



VISIT BEAUFORT, PORT ROYAL & SEA ISLANDS

The Greater Beaufort-Port Royal Convention & Visitors Bureau

BEAUFORTSC.ORG

2021 | 2022

TOURISM

ANNUAL

REPORT

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OUR MISSION

The official destination marketing and management organization enhancing Northern Beaufort County's economy by positioning the area as a preferred visitor destination.

OUR VISION

Collaborative partnerships designed for mutual benefit. Leaders of visitor destination development and marketing in Northern Beaufort County.

OUR VALUES/COMMITMENT

Accessible

Responsive

Credible

Accountable

Collaborative

Dependable

Professional

OUR PARTNER PROMISE

Visitor experience \geq Visitor expectations

Thank You For A Year Like Any Other!

A Message From Leadership

To say that Beaufort, Port Royal, and the Sea Islands made a remarkable comeback in 2021 is an understatement. Unlike many destinations that were still working to recover, our area had a record-setting tourism year that demonstrated the broadening popularity of our part of the Lowcountry.

We successfully introduced the new #FindYourInnerCoastal campaign to both visitors and partners, which received astounding support. We consistently broke lodging records for the market, as well as reached new achievements in both publicity and brand awareness.

We want to express our thanks to our local businesses, board members, and community partners for their valuable efforts towards welcoming visitors and residents as we met the unprecedented demand this past year. Our goal is to continue to refine the way we drive demand for our destination through insightful, robust data, that places Beaufort, Port Royal and the Sea Islands in the best position to welcome visitors to the region

VISIT
BEAUFORT
PORT ROYAL  SEA ISLANDS

701 CRAVEN STREET | BEAUFORT, SC 29902
BEAUFORTSC.ORG

DIGITAL MARKETING, PR, & WEBSITE



2021 | 2022 MARKETING REPORT



BeaufortSC.org

Total Website Sessions YoY



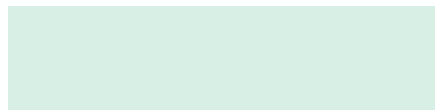
2021/2022



2020/2021



574,477



435,994

Top Site Pages

1. Homepage
2. Things To Do
3. 50 Things To Do



Social Media

Facebook Analytics



Reach

1,535,392



Engagement

257,660

Total Followers



127,950



42,063



3,868



368



Public Relations



105

Stories Placed



Reach

300+ Million



Ad Value

\$3+ Million



PR Value

\$9+ Million

2021 | 2022 MARKETING REPORT



Weekly Partner eNewsletter



40
eNewsletters



25%
Open Rate



20%
CTR

**A weekly newsletter is sent out to all stakeholders and leaders to let them know about any updates throughout our region.*



Paid Advertising

Digital | 20+ Million Ads Served

Impressions

9+ Million

Clicks

101K+

15,991

Goal Completions

70K+

Leads Acquired

\$5

Lodging Referrals

31K+

Cost Per Conversion



The Inner Coastal Podcast

52 Episodes | 11K+ Listens | Award-Winning*



68%
Desktop



42%
Apple Pod.



21%
Age 55 - 64



63%
Female



**Gold for Branded Series & Distinction. Silver for Individual Episodes.*

2021 | 2022 NEWS COVERAGE OF NOTE

- **Southern Living** - “The South's Best Small Town 2022: Beaufort, South Carolina”
- **The Washington Post** - “In South Carolina, bypass crowded Charleston for tranquil Beaufort”
- **Thrillist** - “This Seaside Town Is All About Storytelling and Southern Comforts”
- **Garden & Gun** - “A Butterscotch Pudding I Won’t Soon Forget”
- **AARP** - "A South Carolina Road Trip From Charleston"
- **Travel + Leisure** - "8 Charming Small Towns in South Carolina"
- **Good Morning America** - "Preserving the Gullah Geechee culture in the US"
- **The Post and Courier** - "Reconstruction era subject of new national park in Beaufort and Port Royal Sound area"



PR OBJECTIVES

- Generate positive publicity about Beaufort and ensure the town is top of mind for the media.
- Increase awareness for Beaufort through a strategic PR plan rooted in a comprehensive media relations campaign.
- Focus on developing compelling pitches and press releases, securing target media visits, and mining media leads.

