

2025

Bluffton

VISITOR PROFILE SURVEY

MELINDA PATIENCE
CRAIG BLENIS
DANIEL GUTTENTAG, PH.D.



Hilton Head Island
& Bluffton
Chamber of Commerce



COLLEGE OF
CHARLESTON
OFFICE OF TOURISM ANALYSIS

PREPARED FOR:

HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:

OFFICE OF TOURISM ANALYSIS
SCHOOL OF BUSINESS
COLLEGE OF CHARLESTON

66 GEORGE STREET | CHARLESTON, SC 29424
843.953.1996 | GO.CHARLESTON.EDU/OTA | OTA@COFC.EDU

TABLE OF CONTENTS

<i>Executive Summary</i>	1
<i>Methodology</i>	4
<i>Visitors' Demographic and Geographic Profile</i>	5
Demographics	5
Point of Origin	6
<i>Survey Findings</i>	9
Sample Demographics	9
Sample Point of Origin	10
Travel to the Hilton Head Island / Bluffton Area.....	12
Bluffton Visitors	13
Travel Planning	27
Non-Visitors.....	30
Travel Behavior – All Respondents.....	32
<i>Appendix</i>	35
All ZIP Codes Collected by MSA	35

EXECUTIVE SUMMARY

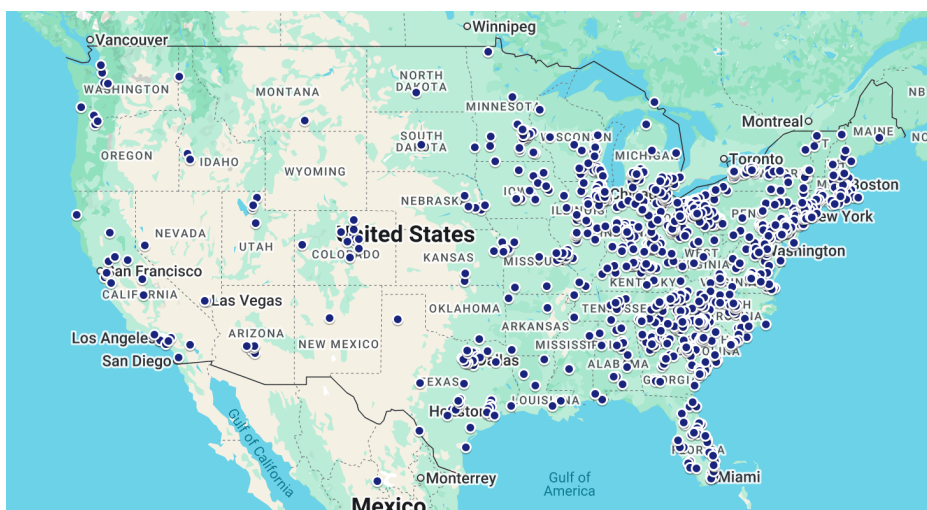
VISITOR AND SAMPLE DEMOGRAPHICS

Baby Boomers (62+ years old) represented 42.1% of the survey respondents, followed by Gen X (46-61 years old) (28.1%), Millennials (30-45 years old) (21.1%), and then Gen Z (19-29 years old) (7.0%). The visitor intelligence company Zartico, which analyzes geolocation data, estimates visitor age follows a somewhat similar pattern, with visitors 45-64 years old being the largest segment (35.0%), followed by 25-44 years old (32.0%), 65 years old and up (24.0%), and then 18-24 years old (8.0%). Over 61% of those surveyed had a Bachelor's degree or higher, and more than 81% had an annual household income of \$75,000 or more. Zartico also estimates that visitors have high household incomes, with 71% earning \$81,000 or more. Approximately 73% of the respondents were married.

POINT OF ORIGIN

The respondents resided in 294 geographic areas (Metropolitan Statistical Areas) across the U.S., from the East Coast to the West Coast. More respondents resided in Ohio than in any other state (12.5%). Second was Pennsylvania (6.6%), followed by North Carolina (6.2%), New York (5.6%), Georgia (5.4%), and Illinois (5.3%). Data provider Placer.ai, which like Zartico also analyzes geolocation data, estimates the top states of visitor origin to be Georgia (16.8%), North Carolina (10.3%), Ohio (8.8%), New York (6.4%), and Virginia (6.4%). In-state visitors represented 8.2% of the survey respondents.

According to a market penetration analysis, the following MSAs were major markets amongst respondents:



New York-Newark-Jersey City, NY-NJ; Chicago-Naperville-Elgin, IL-IN; Atlanta-Sandy Springs-Roswell, GA; Charlotte-Concord-Gastonia, NC-SC; Cincinnati, OH-KY-IN; Pittsburgh, PA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Columbus, OH; Minneapolis-St. Paul-Bloomington, MN-WI; and Akron, OH. Both Zartico and Placer.ai estimate the top 10 metropolitan areas to be Atlanta, GA; Charlotte, NC; New York, NY; Greenville-Spartanburg-Anderson, SC; Asheville, NC; Columbia, SC; Augusta, GA-Aiken, SC; Raleigh-Durham-Fayetteville, NC; Cleveland-Akron-Canton, OH; Washington, DC-Hagerstown, MD; and Charleston, SC.

Canada was the top origin market amongst international respondents (69.2%), followed by Europe (15.4%) and the Caribbean (7.7%).

THOSE WHO TRAVELED TO BLUFFTON

The top reasons for choosing Bluffton as a destination included relaxation, spending time with family, visiting beaches, visiting heritage attractions/museums/historic tours, boating/sailing/kayaking, and business. Other popular motivations included nature-based activities, shopping, festivals, biking, and golf. The activities in which visitors participated are similar to the previously mentioned activities, and also include culinary, music or theatrical performances, and water excursions. Amongst Bluffton's overnight visitors, 59.7% were first-time visitors, suggesting that the destination continues to appeal to new visitors.

TRIP CHARACTERISTICS

The average group size of those surveyed was 3.0 for overnight visitors and 4.7 for day trip visitors. The main mode of transportation to town was personal/family car for both overnight and day trip visitors (50.5% overnight, 69.0% day trip). About 18% of overnight visitors flew to Bluffton via commercial flights, with just under half of them (47.1%) landing at the Savannah/Hilton Head Island International Airport.

The average length of stay for those overnight visitors surveyed was approximately 4.7 nights. Hotels were the most popular choice of accommodation for overnight visitors (31.4%), followed by staying with friends/relatives (19.8%), home/villa rentals (11.6%), and resorts (9.3%).

TRAVEL PLANNING

Airbnb was the most popular online booking platform for villas/homes (60.0%), followed by VRBO (20.0%) and HomeAway (10.0%). The top five other destinations visitors considered before choosing Bluffton were Savannah, Charleston, Tybee Island, Myrtle Beach, and Jekyll Island.

Top reasons for choosing to visit Bluffton were wanting to visit again (40.3%), wanting to visit a beach destination (36.3%), wanting to visit a new destination (30.6%), wanting to visit some place within driving distance (28.2%).

Of those surveyed, 93.2% indicated an intention to return to visit Bluffton, which signals a high degree of trip satisfaction.

NON-VISITORS

Of those who indicated not to have traveled at all, or not to have traveled to the Hilton Head Island / Bluffton area in the past 12 months (N=331), 53.5% had never visited the Hilton Head Island / Bluffton area before, and 39.6% had visited one to five times before.

Of those non-visitors, 39.3% traveled elsewhere, 34.7% plan to visit in the future, 6.6% found it too expensive, 3.6% mentioned health reasons, and 1.2% didn't find what they were looking. Only 0.9% did not travel at all. Alternative destinations of those who did not visit the Hilton Head Island / Bluffton area included destinations most commonly in the Southeast (48.9%) and West (24.2%). Nonetheless, 51.1% of the non-visitors indicated they had plans to visit the Hilton Head Island / Bluffton area within one year.

TRAVEL BEHAVIOR

Looking at the travel behavior of both visitors and non-visitors together, the majority (59.4%) take two to four leisure/vacation trips per year, and they are most likely to travel between May and October.

The top five most appealing experiences for leisure trips/vacations were: beaches (93.0%), relaxation and rejuvenation (70.10%), passive outdoor adventures (46.0%), romantic couple getaways (40.6%), and historic attractions (25.4%),

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (90.7%), ease of access (89.3%), quality of lodging options (88.1%), affordability (86.9%), and quality of dining options (86.7%).



METHODOLOGY

The 2025 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2025 and January 2026, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same period on the Hilton Head Island Visitor & Convention Bureau's and Explore Bluffton's social media channels.

A total of 1,539 completed surveys were collected. This report is based largely on the 124 respondents who visited Bluffton as an overnight or day trip, along with 331 individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton. The remaining 1,086 responses were individuals who only visited Hilton Head Island and are covered in a separate report.

This report presents the results of the present study, together with comparative results examining visitation in 2021, 2022, 2023, and 2024.

The table below shows the visitor estimates for Bluffton by segment for 2021 through 2025. The estimates are based on secondary data for hotel and vacation rental visitors, as well as data collected regarding day trippers and guests of residents.

Visitor Segment	2021	2022	2023	2024	2025
Overnight visitors	172,349	154,478	174,291	173,167	171,649
Day trippers	309,137	277,083	312,621	310,606	307,883
Total Visitors	481,486	431,561	486,912	483,773	479,532

Table 1: Visitor Estimates 2021-2025

VISITORS' DEMOGRAPHIC AND GEOGRAPHIC PROFILE

The profile characteristics in this section are derived from smartphone-based geolocation data provided by Zartico and Placer.ai. The data refer to visitors to the Hilton Head Island and Bluffton area.

DEMOGRAPHICS

	2025
Income	
Less than \$20,000	3.0%
\$21,000-\$40,000	6.0%
\$41,000-\$60,000	8.0%
\$61,000-\$80,000	12.0%
\$81,000-\$100,000	13.0%
\$101,000-\$150,000	23.0%
\$151,000+	35.0%
Age	
18-24	8.0%
25-34	15.0%
35-44	17.0%
45-54	18.0%
55-64	17.0%
65+	24.0%

Table 2: Demographics (Zartico)

POINT OF ORIGIN

Visitor Origin by State

State	% of Visitors	State	% of Visitors	State	% of Visitors
Georgia	16.84%	California	1.22%	Maine	0.21%
South Carolina	11.30%	Alabama	1.04%	Vermont	0.17%
North Carolina	10.25%	Maryland	1.04%	Nebraska	0.15%
Ohio	8.83%	Wisconsin	0.97%	Kansas	0.15%
New York	6.44%	West Virginia	0.93%	Nevada	0.14%
Virginia	6.43%	Colorado	0.81%	Oregon	0.13%
Florida	5.72%	Minnesota	0.81%	Louisiana	0.13%
Pennsylvania	5.29%	Connecticut	0.65%	N/A	0.12%
Tennessee	3.52%	Arizona	0.45%	South Dakota	0.08%
Illinois	2.76%	Mississippi	0.41%	New Mexico	0.07%
Michigan	2.09%	Iowa	0.36%	North Dakota	0.07%
Kentucky	2.04%	Washington	0.31%	Idaho	0.06%
Massachusetts	1.99%	Rhode Island	0.28%	Montana	0.05%
Texas	1.85%	Oklahoma	0.26%	Hawaii	0.03%
Indiana	1.56%	Utah	0.24%	Alaska	0.02%
Missouri	1.47%	Arkansas	0.23%	Wyoming	0.02%

Table 3: Visitor Origin by State (Placer.ai)

Visitor Origin by DMA

DMA Name	% of Visitors	DMA Name	% of Visitors
Atlanta	10.3%	Macon	1.1%
Charlotte	6.0%	Tampa-St. Pete (Sarasota)	1.1%
New York	4.9%	Indianapolis	1.1%
Greenville-Spartanburg-Asheville	4.8%	Baltimore	0.9%
Augusta-Aiken	3.7%	Lexington	0.9%
Columbia, SC	3.0%	Dallas-Ft. Worth	0.9%
Washington, DC (Hagerstown)	2.9%	Louisville	0.9%
Cleveland-Akron (Canton)	2.9%	St. Louis	0.8%
Charleston, SC	2.7%	Richmond-Petersburg	0.8%
Raleigh-Durham (Fayetteville)	2.3%	Minneapolis-St. Paul	0.8%
Cincinnati	2.3%	Chattanooga	0.7%
Chicago	2.3%	Myrtle Beach-Florence	0.7%
Philadelphia	2.1%	Roanoke-Lynchburg	0.7%
Columbus, OH	2.1%	Denver	0.7%
Pittsburgh	2.0%	Charleston-Huntington	0.7%
Boston (Manchester)	1.8%	Hartford & New Haven	0.7%
Knoxville	1.5%	Buffalo	0.6%
Orlando-Daytona Beach-Melbourne	1.4%	West Palm Beach-Ft. Pierce	0.6%
Savannah	1.3%	Miami-Ft. Lauderdale	0.6%
Nashville	1.2%	Harrisburg-Lancaster-Lebanon-York	0.6%
Tri-Cities, TN-VA	1.2%	Los Angeles	0.5%
Greensboro-High Point-Winston-Salem	1.2%	Norfolk-Portsmouth-Newport News	0.5%
Jacksonville	1.2%	Birmingham (Anniston and Tuscaloosa)	0.5%
Detroit	1.2%	Dayton	0.5%
Grand Rapids-Kalamazoo-Battle Creek	0.5%	N/A	0.1%
Milwaukee	0.5%	Gainesville	0.1%

