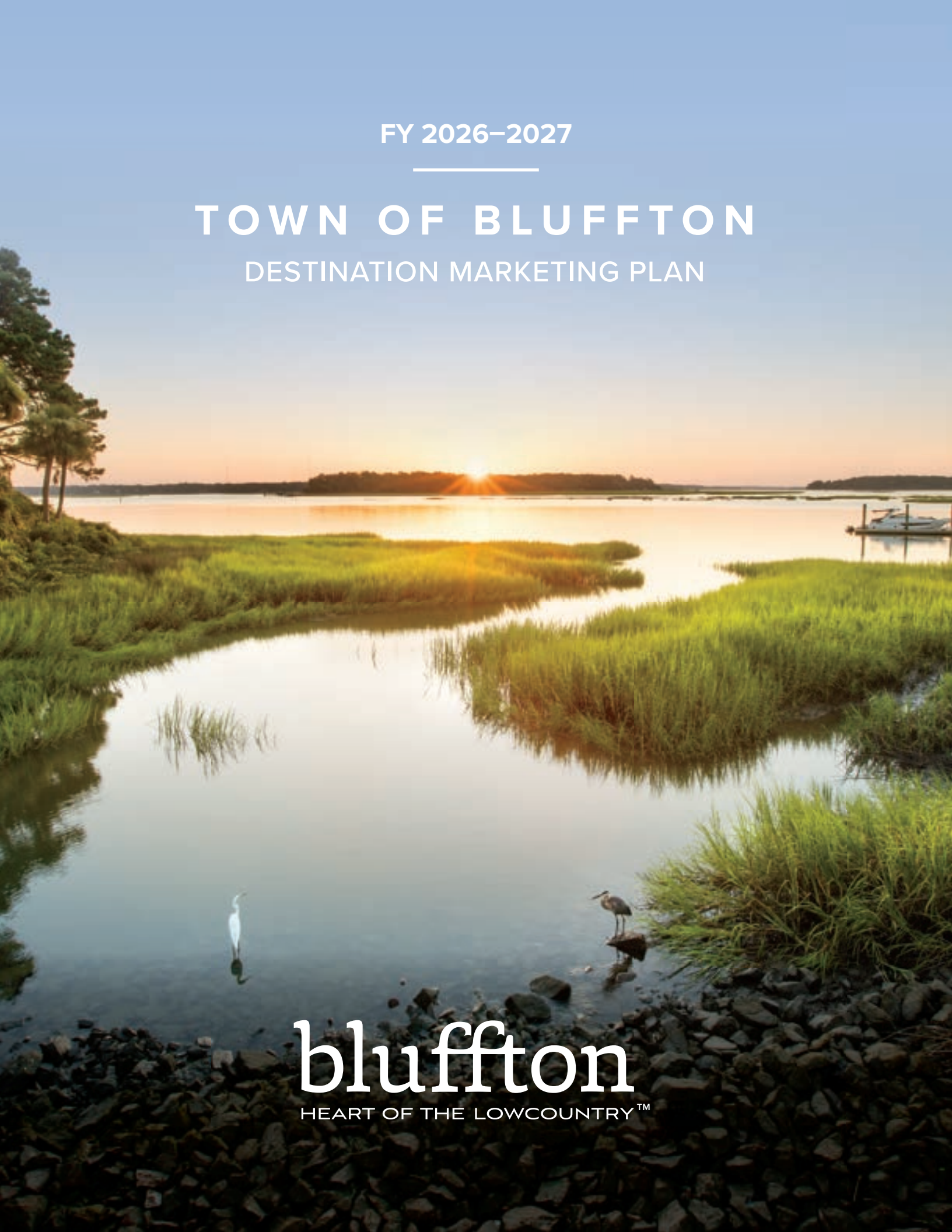


FY 2026–2027

TOWN OF BLUFFTON

DESTINATION MARKETING PLAN



bluffton

HEART OF THE LOWCOUNTRY™



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Year In Review

Vacation Planner



Mail Fulfillment:
27,505

Paid Media Partnerships



Website

Pageviews:
325K+

Ad Impressions:
40K+

Referrals:
38K



Average Time on Site:
(0.43 industry average)
21.95

Social

New Followers:
8,629

Impressions:
9,992,661



Occupancy Metrics

Occupancy:
66.4%
(-13%)

ADR:
\$129
(flat)

REVPAR:
\$85
(-13%)

Public Relations

Mentions:
190

Impressions:
6,681,345,171

Ad Value:
\$1,981,363

Accolades

Southern Living

10 Best Fall Getaways in The South

Travel & Leisure

*11 Best Places to Live in
South Carolina*

CountryLiving

*5 Under-the-Radar Small Towns
Worth Checking Out This Spring*

CountryLiving

*These Are America's 10 Best Small
Towns for 2025*

Ebony

The Best in Black-Owned Dining

Executive Summary

FY 2026-2027 Bluffton Marketing Plan Executive Summary

The Hilton Head Island & Bluffton Chamber of Commerce/Visitor & Convention Bureau continues to be the leader in promoting tourism for Bluffton. The organization as a whole utilizes national economic and tourism trends, consumer research, prior program performance, and 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 Visitor & Convention Bureau has partnered closely with the Town of Bluffton's leadership team to identify these pillars of marketing:

1. May River Coastal Lifestyle
2. Montage + Luxury Experiences
3. Culinary + Dining
4. Culture + Heritage
5. Events + Community



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.

Brand Commitment

Bluffton, Heart of the Lowcountry™, speaks to more than geography—it reflects the Town's spirit, charm, and role as a driving economic force in the region. But most importantly, it's a feeling. In Bluffton, you don't just visit—you feel the love. It's genuine and unmistakably authentic. You see it in the heart symbol on a storefront window, in the pride residents take in historic Old Town Bluffton, and in the warmth shared with friends and strangers alike at an oyster roast. Bluffton is a place that captures hearts through its people, traditions, and unmistakable Lowcountry character, creating a sense of connection and community unlike anywhere else.

FY 2026-2027 Goal, Strategies & Tactics

Goals

1. Destination alignment and community engagement
2. Sustainable tourism and infrastructure preservation and development
3. Rejuvenation and elevation of the destination with a focus on quality over quantity
4. Priority sales and marketing initiatives

Strategies

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

Tactics

1. Paid and organic social media strategy across all platforms with creation of new assets and content for videos/ reels/stories, and sourcing of user-generated content (UGC).
2. Search engine marketing (SEM), search engine optimization (SEO), generative engine optimization (GEO), social prospecting and remarketing, and digital media.
3. Development and production of the Bluffton Official Vacation Planner.
4. Strategic media partnerships and multi-channel placements across relevant lifestyle and industry-aligned publications.
5. Strategically target audiences according to the demographic and persona profiles specific to Bluffton through paid, owned, and organic efforts.
6. Develop additional content (social posts, videos), designed to tell stories about the destination, its history, culture, and beautiful scenic touchpoints, such as the May River, historical locations, and parks, in engaging and informative ways and include tips and itineraries to guide visitors through the destination for deeper experiences.
7. Public relations efforts including media outreach, partnerships, influencers, and earned media placements.

The overarching goal, strategies and tactics were developed for the FY 2026-2027 plan, depending on budget, things like the traditional media placements may need to be adjusted. The remaining tactics will continue to help support the overarching destination goal.

Budget

Bluffton/Southern Beaufort County Budget (FY 2026-2027)

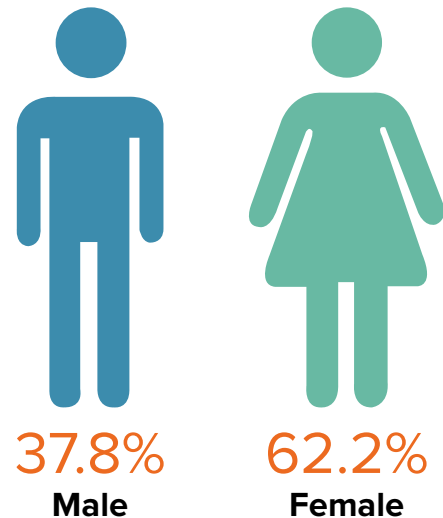
	FY 2027 VCB TOTALS	FY 2027 BLUFFTON (55%)	FY 2027 SBC (45%)
REVENUES	Bluffton & SBC		
Town of Bluffton DMO	\$340,000	\$340,000	
Southern Beaufort County DMO	\$260,000		\$260,000
TOTAL REVENUES	\$600,000		
EXPENSES			
Digital Promotions / SEM	\$70,000	\$39,665	\$30,334
Website Maintenance	\$30,000	\$16,999	\$13,000
Website Hosting	\$4,800	\$2,720	\$2,080
Social Marketing & Content Strategy	\$34,000	\$19,266	\$14,734
Paid Social	\$50,000	\$28,332	\$21,667
SEO	\$20,000	\$11,333	\$8,667
Bluffton Insiders (enews)	\$0	\$0	\$0
Public Relations	\$15,000	\$8,500	\$6,500
Bluffton Vacation Planner/Fulfillment	\$90,000	\$50,998	\$39,001
Regional Vacation Planner/Fulfillment	\$20,000	\$11,333	\$8,667
Media Partnerships	\$0	\$0	\$0
Group Tour	\$6,200	\$3,513	\$2,687
Photography/Videography	\$0	\$0	\$0
Research & Planning	\$20,000	\$11,333	\$8,667
Contingency	\$0	\$0	\$0
Ops & Management	\$240,000	\$136,007	\$103,998
TOTAL EXPENSES	\$600,000	\$340,000	\$260,000

Demographics & Personas

We use multiple primary and secondary data sources to understand who our visitors are and what motivates them to visit Bluffton. Our real-time data sources include Google Analytics, Placer.ai, and Zartico, in addition, we partner with the Office of Tourism Analysis at the College of Charleston and the University of South Carolina Beaufort. Using these insights we can 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's needs, we will keep our demographics and key personas at the forefront, adapting where necessary to address consumer travel sentiment.

Our Target Leisure Traveler for the Region



—
Self-Identify

Source: 2025 Bluffton Visitor Profile Study,
Office of Tourism Analysis, College of Charleston



\$100-\$199K+
Affluent Traveler



62%
Undergraduate
Degree or Higher



2-4 Trips per Year

5 Nights Average Length of Stay

2025 Bluffton Visitor Profile Study, Office of Tourism Analysis, College of Charleston

Persona	Tactic	
Family	- Digital video/connected TV advertising - Facebook /Instagram advertising - Social and blog itineraries	- Search advertising - Influencer family partnership
Weekenders	Social media partnerships with influencers including: - Couples - Paid search targeting branded and category terms such as “weekend getaway”	- Friend groups - Weekend itineraries for blog/site/social - Social advertising
Arts, Culture & History Buffs	- Google Display Network and social display - Digital video/connected TV advertising - Culture & History itineraries	- Influencer partnership content - Long-form content (blogs)
Culinary Travelers	- Digital /connected TV advertising - Restaurant listings - Social advertising	- Organic social posts focused on food and drink - Festival & Event information and promotions - Food itineraries and tour information
Activities & Recreation Enthusiasts	- Social advertising - Digital video/connected TV advertising	Maps and itineraries outlining convenience of staying in Town of Bluffton / proximity to nearby activities and experiences
Snowbirds	Seasonal campaign featuring: - Digital video advertising - Search advertising	- Social advertising - Accommodation aggregated offers





Marketing Plan Strategies & Tactical Details

The ultimate goal of the marketing strategy is to drive visitation through strategic demand generation and demand capture efforts. The strategies support the discovery and exploration of experiences that exist throughout the Town of Bluffton.

Digital Marketing

The proposed approach to the Town of Bluffton's marketing plan, outlined below, is meant to communicate how Bluffton, Heart of the Lowcountry™ - can best be experienced by a diverse group of target audiences.

With the May River, a thriving arts and culture scene, diverse culinary experiences, outdoor recreation, and a vibrant local community, the Town of Bluffton is well positioned to meet the needs and interests of today's travelers.

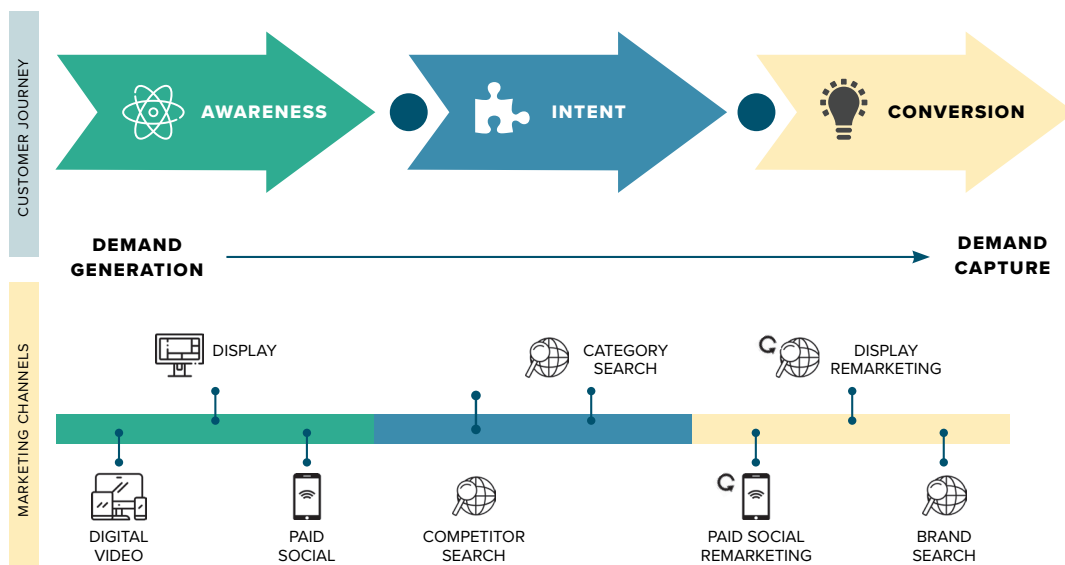
The marketing plan is designed to be highly personalized, flexible, and results-oriented. Each individual campaign that is implemented to drive exposure for the destination will be deployed based on a series of defined goals that align with each persona, and the overarching goal for the marketing plan.

The Customer Journey

Our role as a destination marketing organization (DMO) 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 that reaches travelers from inspiration through booking is required to drive increased visibility and referrals to partners throughout the region. 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 high-intent prospects and repeat visitors with mid-funnel tactics designed to move them through the consideration phase toward conversion.

Conversion Focused Digital Marketing

The digital strategy is structured so that, regardless of the channel approach, each campaign is continuously optimized to drive increased conversions for the Town of Bluffton. The strategy remains nimble and scalable, ensuring that all paid and organic media supporting the Town of Bluffton brand are fully measurable. Because each phase targets a different goal and level of traveler intent, distinct measurements and benchmarks are established for awareness, intent, and conversion to provide a holistic view of success.



