



# **Tourism in Savannah and its Impact on Local Businesses**



# **TOURISM IN SAVANNAH AND ITS IMPACT ON LOCAL BUSINESSES**

# INTRODUCTION

## OVERVIEW OF INFORMATION

- 4 - Introduction to Contextual Research
  - 6 - Benefits of Contextual Research
  - 8 - What Did We Do?
  - 10 - The Ideal Experience
  - 12 - Our Goal
  - 14 - What to Expect

## JOB ATTRIBUTES

## RELEVANT QUALITIES OF BUSINESS

- 18 - Physical Location
  - 20 - In-Store Product
  - 22 - Unique Qualities to Business
  - 24 - Businesses' Advertisement Policy

# JOB EMOTIONS

## HOW WORKERS FEEL AND ITS RELEVANCE

- 30 - Attitude towards Work
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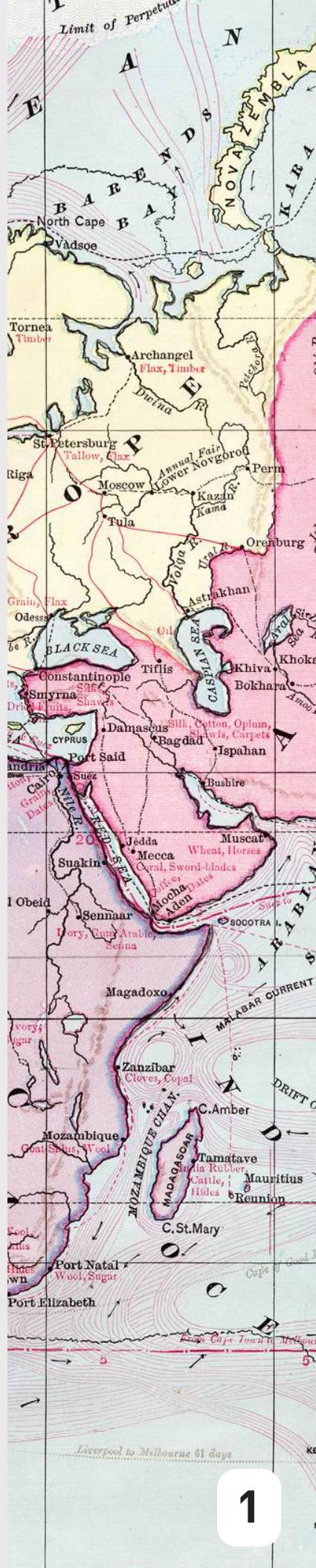
## SUMMARY

