



VISIT
BEAUFORT

PORT ROYAL  SEA ISLANDS

2022 | 2023
TOURISM
ANNUAL REPORT

The Greater Beaufort-Port Royal Convention & Visitors Bureau

BEAUFORTSC.ORG

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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 ≥ Visitor expectations

Thank You For A Great Year!

A Message From Leadership

Here at the Convention & Visitors Bureau (CVB) we want to thank you for our many shared successes in 2022/2023. Beaufort, Port Royal, and the Sea Islands had a remarkable year, and we have much to celebrate. From new heights on the Inner Coastal Podcast to seeing the destination in “lights”, we continued to achieve pre-pandemic levels of success and drove unprecedented prosperity to Northern Beaufort County.

Our Annual Report highlights our efforts to promote northern Beaufort County. In addition to our marketing efforts, we have seen growth in our sales efforts, recruiting more meetings, groups, and sports than in years past.

We want to express our thanks to our business community, board members, elected leaders, and community partners for their valuable efforts towards meeting both locals and visitors expectations with a great experience. 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

Thank you for all you do to support the marketing promotion of our destination.



701 CRAVEN STREET | BEAUFORT, SC 29902
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Economic Impact of Tourism in The City of Beaufort, Town of Port Royal & Sea Islands

Beaufort, Port Royal & The Sea Islands have long supported a robust tourism economy. Hospitality Tax and Accommodations Tax represent more than 16% of the City of Beaufort's total General Fund revenues, serving as the third largest revenue source for the city.

3rd

Beaufort County's rank out of 46 counties



Tourism supports some **\$21 Million** in payroll in the city of Beaufort generating more than **2000** jobs in Northern Beaufort County.



\$18.6M

Combined revenues to the city Hospitality and Accommodations Tax have generated since 2018

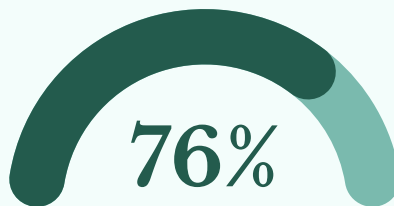
\$4.7M

Derived annually from the Hospitality/Tourism Industry, directly supports Police Staffing, Public Operations, Waterfront Park, Marina Operations, Parking Improvements, and more.

The CVB's marketing investments have consistently yielded a return of **\$7** to the local government for every **\$1** spent.



Residents who believe tourism has created more cultural opportunities



Residents who believe tourism is important to Beaufort County



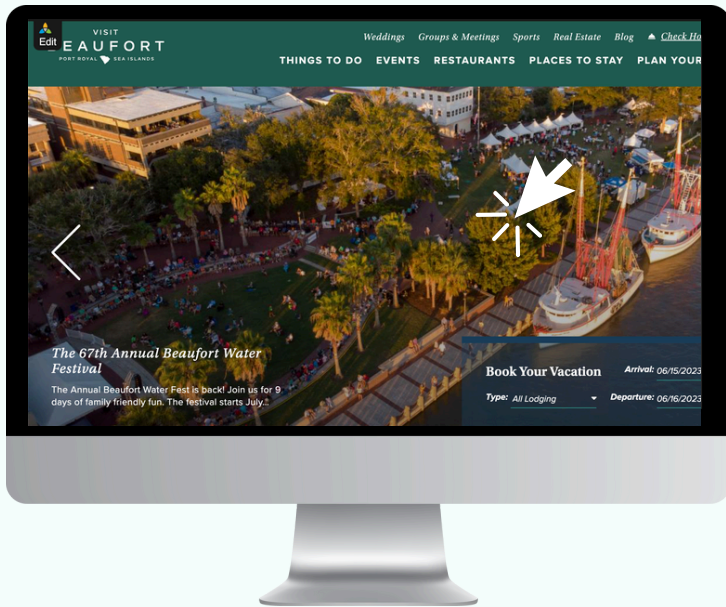
Visitors indicate that historical attractions were important in their decision to visit

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BeaufortSC.org



By providing relevant and important information through BeaufortSC.org, the perception of the visitors and the perceived image of our destination changes. The visitors' decision-making process becomes significantly easier when visiting our site. Details on the destination, such as weather conditions, historical importance, attractions & rich culture help them decide to book a vacation.



