

FY 2026–2027

SOUTHERN BEAUFORT COUNTY

DESTINATION MARKETING PLAN





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Year In Review

Vacation Planner



Mail Fulfillment:
69,462

Paid Media Partnerships

Condé Nast
Traveler



Website

Pageviews:
367,736

Ad Impressions:
40K+

Referrals:
54,168



Average Time on Site:
(0.43 industry average)

35 sec

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

CountryLiving

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

Ebony

The Best in Black-Owned Dining

Travel & Leisure

*11 Best Places to Live in
South Carolina*

CountryLiving

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

Executive Summary

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 within the Lowcountry. 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 following pillars have been identified for marketing efforts:

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.

Bluffton's 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.

Daufuskie Island's Brand Commitment:

As an extension of Hilton Head Island and Bluffton, Daufuskie Island provides a more remote escape to the visitors of Southern Beaufort County, one that's even closer to nature and "off the beaten path." The brand's focus on tranquility and nature is central to its identity and how it expresses itself.

FY 2026-2027 Goals, 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.

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 goal for Southern Beaufort County.

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

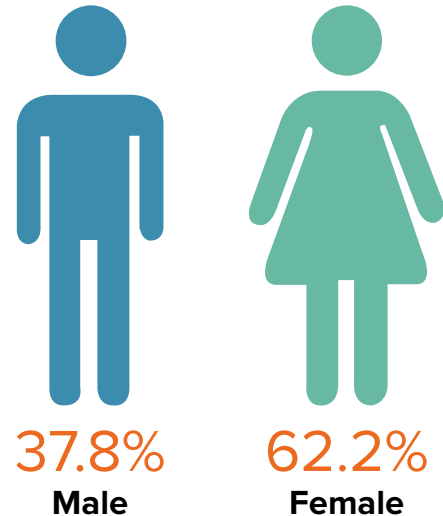
We use multiple primary and secondary data sources to understand who our visitors are and what motivates them to visit the Southern Beaufort County area. Our real-time data sources include Google Analytics, Placer.ai, and Zartico.

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 / 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 Southern Beaufort County.

Digital Marketing

The proposed approach to Southern Beaufort County's marketing plan, outlined below, is meant to communicate how Southern Beaufort County 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, Southern Beaufort County is well positioned to meet the needs and interests of today's travelers.

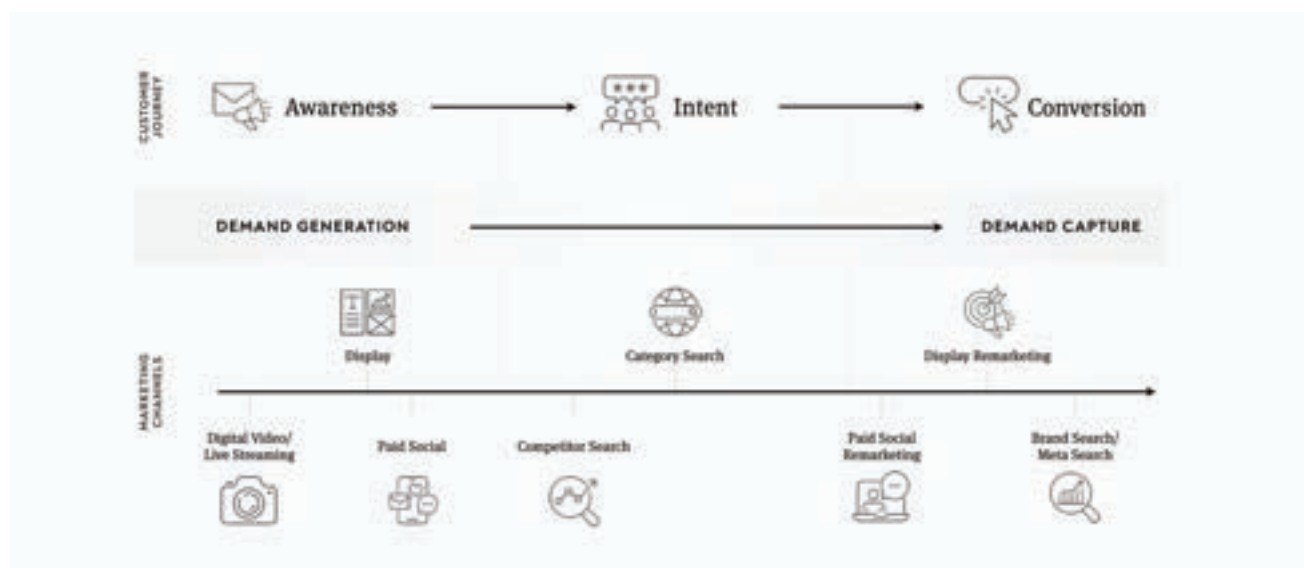
The marketing plan is designed to be highly personalized, flexible, and results-oriented. Each individual campaign that is implemented to drive exposure for the destination will be deployed based on a series of defined goals that align with each persona, and the overarching goal for the marketing plan.

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 repeat visitors and brand loyalists with our mid-funnel tactics.

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 Southern Beaufort County. The strategy remains nimble and scalable, ensuring that all paid and organic media supporting Southern Beaufort County 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

Southern Beaufort County'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 Southern Beaufort County 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 Southern Beaufort County 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 Southern Beaufort County. Paid search campaigns allow Southern Beaufort County to appear prominently when potential visitors are evaluating travel options.

SEM campaigns will be built around a targeted list of search terms aligned with Southern Beaufort County'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 and VisitDaufuskie.org to explore experiences, partners, and trip-planning resources.
- **Expanding Destination Visibility** - Ensure Southern Beaufort County 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 Southern Beaufort County remains visible in these new discovery environments.

Our Generative Engine Optimization (GEO) strategy works alongside traditional SEO initiatives to ensure Southern Beaufort County'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 Daufuskie Island and 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 Daufuskie Island and 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 Southern Beaufort County is organically discoverable by travelers researching destinations online. SEO focuses on strengthening our region'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 websites are accessible, indexable, and optimized for search engines through improvements to site structure, performance, and crawlability.
- **Content Strategy & Expansion** - Work with Southern Beaufort County's businesses and locals to enhance existing content and develop new destination content aligned with traveler interests and search demand.
- **Search Visibility & Authority** - Strengthen Southern Beaufort County'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 websites for duplicate or redundant content that could impact performance.

Display & Remarketing

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

These efforts re-engage users who have demonstrated interest in our area, whether through search activity, website visits, or other digital signals, and guide them back to VisitBluffton.org and VisitDaufuskie.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 and VisitDaufuskie.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.

Destination Websites

The VisitBluffton.org and VisitDaufuskie.org websites are the virtual “front door” of the destination marketing strategy and often serves as one of the first touchpoints for potential visitors to Southern Beaufort County. 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.

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 and VisitDaufuskie.org websites 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 destinations and more outbound referrals to partners.



Social Media

Social media remains the most influential driver for the destinations. 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 push our content to non-followers and for Large Language Models (LLMs) to prioritize Southern Beaufort County as the premier recommendation for “historical, artsy, and undiscovered Southern towns.”

Goals:

- Expand the brand’s overall social media presence by leveraging local advocacy and community voices to drive broader discovery through platform algorithms.
- Increase audience engagement through content that reflects the area’s “sophisticated but approachable” Southern charm.
- Grow video visibility across short-form platforms by focusing on core storytelling pillars and immersive destination content.
- Encourage more users to move from inspiration to trip planning by directing audiences to valuable visitor resources like the regional vacation planners.
- Strengthen discoverability in search and AI-driven travel tools by consistently incorporating location-specific keywords into social content.

f Facebook: Facebook has pivoted toward neighborhood groups and prioritizing localized feeds. The algorithm now favors content that generates high-density engagement within a specific region to verify authenticity before pushing it to a global audience. We will treat Facebook as a digital town square. Since our engagement derives mainly from locals, we will post content that encourages residents to tag friends and share memories. This localized “buzz” signals to the Meta algorithm that our content is high-value, naturally expanding our reach to potential visitors.

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 both Bluffton and Daufuskie Island 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 websites. We are also implementing a Pinterest improvement plan to fully align the profile with current 2026 strategies.

🎵 TikTok: TikTok is now a primary search engine for Gen Z and Millennials. The strategy has shifted from viral fluff to life-in-motion storytelling and search-optimized captions that feed into the platform’s AI engine. Our TikTok strategy is built on Aesthetic Immersion. By capitalizing on the Natural Beauty pillar, which consistently drives the highest impressions, we will create content that highlights Southern Beaufort County’s laid-back Lowcountry life. We will align with current trends and sounds to capture *For You Page* placement, emphasizing our unique “eccentric and artsy” destinations.

📷 Instagram: Instagram is focusing on saves and collabs as the primary metrics for growth. The platform prioritizes high-quality, aesthetically curated carousels and Reels that serve as digital postcards which users save for future travel planning. Using high-quality user-generated content (UGC) and carousels, we will showcase Southern Beaufort County as an aesthetically pleasing destination. To drive growth, we will utilize the *Places to Visit* series for partner collaborations to keep the brand integrated into the wider Lowcountry travel ecosystem.

Destination Public Relations

Earned media secured through public relations initiatives remains a critical driver of destination awareness and credibility. Third-party editorial coverage introduces Bluffton and Daufuskie Island to new audiences while reinforcing the destination's authenticity and unique sense of place.

Our public relations strategy focuses on cultivating relationships with travel writers, editors, influencers, and content creators who can authentically share our area's story with engaged audiences.

As the media landscape continues to evolve, travelers increasingly look to digital publications, social platforms, and trusted voices for travel inspiration. Influencers and content creators continue to shape travel decisions through curated storytelling and personal recommendations.

Through proactive outreach, media relationship development, and strategic pitching, our public relations efforts will generate a consistent stream of coverage highlighting distinctive experiences: culture, cuisine, history, and natural beauty.

These efforts will focus on:

- **Destination Storytelling** - Position the Southern Beaufort County area as an authentic Lowcountry destination through compelling narratives that highlight its character, heritage and local experiences.
- **Media Relationships** - Maintain strong relationships with key travel and lifestyle media outlets to encourage ongoing editorial coverage.
- **Influencer & Creator Engagement** - Partner with select creators whose audiences align with our target visitors and who can authentically share the destination experience.
- **Accolades & Recognition** - Pursue opportunities to be featured in destination lists, awards and editorial roundups that reinforce its appeal to travelers.

Through these efforts, Southern Beaufort County will remain visible within national and regional travel conversations while strengthening its reputation as a destination known for meaningful and memorable experiences.



Leisure Media Partnerships

Select leisure media partnerships can complement earned media efforts by extending the destination story within travel and lifestyle media environments that inspire trip planning.

These opportunities allow Bluffton and Daufuskie Island to reinforce their presence within trusted editorial platforms where travelers seek ideas, recommendations and destination inspiration.

When appropriate, these partnerships may include integrated storytelling opportunities that highlight the area's culture, cuisine, outdoor experiences and unique Lowcountry character.