#### WHY THE INFORMATION IS RELEVANT

- 40 - Quotes
  - 46 - Why Location Matters
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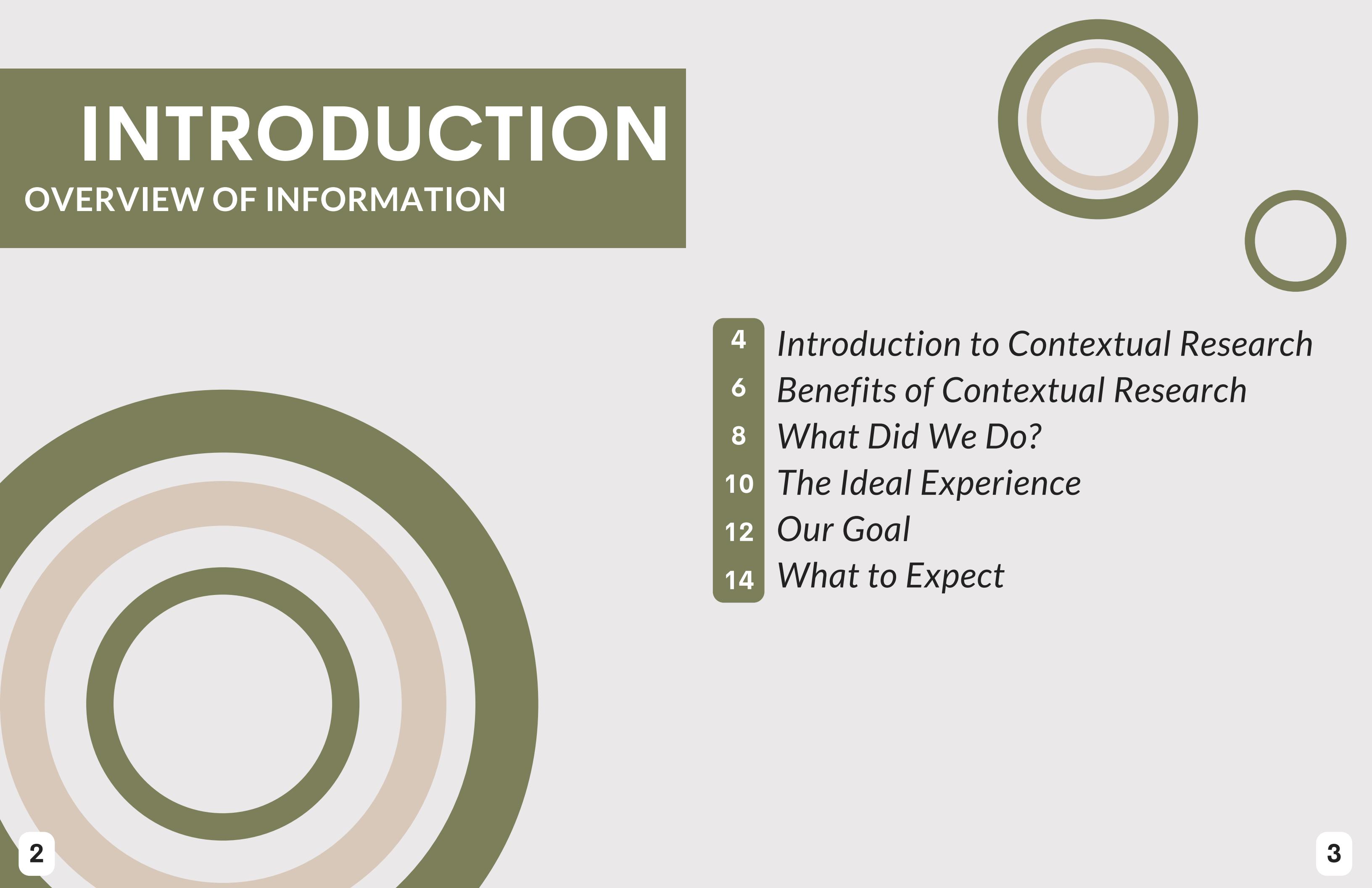
# KATE ERRITY AND CAS HANCOCK

## May 2023



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# Introduction to Contextual Research

Contextual research involves observing people in their natural environment to understand their needs, behaviors, and pain points. Use this insight to design better solutions.

