

BEAUFORT

PORT ROYAL  SEA ISLANDS

January 24, 2019

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

From: Robb Wells

Subject: President's Report of Activities

Holidays are always a good time to regroup, recharge, and reengage within the office. With that said we were able to complete several key initiatives including establishing our new booth kit, expansion of the website and reviewing key performance indicators on our advertising plan. With the completion of the Fall season, we head into 2019 having some ground to make up from a wet and storm fueled depletion in visitors. Moving forward is important as is our commitment to diversify our visitor base.

Month at a Glance

- Revenues are up through December.
- Worked with South Carolina Restaurant and Lodging Association to promote Restaurant Week.
- Presented to Downtown Merchants Association.
- Created the new Visit Beaufort, Port Royal, Sea Islands trade show booth and sales materials.

November-December Metrics: By the Numbers

- November, total site sessions increased YoY 26% with page views up 149% during the same period. December saw decreases in sessions (-11%) but a sizable increase (121%) in pageviews.
- Organic sessions decreased over these two months (-9.6%), with Paid Digital Advertising traffic increasing over 158% being the largest gain in site acquisition.
- Goal completions decreased for the last two months of the year.
- The Beaufort Visitors Center welcomed over 3700 visitors this month which is up 8% over last year.

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Marketing and Public Relations

Advertising: During November, we continued running Google Paid Search, Pinterest, GroundTruth, TripAdvisor, and Sojern digital display campaigns, as well as launched Facebook and Instagram paid social campaigns.

- Total site sessions from paid media: 11,686 (37.7% increase from October)
- Total site conversions from paid media: 901 (5% decrease from October)

For more insight, please refer to the November Paid Media Reports.

General Media Relations: PR team had 7 media pitches in December. We hosted two Travel writers with KC Doubletake and Pam Wattenberger providing great coverage during their stay.

December's PR value finished at \$131,031.64 in earned media. December's touch-points finished at 48. We also made 7 active story pitches regarding Winter Travel with Jetsetter being the most notable coverage. We closed the month with over 14 million media impressions.

Destination Services

Visitor Center Fulfillment & Sales Data

Visitor Center Visitor, Fulfillment & Sales Data	December 2018	December 2017	% Change
Visitor Center Counts	1,386	1,627	-14.8%
Visitor Guide Fulfillment (Kennickell)	4,876	2,000	143.8%
Visitor Guide Fulfillment (Local)	850	175	385.7%
Visitor Center Sales			
Consignment Sales Commissions	\$90.00		
Ticket Sales Commissions	\$3,283.00		
Inventory Sales	\$505.00		

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Year over year, the number of visitors decreased by 14% with 1,386 visitors in December 2018 compared to 1,627 in December 2017. Comparing 2018 Visitor Count (36,862) to 2017 Visitor Count (39,021) we had a 5.5% decrease.

Fulfillment numbers (Kennickell and local) were both up YoY (5,726- December 2018 vs 2175 -December 2017) due to increased effort and communication with local partners offering visitor guides to them. With our effective marketing plan and goal conversion, increased Visitor Guide requests are a result.

Coupon Initiative for downtown merchants/attractions continued with additional businesses participating. A template was created for easy updating of coupons as well as to provide a well branded clean product.

Fam Tours: Worked with 2 groups (KC Double-take and Simply Southern) to create itineraries and make reservations for their visits.

Group Travel: We assisted 4 groups (Royal Pines Welcome Committee, Sun City Welcome Committee, a wedding and Beaufort Airport)with area information and provided 125 Welcome Bags which included our new coupons.

Bus Registration/Travel:
Number of Buses: 5

Meetings/Festivals:
BAHA Social
City of Beaufort Arsenal Renovation Meeting
Beaufort Airport Association Meeting (Jim Atkins)
Annual Visitor Center Holiday Decorating Event :-)

VC Signage - Updated signs on outside of Arsenal as well as inside the courtyard.

Restaurant Map: Continued to work with Ferebee Lane to complete map. I need to sell advertising to take it to print.

PadMap: Continued to sell advertising for reprint of pad map in late January/early February.

Advertising Sales: Continued to bill and collect for Visitor Center advertising, website advertising, leads, and pad maps. Communicated with Dataw Island, Callawassie Island regarding advertising options.

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Group Sales

Our sales division continues to build momentum through the last part of 2018 and the beginning of the new year. In addition to the activity listed below, the Sales components of BeaufortSC.org are being revised to provide additional support to our sales initiatives.