Rather than functioning as standalone campaigns, these placements will work in conjunction with ongoing public relations initiatives, amplifying editorial themes, reinforcing media coverage and strengthening the overall destination narrative for Daufuskie Island and Bluffton.

All media opportunities will be evaluated to ensure alignment with the destination's strategic goals, target audiences and broader marketing initiatives.





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 websites and digital media.



Meetings & Group Sales

Southern Beaufort County'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, this region offers planners a refined alternative to larger convention destinations.

Rather than competing for high-volume convention business, Southern Beaufort County 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 the area.

Southern Beaufort County 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 and innovation meetings
- Association board meetings and governance 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

The region'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. Southern Beaufort County 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 the region'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.

Daufuskie Island and Bluffton have the opportunity to become 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 and Regional Official Vacation Planner, our comprehensive guides 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, digital editions of the Vacation Planners are available online, allowing prospective visitors to explore the region 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 Southern Beaufort County 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.

Southern Beaufort County's natural beauty is what sets the destination apart from other communities. By tapping into our portfolio of stunning photography and combining it with updated content, we have transformed the Vacation Planner into a "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 both the Regional Official and the Bluffton Official 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

Fulfillment: 69,462 (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 Southern Beaufort County's visitors and their travel behaviors. These insights inform targeted marketing and advertising initiatives designed to grow and sustain Southern Beaufort County'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 both hotels and short-term rentals, including comparative analysis with competitive destinations.
- Partnership with the College of Charleston Office of Tourism Analysis to produce annual 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 Southern Beaufort County'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 Southern Beaufort County*.

*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*



SC 4118 DC

Outside Odyssey

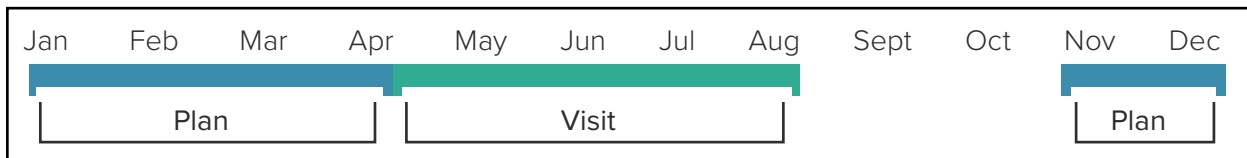
SUZUKI

Family

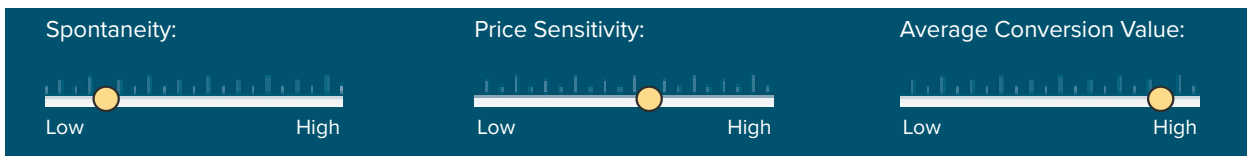


Family Travel Objective

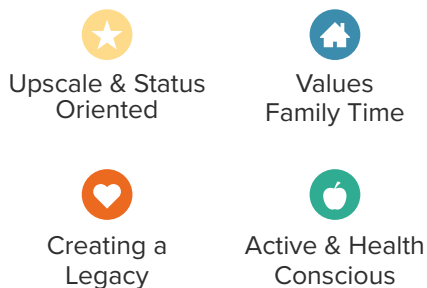
Find a vacation spot that will please everyone during the school holidays.



Travel Habits



Who They Are



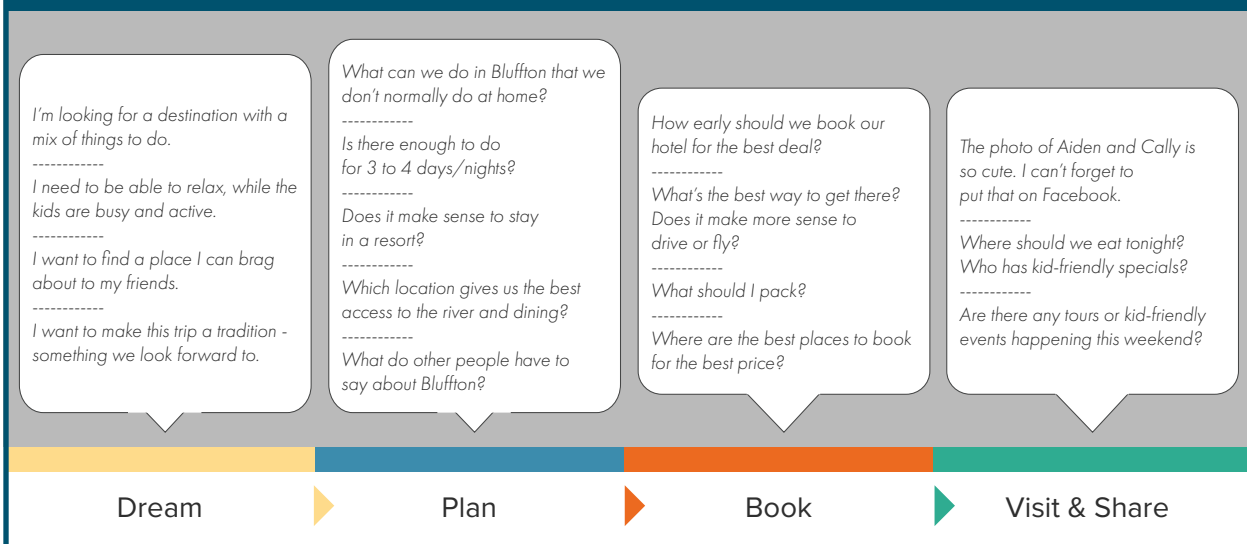
Preferred Activities & Attractions

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

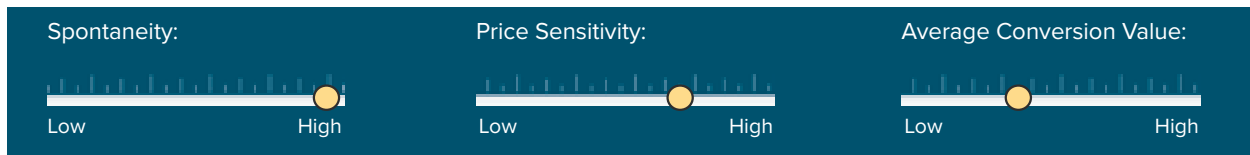


The Weekender Travel Objective

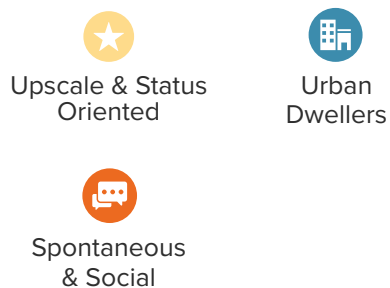
Find a fairweather weekend escape from work and city life.