1.6 MILLION
Total Page Views



550k
New Users



1:59
Avg. Session Duration



515k
Goal Completions



338k
Partner Referrals



Top Site Pages

1. Homepage
2. Things To Do
3. Places to Stay

Visitor Profile

Who is visiting our site?

Northern Beaufort County is a popular vacation destination known for its warm weather, beautiful beaches, and fun activities. Our area attracts a diverse range of visitors, but it is particularly popular among families, beach enthusiasts, history buffs and many more. Overall, Beaufort offers something for everyone and attracts visitors of all ages and interests.



57%
Female



43%
Male



Visit Beaufort's Social Media Channel Growth



182K

Total Follower Count

Visit Beaufort, Port Royal, and Sea Islands of SC
Published by Shawn Hill · April 21

We had the pleasure today to watch the warmup show of the U.S. Navy Blue Angels for this weekends MCAS Beaufort Airshow! You're in for a treat!

Gates open at 9:30am, showtime is 11:30, with the Blue Angels scheduled to take flight around 3pm.

Also, there's an After Party at 6:30pm in Port Royal SC, The Blue Angels will be there for photos, along with music food and a great time for the family.



TOP POSTS

Visit Beaufort, Port Royal, and Sea Islands of SC
Published by Shawn Hill · March 17

Green looks good on us! 🌿
Happy St. Patrick's Day from Beaufort!



142,102

Reach

Visit Beaufort, Port Royal, and Sea Islands of SC
Published by Shawn Hill · June 5 at 5:59 PM

King Tide @ Sunset
Hunting Island
Frances St. Claire



81,675

Reach

78,323

Reach



130,601

Facebook



43,546

Instagram



3,991

Twitter



1,351

Pinterest



587

TikTok



381

LinkedIn



116

YouTube

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Public Relations Highlights

News Coverage of Note

- **Thrillist:** Tour One of Only Two Kazoo Factories in the US in Beaufort, South Carolina
- **Matador Network:** 9 US Honeymoon Destinations That Are the Most Underrated
- **Travel + Leisure:** This Small Coastal Town in South Carolina Has Charleston-like Charm Without the Crowds
- **AARP:** 5 Romantic Getaways
- **Cary Magazine:** Beautiful Beaufort by the Sea
- **Southern Living:** Experience the Subtle Magic of Beaufort, South Carolina
- **Men's Journal:** The 4-Day Weekend in South Carolina's Lowcountry