# Benefits of Contextual Research



**Contextual research helps to understand the user's real-world experience.**

**It helps to identify user needs and pain points.**

**It leads to the creation of better products and services.**

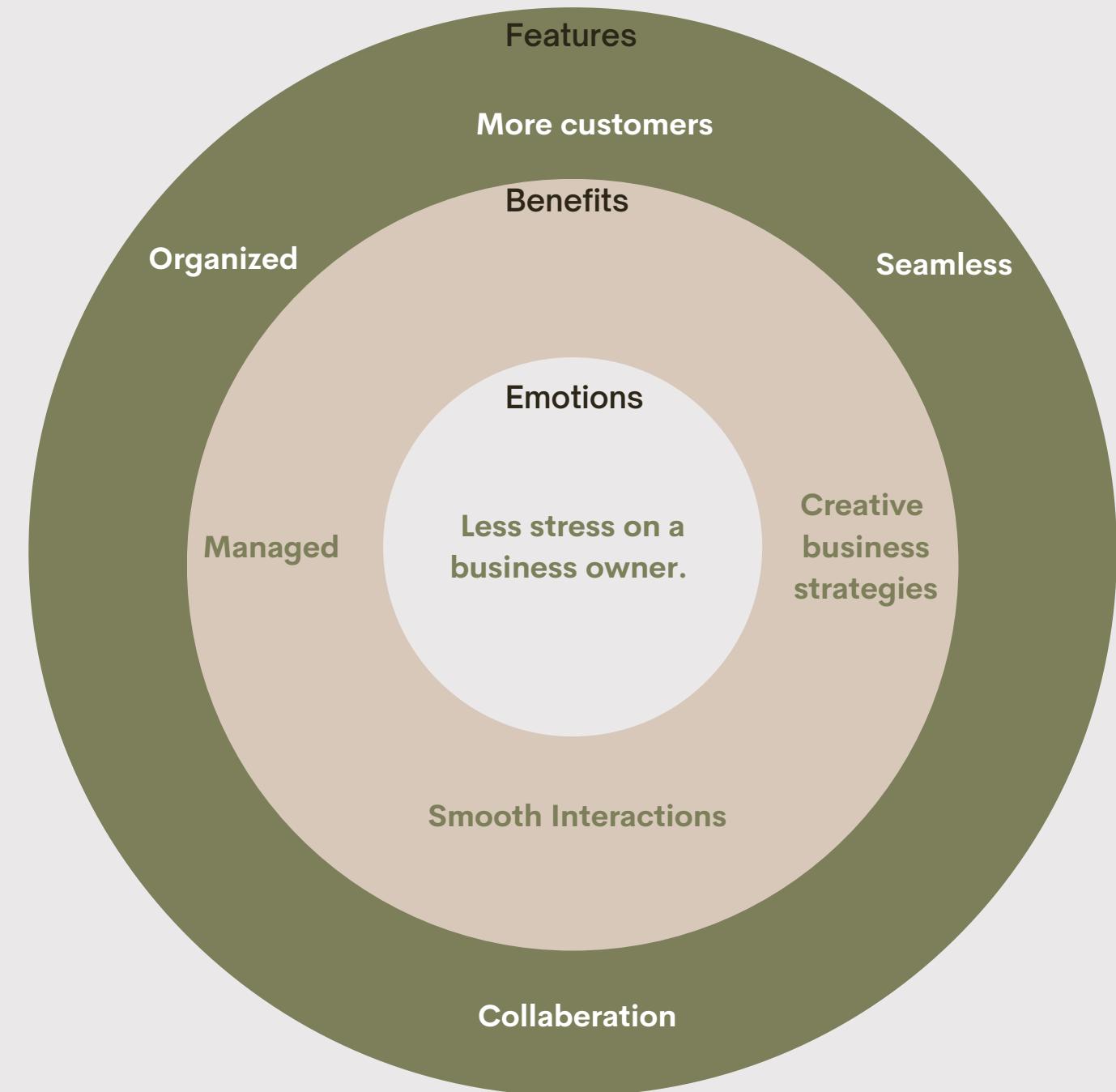


**SO WHAT  
DID WE DO?**