Travel Habits



Who They Are



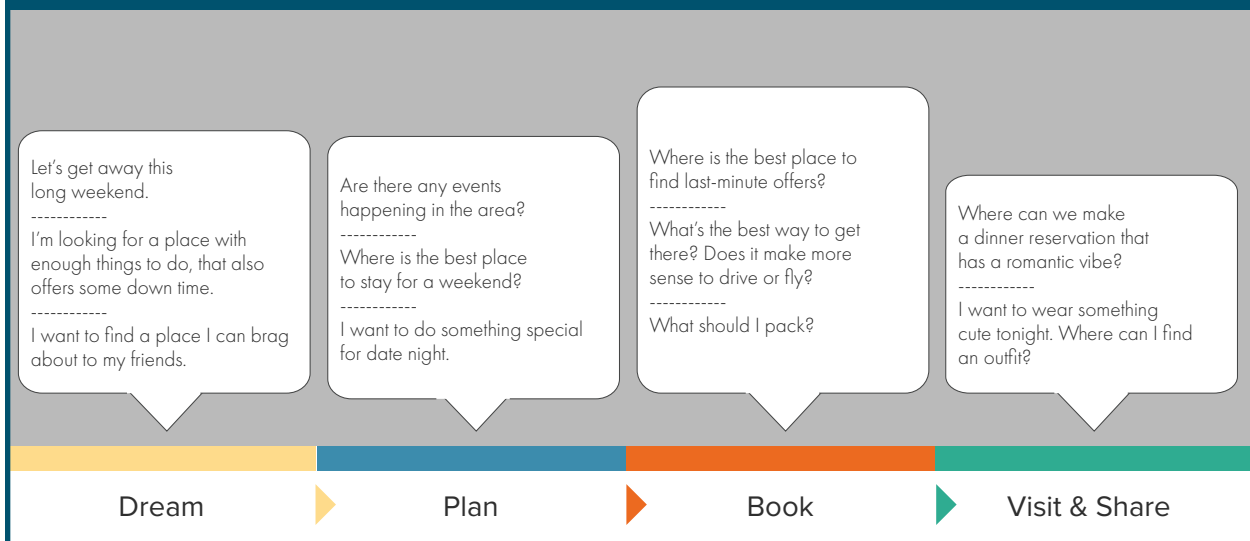
Preferred Activities & Attractions

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

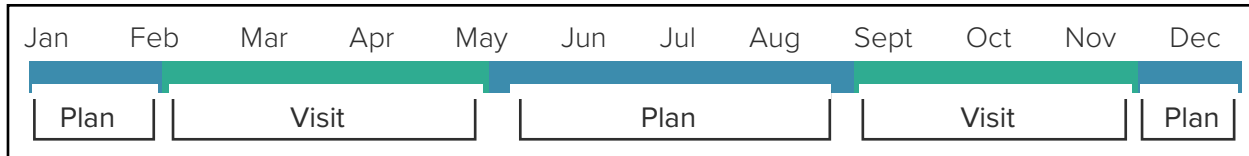


Arts, Culture & History



Arts, Culture & History Travel Objective

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



Travel Habits



Who They Are


Values
Learning
& Authenticity


Seeking an
Immersive
Experience


Image
Conscious


Upscale
& Status
Oriented

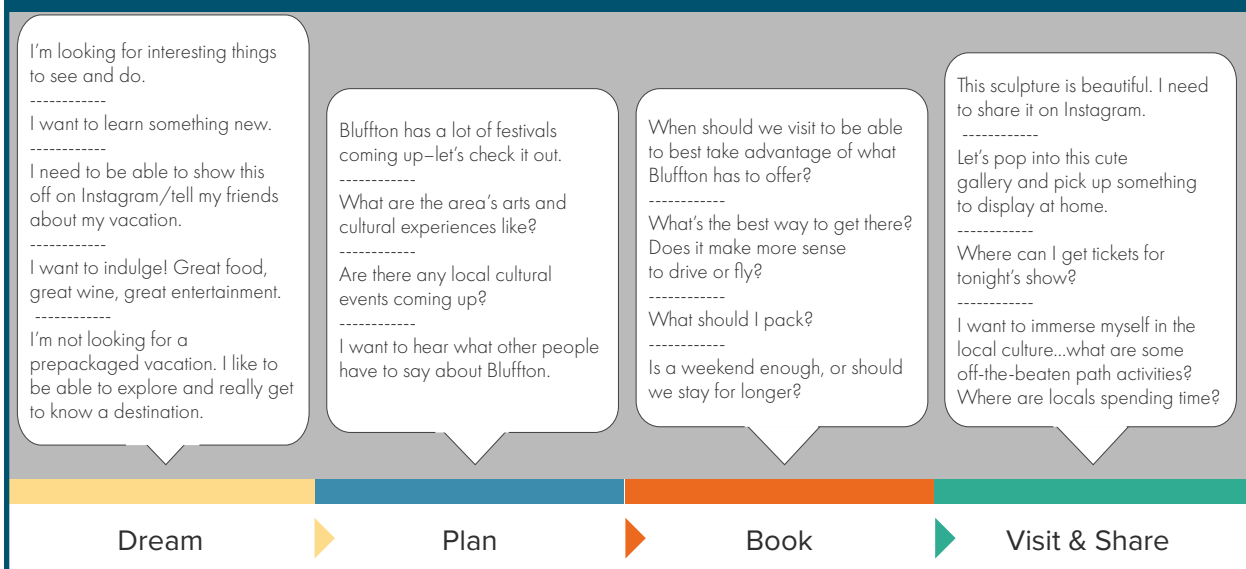
Preferred Activities & Attractions

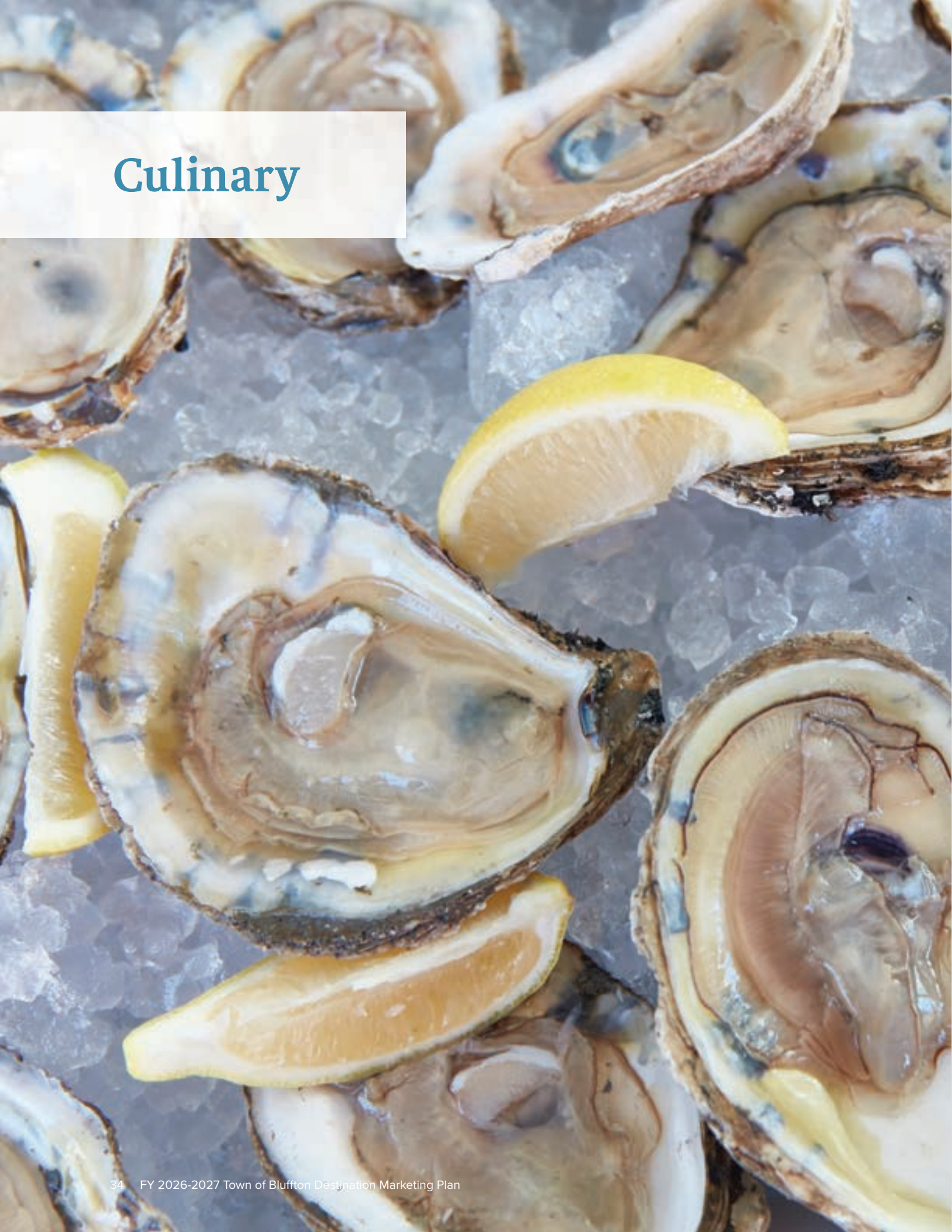
Historical District & Attractions
Art District & Galleries
Cultural District
Gullah Cultural Heritage
Festivals & Events
Downtown

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

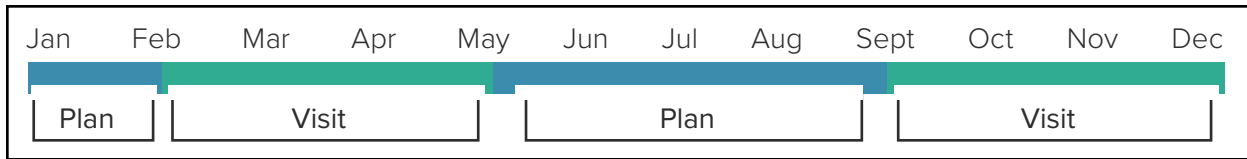


A close-up photograph of several oysters on ice with lemon wedges. The oysters are arranged on a bed of crushed ice, and several lemon wedges are scattered around them. The oysters are fresh, with their shells open, revealing the glistening meat inside. The lemon wedges are bright yellow and add a pop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

