

FISCAL YEAR 2020-2021

SOUTHERN BEAUFORT COUNTY

DESTINATION MARKETING PLAN



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



TABLE OF CONTENTS

Year in Review.....	3
Executive Summary	4
Vision, Mission and Brand Commitments	5
Strategies and Tactics	7
Budget.....	11
Demographics and Personas.....	13
Destination Marketing Plan.....	26
Digital Marketing Strategy	28
Search Engine Marketing (SEM)	28
Leisure Digital Media Program	29
Social Media	37
Search Engine Optimization (SEO)	43
Group Sales and Tradeshow.....	45
Collateral and Fulfillment	47
Research & Analytics.....	50



YEAR IN REVIEW

Awards and Mentions Bluffton and Daufuskie Island

O, The Oprah Magazine, 8 Places You'll Definitely Want to Visit When You Retire (2019)

Southern Living, Bluffton & the May River:
Your Lowcountry Stop for Recreation and Relaxation (2019)

Southern Living, You Can Now Stay in a Historic Lighthouse Built
on This South Carolina Island (2019)

Southern Living, South's Best Small Town, #8 (2019) and #9 (2020)

Wall Street Journal, House of the Year, Second Place:
A Private Island Escape in South Carolina (2019)

Men's Journal, 2020 Travel Awards: The Best Adventures, Hotels, and Guides in the World

The Local Palate, Bluffton, History on the Half Shell (2020)

Travel + Leisure, One of the World's Best Resorts is Tucked Away
in Bluffton, South Carolina (2020)

Wonderslist, 10 Most Relaxing Resorts in the U.S. and Canada,
#3 Inn at Palmetto Bluff (2020)

EXECUTIVE SUMMARY

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

VISION

Leading the Hilton Head Island region, community and partners collaboratively in effective education, advocacy and innovative programming ensuring tourism development and sustainable growth.

MISSION

Envision and advocate the common interests of our partners and stimulate the regional economy while enhancing the quality of life for all.

BLUFFTON'S BRAND COMMITMENT

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

Source: Rawle Murdy Associates 2013

DAUFUSKIE ISLAND'S BRAND COMMITMENT

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



Photo credit Meadors, Inc.

2020-2021 STRATEGIES & TACTICS

1. Expand and broaden organic keyword rankings for Search Engine Marketing (SEM).

- a). Refine and grow a targeted list of keywords that align with the visitors' location and experiences.
- b). Develop relationships with potential visitors and key audiences through personalized messaging.
- c). Track, measure and analyze all responses within the consumer journey.

2. Leverage a strategic mix of targeted methods to identify and reach the most qualified users.

- a). Target qualified users through digital video across social platforms.
- b). Utilize Google Display Network (GDN) with display ads to increase visits to the website.
- c). Cultivate themed ad groups and keywords around categories that target consumers researching vacation terms.
- d). Create competitor targeted campaigns to capture demand from those researching other destinations.
- e). Reinforce the brand by serving ads to those who have visited the microsite.

3. Create content and measurements to adapt to social media platforms.

- a). Continue a paid social strategy driving traffic to VisitBluffton.org and VisitDaufuskie.org.
- b). Integrate the paid and organic social efforts, ensuring content boosting on Facebook when budget permits.
- c). Curate more user-generated content.
- d). Generate Facebook likes, Instagram followers and Twitter followers, ultimately driving traffic to content-rich pages of the microsites.
- e). Create unique and engaging templates for our audience to use.
- f). Grow social audiences through paid social media strategy.
- g). Utilize retargeting efforts for consumers that have engaged with our advertising and visited the microsites.

4. Improve the visibility of the Bluffton and Daufuskie Island landing pages within the search results of both search engines and social networks for branded key phrases and emerging search queries.

- a). Ongoing technical audits and comprehensive reviews of the microsites to ensure content on the website remains crawlable and indexable by search engines.
- b). Identify target keywords for content, and regularly highlight optimization opportunities for existing content to ensure relevance for search engines.
- c). Identify and attract high quality links from high authority sites, along with sharing of content through influencer outreach and a targeted social media strategy.
- d). Optimize and take advantage of new Google My Business (GMB) features where relevant to ensure users interest is captured both on and off-site.
- e). Research to find new opportunities for content that, once indexed by search engines, will drive qualified searchers to the microsites.

5. Market the destination to prospects in all meetings and group market segments to grow shoulder and off-season business.

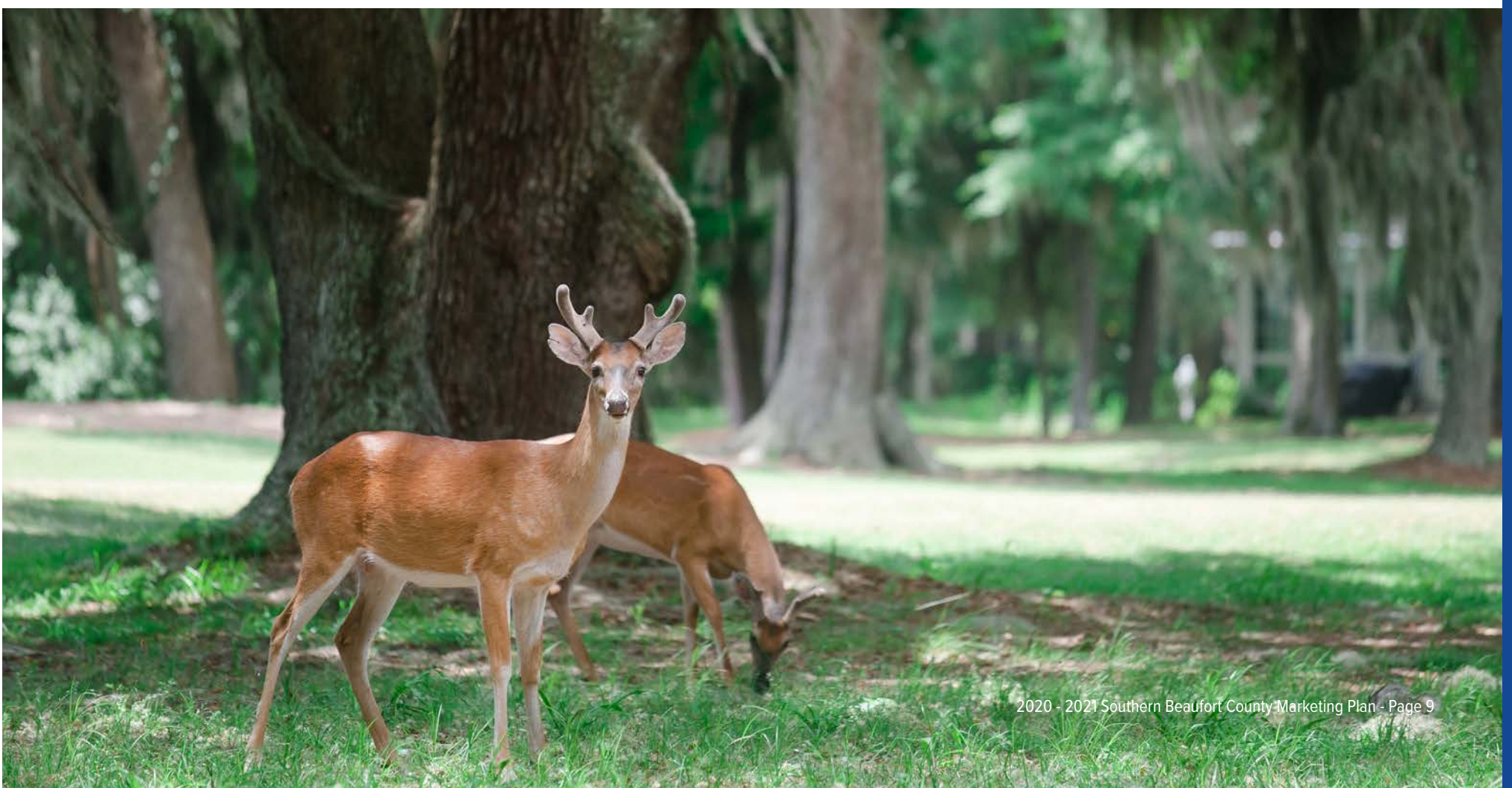
- a). Attend tradeshow and/or connect with meeting planners to build awareness and generate leads for group business.

6. Create a collateral piece with compelling imagery and content about the destination.

- a). Develop and produce the Official Hilton Head Island, Bluffton and Daufuskie Island Vacation Planner.
- b). Distribute the planner to visitors, elected officials, state Welcome Centers, AAA offices nationwide, tradeshow, events and media.
- c). Collaborate with the Hilton Head Island Airport and the Savannah/Hilton Head International Airport for displays and continuous distribution of the planner throughout the year.
- d). Create an immersive digital and social version of the planner to leverage the ever-growing visitors online engagement.

7. Use research and reports to influence future marketing efforts.

- a). Ongoing maintenance of the Chamber's online economic metrics portal.
- b). Procure Smith Travel Research (STR) and DestiMetrics reporting on a regular basis for measuring lodging occupancy, average room rates, room demand and RevPAR.
- c). Collaborate with LRITI of USCB and REAL of Clemson University along with ensuring details of our Google and ADARA analytics to provide quarterly and annual performance updates.





BUDGET

*Note that the proposed budget has taken into consideration significant reductions in ATAX funding due to the COVID-19 pandemic. We will continue to work with Southern Beaufort County to flex and scale the budget further as needed to ensure it reflects the appropriate levels of funding available for the 2020-2021 fiscal year.