**INTERVIEWS  
SURVEYS  
CULTURAL PROBES  
AFFINITIZATIONS  
&  
SENSORY CUES**



# The Ideal Experience

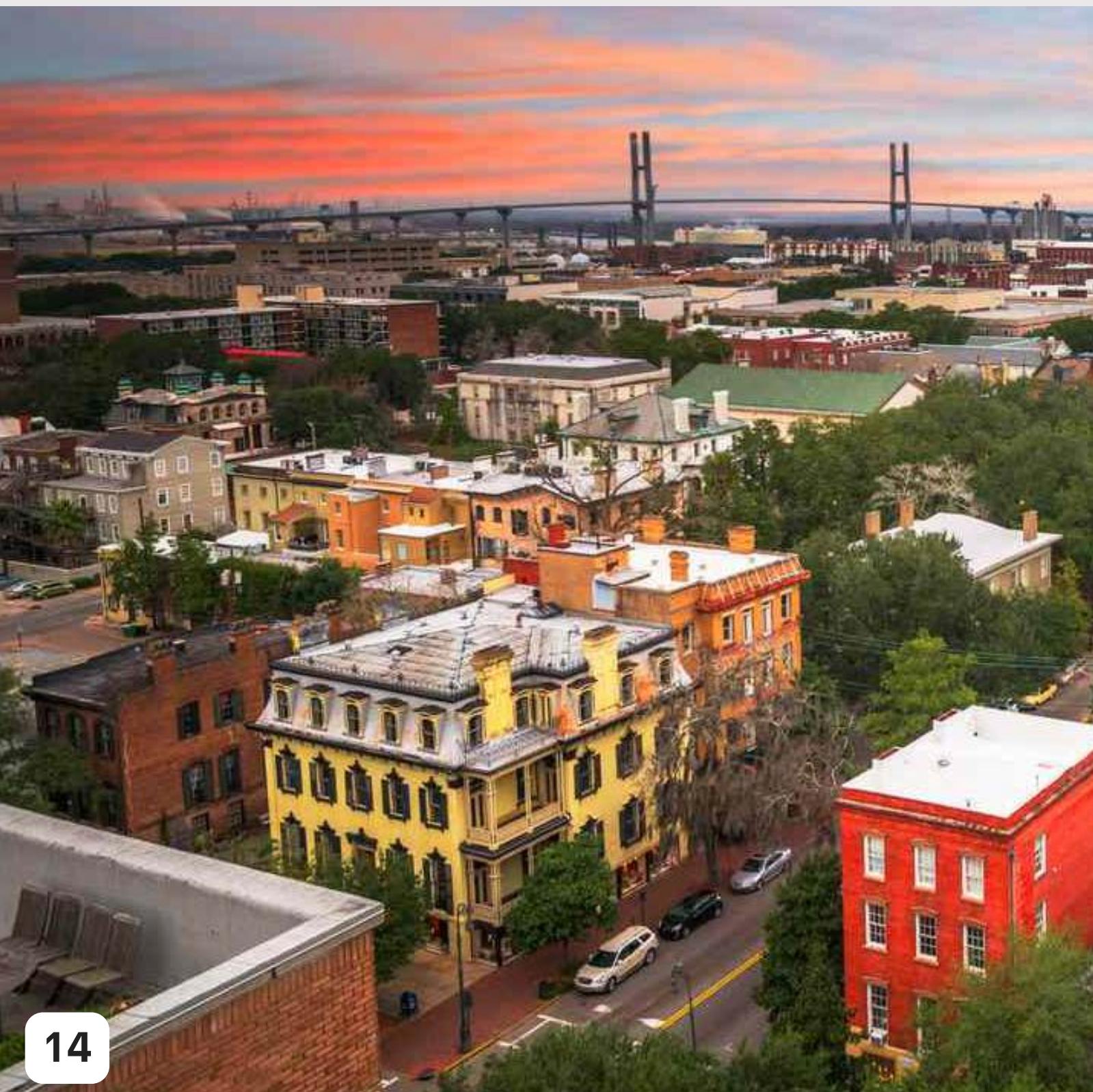


# OUR GOAL



**We want to help small businesses in large tourist cities, find an easy way to advertise and get their name out there.**