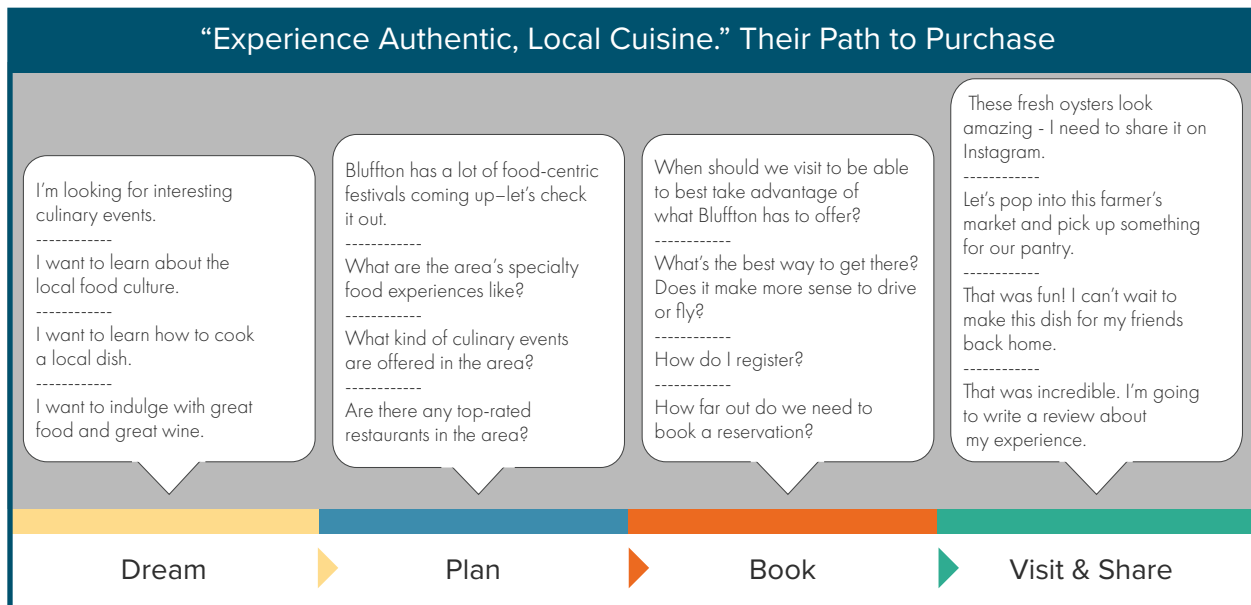


Preferred Activities & Attractions

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

Marketing Channels & Formats

Facebook Videos
Instagram
TripAdvisor
Forums & Blogs
Pinterest



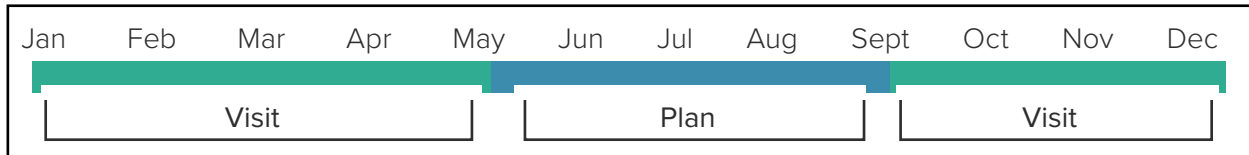
Activities & Recreation Enthusiasts



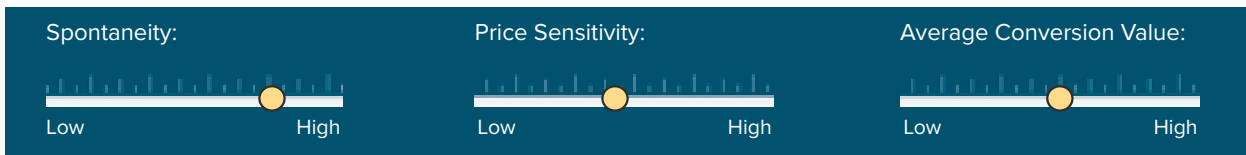
Activities & Recreation Enthusiast

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

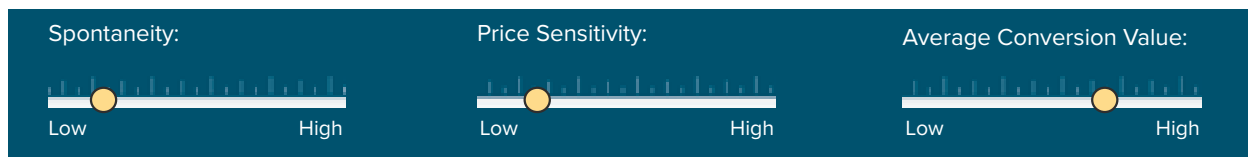


Snowbirds Travel Objective

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



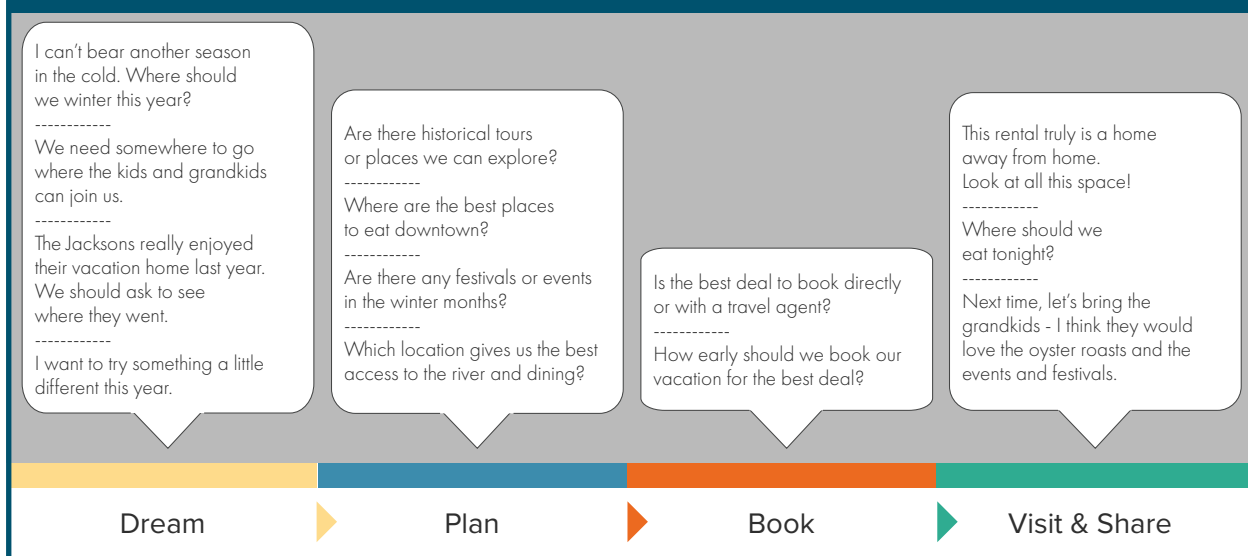
Preferred Activities & Attractions

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



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

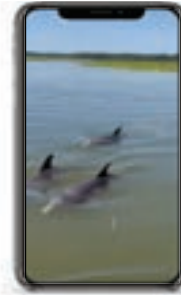
JANUARY 1 - DECEMBER 1, 2025



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



2025 Social Media Performance

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

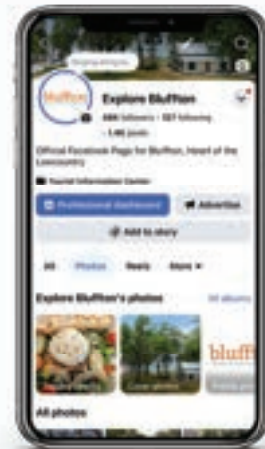
Total Followers: 48,308

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.

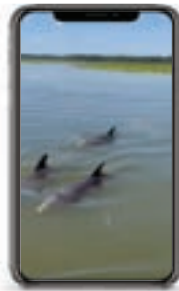


*YTD as of December 1, 2025

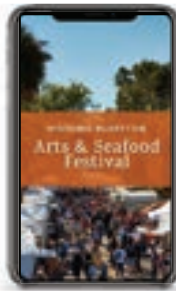
VERB

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

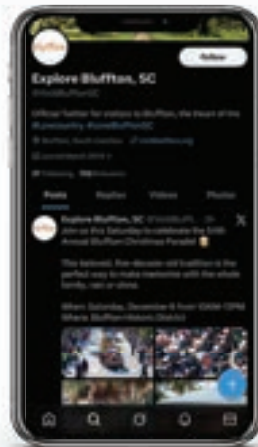
AUDIENCE DEMOGRAPHICS

*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

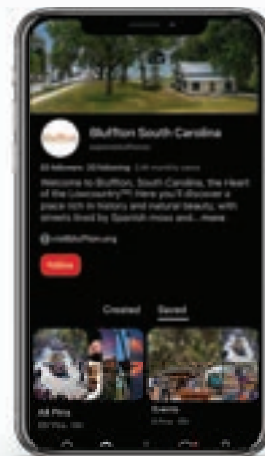
Our top age demographic are users between the ages 25-34 (24.5%), followed by 18-24 (18%) and 55-64 (15.8%).

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

VER3

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

VER3

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

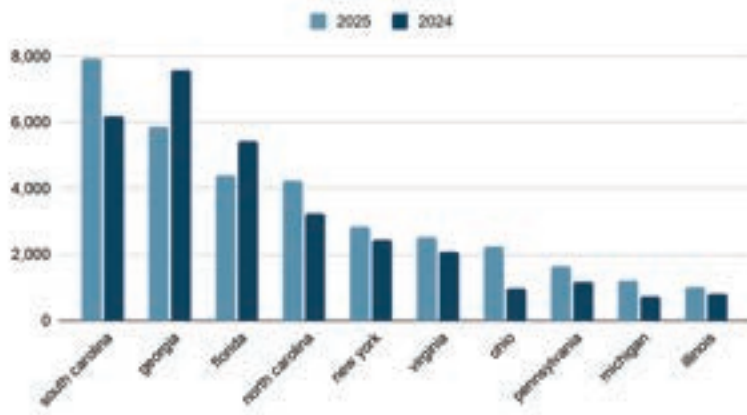
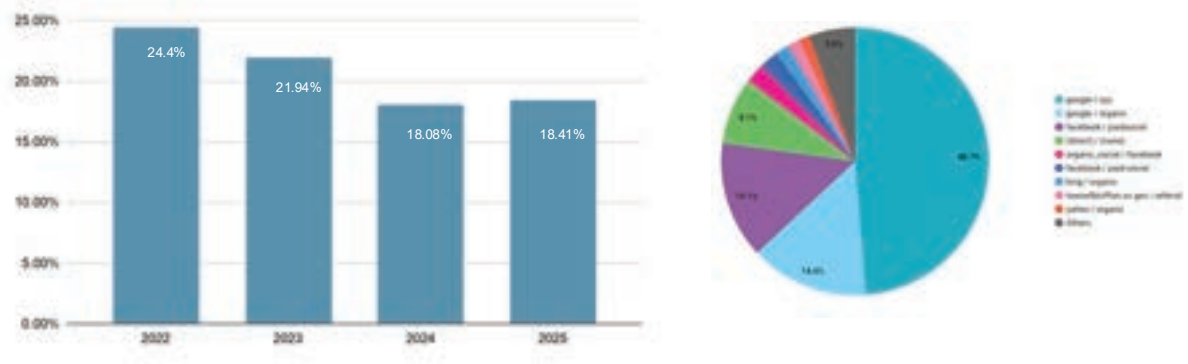
2025 Website & Digital Marketing Recap

Bluffton 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 +131% 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.

Overall Traffic



Channel Performance



Page Performance

Most Popular Pages

Page path and website title	Views +	Average ...	Browser tabs
/daufunks	11,803	34.76	12.42%
/daufunks/getting-here	6,537	46.34	15.68%
/daufunks/see-the	7,313	34.65	9.74%
/daufunks/stop	1,974	29.68	8.72%
/daufunks/food-dine	1,738	23.29	16.49%
/daufunks/see-the-adventures	1,297	34.61	7.21%
/daufunks/picture-yourself-daufunks-stand	912	23.04	3.94%
/daufunks/see-the-golf	910	22.12	16.67%
/daufunks/see-the-shopping-antiques	823	21.18	8.87%
/daufunks/about	758	47.24	12.28%
/daufunks/see-the-history-culture	757	67.44	14.84%
/daufunks/reel-estate	721	28.86	5.47%
/daufunks/see-the-art-galleries-studios	583	28.05	7.38%

1 - 54 / 54

Audience

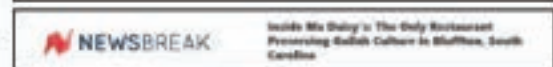


2025 Public Relations Recap



COVERAGE HIGHLIGHTS

HISTORY/GULLAH CULTURE



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 summer, Bluffton's rich and diverse culinary heritage comes with a twist. The *Best of the South* award-winning restaurant featured in the magazine, *Small Towns CountryLiving 2025*, is a testament to the town's rich history and vibrant culture. The magazine's readers will find a treasure trove of recipes, as well as information on local events and activities, a history of the town, and a guide to the town's many attractions. The magazine's readers will find a treasure trove of recipes, as well as information on local events and activities, a history of the town, and a guide to the town's many attractions.




yahoo/life msn AOL

EBONY

EBONY EATS 2025: THE BEST IN BLACK-OWNED DINING

By Marjorie Wilson | August 15, 2025

From rustic and cozy spots to food trucks and award-winning restaurants, EBONY Eats 2025 is your guide to the top Black-owned culinary destinations.

EBONY eats

Take a bite out of the South's best Black-owned dining spots. From rustic and cozy spots to food trucks and award-winning restaurants, EBONY Eats 2025 is your guide to the top Black-owned culinary destinations.



Urban Bluffton

Urban Bluffton is a Black-owned restaurant in Bluffton, South Carolina. It is a casual dining spot with a focus on local ingredients and a commitment to community. The restaurant is located in the heart of the town and is a popular spot for locals and visitors alike.

lonely planet

From Charleston to Savannah: the ultimate Lowcountry road trip



Take a well-deserved breather in Bluffton

Duration: 1.5 day/night

Bluffton: With a population of 20,000, this small town sits on the Pee Dee River and is dotted with historic churches, historic houses 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 small town with a big heart. It is a great place to stop for a meal or a drink. The town is known for its historic architecture and its beautiful views of the river.

For Bluffton: Bluffton is a small town with a big heart. It is a great place to stop for a meal or a drink. The town is known for its historic architecture and its beautiful views of the river.

Since Bluffton: Bluffton is a small town with a big heart. It is a great place to stop for a meal or a drink. The town is known for its historic architecture and its beautiful views of the river.

The drive: It's time for the Lowcountry - a 40-minute drive south to Savannah. We recommend slightly extending that drive with a scenic drive through the *Scenic National Wildlife Refuge*. Within the refuge and along the US-90A 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



yahoo! msn

lonely planet

The best day trips from Charleston, SC

3. Shuck oysters and enjoy Old Town in Bluffton



AARP

5 Scenic Spring Road Trips



Continue to Bluffton, a small town with a big heart. It is a great place to stop for a meal or a drink. The town is known for its historic architecture and its beautiful views of the river.

COVERAGE HIGHLIGHTS
WELLNESS & RECREATION

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 vibrant community. The town is known for its beautiful beaches, historic architecture, and excellent dining and shopping. It's a perfect destination for anyone 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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yahoo/life

These Are America's 10 Best Small Towns for 2025

AOL

These Are America's 10 Best Small Towns for 2025

msn

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

yahoo/life

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

COVERAGE HIGHLIGHTS
WELLNESS & RECREATION

CountryLiving

Weekends in the Country

Bluffton, South Carolina



Bluffton is a charming coastal town with a rich history and a vibrant community. The town is known for its beautiful beaches, historic architecture, and excellent dining and shopping. It's a perfect destination for anyone looking for a peaceful and scenic getaway.