SEO / Social Media (Organic)	\$15,000
SEM / Social Media Advertising	\$65,250
Website & Campaign Maintenance	\$10,800
Photography/Video	\$15,000
Collateral / Fulfillment	\$10,000
Research & Planning	\$2,750
Ops & Management	\$79,200
Total Expenses	\$198,000



DEMOGRAPHICS & PERSONAS

We use multiple primary and secondary data sources to understand who our visitors are and what motivates them to explore Southern Beaufort County. Our real-time data sources include Google Analytics and ADARA, LRITI with the University of South Carolina Beaufort and Regional Transactions Concepts, LLC with Clemson University. Using insight gained from these partners, we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer. We have identified these persona groups as:

- Family
- Snowbirds
- Activities/Recreation Enthusiasts
- The Weekender
- Arts and Culture
- Culinary

Our Target Leisure Traveler



67.4%
Female



32.6%
Male



\$150K+
Affluent Traveler



59.1%
Undergraduate
Degree or Higher

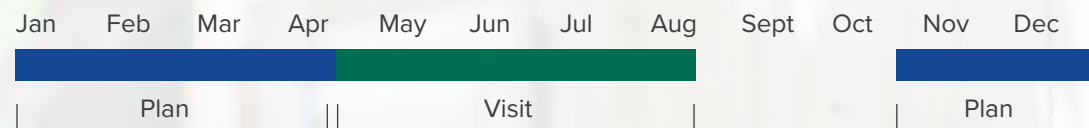


2-7 Trips per Year
7 Nights Average
Length of Stay

Family

Travel Objective:

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



Family Travel Habits



Who They Are



Upscale & Status
Oriented



Values
Family Time



Creating a
Legacy



Active & Health
Conscious

Preferred Activities & Attractions

Vacation Rentals & Resorts

Water Activities

Biking & Hiking

Festivals & Events

Kid-friendly Dining

Museums & Day Camps

Marketing Channels & Formats

Facebook Videos

Instagram

TripAdvisor

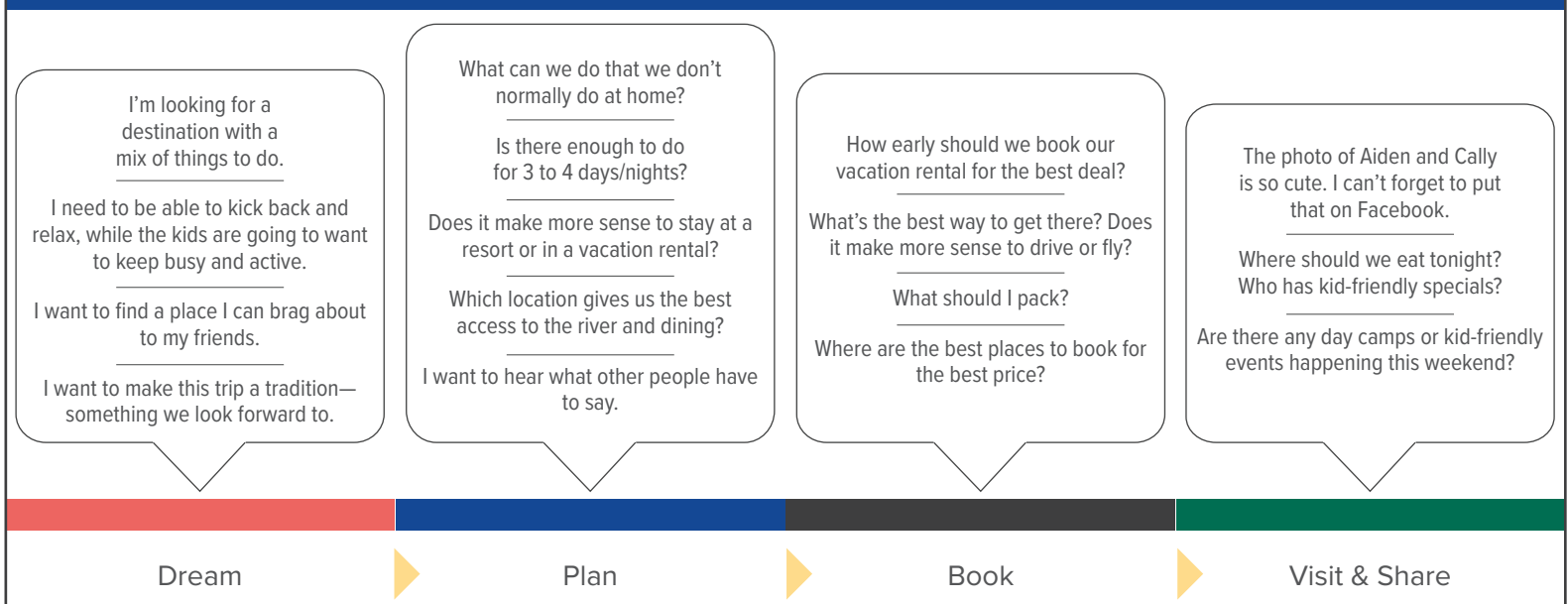
TV

Online Video

Forums & Blogs

Pinterest

“Let’s Make Memories.” Their Path to Purchase

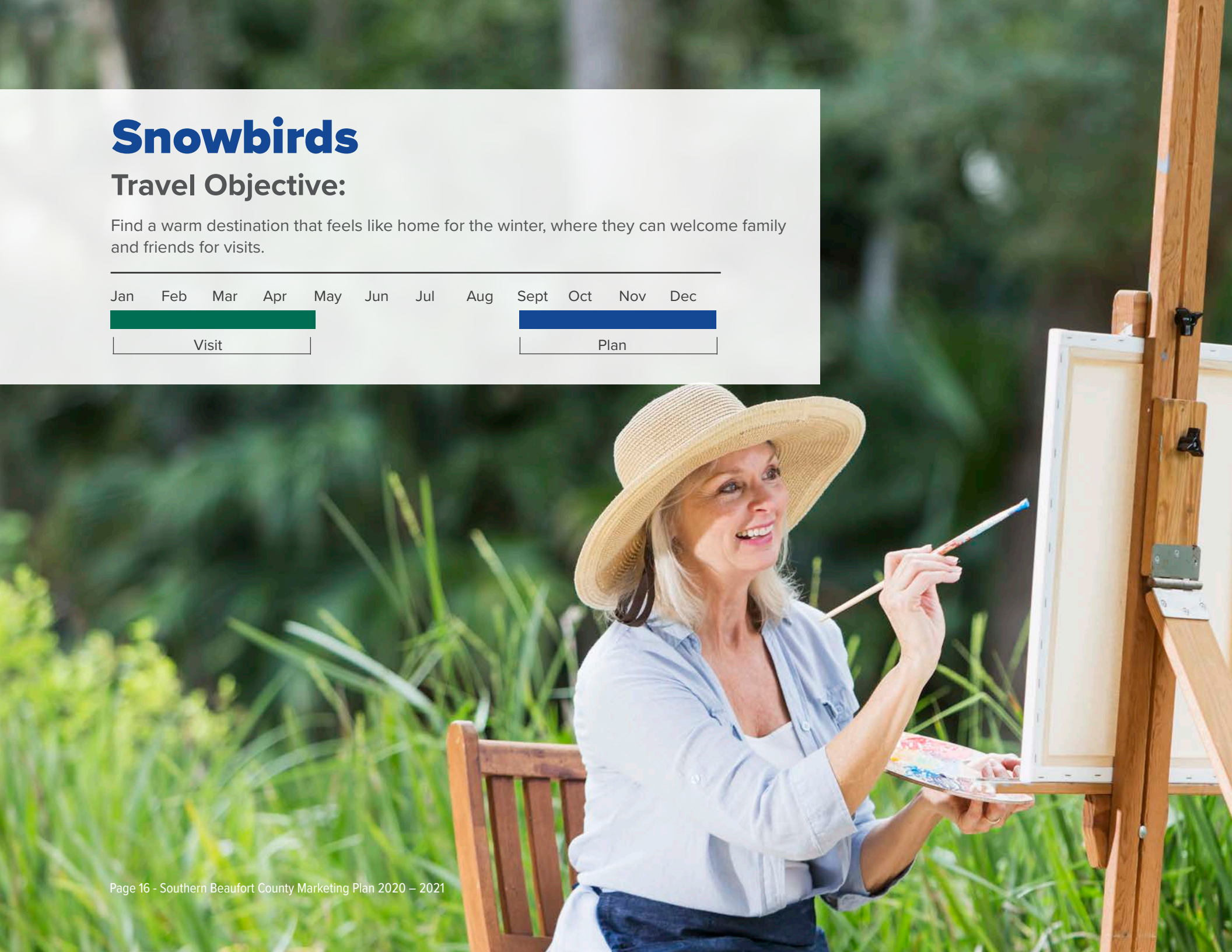


Snowbirds

Travel Objective:

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

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Visit								Plan			



Snowbirds Travel Habits

Spontaneity:



Price Sensitivity:



Average Conversion Value:



Who They Are



Traditional

Values
Family TimeEnjoys the
Finer ThingsActive & Health
Conscious

Preferred Activities & Attractions

Vacation Rentals

Dining

Golfing

History / Culture

Excursion / Tour

Biking

Marketing Channels & Formats

Facebook

Print

TripAdvisor

Radio

TV

Online Video

“Let’s Make this Feel like Home.” Their Path to Purchase

I can’t bear another season in the cold. Where should we winter this year?

We need somewhere to go where the kids and grandkids can join us.

The Jacksons really enjoyed their vacation home last year. We should ask to see where they went.

I want to try something a little different this year.

Are there historical tours or places we can explore?

Where are the best places to eat in downtown?

Are there any festivals or events in the winter months?

Which location gives us the best access to the river and dining?