DMA Name	% of Visitors	DMA Name	% of Visitors
Ft. Myers-Naples	0.4%	Paducah-Cape Girard-Harsbg	0.1%
Wilmington	0.4%	Colorado Springs-Pueblo	0.1%
Kansas City	0.4%	Springfield, MO	0.1%
Houston	0.4%	Las Vegas	0.1%
Toledo	0.4%	Erie	0.1%
Phoenix (Prescott)	0.4%	Traverse City-Cadillac	0.1%
Rochester, NY	0.3%	Portland, OR	0.1%
Youngstown	0.3%	Omaha	0.1%
San Francisco-Oak-San Jose	0.3%	Parkersburg	0.1%
Wilkes Barre-Scranton-Hztn	0.3%	Tulsa	0.1%
Providence-New Bedford	0.3%	Clarksburg-Weston	0.1%
Albany-Schenectady-Troy	0.3%	Davenport-R.Island-Moline	0.1%
Greenville-N.Bern-Washngtn	0.3%	Salisbury	0.1%
Columbus, GA (Opelika, AL)	0.3%	Ft. Smith-Fay-Sprngdl-Rgrs	0.1%
Memphis	0.2%	Wichita-Hutchinson Plus	0.1%
Huntsville-Decatur (Flor)	0.2%	Tucson (Sierra Vista)	0.1%
Seattle-Tacoma	0.2%	Bowling Green	0.1%
Salt Lake City	0.2%	Montgomery-Selma	0.1%
Tallahassee-Thomasville	0.2%	Panama City	0.1%
Green Bay-Appleton	0.2%	Terre Haute	0.1%
Austin	0.2%	Rockford	0.1%
Madison	0.2%	Albuquerque-Santa Fe	0.1%
Evansville	0.2%	Lima	0.1%
Syracuse	0.2%	Sioux Falls(Mitchell)	0.1%
Johnstown-Altoona-St Colge	0.2%	Columbia-Jefferson City	0.1%
Champaign&Sprngfld-Decatur	0.2%	Waco-Temple-Bryan	0.1%
Des Moines-Ames	0.2%	La Crosse-Eau Claire	0.1%
Mobile-Pensacola (Ft Walt)	0.2%	Columbus-Tupelo-West Point	0.1%
Bluefield-Beckley-Oak Hill	0.2%	Jackson, MS	0.05%
Burlington-Plattsburgh	0.2%	Zanesville	0.05%
Albany, GA	0.2%	Lincoln & Hastings-Krny	0.05%
Ft. Wayne	0.2%	Spokane	0.05%
Portland-Auburn	0.2%	Bangor	0.05%
South Bend-Elkhart	0.2%	Elmira (Corning)	0.05%
Springfield-Holyoke	0.2%	Fargo	0.05%
Oklahoma City	0.1%	Shreveport	0.05%
Lansing	0.1%	Tyler-Longview(Lfkn&Ncgd)	0.04%
Charlottesville	0.1%	Lafayette, IN	0.04%
San Diego	0.1%	Dothan	0.04%
Flint-Saginaw-Bay City	0.1%	Boise	0.04%
Cedar Rapids-Wtrlo-IWC&Dub	0.1%	Binghamton	0.04%
San Antonio	0.1%	Utica	0.04%
Sacramnto-Stkton-Modesto	0.1%	Baton Rouge	0.04%
Little Rock-Pine Bluff	0.1%	Reno	0.04%
Wheeling-Steubenville	0.1%	Topeka	0.03%
Peoria-Bloomington	0.1%	Jackson, TN	0.03%
Harrisonburg	0.1%	Honolulu	0.03%
Watertown	0.03%	Rapid City	0.01%
Amarillo	0.03%	Butte-Bozeman	0.01%

DMA Name	% of Visitors	DMA Name	% of Visitors
Duluth-Superior	0.03%	Lake Charles	0.01%
Sioux City	0.03%	Meridian	0.01%
Rochestr-Mason City-Austin	0.03%	Monroe-El Dorado	0.01%
Monterey-Salinas	0.03%	Chico-Redding	0.01%
Joplin-Pittsburg	0.03%	Corpus Christi	0.01%
Quincy-Hannibal-Keokuk	0.03%	Beaumont-Port Arthur	0.01%
Yakima-Pasco-RchInd-Knnwck	0.03%	Cheyenne-Scottsbluff	0.01%
Wausau-Rhineland	0.02%	Anchorage	0.01%
El Paso (Las Cruces)	0.02%	Ottumwa-Kirksville	0.01%
Grand Junction-Montrose	0.02%	Wichita Falls & Lawton	0.01%
Sherman-Ada	0.02%	Bakersfield	0.01%
Bismarck-Mnt-Dcknsn(Wlstn)	0.02%	Harlingen-Wslco-Brnsvl-Mca	0.01%
Marquette	0.02%	Bend, OR	0.01%
Palm Springs	0.02%	Twin Falls	0.01%
Eugene	0.02%	Alexandria, LA	0.01%
Lubbock	0.02%	Yuma-El Centro	0.01%
Biloxi-Gulfport	0.02%	St. Joseph	0.01%
Mankato	0.02%	Greenwood-Greenville	0.01%
Santabarbra-Sanmar-Sanluob	0.02%	Helena	0.01%
Lafayette, LA	0.02%	Casper-Riverton	0.01%
Fresno-Visalia	0.02%	San Angelo	0.01%
Odessa-Midland	0.02%	Juneau	0.005%
Jonesboro	0.02%	Medford-Klamath Falls	0.004%
Billings	0.02%	Laredo	0.003%
Idaho Fals-Pocatillo(Jcksn)	0.02%	Great Falls	0.002%
Missoula	0.02%	Presque Isle	0.001%
Hattiesburg-Laurel	0.02%	Fairbanks	0.001%
Abilene-Sweetwater	0.02%		

Table 4: Visitor Origin by Market (Placer.ai)

SURVEY FINDINGS

SAMPLE DEMOGRAPHICS

Gender	2022	2023	2024	2025
Female	38.1%	52.0%	44.0%	62.2%
Male	61.9%	47.5%	56.0%	37.8%
Self-identify	-	0.5%	-	-
Marital Status				
Married	69.1%	76.8%	76.3%	72.8%
Single	14.4%	12.4%	12.3%	13.2%
Divorced	7.7%	4.5%	6.6%	6.1%
Widowed	7.2%	4.8%	3.3%	6.1%
Separated	1.6%	1.5%	1.4%	1.8%
Education (highest level completed)				
Grade School	0.8%	0.5%	-	-
High School	3.6%	8.4%	4.8%	6.2%
Some College	26.7%	23.8%	22.1%	14.2%
Associates Degree (2 years)	15.8%	16.2%	13.0%	17.7%
Bachelor's Degree (4 years)	33.9%	32.5%	36.5%	39.8%
Graduate Degree (Post degree/MA)	19.1%	18.6%	23.6%	22.1%
Age				
19 years or younger	0.6%	0.3%	1.0%	0.9%
20 to 29 years	38.3%	23.8%	35.7%	6.1%
30 to 39 years	44.4%	36.8%	38.6%	15.8%
40 to 49 years	10.7%	12.2%	6.2%	11.4%
50 to 59 years	1.8%	10.9%	5.7%	21.9%
60 to 69 years	2.9%	9.8%	7.1%	25.4%
70 years and over	1.1%	6.0%	5.7%	16.7%
Prefer not to say	0.2%	0.3%	-	1.8%
Household Income				
Under \$24,999	0.8%	1.4%	3.6%	3.8%
\$25,000-\$34,999	5.6%	5.4%	8.7%	3.8%
\$35,000-\$49,999	10.3%	11.0%	6.2%	7.6%
\$50,000-\$74,999	12.6%	14.7%	11.8%	3.8%
\$75,000-\$99,999	18.8%	20.1%	25.1%	15.2%
\$100,000-\$149,999	18.4%	18.1%	25.1%	21.5%
\$150,000-\$199,999	19.1%	14.7%	10.8%	21.5%
\$200,000-\$249,999	7.6%	10.8%	3.1%	13.9%
\$250,000 or more	6.8%	3.7%	5.6%	8.9%
N	1,005	422	243	124

Table 5: Demographics

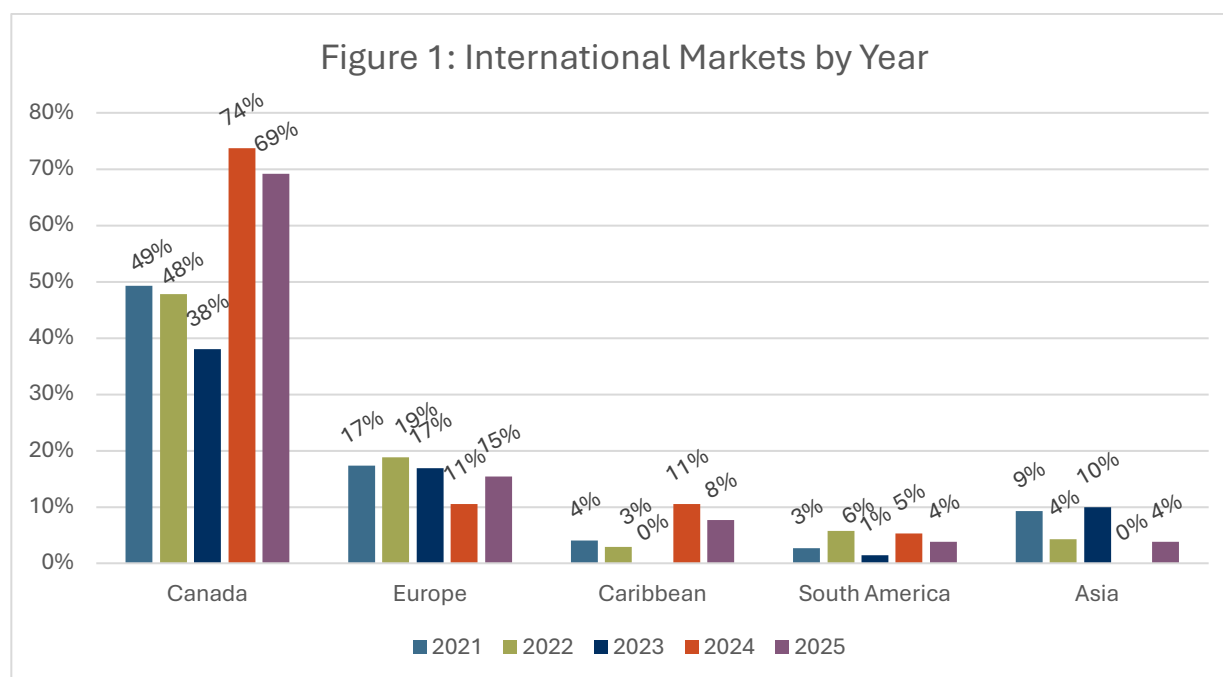
SAMPLE POINT OF ORIGIN

ZIP Code Analysis – Top 30 MSAs

	Metropolitan Area	Sum MSA	Percent MSA Share
1	New York-Newark-Jersey City, NY-NJ	71	4.6%
2	Chicago-Naperville-Elgin, IL-IN	57	3.7%
3	Atlanta-Sandy Springs-Roswell, GA	44	2.9%
4	Charlotte-Concord-Gastonia, NC-SC	40	2.6%
5	Cincinnati, OH-KY-IN	40	2.6%
6	Rural OH	39	2.5%
7	Pittsburgh, PA	37	2.4%
8	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	35	2.3%
9	Columbus, OH	34	2.2%
10	Minneapolis-St. Paul-Bloomington, MN-WI	31	2.0%
11	Akron, OH	30	1.9%
12	Hilton Head Island-Bluffton-Port Royal, SC	29	1.9%
13	Boston-Cambridge-Newton, MA-NH	26	1.7%
14	Dallas-Fort Worth-Arlington, TX	24	1.6%
15	Greenville-Anderson-Greer, SC	23	1.5%
16	Washington-Arlington-Alexandria, DC-VA-MD-WV	22	1.4%
17	Indianapolis-Carmel-Greenwood, IN	20	1.3%
18	Louisville/Jefferson County, KY-IN	20	1.3%
19	Toledo, OH	19	1.2%
20	Myrtle Beach-Conway-North Myrtle Beach, SC	18	1.2%
21	St. Louis, MO-IL	18	1.2%
22	Augusta-Richmond County, GA-SC	17	1.1%
23	Columbia, SC	16	1.0%
24	Grand Rapids-Wyoming-Kentwood, MI	16	1.0%
25	Asheville, NC	15	1.0%
26	Detroit-Warren-Dearborn, MI	14	0.9%
27	Milwaukee-Waukesha, WI	14	0.9%
28	Baltimore-Columbia-Towson, MD	13	0.8%
29	Buffalo-Cheektowaga, NY	13	0.8%
30	Rochester, NY	13	0.8%
	Other	731	47.5%
	N	1,539	

Table 6: ZIP Code Analysis – Top 30 MSAs

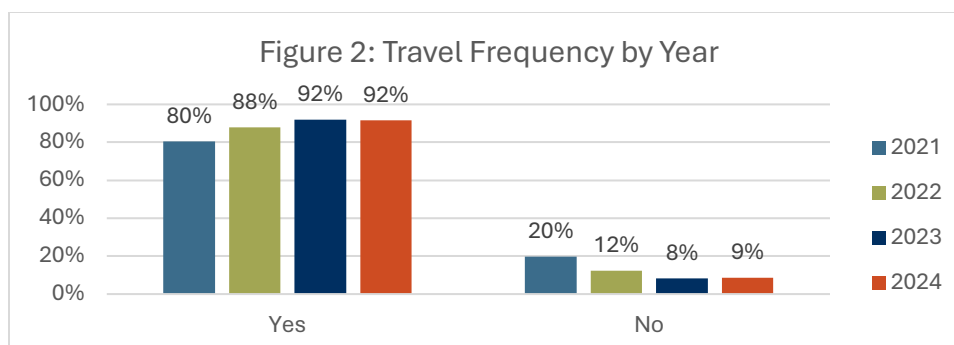
International Markets



	2021	2022	2023	2024	2025
Canada	49.3%	47.8%	38.0%	73.7%	69.2%
Europe	17.3%	18.8%	16.9%	10.5%	15.4%
Caribbean	4.0%	2.9%	-	10.5%	7.7%
South America	2.7%	5.8%	1.4%	5.3%	3.8%
Asia	9.3%	4.3%	9.9%	-	3.8%
Australia/Oceania	1.3%	5.8%	5.6%	-	-
Africa	6.7%	7.2%	1.4%	-	-
Antarctica	2.7%	-	-	-	-
Central America	1.3%	-	-	-	-
Middle East	5.3%	7.2%	26.8%	-	-
N	75	69	71	19	26

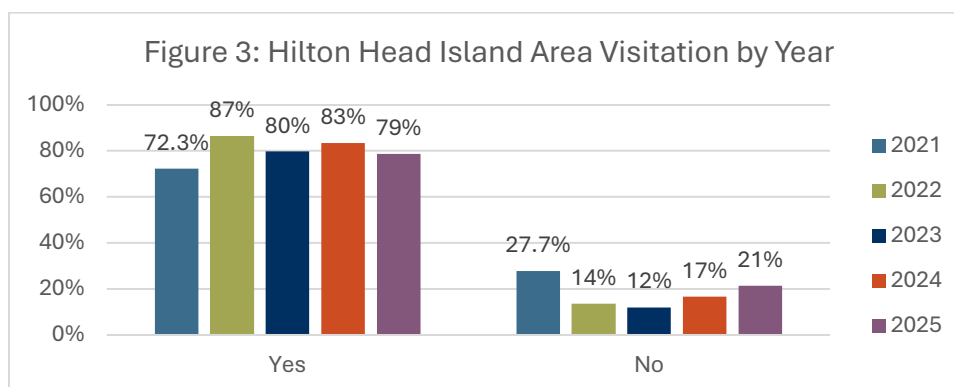
Table 7: International Markets

TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA

Within the last 12 months have you traveled or taken a vacation?