CountryLiving

Weekends in the Country

Bluffton, South Carolina



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COVERAGE HIGHLIGHTS



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 home 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



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. 200 rooms and suites of elegantly winding stone, curved roofs, two pools, 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 Bluffs program encourages children to earn wilderness badges after completing adventures like hiking, spotting wildlife, and catching fish. Adults can stay close to the 15,000-acre first- and second-hand golf courses, which, specializing in coastal landscape and open from sunset to sunrise, offer a variety of the region's a distinct landscape. The Montage Palmetto Bluffs is also home to a variety of amenities for a relaxed getaway. The resort is located in a beautiful area of the Low Country, just west of Charleston's historic district. The resort is a beautiful area of the Low Country, just west of Charleston's historic district. The resort is a beautiful area of the Low Country, just west of Charleston's historic district.



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



The Old Town Bluffton Inn is a historic property that has been a part of the Bluffton community for over 100 years. The property is located in the heart of Old Town Bluffton, just west of Charleston's historic district. The property is a beautiful area of the Low Country, just west of Charleston's historic district. The property is a beautiful area of the Low Country, just west of Charleston's historic district.

2025 Coverage Results

*Results represent 2025 calendar year results

TOTAL
190
MENTIONS
6,681,345,171
IMPRESSIONS
\$1,981,362.83
AD VALUE

58 FY 2026-2027 Southern Beaufort County Marketing Plan

2025 Economic Impact Report

ESTIMATED TOTAL IMPACT OF TOURISM ON

Beaufort County

SOUTH CAROLINA 2025



MARCH 2026

CONDUCTED BY:

MELINDA PATIENCE
DANIEL GUTTENTAG, PH.D.



COLLEGE OF
CHARLESTON
OFFICE OF TOURISM ANALYSIS

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

Impact of Tourism on Beaufort County, 2025

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*Impact of Tourism on Beaufort County, 2025***Introduction**

This study estimates the economic impact generated by tourism to Beaufort County 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 estimating the economic impacts associated with various destinations within the county and then summing them together for an overall total. This report provides individual figures for Beaufort, Bluffton, and Hilton Head Island; figures for the unincorporated parts of the county are not reported separately, but are included in the county 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 for each destination were produced using data on lodging demand, as provided by various third-party entities (e.g., Key Data), combined with visitor behavior data that is collected via a Visitor Profile Survey. The estimated total number of visitors in each destination for 2025 can be observed in Table 1. For the purposes of this analysis, overnight visitors who took a day trip to another one of the three destinations were counted both times. The visitor volume estimates were then used to estimate the total direct visitor spending associated with each destination. 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 were subsequently 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 modeling 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.

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

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

Impact of Tourism on Beaufort County, 2025

Table 1. Number of Beaufort County Visitors

Destination	Overnight	Day Trip	Total
Beaufort	200,473	182,574	383,047
Bluffton	171,649	307,883	479,532
Hilton Head Island	2,440,207	228,346	2,668,553
Beaufort County	2,821,609	727,254	3,548,863

Table 2. 2025 Estimated Total Expenditure by Spending Category

	Beaufort	Bluffton	Hilton Head	Beaufort County
Transportation	\$12,374,824	\$18,357,005	\$209,991,116	\$241,295,774
Lodging	\$28,669,098	\$32,729,408	\$1,003,246,352	\$1,065,971,965
Food - Dining	\$26,765,206	\$37,244,164	\$414,879,675	\$480,128,005
Food - Grocery	\$5,225,457	\$7,376,530	\$166,713,061	\$179,556,934
Shopping	\$22,710,966	\$34,235,415	\$267,845,799	\$325,843,464
Spas	\$718,762	\$1,162,203	\$85,381,926	\$87,296,162
Golf	\$1,500,536	\$3,120,633	\$153,558,010	\$158,248,637
Biking	\$377,484	\$612,155	\$52,784,745	\$53,791,857
Performance/Visual Arts	\$1,996,771	\$3,509,492	\$70,256,360	\$75,855,052
Festivals	\$599,981	\$1,089,274	\$46,386,053	\$48,103,080
Museums/Historical Tours	\$2,555,713	\$3,597,663	\$64,694,203	\$70,965,883
Boating/Sailing/Fishing	\$6,547,359	\$8,294,867	\$127,660,591	\$142,805,896
Nature-based Activities	\$962,712	\$1,586,858	\$48,709,382	\$51,303,515
Dolphin Tours	\$492,657	\$941,831	\$56,343,640	\$57,800,932
Tennis	\$449,718	\$892,811	\$43,427,850	\$44,791,196
Other Expenses	\$8,430,471	\$11,635,274	\$84,576,647	\$105,032,638
Total Expenditure	\$120,377,714	\$166,385,583	\$2,896,455,409	\$3,188,790,989

- **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 Beaufort County in 2025 were slightly below the previous year. This pattern mirrors the experience of many Southeastern coastal destinations, which have seen demand gradually decline after a

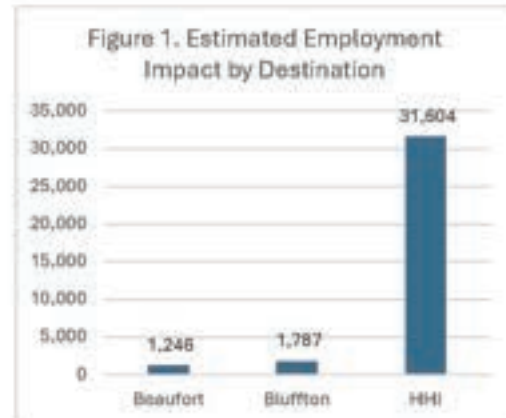
Impact of Tourism on Beaufort County, 2025

dramatic rise following the pandemic, when people sought out domestic destinations offering outdoor recreation opportunities. In addition, economic uncertainties and a decline in international visitation dampened travel demand throughout 2025 across much of the country. Nevertheless, Beaufort County visitor volume for 2025 surpassed the pre-pandemic high that was reached in 2019. Furthermore, visitor expenditure levels increased in 2025, such that the total economic impact of tourism on the Beaufort County economy is greater than it was in 2024.

An estimated total of **3.55 million visitors** came to Beaufort County in 2025, down 5.2% compared to 2024. The overall economic impact of this tourism on Beaufort County was **\$4.32 billion**, up 5.5% compared to 2024. This economic impact represents not just the direct 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. Beaufort County tourism also supported an estimated **34,696 jobs**, which represent 37.9% 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 destinations are presented in the Appendix (Tables A1 - A4), and the employment impacts are presented in Figure 1.

A 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 tourism on

Beaufort County was **1.38**. This signifies that every dollar spent by tourists in Beaufort County increased output in the overall Beaufort County economy by a total of **\$1.38**.



The tourist expenditures generated an estimated **\$54.06 million** in tax revenues for local Beaufort County governments. As reported by their local governments, Hilton Head Island earned an additional **\$49.84 million** in accommodations tax, hospitality tax, and beach preservation fees; Bluffton earned an additional **\$7.22 million** in accommodations tax and hospitality tax; and Beaufort earned an additional **\$5.25 million** in accommodations tax and hospitality tax. Together, this **\$116.37 million** in tax revenue represents an increase of \$5.06 million (4.5%) over 2024. This tax revenue also corresponds with a Return on Tax Investment (ROTI) of 35.89, based on the \$3.24 million that was spent on destination marketing in 2024. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$35.89** in local tax revenue. The comparative relationship over the past five years between destination marketing expenditure and the estimated local tax revenues generated from tourism can be seen in Figure 2.

Impact of Tourism on Beaufort County, 2025

Appendix

Table A1. Beaufort – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	954	\$27,452,621	\$97,711,540
Indirect	193	\$10,105,546	\$34,405,661
Induced	100	\$5,057,982	\$17,981,163
Total	1,246	\$42,616,149	\$150,098,363
Estimated Local Tax Revenue			\$1,902,697
Local Tourism Tax Revenue (ATax and HTax)			\$5,246,717
Total Estimated Local Tax Revenue			\$7,149,415

Table A2. Bluffton – 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

Table A3. Hilton Head Island – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	23,729	\$765,532,870	\$2,569,166,457
Indirect	5,155	\$261,863,984	\$893,571,702
Induced	2,721	\$138,226,603	\$491,393,282
Total	31,604	\$1,165,623,457	\$3,954,131,441
Estimated Local Tax Revenue			\$49,576,954
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$49,837,512
Total Estimated Local Tax Revenue			\$99,414,466

*Impact of Tourism on Beaufort County, 2025***Table A4. Beaufort County, All Destinations – Estimated Economic Impact on Beaufort County**

	Employment	Labor Income	Output
Direct	26,103	832,999,871	2,804,240,885
Indirect	5,627	\$286,503,166	\$977,988,539
Induced	2,965	\$150,644,210	\$535,538,341
Total	34,696	\$1,270,147,246	\$4,317,767,766
Estimated Local Tax Revenue			\$54,063,157
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$62,305,410
Total Estimated Local Tax Revenue			\$116,368,567

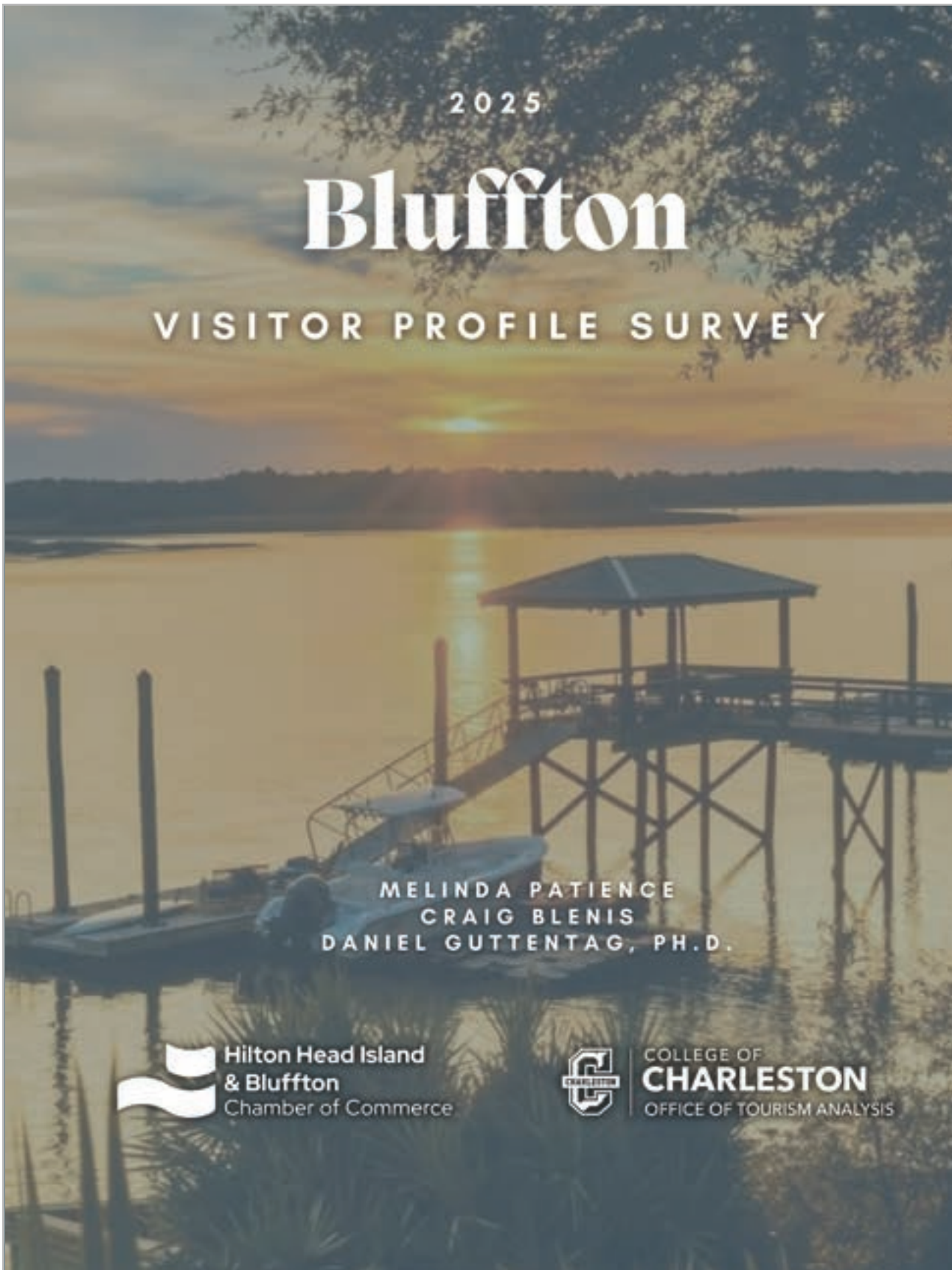
*Impact of Tourism on Beaufort County, 2025***Table A5. Top 50 Industries Impacted by Beaufort County Tourism**