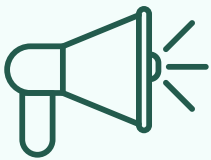
121

Stories Placed



300+ Million

Reached



\$3+ Million

Ad Value



THE SOUTH'S BEST

The 50 Best Small Towns In The South 2023

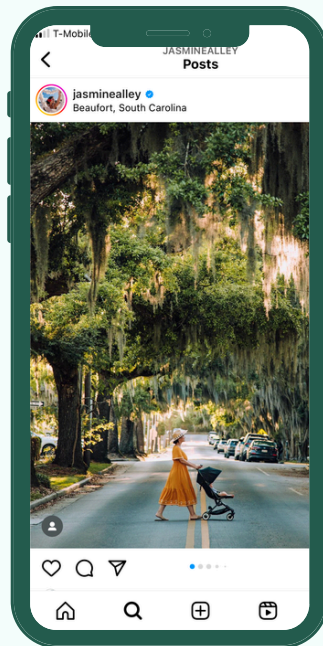
By Southern Living Editors

14,089

Leads acquired through Southern Living

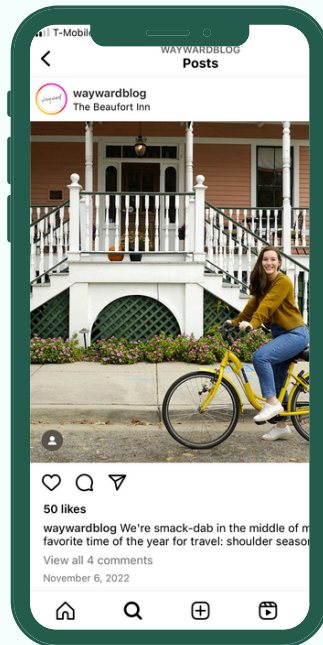
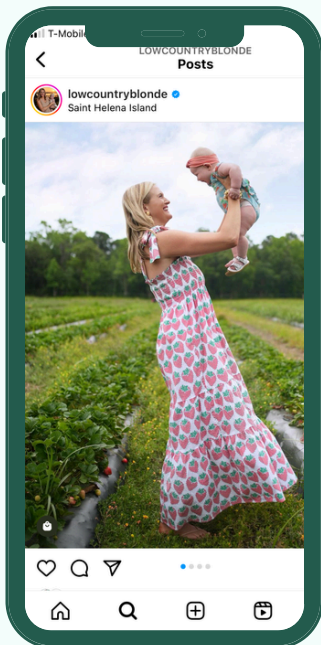
Influencer Recap

At a time when social networks are omnipresent in our daily lives, travel influencers are becoming the new gurus of the tourism sector. Instagram, TikTok, Blog or YouTube are the tools that allow them to make us dream of a destination through photos, videos and texts, each more inspiring than the last. Influencers allow us to leverage their social media presence and word-of-mouth marketing tactics to promote our destination to younger generations while also allowing us to save money on content creation.



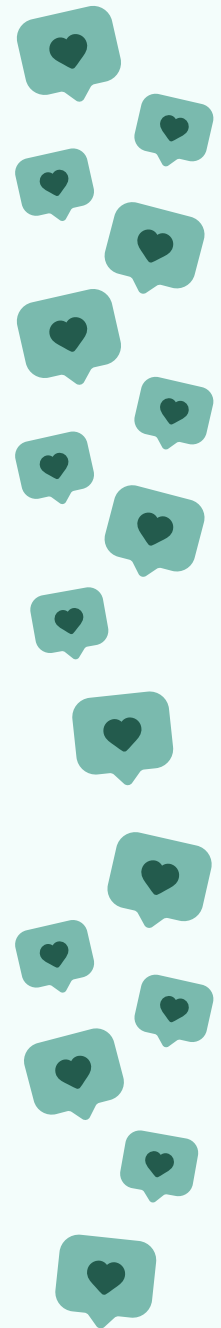
61
Stories
Pitched

22
Visits
Assessed



9
Influencers
Visits

5
Media
Visits



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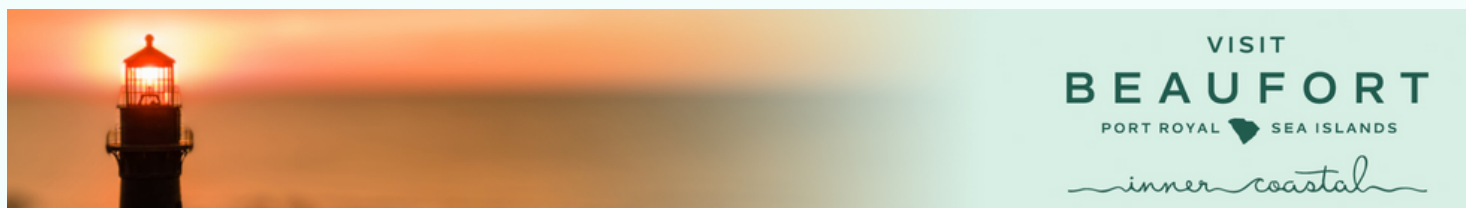
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Digital Marketing Report

The increased ROI of paid advertising

Visit Beaufort, Port Royal & Sea Islands promotes Northern Beaufort County as a leisure travel, group, sports and meetings destination. Our strategies target vacationers, meeting planners, influencers, domestic group tour operators, and travel trade professionals. Targeting core audience segments, our paid media efforts continue to increase overnight visitation and extend visitors' length of stay in Beaufort, South Carolina.