# WHAT TO EXPECT

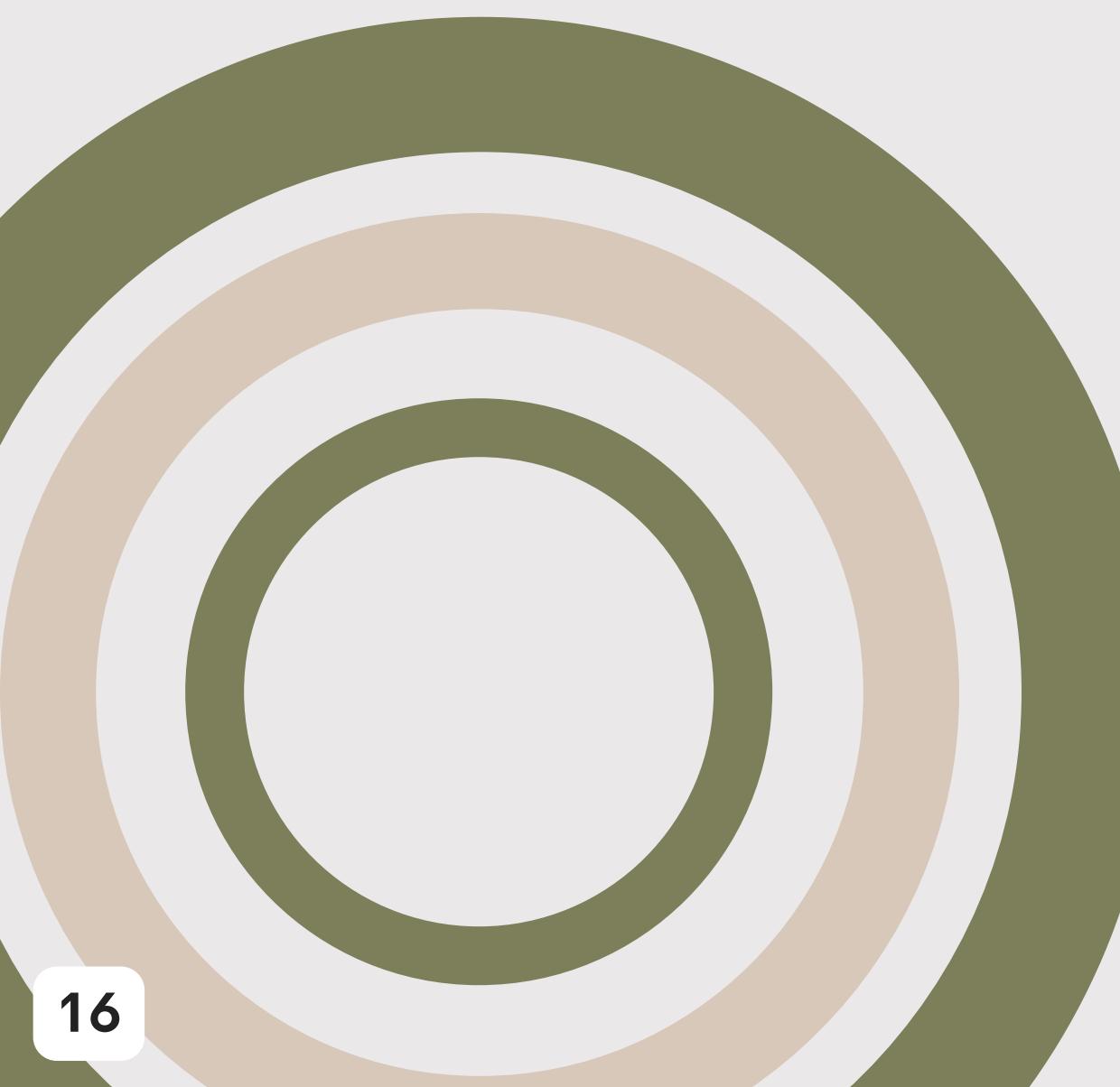
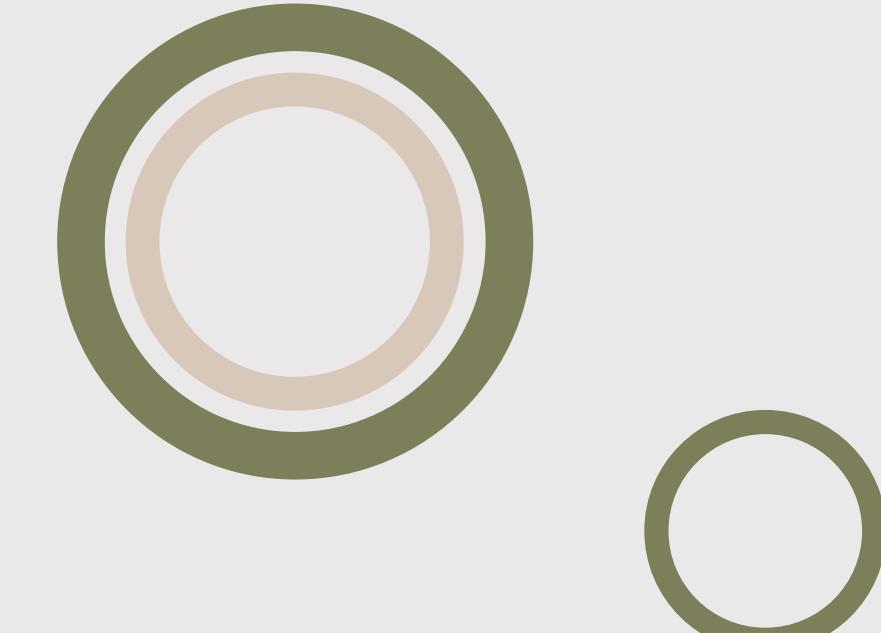