	Industry	Output
1	Other accommodations	\$822,971,066
2	Full-service restaurants	\$512,107,784
3	Fitness and recreational sports centers	\$258,841,558
4	Other real estate	\$253,420,368
5	Hotels and motels, including casino hotels	\$244,972,481
6	Transit and ground passenger transportation	\$243,664,998
7	Miscellaneous store retailers	\$180,890,096
8	Water transportation	\$142,495,202
9	Museums, historical sites, zoos, and parks	\$122,438,367
10	Owner-occupied housing	\$109,520,769
11	Truck transportation	\$98,721,052
12	Insurance agencies, brokerages, and related activities	\$90,316,096
13	Performing arts companies	\$79,080,921
14	Scenic and sightseeing transportation and support activities for transportation	\$70,614,620
15	Food and beverage stores	\$66,730,619
16	Other amusement and recreation industries	\$51,472,273
17	All other food and drinking places	\$40,584,231
18	Monetary authorities and depository credit intermediation	\$39,321,857
19	Other local government enterprises	\$33,564,638
20	Legal services	\$30,950,156
21	Maintenance and repair construction of nonresidential structures	\$28,996,416
22	Services to buildings	\$27,609,256
23	Employment services	\$26,984,151
24	Securities and commodity contracts intermediation and brokerage	\$25,387,929
25	Limited-service restaurants	\$23,818,536
26	Travel arrangement and reservation services	\$22,756,077
27	Management consulting services	\$21,752,605
28	Offices of physicians	\$21,669,841
29	Advertising, public relations, and related services	\$20,180,050
30	Landscape and horticultural services	\$19,769,405
31	Postal service	\$19,671,204
32	Management of companies and enterprises	\$18,846,319
33	Nondepository credit intermediation and related activities	\$18,525,396
34	Lessors of nonfinancial intangible assets	\$17,835,637
35	Accounting, tax preparation, bookkeeping, and payroll services	\$16,910,136
36	Other financial investment activities	\$16,893,979
37	Data processing, hosting, and related services	\$16,121,333
38	Automotive repair and maintenance, except car washes	\$14,447,111
39	Motor vehicle and parts dealers	\$13,752,386
40	Commercial and industrial machinery and equipment rental and leasing	\$13,259,247
41	Insurance carriers, except direct life	\$13,148,196

Impact of Tourism on Beaufort County, 2025

	Industry	Output
42	General merchandise stores	\$12,544,474
43	Couriers and messengers	\$12,208,988
44	Internet publishing and broadcasting and web search portals	\$12,080,768
45	Wholesale - Other nondurable goods merchant wholesalers	\$12,019,602
46	Tenant-occupied housing	\$11,800,345
47	Personal and household goods repair and maintenance	\$11,137,189
48	Waste management and remediation services	\$10,182,377
49	Gasoline stores	\$10,166,374
50	Hospitals	\$9,894,411

2025 Visitor Profile Survey



BLUFFTON VISITOR PROFILE SURVEY

2025

PREPARED FOR:

HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:

OFFICE OF TOURISM ANALYSIS
SCHOOL OF BUSINESS
COLLEGE OF CHARLESTON

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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&Ncgd)	0.04%
Charlottesville	0.1%	Lafayette, IN	0.04%
San Diego	0.1%	Dothan	0.04%
Flint-Saginaw-Bay City	0.1%	Boise	0.04%
Cedar Rapids-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-Pocatillo (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

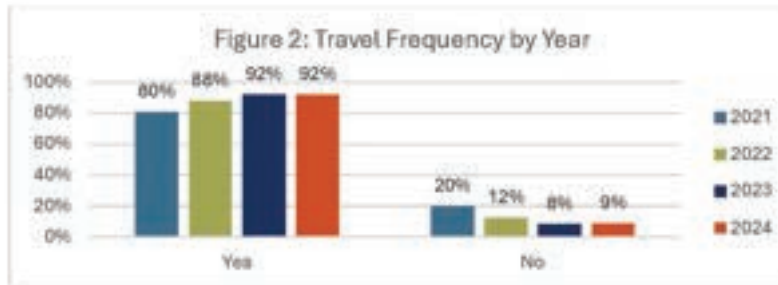
International Markets

	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

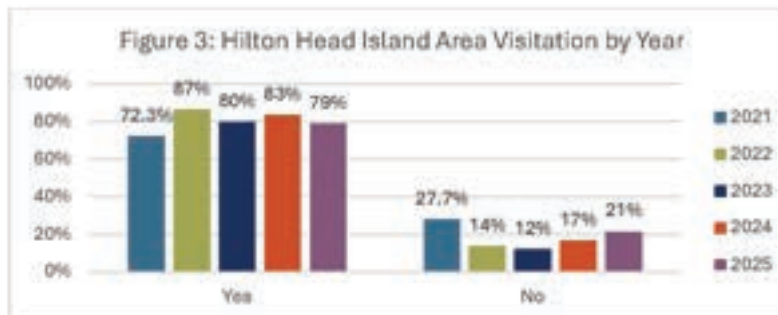
Within the last 12 months have you traveled or taken a vacation?



	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?

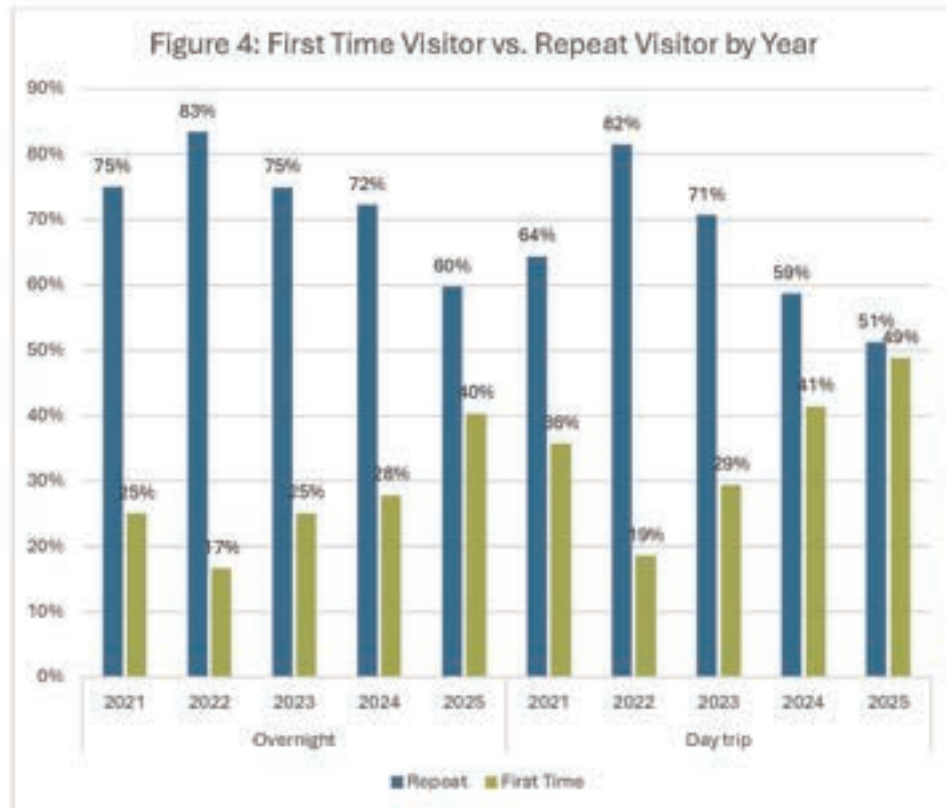


	2021	2022	2023	2024	2025
Yes	72.3%	86.5%	79.8%	83.4%	78.6%
No	27.7%	13.5%	12.0%	16.6%	21.4%
N	1,675	2,547	1,570	952	1,539

TABLE 9: Bluffton / Hilton Head Island Visitation by Year

BLUFFTON VISITORS

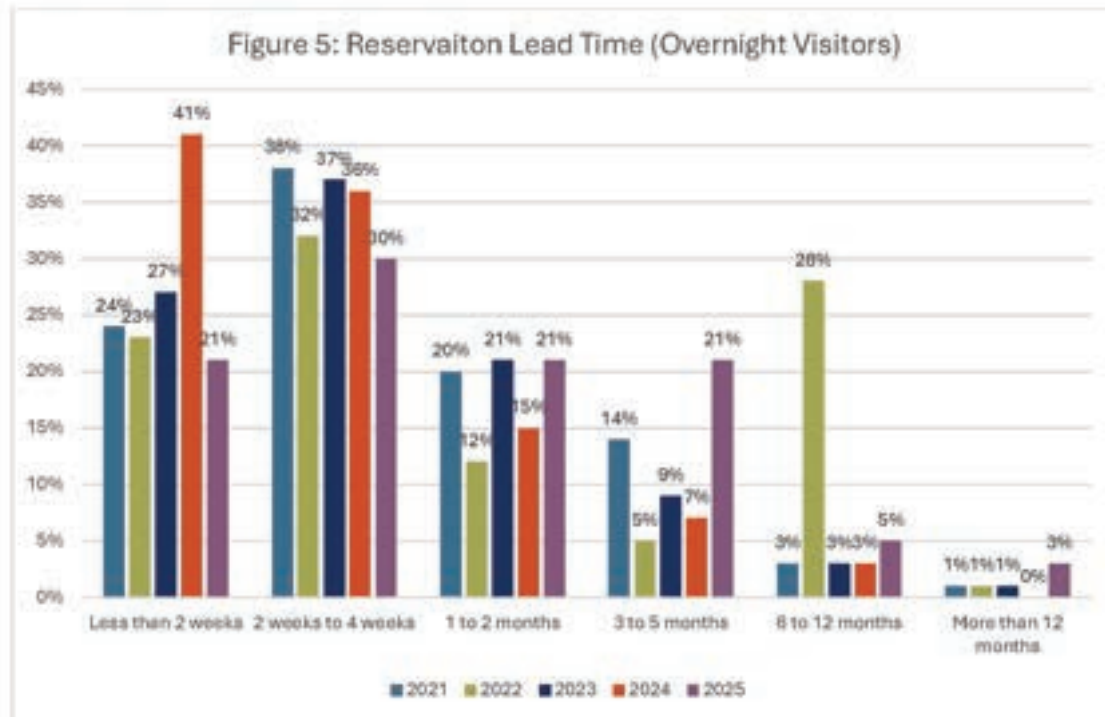
Was that your first time visiting Bluffton?