	2021	2022	2023	2024	2025
Yes	80.4%	87.8%	91.8%	91.5%	100.0%
No	19.6%	12.2%	8.2%	8.5%	0.0%
N	2,084	2,918	1,710	1,040	1,539

TABLE 8: Travel Frequency by Year

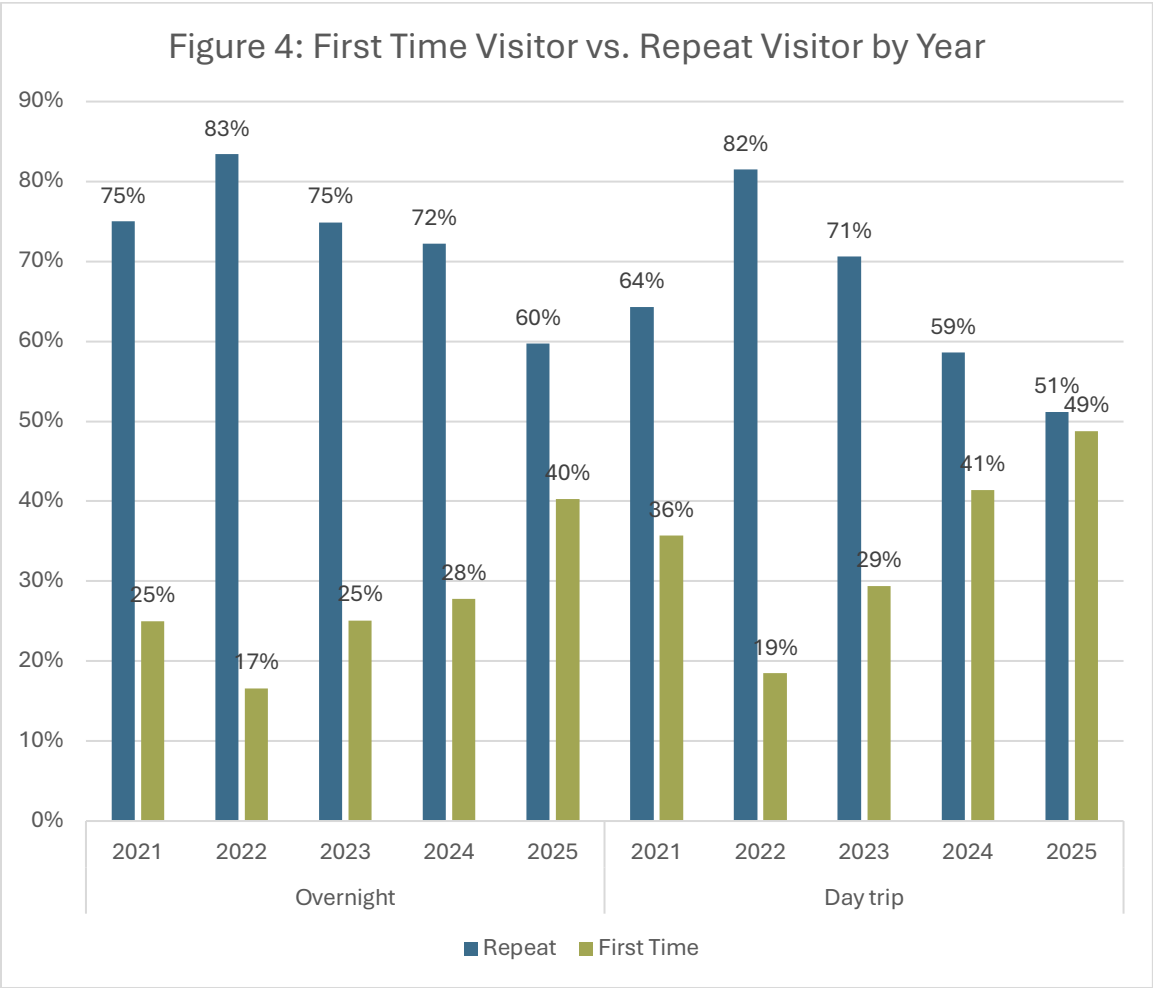
Did you visit Bluffton, SC or Hilton Head Island, SC in the last 12 months?

	2021	2022	2023	2024	2025
Yes	72.3%	86.5%	79.8%	83.4%	78.6%
No	27.7%	13.5%	12.0%	16.6%	21.4%
N	1,675	2,547	1,570	952	1,539

TABLE 9: Bluffton / Hilton Head Island Visitation by Year

BLUFFTON VISITORS

Was that your first time visiting Bluffton?

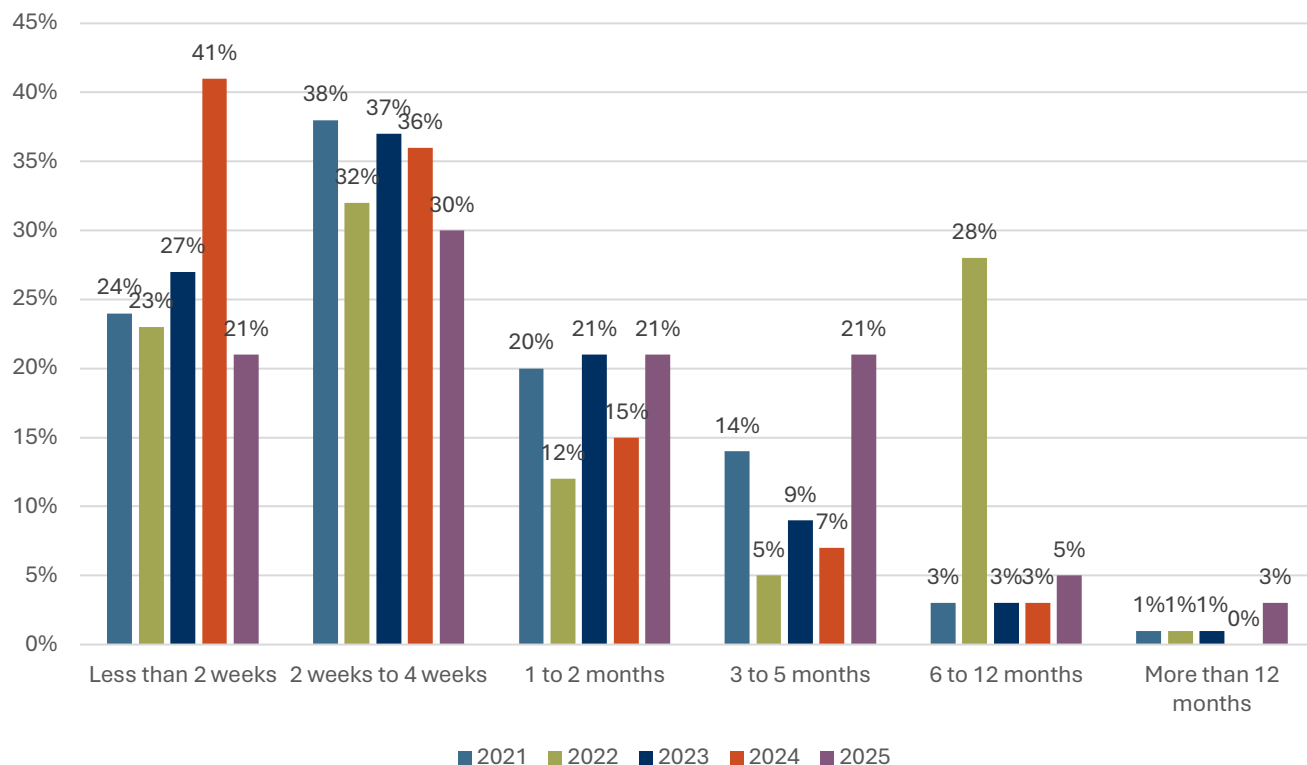


	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Yes	75.0%	64.3%	83.4%	81.5%	74.9%	70.6%	72.2%	58.6%	59.7%	51.2%
No	25.0%	35.7%	16.6%	18.5%	25.1%	29.4%	27.8%	41.4%	40.3%	48.8%
N	164	28	603	54	211	34	198	29	81	43

TABLE 10: First Time Visitor vs. Repeat Visitor

Approximately how long before your trip to Bluffton did you make your first reservation (e.g., accommodation, transportation, etc.)?

Figure 5: Reservation Lead Time (Overnight Visitors)



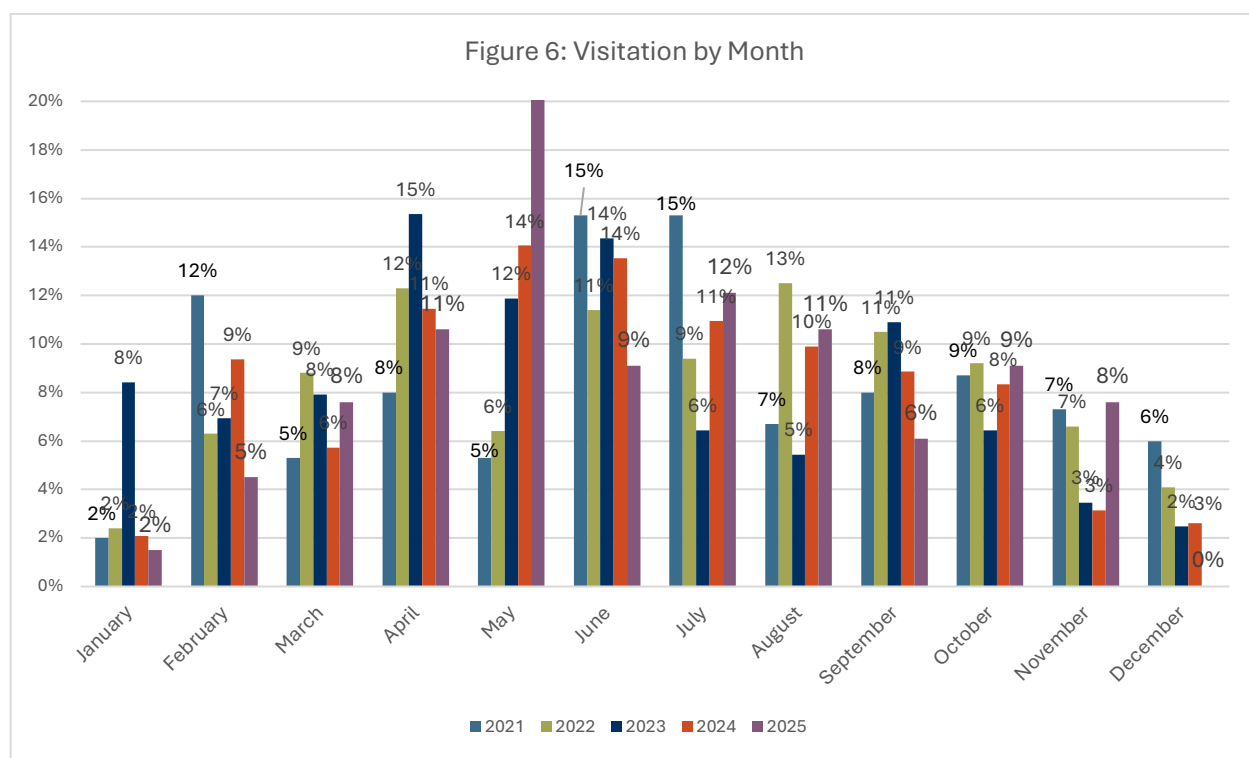
	2021	2022	2023	2024	2025
Less than 2 weeks	23.8%	22.5%	27.5%	40.5%	20.8%
2 weeks to 4 weeks	37.8%	31.6%	37.0%	35.5%	29.9%
1 to 2 months	20.1%	11.6%	21.3%	14.5%	20.8%
3 to 5 months	14.0%	5.3%	9.5%	6.5%	20.8%
6 to 12 months	3.0%	28.3%	3.3%	3.0%	5.2%
More than 12 months	1.2%	0.7%	1.4%	-	2.6%
N	164	604	211	200	77

TABLE 11: Reservation Lead Time

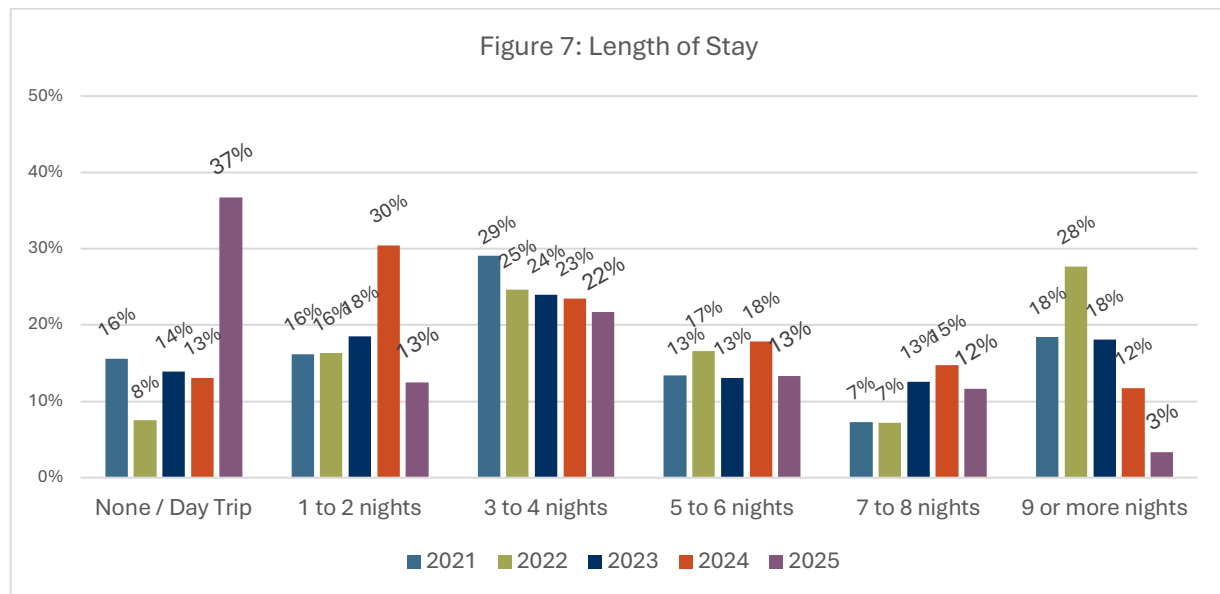
When did you make your most recent trip to Bluffton?