Is the best deal to book directly or with a travel agent?

How early should we book our vacation rental for the best deal?

This rental truly is a home away from home. Look at all this space!

Where should we eat tonight?

Next time, let’s bring the grandkids - I think they would love the oyster roasts, crab fishing and the events and festivals.

Dream

Plan

Book

Visit & Share

Activities / Recreation Enthusiast

Travel Objective:

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

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Visit				Plan				Visit			

Activities / Recreation Enthusiast Travel Habits



Who They Are



Sports Fans
(Golf & Tennis)



Leisure Lovers



Spontaneous
& Social



Active & Health
Conscious

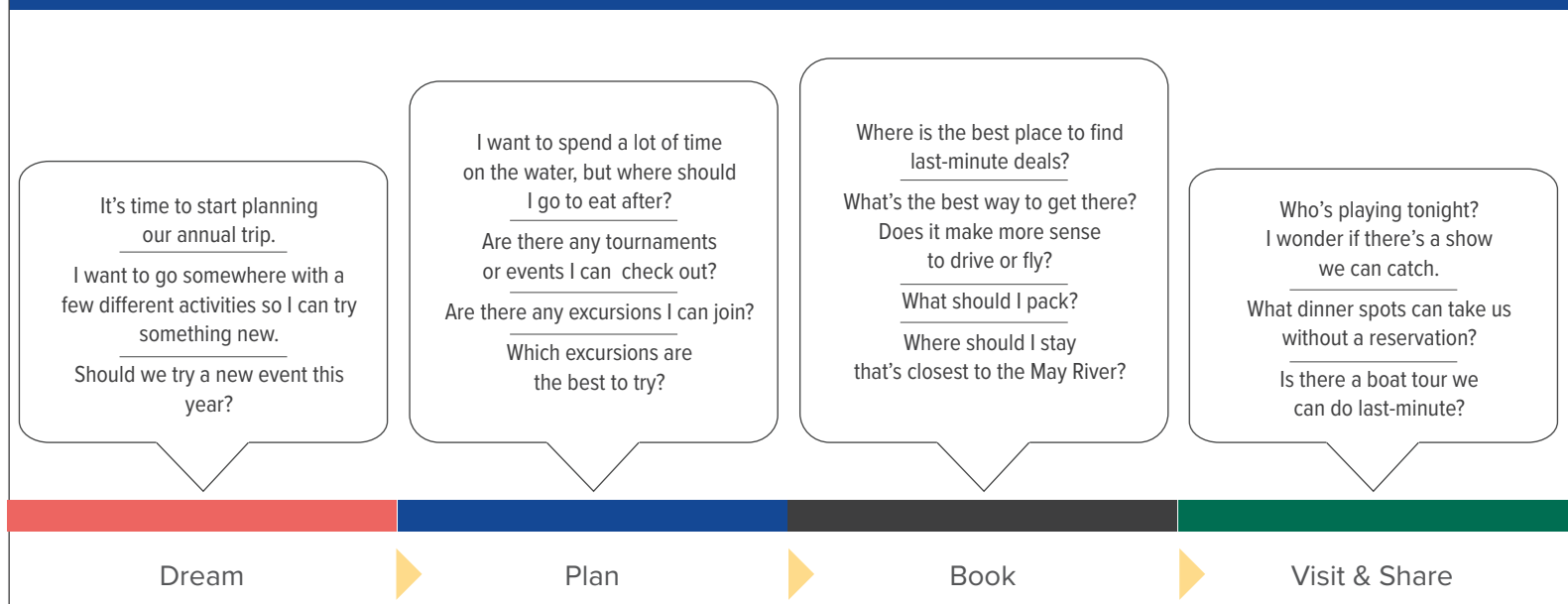
Preferred Activities & Attractions

Golf
Boating & Water Activities
Hiking & Biking
Nightlife

Marketing Channels & Formats

Facebook
Instagram
Twitter
TripAdvisor
TV
Online Video
Forums & Blogs

“Let’s Explore.” Their Path to Purchase



The Weekender

Travel Objective:

Find a fairweather weekend escape from work and city life.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Ongoing Visitation & Planning											



The Storybook Shoppe

The Weekenders Travel Habits

Spontaneity:



Price Sensitivity:



Average Conversion Value:



Who They Are



Upscale & Status
Oriented



Urban Dwellers



Spontaneous
& Social

Preferred Activities & Attractions

Vacation Rentals & Resorts
Water Activities
Dining & Shopping
Romantic Things to Do
Festivals & Events
Weddings
Palmetto Bluff
Haig Point Lighthouse

Marketing Channels & Formats

Facebook Videos
Instagram
TripAdvisor
TV
Online Video
Forums & Blogs
Pinterest

“Let’s Get Away.” Their Path to Purchase

Let’s get away this
long weekend.

I’m looking for a place with
enough things to do, that also
offers some downtime.

I want to find a place I can brag about
to my friends.

Are there any events
happening in the area?

Where is the best place
to stay for a weekend?

I want to do something special
for date night.

Where is the best place to
find last-minute offers?

What’s the best way to get
there? Does it make more
sense to drive or fly?

What should I pack?

Where can we make
a dinner reservation that
has a romantic vibe?

I want to wear something
cute for the show tonight.
Where can I find an outfit?

Dream

Plan

Book

Visit & Share

Arts & Culture

Travel Objective:

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

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Plan	Visit		Plan		Visit		Plan		Visit		Plan

Arts & Culture Travel Habits

PRIVILEGED AND CONFIDENTIAL

Spontaneity:



Price Sensitivity:



Average Conversion Value:



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
Culinary Experiences
Festivals & Events
Art of Old Town
Church of the Cross

Marketing Channels & Formats

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

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

I'm looking for interesting things to see and do.

I want to learn something new.

I need to be able to show this off on Instagram/tell my friends about my vacation.

I want to indulge! Great food, great wine, great entertainment.

I'm not looking for a prepackaged vacation. I like to be able to explore and really get to know a destination.

Bluffton and Daufuskie Island has a lot of festivals coming up—let's check it out.

What are the area's arts and cultural experiences like?

Are there any local cultural events coming up?

I want to hear what other people have to say about Bluffton and Daufuskie Island.

When should we visit to be able to best take advantage of what the destination has to offer?

What's the best way to get there? Does it make more sense to drive or fly?

What should I pack?

Is a weekend enough, or should we stay for longer?

This sculpture is beautiful. I need to share it on Instagram.

Let's pop into this cute gallery and pick up something to display at home.

Where can I get tickets for tonight's show?

I want to immerse myself in the local culture...what are some off-the-beaten path activities? Where are locals spending time?

Dream

Plan

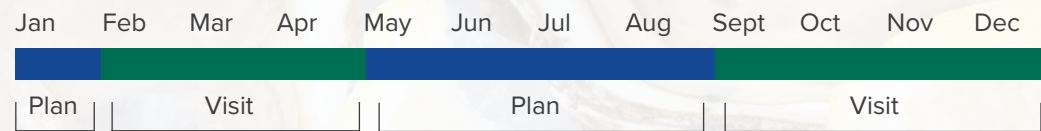
Book

Visit & Share

Culinary

Travel Objective:

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



Culinary Travel Habits

PRIVILEGED AND CONFIDENTIAL



Who They Are



Values
Authenticity



Seeking an
Immersive
Experience



Spontaneous
& Social



Unconventional

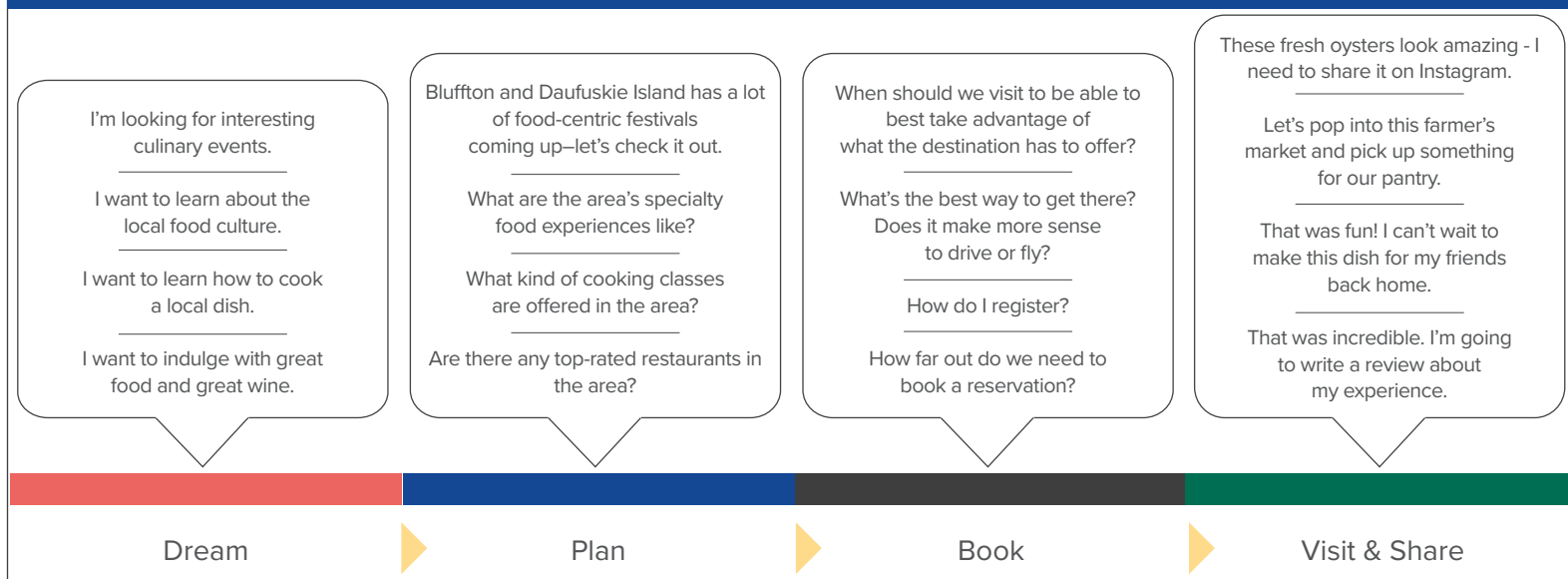
Preferred Activities & Attractions

Cooking Classes
Food Tours
Wine, Beer and Food Festivals
Specialty Dining Experiences
May River Oyster Roasts

Marketing Channels & Formats

Facebook
Instagram
TripAdvisor
Forums & Blogs
Pinterest

“Experience Authentic, Local Cuisine.” Their Path to Purchase



A Great Egret with long, white feathers and a long, pointed beak stands in a marshy area. The bird is facing right, and its reflection is visible in the water behind it. The background is a soft-focus view of a body of water with green foliage on the far bank.