7+ Million

Impressions



221K+

Clicks



115K+

Engagements



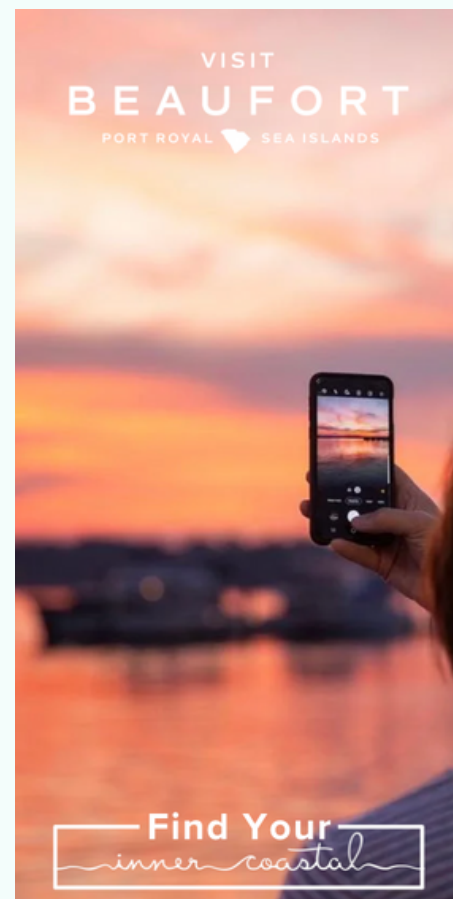
4%

Average Click Through Rate



\$5

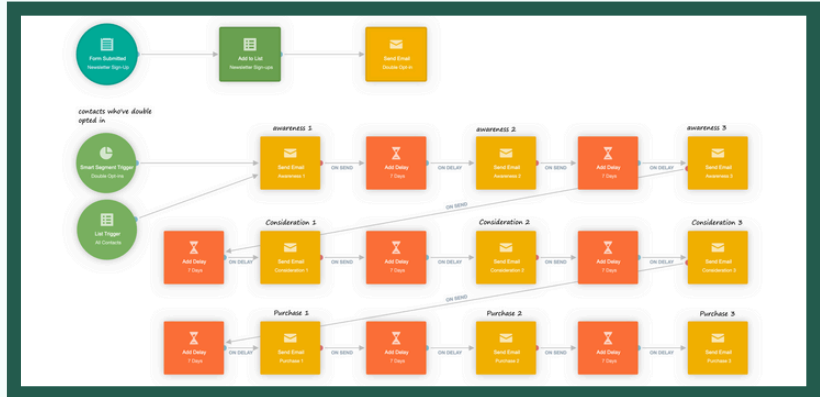
Average Cost Per Conversion



Leisure Email Newsletter

Visit Beaufort's newsletter uses a funnel system to turn warm leads into conversions. This funnel includes 9 emails sent over a 60-day period with 3 different email groups: Awareness, Consideration, and Purchase.


16K+
Emails Sent



50%

Open
Rate

15%

Click
Rate

.8%

Unsubscribe
Rate

Weekly Partner Email Newsletter

Visit Beaufort's weekly partner newsletter is sent out every week to keep our partners and stakeholders up to date on the newest travel trends by collecting data from Smith Travel Research and Key Data.


10K+
Emails Sent

29%

Open
Rate

6%

Click
Rate

21%

Click-Through
Rate

The Inner Coastal Podcast

What the Inner Coastal podcast tells the world about the Lowcountry of South Carolina is something anyone who has walked our historic streets or strolled our pristine shores knows in their heart: This is a coastal destination that changes you—and stays with you long after you leave.