	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
January	2.0%	-	2.4%	2.1%	8.4%	3.0%	2.1%	-	1.5%	-
February	12.0%	10.0%	6.3%	6.4%	6.9%	-	9.4%	10.0%	4.5%	3.0%
March	5.3%	15.0%	8.8%	8.5%	7.9%	3.0%	5.7%	6.7%	7.6%	10.6%
April	8.0%	-	12.3%	19.1%	15.3%	15.2%	11.5%	13.3%	10.6%	4.5%
May	5.3%	5.0%	6.4%	14.9%	11.9%	12.1%	14.1%	20.0%	21.2%	12.1%
June	15.3%	30.0%	11.4%	12.8%	14.4%	18.2%	13.5%	10.0%	9.1%	6.1%
July	15.3%	30.0%	9.4%	12.8%	6.4%	12.1%	10.9%	10.0%	12.1%	3.0%
August	6.7%	-	12.5%	17.0%	5.4%	12.1%	9.9%	6.7%	10.6%	1.5%
September	8.0%	5.0%	10.5%	4.3%	10.9%	6.1%	8.9%	6.7%	6.1%	6.1%
October	8.7%	5.0%	9.2%	-	6.4%	9.1%	8.3%	13.3%	9.1%	9.1%
November	7.3%	-	6.6%	2.1%	3.5%	-	3.1%	3.3%	7.6%	3.0%
December	6.0%	-	4.1%	-	2.5%	9.1%	2.6%	-	0.0%	1.5%
N	150	20	543	47	202	33	192	30	66	40

TABLE 12: Visitation by Month



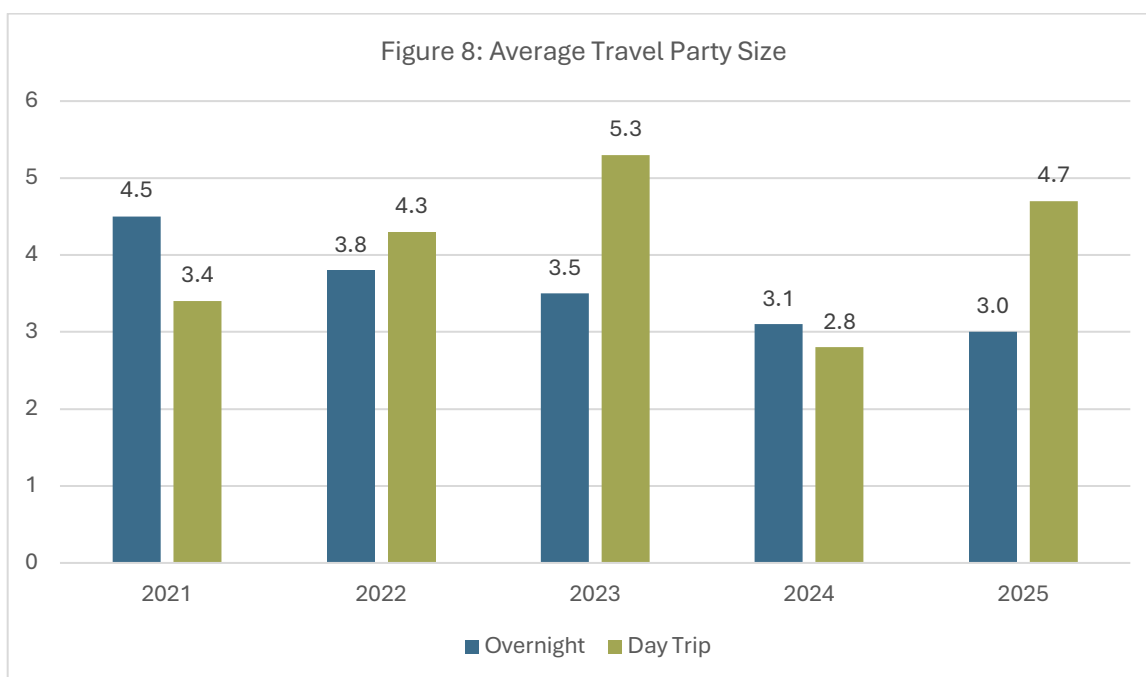
Approximately how many nights was your trip to Bluffton?



	2021	2022	2023	2024	2025
None/day trip only	15.6%	7.5%	13.9%	13.0%	36.7%
1 night	3.4%	3.4%	3.4%	3.5%	6.7%
2 nights	12.8%	12.9%	15.1%	15.7%	5.8%
3 nights	18.4%	14.2%	15.5%	14.8%	16.7%
4 nights	10.6%	10.4%	8.4%	8.7%	5.0%
5 nights	13.4%	9.9%	10.1%	11.7%	8.3%
6 nights	-	6.7%	2.9%	6.1%	5.0%
7 nights	4.5%	4.6%	6.3%	10.0%	10.8%
8 nights	2.8%	2.6%	6.3%	4.8%	0.8%
9 nights	2.2%	2.1%	1.3%	1.7%	-
10 nights	5.6%	4.2%	4.2%	3.5%	0.8%
11 nights	1.7%	2.2%	-	3.0%	0.8%
12 nights	1.7%	1.6%	2.5%	2.6%	-
13 nights	1.7%	1.1%	1.3%	-	-
14 nights	1.7%	3.8%	1.7%	-	-
15 nights	1.1%	2.2%	1.7%	-	-
More than 15 nights	2.8%	10.5%	5.5%	0.9%	1.7%
N	179	626	238	230	120

TABLE 13: Length of Stay

Please indicate how many people (including yourself) were in your travel party.



	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Average	4.5	3.4	3.8	4.3	3.5	5.3	3.1	2.8	3.0	4.7
N	151	21	543	47	205	33	200	30	77	44

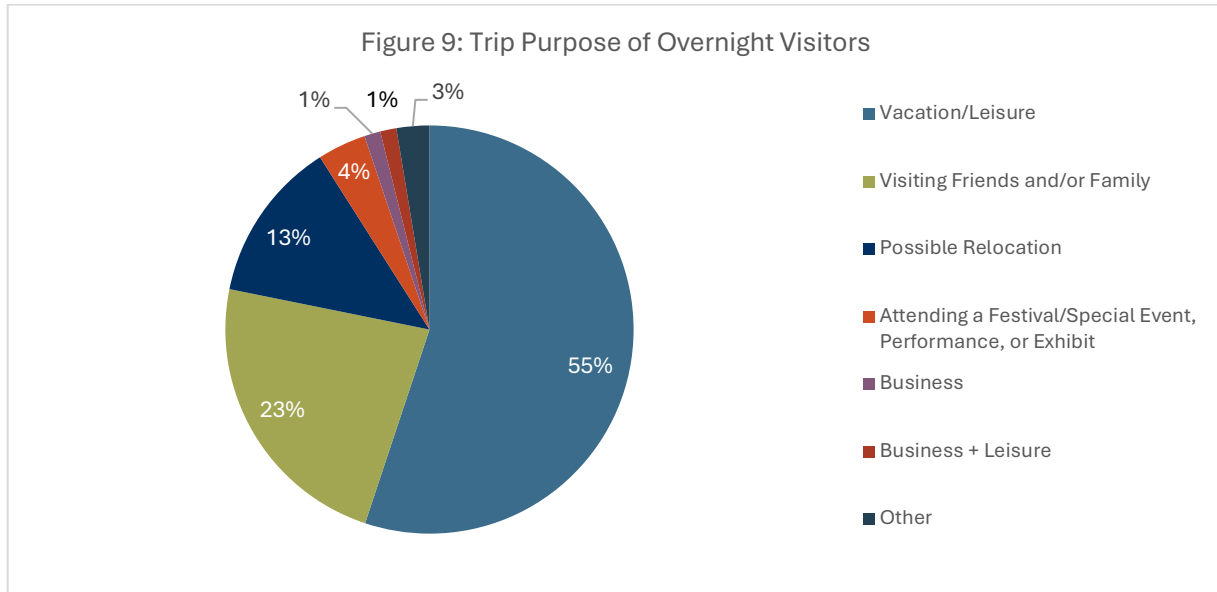
TABLE 14: Travel Party Size

Please indicate by age category how many people were in your travel party.

Age		0	1	2	3	4	5	6 or more
Overnight	Under 18	75.0%	10.0%	3.8%	5.0%	0.0%	-	-
	18-24	86.3%	2.5%	2.5%	1.3%	0.0%	1.3%	0.0%
	25-34	75.0%	3.8%	11.3%	2.5%	1.3%	-	-
	35-44	86.3%	2.5%	3.8%	1.3%	0.0%	-	-
	45-54	78.8%	8.8%	5.0%	-	1.3%	-	-
	55-64	61.3%	11.3%	18.8%	1.3%	1.3%	-	-
	65+	63.8%	12.5%	17.5%	-	-	-	-
Day Trip	Under 18	70.5%	15.9%	2.3%	-	-	4.5%	-
	18-24	77.3%	9.1%	4.5%	-	-	-	2.3%
	25-34	84.1%	4.5%	-	2.3%	-	-	2.3%
	35-44	79.5%	6.8%	4.5%	-	-	-	2.3%
	45-54	63.6%	13.6%	9.1%	4.5%	-	-	2.3%
	55-64	61.4%	11.4%	15.9%	2.3%	-	2.3%	-
	65+	47.7%	11.4%	25.0%	2.3%	2.3%	-	4.5%

TABLE 15: Travel Party Age Mix

What was the main purpose of your overnight visit to Bluffton?



	2021	2022	2023	2024	2025
Vacation/Leisure	46.3%	42.1%	38.6%	56.0%	55.1%
Visiting Friends and/or Family	16.8%	9.7%	10.7%	12.5%	23.1%
Possibly Relocating to Hilton Head/Bluffton area	2.0%	0.8%	1.4%	1.5%	12.8%
Attending a Festival/Special Event, Performance, or Exhibit	3.4%	6.6%	7.4%	4.0%	3.8%
Business + Leisure	22.1%	20.4%	24.7%	16.0%	1.3%
Business	-	10.2%	8.4%	4.0%	1.3%
Attending a Conference, Meeting, or Trade Show	9.4%	10.2%	8.8%	6.0%	-
Other	-	-	-	-	2.6%
N	149	608	215	200	78

TABLE 16: Trip Purpose of Overnight Visitors

Day Trip Visitors:

Was this visit part of an overnight vacation or a day trip from home?

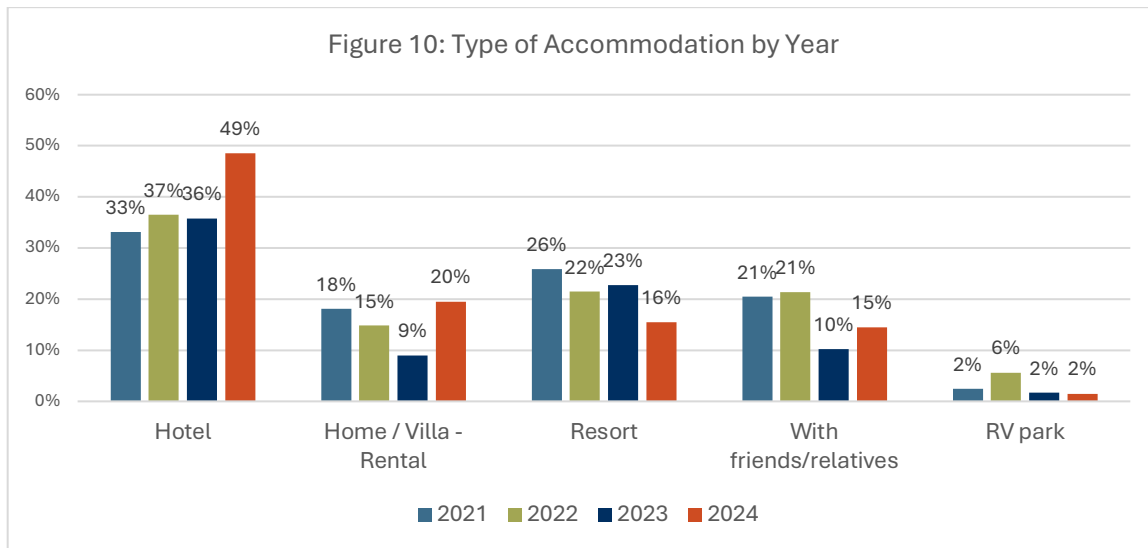
	2021	2022	2023	2024	2025
Part of a vacation	50.0%	85.2%	76.5%	80.0%	79.1%
Day trip from home	50.0%	14.8%	23.5%	20.0%	20.9%
N	28	54	34	30	43

TABLE 17: Day Trip as Part of a Vacation or Day Trip from Home

Where did you stay overnight?

	2021	2022	2023	2024	2025
Savannah	42.3%	19.3%	23.1%	26.7%	50.0%
Charleston	19.2%	50.9%	26.9%	26.7%	11.8%
Beaufort	19.2%	14.0%	15.4%	6.7%	14.7%
Tybee Island	7.7%	10.5%	19.2%	6.7%	8.8%
Jacksonville	3.8%	3.5%	11.5%	20.0%	-
Fripp Island	3.8%	-	-	-	-
Other	3.8%	1.8%	3.8%	13.3%	-
N	26	57	26	15	29

TABLE 18: Vacation Day Trip Visitors Overnight Location

Overnight Visitors:**What was your primary form of accommodation while visiting Bluffton?**

	2021	2022	2023	2024	2025
Hotel	33.1%	36.5%	35.8%	48.5%	31.4%
With friends/relatives	20.5%	21.4%	10.2%	14.5%	19.8%
Home / Villa - Rental	18.1%	14.8%	9.0%	19.5%	11.6%
Resort	25.9%	21.5%	22.8%	15.5%	9.3%
RV park	2.4%	5.6%	1.7%	1.5%	9.3%
Home / Villa - Owned	-	-	-	0.5%	-
Other	-	0.2%	0.2%	48.5%	9.3%
N	166	608	215	200	78

TABLE 19: Types of Accommodation

What was the name of the Hotel/Resort where you stayed?

Holiday Inn Express
Comfort Suites
Montage Palmetto Bluff
Old Town Bluffton Inn
Hampton Inn
Comfort Inn Bluffton
Hilton Garden Inn
Mainstay Suites
Fairfield Inn
Holiday Inn

TABLE 20: Top 10 Hotels or Resorts

Which of the following online platforms did you use to make your home/villa reservation?

