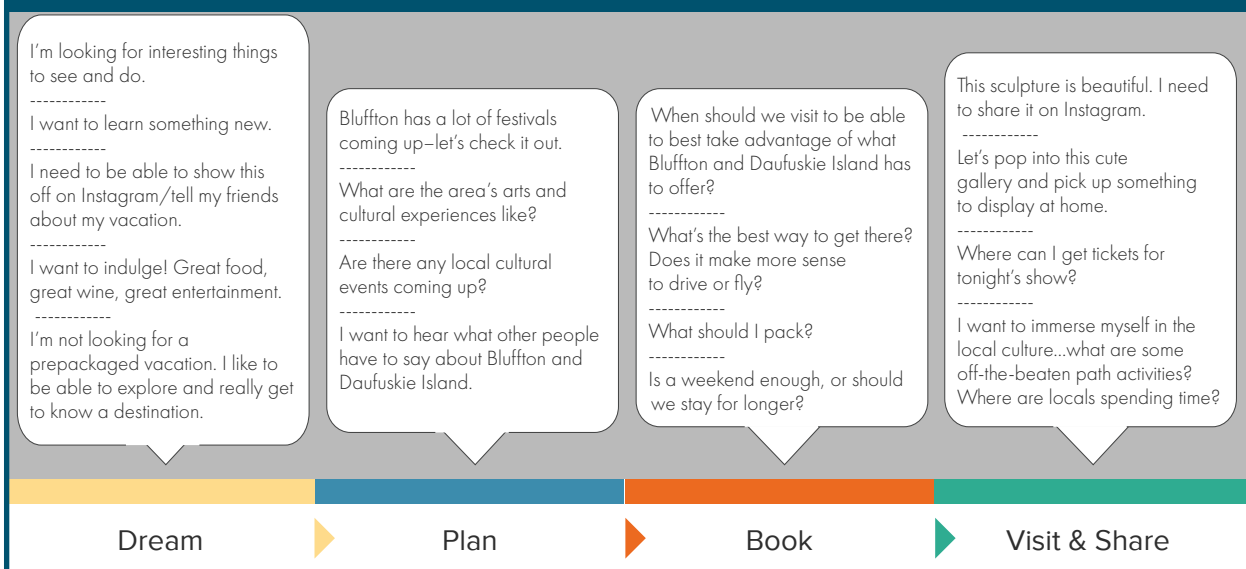
### Preferred Activities & Attractions

Historical District & Attractions  
Art District & Galleries  
Cultural District  
Gullah Geechee Cultural Heritage  
Festivals & Events  
Downtown

### Marketing Channels & Formats

Facebook Videos  
Instagram  
TripAdvisor  
Online Video  
Forums & Blogs  
Pinterest  
Earned Media  
(Print/Digital)

## “Experiences are Greater than Things.” Their Path to Purchase



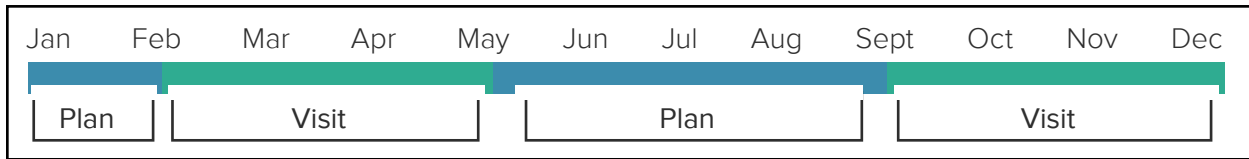


A close-up photograph of several oysters on ice with lemon wedges. The oysters are arranged on a bed of crushed ice, and several lemon wedges are scattered around them. The oysters are fresh, with their shells open, revealing the glistening meat inside. The lemon wedges are bright yellow and add a pop of color to the scene. The overall composition is appetizing and suggests a fresh seafood dish.

# Culinary

# Culinary Travel Objective:

Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.



## Travel Habits



## Who They Are

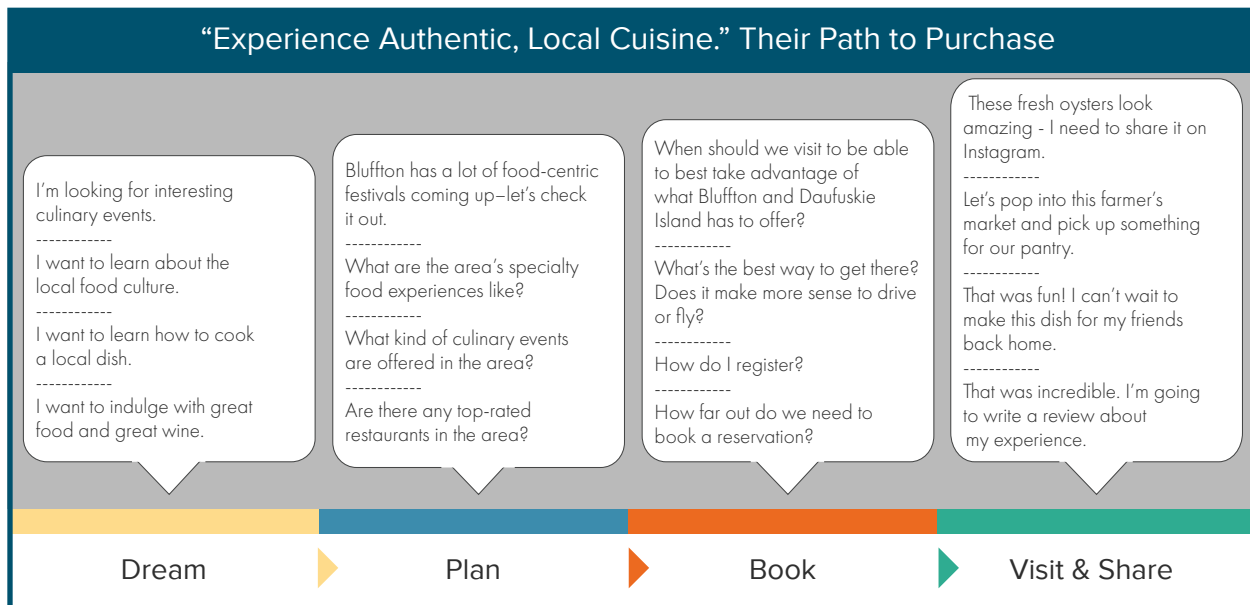


## Preferred Activities & Attractions

Food Events  
Food Tours  
Wine, Beer and Food Festivals  
Specialty Dining Experiences  
Oyster Roasts

## Marketing Channels & Formats

Facebook Videos  
Instagram  
TripAdvisor  
Forums & Blogs  
Pinterest





# 2022-2023 Destination Marketing Plan





# Digital Marketing

The proposed approach to the Southern Beaufort County marketing plan, outlined below, is meant to communicate how Bluffton and Daufuskie Island can best be experienced by a diverse group of target audiences.

From the May River, to arts and culture, culinary, outdoor activities, and a vibrant and authentic local community, Southern Beaufort County is perfectly positioned to meet the needs and interests of today's travelers.

The ultimate goal of the marketing strategy is to drive visitation to the destination through a series of demand creation and demand capture marketing activities. The strategy aims to drive qualified visitors to the destination and to support the discovery and exploration of new experiences that exist throughout Southern Beaufort County.

The marketing plan is designed to be highly personalized, flexible, and results-oriented. Each individual campaign that is implemented to drive exposure for the destination will be deployed

based on a series of defined goals that align with each persona, and the overarching goal for the marketing plan.

All tactics, creative, campaigns, and overall channel strategies will support the goal and will align with the specific area of the customer journey.

The plan focuses on website, social media, SEO, digital paid media, partnerships, and public relations tactics, and all corresponding streams of work.

## The Customer Journey

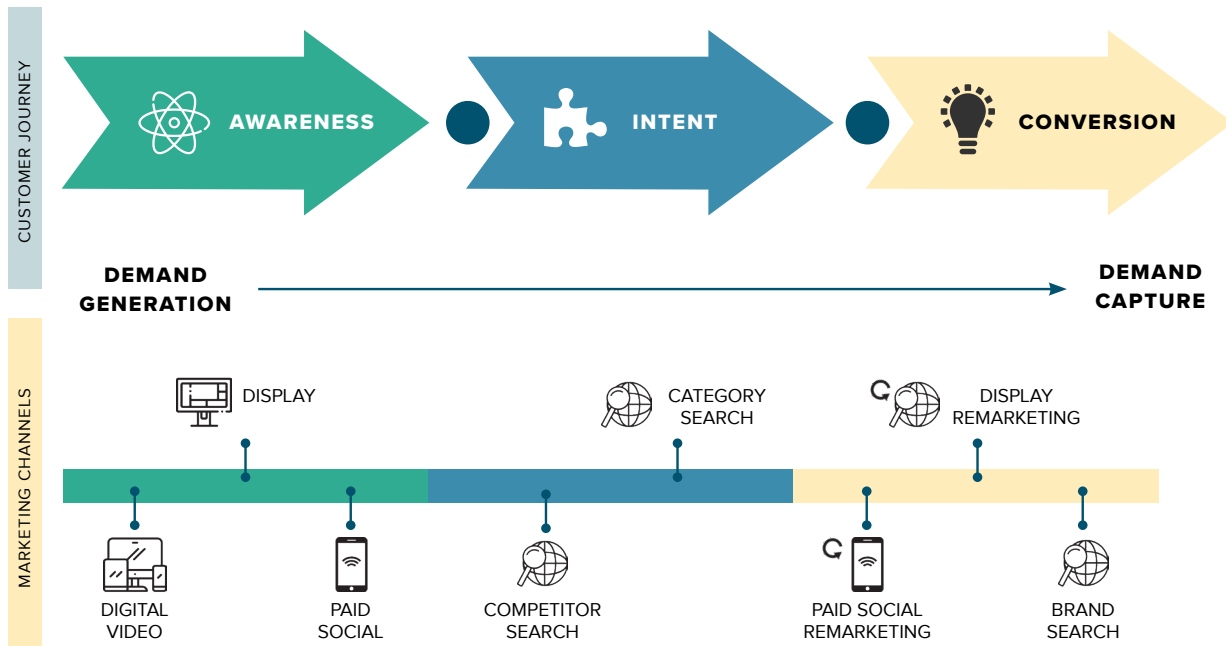
Our role as a destination marketing organization is to captivate qualified travelers by creating an emotional connection to the destination through targeted communications and compelling brand storytelling. A full-funnel marketing strategy to drive increased optics and referrals to partners throughout the region is required. Our efforts will place a specific emphasis on more awareness-focused marketing channels, using immersive and authentic brand content to reach new, qualified prospects the brand can deliver for our partners. We will continue to nurture repeat visitors and brand loyalists with our mid-funnel tactics.