DESTINATION MARKETING PLAN 2020-2021

The Visitor & Convention Bureau will continue to position Southern Beaufort County as the ultimate escape filled with genuine experiences of all kinds. For those looking to travel and immerse themselves in a new vacation experience, Southern Beaufort County is where they will find historical traditions, culture, natural beauty and culinary delights.

With local tourism leaders, the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau has done extensive customer research and garnered detailed insight into these key areas of interest that define Bluffton and Daufuskie Island:

- Area “District” Designations including History, Cultural and Arts
- National Historic Register Designations including the Church of the Cross and AME Campbell Chapel
- Wright Family Park, Garvin-Garvey House and the Bluffton Oyster Company
- Palmetto Bluff / Montage
- Natural beauty / May River
- Unspoiled with palm trees and live oaks, lining sand roads
- Slower, laid back pace with bikes, horses and golf carts for transportation
- Local culture, artists enclaves and historic sites
- Haig Point and the Haig Point Lighthouse

Target Audience:

- Affluent consumers visiting Southern Beaufort County for cultural and arts experiences, historic tours, shopping and culinary activities.
- Overnight stays in Bluffton and on Daufuskie Island for new visitors as well as repeat visitors to the region.
- Group Tour Planners and their customers with interest in Southeastern destinations, particularly as a central location for hub and spoke coastal, historic, shopping, cultural, heritage, cuisine and environmental tours.

The Visitor & Convention Bureau invests in destination digital content management, qualified staff, content managers/editors and a professional, well-executed public relations and digital promotions program. These investments are key to operating a robust destination marketing program in today's competitive and cluttered travel communications environment – particularly with limited funding available for the paid media space. This aspect of our work has become increasingly important as new communications channels emerge and evolve to give consumers more choices, more channels and more content.

As Southern Beaufort County's DMO we are committed to the following:

- Supporting the destination's brand position throughout all marketing programs.
- Increasing overnight visitation in Southern Beaufort County.
- Increasing visitor expenditures at Southern Beaufort County attractions, retail and dining facilities, particularly in Bluffton and on Daufuskie Island. Thus increasing Southern Beaufort County's attraction, hospitality and sales taxes collected.

In addition, we will continue to provide a powerful set of services and award-winning strategic marketing solutions for Southern Beaufort County that will drive measurable results.

Digital Marketing Strategy & Media Campaign

The Visitor & Convention Bureau works closely to complement and build upon the existing brand and align it with the overall customer journey. Based on research, data and campaign results, we analyze and constantly evolve our marketing efforts to fit the needs of the consumer and how they digest information.

Placement Strategies

Given its ability to offer cost-efficient messaging across geographic and lifestyle-focused segments, digital media will continue to be the primary channel for Southern Beaufort County's 2020-2021 Marketing Strategy. With a key objective of growing partner referrals, preference will be given to Search Engine Marketing (SEM) and placements that skew towards our primary audience: the decision makers and vacation planners of the household (who skew predominantly female). When planning 2020-2021 placements, the performance of previous partner sites will be considered to ensure optimal reach, relevancy and results.

Search Engine Marketing (SEM)

In order to capitalize on its ability to help expand and broaden organic keyword rankings, the Visitor & Convention Bureau will continue to build on the strategic SEM program into 2020-2021 for Southern Beaufort County. This will include a targeted list of keywords that best align with Bluffton's and Daufuskie Island's target visitors and experiences.



Leisure Digital Media Partnerships

The ultimate goal of the 2020-2021 digital marketing plan is to directly increase the demand to community businesses. To achieve this, marketing efforts will work to influence consumers to visit the Bluffton and Daufuskie Island microsites.

Core goals will be aligned with the below tactics, targeted towards our key audiences. This approach will reach new users who are not yet aware of Bluffton and Daufuskie Island and their unique offerings, as well as re-engage those who are already familiar with our marketing campaigns and website. With this strategic structure established, we will further refine the plan to clarify channels, key metrics, messaging and consumer mindset against each phase of the consumer journey as seen below:

Targeting

Leveraging a strategic mix of targeting methods will assist in identifying and reaching the most qualified users. Bids will also be adjusted within search to ensure we serve ads to the same qualified users. Both first and second party data will be used in creating sophisticated targeting for Bluffton and Daufuskie Island.

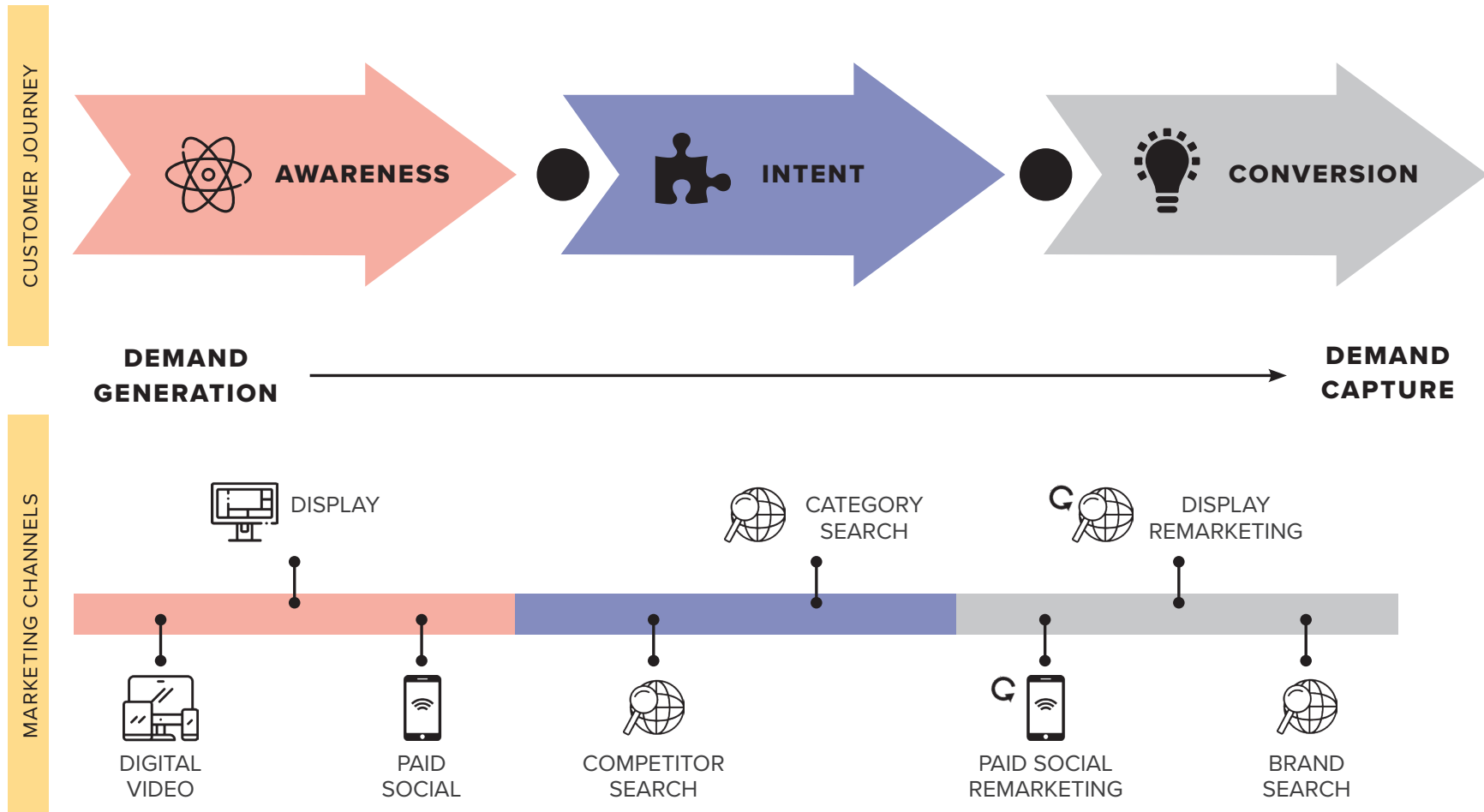
First Party Data:

To close the consumer journey, we leverage extensive and refined remarketing lists layered with other targeting factors including geography, affinity, demographics and more.

