

BEAUFORT

PORT ROYAL  SEA ISLANDS

July 18, 2019

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

From: Robb Wells, President & CEO

Subject: President's Report

This first year went by so fast that it almost doesn't seem real. When the team looks back at our activities and accomplishments, you realize just how much was accomplished in a short timeframe. This time last year we briefly discussed how our organization may grow in year 2. Today we stand here well ahead of schedule with a fully funded Sales Division, activated Sports Council, initiated InnerCoastal Sustainability Brand Campaign, completed Operational Strategic Plan and Financial Review and Assessment. This report will provide insight to our End of the Year Numbers from our divisions.

End of the Year at a Glance

- Attended Initial Formal Sports Council meeting.
- Hosted 15 British Travel writers as a part of British Airways South Carolina Immersion FAM.
- Research Completed with Beaufort International Film Festival
- Revenues are up through April 2019.
- Celebrated National Travel & Tourism Week May 6-11, 2019.

Marketing and Public Relations

Website: BeaufortSC.org continued to improve over 2017-2018 traffic in almost every KPIs established for 2018-2019. Sessions increased 6% while total Unique Users increased 7.5%. Page view counts since 2012-2013 (my first year in Beaufort). Page views increased 53% over previous year while while total pages visited per session increased 44%. In all, our advertising campaign was a success.

Advertising: During April, our digital display, search and social campaigns continued running.

- Sessions increased 33% month over month.
- Goal completions decreased 8% month over month

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- In April, the CTR slightly decreased while the conversion rate greatly decreased. currently investigating why the tracking of this goal dropped.
- Year over year, the CTR decreased by 2% and conversion rate decreased by 63%.
- The "Harbor Island" campaign was the top performer in regards to conversion rate, different than February and March where "Parris Island" and "Port Royal" received the highest conversion rate respectively.
- The "Things To Do" campaign continued to drive the most amount of conversions.
- The daily budgets have been slightly reduced to ensure we do not exceed total campaign budget by end of May.

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

General Media Relations: PR team had 6 media pitches in April. We hosted 15 British Travel writers.

April's PR value finished at \$648,098.69 in earned media. February's touch-points finished at 97, setting a new bar for media touchpoint in a month. We also made 6 active story pitches regarding Spring Break Travel, Undiscovered Destinations, Reconstruction National Park, Nao Santa Maria, Travel South FAM followups, and Juneteenth. CBS, New York Times and Coastal Living, all had stories that included Beaufort, Port Royal and the Sea Islands. We closed the month with over 70 million media impressions.

Destination Services

Visitor Center Visitor, Fulfillment & Sales Data	FY 18-19	FY 17-18	% Change
Visitor Center Counts	30,970	37,662	-17.8%
Visitor Guide Fulfillment (Kennickell)	50,680	46,410	9.2%
Visitor Guide Fulfillment (Local)	12,672	8,225	54.1%
Visitor Center Sales			
Consignment Sales Commissions	\$1,891.93	\$1,920.31	-1.5%
Ticket Sales Commissions	\$8,666.60	\$11,182.00	-22.5%
Inventory Sales	\$9,719.97	\$8,959.94	8.5%

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Group Sales

Contracted room nights

- 4/3-7/19 - 115 Military Reunion - 6 hotels responded to RFP - 25 rms (40 ppl)/4 nights = 200 room nights . **Sleep Inn**
- 5/17-19/19 - Stellar 63 Weapons Platoon Reunion - 20 rooms (40 ppl)/2 nights = 40 room nights - Requested assistance with tour options. **Hilton Garden Inn**
- 3/16-18/20 Mid Atlantic Receptive Services - Savannah St. Patrick's Day - 4 groups / 20 rooms each / 3 nights = 240 room nights **Comfort Inn**
- 3/14-18/20 MARS/TRIPS/Kelly Tours - Savannah St. Patrick's Day 20-50 rooms per hotel/4 night = 80-200 room nights per hotel - using **Comfort Inn, HGI, Beaufort Inn, BW Sea Island Inn** - potential for up to 800 room nights.
- 3/22-25/20 MARS/Community Tours & Travel - 25 DD/3 nights = 75 room nights - **Comfort Inn**
- 4/19/20 - MARS/TRIPS - 20 rooms/4 nights = 80 room nights - **Hilton Garden Inn**
- April 2020 - MARS/ Moostash Joe - St. Patrick's Day - 3 groups 60/4 nights = 240 room nights - **Comfort Inn**
- 4/19/20 - MARS/AAA West Penn - 20 rooms/4 nights = 80 room nights - **Hilton Garden Inn**
- April 2020 - MARS/Senior Community Tours - 20/4nights = 80 room nights - **HGI or Comfort Inn**
- 5/3-5/20 - MARS/LEAD - Southern Porches Tours - 2 groups/ 25 rooms each / 4 nights = 200 room nights **Hilton Garden Inn**
- Sept 2020 - MARS/Moostash Joe - 20 rooms/4 nights = 80 room nights - **Comfort Inn**
- 10/18/20 - MARS/AAA West Penn - 20 rooms/4 nights = 80 room nights - **Hilton Garden Inn**