## Conversion Focused Digital Marketing

The digital strategy is simple in the context that regardless of the channel strategy, each campaign is continuously optimized to drive increased conversions for Southern Beaufort County. The strategy will remain nimble, scalable and all media purchased to drive exposure to the Bluffton and Daufuskie Island brands will be 100% measurable. As each phase is focused on a different goal and intent, measurements and benchmarks unique to Awareness, Intent and Conversion are established to provide a holistic view of success.



## Search Engine Marketing

We will execute an aggressive search engine marketing (SEM) program to expand and broaden our organic rankings on major search engines. We will use a targeted list of key search terms that best correlate with Southern Beaufort County's core audience segments.

A custom digital marketing plan will be deployed to align consumers and influence them to visit the websites, ultimately directly increasing demand to visit partner pages.

### Display & Remarketing

The primary goal of display marketing efforts for Southern Beaufort County is to cultivate

consumers who have expressed interest in visiting Bluffton and Daufuskie Island as noted by their online behavior, and then push them to the websites to explore, engage and ultimately book travel to the destination. Prospecting and native display banner partners will be distributed via:

- Facebook
- Instagram
- Google Display Network

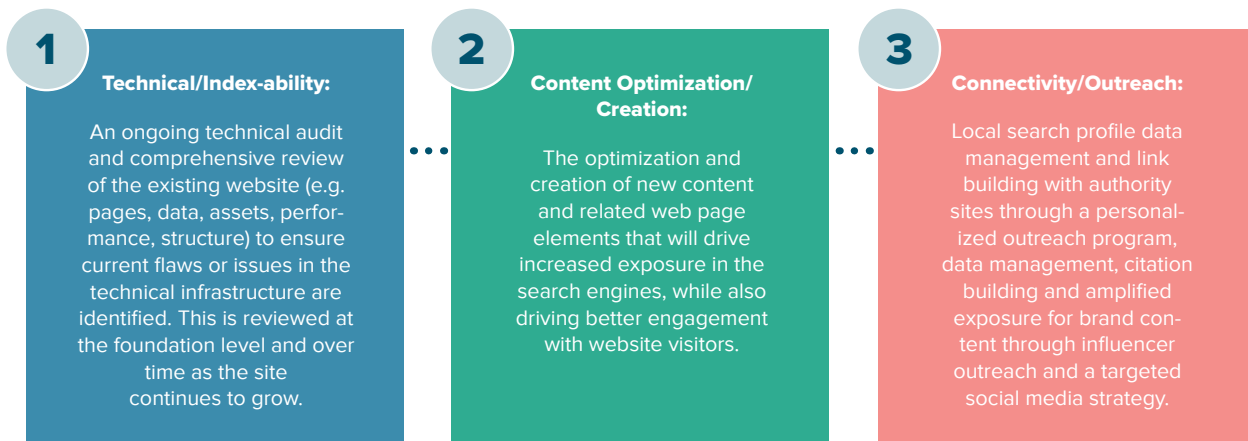
Display remarketing is used to reinforce Southern Beaufort County as the ideal vacation destination by serving ads to those who have visited the websites. By implementing multiple windows, we can adjust bids and messages depending on where the consumer is in the process.

## Search Engine Optimization (SEO)

Search engine optimization (SEO) and content marketing is about getting found for the right reasons by people who matter to your brand. Our approach to ongoing SEO marketing initiatives is multifaceted and comprehensive. SEO starts with the very basic concepts of accessibility and indexability—being discovered by the right people for the right types of content—and spans to site architecture, social

media engagement, and long-term content marketing programs and backlink strategies.

To put it simply: we assess, build a strong foundation, analyze the results, and continue to build on the strategy over time. The ongoing SEO program for Southern Beaufort County can be broken down into 3 core areas:



We will work to create and enhance the content strategy for the destination. It's critical that fresh, quality content is created to drive increased engagement and more natural search traffic to the website. This will be done with the publishing of regular blogs on the website, developed by the content team.

We will conduct research to identify content marketing opportunities to optimize blog content. This will open the site to new opportunities to build traffic from a natural search traffic perspective. Blog URLs should also be used in social media posts to help increase website traffic and engagement.

Specifically, we'll provide recommendations about optimizing current content and creating new content and related page elements that will drive increased search engine exposure, leading to better engagement with website visitors. Initially, optimization will be focused on identifying content areas on the website that require immediate attention, while identifying gaps for future content creation that will need to be addressed based on ongoing competitive analysis and the monitoring of search interest trends. We will also regularly monitor the site for duplicate content and reduce or remove where possible to avoid redundancies.



# Data Strategy & Personalization

Utilizing first-party and zero-party data, the brand will work to gain a clearer understanding of our prospective visitors' behaviors and implicit desires to build a personalized, one-to-one communication strategy. This starts at the websites and extends to our email communication and throughout our entire digital marketing strategy.

The Visitor & Convention Bureau will create data-driven, always-on, relevant, and compelling content strategy that matches the visitors' mindset and interests. As prospective visitors move through their journey the brand will continue to tailor messaging utilizing sequential storytelling to make the destination experience more relevant to each individual visitor. Ultimately, the ongoing analysis of audience data will provide us with insights to make informed choices about market opportunities and high-value audience segments, which will ultimately lead to higher engagement with the destination and more outbound referrals to partners.

## Effective Email Marketing

Increased efforts to personalize the customer journey will include a dedicated email strategy, along with new and relevant drip campaigns mapped to the refreshed segments. These drip campaigns will be integrated with all key customer touch points where users are provided with the opportunity to connect with the brand via email in exchange for invaluable content related to the destination.

## Social Media

Social media continues to be a strong performing platform for the destination. In 2022-2023, we will continue to strategically grow our following and engagement.

### Tangible Goals:

- Grow total social media following by 10%
- Grow total engagements across all social media platforms by 10%
- Grow total impressions across all social platforms by 10%
- Increase website traffic via social by 10%
- Work to rank 2nd across all social media metrics in our competitor set

### These are the channels that best support our tangible goals:



**YouTube:** Our Explore Bluffton video series was released in 2021 and generated over 18k+ impressions. We will continue to promote the videos on our Facebook, Twitter, and Instagram channels to bring user's to YouTube. This year we will also work to put together a list of additional businesses and community members to film more videos to further engage the community, promote the destination, and grow our YouTube channel.



**Facebook:** Facebook is our primary traffic source and we do not see this changing in the short-term. Our approach to Facebook is to incorporate a range of content, user-generated content shared by locals and guests, co-ops, one-off and on-going events and planned activities like tours, and the Farmers Market of Bluffton.



**Instagram:** Instagram's strategy will continue to focus on curating user-generated content from talented guests and locals. Our biggest push on this channel will be to engage in two way conversations with our followers, to encourage them to mention our channel in their owned content. We will also focus on curating a more aesthetically-consistent feed, using warm photo filters that portray the sunny, Southern vibe of the Lowcountry. A heavy focus on weekly Instagram story series will get shared to further connect with followers in real time. We will develop engaging reels to promote the town with trending music and hashtags. One Instagram guide will get shared each month to live on the Instagram page. This blog type style post brings together various User Generated Content (UGC) posts and gives users an aesthetically pleasing article to help them plan their visit or weekend adventures.



**Twitter:** We will continue to focus on channel growth and raising the engagement rate. Although we pulled back from our Twitter efforts in 2021 to launch our Pinterest plan, we will re-engage with the platform with a goal to share two tweets a week with our audience. Content shared on this channel will be a mix of user-generated content, blog posts, links to the website, as well as local news, and events.



**Pinterest:** We will continue to develop and share a mix of highly designed imagery on the platform to build a bank of pins. Our goal is to grow following and increase the overall engagements on the page. We will do this by sharing content related to Bluffton and Daufuskie Island, and connecting the pins with the relevant blogs.







## The Destination Website

The websites are the single-most important touch point for the brand next to the destination experience itself. In 2022-2023, we will dive deeper into identifying qualified visitors, ensuring a streamlined experience and ultimately sending relevant leads, in the form of qualified traffic, to partner sites. We will refresh existing copy and create new engaging content to keep the website updated and fresh. Ongoing optimizations of content and structure will be made based on SEO research, trends data, and referral insights.

# Leisure Media Campaigns

Southern Beaufort County is well positioned with the product travelers are looking to experience. They are looking for open spaces and deep connections with culture, history, cuisine and natural beauty. Accolades earned by the destination bring our brand top of mind for travelers as they look to plan their next vacation.