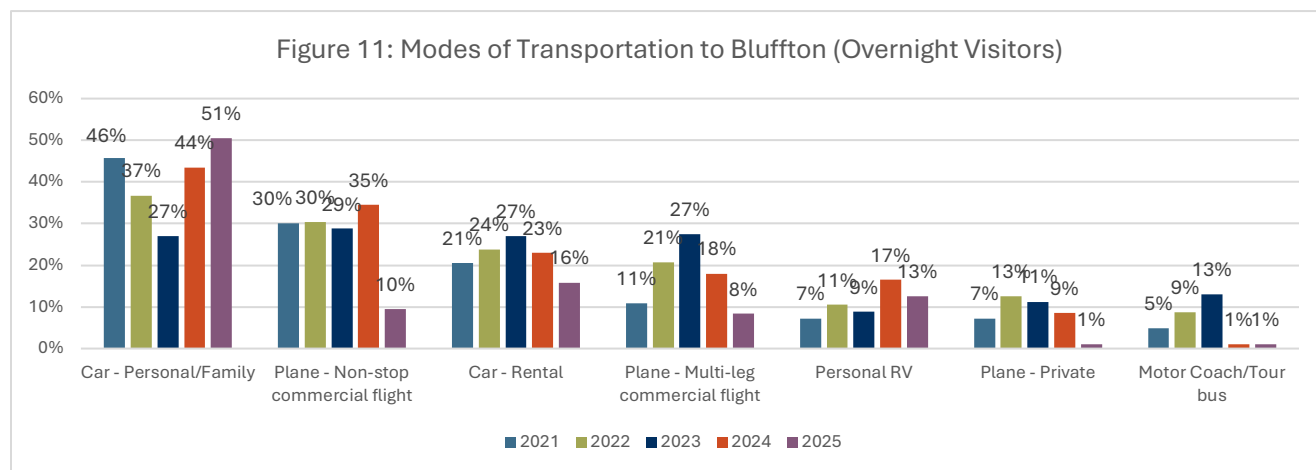
Airbnb	60.0%
VRBO	20.0%
HomeAway	10.0%
Other	10.0%
N	10

TABLE 21: Booking Platforms for Home/Villa Rental

What type of transportation did you use to travel to Bluffton?

	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Car - Personal/Family	45.8%	67.9%	36.7%	27.8%	27.0%	47.1%	43.5%	40.0%	50.5%	69.0%
Car - Rental	20.5%	14.3%	23.8%	35.2%	27.0%	29.4%	23.0%	23.3%	15.8%	28.6%
Plane - Non-stop commercial flight	30.1%	-	30.3%	-	28.8%	-	34.5%	-	9.5%	-
Plane - Multi-leg commercial flight	10.8%	-	20.7%	-	27.4%	-	18.0%	20.0%	8.4%	-
Personal RV	7.2%	-	10.5%	3.7%	8.8%	17.6%	16.5%	-	12.6%	-
Motor Coach/Tour bus	4.8%	7.1%	8.7%	18.5%	13.0%	11.8%	1.0%	-	1.1%	-
Plane - Private	7.2%	17.9%	12.5%	18.5%	11.2%	17.6%	8.5%	30.0%	1.1%	2.4%
Train	-	-	-	-	-	-	2.0%	20.0%	-	-
Other	-	-	-	-	-	-	-	-	1.1%	-
N	166	28	608	54	215	34	200	30	95	42

TABLE 22: Modes of Transportation to Bluffton



Visitors Arriving by Plane:

At which airport did you land?

Savannah/Hilton Head Island International	47.1%
Jacksonville	23.5%
Hilton Head Island	11.8%
Charleston	11.8%
Atlanta	5.9%
N	17

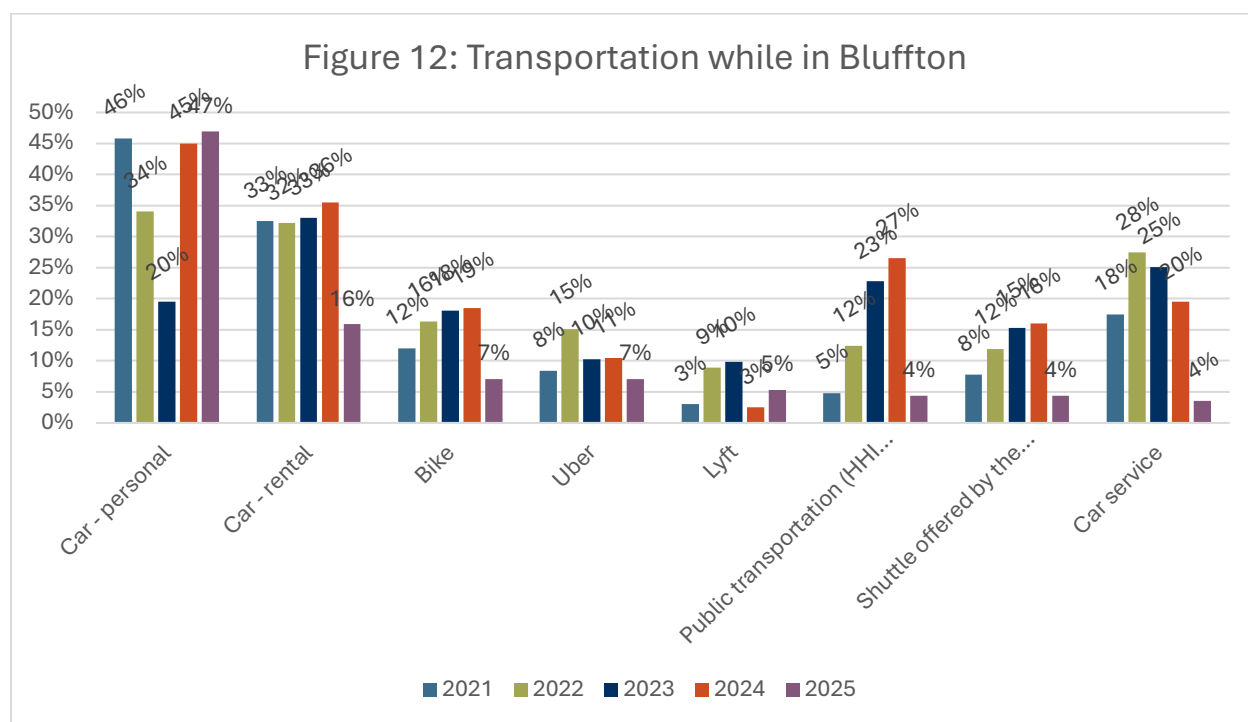
TABLE 23: Arrival Airport

Which commercial airline did you use?

Delta	4.0%
JetBlue	2.4%
American Airlines	1.6%
Southwest	1.6%
Silver Airways	1.6%
Sun Country Airlines	0.8%
Other (please specify)	1.6%
N	17

TABLE 24: Commercial Airlines Used

Once in Bluffton, what mode(s) of transportation did you use?



	2021	2022	2023	2024	2025
Car - personal	45.8%	34.1%	19.5%	45.0%	46.9%
Car - rental	32.5%	32.2%	33.0%	35.5%	15.9%
Bike	12.0%	16.3%	18.1%	18.5%	7.1%
Uber	8.4%	15.1%	10.2%	10.5%	7.1%
Lyft	3.0%	8.9%	9.8%	2.5%	5.3%
Public transportation (HHI Trolley, etc.)	4.8%	12.4%	22.8%	26.5%	4.4%
Shuttle offered by the hotel/resort	7.8%	11.9%	15.3%	16.0%	4.4%
Car service	17.5%	27.5%	25.1%	19.5%	3.5%
Golf Cart	0.6%	-	-	1.5%	-
Other (please specify)	-	-	-	-	5.3%
N	166	608	215	200	113

TABLE 25: Transportation Used While In Bluffton

Please indicate the approximate total amount of money that was spent by your party/group for each category while in the Bluffton area.

	Overnight	Day Trip	Overall
Transportation	\$186.90	\$79.36	\$145.78
Lodging	\$626.46	\$0.00	\$626.46
Food - Dining	\$452.81	\$125.49	\$328.22
Food - Grocery	\$86.33	\$26.47	\$63.83
Shopping	\$332.25	\$155.88	\$250.95
Spas	\$8.96	\$6.41	\$8.10
Golf	\$5.00	\$26.41	\$12.14
Biking	\$4.67	\$3.40	\$4.23
Performance/Visual Arts	\$19.35	\$23.08	\$20.60
Festivals	\$5.13	\$7.59	\$6.18
Museums/Historical Tours	\$42.42	\$12.76	\$20.08
Boating/Sailing/Fishing	\$126.88	\$15.39	\$39.17
Nature-based Activities	\$11.41	\$9.15	\$10.55
Dolphin Tours	\$3.28	\$7.12	\$4.91
Tennis	\$2.34	\$7.12	\$4.13
Other Expenses	\$144.52	\$37.73	\$71.26
Total Expenditure	\$1,437.53	\$496.07	\$1,083.73

Table 26: Average Per Travel Party Trip Expenditures by Category and Visitor Type

What are the three primary reasons why you visited Bluffton?

	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Relaxation	21.7%	-	11.0%	9.3%	12.1%	20.6%	25.0%	16.7%	43.6%	46.5%
Time with family/friends	22.3%	21.4%	23.5%	5.6%	27.4%	26.5%	31.5%	23.3%	42.3%	34.9%
Beaches	33.1%	53.6%	30.3%	27.8%	29.8%	44.1%	36.0%	36.7%	39.7%	51.2%
Other	-	-	-	-	-	-	6.0%	3.3%	23.1%	9.3%
Heritage attractions / Museum / Historical tours	22.3%	25.0%	17.6%	13.0%	17.7%	32.4%	20.0%	43.3%	17.9%	0.0%
Boating / Sailing / Kayaking	21.1%	7.1%	22.7%	20.4%	14.4%	-	16.0%	13.3%	14.1%	-
Business trip (convention, meeting, etc.)	15.1%	10.7%	22.7%	37.0%	26.5%	2.9%	17.0%	10.0%	12.8%	2.3%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	16.9%	3.6%	16.1%	3.7%	15.8%	23.5%	21.5%	-	10.3%	9.3%
Shopping	14.5%	28.6%	16.4%	11.1%	19.5%	20.6%	18.5%	16.7%	9.0%	37.2%
Festivals	7.8%	3.6%	12.8%	1.9%	7.9%	8.8%	17.0%	-	9.0%	4.7%
Biking	15.7%	14.3%	23.2%	37.0%	13.5%	11.8%	13.5%	20.0%	9.0%	4.7%
Culinary	12.0%	32.1%	10.2%	37.0%	8.8%	20.6%	5.0%	13.3%	7.7%	9.3%
Golf	11.4%	3.6%	7.9%	13.0%	6.5%	2.9%	7.5%	6.7%	6.4%	4.7%
Parks	5.4%	7.1%	8.6%	7.4%	7.0%	2.9%	6.5%	3.3%	3.8%	4.7%
Attend sporting event	10.2%	25.0%	12.2%	11.1%	11.2%	2.9%	6.0%	6.7%	3.8%	-
Health/wellness/fitness	10.2%	7.1%	11.7%	5.6%	8.4%	8.8%	4.5%	-	3.8%	-
Tennis	2.4%	3.6%	4.9%	1.9%	4.2%	26.5%	3.0%	3.3%	2.6%	-
Performance/visual arts	-	3.6%	-	-	1.4%	8.8%	36.0%	36.7%	-	-
Wedding	2.4%	-	3.5%	-	3.3%	2.9%	2.0%	-	-	-
N	166	28	608	54	215	34	200	30	78	43

TABLE 27: Three Primary Reasons for Visitation

Which of the following activities did you actively participate in?

	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Relaxation	25.9%	35.7%	15.3%	13.0%	14.9%	8.8%	30.5%	26.7%	59.0%	46.5%
Beaches	40.4%	42.9%	40.6%	37.0%	31.2%	44.1%	48.0%	36.7%	52.6%	55.8%
Shopping	22.3%	50.0%	22.0%	18.5%	21.4%	29.4%	41.0%	43.3%	50.0%	58.1%
Time with family/friends	24.1%	35.7%	20.4%	14.8%	18.6%	20.6%	33.5%	43.3%	48.7%	32.6%
Culinary	17.5%	42.9%	21.2%	20.4%	20.5%	20.6%	19.0%	10.0%	33.3%	23.3%
Museum / Historical tours	19.3%	10.7%	21.5%	5.6%	20.9%	14.7%	24.5%	33.3%	29.5%	-
Nature-based activities (dolphin/turtle tours, fishing, etc.)	24.1%	-	20.4%	9.3%	24.7%	23.5%	36.0%	23.3%	24.4%	14.0%
Biking	16.9%	7.1%	33.9%	27.8%	27.0%	17.6%	30.5%	23.3%	20.5%	7.0%
Festivals	12.7%	7.1%	19.1%	11.1%	14.4%	17.6%	18.5%	10.0%	19.2%	9.3%
Music or theatrical performance / Visual arts exhibit	10.2%	7.1%	15.6%	3.7%	19.5%	8.8%	18.5%	16.7%	14.1%	-
Water excursions	11.4%	10.7%	9.5%	22.2%	7.9%	17.6%	15.5%	26.7%	11.5%	7.0%
Golf	12.7%	7.1%	16.1%	7.4%	9.3%	5.9%	10.5%	3.3%	7.7%	-
Business/work	17.5%	14.3%	24.8%	9.3%	22.8%	2.9%	18.0%	13.3%	6.4%	2.3%
Spas	5.4%	3.6%	13.2%	3.7%	10.2%	5.9%	13.5%	3.3%	6.4%	-
Attend sporting event	13.3%	14.3%	17.1%	16.7%	14.0%	11.8%	6.5%	13.3%	5.1%	2.3%
Health / Wellness / Fitness	16.3%	3.6%	19.6%	18.5%	14.4%	14.7%	12.0%	10.0%	5.1%	-
Sports activities	5.4%	-	9.2%	3.7%	9.3%	58.8%	5.5%	3.3%	3.8%	2.3%
Tennis	5.4%	-	6.9%	1.9%	6.0%	2.9%	5.5%	6.7%	2.6%	2.3%
University visit / Education / Intellectual programs	4.2%	10.7%	8.2%	5.6%	5.1%	2.9%	3.5%	3.3%	1.3%	-
Relocation	-	-	-	-	-	-	0.5%	3.3%	-	-
Other	1.8%	-	-	-	1.4%	5.9%	1.0%	3.3%	6.4%	2.3%
N	166	28	608	54	215	34	200	30	78	43

TABLE 28: Activities Visitors Participated In

Which shopping locations did you visit?