Integrated Content Strategy

Bluffton's digital visibility strategy is built around an Integrated Content Strategy that brings together Search Engine Marketing (SEM), Generative Engine Optimization (GEO), and Search Engine Optimization (SEO).

Together, these three approaches ensure Bluffton remains visible wherever travelers search for inspiration, research destinations, and plan their trips; whether through traditional search engines or emerging AI-driven discovery platforms.

Social media marketing works in conjunction with this strategy, helping extend the reach of destination storytelling, reinforce brand awareness, and drive engagement with potential visitors. While search strategies capture travelers actively researching destinations, social platforms help inspire travel consideration and nurture interest earlier in the planning journey.

Display and remarketing serve as the connective layer across this ecosystem, reinforcing awareness and re-engaging travelers as they move through the planning process. These efforts help ensure that travelers who discover Bluffton through search, social media, or other digital touchpoints continue to encounter the destination throughout their decision-making journey.

Search Engine Marketing (SEM)

Search Engine Marketing focuses on capturing high-intent travelers actively searching for destinations like Bluffton. Paid search campaigns allow Bluffton to appear prominently when potential visitors are evaluating travel options.

SEM campaigns will be built around a targeted list of search terms aligned with the Town of Bluffton's core audience segments and the strategic pillars identified in the campaign framework.

Our SEM strategy focuses on:

- **Capturing Travel Intent** - Target search queries that indicate active destination research and travel planning.
- **Driving Qualified Traffic** - Direct high-intent users to VisitBluffton.org to explore experiences, partners, and trip-planning resources.
- **Expanding Destination Visibility** - Ensure Bluffton remains competitive within destination search results across major search platforms.
- **Fueling Remarketing Audiences** - Use paid search engagement to build audiences for display and remarketing campaigns, allowing continued engagement with interested travelers.

Generative Engine Optimization (GEO)

The way travelers research and plan trips is rapidly evolving. AI-generated summaries, conversational search, and emerging AI travel assistants are reshaping how travelers ask for information, how that information is delivered, and what actions travelers take next.



Responding to this shift is critical for ensuring Bluffton remains visible in these new discovery environments.

Our Generative Engine Optimization (GEO) strategy works alongside traditional SEO initiatives to ensure Bluffton's content is structured in ways that AI-powered search tools can easily interpret, reference, and recommend.

Our GEO strategy focuses on:

- **Structure for AI** - Ensure website content is clear, relevant, and organized so generative engines can easily surface Bluffton in AI-generated responses.
- **Use Data + Story** - Combine strong destination storytelling with structured information that performs well across both generative and traditional search environments.
- **Embrace New User Experiences** - Recognize that AI-powered discovery is becoming central to traveler journeys and ensure Bluffton's digital content supports conversational and question-based search.
- **Distribute Widely** - Maintain a consistent and personalized destination presence across platforms and digital channels that feed generative search ecosystems.

The Opportunity

A strong GEO strategy is crucial for DMOs and operators to remain visible and relevant in a changing digital landscape.



Become the Answer

Position your brand as an authority so your content is the source for direct AI answers.



Stand Out with AI

Clear, structured website information makes it more likely that your organization will be featured in these direct answers.



Future-Proof Your Strategy

Continuing to follow SEO best practices and investing in a strong website foundation sets you up for long-term success.



Track and Analyze Brand Performance

Investing in a GEO platform, assigning dedicated resources for configuration, adjusting prompts, and optimizing results.

This shift in behavior and strategy drives a shift in related KPIs, where we will review AI Impressions, citations, and traffic more closely.

Search Engine Optimization (SEO)

Search Engine Optimization ensures Bluffton is organically discoverable by travelers researching destinations online. SEO focuses on strengthening Bluffton's long-term search visibility by building a strong technical foundation and a robust destination content strategy.

Our SEO program focuses on:

- **Technical Optimization** - Ensure the website is accessible , indexable, and optimized for search engines through improvements to site structure, performance, and crawlability.
- **Content Strategy & Expansion** - Work with the Town of Bluffton to enhance existing content and develop new destination content aligned with traveler interests and search demand.
- **Search Visibility & Authority** - Strengthen Bluffton's authority within destination search results through high-quality content, backlink development, and competitive monitoring.
- **Continuous Optimization** - Regularly evaluate search trends, identify content gaps, and monitor the website for duplicate or redundant content that could impact performance.

Display & Remarketing

Display and remarketing serve as the bridge across SEM, GEO, and SEO, reinforcing Bluffton's presence throughout the traveler decision-making process.

These efforts re-engage users who have demonstrated interest in Bluffton, whether through search activity, website visits, or other digital signals, and guide them back to VisitBluffton.org to continue exploring the destination.

Display and responsive advertising will target potential visitors through platforms including:

- Facebook
- Instagram
- Google Performance Max
- Google Demand Generation
- Google Display Network

Remarketing campaigns will serve ads to users who have previously visited VisitBluffton.org, allowing messaging and bidding strategies to adapt based on where the traveler is in their planning journey.

By reinforcing messaging across multiple touchpoints, display and remarketing amplify the effectiveness of SEM, GEO, and SEO efforts while helping move travelers from inspiration to trip planning.

The Destination Website

The VisitBluffton.org website is a key component of the destination marketing strategy and often serves as one of the first touchpoints for potential visitors to Bluffton. We will continue refining our ability to identify qualified visitors, ensure a seamless user experience, and drive relevant, high-quality traffic to partner websites. Content will be refreshed regularly, with new and engaging material added to keep the site current and compelling. Ongoing optimizations to both content and site structure will be guided by search engine optimization (SEO) and generative engine optimization (GEO) research, as well as trends data and referral insights. Through strategic optimizations and immersive content, we are creating a platform that not only informs but evokes excitement and curiosity about Bluffton. Working closely with our partners, we are integrating dynamic visuals, updated photography, and high-impact video that bring our destination pillars to life.

Data Strategy & Personalization

Utilizing first-party and zero-party data, the brand will work to gain a clearer understanding of prospective visitors' behaviors and implicit desires to build a personalized, one-to-one communication strategy. This begins at the VisitBluffton.org website and extends across the brand's entire digital marketing ecosystem.

The Visitor & Convention Bureau will create a data-driven, always-on content strategy that is relevant and compelling, aligning with visitors' mindsets and interests. As prospective visitors move through their journey, the brand will continue to tailor messaging through sequential storytelling, making the destination experience more meaningful and relevant to each individual. Ongoing analysis of audience data will provide insights that inform decisions about market opportunities and high-value audience segments, ultimately leading to higher engagement with the destination and more outbound referrals to partners.

Social Media

In FY 2026-2027, our strategy evolves from broad visibility to Generative Engagement Optimization (GEO). By fostering deep local connection and quality community engagement, we will create the social proof required for platforms to position Bluffton as a premier destination for natural beauty, arts, culture and history.

Goals:

- Showcase our brand pillars with a balanced content mix
- Support local businesses and stakeholders
- Capitalize on top-performing content types
- Further generate destination awareness in key markets
- Strengthen discoverability in search and AI-driven travel tools

f Facebook: We will post content featuring familiar Bluffton locations and popular local events that encourages sharing of content to support reach, drives comments to nurture our community. As our engagement derives mainly from locals, we will post content featuring familiar Bluffton locations and popular local events that encourages residents to share the content with other users to support reach, drives comments to nurture our community, and includes a strong CTA to support website sessions and inspire further action. This localized “buzz” signals to the Meta algorithm that our content is high-value, naturally expanding our reach to potential visitors on fostering a sense of belonging while keeping things fresh, dynamic, and aligned with what the audience loves to engage with.

🎵 TikTok: TikTok is now a primary search engine for Gen Z and Millennials, reinforcing the importance of content optimization that feed into the platform’s AI engine. We will align our content with current trends and sounds to capture For You Page placement, showcasing our eccentric and artsy town through real-time storytelling to support events and our stakeholders, and aesthetic content to highlight our natural beauty

📷 Instagram: Instagram is focusing on saves and shares as key algorithm triggers to support reach. The platform prioritizes high-quality, aesthetically curated carousels and reels that serve as digital postcards for travel inspiration or resources to support trip planning. By using high-quality user-generated content (UGC) and carousels, we will showcase our brand pillars to further support destination awareness.

P Pinterest: Pinterest has become a Visual Discovery Engine where AI-driven “Plan the Trip” features dominate. It rewards accounts that provide high-utility content, infographics, guides, and checklists, that LLMs can easily process and recommend. We will optimize Pins with detailed, GEO-focused descriptions to ensure Bluffton appears in AI-curated travel boards. By focusing on “Natural Beauty,” “Historic Locations,” and “Local Artisans,” we will attract high-intent audiences looking for a family-oriented Southern escape. Every Pin will serve as a direct funnel to the website. We are also implementing a Pinterest improvement plan to fully align the profile with current strategies.

📺 YouTube: YouTube is the go-to platform for long-form video content, ranging from tutorials to vlogs, educational material, and entertainment, offering a space for creators to reach a global audience. With the growing impact of YouTube Shorts, we’ll dive deeper into short-form video content, embracing both Shorts and traditional long-form videos to reach a broader audience. Our focus will be on producing high-impact, engaging Shorts that align with emerging trends. To increase visibility, we’ll cross-promote content from YouTube on other platforms like Instagram, TikTok, and Facebook.

Destination Public Relations

Earned media secured through public relations initiatives remains a critical driver for destination awareness. As we move into the new fiscal year, the media landscape continues to evolve, with more consumers turning to mobile and digital platforms for news and entertainment. Influencers also maintain their role as trusted sources, driving purchase intent through engaged followings and curated content.

As travelers seek more personalized and experience-driven vacations, destinations that offer authenticity, sustainability, and unique cultural experiences are gaining traction. Consumers are prioritizing meaningful getaways that allow them to connect with local communities and create lasting memories.

While leveraging core public relations strategies, we will remain closely connected with our media contacts and adapt to emerging trends. With this approach, we will build upon the momentum Bluffton has gained, ensuring it remains a top-choice destination for travelers seeking “escapism” experiences and unforgettable getaways.

Through strategic public relations efforts, we will generate a consistent stream of media coverage, as well as social and digital buzz, allowing us to maintain a competitive edge over similar destinations. Our goal is to inspire travelers to discover Bluffton and experience firsthand why it is the Heart of the Lowcountry™.



Leisure Media Partnerships

Bluffton's year-over-year growth in visibility and cultural relevance is undeniable, fueled by our positioning as the heart of the Lowcountry.

While often celebrated alongside our coastal neighbors, Bluffton has emerged as a standalone destination, earning prestigious recognition from *Southern Living*, *Travel + Leisure*, and *Forbes* as one of the South's best small towns. These accolades validate our unique blend of historic charm and modern vibrancy, reinforcing Bluffton's appeal to the discovery-driven traveler. To deepen this connection, our media strategy will lean heavily into the authentic local narrative, highlighting our artisan community, the May River lifestyle, and the eclectic spirit of Old Town. The buzz from national platforms provides an invaluable third-party endorsement that cuts through the noise of traditional tourism, positioning Bluffton as a sophisticated yet soulful alternative to the standard resort experience.

In a competitive landscape where travelers increasingly seek walkable, culturally rich, and "off-the-beaten-path" destinations, these endorsements amplify our brand story. They differentiate Bluffton as the Lowcountry's cultural hub, driving high-value visitation and year-round awareness.





GRACE
PALMETTO BLUFF, SC

Photography/ Videography

Asset collection will be done strategically to align with planned campaigns, including identifying gaps and analyzing performance to see what assets perform best for our target demographic. We will also leverage and repurpose existing high-performing assets captured by local photographers and videographers to maximize their value and reach. Working with our partners to capture event content will ensure we have up-to-date assets to promote our destination to our audiences across social media, the website, and digital media.

Meetings & Group Sales

Bluffton's meetings strategy focuses on high-value, experience-driven gatherings that align with the destination's luxury assets and authentic Lowcountry character. With world-class accommodations and riverfront landscapes, Bluffton offers planners a refined alternative to larger convention destinations.

Rather than competing for high-volume convention business, Bluffton is best positioned to attract premium meetings, executive retreats, and incentive programs that prioritize setting, service, and meaningful experiences.

This approach ensures meetings generate strong economic impact while preserving the charm and scale that define Bluffton as the Heart of the Lowcountry™.

Bluffton is ideally suited for luxury small-to-mid-size meetings, typically 75-250 peak room nights.

These can include:

- Executive retreats and leadership summits
- Corporate strategy meetings
- Association board meetings and retreats
- Incentive and recognition programs
- Wellness-integrated meetings
- Luxury brand and media gatherings

These groups deliver high average daily rates (ADR), strong catering revenue, and elevated on-property spending, making them highly profitable for the destination.

Leverage Regional Drive Markets & Air Access

Bluffton's strongest opportunity remains Southeastern drive markets, including:

- Atlanta, GA
- Charlotte, NC
- Charleston, SC
- Jacksonville, FL
- Raleigh-Durham, NC
- Orlando / Tampa, FL

In addition, convenient access through Savannah/ Hilton Head International Airport (SAV) provides connectivity from major domestic markets.

This combination supports both corporate retreats and national association meetings seeking an inspiring destination that remains easy to reach.

Build Meetings Around Authentic Experiences

Today's planners want experiences that reflect the destination. Bluffton delivers with:

- May River sunset receptions
- Historic district culinary tours
- Gullah cultural heritage experiences
- Chef-led Lowcountry dinners and oyster roasts
- Kayaking, boating, and eco-tours
- Art gallery and artisan studio events

These experiences create memorable programs and increase visitor spend.

The sales team will support Bluffton's growth in the meetings and group segment by generating qualified leads and helping partners convert opportunities into confirmed business through targeted trade shows, strategic outreach, and focused marketing. Working closely with hospitality partners, the VCB will assist with lead distribution, site visits, and sales support to maximize the economic impact of group travel.

Bluffton has the opportunity to become one of the Southeast's premier destinations for luxury retreats and leadership gatherings; where organizations step away from traditional meeting environments and gather in a setting where ideas flow naturally, relationships strengthen, and the destination becomes part of the experience.

Collateral and Fulfillment

The Bluffton 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 all state welcome centers, airports, along with tradeshow and promotional events with media. In addition to the print version, a digital edition of the Vacation Planner is available online, allowing prospective visitors to explore Bluffton from anywhere and seamlessly transition from inspiration to trip planning.

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 Town of Bluffton has to offer. This is an important element of the "Travel Planning Journey," helping potential visitors move from dreaming about a trip to actively planning their experience.