Our media strategy will focus on infusing local personality into our media efforts that allows the consumer to connect with the destination and inspire them to travel to Bluffton and Daufuskie Island to discover more. We will further our reach with existing partners we have developed relationships with over the years as well as look to new partnerships to create a more diverse profile, ultimately expanding our visitor demographics. Examples

could include but not limited to: *Garden & Gun*, *Southern Living*, *Condé Nast Traveler*, *Essence Magazine* and *O Magazine (Oprah Magazine)*. We will also look to engage travel advisors as we have seen post pandemic that more people are engaging their efforts for travel planning.

By utilizing these platforms and endorsements to further amplify our voice, we are able to tell our brand story and leverage our overall marketing to help differentiate the destination from the competitive set and drive awareness and visitation to Bluffton and Daufuskie Island. Growing these relationships with these media partners will also help with our accolades and awards designations from these publications for the destination.

As we look to build out these media partnerships, we will work to determine which publications are the best fit for the overall strategy and goal of our marketing plan efforts.



Condé Nast  
**Traveler**

**Southern Living®**

**GARDEN & GUN**





# Destination Public Relations

Earned media secured through public relations initiatives is a critical driver for destination awareness. As we look to the year ahead, it is important to note that the media landscape is shifting with more consumers getting their news and entertainment through mobile and digital platforms. We are also seeing influencers maintain their status as a trusted resource, inspiring purchase intent through their engaged following and curated content.

With this insight, we will employ a strategic public relations plan with a number of tactics designed to increase visibility and consideration among the next generation of travelers, while appealing to loyal, repeat guests who are important advocates for the destination.

Through public relations efforts, we will deliver a continuous drumbeat of media coverage, as well as social and digital chatter, allowing us to move the needle and maintain a competitive edge over like-minded destinations. Our goal is to inspire travelers to visit, explore Bluffton and Daufuskie Island.

## Target Audiences:

There is something for everyone in Bluffton and Daufuskie Island, so we will take a surgical approach to telling the right stories, in the right places to appeal to the right audiences:

- **Historical/Cultural Traveler:** Allowing the rich history to take center stage, we will want to put public relations resources behind ensuring that message.
- **Millennial/NextGen Traveler:** Millennials are ripe for becoming Bluffton and Daufuskie

Island's next generation of loyal visitors, and we need to capture their attention as they look to create their own unique experiences and share them with their network.

- **Regional:** While national top-tier coverage is always a priority, we will ensure key markets across the U.S. and Canada remain top of mind including:
  - Tried and True Markets: Seek out stories in priority drive/fly markets including Georgia, North Carolina, Tennessee, New York, Ohio, Atlanta, Philadelphia and Toronto
  - Emerging Markets: Leverage communications opportunities among emerging markets including Texas, Colorado, California and more, as new air service is announced

## Priority Focus Areas:

We have aligned on a number of priorities in partnership to ensure we are placing emphasis on the areas that are most important to the destination and our partners. We will work to land Bluffton and Daufuskie Island stories in top-tier travel, lifestyle and news outlets across print, online, broadcast and social channels.

- **Hidden Gems:** There are many hidden gems for Bluffton and Daufuskie Island. It is that mix of the old and the new that allows each visitor to craft a vacation experience that is all their own. Go off the beaten path this year to tell some of the destinations lesser known stories.
- **Culinary:** Uncover recipes, chef stories, signature dishes and untold foodie fodder to bring Bluffton and Daufuskie Island culinary experiences to life for consumers.
- **Culture:** The rich history of Bluffton and Daufuskie Island will continue to be a focus and provides a platform to tap into the true culture and history of the destination.
- **Marquee Events:** The team will support signature events.

## Public Relations Tactics:

A number of public relations tactics will be employed to seamlessly spread destination news far and wide throughout the year. Public relations efforts will include:

- **Visiting Journalist/Influencer Program:** Firsthand experiences spark meaningful feature stories for the destination. Through both individual visits and themed group trips that marry back to the destination's priority pillars, we will help to customize itineraries that drive in-depth feature coverage and real-time social content.
- **Paid Influencer Program:** Engage top-tier influencers with strong followings and engagement to partner with the destination on a paid content program that maps back to our hidden gems pillars. Leverage the influencers' reach to infiltrate consumer feeds with Bluffton and Daufuskie Island's visual posts and key messages that dive deep into priority themes such as history, arts, culinary and culture.
- **Exporting Bluffton:** For media and influencers unable to visit the destination firsthand, senior Visitor Convention Bureau staff will travel to New York to share news and build relationships through a series of deskmade meetings and intimate gatherings. These in-person opportunities prove fruitful in identifying and shaping story angles for future coverage.
- **Always on Media Relations:** In an effort to keep Bluffton and Daufuskie Island top of mind throughout the year, the team will help to keep an "always on" News Bureau pipeline full through proactive and reactive media outreach. Story angles will be identified to satisfy both long lead and short lead story opportunities, and media will receive a steady flow of news to keep them apprised of new developments, new flight routes, marquee events, Lowcountry recipes and more.





# Photography/Videography

In 2022-2023 we will continue the momentum established by our video series and build an up-to-date, engaging, and on-brand bank of image and video assets that can be used across marketing and public relations channels to promote the destinations. Asset collection will be done strategically to align with planned campaigns, identified gaps, and metrics that indicate what topics and asset types perform best for the Bluffton and Daufuskie Island.



# Group Sales & Trade Shows

Southern Beaufort County continues to grow and position itself as a group destination more so now than at any point in the last decade. The variety and quality of experiences for group visitors has never been more diverse, offering a robust arts, historical and cultural scene, with growing culinary experiences. We will continue to promote Southern Beaufort County while attending travel trade shows throughout the country.

## Group Tour

Group Tour remains an important market to maintain current and new relationships. Southern Beaufort County continues to be an attractive destination for a hub and spoke opportunity. With Savannah 40 miles away, Beaufort 30 miles and Charleston just under 2 hours, Southern Beaufort County region is ideal for groups to stay in one location for up to a week and focus on day trips from one central area. We intend to draw group tour visitors by:

- Building relationships with tour operators through the American Bus Association (ABA).
- Leverage group tour by hosting a FAM trip to potential group planners/operators.
- Educate our partners on what it means to be a group friendly community.
- Offer tiered pricing/packaging attractions with accommodations.
- Expand promotion of group experiences on our website and special group ticket

pricing.

## Tradeshows

### SportsTravel Magazine's TEAMS '22 Tradeshow

TEAMS: TRAVEL, EVENTS AND MANAGEMENT IN SPORTS, is the world's leading conference and expo for the sports-event industry. Presented by *SportsTravel* magazine, TEAMS '22 will be held in October. Launched in 1998, TEAMS attracts more than 1000 attendees including CEOs, executive directors and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers and other hospitality industry opinion leaders. Now in its 22nd year, TEAMS has helped define the sports-event and appointment-based trade show industries.

### American Bus Association (ABA)

January kicks off one of the first travel conferences of the year, the industry's premier business event – the ABA Marketplace. More than 3,500 tour operators, suppliers and exhibitors come together to kick off a new year of business opportunity and growth. Marketplace is an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year's worth of sales meetings in one week. And with legendary networking and social events, attendees turn conversations from the conference floor into long-term business relationships.



## **Northstar IPEC (Independent Planner Education Conference)**

IPEC provides a conference program for independent planners that provides the perfect mix of education, networking and meetings, with options to participate for hosted and non-hosted buyers alike.

## **South Carolina Society of Association Executives (SCSAE)**

SCSAE's Trade Show is your one stop location for meeting and greeting with association CEOs/executive directors, meeting planners, membership directors, communication directors and corporate meeting planners. Association professionals can meet with more than 70 exhibitors including hoteliers, convention centers, technology vendors and more.

## **Georgia Society of Association Executives (GSAE)**

GSAE's mission is to advance the profession of association management and to enhance the professionalism of association executives.







# Hilton Head Island – Bluffton Visitor & Convention Bureau *2022-2023 Trade Show Schedule*

TRADESHOW	MARKET	DATES
American Bus Assn.	Group Tour	January
Northstar IPEC	Corporate	March
SCSAE	State Assn	May
GSAE	State Assn	June
Sports Travel's TEAMS Conference	Sports	October