Sales Calls, Appts/Leads at Trade Shows

REPRESENTED BY DANNA LILLY:

- 10/28-31/18 - Meeting Today Live - responded to 20 appointment/leads (no RFPs)
- 11/28-29/18 - Meetings Quest NJ - Responded to 14 appointment leads (4 too large)
- 12/12-13/18 - Holiday Showcase - Responded to 28 leads (no RFPs)
- 1/29-31/2019 - RCMA Emerge - Responded to 4 leads - 4 too large (no RFPs)
- 2/12/2019 - Select Traveler - Responded to 28 leads (no RFPs)
- 3/18-22/19 - Responded to 48 Travel South leads provided by Danna Lilly.

ATTENDED/HANDLED BY CVB

- 1/22/19 — SCSAE Trade Show Columbia - 24 contacts made, 70 registered planners representing 52 associations. Sent follow-up letter to all.
- 1/27-29/19 - ABA Marketplace - met with 53 tour operator companies

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- 3/14-16/19 - FL Tri-Base MWR Travel Shows - Jacksonville, FL (Mayport, Kings Bay and NAS JAX). Attendance at 3 shows 400+ individuals.
- 6/2-4/19 - SCSAE Annual Member Meeting - Hilton Head Marriott - Casual meetings over 2 days with 24 Association Executives. No definite leads.
- 6/9-13/19 - Travel Alliance Partners, Cheyenne WY - 31 advance appointments with tour operators.

Number of RFPs recd/responded

- 11/13/18 - Global Cynergies, Charlotte, NC - responded from Meetings South communication. Some interest in Beaufort for future meetings. No RFP yet.
- 11/15/18 - SC Law Enforcement Division - interested in Beaufort, but too large for Beaufort hotels - 200 classroom with breakouts and meals.
- 12/3/18 - SC Telecommunications Broad Band Assoc (40-50 ppl July 2019). Beaufort Inn responded with availability. Competing with Grand Bohemian, Asheville, NC who won the bid.
- 12/12/18 - MGC Insurance Defense (all day meeting for 15 ppl March 5) No response from hotels.
- 1/2019 - RFP Sent to hotels for accommodations for MARS' Southern Porches itinerary in 2020-2021
- 2/13/19 - SC Assoc of CPA's - RFP sent to all hotels - SC Association of CPA's, Renee Joy - met at SCSAE - called on 1/30 to discuss multiple meetings in Beaufort. RFP sent to all hotels - none had sufficient meeting space/rates for these meetings.
- 4/3-7/19 - 115 Military Reunion - 6 hotels responded to RFP
- 4/2020 - CACCE - Too large for one hotel to handle - requires multiple meeting rooms and breakouts; W-F dates not good for Beaufort hotels
- 5/20/19 - East-West Global Travel & Tours - Interested in accommodation for 1-2 nights in September. Sent RFP to hotels.
- 5/21/19 - Capitol Tours - Visiting Beaufort on 8/31/19 - interested in downtown restaurants with group menus and seating for up to 24 for lunch/dinner. Sent RFP to downtown restaurants.

