AAPA Maritime Economic Development Workshop

Measuring Effectiveness of Port Marketing and Outreach Activities

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Measuring Effectiveness of Port Marketing & Outreach Activities

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Port of San Diego

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President & Creative Director
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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)
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.
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)

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<tr>
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<th>2004</th>
<th>2003</th>
<th>2002</th>
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<tbody>
<tr>
<td>Yes</td>
<td>53%</td>
<td>13%</td>
<td>5%</td>
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<tr>
<td>No</td>
<td>47%</td>
<td>87%</td>
<td>95%</td>
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ROI on Branding

(In 2001/2002 San Diego Bay came on the 7th 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
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
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
• Events Web Banners –
  Two-week flights – 650,000+ impressions
Website –

average monthly visits: 16,632
Carefree Vacations –
80% of web traffic was from TheBigBay.com during Carefree campaign: $450,000 in bookings
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

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
This is a Good Day
Audience Questions