# Collateral and Fulfillment

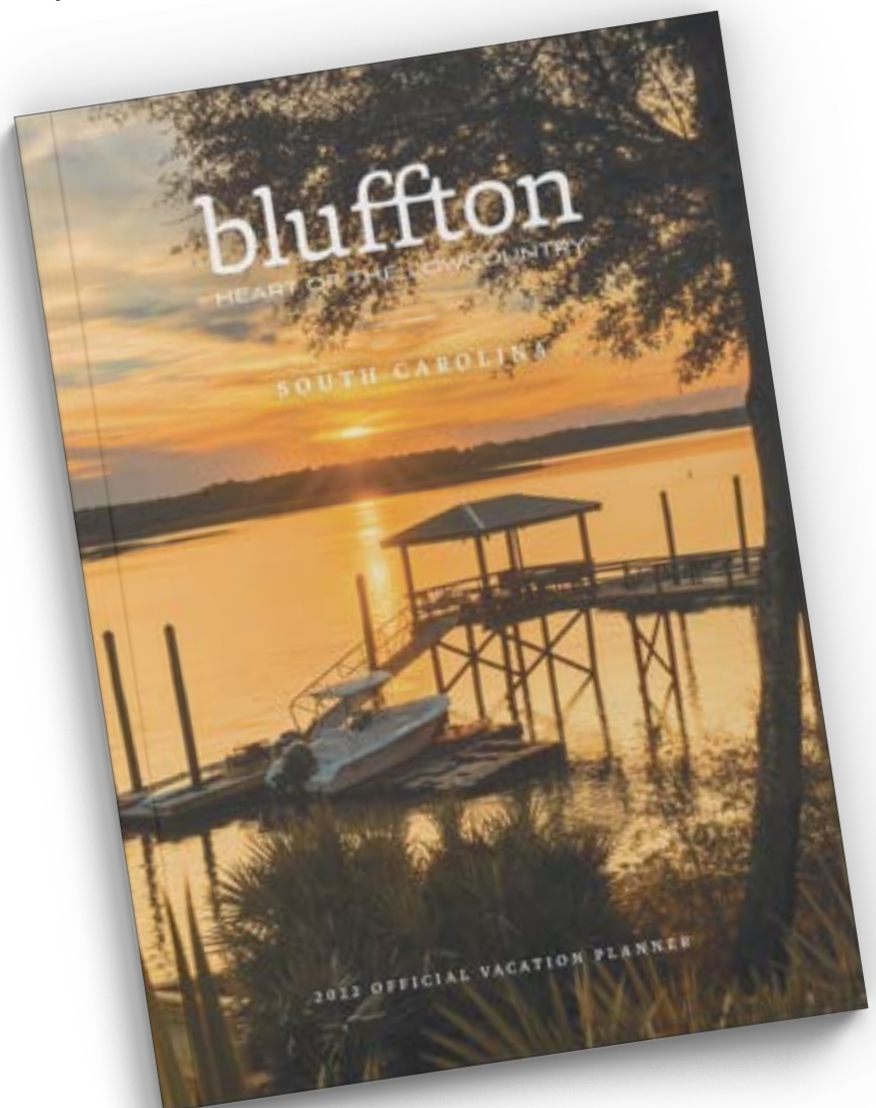
The Official Vacation Planner, our comprehensive guide to what to see and do, is our primary print fulfillment piece for the destination. We receive many online, as well as media and phone inquiries, and distribute the planner to state and local welcome centers, airports, along with trade shows and promotional events with media.

In today's more visual world, telling a story through pictures and graphics appeals more to our target demographic. To further entice these target markets, we have designed the Vacation Planner for visitors to better visualize their vacations and discover what the destination has to offer. This is an important element to the "Travel Planning Journey."

Southern Beaufort County's natural beauty is what sets the destination apart from other communities. By tapping into our portfolio of stunning photography and combining it with updated content, we have transformed the Vacation Planner into a "look book" destination discovery piece so visitors can imagine themselves experiencing all things Lowcountry.

In addition to working with a digital and print publisher, our in-house marketing staff provides the business directory, local photography and editorial content management, editorial review and proofreading for this asset.

**Quantity: 25,000 printed**



# Research & Analytics

Research provides powerful information to evolve and perfect the Visitor & Convention Bureau's marketing strategy. Throughout the year we will continue to extract detailed reports and information that guides us in understanding our visitors. These research programs will lead to marketing and advertising initiatives aimed at growing the tourism industry for Southern Beaufort County. The following programs will be ongoing:

1. Maintenance of ThinkBluffton.org, the Chamber's online economic metrics portal.
2. Smith Travel Research (STR) weekly and monthly reports which measures lodging occupancy, average room rates, room demand and RevPAR for hotels only. Includes monthly comparative report with competitive destinations.
3. Keydata, monthly Home & Villa lodging reports on occupancy, average room rates.
4. Collaborate with College of Charleston Office of Tourism Analysis and the University of South Carolina Beaufort along with ensure details of our Google Analytics and social media metrics to provide regular performance updates.
5. Subscription to the U.S. Travel Association's (USTA) Travel Monitor Program and related reports.

These consistent research details will provide insights to produce reports that provide a health check into tourism.





# Appendix

- *2021 Social Recap, VERB Interactive*
- *2021 Website & Digital Marketing Recap, VERB Interactive*
- *2021 Public Relations Recap, Weber Shandwick*





## 2021 Overview

Bluffton, SC launched its own social media accounts on Facebook, Instagram, and Twitter in July of 2019. During the last two years we have built on the launch success by focusing on increasing engagement, impressions and growth with the goal of building brand awareness and positioning Bluffton, SC as a weekend destination for all.

In 2021 we launched Bluffton's YouTube channel with the #ExploringBluffton video series, and in the late part of Q4 we started Bluffton's Pinterest, and took a small step back from Twitter.

During 2021, we continued to feature user-generated content in our social media posts that aligned with our pillars, including History, Arts, Cultural, May River, Culinary, and Natural Beauty. We found scenic and animal photography performs best on our channels and resonates with our audience.

In 2021 we implemented weekly stories to engage further with our audience on Instagram and Facebook sharing local restaurants, weekly roundups, and trivia questions. We also took notice of Instagram's updates and started creating Reels and Guides to build on Bluffton's online presence.

2021 saw impressive growth for our channels, with Bluffton remaining #1 for audience growth throughout the year.





## Bluffton Social Overview

Jan 1, 2021 - Dec 31, 2021

### Executive Summary

#### Wins



- Bluffton consistently maintains the fastest growing cross-channel audience in our competitor landscape
- Facebook is our fastest growing platform, bringing in 11,593 new followers in 2021, which is a 14% increase from 2020
- Bluffton's channels overall had 10,540,210 Impressions and 427,533 Engagements in 2021, which is a 33% and 76% increase from 2020

#### Innovation



- We implemented Instagram Stories in 2020 using a combination of UGC and original, engagement-boosting content like polls and question boxes. These posts reaped positive engagement and we'll continue to work them into our strategy going into 2022
- Instagram as a platform is an opportunity for us to reach the Gen X and Millennial audience. We will integrate tools like Instagram Guides, Reels and Carousels to capitalize on this platform and audience.

#### Challenges



- Twitter continues to be slow to grow, with our growth MoM remaining steady but much lower than our other channels
- Pinterest has been challenging to grow and resonate with users

#### Key Learnings



- Consistent, frequent posting is key to capitalizing on our platform's algorithms from an organic perspective, and staying competitive with paid budgets is key for follower growth and engagement from a paid perspective.
- Posts that promote our partners and community perform well, and we can find more opportunities to share collaborative posts and grow

## Social Media Snapshot

### Followers

Total Fans  
**24,256**  
↑ 99.9%

Followers  
**6,177**  
↑ 103.0%

Followers  
**634**  
↑ 1.4%

Total Followers  
**31,067**  
↑ 96.6%

### Post Engagements

Engagements  
**377,004**  
↑ 69.1%

Engagements  
**49,738**  
↑ 173.9%

Engagements  
**677**  
↑ -62.5%

Total Engagements  
**427,419**  
↑ 76.0%

Jan 1, 2021 - Dec 31, 2021

## Top Posts

In 2021, Facebook saw the most engagement per post out of all active social channels. Below is an example of the types of content that performs best for us (all of which is user-generated), including sunset and sunrise shots, Spanish moss, Bluffton landmarks, and dog photos.

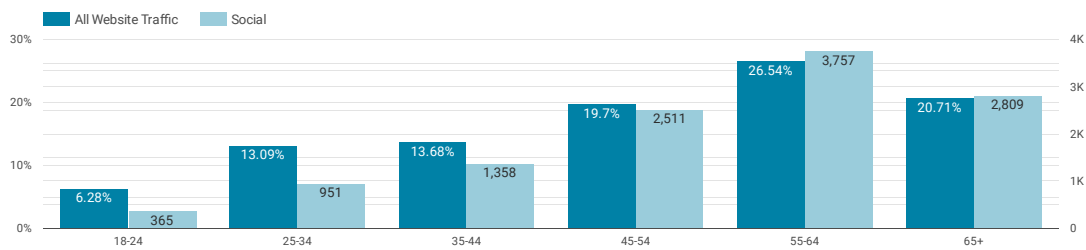


## Social Audience

Jan 1, 2021 - Dec 31, 2021

### Age

What are the ages of the users?

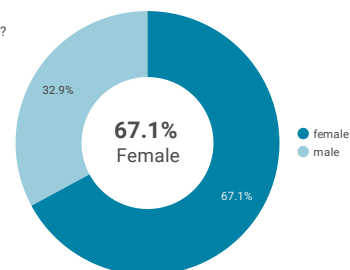


- In 2021, we saw a shift in Bluffton's web and social media followings, and we are seeing a mix of ages interact with our socials and website. In 2020, 67% of our audience was 55+, but in 2021, 67% of our audience is 45+.

