

**Progress Report**  
June 30, 2004

**SHRIMP AND TOURISM IN SOUTH CAROLINA**  
Recreation, Travel And Tourism Institute  
Clemson University

Dr. William C. Norman, Laura W. Jodice & Sajna Shenoy  
(1-864-656-2060; wnorman@clemson.edu; jodicel@clemson.edu)

## **INTRODUCTION**

This project refers to section **2.4.b.** in the South Carolina Shrimp Fishery Assistance proposal prepared by Clemson University—Research to support the development of a marketing plan for the S.C. shrimp industry to promote a stable market with fair prices. The purpose of this portion of the project is to assist the South Carolina Shrimp Industry through research that examines the potential of marketing locally harvested shrimp to coastal visitors in partnership with the state’s travel and tourism industry.

## **OBJECTIVES & PROGRESS**

### **1. Interviews/case studies**

#### *Objectives*

- Assess the viability of a “*community-based food systems enterprise*” for the South Carolina shrimp industry in partnership with the state and coastal travel and tourism industry
- Identify keys to success and barriers to purchase, sale and marketing of local shrimp to tourists
- Define existing and potential types of “shrimp tourism”

#### *Progress*

- Restaurant Case Studies (primary funding is actually from GSAFF, but results are useful to *SC Shrimp Industry Assistance* funded work):  
We plan to identify and interview at least 5 case pairs (5 serving local shrimp, 5 not serving local shrimp), representing a range of characteristics, for each of 3 major coastal tourism regions: 1) Myrtle Beach/Grand Strand, 2) Charleston, and 3) Low Country/Hilton Head – Beaufort Area, for a total of 15 contrasting pairs. The 3 regions are the same as those defined for our Shrimp and Tourism survey of coastal tourists, being conducted as part of the Clemson *SC Shrimp Industry Assistance* project. These restaurants were identified from a preliminary list of 37 South Carolina coastal restaurants serving “local” shrimp as discovered through on phone interviews with four of the major South Carolina located shrimp suppliers (Docks: Rutledge Leland, McLellanville; William Gay, Port Royal; and Hudson’s, Hilton Head; and Supplier: Crosby’s Seafood, Charleston) and review of online and printed advertising. We already have completed 15 interviews with restaurants known to serve local shrimp.
- Regional Case Studies:  
Astoria, Oregon: Astoria was once one of the largest seafood processing ports on the west coast. The town is completing a 10 year process of transforming itself into a popular waterfront, culinary, seafood, and heritage tourism destination. Laura Jodice took advantage of a trip to the west coast to spend a day interviewing various business and academic partners involved in the transformation of Astoria. Interviews included the Duncan Law Seafood Consumer Center in Astoria, Oregon (<http://www.seafoodschoo.org/>). which is one of the only culinary schools focusing on seafood education and outreach through culinary classes

and demonstrations for the general public—including tourists from cruise ships and from a new summer coastal train route from Portland, Oregon. This case will be summarized and materials made available to project partners and the shrimp industry taskforce.

## 2. Shrimp & Tourism survey

### *Objectives*

- Identify main types of food tourist behavior
- Identify preferences for shrimp related tourist experiences, purchase, and consumption while traveling on the coast.
- Understand market segments of shrimp tourist behavior in order to define appropriate marketing strategies for each group.

### *Progress*

- Survey development is complete.
- Data Collection: Starting July 13, field crew will begin intercepting coastal tourists on the South Carolina coast. Through intercepts we will gather addresses for the mail survey. The survey will be mailed approximately two weeks following the intercept, to allow for return home and trip recollection. We hope to gather a minimum of 1600 addresses for the survey. Intercept locations have been selected and scheduled to sample a variety of popular locations in the 3 major tourism regions, 1) Myrtle Beach/Grand Strand, 2) Charleston, and 3) Low Country/Hilton Head – Beaufort Area. Intercept sites will include Beaufort Shrimp Festival, Yemassee Shrimp Festival, and Daniel Island Park Day. Surveying will occur July through October.

## TIMELINE UPDATE

Activity	Quarter				
	F03	W 04	SP04	SU04	F04
Interviews with industry (shrimp, tourism, restaurant)	X	X	X	X	
Interviews with tourists and survey development/pilot	X	X			
<b>Conduct tourist survey</b>				X	X/
<b>Case study research and development</b>	X	X	X	X	
Analyze survey (target markets, define strategies)*					X
Feasibility analysis, marketing plan objectives*					X

\* Requires integration with industry inventory (Barkley and Henry)