

**Progress Report**  
September 17, 2004

**SHRIMP AND TOURISM IN SOUTH CAROLINA**  
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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. 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.

**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 (funding from GSAFF) During June-August, 2004, we have conducted interviews with 20 South Carolina coastal restaurants sorted into the following groups for analysis:
  - *Group A1*—restaurants that make a point of serving local caught shrimp and advertise as such
  - *Group A2*— restaurants that serve local shrimp if it happens to be available from supplier
  - *Group B*— restaurants that do not serve local caught shrimp

Interviews focus on purchasing preferences and philosophy. The results will also be integrated with work being conducted by Mark Henry and David Barkley, who are exploring potential for an industry cooperative. We are also in the early stage of planning 3 chef workshops (Myrtle Beach, Charleston, Beaufort) focusing on best practices for purchasing and cooking local shrimp and history/heritage of the industry. We hope to include some shrimp industry members in these workshops.

- Regional Case Studies: While supervising survey crew on the SC coast, Bill Norman has continued to interview a variety of shrimp retailers & restaurants.

**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*

- During July – October, 2004 we are intercepting SC coastal visitors to collect addresses for the South Carolina Coastal Tourism (Shrimp) Survey (see progress table below). 174 surveys were mailed on August 25, and of these we have 50 responses so far. Beaufort, Daniel Island, Yemassee, Shrimp festivals will be included in the survey.

<b>Addresses Collected by Region (as of 9/13)</b>	<b># collected</b>	<b>Goal<sup>1</sup></b>	<b>Short</b>
Region 1 – Myrtle Beach Area	599	967	368
Region 2 – Charleston Area	280	331	51
Region 3 – Beaufort/Hilton Head Area	227	305	78
TOTAL <sup>2</sup>		<b>1603</b>	<b>497</b>

<sup>1</sup>Goals are calculated based on % total 2003 SC coastal visitors in each region; <sup>2</sup>Total does not include festivals