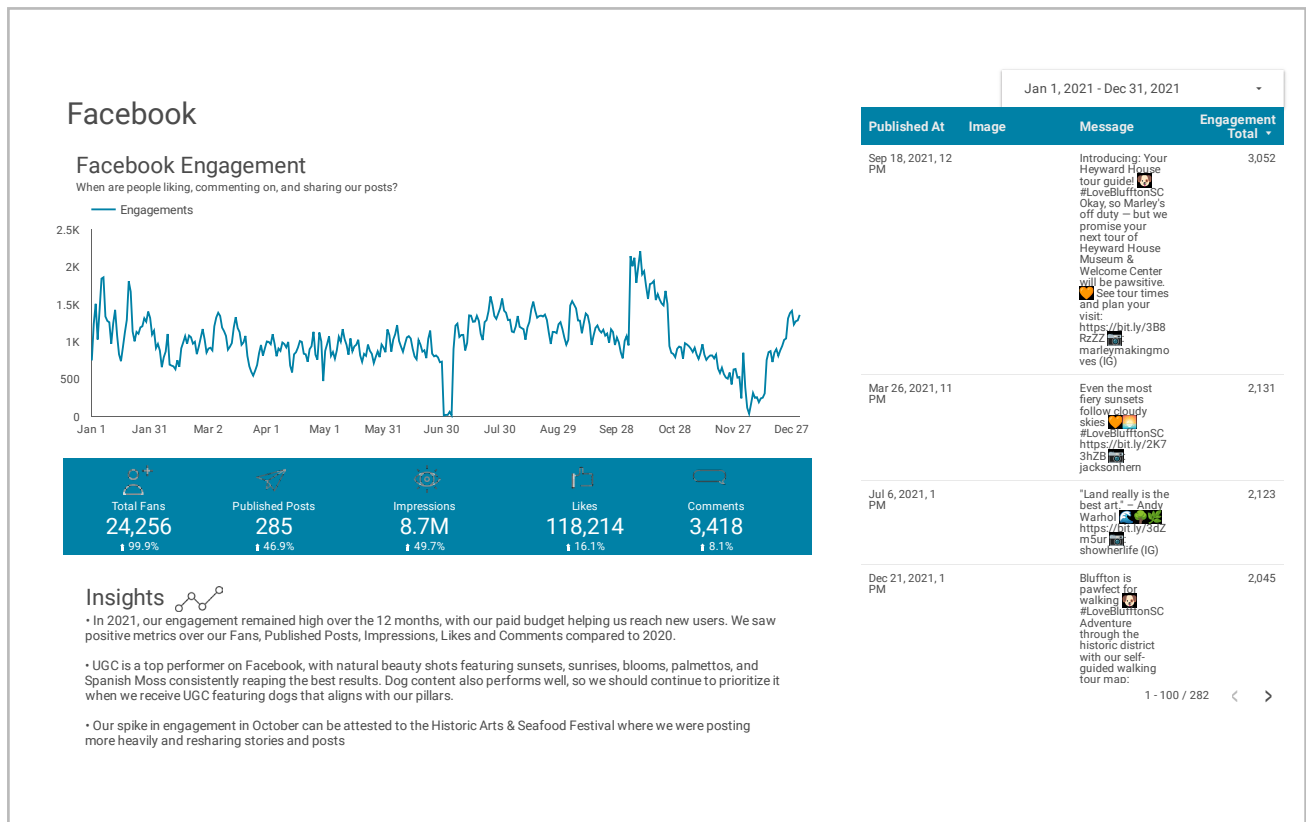
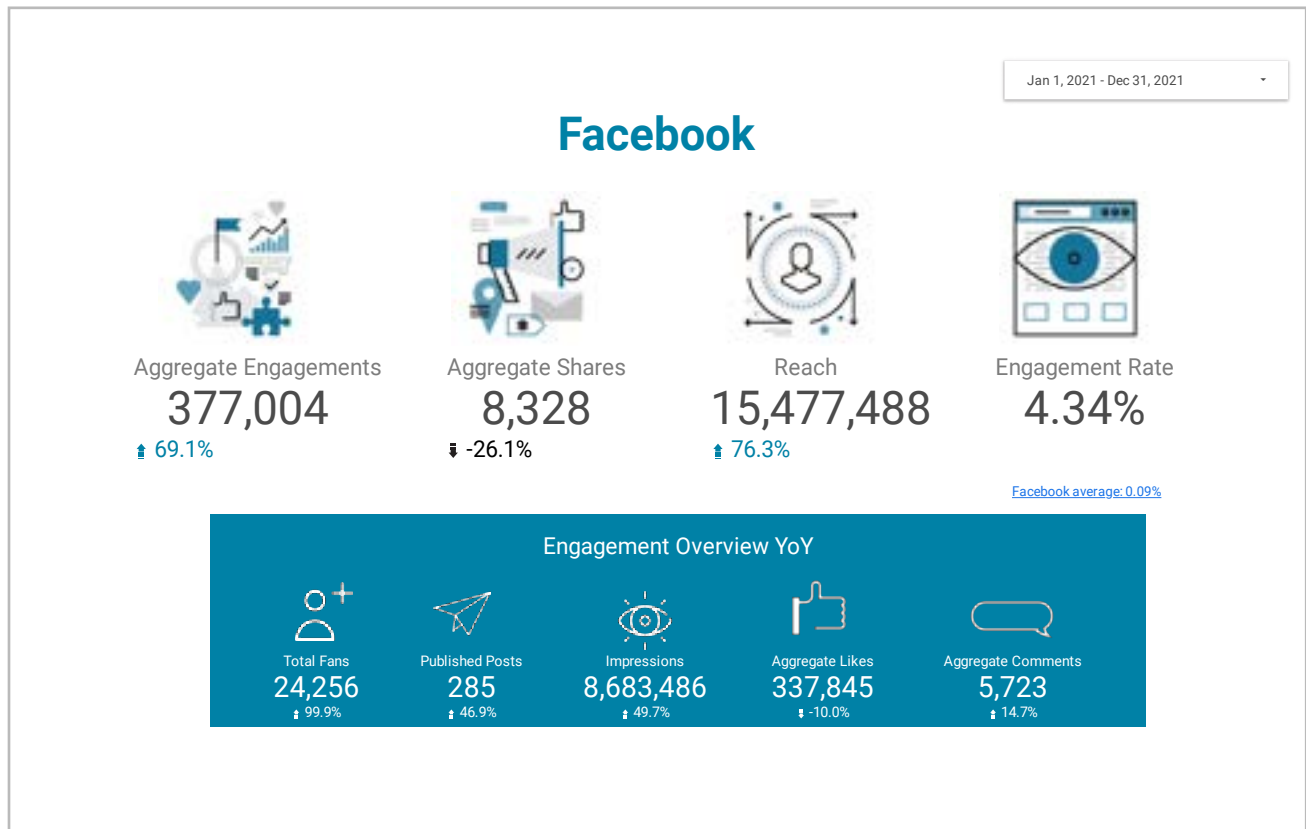
- Our audience leans female, with females making up 67.1% of our audience, in 2020, 70% of our audience was made up of females.

### Gender

What is the gender of the users?





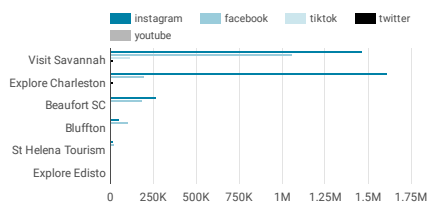


## Competitor Landscape

Jan 1, 2021 - Dec 31, 2021

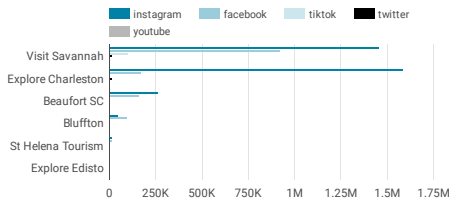
### Cross Channel Engagement Total

What were the total amplification, applause, and conversation across social channels?



### Amplification

What were the total shares across social channels?



### Insights



- Bluffton's total engagements increased by 25.5% in 2021 and saw the largest engagement increase on Instagram compared to competitors

- Bluffton saw the most audience growth on Facebook in 2021, where as the average competitor didn't grow

- Bluffton's Instagram's audience grew more than competitors and the rate of growth outpaced the average competitor

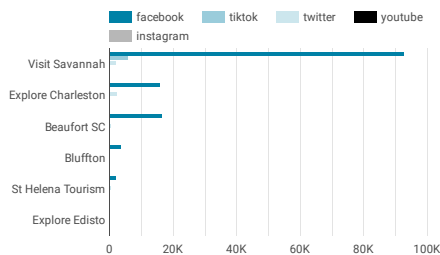
- Bluffton's Instagram published 250 posts in 2021, which is about five posts per week, right in line with the average competitors

- Bluffton's Instagram is above average compared to the competitors for Engagement Rate by Follower

- Bluffton's Twitter didn't see much audience growth in 2021, in line with the average competitor

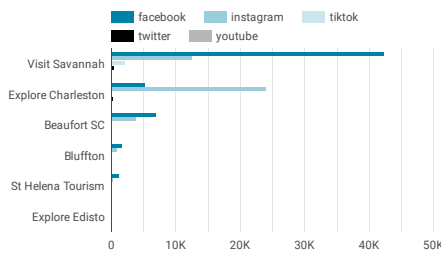
### Applause

What were the total reactions across social channels?



### Conversation

What were the total comments across social channels?