Bluffton'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 "lookbook" destination discovery piece so visitors can imagine themselves experiencing all things Lowcountry. Rich content, imagery, and videography not only support the digital platform for destination discovery, but also create valuable assets that can be leveraged across marketing channels including social media, website features, and advertising campaigns.

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, as well as editorial review and proofreading for this asset, ensuring the planner remains a high-quality and accurate representation of the Bluffton visitor experience.

Promotions and Brochure Distribution

Included in our budget is a dedicated campaign for the promotion of the Vacation Planner for visitors to request a guide as well as for fulfillment and distribution costs. The books are distributed through:

- Online requests
- Phone inquiries
- Savannah/Hilton Head International Airport
- Hilton Head Island Airport
- South Carolina Welcome Centers
- AAA offices nationwide
- Hotel partners
- Tradeshow
- Events
- Media

Quantity: 30,000

Fulfillment: 27,505 (in 2025)



Research & Analytics

Research provides the insight needed to continually refine and strengthen the Visitor & Convention Bureau's marketing strategy. Throughout the year, we gather and analyze detailed data to better understand Bluffton's visitors and their travel behaviors. These insights inform targeted marketing and advertising initiatives designed to grow and sustain Bluffton's tourism economy.

The following programs will be ongoing:

- Maintenance of ThinkBluffton.org, Hilton Head Island & Bluffton Chamber of Commerce's online economic metrics portal.
- KeyData reporting, which tracks lodging occupancy, average daily rate (ADR), room demand, and revenue per available room (RevPAR) for hotels, including comparative analysis with competitive destinations.
- Partnership with the College of Charleston Office of Tourism Analysis to produce annual visitor profile studies and economic impact reports.
- Collaboration with the University of South Carolina Beaufort to conduct research on local events and their economic impact.
- Analysis of Placer.ai and Zartico visitor tracking data to better understand who Bluffton's visitors are, where they come from, and what they value most about the destination.

These consistent research details will provide insights to produce quarterly and annual reports that provide a health check into tourism for the Town of Bluffton*.

Based on the contract with the Town of Bluffton and the Hilton Head Island & Bluffton Chamber of Commerce, on a quarterly basis the DMO will provide the Town with:

- Number of website visits
- Number of click throughs made to area businesses (conversions)
- Occupancy rate
- Revenue Per Available Room (RevPAR)
- Numbers related to mail fulfillment of the Bluffton Official Vacation Planner and the Regional Official Vacation Planner
- Industry awards received for marketing and public relations
- Events held and participation in events by the Hilton Head Island & Bluffton Chamber of Commerce members
- Update on public relations efforts to include; the number of media impressions/ dollar equivalent
- Social media reports

On an annual basis, statistics, and insights related to tourism are provided through the following reports:

- Visitor Profile Study
- Economic Impact Study

*All metrics and reports mentioned above are based upon information available. Reporting will flex and grow as more information is gathered and/ or becomes available.

Appendix

- *Personas*
- *2025 Social Recap*
- *2025 Website and Digital Marketing Recap*
- *2025 Public Relations Recap*
- *2025 Economic Impact Report*
- *2025 Visitor Profile Study*

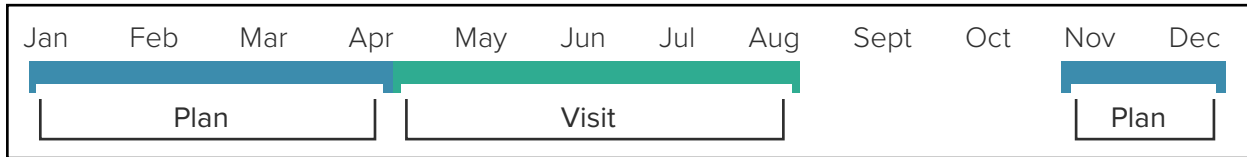


Family

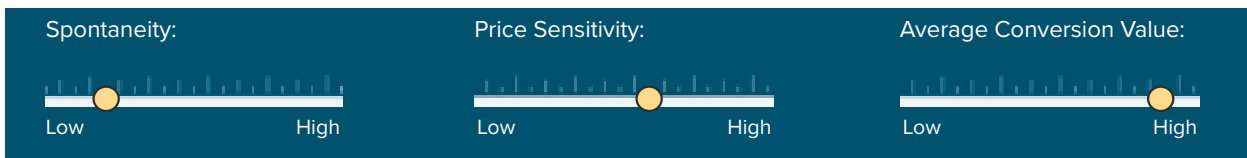


Family Travel Objective

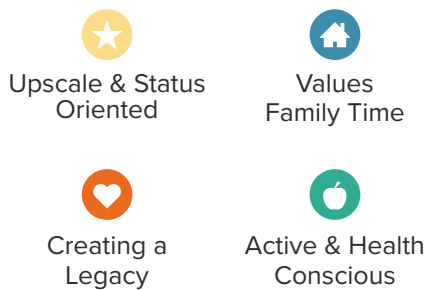
Find a vacation spot that will please everyone during the school holidays.



Travel Habits



Who They Are



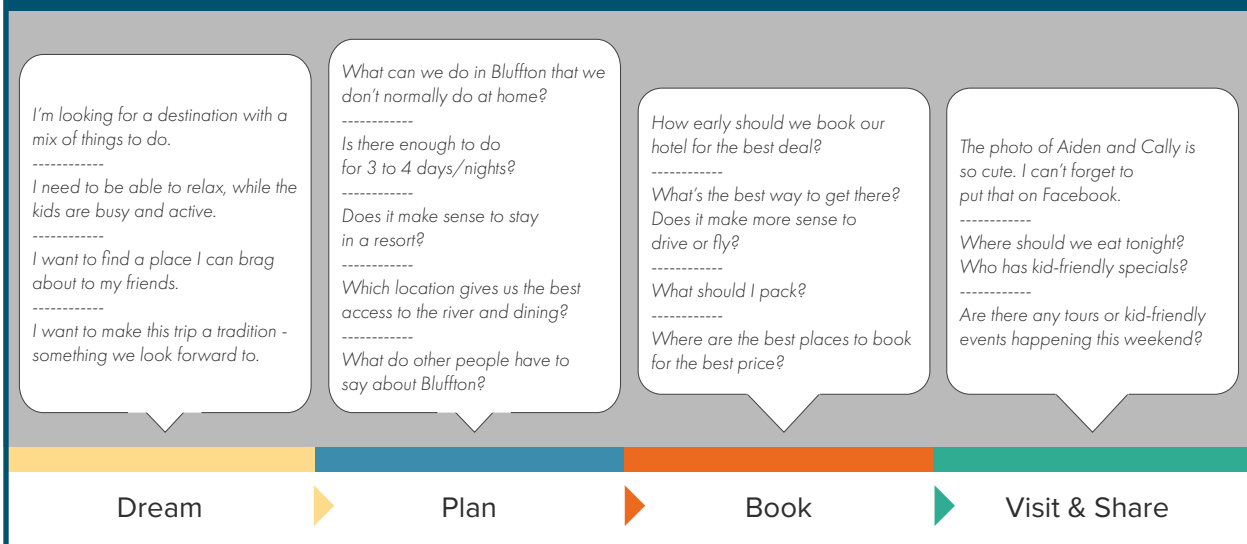
Preferred Activities & Attractions

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

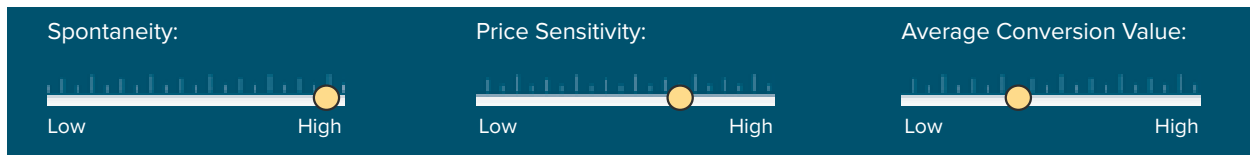


The Weekender Travel Objective

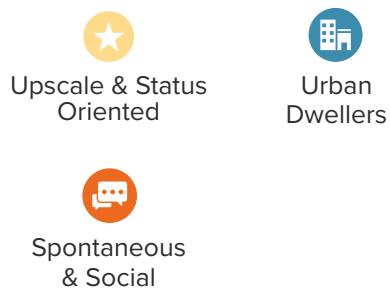
Find a fairweather weekend escape from work and city life.



Travel Habits



Who They Are



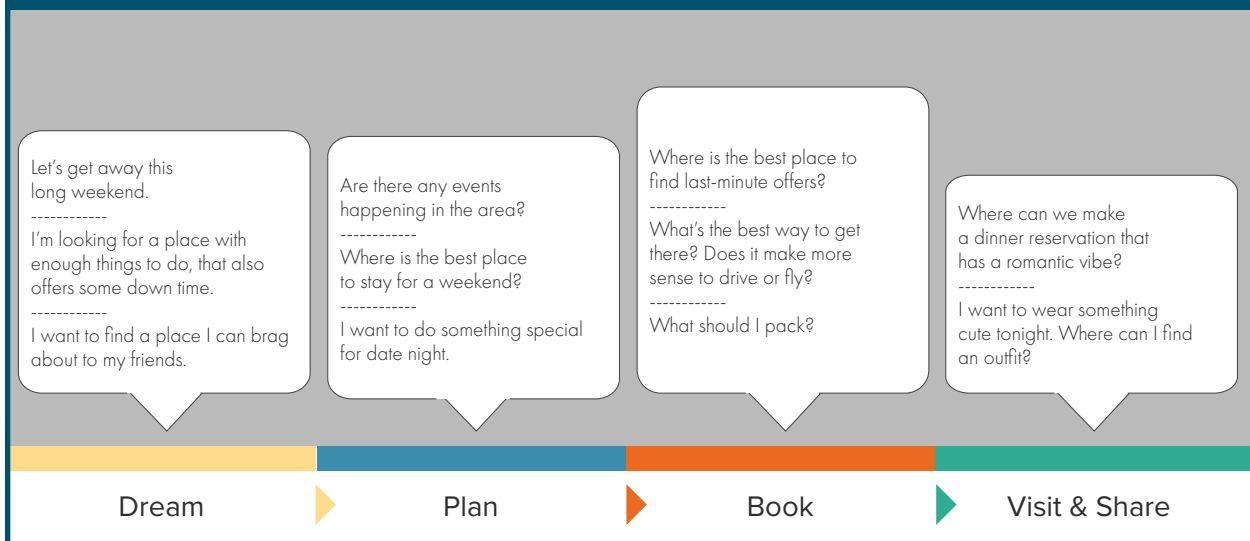
Preferred Activities & Attractions

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

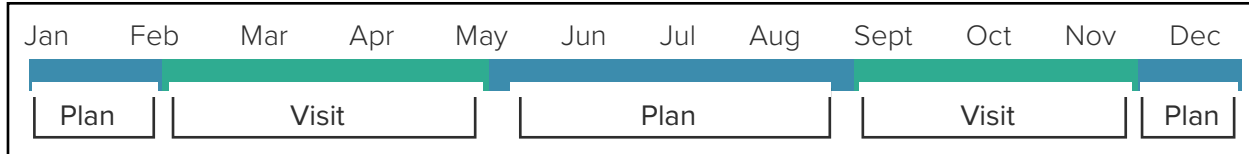


Arts, Culture & History



Arts, Culture & History Travel Objective

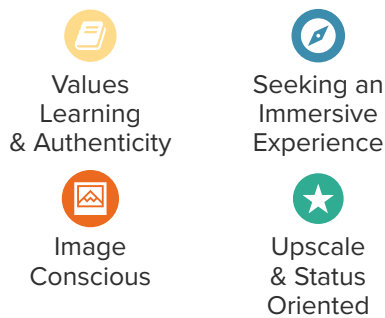
To explore cultural attractions, historical sites and the local arts scene.



Travel Habits



Who They Are



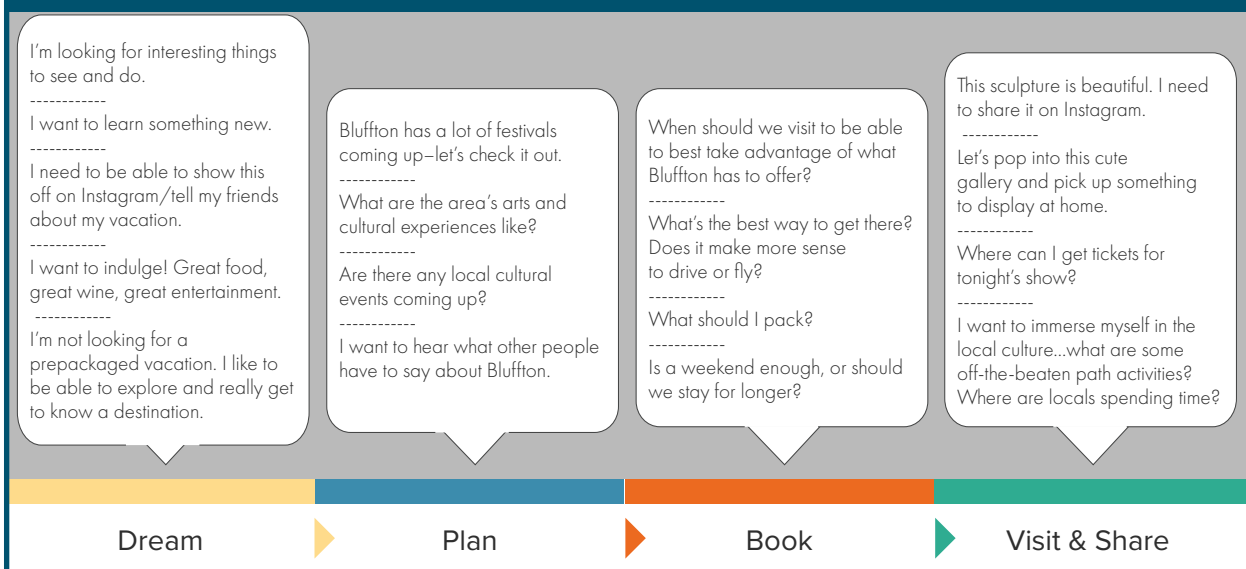
Preferred Activities & Attractions

Historical District & Attractions
 Art District & Galleries
 Cultural District
 Gullah 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