10,785
Leads Acquired
Through
Southern Living



FROM LEFT TO RIGHT: At Hunting Island State Park, you can explore a maritime forest of pines and palmettos or hit the beaches and marshlands. Climb 167 steps to reach the observation deck at the top of Hunting Island's lighthouse.

CITIES & TOWNS

BY
STEPHANIE HUNT

The Southern CHARMER

Experience the subtle magic of Beaufort, South Carolina



THERE'S A MOMENT at Hunting Island State Park as you're biking along the Lagoon Trail—ocean breezes and intoxicating beach vistas playing peekaboo to your left—when the sandy path turns inland and a sign points to Diamondback Rattlesnake Trail. A good idea? Yes.

"Yes," it turns out, sums up the best way to experience Beaufort, South Carolina, and its environs, including Hunting Island. Yes, the path less taken is an excellent idea, as is the Sweet Tea Float at Scout Southern Market. Spending hours strolling through The Old Point and gazing at historic homes and even older live oaks offers endless enchantment. But with my eyes peeled for rattlers, I was (yes) relieved that the only serpentine I discovered was more of the winding trail along old dune ridgelines through a primordial wonderland.

The trail affirms why Hunting Island, a breathtaking 25-minute drive from Beaufort, is South Carolina's most popular state park. With a dozen similar paths and 5 miles of pristine beach, this place leads you back eons in time through an untouched maritime forest with towering pines and ospreys soaring overhead as well as magnolias and saw palmettos tangled with yaupon hollies and wax myrtles in the dense understory. Here you breathe deeper and look more closely. Life slows down, and a sense of awe percolates up.

Take a seat on one of the bench swings at Beaufort's Waterfront Park. Wide and welcoming, they move back and forth in a rhythmic lullaby. You can't help relaxing, especially if you happen to catch a sunset or tune into the soft lapping of the Beaufort River against the floating dock, hearing the jingling clink of pulleys against sailboat masts—a mariner's wind chime.

photographs by PETER FRANK EDWARDS

SOUTHERN LIVING 93

CITIES & TOWNS



CLOCKWISE FROM TOP LEFT: Harbor views from Bay Street; historic Craven Street; Lowcountry Produce Kitchen, with breakfast all day; a slice of the sweet life from Beaufort's upscale Saltus River Grill, located on the water

Waterfront Park showcases the smart civic planning that makes Beaufort such a delight: The town's best vistas are protected and preserved. There are thoughtful amenities (parking, public bathrooms, an amphitheater, picnic tables, and plenty of green lawn for kids and dogs to play on). Plus it's all conveniently adjacent to an enticing array of restaurants, coffee shops, and stores along Bay Street. What better nightcap than to sit and swing a spell after enjoying grilled scallops or top-notch sushi at Saltus River Grill?

Beaufort is subtended in the best possible way. She has the same deep history

and stunning architecture that her nearby sisters, Charleston and Savannah, are celebrated for, but she's fine staying slightly out of the limelight. Wise and mature, Beaufort wears her age like the badge of honor it is. Her Lowcountry aura feels elemental, with more patina and less pomp. Along Short Street at the edge of The Old Point, moss-heaped limbs cradle historic mansions. Beaufort's treescape shouts of grandeur in whatever language oaks speak. Gardens and yards aren't so much manicured as they are magical. It's easy to see why Hollywood frequently comes calling (as a stairwell at The Beaufort

Inn features posters from major motion pictures filmed here). Longtime resident Pat Conroy was so smitten that he wrote, "When I came to Beaufort I had struck upon a land so beautiful I had to hunt for other words."

