

# AAPA Maritime Economic Development Workshop

Measuring Effectiveness  
of Port Marketing and  
Outreach Activities

February 21, 2014



# Measuring Effectiveness of Port Marketing & Outreach Activities



**Moderator: Brandy D. Christian**  
**Vice President, Strategy & Business Development**  
**Port of San Diego**

**Panelists: Marlee J Ehrenfeld**  
**President & Creative Director**  
**MJE Marketing Services Inc. (San Diego, CA)**

**Kristin Decas**  
**CEO and Port Director**  
**Port of Hueneme (CA)**

# The Port's Jurisdiction



- The Port encompasses 2,403 acres of land and 3,535 acres of water.
- Five cities: Chula Vista, Coronado, Imperial Beach, National City and San Diego



# Diverse Port Tenant Businesses



- **Approx. 800 business agreements**
- **Cargo tenants & cargo operator**
- **3 Shipyards & 9 Boatyards**
- **16 Hotels (about 8,000 rooms)**
- **73 Restaurants (more than 13,000 seats)**
- **3 Retail Centers**
- **25 Marinas & Yacht Clubs and sportfishing landings (7,626 boat and yacht slips)**



# Marketing



## Why Market San Diego Bay?

- **Formal research in 2001 determined that the majority of San Diego residents interviewed were confused as to what makes up Mission Bay vs. San Diego Bay**
- **ConVis 2003 research showed that only 16 percent of all drive market visitors came to San Diego Bay and patronized Port tenants**



PORT OF  
**SANDIEGO**  
THE BIG BAY



# ROI on Branding



- Increasing familiarity with the San Diego Bay brand:

**Public survey: Have you heard of “The Big Bay” for San Diego Bay? (aided)**

	<b>2004</b>	<b>2003</b>	<b>2002</b>
<b>Yes</b>	<b>53%</b>	<b>13%</b>	<b>5%</b>
<b>No</b>	<b>47%</b>	<b>87%</b>	<b>95%</b>

# ROI on Branding



*(In 2001/2002 San Diego Bay came on the 7<sup>th</sup> page of a Google search)*

**Today**

- **Google Hits**

- **The Big Bay – 715,000,000**
- **San Diego Bay – 215,000,000**
- **San Diego Bay/Big Bay – 163,000,000**



# Brand Integration



- **Strategies:**
  - Provide more cooperative marketing and advertising opportunities for tenants.
  - Focus on generating San Diego Bay restaurant revenues during off-peak season.
  - Begin integration of retail and industrial tenant initiatives.

# Brand Integration



- **Sustain businesses in a recession**
  - Focus on driving hotel nights
  - Port shifted resources from Retail Tenant initiatives to Maritime Education in support of Working Waterfront



# Promotions



- **Media Tactics**
  - **Online**
  - **Radio & Television**
  - **Print**
  - **Website**
  - **Digital – Google, Orbitz, PPC**

# Digital



A screenshot of the Port of San Diego website homepage. The page has a blue background. At the top left is the "The Big Bay" logo. To its right is a search bar and social media icons for Facebook and Twitter. A navigation menu includes "Home", "About San Diego Bay", "Visitor Services", "Events", and "Itineraries". The main content area features a large banner with the text "this is a good day" and a hand holding a photo of seagulls. Below the banner is a "PICK YOUR DAY" section with five categories: hotels, restaurants, attractions, cruises, and eco-tourism. At the bottom are three featured sections: "FEATURED EVENT", "PLAY VIDEOS", and "BIG BAY GEMS". The footer contains links for "Big Bay eNews", "Search", "Privacy", "Site Map", "Media", "Contact", and copyright information for the San Diego Unified Port District.