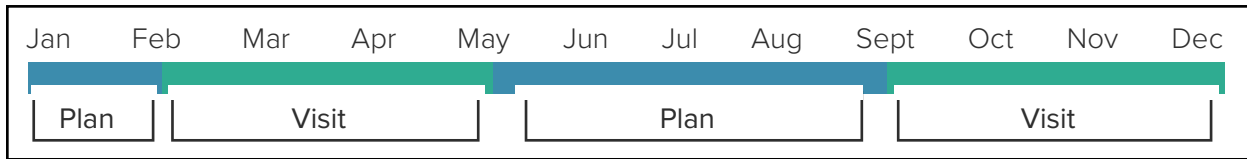


A close-up photograph of several oysters on ice with lemon wedges. The oysters are arranged on a bed of crushed ice, and several lemon wedges are scattered around them. The oysters are fresh, with their shells open, revealing the glistening meat inside. The lemon wedges are bright yellow and add a pop 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



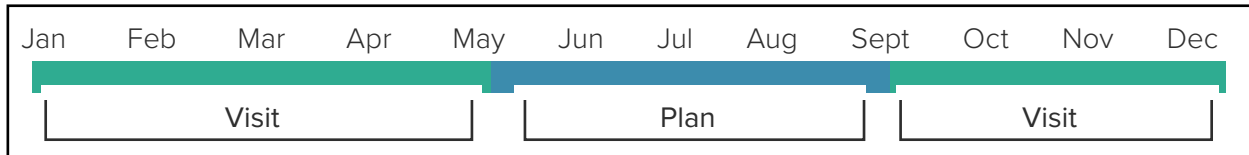
Activities & Recreation Enthusiasts



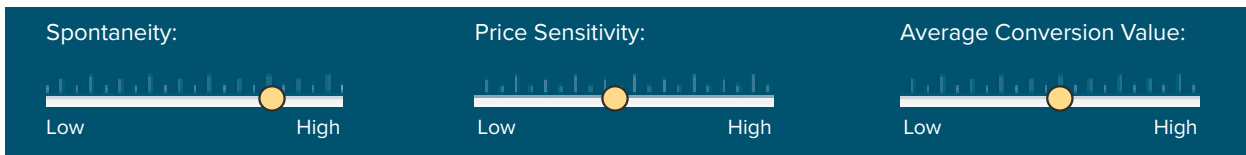
Activities & Recreation Enthusiast

Travel Objective

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



Travel Habits



Who They Are



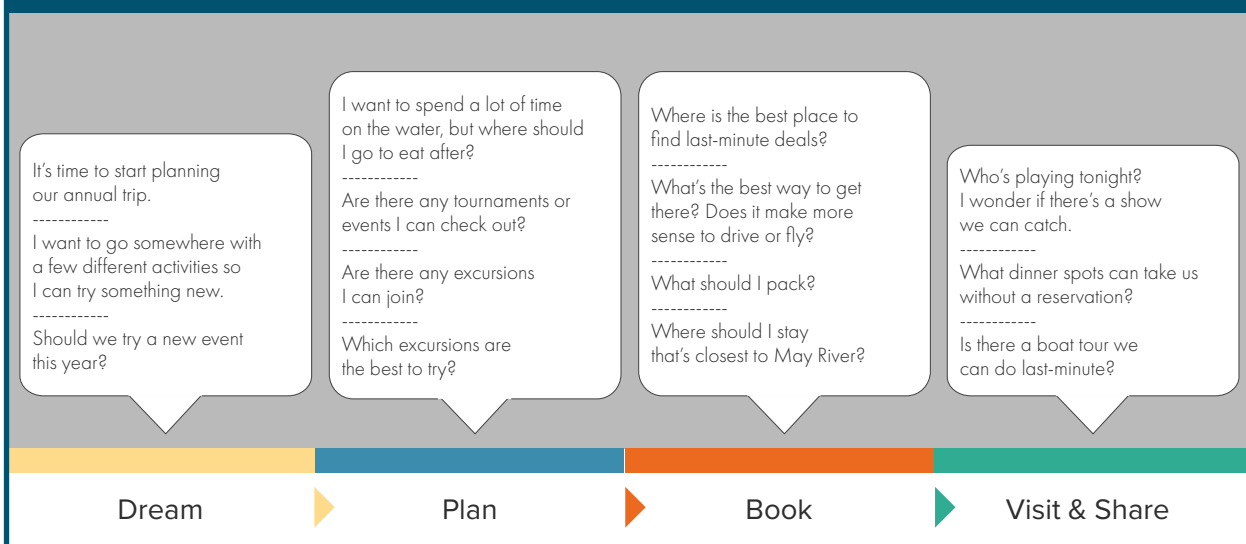
Preferred Activities & Attractions

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



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



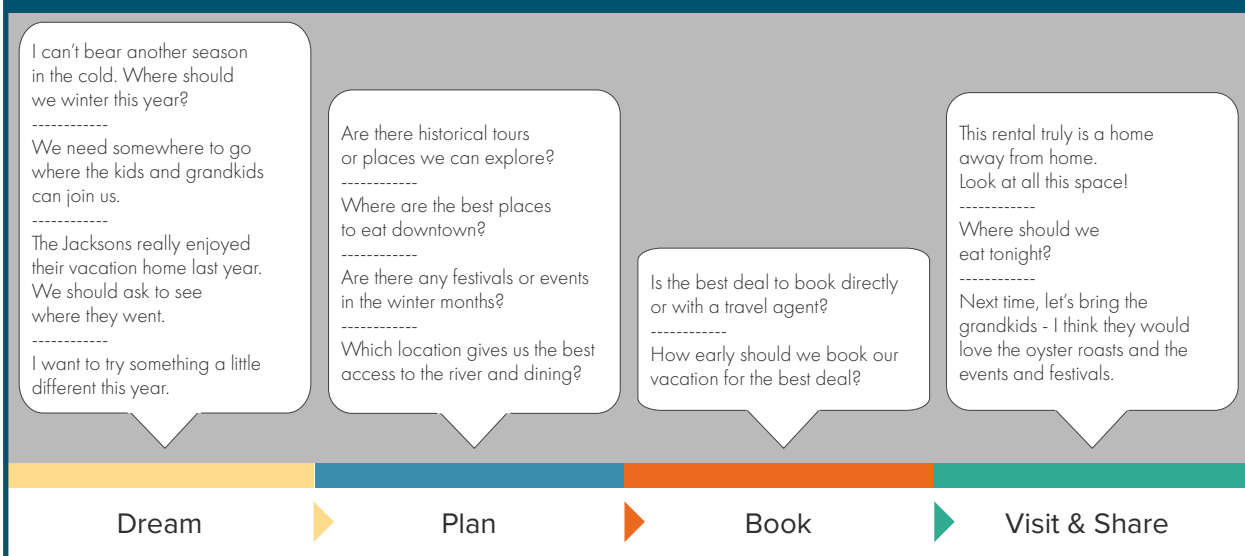
Preferred Activities & Attractions

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



2025 Social Recap



2025 Social Media Performance

Bluffton 2025 Highlights

LET'S CELEBRATE THE WINS:

- Net follower growth increased +19%
- Cross-channel Engagement Rate increased +8.5%
- Cross-channel Post Link Clicks increased 4.3%
- Facebook Organic Views increased +163.8%
- Organic Engagement Rate on Facebook increased 40.7%
- Organic Facebook Engagements increased 274%
- Facebook Organic Post Link Clicks increased +538.1%
- Reel Views on Instagram increased +63%
- Engagements on X increased +68.1%
- Impressions on X increased 52.5%
- TikTok Engagements increased +21.4%

VER3

Top Performing Posts by Engagements

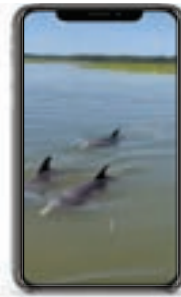
JANUARY 1 - DECEMBER 1, 2025



HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL
September 3
33,539 Engagements



MA DAISY'S PORCH SOFT LAUNCH
June 26
5,881 Engagements



DOLPHIN REEL
May 16
5,750 Engagements



VERB

Cross-Channel Performance Metrics

ORGANIZED BY CONTENT PILLAR

NATURAL BEAUTY



of Posts: 174
Total Engagements: 16,141
Total Impressions: 512,357

MAY RIVER



of Posts: 126
Total Engagements: 10,028
Total Impressions: 262,055

CULINARY



of Posts: 108
Total Engagements: 45,108
Total Impressions: 1,084,719

ARTS



of Posts: 97
Total Engagements: 43,098
Total Impressions: 1,041,817

CULTURAL



of Posts: 40
Total Engagements: 5,991
Total Impressions: 427,898



VERB



Instagram Overview

Total Followers: 14,805

AUDIENCE DEMOGRAPHICS
60% women, 19.8% men, 20.2% non-binary or unlisted

Our top age demographic are users between the ages 35-44 (26.4%), followed by 45-54 (21.6%) and 55-64 (20.1%).

14,170 of our followers are based in the United States. Among the U.S.-based followers, 2,359 are from Bluffton, 818 are from Hilton Head Island, and 818 are from Okatie.

KEY INSIGHTS
The key to the top-performing Instagram content in 2025 was the strategic pairing of trending, high-reach audio featuring Bluffton's natural beauty and popular landmarks. This combination effectively drove high engagement metrics, utilizing both short-form videos and carousels. Additionally, our Instagram audience favors local business features like Ma Daisy's and events-related post that provide helpful tips.

*YTD as of December 1, 2025



VER3

Instagram Top Performing Posts

RANKED BY OVERALL ENGAGEMENTS



GILMORE GIRLS TREND REEL
August 6
875 Engagements



THE COTTAGE CAFÉ TREND REEL
February 23
1,054 Engagements



EXPLORING BLUFFTON TREND REEL
January 6
812 Engagements

VERB

Facebook Overview

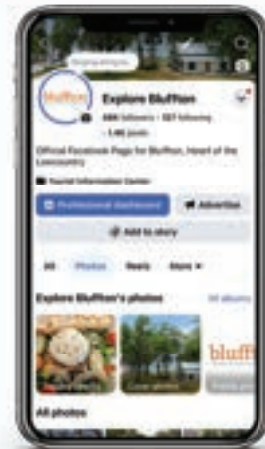
Total Followers: 48,308

AUDIENCE DEMOGRAPHICS
79.8% women, 20.2% men.

Our top age demographic are users between the ages 55-64 (30%), followed by 65+ (27.8%) and 45-54 (23.2%).

48,281 of followers are based in the United States, with 3.1% followers being from Bluffton, 2.2% from Jacksonville, and 2% from Charlotte.

KEY INSIGHTS
Facebook-performance was driven by maximizing two factors: authentically local content such as local businesses and events, and familiar Bluffton landmarks, which were amplified through short-form videos, UGC carousels, and branded carousels – content types the algorithm currently favours as they encourages valuable interactions like shares and comments. The key takeaway is simple: our Facebook audience prioritizes real, highly-visual and local content.

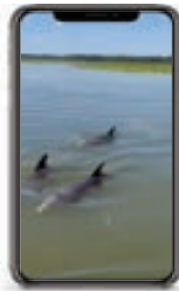


*YTD as of December 1, 2025

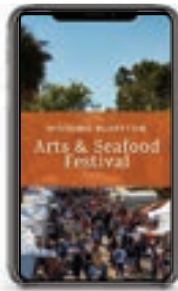
VERB

Facebook Top Performing Posts

JANUARY 1 - DECEMBER 1, 2025



DOLPHIN REEL
May 23
15,540 Engagements



HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL
September 3
9,639 Engagements



MA DAISY'S PORCH UGC CAROUSEL
May 8
5,881 Engagements

VER3

X

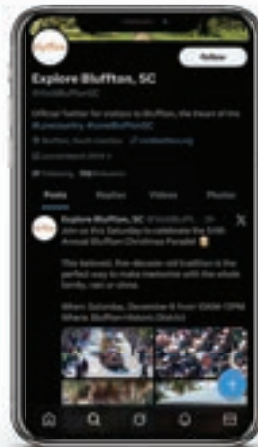
Total Followers: 759

AUDIENCE DEMOGRAPHICS

*X removed its insights in 2020, so audience data cannot be gathered.

KEY INSIGHTS

Our success on X was driven by maximizing the platform's role as a real-time information source. Users primarily look to X for news and immediate updates, confirming that posts centered around community events and timely announcements perform best. We successfully capitalized on this by ensuring our content providing valuable information paired with aesthetic photos to quickly capture attention in the fast-moving feed to make our content stand out. The key takeaway is that we'll continue to effectively use X as a direct bridge to drive link clicks and share timely, valuable information.



*YTD as of December 1, 2025

VER3

X Top Performing Posts

RANKED BY OVERALL ENGAGEMENTS



MA DAISY'S PORCH UGC CAROUSEL
June 26
22 Engagements



VISITOR SURVEY
September 13
17 Engagements



HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL REEL
September 23
16 Engagements

VERB

Pinterest Overview

Total Followers: 22

AUDIENCE DEMOGRAPHICS

74% women, 12.7% men, 13.4% unspecified

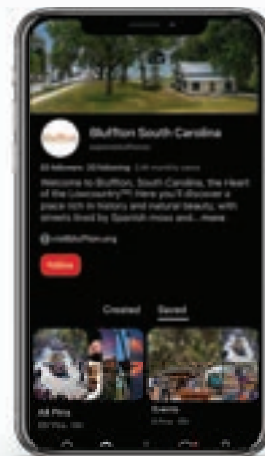
Our top age demographic are users between the ages 25-34 (24.5%), followed by 18-24 (18%) and 55-64 (15.8%).

77.7% of our audience is based in the United States, the remainder being unlisted. 88.4% of this audience is interested in travel, 58.5% are interested in weddings, 87.1% are interested in food and drinks, and 76.5% are interested in event planning.

KEY INSIGHTS

Our top-performing Pins, which focus on aspirational imagery (weddings, beautiful architecture, scenic rivers), tap directly into this long-term planning cycle that is popular on Pinterest. These Pins generate high impressions because they serve as evergreen content, continuously resurfacing in searches over years, as shown by the success of the top performing posts of 2025 which were published in 2022 and 2023. The key takeaway is we will prioritize high-quality, aspirational, and evergreen visuals that offer lasting inspiration for future trips and plans.

**Followers are YTD, audience demographics are within the last 30 days, and audience insights are reported on for the last 6 months due to Pinterest API limitations*



VERB

Pinterest Performing Posts

RANKED BY OVERALL IMPRESSIONS



PALMETTO BLUFF
September 28, 2024
798 Impressions



BLUFFTON WEDDING
December 23, 2023
266 Impressions



MAY RIVER
September 25, 2022
151 Impressions

VERB

TikTok Overview

Total Followers: 2,488

AUDIENCE DEMOGRAPHICS
62% women, 38% men

Our top age demographic are users 45-54 (33%), followed by 35-44 (27.7%), and 45-54 (19.9%).

Of our 2,321 followers, 2,132 are based in the United States.