Not far from Short Street, the First African Baptist Church, a Gothic Revival gem built by freedmen in 1865, bears witness to Beaufort's African American, Gullah, and Reconstruction-era history. "Robert Smalls was a member here. This document notes his Sunday school attendance and that he put a few cents in the offering plate," says the Rev. Alexander McBride, a jovial former marine and the church's pastor of almost 20 years, pointing to framed, yellowing pages hanging behind the sanctuary. A statue of Smalls, an enslaved crewman who heroically commandeered a Confederate ship and later served as a U.S. Congressman, is less than a mile away at Tabernacle Baptist Church, where a monument to Harriet Tubman is also planned.



Dive Into Beaufort

STAY
Anchorage 1770
Boutique hotel in an 18th-century mansion with fine dining at the Ribaut Social Club

The Beaufort Inn
Historic main inn plus several cottages clustered around a courtyard

EAT & DRINK
Breakfast
Blackstone's Café
Classic diner-like options

Common Ground
Coffee, lattes, baked goods, and sandwiches

Lunch/Snacks
Lowcountry Produce Kitchen
Locally sourced salads and sandwiches and a legendary tomato pie

Chapman's Grocer
Grab-and-go items plus beer, wine, and snacks

Dinner
Saltus River Grill
Fine dining with fresh



local seafood, Southern fare, steaks, sushi, and a well-curated wine list

Old Bull Tavern
Gastropub featuring a lively bar scene and a lamb shank that does not disappoint

SHOP
Scout Southern Market
Unique gifts and home goods as well as delicious treats like the famous float at the Sweet Tea Bar

Bachelor Hill Antiques
Offering treasures galore

Cabana22
Coastal-chic boutique

The Chocolate Tree
Confections such as fudge, truffles, and peanut brittle

Legacy Art Gallery
Gullah-inspired works

DISCOVER
Hunting Island
St. Phillips Island
Pat Conroy Literary Center
Coastal Expeditions
Reconstruction Era National Historic Park
Spanish Moss Trail
Craven Street en route to **The Old Point** to explore historic neighborhoods

CLOCKWISE FROM TOP RIGHT: A rooftop sunset at Anchorage 1770; Scout Southern Market owner Ann Higgins at her beloved Sweet Tea Bar; Saltus River Grill, where the scenic setting rivals the exceptional food and drink



- TOP 20 SMALL TOWNS
1. Beaufort, South Carolina
 2. Williamsburg, Virginia
 3. Fairhope, Alabama
 4. Fredericksburg, Texas
 5. Beaufort, North Carolina
 6. Stuart, Florida
 7. Leipers Fork, Tennessee
 8. Natchez, Mississippi
 9. Decatur, Georgia
 10. Aiken, South Carolina
 11. Paducah, Kentucky
 12. Travelers Rest, South Carolina
 13. LaGrange, Georgia
 14. Wetumpka, Alabama
 15. Lewes, Delaware
 16. Covington, Louisiana
 17. St. Francisville, Louisiana
 18. Pawhuska, Oklahoma
 19. Easton, Maryland
 20. Lewisburg, West Virginia

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WEBSITE LAUNCH

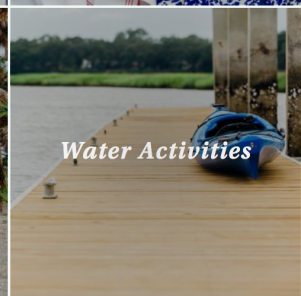
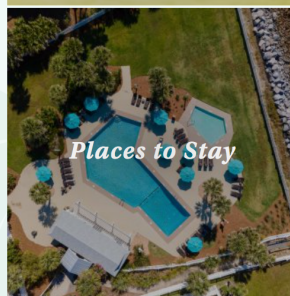
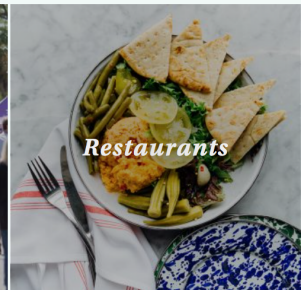
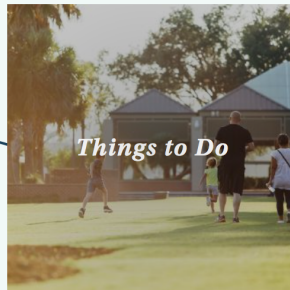


SEPTEMBER 2021

inner coastal
Experiences & Inspiration

From convenient marinas and stunning natural beauty to authentic culture and cuisine, reset in historic Beaufort, SC. Experience a place that has turned overnight anchorages into week-long retreats—and cruisers into locals.