	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

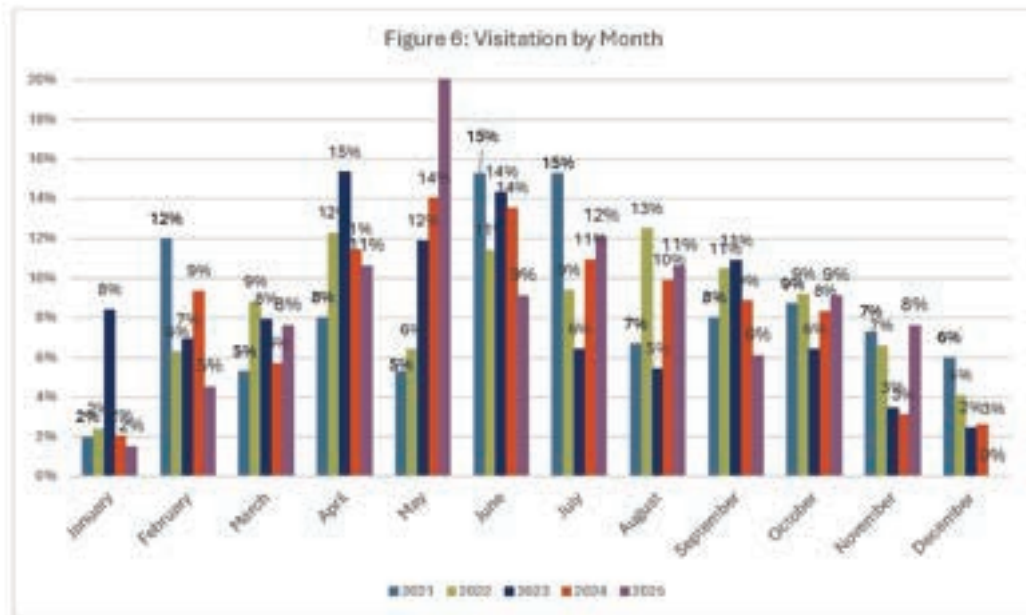
BLUFFTON VISITOR PROFILE SURVEY

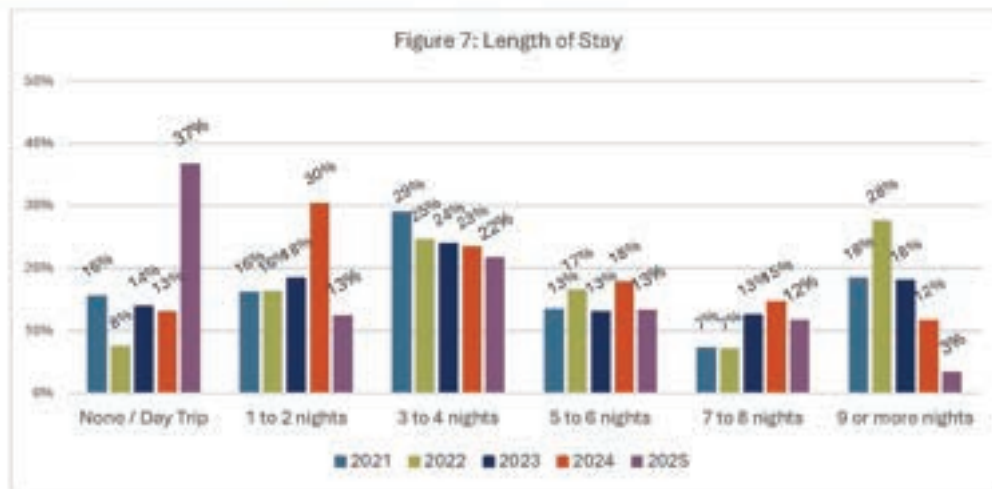
2025

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

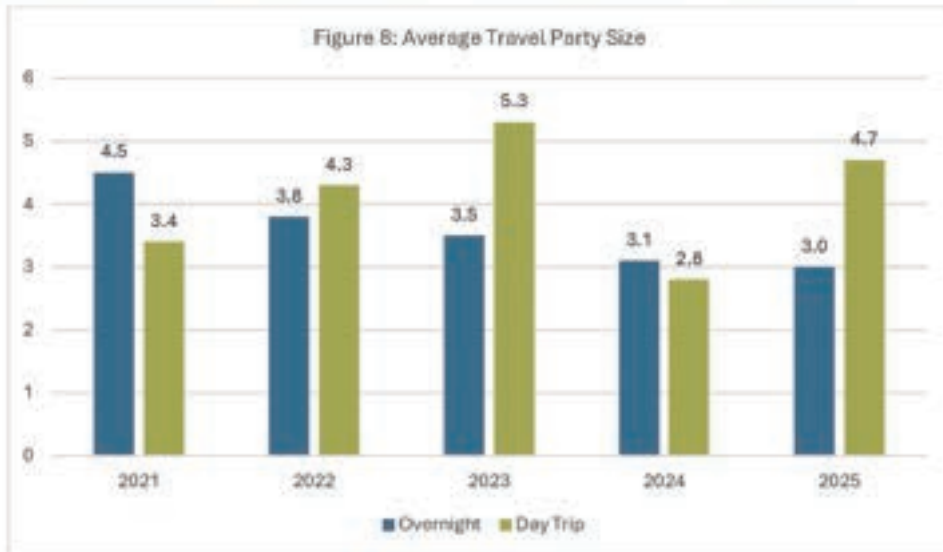


Approximately how many nights was your trip to Bluffton?

	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.



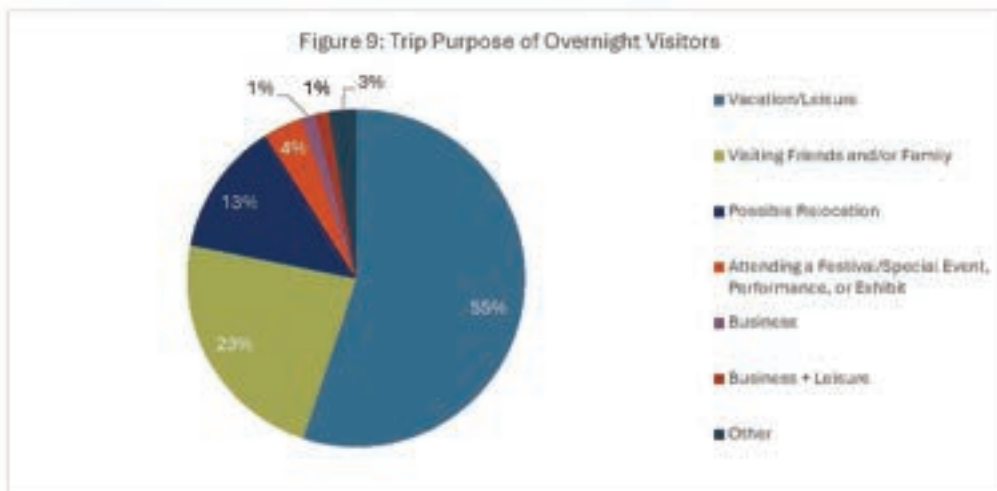
	2021		2022		2023		2024		2025	
	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Average	4.5	3.4	3.8	4.3	3.5	5.3	3.1	2.8	3.0	4.7
N	151	21	543	47	205	33	200	30	77	44

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?**

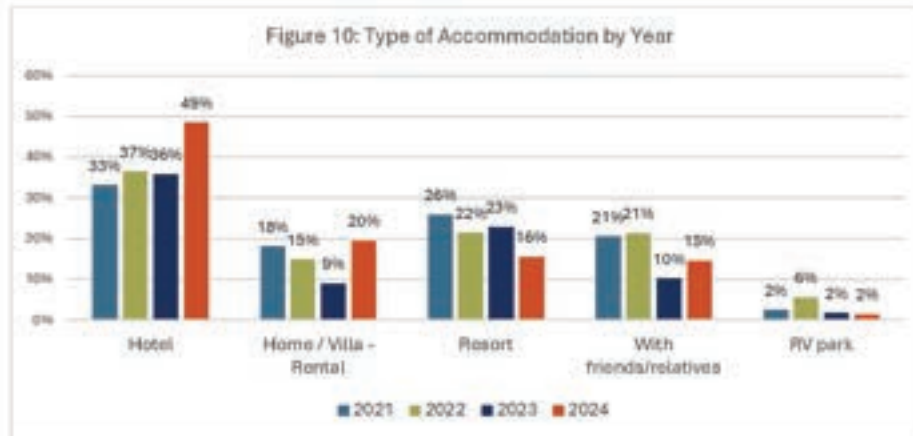
	2021	2022	2023	2024	2025
Part of a vacation	50.0%	85.2%	76.5%	80.0%	79.1%
Day trip from home	50.0%	14.8%	23.5%	20.0%	20.9%
N	28	54	34	30	43

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

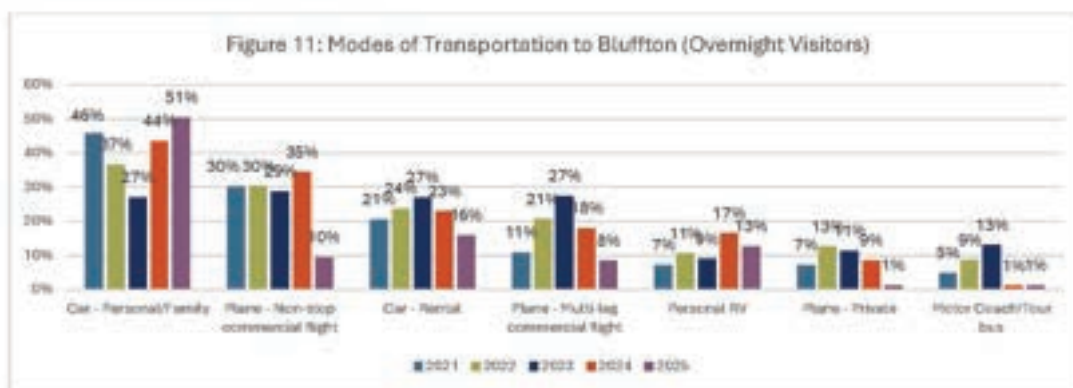
BLUFFTON VISITOR PROFILE SURVEY

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?