KEY INSIGHTS

Our TikTok strategy for Bluffton succeeded by prioritizing watch time and viral trends, the platform's core ranking factors. Since the algorithm prioritizes content that users watch to completion, we effectively used clear, fast-paced video content to hold attention and drive high retention rates. We leveraged trends to increase discoverability and enhance reach organically.



*YTD as of December 1, 2025

VERB

TikTok Top Performing Posts

RANKED BY OVERALL VIEWS



HISTORIC BLUFFTON ARTS & SEAFOOD PROMO
January 5
7,433 Views



FALL TREND
September 8
4,706 Views



SOUTHERN LIVING MAGAZINE FEATURE
November 18
3,011 Views

VERB

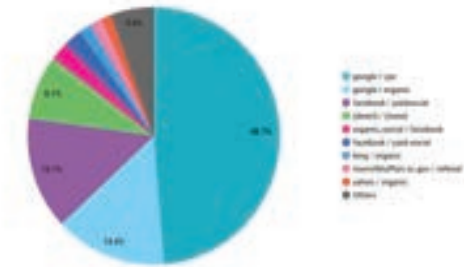
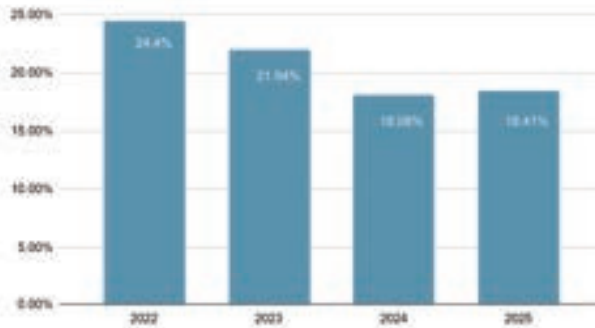
2025 Website & Digital Marketing Recap

Conversion Rate Overview

The overall conversion rate improved by 1.9% YoY, largely driven by the strong performance of our paid media initiatives.

Paid Social and Google CPC, saw significant conversion rate growth of +13% and +12% YoY, respectively.

Performance among primary organic channels was mixed, while Google organic traffic saw an +11.2% increase. Bing remained relatively flat with a marginal -0.7% decline.

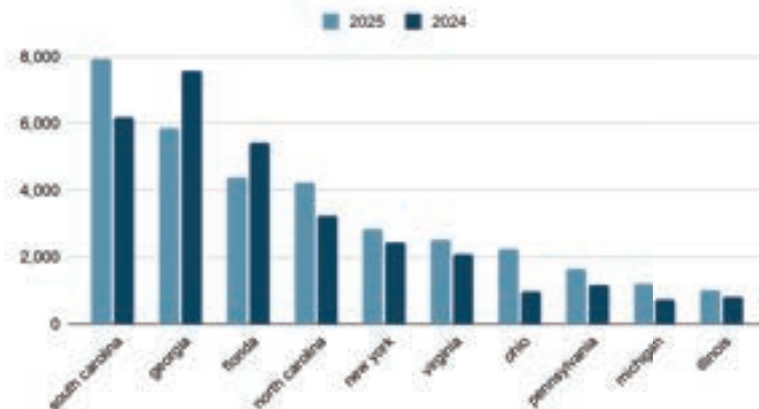


Designated Market Areas

Performance across DMAs remained consistent with historical trends.

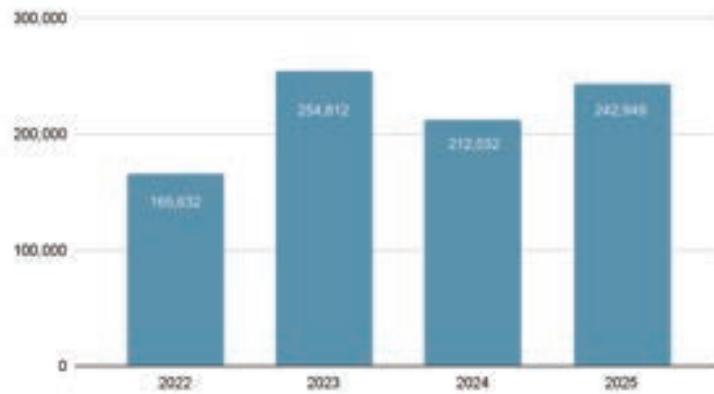
Notably, the South Carolina and North Carolina markets experienced steady growth throughout 2025.

Ohio emerged as a primary growth driver, delivering a significant +130% YoY increase in sessions.



Website Performance

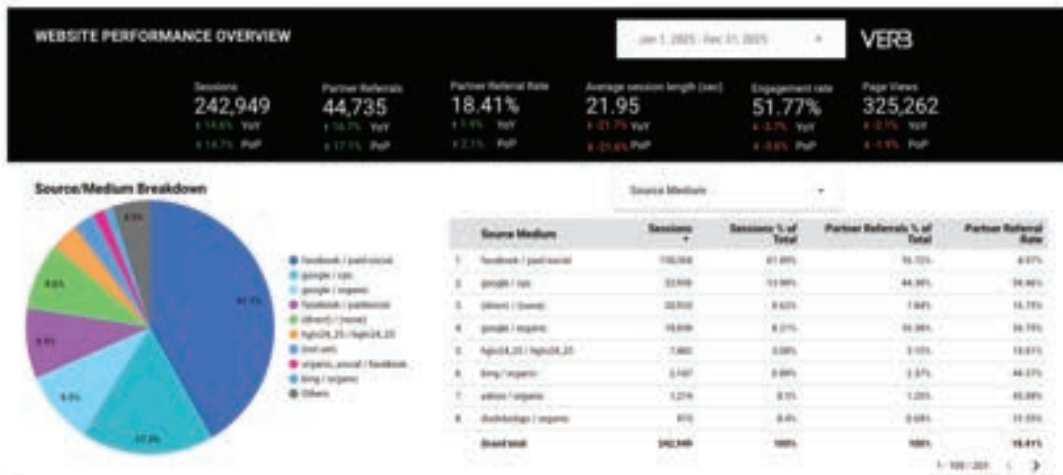
Total Website Visitation was up +14.6% YoY with 242,949 sessions.



CHS Data Center

CHS Data Center

Website Performance



2025 Public Relations Recap



COVERAGE HIGHLIGHTS

HISTORY/GULLAH CULTURE

the grio

"The culture still runs through us": Ma Daisy's restaurant honors Gullah Geechee roots and Black pride

After Green Book, Ma Daisy's restaurant and spa in Bluffton, South Carolina, is the only restaurant in the area that serves Gullah Geechee food. The chef got a special break from the location, which also includes a cultural center and business market.

yahoo/life

TRAVEL + NOIRE

INSIDE MA DAISY'S: THE ONLY RESTAURANT PRESERVING GULLAH CULTURE IN BLUFFTON, SOUTH CAROLINA

NEWSBREAK

Inside Ma Daisy's: The Only Restaurant Preserving Gullah Culture in Bluffton, South Carolina

Forbes

From Bluffton, And Governors of In Parish Street: Young Black Leaders Are Creating A New Economic Renaissance

VIRTUOSO

Bluffton, South Carolina's New Cultural Center Celebrates the Gullah People

COVERAGE HIGHLIGHTS
CULINARY

CountryLiving

The Best Meal I Ate Last Year Was in This Small South Carolina Town

I can't stop thinking about this one dish!



This year's *Small Towns CountryLiving* 2025 award winners were announced last week. The list of winners includes a variety of small towns across the country, each recognized for its unique charm and offerings. Bluffton, South Carolina, was named one of the best small towns in the South for its exceptional dining scene. The award is presented to the town that has the best small town dining scene, as voted by readers of *CountryLiving* magazine. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.




Bluffton, South Carolina, is a charming coastal town known for its beautiful beaches, historic architecture, and exceptional dining scene. The town's commitment to excellence in its food and beverage industry has earned it a well-deserved reputation as one of the best small towns in the South. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.

facebook x

yahoo/life msn AOL

EBONY

EBONY EATS 2025: THE BEST IN BLACK-OWNED DINING

By Marjorie Wilson | August 15, 2025

From mouth-and-pug shops to food trucks and award-winning restaurants, *EBONY Eats 2025* is your guide to the top Black-owned culinary destinations.



The *EBONY Eats 2025* list is a celebration of the best Black-owned dining establishments across the country. The list includes a variety of restaurants, from casual eateries to fine dining establishments. The list is a testament to the hard work and dedication of Black-owned businesses in the food and beverage industry. The list is a celebration of the best Black-owned dining establishments across the country.



Bluffton, South Carolina, is a charming coastal town known for its beautiful beaches, historic architecture, and exceptional dining scene. The town's commitment to excellence in its food and beverage industry has earned it a well-deserved reputation as one of the best small towns in the South. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.

COVERAGE HIGHLIGHTS
WELLNESS & RECREATION

lonely planet

From Charleston to Savannah: the ultimate Lowcountry road trip



Take a well-deserved breather in Bluffton

Duration: 1.5 days/night

Vibes: With a population of 20,000, this small town sits on the Intracoastal Waterway and is dotted with Spanish-style homes, historic landmarks, and local art galleries. Bluffton is approximately 10 minutes west of Hilton Head Island, providing seamless access to world-class golfing and shopping.

On the way: Bluffton is a charming coastal town known for its beautiful beaches, historic architecture, and exceptional dining scene. The town's commitment to excellence in its food and beverage industry has earned it a well-deserved reputation as one of the best small towns in the South. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.

Put Bluffton on your list: Bluffton is a charming coastal town known for its beautiful beaches, historic architecture, and exceptional dining scene. The town's commitment to excellence in its food and beverage industry has earned it a well-deserved reputation as one of the best small towns in the South. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.

Since Bluffton is a charming coastal town known for its beautiful beaches, historic architecture, and exceptional dining scene. The town's commitment to excellence in its food and beverage industry has earned it a well-deserved reputation as one of the best small towns in the South. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.

The drive: It's time for the Lowcountry - a 40-minute drive south to Savannah. We recommend slightly extending the drive with a coast through the *Savannah National Wildlife Refuge*. Within the refuge and along the 4.5-mile Laurel Hill Wildlife Drive, you'll see alligators, turtles, and dozens upon dozens of bird species.

apartment therapy

5 Design Details I Can't Stop Thinking About in This Year's HGTV Dream Home



Bluffton, South Carolina, is a charming coastal town known for its beautiful beaches, historic architecture, and exceptional dining scene. The town's commitment to excellence in its food and beverage industry has earned it a well-deserved reputation as one of the best small towns in the South. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.

yahoo! msn

lonely planet

The best day trips from Charleston, SC

3. Shuck oysters and enjoy Old Town in Bluffton



Bluffton, South Carolina, is a charming coastal town known for its beautiful beaches, historic architecture, and exceptional dining scene. The town's commitment to excellence in its food and beverage industry has earned it a well-deserved reputation as one of the best small towns in the South. Bluffton's success is a testament to the town's commitment to excellence in its food and beverage industry.

AARP

5 Scenic Spring Road Trips



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CountryLiving

5 Under-the-Radar Small Towns Worth Checking Out This Spring

Bluffton, South Carolina



Bluffton is one of the most beautiful small towns in the South. It's a charming coastal town with a rich history and a beautiful view of the ocean. The town is known for its beautiful architecture, its historic sites, and its beautiful beaches. It's a perfect place to visit if you're looking for a peaceful and scenic getaway.

Bluffton, South Carolina

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CountryLiving

These Are America's 10 Best Small Towns for 2025

Bluffton, South Carolina



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Under the Radar Small Towns Worth Checking Out This Spring



5 Up-and-Coming Small Towns to Travel to This April



These Are America's 10 Best Small Towns for 2025



These Are America's 10 Best Small Towns for 2025



Country Living
Weekends in the Country

The Best Small Towns of 2025



Bluffton, South Carolina

Bluffton is one of the most beautiful small towns in the South. It's a charming coastal town with a rich history and a beautiful view of the ocean. The town is known for its beautiful architecture, its historic sites, and its beautiful beaches. It's a perfect place to visit if you're looking for a peaceful and scenic getaway.

Sample Bluffton Favorites Ingredients Before delving into the details...





Bluffton, South Carolina

Bluffton is a charming coastal town with a rich history and a beautiful view of the ocean. The town is known for its beautiful architecture, its historic sites, and its beautiful beaches. It's a perfect place to visit if you're looking for a peaceful and scenic getaway.

COVERAGE HIGHLIGHTS
WELLNESS & RECREATION



You Have Only 7 Days Left to Enter the HGTV Dream Home Giveaway (I'm So in Love with This House!)

You can read about the specific, favorite design details in the house here. And the overall feel of the house is what the designers behind the home called "low country chic." After all, the home is in an incredibly scenic city, Bluffton, South Carolina, in the lowcountry region. I love calling it "lowcountry chic" when talking to friends, family, and colleagues about it.

yahoo/ msn



The Best Ideas for a Romantic Getaway in South Carolina

If you're looking to take a romantic getaway with Southern comfort, we have ideas for you.

