

# BEAUFORT

PORT ROYAL  SEA ISLANDS

August 16, 2018

To: Board of Directors - Greater Beaufort-Port Royal CVB

From: Robb Wells

Subject: President's Report of Activities

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Rain, rain and more rain. That line was going to be the whole report, but the CVB team accomplished so much in July.

## **Month at a Glance**

- Met with stakeholders regarding new planned projects, festival promotion, as well as ATAX grant planning.
- Finalized the 2018-2019 Paid Media Plan with Ferebee Lane. This year's plan will include Billboards, Print (Coastal Living, Southern Living, etc), Digital (largest percent of paid media spend), and TV (Introducing Hulu TV commercials). The InnerCoastal campaign has received rave reviews for its sheer aesthetics as well as its boldness in creative positioning. Working on Ad design budget as it will run higher than budgeted.
- Transition to the new organizational and operational processes, plus accounts and database maintenance is still ongoing. Database was completed EOM of July.

## **June Metrics: By the Numbers**

- July, total site sessions increased over June. The increase is down YoY from previous July. The website was showing its age with site speed inhibiting users to navigate the website. This has been corrected.
- Organic sessions increased 5.4% month over month, this can be attributed to an increase in traffic across Google, Bing and Yahoo search platforms during July.
- Goal completions decreased month over month. This could be due to less paid media running in July compared to June, as only the TripAdvisor and PPC digital campaign was running during the month.
- The Beaufort Visitors Center welcomed over 3300 visitors this month which is up 13% over last year.

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## Marketing and Public Relations

**Advertising:** The new inner coastal campaign saw the full implementation of its outdoor billboard campaign. The campaign is also up on TripAdvisor but will be ending that relationship in the coming months due to limited return.

**General Media Relations:** PR team had 8 media pitches in July. Beaufort, Port Royal, and the Sea Islands hosted 2 travel writers in market for visits and coordinated the efforts of three other writers. Social media influencers, Vestique Boutique, shot their Fall Clothing line Beaufort, Port Royal and Sea Islands and their adventures were captured across multiple media platforms.

July's PR value finished at \$134,298.00 in earned media. July's touchpoints saw our volume of story pitches come in at 55, a number that exceeded last year's numbers. We closed the month with over 14 million media impressions.

**Research:** *(from last month's report)* - We analyzed our four festivals surveyed over 2017. The demographics stand out. The average festival in all of Beaufort County has a typical demographic of a majority of females, married, ages 50-70. The Beaufort Water Festival is the only festival in the area that has a majority of males. It is also strongly single millennials, ages 18-39. The majority of these festival attendees also tend to have a lower level of education, with the majority completing some college or less. Taste of Beaufort and the Film Festival have married baby boomer females, ages 60 and up. The Shrimp Festival is largely married, generation x, females, ages 40-59. Lastly, while looking at economic impact paired with demographics, the typical attendees income is quite different. Beaufort Water Festival guests average out between \$35-49,000, Taste of Beaufort and Shrimp Festival averaging \$50-74,000, and Film Festival averaging \$75-99,000. Our intern, Angie Puleo, has been invaluable to our team this summer.

## Destination Services

Year over year, the number of visitors increased by almost 13% with 3,327 visitors in July 2018 compared to 2,949 in July 2017.

The new 2018-2019 Visitor Guide was received in July and we continue to see an increase in distribution year over year. This is attributed to a continued increase in tourist interest in our area as well as an effort to reach out to groups and local businesses offering Visitor Guides and/or Welcome Bags filled with Visitor Guides and additional area information.

We also are working to provide and improve the contents of the Welcome Bags and we have had 4 local businesses respond to our offer requesting coupons/discounts. The participants include: Bay Street Outfitters, Cook on Bay, Verdier House and Santa Elena History Center. The number of participants is expected to grow in August.

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Beaufort Shrimp Festival: Began work with the City of Beaufort (Linda Roper, Rhonda Carey) to provide support for the 2018 Shrimp Festival to be held October 5-6, 2018.

## Public Affairs

**Tourism Product Development Efforts:** *City of Beaufort staff met with the CVB team to update on the marketing assistance needed for the city events (Trick or Treat, Night on the Town). The CVB agreed to support the city events through in-kind advertising assistance through our community advertising outlets.*

Attended the July Beaufort Area Hospitality Association meeting, providing an update on the transition of the CVB

**Partner Engagement:** Threshold 360 Virtual Tours completed their onsite photography. When the project is completed, we will begin integrating the 360 tours to the backend of the BeaufortSC.org

## Strategic Plan and other Administrative Initiatives

**Administration:** The CVB established a new CRM database (currently Hubspot), updating the contact information. The new CRM allows us to send out newsletters to let business know of changes happening in the Northern Beaufort County. Moving forward the focus is on the lodging, attractions, and restaurants. All of their contact information is now available in just a few clicks. We will be adding support staff in the next month to help facilitate this process.