[More Inspiration](#)



Get inspired and show us some love with #lubbft



Stay in the know about the
LATEST NEWS & DEALS



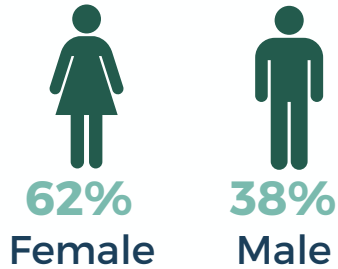
Get the guide and plan a
PERFECT GETAWAY



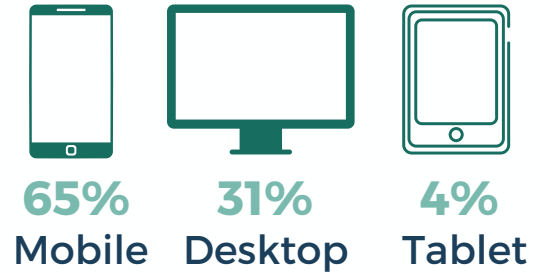
Listen to our podcast
PODCAST SERIES

2021 | 2022 WEBSITE HIGHLIGHTS

USERS BY GENDER



USERS BY DEVICE



TOP CLICKS

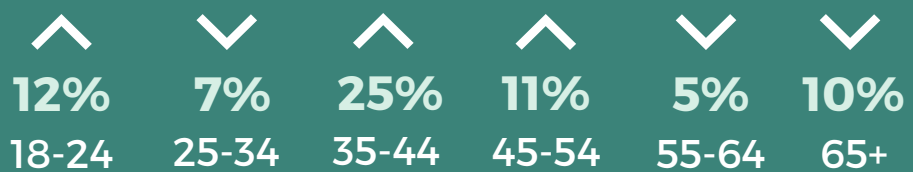
1. Homepage
2. Things To Do
3. 50 Things To Do
4. Places To Stay
5. Lodgings
6. Events



TOP QUERIES

1. Things To Do in SC
2. Hunting Island
3. Fun Places in SC
4. Best Places to Visit in SC
5. Things To Do in Beaufort, SC

AGE OF USERS YoY*



**2021/2022 numbers compared to the previous year of 2020/2021*

SALES & SPORTS



2021 | 2022 SALES REPORT



Request for Proposals

22 Sent

18,830 Potential Nights

\$2.25 Million Revenue

Site Visits

6

Trade Shows

17



SALES OBJECTIVES

- Meet or exceed room night goals for new business
- Prospect to book new & repeat business for local venues
- Explore target market contacts
- Attend seventeen trade shows to generate more qualified contacts than the previous year



390 CVB Leads



5,427 Nights Booked



\$104K Revenue

2021 | 2022 SPORTS REPORT

The Beaufort Area Sports Council was established to develop sports-related events that impact our community. By working with local, regional, and national organizations the Sports Council supports a wide range of events that offer a diverse opportunity to athletes of all ages and all sports. The mission is to enrich the quality of life and economic well-being of Northern Beaufort County by supporting existing events and attracting new sporting events and activities.