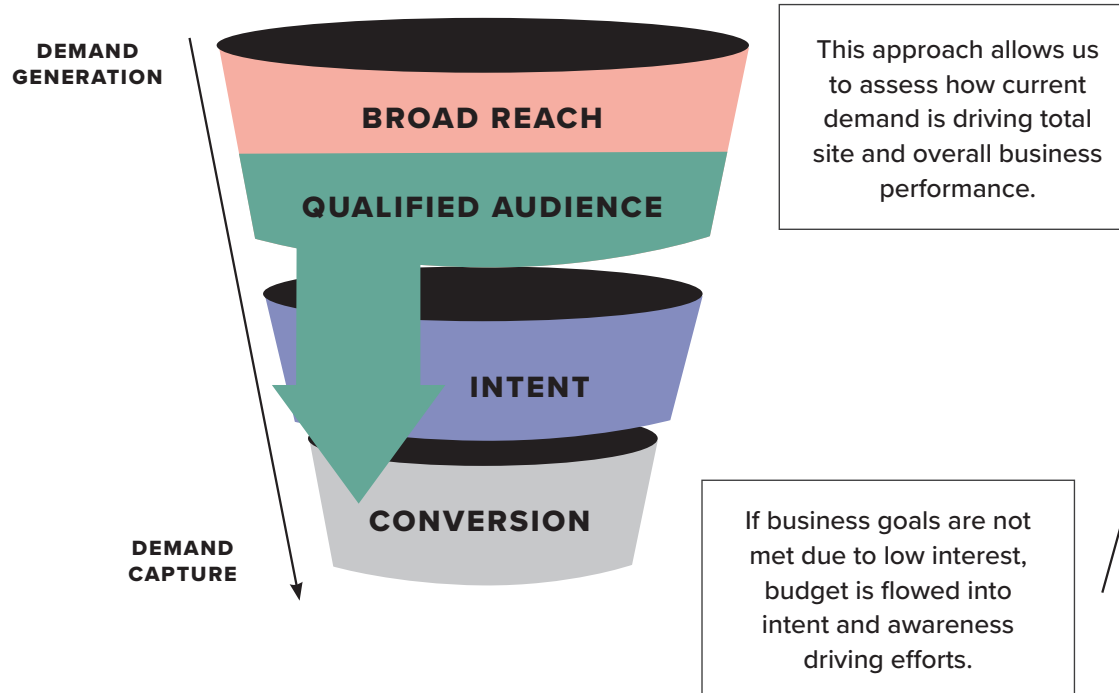
Second Party Data:

We utilize lookalike audiences, modeled from remarketing lists, CRM database matches, behavioral, interest segments, in-market behaviors, etc.

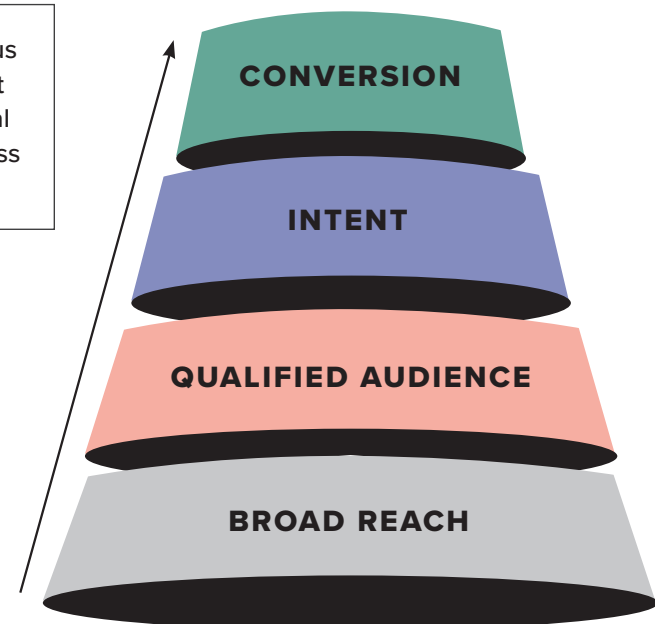
Audience Targeting with Digital Media



The Consumer Journey



Media Budget



Awareness Phase

Digital video continues to be an integral tool in attracting and connecting with our audiences while showcasing the beauty and amenities within Southern Beaufort County. We will focus on our key areas of interest for Bluffton and Daufuskie Island capturing details of each and sharing these across our channels including nature, historic, cultural and arts districts and assets in those areas.

To build awareness at the top of the funnel in 2020-2021, digital video will be implemented predominantly across YouTube—the second-largest search engine in the world, with a network that reaches more than 90% of total Internet users. To increase reach, video will also be utilized across Facebook Video, Instagram, and Instagram Stories. In addition, prospecting Display ads will be used across the Google Display Network (GDN), to entice users to visit the website.

YouTube TrueView and TrueView for Action Videos

Utilized as video pre-roll



- Video is skippable after the first 5 seconds and we are only charged if the user watches the complete video (>30 seconds) or clicks through to site, whichever occurs first
- Cost per view (CPV) to a targeted audience is typically between \$0.02 to \$0.04 making this channel wide-reaching and cost-effective
- With different video messages and varying lengths, the videos can be targeted at specific audiences to increase awareness and drive traffic to the site using a Trueview for Action Overlay

Facebook Network (including Instagram):

15 seconds or less videos



- Auto plays as users scroll through their newsfeeds
- Can be purchased on a cost-per-click basis at an efficient price (around \$1), or on a cost-per-10-second view, most comparable to Trueview's Cost Per Completed View (CPCV)

Instagram Stories: 15 seconds or less videos

Utilize unique assets

- Plays within feed, along with images and videos shared by consumers' friends, family, and other Instagram accounts they follow
- Stories' ads provide a full-screen immersive experience with the goal to drive interest and traffic to the microsite



Awareness efforts will target all devices with a mobile prioritization as the majority of consumers in this phase are likely to interact with Bluffton and Daufuskie Island when on their mobile device.

**Awareness Key Metrics**

When determining the success of the Awareness Phase, metrics indicating an increase in demand and interest will be monitored. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives.

- Reach/frequency
- Website visitation and engagement
- Percent new users
- Search lift for brand-related terms

Prospecting Display

Utilized via the Google Display Network

- Appears within web content to qualified users
- Purchased on a cost-per-click basis at an efficient price to drive interest and users to the website for future remarketing



Intent Phase

The primary goal of the intent phase is to foster consumers who have previously expressed an interest in visiting Bluffton and Daufuskie Island via the website or through past engagement with the Awareness Phase advertising efforts.

Prospecting and Native Display Banners Partners:



Along with display ads we will extend reach through paid social media within Facebook and Instagram. Media will only be purchased based on a cost-per-click basis to help mitigate against fraud and limited viewability often seen in the industry.

Audience Targeting

- Affinity Audiences
- In-Market Audiences
- Custom Affinity
- Custom Intent
- Similar to/Lookalike Audiences
- Demographics
- Geography

WHAT IS THE Google Display Network?



Text Ads on websites



Image Ads on websites



Video Ads on websites



Ads on Mobile Websites

Non-Branded Search

When cultivating consumer interest, non-branded search targeting category and competitor keywords allow us to raise our hand as a viable option. Similar to display, all search media is purchased on a cost-per-click basis which allows us to cost-effectively serve ads to drive future return on our search media spend.

Prospecting and Native Display Banners Partners:



	OVERVIEW	SAMPLE AD GROUPS
CATEGORY SEARCH	Themed ad groups and keywords around categories that target a consumer researching related types of vacations.	<ul style="list-style-type: none"> • Family vacation • History, arts, cultural vacations • Couples vacation • Weekend getaway
COMPETITOR SEARCH	To drive purely incremental traffic, competitor targeted campaigns will be created to help capture demand from those researching competition.	<ul style="list-style-type: none"> • Savannah • Beaufort • Charleston



Intent Key Metrics

Intent advertising is also measured against awareness and demand to capture specific metrics that indicate success at both the top and bottom of the funnel.

- Website visitation and engagement
- Percent returning users
- Assisted conversions
- Link-outs to partners

Conversion Phase

To capture the demand generated and cultivated through awareness and engagement, digital efforts will rely on the proven tactics of remarketing and branded search.

Remarketing

Remarketing is used to reinforce Bluffton and Daufuskie Island as the perfect vacation destination by serving ads to those who have visited VisitBluffton.org and VisitDaufuskie.org.

For increased relevance, people who have visited the landing pages from all sources can be sorted into lists so that secondary messaging can be shown to them based on their interest on the page, and where they navigate to next. They can be shown applicable display ads from that original visit to entice them to return for more information or to click on partner links. Users to the landing page will also be shown display ads for seasonal events.

Remarketing (Potential) Partners:



Branded Search

Branded search is the most fundamental digital channel and provides a foundation for nearly all digital marketing initiatives.

Branded Search Partners:



Key Benefit

Branded search ensures consumers are exposed to the most current offer. It also helps capture all demand and limits erosion to competitors. With branded search ads, you can control the message and highlight attributes seasonally, geographically and by keywords.



Conversion Key Metrics

Search is typically one of the last actions consumers take prior to converting, and we hold it to a higher expectation and measure it based on our full measurement plan focusing on:

- eNewsletter sign-ups
- Form fills
- Link-outs to partners

Social Media

Looking ahead, the social media landscape has become increasingly “pay to play”. Each newsfeed prioritizes paid advertisements and boosted content over organic content posted by brands. This means our approach to content creation and measurements needs to adjust.

Strategically, this means:

- Placing a higher value on the quality of traffic we create for the microsites, in addition to the quantity.
- Continuing a paid social strategy driving traffic to the microsites.
- Integrating our paid and organic social efforts, ensuring content boosting on Facebook when budget permits.

In 2019-2020, a robust social media program was developed for Bluffton to promote its own identity under the new social handles of @ExploreBlufftonSC for Instagram and Facebook and @VisitBlufftonSC for Twitter. Daufuskie Island continued to be represented under the parent social media brand @VisitHiltonHead in order to further amplify the message and cross-market Daufuskie Island to a larger audience.

