

# BEAUFORT

PORT ROYAL  SEA ISLANDS

September 20, 2018

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

From: Robb Wells

Subject: President's Report of Activities

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Hurricane Florence. Make that four straight years of a wether event impacted the start of the Fall season.

## **Month at a Glance**

- Met with stakeholders regarding new planned projects, festival promotion, as well as ATAX grant planning.
- Presented to City of Beaufort Tourism Development Advisory Committee (TDAC)
- Met with stakeholders regarding creation of sales initiatives
- Linda Jeffries joined our staff in the role of Visitor Services Coordinator. Angela Puleo also transitioned from Intern to CRM & Research Analyst.
- Presented to County Finance Committee and will present again on September 24th

## **August Metrics: By the Numbers**

- August, total site sessions increased over July. The increase is also up YoY from previous August. The website continues to show its age but with recent upgrades, site performance has improved.
- Organic sessions decreased month over month, with paid search being the largest gain in site acquisition.
- Goal completions decreased month over month for the second straight month. This is not of immediate concern as we haven't begun full digital campaign. This will be monitored over the course of next 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 inner coastal campaign saw the implementation of its paid search campaign. During August, the media running was Google Paid Search and GroundTruth digital display campaign. Additionally, the Coastal Living ad in the September issue was printed and distributed mid-August.

- Total impressions: 771,860
- Total site sessions from paid media: 7,240  
Paid Search: 5,687  
GroundTruth: 1,553
- Total site conversions from paid media: 331  
Paid Search: 326 GroundTruth: 5

For more insight, please refer to the August Paid Media Report.

**General Media Relations:** PR team had 7 media pitches in August. Beaufort, Port Royal, and the Sea Islands hosted 3 travel writers in market for visits. Social media influencer, Black Southern Belle, will begin their partnership with the CVB on their upcoming project.

August's PR value finished at \$130,686.00 in earned media. August's touchpoints saw a slight decrease to 51 (great activity). We also made 8 active story pitches regarding Labor Day travel, Underated Cities (Story just went up on social media), Girlfriend getaways, and more. We closed the month with over 14 million media impressions for the second straight month.

## Destination Services

Year over year, the number of visitors decreased by almost 12% with 2,710 visitors in August 2018 compared to 3,090 in August 2017.

We continue to see an increase in Visitor Guide distribution year over year. We distributed 1,338 copies locally (compared to 613 in August 2017) along with requests for 650 Welcome Bags from six groups.

We also are working to provide and improve the contents of the Welcome Bags and we have had 5 local businesses respond to our offer requesting coupons/discounts.

Beaufort Shrimp Festival: Continue to 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.

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Participated in National Park Service monthly call and continue to act as a community liaison.

Provided destination services/information to 4 reunion/tour groups and 5 bus tour groups.

## **Public Affairs**

***Tourism Product Development Efforts:*** The CVB staff has actively worked to secure advertising placement and grant funding for the festivals in Beaufort for the 2018-2019 FY. They grants were submitted mid month to the county.

***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**. This project is almost complete with weather delaying the final stakeholder photo shoots.

## **Strategic Plan and other Administrative Initiatives**

***Administration:*** The CVB executed the MOU for Administrative services with the Beaufort History Museum. The venture began September 4th and to date training has been taking place when available. WE continue to work with BHM to ensure we deliver quality service to our friends and neighbors. The CVB worked with the Beaufort area Hospitality Association to compile a Who's Open list during the weather event of Florence. I want to thank Lise Sunderla and the BAHA board for being so active during that time.

***Sales Initiatives:*** While meetings, sports, and group travel are part of our promotional efforts, we are developing a proactive business plan to build and sustain a sales division.