2021 SPORTS GROUPS IN BEAUFORT

- **Colonial Athletic Association Men’s Golf Championship:** April 23–26, 2022 | Dataw Island (8 teams/40 golfers)
- **16th Annual Beaufort River Swim + 5K/8K Run:** June 3–4, 2022 (200–235 participants)
- **SCAP Softball Tournament:** June 24–25, 2021 | Beaufort Parks & Rec.
- **Dixie Junior Boys Tournament:** July 8–14, 2022 | Beaufort Parks & Rec. (16 teams/250 players)
- **The United States Croquet Association Regional Golf Croquet Championship:** April 21-24 | Dataw Island (32 competitors)

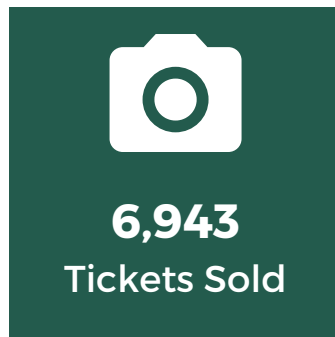
INDUSTRY & COMMUNITY ENGAGEMENT



THE BEAUFORT VISITORS CENTER

The Beaufort Visitors Center continues to exceed expectations this year. Our friendly and knowledgeable staff welcomed 28,168 guests and helped further enrich their Beaufort experience by booking tickets for tours and attractions. The Visitor Center sold 6,943 tour tickets with a net sales of \$97K, and 6,015 items with a net sales of \$55K. A number of the items in the Visitors Center are made by local artisans and businesses.

We look forward to a busier year with more travelers coming to Beaufort, Port Royal, and the Sea Islands.



ECONOMIC IMPACT

Beaufort, Port Royal & The Sea Islands have long supported a robust tourism economy. What you may not realize is the economic impact that this economy has on our community and in supporting the healthy and vibrant lifestyle we enjoy as residents and visitors.



Residents who believe tourism has created more cultural opportunities



Residents who believe tourism is important to Beaufort County



Visitors indicate that historical attractions were important in their decision to visit

COLLABORATIONS

Visit Beaufort, Port Royal, & Sea Islands strive to work with all organizations of Northern Beaufort County to help enhance our area as a whole. **Collaboration within cities has been shown to boost morale, lead to higher retention rates, help with problem-solving, and open up new channels for communication.**

We have worked alongside the Beaufort Area Hospitality Association, the City of Beaufort, the Downtown Merchants Association, Friends of Port Royal Cypress Wetlands, Friends of Fort Fremont, Town of Port Royal, Cultural District Advisory Board, Historic Beaufort Foundation, Activate Beaufort Committee, and the Beaufort Regional Chamber of Commerce to open up communication and keep people engaged with what is going on in our area by helping to provide multiple marketing tactics for various events throughout this past year.

Past Events:

- Beaufort Shrimp Festival
- Annual Beaufort Oyster Festival
- Beaufort's Sip N' Strolls (3)
- The Annual Beaufort Water Festival
- Birthday For The Birds
- The Original Gullah Festival
- Taste of Beaufort
- The Beaufort International Film Festival

Monthly Events:

- First Friday
- Third Thursday Live After Five

Future Events:

- Soft Shell Crab Festival
- Port Royal's 4th of July Celebration
- OktoPRfest



Staff & Board Directory

**The Beaufort CVB is governed by a board of directors that represents a cross-section of business and hospitality industry partners. Board Meetings are held bi-monthly.*

Beaufort CVB Staff

Robb Wells
Presidents/CEO
robbw@beaufortsc.org

Lynda Dyer
Director of Finance &
Administration
lynda@beaufortsc.org

Linda Jeffries
Director of Sales
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Colleen Smith
Visitor Services Manager
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Marketing Coordinator
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Daquan Mickens
Sales Manager
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Board of Directors

Frank Lesesne
Chair

Hina Patel
Vice-Chair

Christian Kata
Treasurer

Chris Johnson
Scott Lee
Linda Roper
Freddie McKnight
Todd McDaniel
Dick Stewart
Greta Sandburg
Eileen Newton
Tim Waz
Ron Tucker

Beaufort Experts

Trudy Stevens
Tammy Stacks
Jannie Allen
Jenny Townsend
Christine Langan
Leigh Aiken
Suzanne Brown

VISIT
BEAUFORT
PORT ROYAL  SEA ISLANDS

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