Building on the strong successes of our 2019-2020 performance, we will best support our social media goals and continue to focus on the following channels for 2020-2021:



Facebook is our primary traffic source and we do not see this changing anytime soon. Our approach to Facebook will be to incorporate a range of content, including user-generated content shared by our locals and guests, co-op partnerships, marquee events and campaigns within Southern Beaufort County.



Instagram’s strategy will continue to be focused on curating user-generated content from talented guests and locals. Our biggest push on this channel will be to engage in two-way conversations with our followers, to encourage them to mention our channel in their own content and to promote Bluffton and Daufuskie Island.

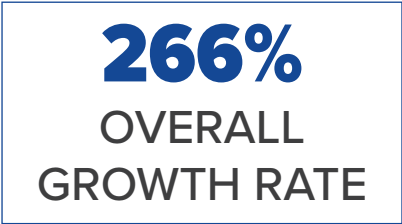


Our 2020-2021 Twitter strategy will be focused on channel growth and maintaining our higher-than average engagement rate. Content shared on this channel will be a mix of user-generated content, links to microsites, as well as local news, accolades and events.

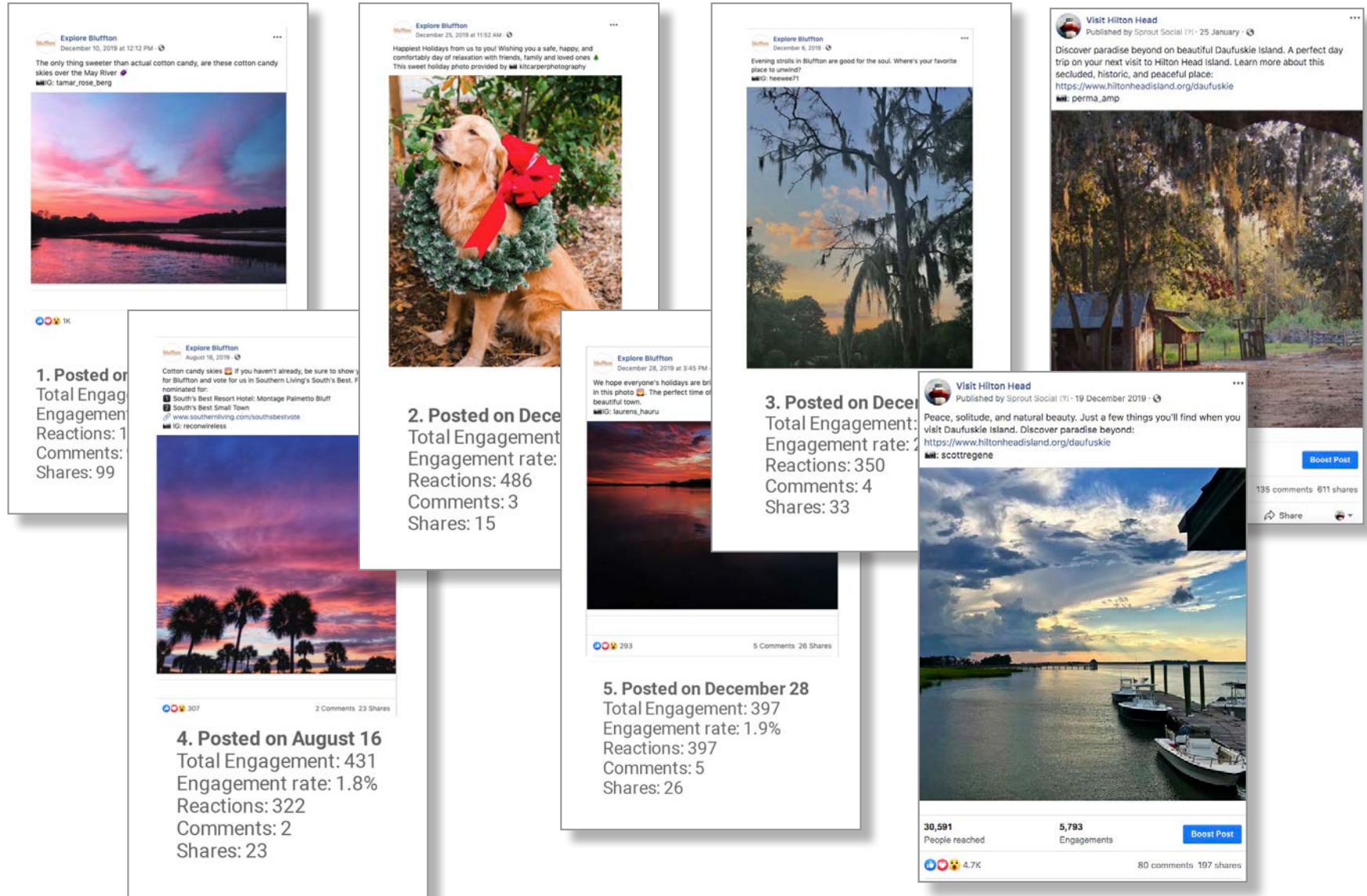
SOCIAL PERFORMANCE

In an effort to grow brand awareness for Bluffton, on July 1st, 2019, destination specific social pages were created across Facebook, Instagram and Twitter. The numbers below reflect performance and growth from July 1, 2019 to December 31, 2019.

CHANNEL GROWTH



Top Social Posts for 2019



Staying Current and Creative

facebook

- Sharing stories
- Engaging with partners
- Mix of aspirational and UGC images paired with information and articles.

 **Instagram**

- A focus on Stories that delight and engage
- Maintaining our unique and creative feed
- UGC repurposing
- Aspirational voice and ton targeting younger audiences

twitter 

- News and accolades
- Engaging with partners
- Keeping an eye on trends and timely content
- UGC repurposing



Paid Social Media Strategy

To continue supporting the goal of establishing credibility on Facebook and Instagram, as well as the microsite, the paid social media strategy will focus on driving momentum forward. To do this, the below paid social tactics will be implemented:

- Facebook/Instagram Traffic Campaigns (25%)
- Facebook Boosted Posts (15%)
- Instagram Boosted Posts (15%)
- Facebook Page Growth (25%)
- Instagram Follower Growth (10%)
- Twitter Follower Growth (10%)

Targeting & Tactics

The paid tactics and targeting will vary depending on what part of the funnel the user is in:

Awareness Phase

The awareness portion of our paid social strategy will be utilized to help establish brand familiarity amongst potential visitors. We will create our audiences via Lookalike Audiences, modeled from remarketing lists, as well as behavioral and interest segments layered with other targeting factors including geography, affinity and demographics.

Awareness and engagement-focused ads in this stage of the customer journey will include:

- Facebook Boosted Posts
- Instagram Boosted Posts



Awareness Key Metrics

When determining success for awareness-based campaigns, we will look at metrics indicating that interest and social media presence is increasing. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives.

- Reach / Frequency
- View-Influenced Visits
- Social Media Platform Growth
- Engagement Rates

Intent Phase

During the intent phase, we will engage users who are more likely to like or follow our social channels, as well as drive qualified traffic to the microsites.

These planning-stage audiences will be created utilizing retargeting efforts based on consumers who have engaged with the awareness phase advertising initiatives, and those who have visited the microsites. We will additionally continue to target users based off of their interests, behaviors, demographics and geographics.

Generating Facebook likes, Instagram followers, Twitter followers and driving traffic to content-rich pages of the microsites will be the focus of this stage of the customer journey and tactics will include:

- Facebook Page Like/Growth Ads
- Instagram Followers/Growth Ads
- Twitter Followers/Growth Ads
- Traffic/Always On Ads



Planning Key Metrics

When determining success for intent-based campaigns, we will look at metrics indicating that social media page following has increased, as well as overall website traffic is increasing.

- Website Visitation and Engagement
- Overall Facebook Page Likes
- Overall Instagram Followers
- Overall Twitter Followers
- Link-Outs to Partners

Awareness

- Social channel growth
- Growth in millennial & Gen X audiences

Retention

- Channel engagement
- Hashtag use
- Mentions
- Sustained increase in younger demographics MoM & YoY

Search Engine Optimization (SEO)

The 2020-2021, SEO strategy is about ensuring relevant, valuable content continues to be indexed by search engines, and that appropriate content and answers are retrieved and presented to searchers persuading users to engage with that content. Additionally, all SEO marketing initiatives will focus on ensuring the visibility of VisitBluffton.org and VisitDaufuskie.org in the search results of both search engines and social networks for branded searches, as well as a full spectrum of other relevant search queries, with the goal of increasing the overall awareness of Bluffton and Daufuskie Island.

All SEO strategies will focus on improving the visibility of the Bluffton and Daufuskie Island landing pages within the search results of both search engines and social networks for branded key phrases and emerging search queries, with the intention of increasing awareness of Southern Beaufort County as a vacation destination.



The SEO strategy can be broken down into five core areas:

1. **Technical SEO:** Ongoing technical audits and comprehensive reviews of the microsites to ensure content on the site remains crawlable and indexable by search engines.
2. **Content Creation and Optimization:** Identify target keywords for content, and regularly highlight optimization opportunities for existing content to ensure relevance for search engines.