Old Town Bluffton Inn, Bluffton, South Carolina





23 Best Luxury Family Resorts in the US and Caribbean

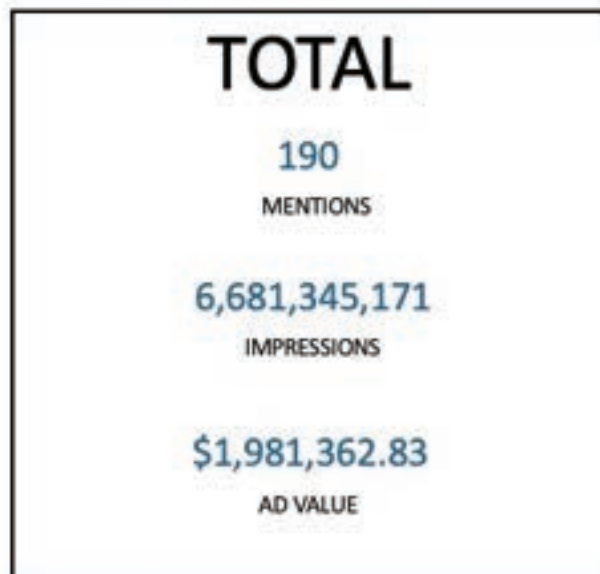


Montage Palmetto Bluff, Bluffton, South Carolina

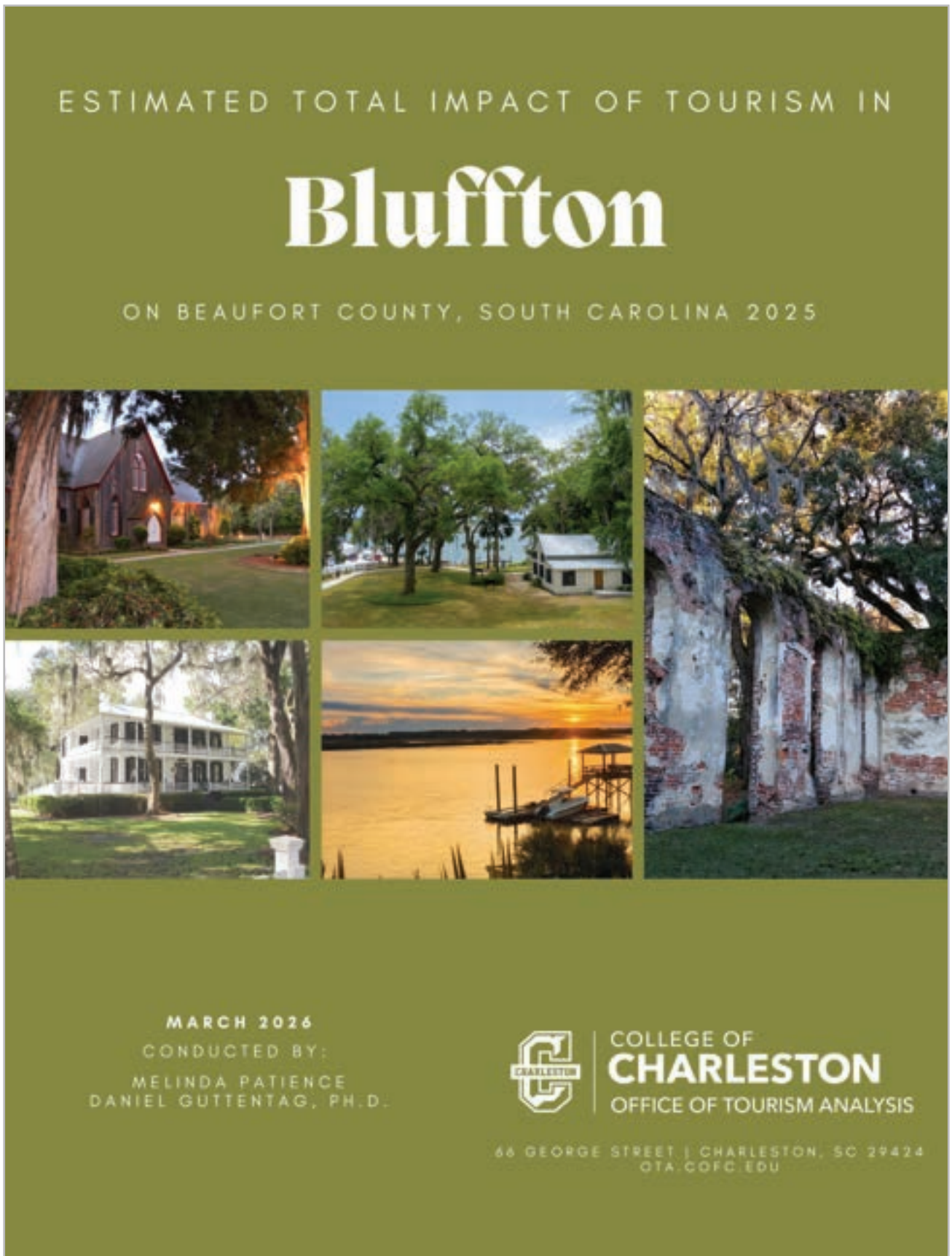
Designed to provide a sense of timeless old-world charm, Montage Palmetto Bluff is a sprawling resort spread across 20,000 acres in South Carolina's Low Country. With views and miles of exquisite walking trails, water trails, two ponds, and a Jack Nicklaus designed golf course, for the little ones, a children's program called Fuzion offers games, activities, and crafts for guests ages five to 12. The Montage Works program encourages children to earn money for future adventures like fishing, sporting wildlife, and visiting fish. Adults can stay close to the 18,000-square-foot spa or the 100-ft infinity pool, specializing in sunset breakfast and open-house cocktail receptions. For a history of the region, a short drive to the Bluffton Historic District is a must. Located in a historic plantation house, a historic landmark that was once home to America's first self-governing community of formerly enslaved people. Today the park includes walking trails, a picnic pavilion, beach access, and **Live Oak Camp**, where children can enjoy interactive storytelling. When hunger strikes, don't miss the secret bar of the Low Country at popular place like **The House of Blues** and **House of Blues**.

2025 Coverage Results

*Results represent 2025 calendar year results



2025 Economic Impact Report



Impact of Tourism in Bluffton on Beaufort County, 2025

Table of Contents

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Impact of Tourism in Bluffton on Beaufort County, 2025

Introduction

This study estimates the economic impact generated by tourism to the Town of Bluffton in the year 2025. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with overnight visitors and day trip visitors, and then summing them together for an overall total.

This analysis was conducted by Dr. Daniel Guttentag and Melinda Patience of the Office of Tourism Analysis, which is part of the School of Business at the College of Charleston.

Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates were produced using data on lodging demand provided by various third-party entities (e.g., Key Data), combined with visitor behavior data that is collected via a Visitor Profile Survey. The total estimated number of visitors in each segment for 2025 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about their spending in over a dozen categories (e.g., lodging, food,

transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2025, can be observed in Table 2.

The previously described data subsequently were used to determine average per-person expenditures. These figures were combined with the estimated visitor counts and used as inputs for a regional economic impact modelling tool, IMPLAN. IMPLAN is an input-output (I-O) model that uses regionalized economic data and other information to determine economic output that accounts for direct expenditure and the secondary benefits of such expenditure (i.e., indirect and induced impacts). The model further estimates labor impacts and tax revenues.

Table 1. Number of Bluffton Visitors

Segment	Visitors
Overnight	171,649
Day Trip	307,883
Total Visitors	479,532

The following metrics, as estimated by the economic impact model, are covered within this report:

- **Employment:** The number of jobs in the region supported by the economic activity, which involves an industry-specific mix of full-time, part-time, and seasonal employment. Seasonal jobs are adjusted to annual equivalents.

Impact of Tourism in Bluffton on Beaufort County, 2025

Table 2. 2025 Estimated Total Expenditure by Spending Category

Category	Totals
Transportation (around the destination)	\$18,357,005
Lodging	\$32,729,408
Food – Dining Out	\$37,244,164
Food – Groceries	\$7,376,530
Shopping	\$34,235,415
Spas	\$1,162,203
Golf	\$3,120,633
Biking	\$612,155
Performance/Visual Arts	\$3,509,492
Festivals	\$1,089,274
Museums/Historical Tours	\$3,597,663
Boating/Sailing/Fishing	\$8,294,867
Nature-based Activities	\$1,586,858
Dolphin Tours	\$941,831
Tennis	\$892,811
Other Expenses	\$11,635,274
Total Expenditure	\$166,385,583

- **Labor income:** All forms of employment income, including employee compensation (wages and benefits) and proprietor income.
- **Output:** The total value of industry production, which for the service sector represents total sales, for the retail sector represents gross margins, and for the manufacturing sector represents sales minus inventory change.
- **Direct:** The initial effects to local industries that are directly receiving the expenditures of interest.
- **Indirect:** The secondary effects resulting from business-to-business purchases in the supply chain occurring throughout the region, as triggered by or in support of the direct expenditure activity.
- **Induced:** The ripple effects in the region resulting from household spending of income, after the removal of taxes, savings, and commuters.
- **Taxes:** These revenues take into account a variety of taxes, including sales tax, property tax, and income tax. These figures do not account for tourism taxes, such as accommodation taxes.

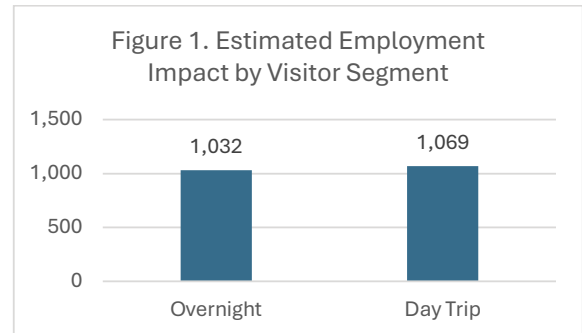
Results

Visitation numbers to Bluffton remained quite stable in 2025, declining by less than 1% versus the prior year. An estimated total of **480 thousand visitors** came to Bluffton in 2025, down 0.9% compared to 2024. The overall economic impact of this tourism on Beaufort County was **\$206.59 million**, up 0.4% compared to 2024. This economic impact represents not just the direct

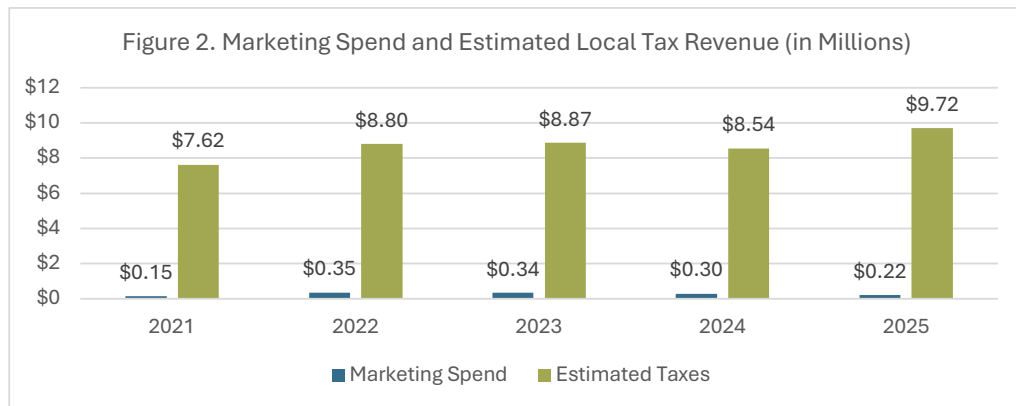
Impact of Tourism in Bluffton on Beaufort County, 2025

expenditure by visitors, but also the secondary ripple effects of such economic activity that occur as tourism businesses spend operating funds and as tourism dollars are re-spent within the region. Bluffton tourism also (directly and indirectly) supported an estimated **1,787 jobs**, which represent 2.0% of all jobs in Beaufort County, as per employment data provided by the Bureau of Labor Statistics. Similar to the economic impact figure, this employment figure does not refer solely to jobs within the tourism sector, but rather to a combination of full-time, part-time, and seasonal jobs that are both directly and indirectly supported by the broader tourism economy and its secondary effects on non-tourism industries and enterprises. Impact estimates for each of the visitor segments are presented in the Appendix (Tables A1 - A3), and the employment impacts are presented in Figure 1.

The total output multiplier for tourist spending was calculated using the model estimates. This multiplier represents the ratio of total economic impact to direct spending. The estimated output multiplier for Bluffton tourism on Beaufort County was **1.24**. This signifies that every dollar spent by tourists in Bluffton increased output in the overall Beaufort County economy by a total of \$1.24.



The tourist expenditures generated an estimated **\$2.50 million** in tax revenues for local Beaufort County governments. The Town of Bluffton earned an additional **\$7.22 million** in accommodations tax and hospitality tax, as reported by the Town of Bluffton Revenue Services. Together, this **\$9.72 million** in tax revenue represents an increase of just over \$1.17 million (13.7%) compared to 2024, and an increase of 9.5% compared to 2023. This tax revenue also corresponds with a Return on Tax Investment (ROTI) of 44.76, based on the \$217.1 thousand that was spent on destination marketing in 2025. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$44.76** in local tax revenue. The comparative relationship over the past four years between destination marketing expenditure and the estimated local tax revenues generated from tourism can be seen in Figure 2.



*Impact of Tourism in Bluffton on Beaufort County, 2025***Appendix****Table A1. Overnight – Estimated Economic Impact on Beaufort County**

	Employment	Labor Income	Output
Direct	785	\$24,121,400	\$87,950,993
Indirect	160	\$8,458,739	\$28,442,188
Induced	86	\$4,378,767	\$15,566,345
Total	1,032	\$36,958,905	\$131,959,527

Table A2. Day Trip – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	591	\$14,622,201	\$44,888,824
Indirect	110	\$5,607,111	\$19,976,354
Induced	54	\$2,746,724	\$9,765,205
Total	755	\$22,976,036	\$74,630,383

Table A3. Total, All Segments – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	1,376	\$38,743,601	\$132,839,817
Indirect	271	\$14,065,850	\$48,418,542
Induced	140	\$7,125,491	\$25,331,550
Total	1,787	\$59,934,942	\$206,589,909
Estimated Local Tax Revenue			\$2,495,430
Local Tourism Tax Revenue (ATax and HTax)			\$7,221,181
Total Estimated Local Tax Revenue			\$9,716,611

*Impact of Tourism in Bluffton on Beaufort County, 2025***Table A4. Top 50 Industries Impacted by Bluffton Tourism**

	Display Description	Impact Output
1	Full-service restaurants	\$38,616,994.21
2	Hotels and motels, including casino hotels	\$32,734,437.86
3	Retail - Miscellaneous store retailers	\$18,947,020.54
4	Transit and ground passenger transportation	\$17,827,599.89
5	Other real estate	\$11,921,949.34
6	Water transportation	\$7,611,218.59
7	Insurance agencies, brokerages, and related activities	\$5,894,623.04
8	Owner-occupied housing	\$5,176,179.62
9	Museums, historical sites, zoos, and parks	\$4,993,027.52
10	Fitness and recreational sports centers	\$4,845,164.40
11	Performing arts companies	\$3,906,810.79
12	Retail - Food and beverage stores	\$2,838,913.37
13	Monetary authorities and depository credit intermediation	\$2,108,056.28
14	All other food and drinking places	\$1,483,206.38
15	Securities and commodity contracts intermediation and brokerage	\$1,466,522.48
16	Scenic and sightseeing transportation and support activities for transportation	\$1,419,440.60
17	Personal care services	\$1,403,623.41
18	Employment services	\$1,387,658.81
19	Legal services	\$1,383,218.43
20	Other local government enterprises	\$1,368,557.84
21	Travel arrangement and reservation services	\$1,363,587.21
22	Services to buildings	\$1,362,536.88
23	Other amusement and recreation industries	\$1,326,339.57
24	Advertising, public relations, and related services	\$1,234,255.63
25	Limited-service restaurants	\$1,133,375.86
26	Management of companies and enterprises	\$1,127,524.59
27	Maintenance and repair construction of nonresidential structures	\$1,064,028.89
28	Nondepository credit intermediation and related activities	\$1,050,113.05
29	Postal service	\$1,032,807.42
30	Offices of physicians	\$1,024,271.08
31	Management consulting services	\$984,371.51
32	Landscape and horticultural services	\$973,558.84
33	Data processing, hosting, and related services	\$867,961.15
34	Other financial investment activities	\$851,914.24
35	Lessors of nonfinancial intangible assets	\$725,055.05