80 Episodes

And Counting



8,914

All Time Listens



51%

Female



46%

Ages 45-59



54%

Apple Podcasts



81%

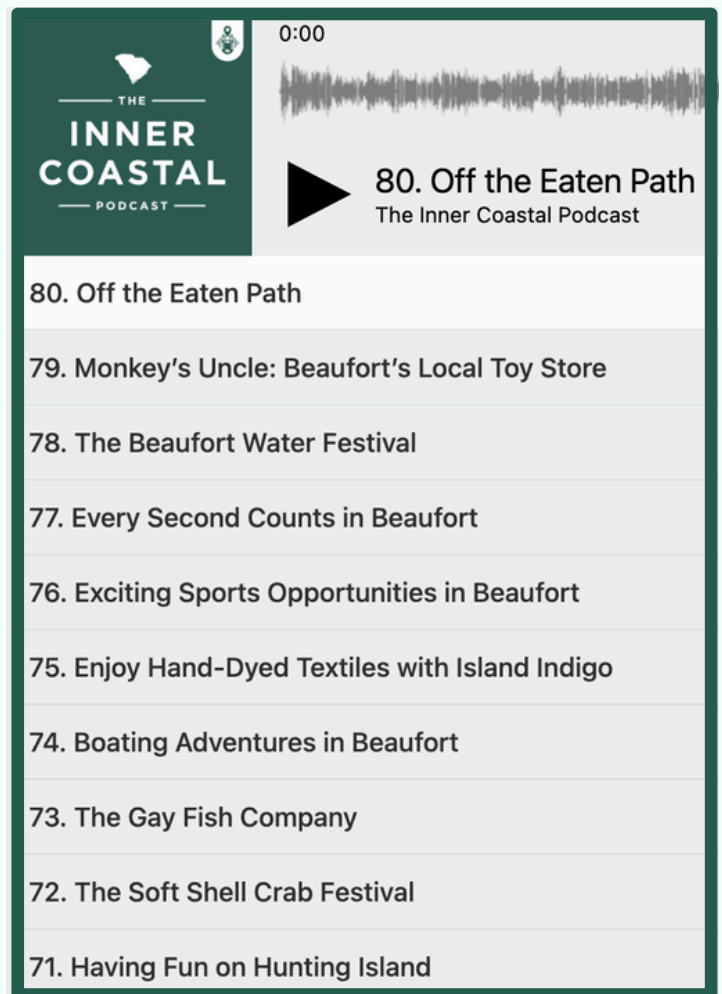
Mobile Listens



2 Awards Won

Gold for Branded Series & Distinction

Silver for Individual Episodes



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Measuring Sales Success

The goal of our sales team at Visit Beaufort is to promote our area as a top convention and meetings destination by showcasing our small town charm with quaint streets and perfect weather that resides all year round. We can see direct economic impact by growing hotel room night production and increasing sales at restaurants, shops and attractions.



11
RFP's



3,380
Room Nights



18
Trade Shows



5
Site Visits



735
Leads Sent

Beaufort Area Sports Council

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 for 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.