New Business Futures

- 11/20/18 - Worked with Bob Cline at US Tours to develop "2019 Southern Charm Christmas" itinerary to promote at ABA
- 4/19-23/21 - American Assoc. of Post-Acute Care Nursing - did not send RFP - too large for Beaufort 950 attendees on peak night
- Kenley Kennections - meeting at ABA and Travel South FAM - planning July tour to Beaufort
- 1/15/19 - ongoing - Working with MARS to develop and sell "Southern Porches" itinerary (CURRENTLY 1235 ROOM NIGHTS BOOKED IN 2020)
- Out Of Carolina Tours - Bob Bennett - considering additional tours in 2020-2021 to Beaufort

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- Victoria Cruise Lines - Jim Palmer, VP - considering day in Beaufort between Savannah and Charleston for fall-winter 2019-2020 cruises - 18 x year. They will visit to check logistics - Possibility of using Port Royal in 2021, with excursions to Beaufort
- Kelly Tours aka Grayline Savannah - worked with them to create full day “sightseeing tours” to Beaufort from Savannah every Wednesday beginning June 19. They have contracted with Bill Reynolds for morning tour, and have worked with them to provide information on restaurants, shops, galleries and all other tour options in town for add-on activities during afternoon free time. Also coordinated with City staff to address any regulations and permitting necessary considering they will be using a 17 passenger Sprinter.

FAMS/ Site Visits Destination Discovery Trips

- 11/1/19 - Mid Atlantic Receptive Services - Kate Scopetti - site visit
- 11/27-29/18 - Trips by Patty- Patty Rogers - planning itineraries for 2019-2020
- 2/5/19 - Tauck Tours - Alicia Decina (and two adds colleagues) here for site visit to determine whether to include longer visit to Beaufort in future itineraries. Lunch at Plums - site visit at Beaufort Inn
- 2/21/19 - Mid Atlantic Receptives - 2nd site visit and meeting to negotiate with hotels, restaurants, etc. for “Southern Porches” itinerary
- 2/21/19 - Don Adams- Kelly Tours - doing transportation for MARS programs - met with local partners
- 2/22-23 - Travel South FAM Tour - 25 operators
- 4/9/19 - Mark Lofton, GM - Kelly Tours - to consider Beaufort for longer day-trip from Savannah.
- 4/10-13/19 - MARS - site visit for Southern Porches tour program and planning for VIP FAM Tour for 30 tour operators in July
- On-going - coordinating MARS VIP Fam Tour coming to Beaufort July 22-25, 2019. Participants will be up to 20 tour operators interested in the Southern Porches package that MARS is selling.

Day-Groups Serviced/Booked

- 11/10/18 - Italian Club of Sun City - John Lombino (Day- Trip for 65 members April 27, 2019)
- 12/12-14/8 - LEAD Academy - 34 students, 8 adults - Visit to BHM
- 1/31/19 - Tide Point - HHI - 27 ppl - BHM and had lunch in town
- 2/6/19 - Spartanburg Church group - considering a 1-2 day trip to Beaufort in June for up to 40 ppl. Assisted with possible tours and activities.
- 2/26/19 - St. Peter's School 40 students, 8 adults - visit to BHM
- 3/21/19 - Kiawa Island Naturalist Group - Dot Brookshire (trip for 30-45 members)

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- 2/22/19 - Carolina Reserves, Indian Land, SC - Dee Batista - site visit to plan April 2019 tour for 57 ppl
- 2/22/19 - Fosters Grove Church , Spartanburg, SC - Jannie Dodd - June 7 visit for 40 members, Gullah Heritage tour and lunch downtown.
- March-April, 2019 - River Ridge ES (Bluffton) day-trip to Beaufort (120 students). Information seeking for day-trip. Assisted in activities to include Port Royal Maritime Center, Santa Elena Museum, BHM, Kazoobie Kazoos.
- 3/31/19 - AAA Central Penn (Tour w/ Discover Tours) Spoke to Megan Waleff about activities during free-time. Provided Foodie Guides and coupons. FYI - They have booked the Southern Porches tour with MARS.
- 4/11-13/19 - SC Garden Club Conference - Beaufort Inn - assisted in arranging carriage and walking tours for group.
- 4/17/19 - Palms of Mt. Pleasant - 25-30 ppl. Assisted in planning activities to include Penn Center, Hunting Island, Lunch downtown - referred to Spirit of Old Beaufort.
- 4/28/19 - Group Tours & Travel - Phil Azzolino - Talked about activities for group - day trip only. Considering longer stay in future. Sent maps, Foodie guide, Things to Do.
- 5/13/19 - McIntosh Seedling Garden Club, Micanopy, FL - day trip to Beaufort on way to Charleston- 19 ladies. Discussed possible tours and activities and provided "Foodie Maps" and "Things to Do" as well as Visitor Guide.
- 10/29-30 - Airstream Caravan, Dayton TN - 45 ppl. Discussed activities and tour possibilities for group when visiting in October. Will continue dialogue.
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Repeat Business (from new bookings)