# Metrics



## Website Portal Results (9 week flights)

- Total Visits: 47,737
- Unique Visits: 40,432
- Offers Main Page Views: 46,374
- **Tenant Page Views: 31,714 (57%)**
- **18,188 downloaded coupons**

# Digital



- **Events Web Banners –**  
Two-week flights – 650,000+ impressions



# Digital + Cruise



**Website –**

**average monthly visits: 16,632**



# Digital + Cruise



**Carefree Vacations –  
80% of web traffic was from TheBigBay.com  
during Carefree campaign: \$450,000 in bookings**

**CAREFREE VACATIONS** 1.800.CONFIRM 266.3476 [Email Us](#)

## CRUISE FROM SAN DIEGO

**Agent Direct**  
Our specialists are here to help with all your travel needs.  
[Live Chat Now](#)  
Or Call (800) 266-3476

**Why Carefree Vacations?**

- Weekly Hot Deals and Exclusive Offers
- Quarterly sweepstakes offer
- Online booking engine for air, car and hotel with exclusive savings offers and rewards program
- Exclusive cruise pricing on hundreds of sailings, many with additional onboard amenities
- Land-based vacations with added amenities, 2-for-1 airfare, resort and spa credits
- Eco and green getaways
- Gift certificates
- Honeymoon Registry
- Dedicated staff of experienced agents
- Direct Mail (Opt In) program – Travel Magazine and 4-Panel Offers
- E-Marketing based on pre-specified interests (Opt In)
- Periodic Super Sales for distressed inventory and last minute travel offer

**The Big Bay**  
SAN DIEGO'S WATERFRONT

HOTELS | RESTAURANTS | ATTRACTIONS | SPORTFISHING

== All Destinations == == All Valid Travel Dates ==

### The Big Bay Cruise Line Special Offers

**Carnival**  
**8 Day Exotic Mexican Riviera Cruises**  
Now you can enjoy the convenience of sailing right from San Diego to the best resorts in the Mexican Riviera.

October 27, 2010 – March 28, 2011  
**Interior from \$449 | Balcony from \$629**

[View PDF Promotion](#)

For bookings and other information:  
Call 1.800.266.3476 or email us [thebigbay@carefreevacations.com](mailto:thebigbay@carefreevacations.com)

[Request A Quote](#)



# Digital + OTA



## Orbitz

- Over 16,000 room nights booked (Each campaign)
- Over \$2.9 million in revenue (Fall campaign)
- ADR for participating properties increased 2% to \$134 vs. an overall San Diego market decline of 7%