	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Downtown Bluffton	48.2%	39.3%	48.8%	50.0%	50.2%	38.2%	58.5%	46.7%	71.8%	41.9%
Tanger Outlets	31.3%	53.6%	21.5%	9.3%	15.3%	5.9%	26.0%	13.3%	44.9%	16.3%
Coligny Plaza	29.5%	25.0%	25.8%	37.0%	24.2%	23.5%	30.5%	3.3%	37.2%	30.2%
Shopping areas off 278 (Target, Kroger, Best Buy, etc.)	17.5%	28.6%	11.2%	18.5%	22.3%	20.6%	18.0%	30.0%	35.9%	14.0%
Harbour Town	26.5%	17.9%	25.8%	33.3%	27.9%	23.5%	32.5%	20.0%	25.6%	18.6%
Shelter Cove Towne Centre	18.1%	17.9%	20.2%	22.2%	25.1%	29.4%	13.5%	13.3%	23.1%	2.3%
Main Street Village	19.3%	17.9%	27.1%	18.5%	24.7%	20.6%	24.5%	13.3%	19.2%	16.3%
Shelter Cove Harbour	21.7%	10.7%	20.9%	29.6%	16.7%	20.6%	11.0%	10.0%	19.2%	14.0%
Buckwalter shopping areas	15.7%	14.3%	19.9%	11.1%	22.3%	8.8%	24.5%	16.7%	12.8%	4.7%
South Beach Marina	10.2%	3.6%	18.3%	9.3%	17.2%	23.5%	17.0%	13.3%	12.8%	4.7%
The Shops at Sea Pines Center	20.5%	7.1%	17.9%	16.7%	14.9%	35.3%	23.5%	30.0%	12.8%	7.0%
Village at Wexford	12.7%	-	14.8%	11.1%	9.8%	11.8%	9.5%	16.7%	9.0%	4.7%
None	1.2%	3.6%			0.9%	5.9%	0.5%	3.3%	2.6%	11.6%
Other	1.2%	-			-	-	-	-	3.8%	14.0%
N	166	28	608	54	215	34	200	30	78	43

TABLE 29: Shopping Locations Visited

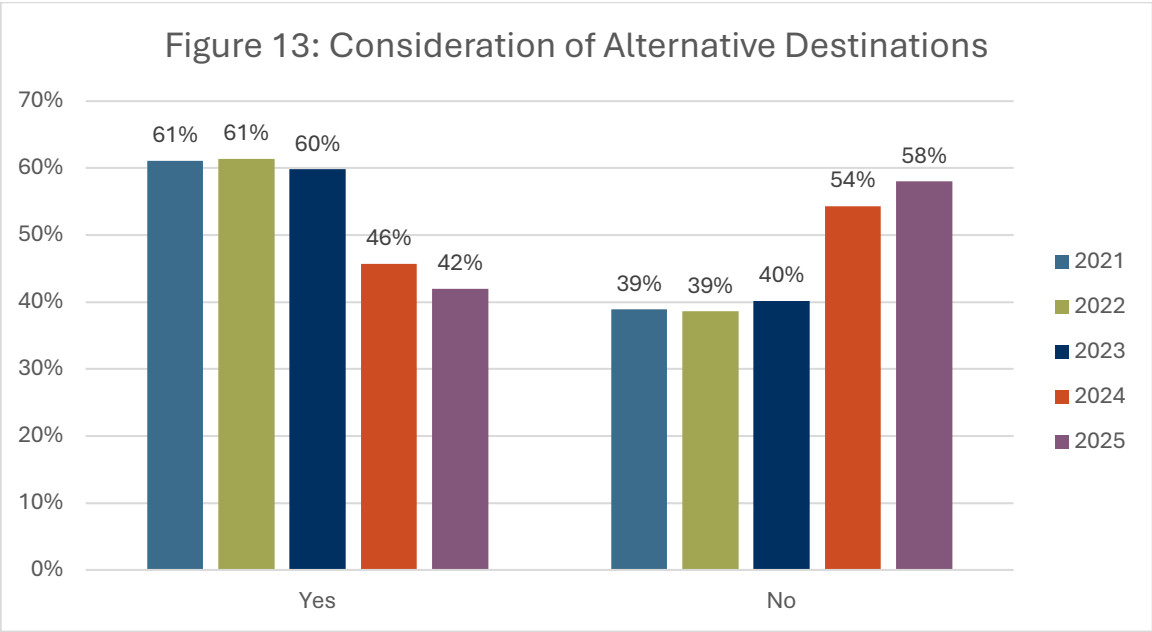
Did you visit any of the following cities while staying in Bluffton?

	2021	2022	2023	2024	2025
Savannah	27.7%	25.2%	19.5%	7.8%	21.0%
Savannah	27.7%	25.2%	19.5%	7.8%	21.0%
Beaufort	25.9%	27.5%	20.0%	9.4%	16.9%
Charleston	26.5%	33.7%	32.6%	8.9%	9.7%
Daufuskie Island	15.1%	28.5%	20.9%	6.7%	8.9%
Jacksonville	21.7%	27.3%	24.2%	3.1%	4.8%
Tybee Island	14.5%	15.3%	14.0%	4.9%	3.2%
Port Royal	0.6%	0.3%	-	-	-
Other	-	-	-	0.4%	2.4%
I did not visit any other cities.	4.2%	4.1%	5.1%	3.4%	6.5%
N	166	608	215	200	124

TABLE 30: Other Cities Visited While Staying in Bluffton

TRAVEL PLANNING

Before deciding to visit Bluffton, did you consider any other destinations?



	2021	2022	2023	2024	2025
Yes	61.1%	61.4%	59.8%	45.7%	42.0%
No	38.9%	38.6%	40.2%	54.3%	58.0%
N	193	658	249	230	119

TABLE 31: Consideration of alternative destinations

Which of the following destinations did you consider visiting?

	2021	2022	2023	2024	2025
Savannah, GA	9.3%	23.8%	14.1%	21.0%	44.0%
Charleston, SC	22.0%	10.6%	17.4%	10.5%	38.0%
Tybee Island, GA	7.6%	8.7%	6.0%	6.7%	26.0%
Myrtle Beach, SC	15.3%	6.9%	6.0%	8.6%	24.0%
Jekyll Island, GA	22.0%	8.4%	8.7%	7.6%	20.0%
Gulf Shores, AL	22.0%	29.5%	34.9%	22.9%	18.0%
Hilton Head, SC	22.0%	13.9%	10.7%	12.4%	16.0%
Outer Banks, NC	9.3%	20.3%	30.9%	20.0%	14.0%
Kiawah Island, SC	22.0%	17.1%	18.1%	14.3%	12.0%
Pinehurst, NC	9.3%	16.3%	16.1%	10.5%	12.0%
Reynolds Plantation, GA	9.3%	21.3%	20.1%	10.5%	12.0%
St. Simons Island, GA	9.3%	10.6%	16.1%	14.3%	12.0%
The Florida Keys	7.6%	5.7%	6.0%	4.8%	12.0%
Caribbean	22.0%	26.5%	28.2%	21.9%	10.0%
Hawaiian Islands	22.0%	37.4%	32.9%	37.1%	10.0%
Marco Island/Naples, FL	15.3%	24.3%	26.8%	15.2%	10.0%
Orlando, FL	15.3%	28.7%	16.8%	19.0%	10.0%
Isle of Palms, SC	22.0%	26.2%	24.2%	22.9%	8.0%
Sarasota, FL	9.3%	12.1%	10.7%	11.4%	8.0%
Ponte Vedre, FL	9.3%	17.3%	13.4%	22.9%	6.0%
Sandestin, FL	9.3%	18.3%	15.4%	13.3%	6.0%
Telluride, CO	7.6%	23.5%	19.5%	14.3%	6.0%
Sanibel Island, FL	9.3%	11.9%	20.8%	10.5%	4.0%
Santa Fe, NM	9.3%	7.4%	8.7%	6.7%	4.0%
Sea Island, GA	9.3%	21.0%	19.5%	20.0%	4.0%
Alabama Golf Trail	36.4%	38.1%	36.9%	21.9%	2.0%
Aspen, CO	36.4%	22.3%	20.1%	18.1%	2.0%
Napa/Sonoma, CA	15.3%	11.4%	14.1%	13.3%	2.0%
Tampa/St. Petersburg, FL	7.6%	10.1%	9.4%	5.7%	2.0%
Other	15.3%	17.3%	12.1%	5.7%	16.0%
Total	118	404	149	105	124

TABLE 32: Alternative Destinations by Year

How did Bluffton make it to your list of places to consider for your vacation?

	2021	2022	2023	2024	2025
Had visited in the past and wanted to return	28.0%	22.7%	22.0%	20.9%	40.3%
Wanted to visit a beach destination	32.6%	34.9%	32.7%	33.5%	36.3%
Wanted to visit someplace new	16.6%	24.0%	21.6%	23.9%	30.6%
Wanted to visit some place within driving distance	19.7%	18.4%	18.8%	16.1%	28.2%
It was recommended by friends/family	29.0%	35.5%	34.7%	41.3%	24.2%
Wanted to visit because of the nature-based attractions	23.3%	41.9%	36.7%	32.2%	23.4%
Other	4.7%	1.3%	2.4%	4.3%	22.6%
Wanted to visit heritage attractions	19.2%	35.7%	25.7%	22.2%	14.5%
Discovered/learned about it on the internet/display ads/search engines	20.2%	19.7%	13.9%	17.4%	12.9%
Saw an advertisement in a magazine/website/social media	17.1%	18.8%	21.2%	21.3%	11.3%
Wanted to attend a cultural/performing arts event	9.3%	15.8%	13.1%	12.2%	10.5%
Safe place to visit during or after COVID-19	9.8%	11.7%	10.2%	5.7%	6.5%
Wanted to attend a sporting event	5.7%	13.7%	7.3%	8.7%	5.6%
Total	193	618	249	230	124

TABLE 33: Reasons for Visiting Hilton Head Island

How likely are you to return to Bluffton?

	2021	2022	2023	2024	2025
Very likely	59.4%	34.8	30.8%	46.2%	70.5%
Likely	26.4%	33.0	32.1%	35.8%	23.2%
Neutral	12.3%	24.3	23.7%	15.1%	5.3%
Unlikely	0.9%	6.1%	10.7%	2.8%	0.0%
Very Unlikely	0.9%	1.8%	2.7%	-	1.1%
Total	106	618	224	212	95

TABLE 34: Likelihood of Visiting Bluffton Again

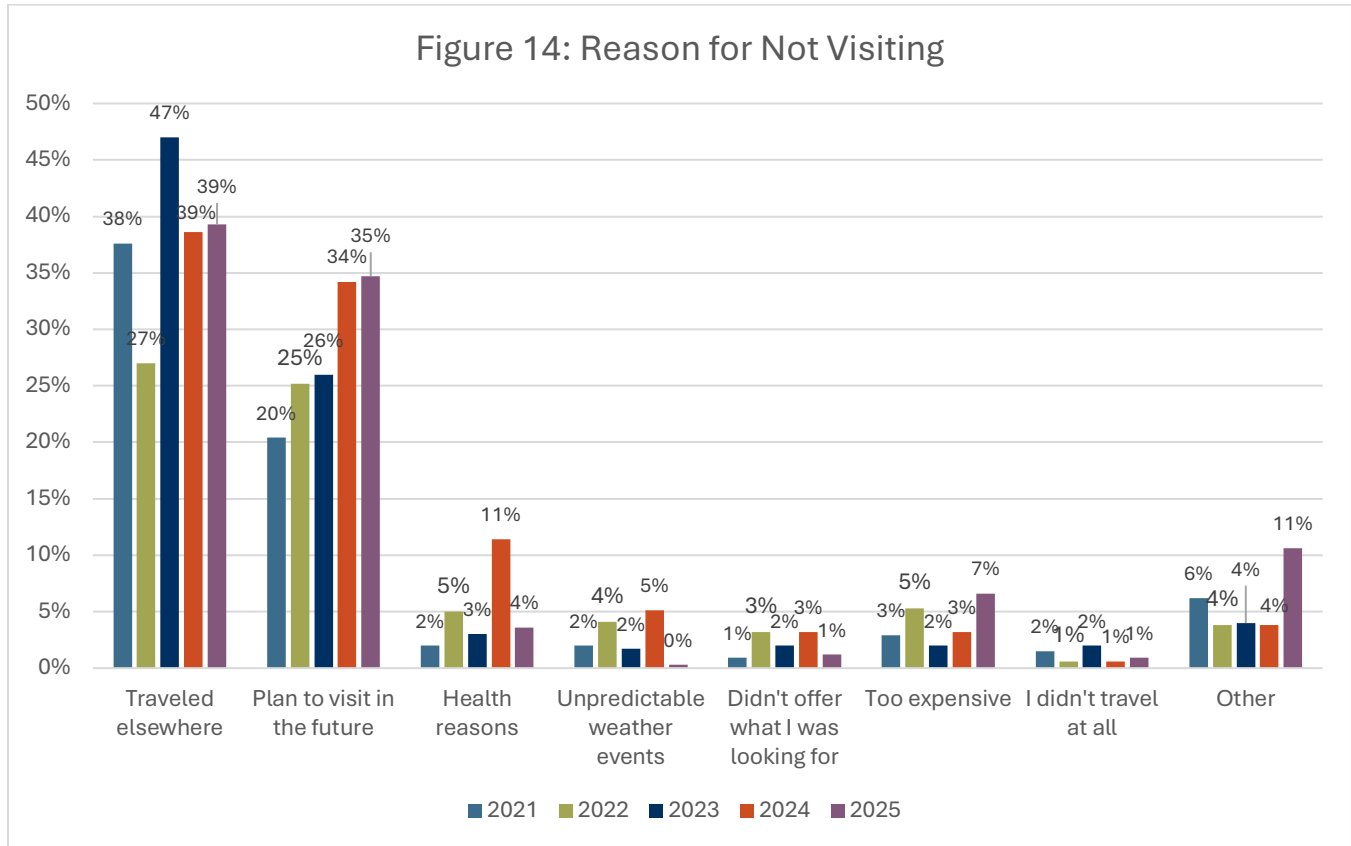
How likely are you to recommend visiting Bluffton to a friend or family member?