Too Large for Beaufort Hotels

2019-2020 - American Society of Regional Anesthesia & Pain Medicine - 1200 ppl - 20k sq ft exhibit space

3/5/19 - MGC Insurance - only 25-30 ppl but Requirement of 9 break-break-its rooms eliminates Beaufort hotels

4/2020 - CACCE - Too large for one hotel to handle - requires multiple meeting rooms and breakouts; W-F dates not good for Beaufort hotels

1/2020 - AME Church - Too large for Beaufort hotels - 500 ppl in one session

11/2020 - SLED - Too much meeting space required - 200 attendees/20 vendors - 2 meeting room 100 ppl and 200 ppl plus exhibit space for vendors and breakouts.

2021 - Molecular Medicine Tri-Conference - 3300 attendees

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4/2020 - CACCE - Too large for one hotel to handle - requires multiple meeting rooms and breakouts; W-F dates not good for Beaufort hotels

4/2020 - Alpha Kappa Sorority - 2500 attendees

2020-2021 - American Speech-Language-Hearing Association - 1000 attendees

2022 - Assoc of Professional Dog Trainers - Wed-Sat - 700-800 ppl

2020 -Disability Management Employee Coalition - Mon-Wed - 600 ppl - 40 exhibits - separate meal rooms - GS plus breakouts

2019 - Society for Academic Emergency Medicine - SE Chapter - 200 ppl. Need multiple breakouts, GS and separate rooms for meals

2021 - Institute of Environmental Sciences and Technologies - 250-300 ppl - GS for 300 and separate breakfast room w/exhibit space

9/2022 - Certified Angus Beef Conf - 575 room peak night - 20K and 19K sq ft ballrooms

4/2021 - American Assoc of Post-Acute Care Nursing - 950 attendees with multiple meeting room requirements

2019 - United Methodist Women - Leadership Development Days - 550-650 ppl - meals and breakouts too large/too many

2020 - United Methodist Women - Soulcare Retreat - GS for 200 ppl - 200 for meals - 10-11 Breakouts

1/2020 - LEAP(Leading through Evangelism and Action) - GS 250 - 8-10 breakouts

7/2026 - Natl Assoc of Freewill Baptists - 900 rooms - 1800 ppl

1/2028 - Southern Union Conference of Seventh-Day Adventists - 700 rooms peak night - meals for 1500 - 8-10 breakouts

7/15-19/2020 - Church of Christ/Natl Men's Conf - 450 attendees general session and breakout requirements too large for Beaufort

6/2021 - Citygate Network - 500-600 guest rooms - 14 breakouts

Sept or Oct/2021 - IAIABC 107th Annual Convention - 290 rooms - 8K sq ft ballroom - 5 breakouts for 40-150 ppl

2022 - Redhouse Corporation Leadership Conf - 1500 ppl with meeting space

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Community Affairs

Tourism Product Development: 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. Submission of receipts for checks to be cut have been processed for the 2018 Shrimp Festival.

Stakeholder Engagement: In 2018-19, Threshold had 37,516 views, 10,444 engagements with the videos, and 8,111 completions. Estimated media value is \$33,817. (Note: Threshold 360 launched mid-November 2018.)

Threshold 360 is finishing up the recaptures in Beaufort, Port Royal and the Sea Islands this month.

Hubspot has 1,657 contacts. 22 emails have been sent out to 1,875 contacts this past year.

Strategic Plan and Administrative Activities

Administration: Magellan Strategy Group has completed their work and will be delivering the CVB Organizational plan to us in June 2019. The work is thorough and allows us to focus on next step strategies for further long term direction for both the organization and the destination. The timing is perfect as our Financial Assessment being conducted by CFOByDesign will be completed by the end of June 2019 and the two companies have been working with one another to ensure that both deliverables are in alignment strategically.