2022 | 2023 Sports in Beaufort

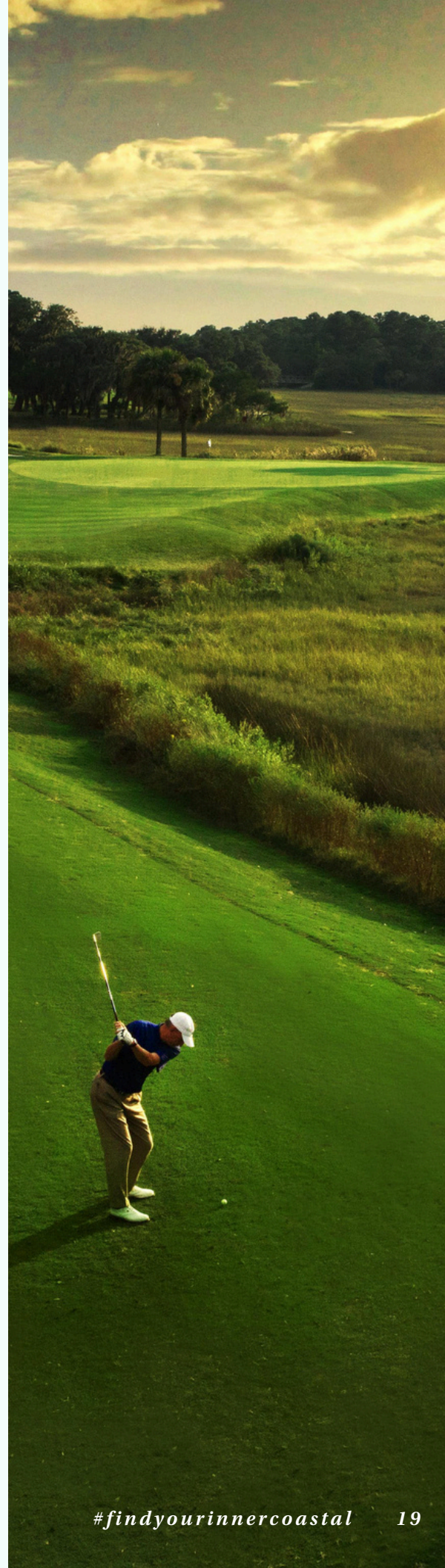
Colonial Athletic Association Men's Golf

Championship: Oct. 17th - 23rd, 2022

17th Annual Beaufort River Swim + 5K/8K Run: May 19th & 20th, 2023

American Junior Golf Association: June 5th - 8th, 2023

South Carolina Junior Golf Association: February 2nd - 6th, 2023





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SWIMMING
OR DIVING
FROM SEAWALL
OR DIVING ON
SEAWALL
BOLLARDS
OR CHAIN
IS PROHIBITED
(see 9A, Reg. 11)

Our Beaufort Experts

No shortage of welcoming smiles

The Beaufort Visitor Center continues to exceed expectations this year. Our friendly and knowledgeable staff welcomed 29,636 guests and helped further enrich their Beaufort experience by booking tickets for tours and attractions. The Visitor Center sold 7,042 tour tickets with a net sales of \$98.4K, and 5,886 items with a net sales of \$64.3K. A number of the items in the Visitor 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.



5,886
Products Sold



7,042
Tour Tickets Sold



29,636
Visitors



4.7 Stars
Customer Satisfaction



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 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 (4)
- The Annual Beaufort Water Festival
- Birthday For The Birds
- The Original Gullah Festival
- Beaufort International Film Festival
- Taste of Beaufort
- Soft Shell Crab Festival
- Tides to Tables Restaurant Week

Monthly Events:

- First Friday

Future Events:

- Port Royal's 4th of July Celebration
- OktoPRfest
- Off the Eaten Path
- Redfish Tournament
- Wings Over Beaufort
- Chalk ART!
- 250th Revolutionary



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
ljeffries@beaufortsc.org

Colleen Smith
Visitor Services Manager
colleen@beaufortsc.org

Megan Carew
Marketing Manager
megan@beaufortsc.org

Daquan Mickens
Sales Manager
dmickens@beaufortsc.org

Board of Directors

Frank Lesesne - Chair
Christian Kata - Vice-Chair
Greta Sandburg - Treasurer
Linda Roper
Freddie McKnight
Todd McDaniel
Dick Stewart
Nancy Plank
Tim Waz
Ron Tucker
Scott Lee
Chris Johnson

Beaufort Experts

Trudy Stevens
Tammy Stacks
Jannie Allen
Jenny Townsend
Christine Langan
Michele Abe
Leigh Aiken
Suzanne Brown
Noreen Nemeth
Char Lane

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