General Activities

- On-going contact with Ferebee Lane representatives preparing materials, exhibits, advertising etc. for upcoming trade shows.
- Continue to monitor appointment requests and prepare presentation materials for ABA in January in Louisville.
- Created several sample itineraries to promote Motorcoach trips Beaufort at ABA.
- Met with Hotel and Inn GMs and DOS at the CVB's first Hotel Sales Meeting to begin communication about our needs to market them to meetings and tour groups.
- Scheduled second DOS Roundtable for February 12.

Motorcoach

- Completed site visit with Patty Rogers, Trips by Patty (11/27-29). She was very impressed with unique opportunities to create tour programs in Beaufort for 2019-2020. Have since been in contact to learn that she has an itinerary she will sell in 2019 to clients.
- Contacted Alicia Decina, Tauck Tours to schedule site visit on February 5.
- Contacted Bob Cline, USA Tours to discuss itinerary ideas for a Beaufort tour for 2019. He is interested in a "Southern Charm Christmas" that will include 2 days/nights in Beaufort
- Contacted Delta Guyette, AFC Vacations about extending time in Beaufort during their Savannah/Charleston tour program in 2019-2020.
- Contacted Laurie Frank, Perkiomen Tours about extending time in Beaufort during their Savannah/Charleston tour program.
- Coordinating a FAM Tour for MARS VIP tour operator clients end of July to promote the "Southern Porches". Itinerary that they will be selling at ABA

Other group activities

- Working with Sun City Italian American Club to plan their spring 2019 outing in Beaufort of up to 125 members.
- Assisted teacher of student group from LEAD Academy in Greenville to plan itinerary for Beaufort visit include visit to BHM on December 12.
- Dec 18, met with Dot Brookside/Kiawa Island Naturalist Group (KING) in reference to a day-trip (Gullah Heritage theme) for 35-40 ppl on March 21. Invited Evelene Stephenson (Spirit of Old Beaufort) to participate in the meeting.
- Working with Tide point HHI on a day-trip to Beaufort. Interested in BHM.

Meeting Leads

- Responded to "MeetingsLive South" leads provided by Danna Lilly. Only e-mail addresses were provided. Sent e-mails to 12 out of 20 leads suggesting Beaufort as a

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- meeting destination. There were 8 additional leads that were too large for the hotels in Beaufort to handle. Of the emails sent we received a response back from one.
- Sent RFP to appropriate hotels for SC Telecommunications Broadband Association meeting July 2019
 - Sent RFP to appropriate hotels for Legal Mediation meetings - March 2019
 - Assisting with tours and activities for SC Garden Club scheduled to meet in Beaufort in April.
 - Responded to leads from Meetings Quest/NJ. Emails sent to 12 qualified leads out of 17 (5 too large for Beaufort properties)
 - Coordinating with HHI CVB to create joint itinerary for Danna Lilly to promote at Travel South
 - Preparing booth logistics, decor and materials for SCSAE in Columbia Jan 22-23.

Public Affairs

Tourism Product Development Efforts: The CVB staff secured advertising placement and grant funding for the Taste of Beaufort, Shrimp Fest and the Gullah festival in Beaufort for 2018-2019 FY. For more transparent records, a new checking account was established for the grant. All of these monies are to be used solely for the purposes of advertising the three festivals listed.

Stakeholder Engagement: Threshold 360 is continuing to grow. The website now has interactive maps. With this new interactive map, visitors can easily find a listing and interact with the 360 video. Threshold 360 officially launched on beaufortsc.org in November.

In November, Threshold has 1771 views, 578 engagements with the videos, and 320 completions. Estimated media value is \$3,549. In December, Threshold had 3676 vies, 965 engagements, and 758 completions. Estimated media value is \$4,335.

Calendar and social media engagement tools are being utilized more efficiently on beaufortsc.org to better support our partners.

A new feature is our lodging maps. On each lodging listing, there is a map with other activities/ restaurants within a certain radius. This allows another easy access touchpoint for visitors.

Strategic Plan and other Administrative Initiatives

Administration: NetGalaxy was selected to secure the development of the Visit Beaufort app. While the RFP was submitted to multiple developers locally, we were unable to find a company within the area to develop the app. NetGalaxy recently developed the Spanish Moss Trail app in 2017-2018.

The GBPRCVB hired Colleen Smith as the new Visitor Services Coordinator.