	2021	2022	2023	2024	2025
Definitely Recommend	70.8%	39.4%	34.5%	54.9%	78.6%
Probably Recommend	20.8%	40.0%	34.1%	35.3%	12.2%
May or May Not Recommend	7.5%	17.2%	21.8%	8.9%	6.1%
Probably Not Recommend	0.9%	3.1%	9.2%	0.9%	3.1%
Definitely Not Recommend	0.0%	0.3%	0.4%	-	-
Total	106	635	229	224	98

TABLE 35: Likelihood of Recommending a Visit to Bluffton

NON-VISITORS

Which of the following most accurately reflects why you did not visit Hilton Head Island-Bluffton during the last 12 months?



	2021	2022	2023	2024	2025
Traveled elsewhere	37.6%	27.0%	47.0%	38.6%	39.3%
Plan to visit in the future	20.4%	25.2%	26.0%	34.2%	34.7%
Too expensive	2.9%	5.3%	2.0%	3.2%	6.6%
Health reasons	2.0%	5.0%	3.0%	11.4%	3.6%
Didn't offer what I was looking for	0.9%	3.2%	2.0%	3.2%	1.2%
Unpredictable weather events	2.0%	4.1%	1.7%	5.1%	0.3%
I didn't travel at all	1.5%	0.6%	2.0%	0.6%	0.9%
Other	6.2%	3.8%	4.0%	3.8%	10.6%
COVID-19 pandemic	26.5%	25.8%	7.0%	-	0.3%
N	860	341	100	158	331

Table 36: Reasons for Not Visiting

Please indicate the region(s) that you traveled to in the past 12 months.

	2021	2022	2023	2024	2025
USA - Southeast (GA, FL, NC, SC)	26.9%	33.7%	42.0%	34.4%	48.9%
USA - West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9.8%	19.6%	22.0%	25.5%	24.2%
USA - Midwest (IA, IN, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)	10.5%	20.8%	17.0%	14.0%	23.3%
USA - South (AL, AR, KY, LA, MS, OK, TN, TX)	9.0%	22.3%	27.0%	23.6%	19.0%
USA - Northeast (CT, MA, ME, NJ, NH, NY, PA, RI, VT)	9.1%	18.5%	24.0%	33.1%	14.2%
Europe	1.2%	7.3%	10.0%	14.6%	11.5%
USA - South Atlantic (DE, DC, MD, VA, WV)	8.0%	17.0%	16.0%	14.6%	10.3%
Latin America and Caribbean	2.1%	6.5%	6.0%	12.1%	8.2%
Canada	1.4%	10.9%	16.0%	16.6%	7.9%
Asia	0.5%	4.4%	8.0%	12.1%	0.9%
Africa	0.3%	1.2%	1.0%	2.5%	0.6%
Australia/New Zealand	0.2%	3.2%	6.0%	5.1%	0.0%
N	860	341	100	157	331

Table 37: Regions Visited by Non-Visitors in the Past 12 Months

How many times have you visited Hilton Head Island in the past 10 years?

	2021	2022	2023	2024	2025
Never visited	38.9%	42.9%	33.7%	29.7%	53.5%
1	18.6%	14.0%	9.5%	16.3%	14.5%
2 to 5	30.2%	36.4%	40.8%	45.5%	25.1%
6 to 10	9.8%	5.0%	13.6%	6.5%	4.8%
11 to 20	1.9%	0.9%	1.2%	1.6%	0.3%
21 or more	0.9%	0.5%	1.2%	0.4%	0.3%
N	860	341	169	246	331

Table 38: Visitation Frequency in the Past 10 Years by Non-visitors

Do you have plans to visit Hilton Head Island-Bluffton in the near future?

	2021	2022	2023	2024	2025
Yes, within one year	49.2%	50.1%	48.8%	36.7%	51.1%
Yes, but not sure when	42.5%	49.0%	47.0%	55.9%	39.9%
No	8.3%	0.9%	4.2%	36.7%	6.9%
N	859	341	168	245	331

Table 39: Plans of visiting Hilton Head Island-Bluffton in the Future by Non-Visitors

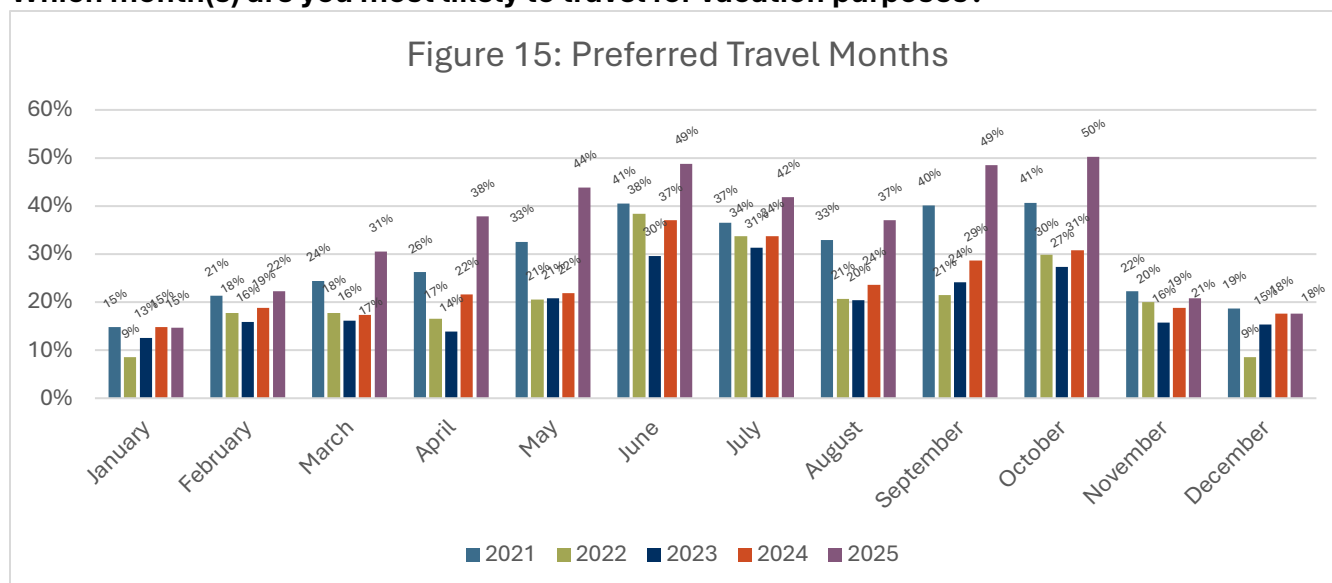
TRAVEL BEHAVIOR – ALL RESPONDENTS

On average, approximately how many leisure/vacation trips do you take each year?

	2021	2022	2023	2024	2025
0 to 1	15.3%	10.0%	7.3%	11.7%	10.1%
2 to 4	55.1%	47.3%	50.6%	57.8%	59.4%
5 to 7	19.2%	29.9%	23.4%	18.8%	19.6%
8 to 10	6.3%	8.2%	15.8%	8.7%	5.9%
More than 10	4.1%	4.7%	2.9%	3.0%	5.1%
N	1,042	984	1,625	1,025	1,521

Table 40: Frequency of Leisure/Vacation Trips

Which month(s) are you most likely to travel for vacation purposes?



	2021	2022	2023	2024	2025
January	14.8%	8.5%	12.6%	14.8%	14.7%
February	21.3%	17.8%	15.9%	18.8%	22.2%
March	24.4%	17.7%	16.1%	17.4%	30.5%
April	26.2%	16.5%	13.9%	21.6%	37.9%
May	32.5%	20.5%	20.8%	21.9%	43.8%
June	40.5%	38.4%	29.6%	37.1%	48.8%
July	36.5%	33.7%	31.3%	33.7%	41.9%
August	32.9%	20.7%	20.4%	23.6%	37.1%
September	40.1%	21.4%	24.1%	28.7%	48.5%
October	40.6%	29.8%	27.3%	30.8%	50.2%
November	22.2%	20.0%	15.8%	18.8%	20.8%
December	18.7%	8.5%	15.3%	17.6%	17.6%
N	1,042	984	1,625	1,040	1,521

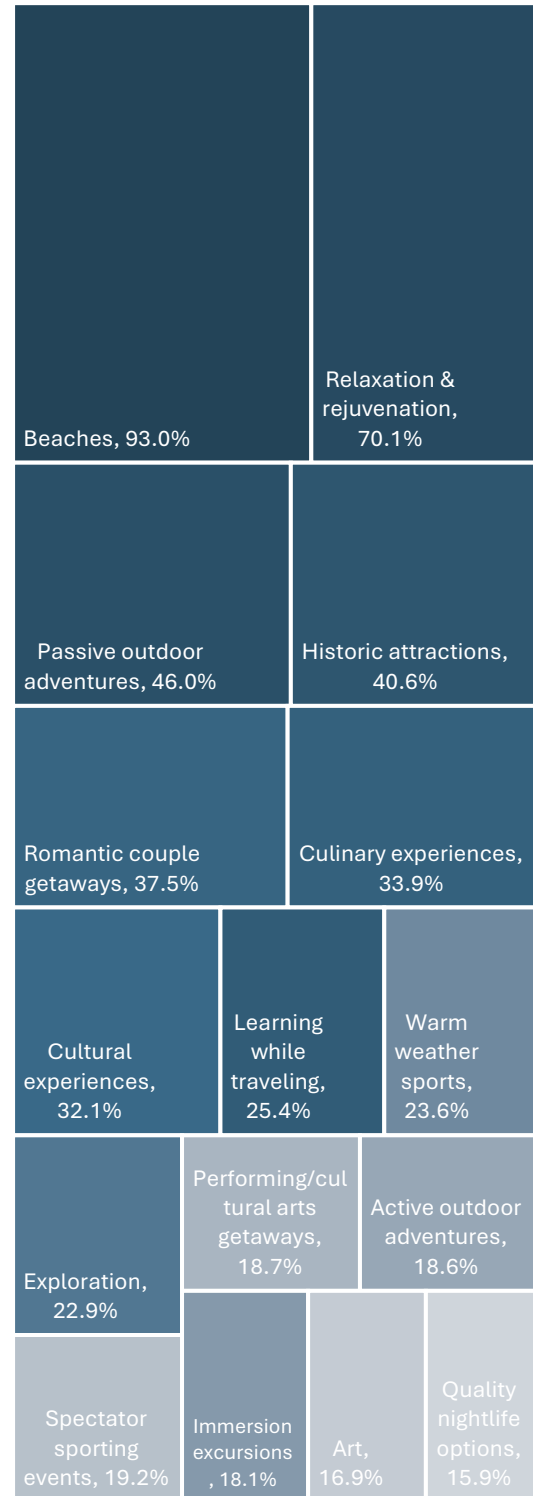
Table 41: Preferred Travel Months

To what extent do the following types of vacations/leisure trips and/or travel experiences appeal to you?

“Appealing” + “Very Appealing”	2021	2022	2023	2024	2025
Beaches	88.4%	65.1%	71.2%	87.1%	93.0%
Relaxation & rejuvenation	85.4%	66.9%	72.2%	85.3%	70.1%
Passive outdoor adventures	72.6%	64.4%	63.7%	76.1%	46.0%
Romantic couple getaways	70.0%	65.0%	60.8%	74.7%	40.6%
Historic attractions	75.5%	64.4%	60.9%	73.6%	25.4%
Culinary experiences	70.1%	63.7%	60.3%	73.0%	33.9%
Cultural experiences	70.7%	62.9%	57.5%	72.1%	37.5%
Quality nightlife options	52.6%	60.3%	52.2%	66.7%	32.1%
Learning while traveling	60.9%	56.3%	54.1%	66.2%	22.9%
Immersion excursions	49.6%	57.4%	51.1%	66.1%	23.6%
Active outdoor adventures	46.8%	59.6%	51.9%	64.8%	18.1%
Exploration	57.5%	59.8%	54.1%	63.7%	18.6%
Art	49.8%	57.1%	49.2%	63.1%	18.7%
Theme parks	44.7%	58.7%	51.7%	63.1%	19.2%
Warm weather sports	52.7%	61.2%	53.5%	62.9%	16.9%
Water sports	48.8%	60.4%	51.1%	62.1%	15.9%
Performing/cultural arts getaways	51.2%	58.6%	50.5%	61.0%	15.4%
Luxury camping	39.9%	55.0%	50.7%	60.6%	14.9%
Urban getaway	48.4%	58.5%	48.0%	60.2%	12.8%
Spectator sporting events	49.2%	57.0%	51.5%	59.7%	13.9%
Waterparks	40.3%	54.4%	47.9%	58.4%	12.1%
Medical/wellness	40.8%	55.5%	47.9%	56.1%	8.4%
Golf getaways	37.4%	50.6%	41.9%	52.3%	10.9%
Winter sports	30.2%	53.9%	42.5%	51.7%	7.2%
Voluntourism	29.5%	49.9%	40.8%	47.6%	6.4%
Tennis getaways	25.8%	48.5%	36.2%	47.0%	5.9%
N	949	1,005	1,62	967	1,539

Table 42: Preferred Vacation/Leisure Travel Experiences

Figure 16: Preferred Travel Experiences



How important are the following attributes to you in choosing a leisure vacation?