Impact of Tourism in Bluffton on Beaufort County, 2025

36	Internet publishing and broadcasting and web search portals	\$720,666.77
37	Accounting, tax preparation, bookkeeping, and payroll services	\$676,044.24
38	Automotive repair and maintenance, except car washes	\$671,253.50
39	Commercial and industrial machinery and equipment rental and leasing	\$668,366.15
40	Retail - Motor vehicle and parts dealers	\$640,724.15
41	Insurance carriers, except direct life	\$618,989.70
42	Wholesale - Other nondurable goods merchant wholesalers	\$605,556.72
43	Retail - General merchandise stores	\$596,426.10
44	Personal and household goods repair and maintenance	\$572,338.32
45	Tenant-occupied housing	\$556,807.14
46	Truck transportation	\$541,039.61
47	All other miscellaneous professional, scientific, and technical services	\$520,775.57
48	Couriers and messengers	\$494,407.79
49	Independent artists, writers, and performers	\$486,026.87
50	Retail - Building material and garden equipment and supplies stores	\$481,008.79

2025 Visitor Profile Survey

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

BLUFFTON VISITOR PROFILE SURVEY

2025

PREPARED FOR:

HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:

OFFICE OF TOURISM ANALYSIS
SCHOOL OF BUSINESS
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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, 3.8% 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)

BLUFFTON VISITOR PROFILE SURVEY

2025

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-Anderson	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%

BLUFFTON VISITOR PROFILE SURVEY

2025

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-Washingtn	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&Springfld-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(Ltkn&Ncgsd)	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-Wrrio-IWC&Dub	0.1%	Binghamton	0.04%
San Antonio	0.1%	Utica	0.04%
Sacramnto-Stidn-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%

BLUFFTON VISITOR PROFILE SURVEY

2025

DMA Name	% of Visitors	DMA Name	% of Visitors
Duluth-Superior	0.03%	Lake Charles	0.01%
Sioux City	0.03%	Meridian	0.01%
Rochester-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-Richland-Kennewick	0.03%	Cheyenne-Scottsbluff	0.01%
Wausau-Rhineland	0.02%	Anchorage	0.01%
El Paso (Las Cruces)	0.02%	Ottumwa-Kirkville	0.01%
Grand Junction-Montrose	0.02%	Wichita Falls & Lawton	0.01%
Sherman-Ada	0.02%	Bakersfield	0.01%
Bismarck-Mint-Dickinson (Wichita)	0.02%	Harlingen-Weslaco-Brownsville-McAllen	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%
Santa Barbara-San Marcos-Santa Barbara	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 Falls-Pocatello (Jackson)	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-identity	-	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

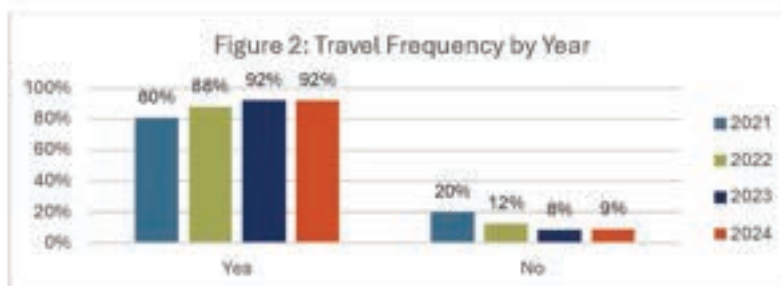
International Markets

	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	60	71	19	26

Table 7: International Markets

TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA

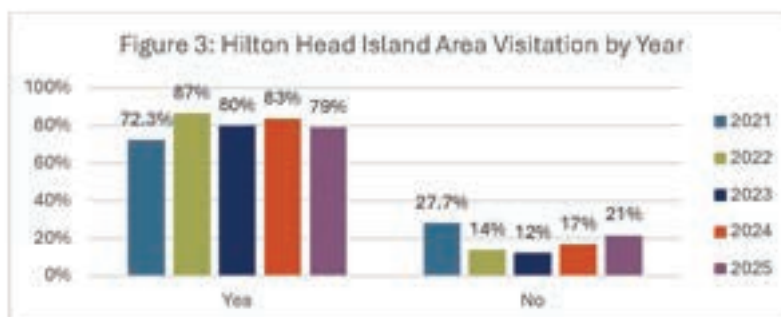
Within the last 12 months have you traveled or taken a vacation?



	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?

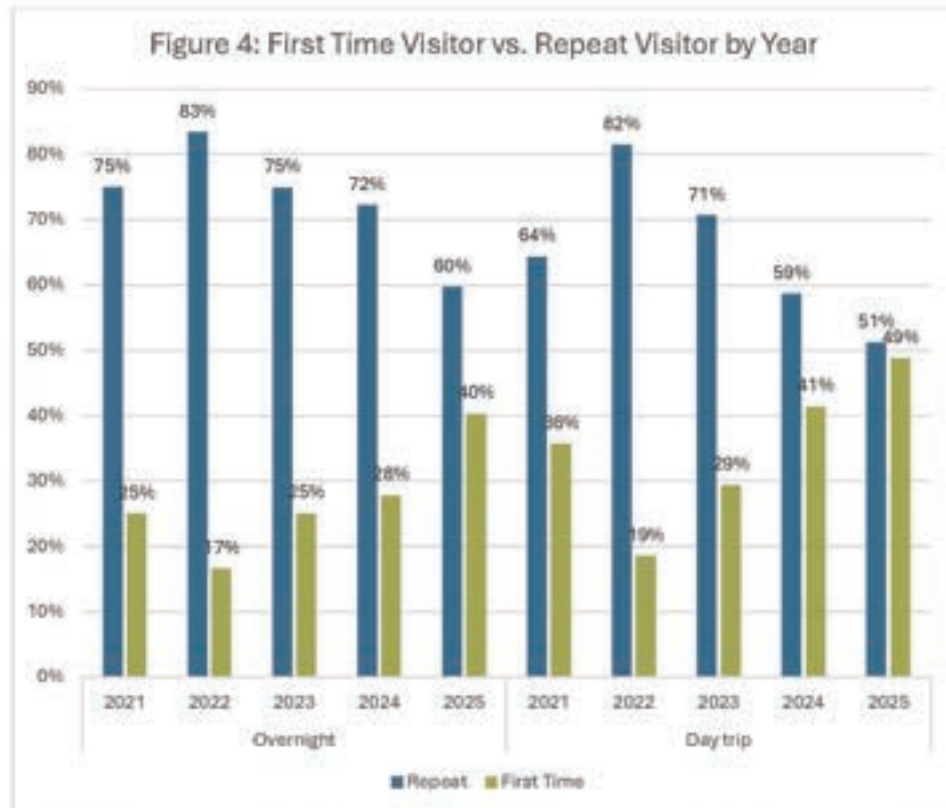


	2021	2022	2023	2024	2025
Yes	72.3%	86.5%	79.8%	83.4%	78.6%
No	27.7%	13.5%	12.0%	16.6%	21.4%
N	1,675	2,547	1,570	952	1,539

TABLE 9: Bluffton / Hilton Head Island Visitation by Year

BLUFFTON VISITORS

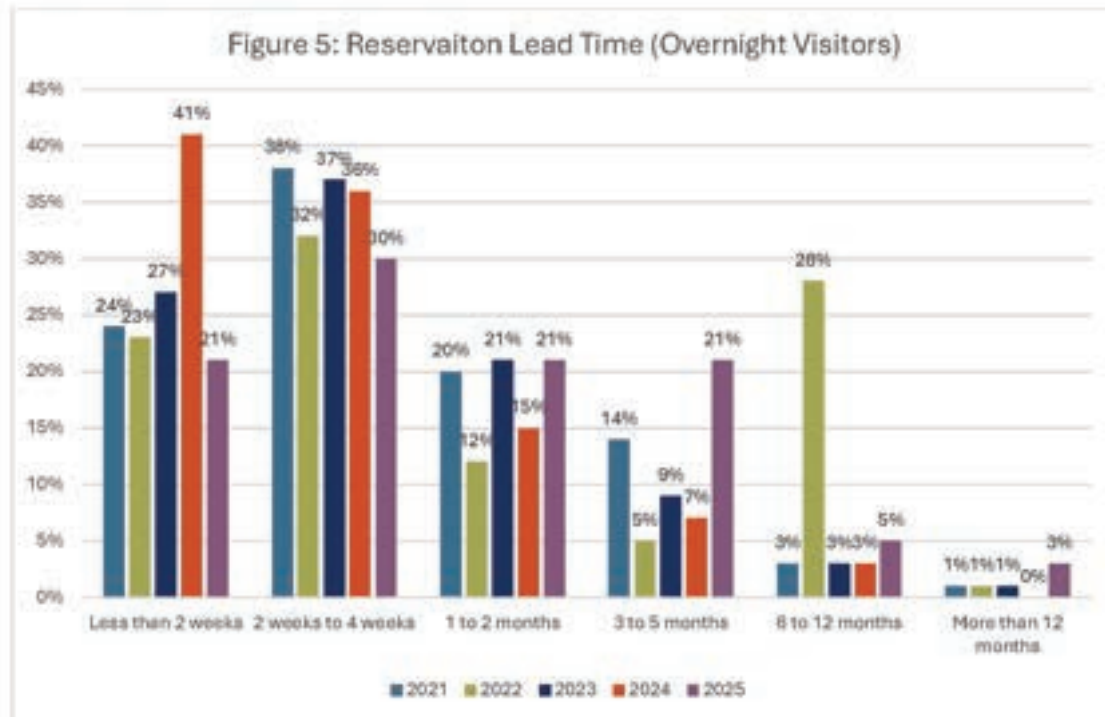
Was that your first time visiting Bluffton?



	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.)?



	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

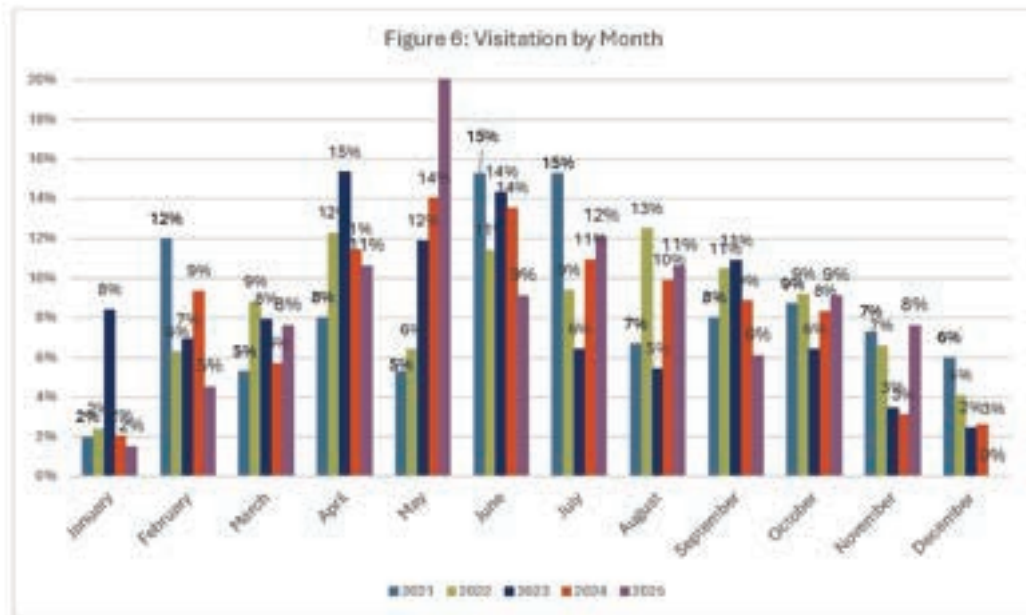
BLUFFTON VISITOR PROFILE SURVEY

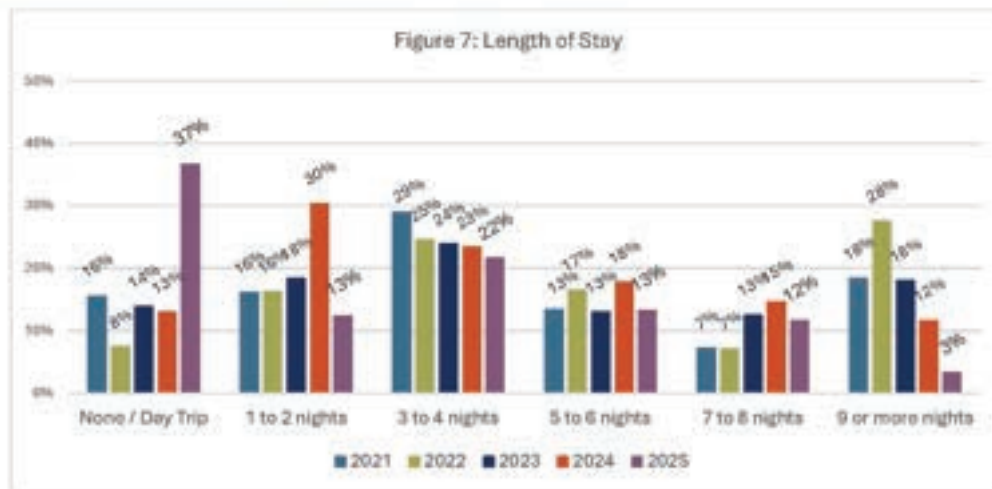
2025

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

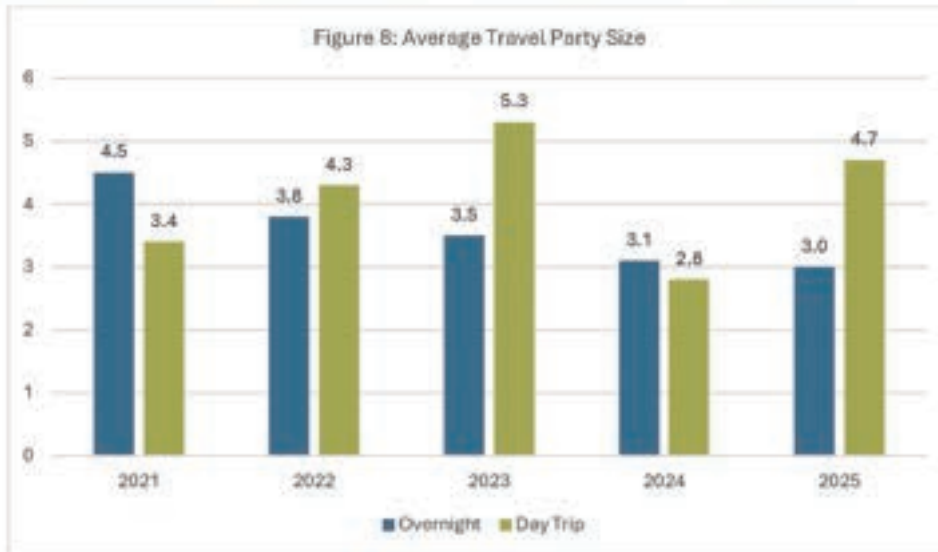


Approximately how many nights was your trip to Bluffton?