With the growing popularity of voice search, search engines are becoming better at matching a searcher's intent to the content they show in search results. In 2020-2021, an SEO focus will include strengthening contextual signals sent to search engines for the content on the microsites through:

- Internal links that create content clusters
- External links
- Structured data (schema)
- Ensuring existing and new content answer questions and solve problems

3. **Building a Foundation of Authoritative Referrals:** Links to a site and citations continue to send strong signals to search engines that a site is authoritative on a particular topic and should rank well for searches. There will be campaigns to identify and attract high quality links from high authority sites, along with sharing of content through targeted social media strategy.
4. **Local SEO:** Google My Business (GMB) continues to influence user behavior in organic search results with additional service categories, offers, products and additional features that enable users to interact with business information outside the website. In 2020-2021, optimizing and taking advantage of new GMB features where relevant will ensure users interest is captured both on and off site.
5. **Identifying New Opportunities:** A significant component of the SEO program will be research to find new opportunities for content that, once indexed by search engines, will drive qualified searchers to the microsites. This research will focus on finding popular search queries that people perform when considering a vacation, trip or activity, and where Bluffton and Daufuskie Island would meet the needs of those searchers. This research will be applied to new content creation and to existing content where optimizations can be implemented.

Group Sales and Tradeshows

The Southern region of the county continues to grow and position itself as a group destination more so now than at any point in the last decade. The variety and quality of experiences for group visitors has never been more diverse, offering a robust arts, historical and cultural scene, with growing culinary experiences. The Visitor & Convention Bureau will continue to promote Bluffton and Daufuskie Island while attending travel tradeshows throughout the country.

Military continues to be a focus for the Southern Beaufort County region. With close proximity to Parris Island, hosting out of town families and guests remains the ideal market for our focused service hotels. We will continue to build awareness of Bluffton and Daufuskie Island inspiring these families to extend their visit or celebration, creating lasting, special memories.

Group Tour

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

- Building relationships with tour operators.
- Educating our partners on what it means to be a group friendly community.
- Offering tiered pricing/packages attractions with accommodations.
- Expanding promotion of group experiences on our website and special group ticket pricing.



American Bus Association (ABA)

More than 3,500 tour operators, suppliers and exhibitors come together at the American Bus Association (ABA) Marketplace - the industry's premier business event. Marketplace is truly a market-place – an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year's worth of sales meetings in one week. And with legendary networking and social events, attendees turn conversations from the conference floor into long-term business relationships. Couple this with leading education seminars and the industry's largest exhibit hall, and Marketplace is unmatched as the best industry event each year.

In January 2021, the Visitor & Convention Bureau staff will attend the ABA Marketplace and take advantage of up to 60 pre-scheduled appointments with pre-qualified operators to promote and sell Southern Beaufort County.

IMEX America

IMEX America hosts over 3,000 corporate, incentive, association and third-party planners. The largest in the industry in North America, this Hosted Buyer Program qualifies and brings key buyers to the show, with IMEX America covering travel and accommodations. This program guarantees thousands of highly qualified buyers from the association, corporate and agency sectors.

South Carolina Society of Association Executives (SCSAE)

SCSAE's tradeshow is your one stop location for meeting and greeting with association CEOs/Executive Directors, Meeting Planners, Membership Directors, Communication Directors and Corporate Meeting Planners. Association professionals can meet with more than 70 exhibitors including hoteliers, convention centers, technology vendors and more.

SportsTravel Magazine's TEAMS

TEAMS: Travel, Events and Management in Sports, is the world's leading conference and expo for the sports-event industry. Presented by SportsTravel magazine, TEAMS '20 will be held in October, in Houston, Texas. Launched in 1998, TEAMS attracts more than one thousand attendees including CEOs, executive directors and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers and other hospitality industry opinion leaders. TEAMS has helped define the sports-event and appointment-based tradeshow industries.

Note: All tradeshows mentioned are currently scheduled at this time and are subject to change given the current status of Covid-19 and it is impact.

Collateral & Fulfillment

The Hilton Head Island Visitor & Convention Bureau develops and produces the Official Hilton Head Island, Bluffton and Daufuskie Island Vacation Planner. This print and digital publication is our primary fulfillment piece and is a comprehensive guide to what to see and do within the region including Bluffton and Daufuskie Island. We receive many online, as well as phone inquiries, and distribute the planner to elected officials, state Welcome Centers, airports, AAA offices nationwide along with tradeshow, events and media.

In today's more visual world, telling a story through stunning photography and compelling content is an imperative component to the travel journey process. This "coffee table" piece allows our visitors to visualize their vacation and discover the destination, through this first touchpoint, the reason for our many accolades, ultimately imagining themselves here on vacation. In addition to working with a publisher, our in-house marketing staff provides the business directory, event calendar, local photography editorial content management, editorial review and proofreading for this asset.

Promotions and Brochure Distribution at Airports

Included in our budget for fulfillment costs is a monthly fee to support brochure distribution at the Savannah/Hilton Head International Airport's Welcome Center. A monthly fee is also included in the budget for fulfillment distribution in the lobby of the Hilton Head Island Airport.



2020 Vacation Planner - Town of Bluffton Feature

CHART YOUR COURSE - BLUFFTON



A WALK THROUGH BLUFFTON

This charming Lowcountry town is best explored on foot.

By Linda Sartori

There may be no better way to experience the Lowcountry's gentle allure than with a leisurely stroll down Bluffton's centuries-old streets. Stately oaks dripping with lacy Spanish moss line the one square mile of Old Town Bluffton, where boutiques, restaurants and galleries stand side by side with historic cottages and genteel homes, many dating to the early 1800s.

If a slow walk through a small Southern town is your idea of time well spent, join the Bluffton Walking Tour, which begins at the Heyward House History Center, an 1840s farmhouse-turned-museum that doubles as the town's welcome center.

Docent Anne Heyward is a native Blufftonian who regularly guides history and architecture buffs on walking tours through her hometown. Ambling along under the shade of lustrous palmettos, Heyward transports her visitors back to her town's beginnings in the early 1800s. Bluffton was a tiny village tugging on the banks of the May River, lured by folks eager to enjoy the breezes and escape the Lowcountry summer heat.

38 • 2020 OFFICIAL VACATION PLANNER



Of Bluffton's 60 homes, churches and businesses, just 15 remained after Union forces raised the town in 1863. Thankfully, all of the town's residents escaped before the Union gumbos headed up the river. After the dust settled, eight antebellum homes and two churches stood unharmed. The Church of the Cross (ca. 1857) and the Campbell Chapel African Methodist Episcopal Church, built in 1853.

Take a moment to enjoy a sweeping river view from the inspiring Huger Garden House, one of Bluffton's oldest homes, today a private residence. A section of the house dates back to 1795, and scores around the front door are permanent reminders of the South's long Civil War legacy.

Heyward's walking tour continues down Bridge Street to the three-story 1830s Fazio House, with its stately porch and white fence. Next stop, the Cedar House, where legend has it that the house changed hands in an 1840s high-stakes poker game.

"Losing houses in poker games is a long-standing Southern tradition," laughs Heyward.

Meandering down Calhoun Street, it's easy to imagine folks sipping sweet tea in rocking chairs on the Seven Oaks veranda. (Not a bad way to spend a day in 2020, either.)

A few blocks down Calhoun, arrive at The Store, built in 1904 as a family home and store. Today it's owned by Estelle Guio, a Blufftonian for more than four decades. "When I first arrived, Bluffton to me was a stone carver," says Guio. "I, as many others, discovered we could paint a beautiful picture."

BRUNCH AT THE COTTAGE

Open seven days a week, The Cottage on Calhoun Street serves a Sunday brunch that locals look forward to all week. Grab a seat on the front porch of this quaint 1888 cottage, and sip a mimosa while you wait for arguably the best shrimp and grits in town.



HILTONHEADISLAND.ORG • 39



Neatly in another Calhoun Street cottage, the Society of Bluffton Artists (SOBA) gallery displays the paintings, sculpture, mixed media and photography of more than 100 local artists. Take time to linger over the beautiful landscape paintings, which grace many Lowcountry residences.

Next up, Heyward points out the double-cherished Seabrook House, a quintessential Lowcountry home designed to catch the breezes. Built in 1840, this private residence reflects the meticulous care of Bluffton homeowners who've poured their hearts into diligent maintenance and restoration.

The restored Gavin-Garvey House, a small Freedman-owned cottage built during Reconstruction, is maintained by the Beaufort County Land Trust and the Town of Bluffton. From its perch on the High Bluff at the 120-year-old Bluffton Oyster Factory, the house is open to the public.

These doorman-led tours are a history lover's delight. Bluffton's wide porches, white fences and well-kept gardens punctuate a town steep in the heart of the South Carolina Lowcountry, enriched with an enduring sense of place.

40 • 2020 OFFICIAL VACATION PLANNER

Illustration by Steve Reinhardt

Q&A

What are visitors most surprised by when they take your walking tour?

"My guests are always surprised by Bluffton's population growth. In 2000, only about 1,000 people lived here, and today we have almost 30,000. Nevertheless, we remain here because of our natural beauty and history. It's a relaxed lifestyle that really appeals to people."

— Anne Heyward, a native Blufftonian who regularly guides walking tours through her hometown.




HOW TO ENJOY A SHELL-ICIOUS RAW OYSTER

Tasting an oyster is described in three stages:

- 1. Tasting** The first and sometimes primary flavor. A fully saline oyster can be described as briny. An oyster with minimal salinity can taste flat, sweet or almost buttery.
- 2. Smell** An oyster's texture should be soft and fleshy, crisp on the palate.
- 3. Finish** The last flavor after swallowing. Common flavors include mineral, metallic, melon, cucumber and earthy.

CLASSICS WITH A TWIST

At FARM in Old Town Bluffton, Chef Brandon Carter — recently honored as one of five South Carolina chef ambassadors — offers a sophisticated take on Lowcountry classic cuisine. FARM's menu evolves seasonally but always features fresh-caught seafood and produce from local farms.