“Important” + “Very Important”	2021	2022	2023	2024	2025
Natural beauty of the destination	88.4%	72.1%	76.9%	92.8%	90.7%
Ease of access	85.4%	70.5%	73.3%	85.5%	89.3%
Quality of lodging options	52.7%	71.0%	72.6%	84.9%	88.1%
Affordability	75.5%	67.2%	73.0%	80.6%	86.9%
Quality of dining options	44.7%	72.5%	74.6%	85.8%	86.7%
Diversity of dining options	70.0%	68.6%	70.4%	83.2%	78.9%
Travel distance	70.7%	63.1%	63.3%	71.1%	68.8%
Diversity of lodging options	25.8%	67.3%	65.9%	77.8%	64.5%
Low traffic congestion	60.9%	64.8%	63.6%	74.7%	63.9%
Access to other cities in the surrounding area	46.8%	58.8%	57.8%	66.9%	54.1%
Environmental/ecological sensitivity	72.6%	67.6%	59.2%	69.9%	49.4%
Activities like events/festivals	49.6%	64.2%	55.4%	66.0%	48.0%
Medical/wellness	37.4%	60.4%	52.6%	60.1%	35.7%
Nightlife activity options	48.4%	61.4%	53.2%	65.7%	28.2%
Public transportation	57.5%	57.0%	49.2%	57.9%	23.2%
Total	949	1,005	1,625	967	1,526

Table 43: Preferred Attributes for Vacations/Leisure Travel

Please indicate the extent to which you agree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I would rather rely on a travel agent or tour operator than make my own travel arrangements.	2.0%	4.9%	26.8%	35.3%	25.8%
I try to support the local economy of places that I visit.	32.4%	49.9%	7.2%	1.1%	4.1%
N	1,526				

Table 44: Travel Preferences

APPENDIX

ALL ZIP CODES COLLECTED BY MSA

MSA	Count	Percent	MSA	Count	Percent
New York-Newark-Jersey City, NY-NJ	71	4.6%	Hartford-West Hartford-East Hartford, CT	7	0.5%
Chicago-Naperville-Elgin, IL-IN	57	3.7%	Jacksonville, FL	7	0.5%
Atlanta-Sandy Springs-Roswell, GA	44	2.9%	Nashville-Davidson--Murfreesboro--Franklin, TN	7	0.5%
Charlotte-Concord-Gastonia, NC-SC	40	2.6%	Orlando-Kissimmee-Sanford, FL	7	0.5%
Cincinnati, OH-KY-IN	40	2.6%	Savannah, GA	7	0.5%
Rural OH	39	2.5%	Athens-Clarke County, GA	6	0.4%
Pittsburgh, PA	37	2.4%	Austin-Round Rock-San Marcos, TX	6	0.4%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	35	2.3%	Birmingham, AL	6	0.4%
Columbus, OH	34	2.2%	Charleston-North Charleston, SC	6	0.4%
Minneapolis-St. Paul-Bloomington, MN-WI	31	2.0%	Des Moines-West Des Moines, IA	6	0.4%
Akron, OH	30	1.9%	Johnson City, TN	6	0.4%
Hilton Head Island-Bluffton-Port Royal, SC	29	1.9%	Lexington-Fayette, KY	6	0.4%
Boston-Cambridge-Newton, MA-NH	26	1.7%	Omaha, NE-IA	6	0.4%
Dallas-Fort Worth-Arlington, TX	24	1.6%	Port St. Lucie, FL	6	0.4%
Greenville-Anderson-Greer, SC	23	1.5%	Worcester, MA	6	0.4%
Washington-Arlington-Alexandria, DC-VA-MD-WV	22	1.4%	Appleton, WI	5	0.3%
Indianapolis-Carmel-Greenwood, IN	20	1.3%	Bridgeport-Stamford-Danbury, CT	5	0.3%
Louisville/Jefferson County, KY-IN	20	1.3%	Dayton-Kettering-Beavercreek, OH	5	0.3%
Toledo, OH	19	1.2%	Fort Wayne, IN	5	0.3%
Myrtle Beach-Conway-North Myrtle Beach, SC	18	1.2%	Greensboro-High Point, NC	5	0.3%
St. Louis, MO-IL	18	1.2%	Madison, WI	5	0.3%
Augusta-Richmond County, GA-SC	17	1.1%	Peoria, IL	5	0.3%
Columbia, SC	16	1.0%	Rural AL	5	0.3%
Grand Rapids-Wyoming-Kentwood, MI	16	1.0%	San Francisco-Oakland-Fremont, CA	5	0.3%
Asheville, NC	15	1.0%	Springfield, IL	5	0.3%
Detroit-Warren-Dearborn, MI	14	0.9%	Winston-Salem, NC	5	0.3%
Milwaukee-Waukesha, WI	14	0.9%	Allentown-Bethlehem-Easton, PA-NJ	4	0.3%
Baltimore-Columbia-Towson, MD	13	0.8%	Ann Arbor, MI	4	0.3%
Buffalo-Cheektowaga, NY	13	0.8%	Atlantic City-Hammonton, NJ	4	0.3%
Rochester, NY	13	0.8%	Barnstable Town, MA	4	0.3%
Durham-Chapel Hill, NC	12	0.8%	Binghamton, NY	4	0.3%
Los Angeles-Long Beach-Anaheim, CA	12	0.8%	Blacksburg-Christiansburg-Radford, VA	4	0.3%
Phoenix-Mesa-Chandler, AZ	12	0.8%	Bloomington, IL	4	0.3%
Richmond, VA	12	0.8%	Burlington-South Burlington, VT	4	0.3%
Kansas City, MO-KS	11	0.7%	Canton-Massillon, OH	4	0.3%
Miami-Fort Lauderdale-West Palm Beach, FL	11	0.7%	Harrisonburg, VA	4	0.3%
Virginia Beach-Chesapeake-Norfolk, VA-NC	11	0.7%	Lafayette-West Lafayette, IN	4	0.3%
Kingsport-Bristol, TN-VA	10	0.6%	Lancaster, PA	4	0.3%
Raleigh-Cary, NC	10	0.6%	Lynchburg, VA	4	0.3%

MSA	Count	Percent	MSA	Count	Percent
Wilmington, NC	10	0.6%	North Wilkesboro, NC	4	0.3%
Albany-Schenectady-Troy, NY	9	0.6%	Norwich-New London-Willimantic, CT	4	0.3%
Knoxville, TN	9	0.6%	Palm Bay-Melbourne-Titusville, FL	4	0.3%
Denver-Aurora-Centennial, CO	8	0.5%	Portland-Vancouver-Hillsboro, OR-WA	4	0.3%
Harrisburg-Carlisle, PA	8	0.5%	Rural GA	4	0.3%
Houston-Pasadena-The Woodlands, TX	8	0.5%	Rural MI	4	0.3%
Providence-Warwick, RI-MA	8	0.5%	Rural NH	4	0.3%
Rural IA	8	0.5%	Rural NY	4	0.3%
Scranton--Wilkes-Barre, PA	4	0.3%	Kingston, NY	2	0.1%
Seattle-Tacoma-Bellevue, WA	4	0.3%	Las Vegas-Henderson-North Las Vegas, NV	2	0.1%
Seneca, SC	4	0.3%	Manchester-Nashua, NH	2	0.1%
Albany, GA	3	0.2%	Marshall, MN	2	0.1%
Auburn, NY	3	0.2%	Marshalltown, IA	2	0.1%
Batavia, NY	3	0.2%	Morehead City, NC	2	0.1%
Beaver Dam, WI	3	0.2%	Norwalk, OH	2	0.1%
Cape Coral-Fort Myers, FL	3	0.2%	Ogden, UT	2	0.1%
Cedar Rapids, IA	3	0.2%	Oneonta, NY	2	0.1%
Celina, OH	3	0.2%	Parkersburg-Vienna, WV	2	0.1%
Charleston, WV	3	0.2%	Portsmouth, OH	2	0.1%
Charlottesville, VA	3	0.2%	Reading, PA	2	0.1%
Chattanooga, TN-GA	3	0.2%	Richmond-Berea, KY	2	0.1%
Eau Claire, WI	3	0.2%	Rochelle, IL	2	0.1%
Evansville, IN	3	0.2%	Rochester, MN	2	0.1%
Frankfort, KY	3	0.2%	Rockingham, NC	2	0.1%
Huntington-Ashland, WV-KY-OH	3	0.2%	Rural KY	2	0.1%
Jackson, MI	3	0.2%	Rural MO	2	0.1%
Jamestown-Dunkirk, NY	3	0.2%	Rural NC	2	0.1%
Lewisburg, PA	3	0.2%	Rural PA	2	0.1%
Macon-Bibb County, GA	3	0.2%	Rural VA	2	0.1%
Monroe, MI	3	0.2%	Somerset, KY	2	0.1%
Morristown, TN	3	0.2%	Somerset, PA	2	0.1%
New Haven, CT	3	0.2%	Springfield, OH	2	0.1%
North Port-Bradenton-Sarasota, FL	3	0.2%	Statesboro, GA	2	0.1%
Ocala, FL	3	0.2%	Syracuse, NY	2	0.1%
Roanoke, VA	3	0.2%	Tampa-St. Petersburg-Clearwater, FL	2	0.1%
Rural MN	3	0.2%	Torrington, CT	2	0.1%
Salem, OH	3	0.2%	Warner Robins, GA	2	0.1%
San Antonio-New Braunfels, TX	3	0.2%	Weirton-Steubenville, WV-OH	2	0.1%
Spartanburg, SC	3	0.2%	West Plains, MO	2	0.1%
Wichita, KS	3	0.2%	York-Hanover, PA	2	0.1%
Youngstown-Warren, OH	3	0.2%	Albuquerque, NM	1	0.1%
Adrian, MI	2	0.1%	Alexandria, LA	1	0.1%
Ashland, OH	2	0.1%	Altoona, PA	1	0.1%
Auburn, IN	2	0.1%	Amarillo, TX	1	0.1%
Baton Rouge, LA	2	0.1%	Anchorage, AK	1	0.1%
Bedford, IN	2	0.1%	Astoria, OR	1	0.1%
Bismarck, ND	2	0.1%	Athens, TN	1	0.1%
Boise City, ID	2	0.1%	Bangor, ME	1	0.1%

MSA	Count	Percent	MSA	Count	Percent
Boulder, CO	2	0.1%	Batesville, AR	1	0.1%
Burlington, NC	2	0.1%	Beaumont-Port Arthur, TX	1	0.1%
Champaign-Urbana, IL	2	0.1%	Billings, MT	1	0.1%
Charleston-Mattoon, IL	2	0.1%	Bloomington, IN	1	0.1%
Clewiston, FL	2	0.1%	Bloomsburg-Berwick, PA	1	0.1%
Columbus, IN	2	0.1%	Brainerd, MN	1	0.1%
Decatur, IN	2	0.1%	Brookings, SD	1	0.1%
Deltona-Daytona Beach-Ormond Beach, FL	2	0.1%	Brunswick-St. Simons, GA	1	0.1%
Erie, PA	2	0.1%	Bucyrus, OH	1	0.1%
Fort Collins-Loveland, CO	2	0.1%	Cañon City, CO	1	0.1%
Fresno, CA	2	0.1%	Cape Girardeau, MO-IL	1	0.1%
Greeneville, TN	2	0.1%	Chico, CA	1	0.1%
Holland, MI	2	0.1%	Clarksburg, WV	1	0.1%
Kalamazoo-Portage, MI	2	0.1%	Cleveland, TN	1	0.1%
Keene, NH	2	0.1%	Clinton, IA	1	0.1%
Colorado Springs, CO	1	0.1%	Owensboro, KY	1	0.1%
Columbus, NE	1	0.1%	Oxnard-Thousand Oaks-Ventura, CA	1	0.1%
Concord, NH	1	0.1%	Paducah, KY-IL	1	0.1%
Corpus Christi, TX	1	0.1%	Pierre, SD	1	0.1%
Crawfordsville, IN	1	0.1%	Portland-South Portland, ME	1	0.1%
Cumberland, MD-WV	1	0.1%	Provo-Orem-Lehi, UT	1	0.1%
Danville, IL	1	0.1%	Racine-Mount Pleasant, WI	1	0.1%
Daphne-Fairhope-Foley, AL	1	0.1%	Reno, NV	1	0.1%
Davenport-Moline-Rock Island, IA-IL	1	0.1%	Riverside-San Bernardino-Ontario, CA	1	0.1%
Decatur, AL	1	0.1%	Rockford, IL	1	0.1%
Decatur, IL	1	0.1%	Rural CA	1	0.1%
Defiance, OH	1	0.1%	Rural CO	1	0.1%
Duluth, MN-WI	1	0.1%	Rural IL	1	0.1%
Durant, OK	1	0.1%	Rural MD	1	0.1%
Elkhart-Goshen, IN	1	0.1%	Rural NE	1	0.1%
Eureka-Arcata, CA	1	0.1%	Rural WI	1	0.1%
Faribault-Northfield, MN	1	0.1%	Sacramento-Roseville-Folsom, CA	1	0.1%
Fayetteville-Springdale-Rogers, AR	1	0.1%	Salisbury, MD	1	0.1%
Findlay, OH	1	0.1%	San Angelo, TX	1	0.1%
Florence, SC	1	0.1%	San Diego-Chula Vista-Carlsbad, CA	1	0.1%
Fond du Lac, WI	1	0.1%	San Jose-Sunnyvale-Santa Clara, CA	1	0.1%
Fremont, OH	1	0.1%	Sandusky, OH	1	0.1%
Gaffney, SC	1	0.1%	Sault Ste. Marie, MI	1	0.1%
Gainesville, FL	1	0.1%	Sevierville, TN	1	0.1%
Gainesville, GA	1	0.1%	Sidney, OH	1	0.1%
Grand Junction, CO	1	0.1%	Spokane-Spokane Valley, WA	1	0.1%
Green Bay, WI	1	0.1%	Stevens Point-Plover, WI	1	0.1%
Hickory-Lenoir-Morganton, NC	1	0.1%	Sumter, SC	1	0.1%
Hilo-Kailua, HI	1	0.1%	Talladega-Sylacauga, AL	1	0.1%
Huntsville, AL	1	0.1%	Texarkana, TX-AR	1	0.1%
Jackson, MS	1	0.1%	Tupelo, MS	1	0.1%
Jefferson City, MO	1	0.1%	Vallejo, CA	1	0.1%
Jefferson, GA	1	0.1%	Victoria, TX	1	0.1%

MSA	Count	Percent	MSA	Count	Percent
Killeen-Temple, TX	1	0.1%	Waterloo-Cedar Falls, IA	1	0.1%
Lakeland-Winter Haven, FL	1	0.1%	Wooster, OH	1	0.1%
Lawrence, KS	1	0.1%			
Lawrenceburg, TN	1	0.1%			
Lewisburg, TN	1	0.1%			
Lima, OH	1	0.1%			
Logan, UT-ID	1	0.1%			
Longview, TX	1	0.1%			
Meadville, PA	1	0.1%			
Memphis, TN-MS-AR	1	0.1%			
Michigan City-La Porte, IN	1	0.1%			
Milledgeville, GA	1	0.1%			
Mobile, AL	1	0.1%			
Monroe, LA	1	0.1%			
Montgomery, AL	1	0.1%			
Muncie, IN	1	0.1%			
Natchitoches, LA	1	0.1%			
Newport, TN	1	0.1%			
Oak Harbor, WA	1	0.1%			
Oshkosh-Neenah, WI	1	0.1%			
Ottawa, IL	1	0.1%			
Owatonna, MN	1	0.1%			



COLLEGE OF
CHARLESTON
OFFICE OF TOURISM ANALYSIS

66 GEORGE STREET | CHARLESTON, SC 29424
84.953.1996 | GO.CHARLESTON.EDU | OTA@COFC.EDU