## Glossary

Jan 1, 2021 - Dec 31, 2021

Term	Definition	Number
Backlinks	Links from other domains pointing back to our own, ultimately improving SEO	1
Booking Funnel	Illustrates the customer journey towards the purchase of a good or service	2
Bounce	When a user leaves your website from the landing page without visiting any other pages	3
Bounce Rate	The percentage of sessions on your website with only one page view	4
Conversion	A measured and tracked pre-determined goal; for example, obtaining email newsletter subscribers	5
Conversion Rate %	The percentage of users who take a desired action, aligned with the conversion goal	6
CPC	Cost per click; the cost of the media spend divided by the number of clicks	7
CTR	Click-through rate; the percentage of impressions that resulted in a click	8
Direct Traffic	Users that come to your website via typing the URL directly in a browser	9
Display Ads	Graphic advertising on website media through banners or other advertising formats made of text,...	10
Domain Authority/Rank...	An estimate of how well any given domain will perform in search	11
Ecommerce Conversion ...	The ratio of transactions to sessions, expressed as a percentage	12
Engagement Rate	Measures the level of engagement that content is receiving from an audience; it shows how much ...	13
Exit %	Percentage of users who viewed the page and exited the site	14
Exit Page	The page where a user exits your website	15
Impressions	The number of times an ad, search result, or a social post is viewed	16
Key Performance Indica...	Used to evaluate the success of a brand or campaign in meeting the objectives for performance	17
Lead Time	The period between the order and the delivery	18



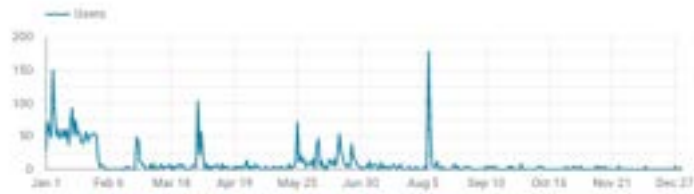
## Daufuskie Social Overview

### Social Traffic Breakdown



### Social Traffic

#### Social Users Trend



### Social Traffic Engagement

Social Network	Users	% Δ	Sessions	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ	Bounce Rate	% Δ
Facebook	3,245	-65.3%	3,288	-66.4%	1.33	-3.3%	00:01:08	7.2%	66.99%	-2.5%
Instagram Stories	25	400.0%	18	500.0%	1.41	-3.3%	00:00:19	-	77.78%	-12.2%
Instagram	4	-64.2%	0	-	0	-	0	-	0	-
Grand total	3,274	-66.1%	3,277	-66.3%	1.38	-3.3%	00:01:04	6.9%	67.67%	-2.4%

### Social Platform Engagement

Post message	Likes on posts	Comments on posts	Shares on posts	Post Impressions	Engagements
Seeking tranquility? Find it on peaceful Daufuskie Island next time you visit the Lowcountry. 🌊 #LowcountryLife <a href="https://www.visitlowcountry.org/daufuskie">https://www.visitlowcountry.org/daufuskie</a> #perma_40p	2,206	34	116	34,809	2,356
Is there a place as charming as Daufuskie Island? <a href="https://www.visitlowcountry.org/daufuskie">https://www.visitlowcountry.org/daufuskie</a>	2,061	42	80	36,871	2,183
Grand total	7,353	213	486	176,672	9,556

## Bluffton Website Overview

### Highlights

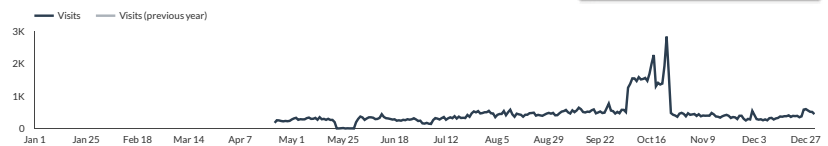
Users	Visits
100.1K	119.7K
Avg. Session Duration	Pages / Session
00:01:07	1.7
Partner Referral Rate	Partner Referrals
6.4%	48,175

### Conversions

Request Destination Guide	YouTube Views
142	6,569
Contact Us - Phone	Contact Us - Email
1,848	28

### Traffic Overview

#### Visits Compared to Previous Year



#### Partner Referrals Compared to Previous Year

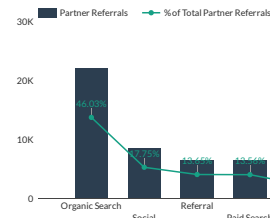


### Channel Performance Breakdown

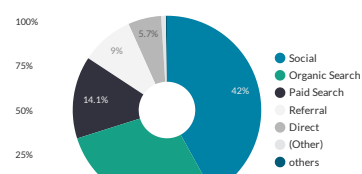
Channel	Users	Sessions	Pageviews	Bounce Rate	Partner Conversion Rate
1. Social	43,147	48,061	65,233	79.71%	1.96%
2. Referral	9,306	11,120	21,859	59.72%	5.68%
3. Paid Search	14,533	17,640	28,634	60.63%	19.13%
4. Organic Search	28,962	34,770	71,576	50.06%	11.04%
5. Email	32	33	38	87.88%	0%
6. Display	182	215	335	54.88%	0%
7. Direct	5,847	7,006	13,080	63.27%	5.8%
8. (Other)	827	867	1,513	60.78%	8.07%

1 - 8 / 8

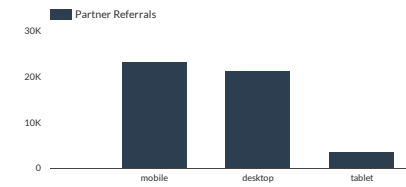
## Referrals by Channel



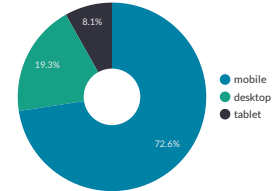
## Users by Channel



## Referrals by Device



## Users by Device



## Content Overview

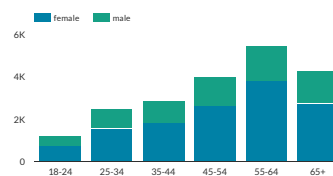
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
1. /	58,460	51,367	00:00:55	62.12%
2. /bluffton-arts-seafood-festival	26,740	23,999	00:02:52	84.05%
3. /events	20,090	15,623	00:01:53	54.95%
4. /see-do	14,828	11,765	00:00:50	48.26%
5. /stay	8,457	6,968	00:02:31	44.93%
6. /food-drink	8,097	6,717	00:02:27	62.97%
7. /farmers-market	4,172	3,697	00:01:18	66.8%
8. /see-do/shopping-antiques	3,898	3,380	00:02:14	61.88%
9. /living-here	3,510	2,958	00:01:14	71.63%
10. /map	2,364	2,116	00:03:26	56.48%
Grand total	202,268	174,836	00:01:36	65.29%

## Referrals Overview

Partner URL	Referrals
1. https://blufftoninnsc.com/	1,777
2. http://www.montagehotels.com/palmettobluff	1,290
3. https://www.youtube.com/watch?v=7k375PmPbY	930
4. http://www.montagehotels.com/palmettobluffdining	908
5. https://www.farmersmarketbluffton.org/	738
6. https://www.facebook.com/groups/1917072798363288/	648
7. http://www.blufftonoyster.com/	585
8. https://lcmade.com/markets-events/	513
9. http://www.coastaldiscovery.org/	467
10. http://www.thecottagebluffton.com/	465

## Demographics

Region	Sessions	% Δ
1. South Carolina	35,320	-
2. Georgia	28,857	-
3. North Carolina	17,266	-
4. Florida	11,080	-
5. New York	3,573	-
Grand total	119,712	-





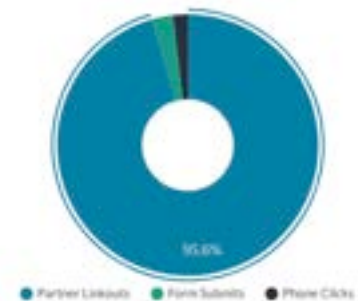
## VISIT BLUFFTON

### TOTAL WEBSITE VISITATION

- Having a dedicated Bluffton Site has allowed us to begin to better quantify our Bluffton audience.
- Overall website visitation increased to 133,004 visits in 2021, a +104% increase YoY.
- Paid media and organic search drove the majority of traffic to the site, accounting for over 84% of traffic.



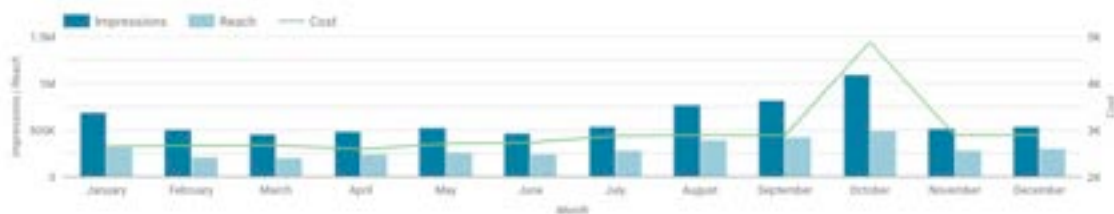
### Conversion Breakdown



## Paid Facebook

### Monthly Ad Spend

How did our paid campaigns perform in 2021?



### Spend

How was the actual spend split between campaigns?



### Insights

- In 2021, social campaigns were balanced across engagement and traffic driving objectives, allowing the account to drive a strong increase in overall engagement and attain strong sessions and referrals.
- Paid ads drove 11.7K new likes on the page throughout the year, an increase of 193% over 2020.