# Broadcast



- **Television & Radio**



**14,932,000 Combined TV/Radio Impressions  
per Flight**

# Broadcast



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# Broadcast



PORT OF  
**SANDIEGO**  
THE BIG BAY

PICK YOUR DAY



hotels



restaurants



attractions



cruises



ecotourism

# Broadcast



PORT OF  
**SANDIEGO**  
THE BIG BAY

PICK **YOUR** DAY



hotels



restaurants



attractions



cruises



ecotourism

# Point of Sale



- **Big Bay Brochure**

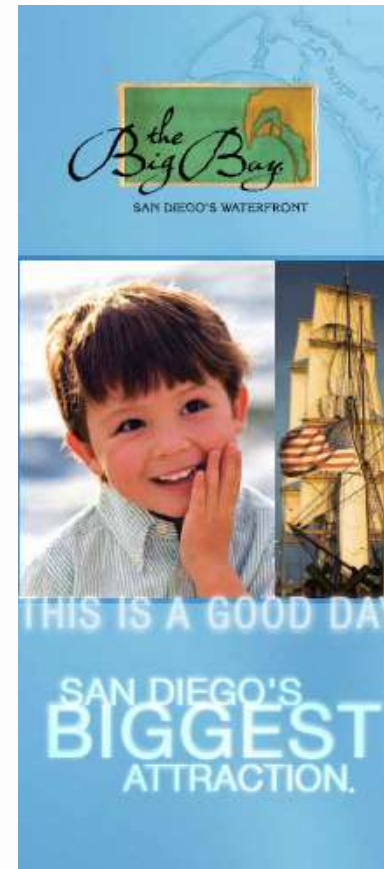
**Hotels**

**Restaurants**

**Boating / Marinas**

**Touring**

**Specialty Retail**



**Second most popular brochure in the County**

# Point of Sale



- Big Bay Handout –  
50,000+ distributed

**CRUISE FROM SAN DIEGO**

**THE BIG BAY' UPCOMING EVENTS**

<b>Nov 20</b> San Diego Bay Holiday Tree Lighting "Glow" decorated with LED Lighted Trees and Decorations <a href="http://www.thebigbay.com">www.thebigbay.com</a>	<b>Nov 20</b> San Diego Bay Day 4 Carnival Parade <b>Santa Vibes</b> <a href="http://www.thebigbay.com">www.thebigbay.com</a>	<b>Dec 4</b> Coronado Harbor <b>Starry Mountain</b> <a href="http://www.thebigbay.com">www.thebigbay.com</a>
<b>Dec 12 &amp; 13</b> 10:00 a.m. <b>San Diego Bay</b> Drizzle of Lights <a href="http://www.thebigbay.com">www.thebigbay.com</a>	<b>Dec 30</b> 10:00 a.m. <b>Port of San Diego</b> Big Bay Balcony Parade <a href="http://www.thebigbay.com">www.thebigbay.com</a>	<b>Dec 31</b> <b>New Year's Eve</b> on the Big Bay Restaurants • Hotels • Clubs <a href="http://www.thebigbay.com">www.thebigbay.com</a>

**THIS IS A GOOD DAY**

A breathtaking home port with spectacular destinations... all great prices!  
Carnival Cruise Lines • Royal Caribbean International  
Holland America Line • Celebrity Cruises  
Call your travel agent for sail-on days San Diego

[thebigbay.com](http://thebigbay.com) | [www.sandiegoport.com](http://www.sandiegoport.com)

**BIG BAY' BONUSES**  
Attractions • Award-Winning Entrées • Cruise Getaways  
For more events go to [thebigbay.com](http://thebigbay.com)

**BIG BAY' BONUSES**

# This is a Good Day



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# SANDAG



PORT OF  
**SANDIEGO**  
THE BIG BAY



32° 42' 55" N / 117° 9' 23" W

# SANDAG



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## WHAT IS SAN DIEGO FORWARD?



What do we want our region to look like in 2050? Where will we live? How will we get around?

## IN MOTION



- Feb 7 Regional Planning Committee - Performance Measures
- Feb 21 Transportation Committee - Performance Measures
- Mar 7 Regional Planning Committee and Transportation Committee - Performance Measures (action)

## BE HEARD



Thousands of San Diegans have participated so far through public workshops, attending hearings, and staying up-to-date on the latest developments. This feedback has been used to develop the Regional Plan's Vision & Goals, Policy Objectives, Transportation Project Evaluation Criteria - and will continue to help as the plan takes shape.

## WHAT TO WATCH



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THE BIG BAY



Urban Orchard



# Chula Vista



**SHOP**  
CHULA VISTA **NOW**

CHULA VISTA'S  
URBAN ORCHARD

**SHOP**  
CHULA VISTA **NOW**

CHULA VISTA'S URBAN ORCHARD

**SHOP**  
CHULA VISTA **NOW**

SPECIAL OFFERS SHOPPING DINING HOTELS ATTRACTIONS EVENTS CONTACT

**OTAY RANGE**  
PURE VIEWS

*Come in WE'RE*  
**OPEN**

Everything you need to live, work, play  
can be found in Chula Vista

**Incentive Card**

Shop Local and Save! The Shop Chula Vista Now incentive card is your ticket to savings locally.  
**SHOP CHULA VISTA NOW INCENTIVE CARD**

**Become a Shop Chula Vista Merchant Now**

Chula Vista businesses: Want increased sales and more customers? Become part of the Shop Chula Vista Now campaign to boost your business.  
**BECOME A SHOP CHULA VISTA NOW MERCHANT**

**Promotions+ Special Offers**

Want to save money? Participating Shop Chula Vista Now merchants want to help. Check out the latest promotions and special offers.  
**PROMOTIONS AND SPECIAL OFFERS**

**Featured Merchants**

Enamorada by Karina's Restaurant  
Occupying the old Braniffite off of Eastlake Parkway, Enamorada by Karina's is an upscale version of the chain, and the first of its kind. Low lighting with red and violet undertones, a sleek black



# Audience Questions