	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%	2.6%	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?**

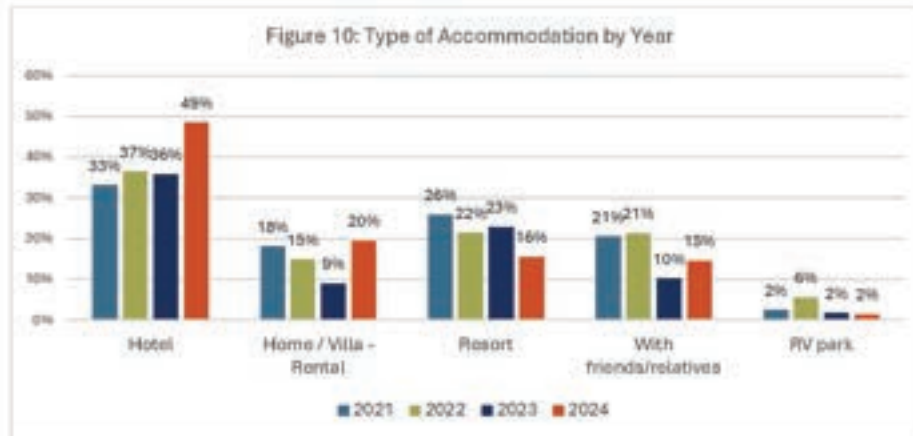
	2021	2022	2023	2024	2025
Part of a vacation	50.0%	85.2%	76.5%	80.0%	79.1%
Day trip from home	50.0%	14.8%	23.5%	20.0%	20.9%
N	28	54	34	30	43

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

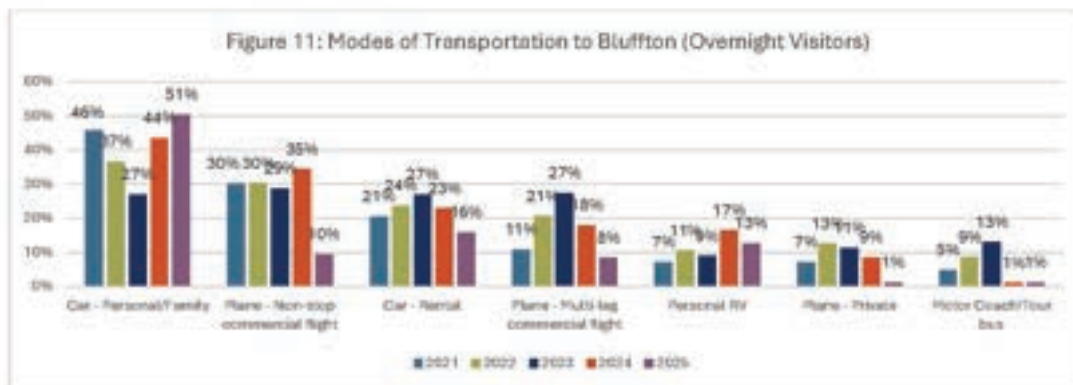
BLUFFTON VISITOR PROFILE SURVEY

2025

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?**

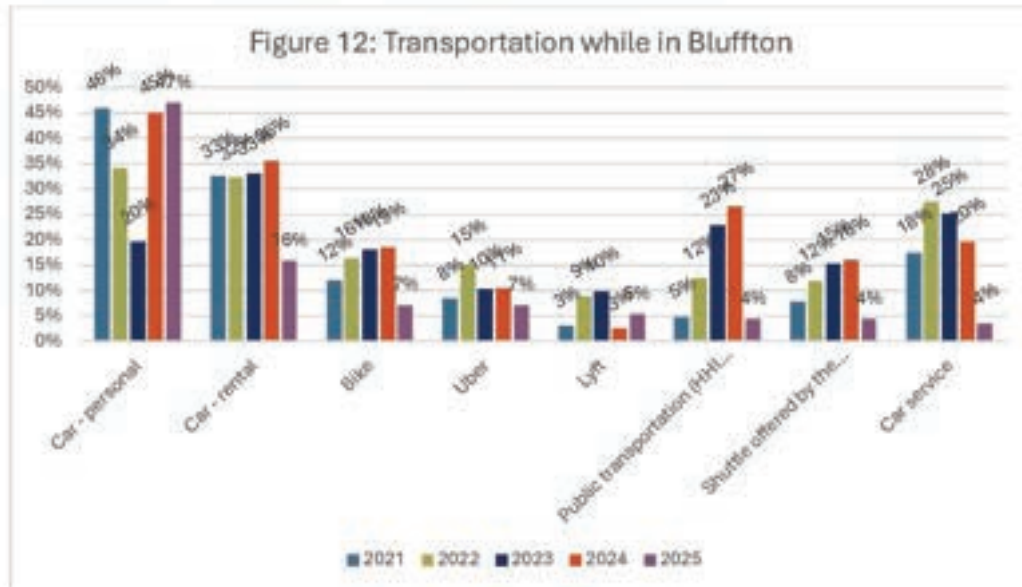
Savannah/Hilton Head Island International	47.1%
Jacksonville	23.5%
Hilton Head Island	11.8%
Charleston	11.8%
Atlanta	5.9%
N	17

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%	2.6%	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	\$1,063.73

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

BLUFFTON VISITOR PROFILE SURVEY

2025

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	-	-	-	-	-	-	6.6%	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	7.6%	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%	6.6%	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	600	54	215	34	200	30	78	43

TABLE 27: Three Primary Reasons for Visitation

BLUFFTON VISITOR PROFILE SURVEY

2023

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 / Visas! 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	100	28	606	54	215	54	300	50	78	43

TABLE 28: Activities Visitors Participated In

BLUFFTON VISITOR PROFILE SURVEY

2025

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	31.9%	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%	17.8%	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 Westford	12.7%	-	14.6%	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%	-	-	-	-	-	-	-	3.6%	14.0%
N	166	38	606	54	215	34	200	30	78	43

TABLE 29: Shopping Locations Visited

BLUFFTON VISITOR PROFILE SURVEY

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

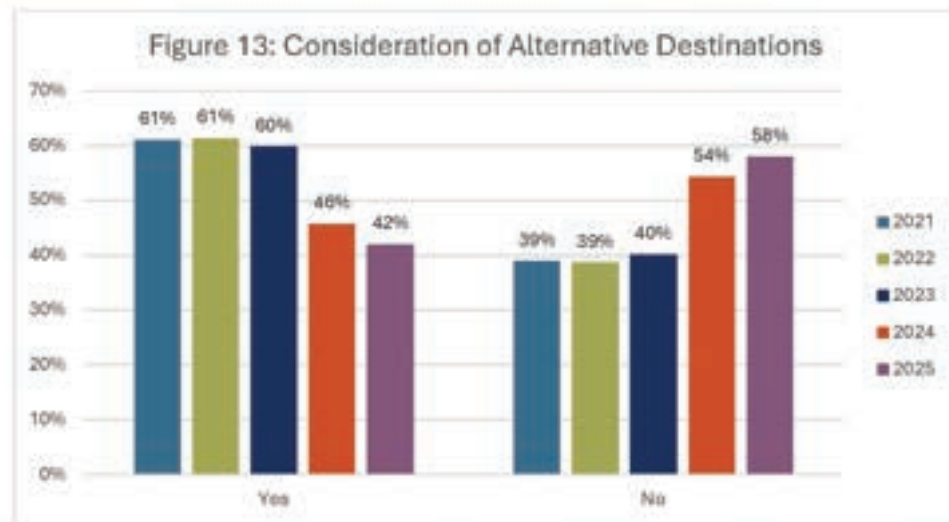
	2021	2022	2023	2024	2025
Savannah	27.7%	25.2%	19.5%	7.8%	21.0%
Savannah	27.7%	25.2%	19.5%	7.8%	21.0%
Beaufort	25.9%	27.5%	20.0%	9.4%	16.9%
Charleston	26.5%	33.7%	32.6%	8.9%	9.7%
Daufuskie Island	15.1%	28.5%	20.9%	6.7%	8.9%
Jacksonville	21.7%	27.3%	24.2%	3.1%	4.8%
Tybee Island	14.5%	15.3%	14.0%	4.9%	3.2%
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

BLUFFTON VISITOR PROFILE SURVEY

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

BLUFFTON VISITOR PROFILE SURVEY

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

BLUFFTON VISITOR PROFILE SURVEY

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?

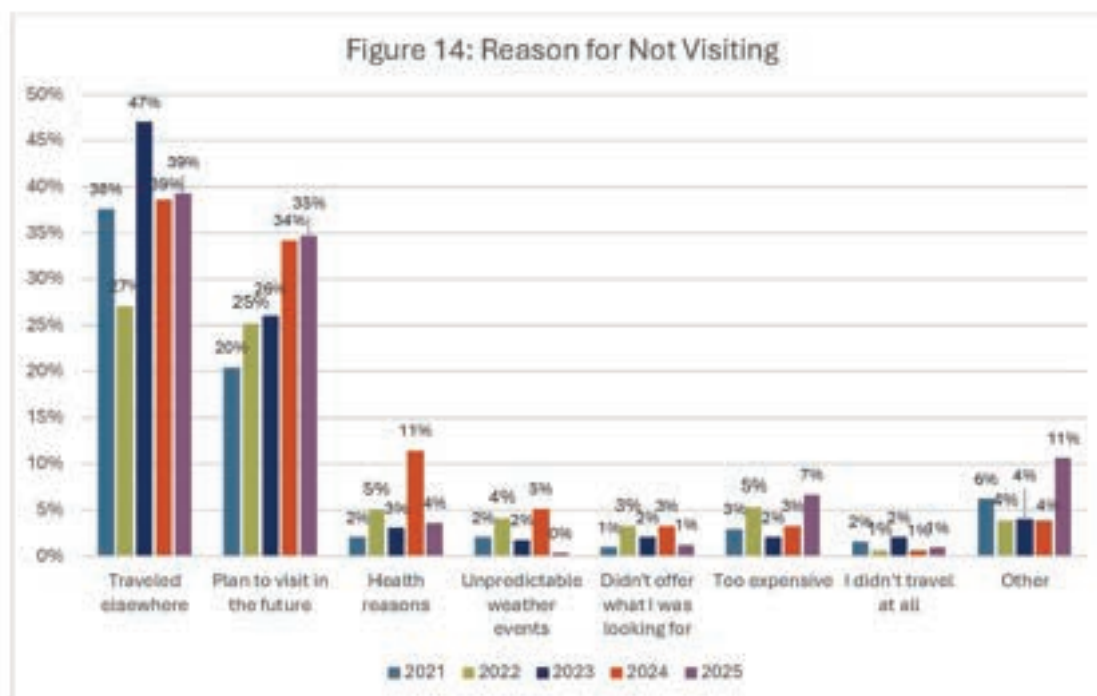
	2021	2022	2023	2024	2025
Definitely Recommend	70.8%	39.4%	34.5%	54.9%	78.6%
Probably Recommend	20.8%	40.0%	34.1%	35.3%	12.2%
May or May Not Recommend	7.5%	17.2%	21.8%	8.9%	6.1%
Probably Not Recommend	0.9%	3.1%	9.2%	0.9%	3.1%
Definitely Not Recommend	0.0%	0.3%	0.4%	-	-
Total	106	635	229	224	98

TABLE 35: Likelihood of Recommending a Visit to Bluffton

BLUFFTON VISITOR PROFILE SURVEY

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

BLUFFTON VISITOR PROFILE SURVEY

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%	63.6%
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

BLUFFTON VISITOR PROFILE SURVEY

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%	15.6%	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%	48.6%
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%	15.6%	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

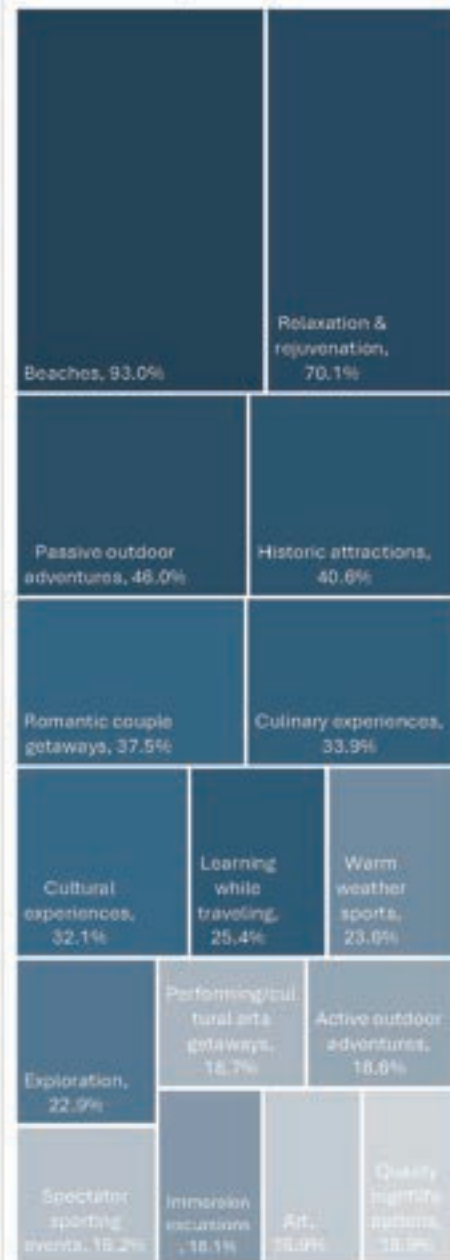
BLUFFTON VISITOR PROFILE SURVEY

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%	85.1%	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



BLUFFTON VISITOR PROFILE SURVEY

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%	64.1%
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	1,006	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

BLUFFTON VISITOR PROFILE SURVEY

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%

BLUFFTON VISITOR PROFILE SURVEY

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%
Knowlville, 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%	Nowak, 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%
Homestead, 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%	Tomington, CT	2	0.1%
Salem, OH	3	0.2%	Warner Robins, GA	2	0.1%
San Antonio-New Braunfels, TX	3	0.2%	Weirton-Stebensburg, 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%

BLUFFTON VISITOR PROFILE SURVEY

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%
Greenville, 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%
Fairbault-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%

BLUFFTON VISITOR PROFILE SURVEY

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%			



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