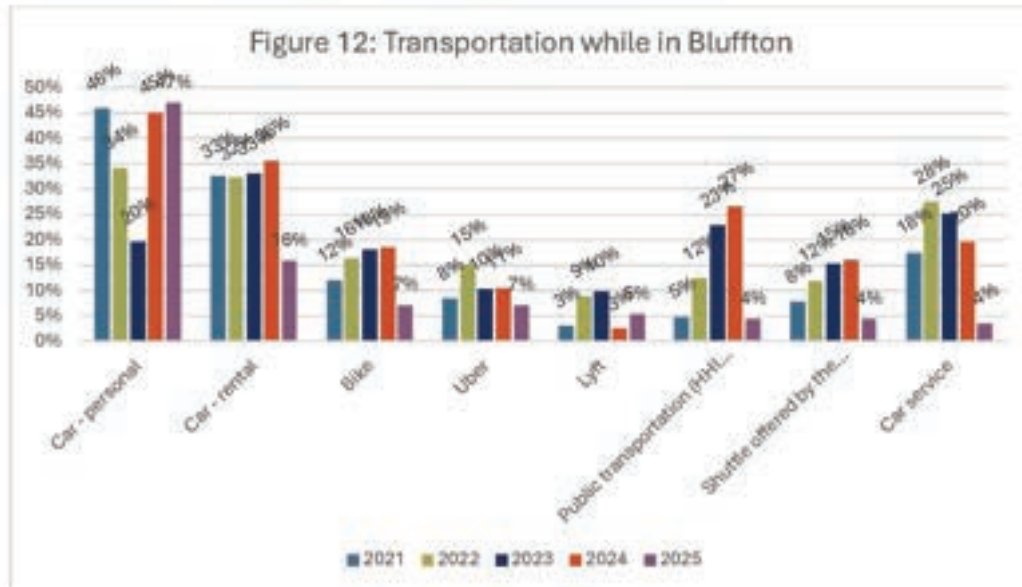
Savannah/Hilton Head Island International	47.1%
Jacksonville	23.5%
Hilton Head Island	11.8%
Charleston	11.8%
Atlanta	5.9%
N	17

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	\$1,083.73

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%	29.5%	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 art 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%	17.9%	27.1%	18.5%	24.7%	20.6%	24.5%	13.3%	19.2%	16.3%
Shelter Cove Harbour	21.7%	10.7%	20.9%	29.6%	16.7%	20.6%	11.0%	10.0%	19.2%	14.0%
Buckwalter shopping areas	15.7%	14.3%	19.9%	11.1%	22.3%	8.8%	24.5%	16.7%	12.8%	4.7%
South Beach Marina	10.2%	3.6%	18.3%	9.3%	17.2%	23.5%	17.0%	13.3%	12.8%	4.7%
The Shops at Sea Pines Center	20.5%	7.1%	17.9%	16.7%	14.9%	35.3%	23.5%	30.0%	12.8%	7.0%
Village at Westford	12.7%	-	14.6%	11.1%	9.6%	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?

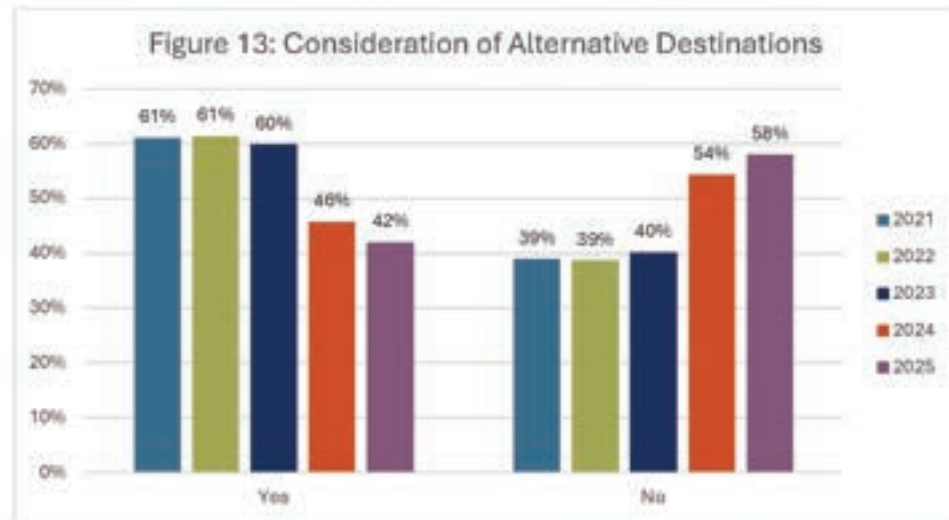
	2021	2022	2023	2024	2025
Savannah	27.7%	25.2%	19.5%	7.8%	21.0%
Savannah	27.7%	25.2%	19.5%	7.8%	21.0%
Beaufort	25.9%	27.5%	20.0%	9.4%	16.9%
Charleston	26.5%	33.7%	32.6%	8.9%	9.7%
Daufuskie Island	15.1%	28.5%	20.9%	6.7%	8.9%
Jacksonville	21.7%	27.3%	24.2%	3.1%	4.8%
Tybee Island	14.5%	15.3%	14.0%	4.9%	3.2%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

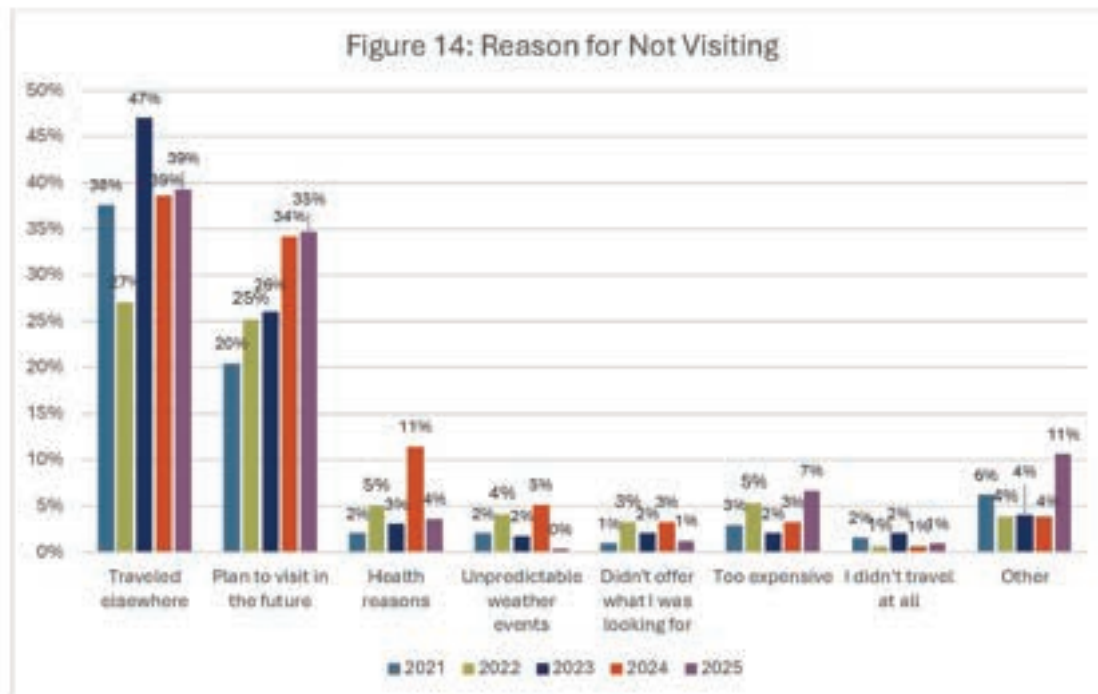
	2021	2022	2023	2024	2025
Definitely Recommend	70.8%	39.4%	34.5%	54.9%	78.6%
Probably Recommend	20.8%	40.0%	34.1%	35.3%	12.2%
May or May Not Recommend	7.5%	17.2%	21.8%	8.9%	6.1%
Probably Not Recommend	0.9%	3.1%	9.2%	0.9%	3.1%
Definitely Not Recommend	0.0%	0.3%	0.4%	-	-
Total	106	635	229	224	98

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%	48.8%
July	36.5%	33.7%	31.3%	33.7%	41.9%
August	32.9%	20.7%	20.4%	23.6%	37.1%
September	40.1%	21.4%	24.1%	28.7%	48.5%
October	40.6%	29.8%	27.3%	30.8%	50.2%
November	22.2%	20.0%	15.8%	18.8%	20.8%
December	18.7%	8.5%	15.3%	17.6%	17.6%
N	1,042	984	1,625	1,040	1,521

Table 41: Preferred Travel Months

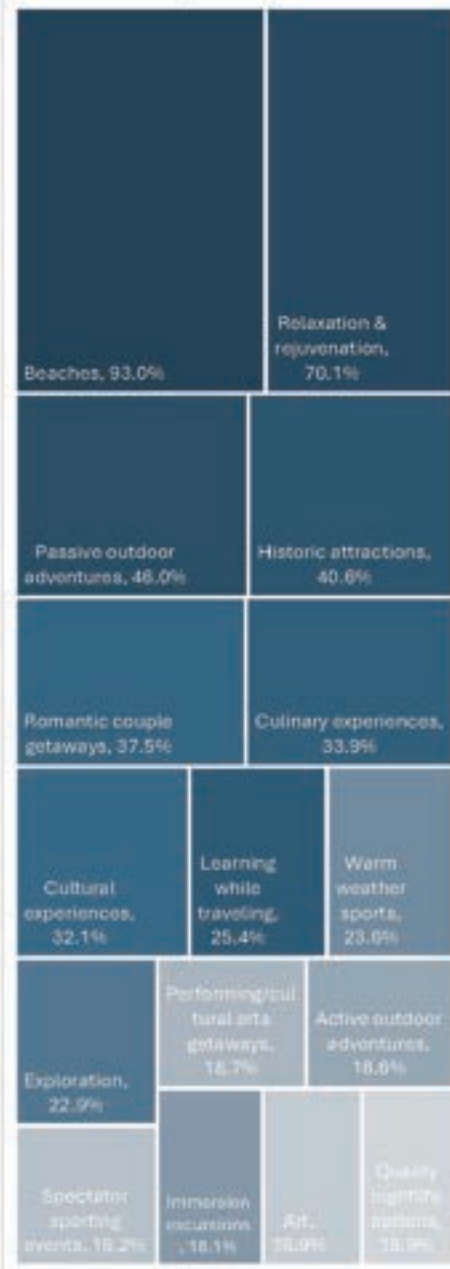
BLUFFTON VISITOR PROFILE SURVEY

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%
Knowlton, 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-Steuersville, 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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