## Daufuskie Website Overview

### Overall Traffic



Users

107,566

↑ 33.5%



Sessions

111,135

↑ 28.1%



Bounce Rate

54.55%

↑ 1.3%



Pages / Session

1.78

↓ -1.3%

\*Compared to 2020

### Highlights

Social Sessions

10,051

↑ 3.5%

Organic Search

73,686

↑ 45.5%

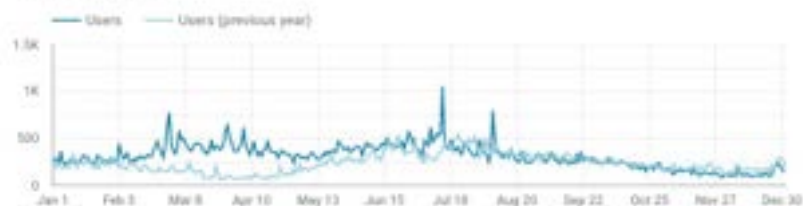
Mobile Avg. Time on Page

00:02:40

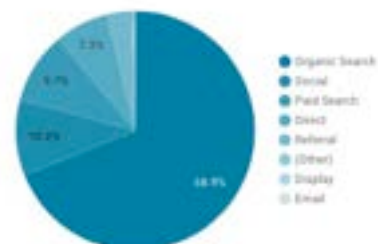
↑ 3.2%

### Channel Performance

#### User Trend



#### Channel Contribution



#### Channel Performance

Default Channel Grouping	Users	% Δ	Sessions	% Δ	Pages / Session	% Δ	Bounce Rate	% Δ	Avg. Session Duration	% Δ
Organic Search	73,686	45.5% ↑	72,748	45.4% ↑	1.81	-0.1% ↓	51.87%	3.6% ↑	00:02:08	-1.1% ↓
Social	10,944	12.0% ↑	11,001	9.3% ↑	1.42	2.5% ↑	66.27%	-3.2% ↓	00:01:05	6.9% ↑
Paid Search	10,339	-22.6% ↓	9,881	-36.3% ↓	2.06	12.3% ↑	54.28%	-0.2% ↓	00:01:54	12.6% ↑
Direct	2,778	61.0% ↑	8,083	60.8% ↑	1.68	-0.4% ↓	62.66%	-0.2% ↓	00:01:42	1.6% ↑
Referral	3,597	17.3% ↑	3,942	21.5% ↑	1.78	-6.9% ↓	53.03%	6.4% ↑	00:02:05	-10.1% ↓
(Other)	394	1,613.0% ↑	398	13,166.7% ↑	1.54	-62.2% ↓	73.87%	-	00:01:08	-90.6% ↓
Display	79	41.1% ↑	11	-12.4% ↓	10.73	79.5% ↑	63.64%	-36.4% ↓	00:04:57	-
Email	65	712.5% ↑	0	-	null	-	null	-	null	-
<b>Grand total</b>	<b>107,566</b>	<b>33.3% ↑</b>	<b>111,135</b>	<b>28.1% ↑</b>	<b>1.78</b>	<b>-1.3% ↓</b>	<b>54.55%</b>	<b>1.3% ↑</b>	<b>00:01:57</b>	<b>-0.8% ↓</b>

## Page Performance

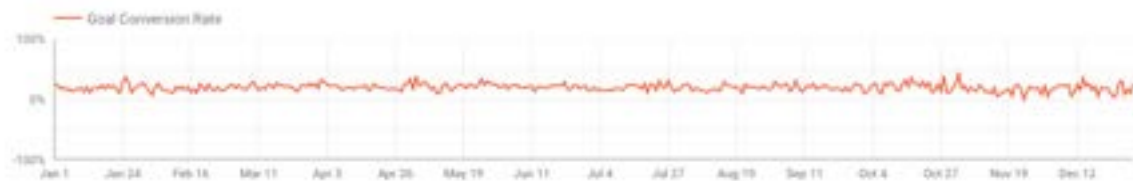
### Most Popular Pages

Page	Pageviews	% Δ	Unique Pageviews	% Δ	Avg. Time on Page	% Δ	Bounce Rate	% Δ
/beaufort	61,839	22.4% ↑	79,857	34.6% ↑	00:01:58	-6.1% ↓	51.45%	2.4% ↓
/beaufort/getting-here	24,176	38.6% ↑	20,999	36.9% ↑	00:04:44	0.8% ↑	58.58%	-4.4% ↓
/beaufort/stay	21,400	24.3% ↑	17,299	31.1% ↑	00:02:22	15.2% ↑	52.28%	9.5% ↑
/beaufort/food-drink	15,949	20.4% ↑	15,112	21.2% ↑	00:02:16	2.8% ↑	58.53%	5.2% ↑
/beaufort/see-do	15,347	44.3% ↑	8,910	40.7% ↑	00:01:27	-2.4% ↓	47.51%	0.9% ↑
/beaufort/see-do/history-culture	4,739	29.4% ↑	4,281	29.5% ↑	00:04:16	6.4% ↑	71.47%	0.0% ↑
/beaufort/real-estate	4,690	7.0% ↑	4,348	6.0% ↑	00:00:56	7.9% ↑	55.11%	0.5% ↑
/beaufort/see-do/adventures	4,420	42.9% ↑	4,024	42.7% ↑	00:02:49	30.5% ↑	47.51%	-22.1% ↓
/beaufort/about	4,185	29.7% ↑	3,723	30.7% ↑	00:02:05	-4.6% ↓	49.21%	-0.2% ↓
/beaufort/picture-yourself-beaufort-island	3,153	18.4% ↑	2,835	19.6% ↑	00:00:59	-5.5% ↓	71.49%	-6.6% ↓
/beaufort/see-do/golf	2,852	55.8% ↑	2,457	56.6% ↑	00:02:39	6.5% ↑	59.51%	1.8% ↑
/beaufort/see-do/shopping-antiques	2,138	6.0% ↑	1,910	6.1% ↑	00:01:40	13.9% ↑	45.32%	-0.7% ↓
/beaufort/see-do/art-gallery-studios	1,588	26.0% ↑	1,384	26.5% ↑	00:01:25	-6.8% ↓	58.29%	11.4% ↑
/stay/beaufort-terral-group	1,202	-18.5% ↓	1,112	-16.8% ↓	00:03:10	47.7% ↑	16.91%	-22.9% ↓
/see-do/south-carolina-tours/beaufort-isa...	1,179	133.7% ↑	1,080	121.2% ↑	00:03:27	-5.0% ↓	8.85%	-17.9% ↓
/food-drink/beaufort-differences	796	32.5% ↑	856	32.0% ↑	00:02:48	2.5% ↑	19.85%	7.2% ↑
/see-do/family-vacation/beaufort-island-t...	671	53.5% ↑	625	51.7% ↑	00:02:16	-3.0% ↓	20.64%	-17.2% ↓
/beaufort/become-a-welder	609	8.4% ↑	504	14.7% ↑	00:01:33	5.4% ↑	54.29%	4.5% ↑
/beaufort-island-history-whereas-excursion	549	86.0% ↑	504	86.1% ↑	00:01:49	3.7% ↑	57.14%	-6.2% ↓
/beaufort/SunHydr_sourceGarden&Gum	450	-	406	-	00:02:34	-	73.4%	-
<b>Grand total</b>	<b>197,848</b>	<b>28.4% ↑</b>	<b>171,594</b>	<b>27.6% ↑</b>	<b>00:02:17</b>	<b>5.8% ↑</b>	<b>54.55%</b>	<b>1.3% ↓</b>