Try the Fragrant Shrimp, loaded with sweet shrimp and sausage; tomato terrillini; or grilled quail served with tomato conserve and polenta.

Feast on bean and corn succotash. The Blueberry hand pie topped with sweet whipped cream is a perfect finish.

HILTONHEADISLAND.ORG • 41

CHART YOUR COURSE - BLUFFTON



DINING IN A DAY

Enjoy extraordinary food and drink in the Lowcountry — Bluffton style.

Breakfast Begin the day at Corner Park with fresh-roasted coffee and tantalizing skillet, or indulge in heavenly chutney French toast and omelets at The Cottage.

Lunch In the Promenade, fresh-off-the-boat local seafood abounds at Captain Woody's and Bluffton Family Seafood House. Tempt your taste buds with shrimp and oysters, fresh puppies and blue crabs with that distinctive delicious Lowcountry flavor.

Bluffton loves barbecue, and the tangy baby-back ribs and buttery cornbread at One Hot Mama's are true Southern classics. Jim N'Ned's provides Carolina-style pork and ribs beef brisket with the trimmings. Drive through and pick up lunch for a picnic down by the river.

Dinner Enjoy a pimento cheese sandwich and award-winning craft beers at Southern Barrel Brewing Co. or sit back with a Six Country Pin at Salt Marsh Brewing. Tuffery's Cafe's chicken pot pie and southwestern salad are long-time local favorites, and fresh chicken to add caught here are on the menu at Chow Daddy's.

A special evening call for a first rate wine list and exceptional service. Sophisticated and lively, The Bluffton Room serves table-side preparations of prime filet and she crab soup, and the Brunch Experience at the Bluffton Brunchhaus is an authentic experience in German delicacies.

Dessert Ask for the Southern favorite — banana pudding — at The Hoghead Kitchen and Wine Bar.

GET SOCIAL

Tag us in your photos and posts using #ExploreBlufftonSC.

ExploreBlufftonSC • ExploreBlufftonSC • VisitBlufftonSC




Cozy Cuisine

Seize scrumptious food with old-world Southern charm while dining indoors or out on the porch of this cozy, restored 1890 cottage. Featuring sophisticated cuisine with a Lowcountry flare, The Cottage offers breakfast, lunch, dinner, Sunday brunch and tea, and serves up a variety of coastal favorites. The Cottage serves its own blends of May River Coffee Roasters along with delicious award-winning desserts. Catering is available.

thecottagebluffton.com • 843.757.0508



HILTONHEADISLAND.ORG • 43

2020 Vacation Planner - Daufuskie Island Feature

CHART YOUR COURSE • DAUFUSKIE ISLAND

DAUFUSKIE DAY TRIP

Just 45 minutes by boat from Hilton Head Island, Daufuskie Island feels a world away.

By Justin Jarrett

The first stop off the ferry onto Daufuskie Island is a stop back in time. Daufuskie is five miles long by two miles wide, roughly one-sixth the size of Hilton Head Island. There seems to move slower here — a good thing if you've come for a day trip; there's lots to take in before taking the boat back across Calibogue Sound.

Rustic, beautiful and somewhat idiosyncratic, most of Daufuskie Island has remained virtually undisturbed for decades. Cars are restricted and there is a tiny grocery store. Native American artifacts, including arrowheads and pieces of ceramics and pottery are frequently unearthed on the island's beaches. Daufuskie is also home to the private Hag Point community which offers top-notch amenities for its few hundred residents.

On summer weekends, Freeport Marina is a guaranteed good time. Visitors arrive via the public ferry from Broad Creek Marina to eat and drink at the Old Daufuskie Club Company, dance the day away to live music, play croquet, explore Freeport, and enjoy the serene public beach that looks across Calibogue Sound toward Hilton Head Island.



LEGEND HAS IT

According to local lore, the 1823 Hag Point Lighthouse on Daufuskie Island is haunted by Maggie Carter, a friendly ghost whose father was the first lighthouse keeper. Disappeared in love, Maggie died of a broken heart more than 100 years ago. To this day, guests report whippers in the night, flickering lights and ghostly footsteps. But don't let that keep you from visiting the lighthouse — brave types can even spend the night in one of two bedrooms, tastefully adorned with period furnishings and modern amenities.

64 • 2020 OFFICIAL VACATION PLANNER

HILTONHEADISLAND.ORG • 65

CHART YOUR COURSE • DAUFUSKIE ISLAND



Near the marina, a general store, a few cottages for rent and a handful of shops including Wine & Woodworks — a quirky combination that captures the essence of the island — comprise something of a town center. This sleepy side boasts the Silver Dew Winery and the Daufuskie Island Rum Company, which has served spirits to visitors from every U.S. state and 64 countries.



Eclectic and colorful art is prized across the island. At the Iron Fish Gallery, longtime Daufuskie resident Chase Allen produces masterworks of coastal fun, mermaids and the like in an open-air studio. When Allen isn't



managing the fort, he accepts payment on the honor system.

To explore the island's dirt roads, rent a golf cart and take off. Or book one of a number of tours that delve into the island's ecology and history. Sixth-generation Daufuskie Island native Julie Ann Robinson — best known as Pat Conroy's sister pup in "The Water Is Wide" — the memoir the famed Beaufort author wrote detailing his time teaching at Daufuskie Island School in the 1960s — leads an intimate two-and-a-half-hour tour where she shares personal stories and memories.

The old school now houses two businesses. School Grounds Coffee

CHART YOUR COURSE • DAUFUSKIE ISLAND



GET ON THE BOAT

Three ferry services run from Hilton Head Island to Daufuskie Island.

- Daufuskie Island Ferry Service** — Public ferry departs from Buckingham Landing and McKee Landing for four round trips per day five on Friday and allows passengers to bring bicycles. \$10/adult, two children under 6, daufuskieislandferry.com
- Daufuskie Difference** — Departs from Broad Creek Marina and Freeport Marina for four round trips per day. \$30/adult, \$15/children 12 and under, daufuskielldifference.com
- Hag Point Ferry** — Private service runs 16 times per day for residents and guests of the private Hag Point community. hagpoint.com

Other options for heading to Daufuskie include:

- 1420 Sports** h2osports.com
- Outside Hilton Head** outsidehiltonhead.com
- May River Excursions** mayriverexcursions.com

Daufuskie offers homeback riding via Daufuskie Island Trail Bikes — one of the only places in the country where you can ride a horse on the beach — and has begun offering the public limited bike times on its renowned Rees Jones signature golf course.

A day trip to Daufuskie Island has a way of taking a step back in time. It's a way of helping you to relax and embrace the island spirit. Take a trip to a place that can only be described as paradise beyond — Daufuskie Island.

Most visitors who visit Daufuskie Island on a day trip or as guests of the Daufuskie Difference or Hag Point community will find it a place that can only be described as paradise beyond — Daufuskie Island.

HILTONHEADISLAND.ORG • 47

CHART YOUR COURSE • DAUFUSKIE ISLAND



houses are tucked under majestic oak trees along sandy lanes on the Lowcountry's sea islands, and the New Testament has been translated into Gullah.

Hag Point Lighthouse, located on Hilton Head Island's Port Royal Sound, was America's first self-governed town of freed slaves. Established in 1862 by General Ormsby Mitchell, the commander of the Union forces that occupied Hilton Head Island, the town was built by and for formerly enslaved people who were granted their freedom, prior to the Emancipation Proclamation. In the Port Royal Experiment, Gullah people, direct descendants of Mitchellville, continue to tell their story through the

Mitchellville Freedom Park and the Mitchellville Preservation Project.

Other ways to explore the culture include the Gullah Heritage Trail Tours, the Gullah Museum and The Heritage Library. Local experts on Gullah culture lead a Daufuskie Island tour. The Penn Center, on Saint Helena Island, includes a museum that chronicles the Gullah heritage through the centuries.

The town of Hilton Head Island has placed signage to mark entry into 12 historic Gullah neighborhoods, not only to bring awareness of the Gullah way of life in the Lowcountry but also to assist in preserving the rich past and importance of this centuries-old culture.



Conrad with other Gullah culture and history at an event during the Hilton Head Island Gullah Celebration January 30, February 3, 2020

Gullah storyteller and singer Anita Singleton-Phillips, in character as Aunt Pearl Sue

HILTONHEADISLAND.ORG • 37

Research & Analytics

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

- Maintenance of ThinkBluffton.org, the Chamber's online economic metrics portal.
- Smith Travel Research (STR) weekly and monthly reports which measures lodging occupancy, average room rates, room demand and RevPAR for hotels only. Includes monthly comparative report with competitive destinations.
- DestiMetrics monthly Home & Villa lodging reports on occupancy, average room rates, RevPAR and six month forward booking pace reports. Two-source DestiMetrics report crunches back end Smith Travel hotel data with DestiMetrics back end home and villa data to produce a monthly destination report on total destination accommodations tax paying occupancy, average room rates and RevPAR.
- Collaborate with LRIT of USCB and REAL of Clemson University along with ensuring details of our Google and ADARA analytics to provide quarterly and annual performance updates stemming from our DMO contract.
- Subscription to the U.S. Travel Association's (USTA) Travel Monitor Program and related reports.



CALHOUN STREET
One thousand one hundred sixty one feet this way →

Edisto →
EIGHTY MILES

MARINE CORP AIR STATION
BEAUFORT - 18 MILES →

Beaufort →
Eighteen Miles

Savannah-Hilton Head
INTERNATIONAL
← AIRPORT 21 MILES

PARRIS ISLAND - 11 MILES →



**HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE**

HILTON HEAD ISLAND-BLUFFTON VISITOR & CONVENTION BUREAU

VisitBluffton.org | VisitDaufuskie.org