1 - 150 / 1189

## Conversion Performance

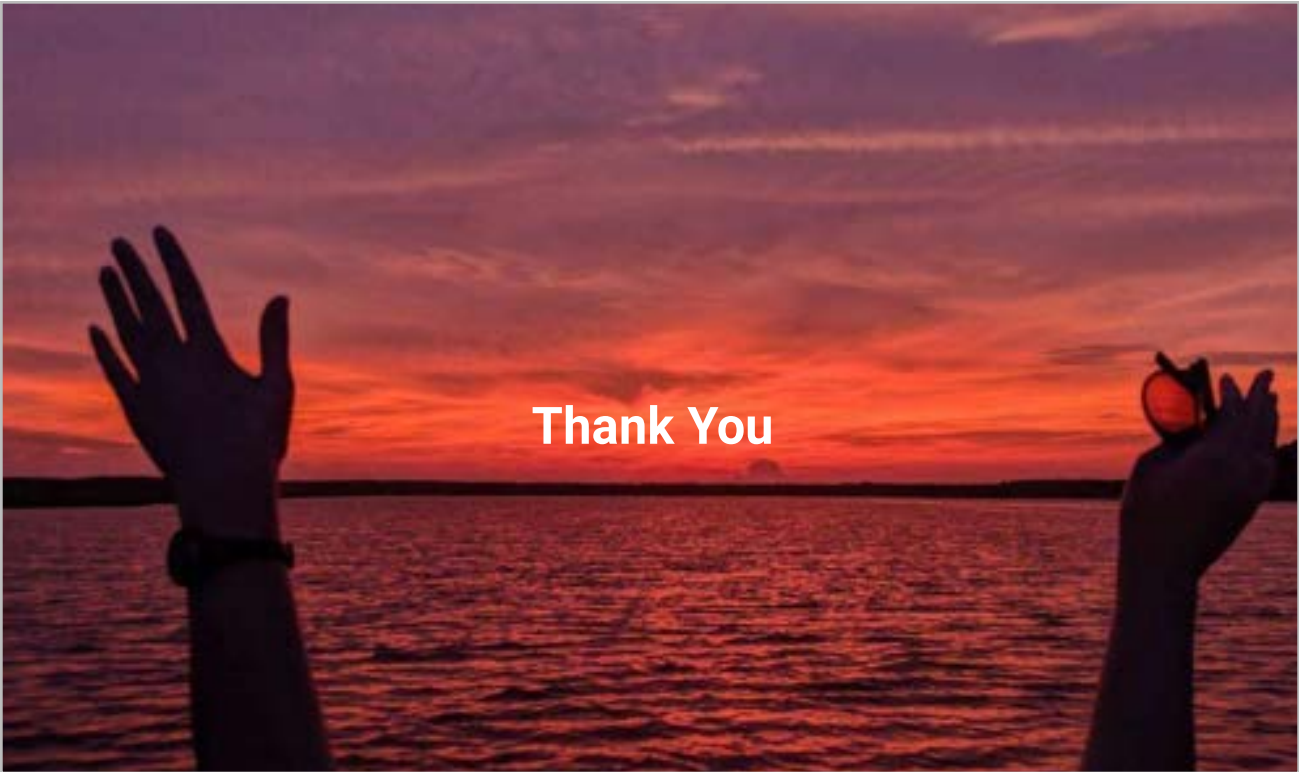
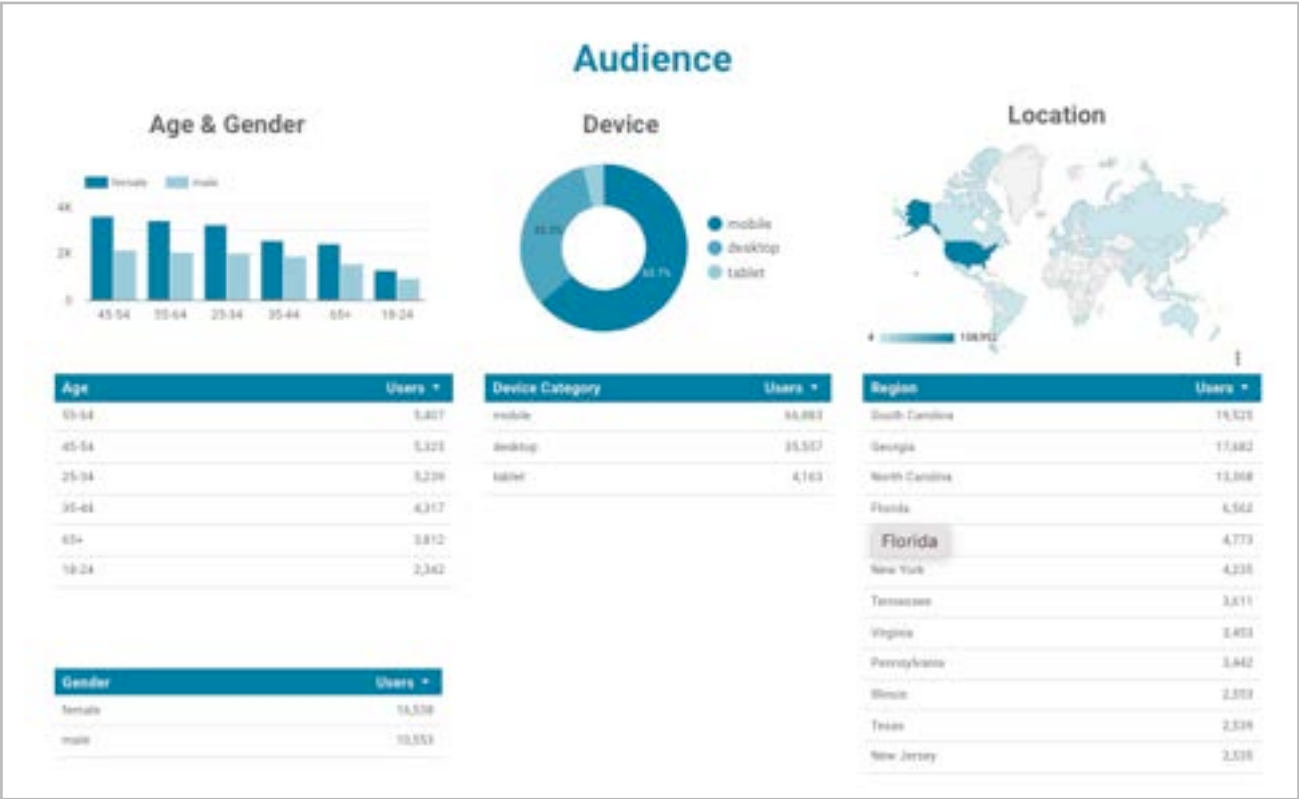
### Conversion Rate Trend



### Conversion Breakdown by Channel

Default Channel Grouping	Awareness					Consideration					Purchase		
	Users	Download PDFs	YouTube Video Complete	Social Channel Clicks	View Golf Guide	eNewsletter Form Submit	Request a Golf Trip Quote	Download Island Compass App	Destination Guide Form Submit	Create an Account	Submit an Event	Share Content	Partner Outgoing Links
Organic Search	69,893	1,291	1,162	161	7	154	0	255	390	4	0	0	15,329
Paid Search	7,541	68	201	11	0	43	0	50	75	0	0	0	1,327
Social	15,542	18	244	14	4	32	0	32	90	0	0	0	762
Direct	6,967	47	147	18	0	18	0	25	47	0	0	0	768
Referral	1,657	92	88	14	0	32	0	28	25	0	0	0	635
(Other)	394	4	4	4	0	7	0	0	0	0	0	0	18
Email	7	0	0	0	0	0	0	0	0	0	0	0	0
<b>Grand total</b>	<b>117,004</b>	<b>1,510</b>	<b>1,883</b>	<b>222</b>	<b>11</b>	<b>287</b>	<b>0</b>	<b>391</b>	<b>617</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>16,846</b>







## BY THE NUMBERS

In 2021, Bluffton inspired travel to the Lowcountry through a variety of top-tier media coverage which showcased the town's idyllic shoulder season, trendy culinary scene and luxe offerings that appealed to domestic vacation seekers.

### BLUFFTON ANNUAL REPORT 2021

**TOTAL MENTIONS:**

**456**

**TOTAL IMPRESSIONS:**

**2,553,960,053**

**TOTAL AD VALUE:**

**\$1,112,764.91**

## BLUFFTON COVERAGE HIGHLIGHTS

**TOWN&COUNTRY**

**The Best Places to Travel for Christmas**

Tempted to skip town for the holidays? Here are a few places we recommend.

Bluffton, South Carolina



The upcoming Thanksgiving and Christmas holidays are the perfect time to enjoy the best of Bluffton. From its historic architecture to its beautiful beaches, Bluffton has everything you need for a perfect holiday getaway. The town is home to some of the best restaurants in the South, and its beaches are perfect for a relaxing day in the sun. Bluffton is also home to some of the best shopping in the South, and its historic architecture is a sight to behold. Bluffton is a beautiful town with everything you need for a perfect holiday getaway.

[Read the full story](#)

[Source: Town & Country](#)

**PureWow**

**The 12 Most Charming Small Towns in South Carolina**



Bluffton is one of the most charming small towns in South Carolina. It is a beautiful town with a rich history and a vibrant community. Bluffton is home to some of the best restaurants in the South, and its beaches are perfect for a relaxing day in the sun. Bluffton is also home to some of the best shopping in the South, and its historic architecture is a sight to behold. Bluffton is a beautiful town with everything you need for a perfect holiday getaway.

[Read the full story](#)

[Source: PureWow](#)

## BLUFFTON COVERAGE HIGHLIGHTS

**USA TODAY TRAVEL**

**10 best small town food scenes in the United States**



No. 10 Bluffton, South Carolina. Hungry visitors to Bluffton will find locally caught seafood and traditional Southern comfort fare at the town's collection of restaurants. That includes local favorites such as Café's Market & Chicken Kitchen and Bluffton Family Seafood House. The culinary lineup also offers Southern barbecue (Chips Chow-Bluffton) and a late bite (Upstate).

[Source: USA Today Travel](#)

**Forbes**

**South Carolina Distilleries Plan Growth With Passage Of New Liquor Laws**




At first glance, the recently opened River Church Distillery seems out of place. Its impressive red brick facade towers over you as you approach it, a feeling only amplified upon entering it. A cathedral-like roof looms three stories overhead, drawing your eyes towards a 5,000 square foot tasting room overlooked by a large stained glass window. It's the type of facility you would expect to find in the nearby metropolitan areas of Savannah or Charleston, not in tiny Bluffton, South Carolina. But, recent changes to decades-old liquor laws in the state could mean that more facilities like this will start appearing throughout the state.

[Read the full story](#)

[Source: Forbes](#)



## BLUFFTON COVERAGE HIGHLIGHTS




**USA  
TODAY**

ERICA LAMBERT / SPECIAL TO USA TODAY  
8/10/22 10:07 AM EDT

### 4 beach towns to hit this fall once the crowds are gone: Carolinas, California, Oregon

Beach towns offer a laid-back vibe, cool ocean breezes, fun family activities and many have exciting foodie scenes. Plus, you can enjoy relatively uncrowded fun and beauty in beach life.

The problem: Everyone else has the same idea in summer, leading to peak prices and crowds.




People swim and play in the ocean at a beach in Bluffton, South Carolina. (Photo by Erica Lambert/USA TODAY)

For a more relaxed experience and with fewer crowds, consider planning a getaway for September or early October. Once the summer crowd disperses, hotel and vacation rental prices dip. But you can still enjoy pleasant weather with less competition for a spot on the beach.

Here are four American beach towns to consider after the summer vacation disperses:

#### Bluffton, South Carolina

A quintessential beach town, Bluffton is located along the Winya River and the charming area of four beautiful family-friendly beaches and a coastal town with recreational water activities. Bluffton is within an hour's drive from Savannah, Georgia, and is about 10 minutes before the historic Charleston. During September and October, crowds are gone and so are the summer heat. After Labor Day, enjoy water-based activities without the summer high temperatures. Enjoy paddle boarding, fishing, kayaking, or just a boat ride to the beach of [Bluffton Island](#). For fall foliage in the region, consider a drive through the town's many Spanish moss. Don't fail to find gump.



Bluffton is a beautiful beach town. Bluffton Island is a great view of the beach. (Photo by Erica Lambert/USA TODAY)

Within Bluffton is [Marine Park State Park](#), a state park with 10,000 acres of conservation land that offers guests complimentary tours to explore trails. The park also has a "beach" area at the end, where guests enjoy drinks and snacks while taking in the fall views. The town has several [caterers](#) but be sure to try other dining spots like [Bluffton BBQ](#), [the Bluffton House](#) and the [Bluffton Ocean View](#).







bluffton  
HEART OF THE LOWCOUNTRY™



DAUFUSKIE ISLAND  
*the paradise beyond*