- **What makes a business successful in Savannah, Georgia?**
- **How much of this success is related to...**
  - **Location?**
  - **Type of business?**
  - **Advertising?**
- **How can businesses utilize this information to better their business?**

Through our research and interviews with businesses, we believe to have these answers.

# JOB ATTRIBUTES

## RELEVANT QUALITIES OF BUSINESSES

- 
- 
- 18 *Physical Location*
  - 20 *In-Store Product*
  - 22 *What are their Unique Qualities?*
  - 24 *How do they Advertise?*
  - 26 *What Attracts Tourists?*

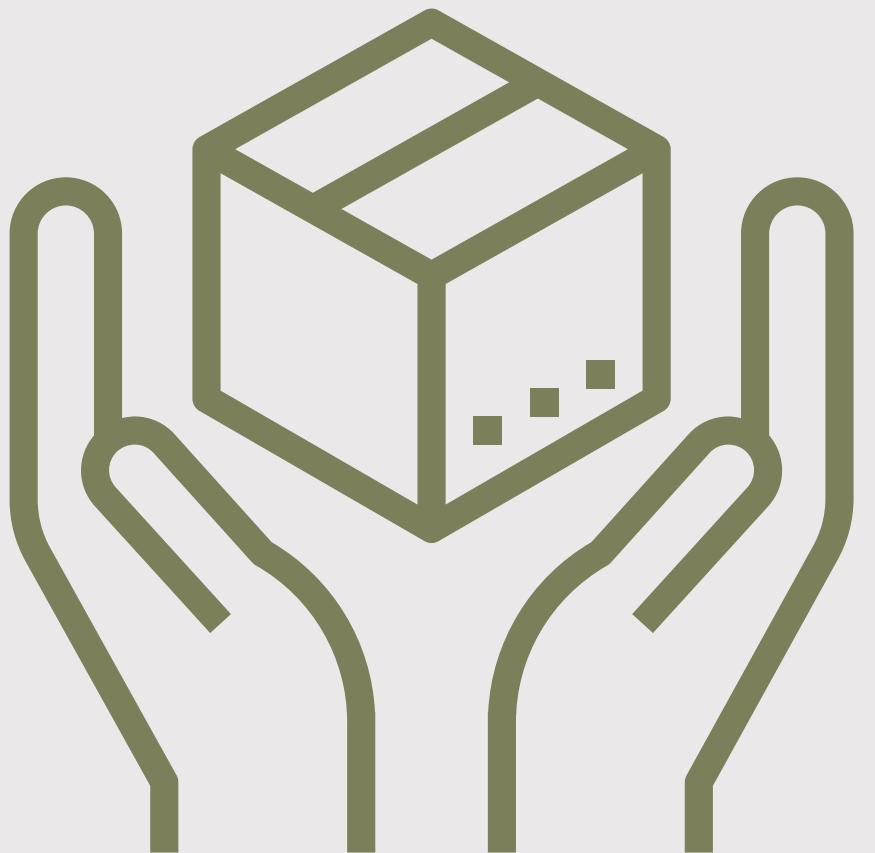
# PHYSICAL LOCATION

## SOME PLACES WE WENT TO...

The Soapery
Juliette Gordon Low Birthplace Giftshop
Savannah Seafood Shack
Savannah Custom Creations
Erika Davis Lowcountry
Paris Laundry
Old Town Trolley
Vici



Out of these eight businesses, all but two were located in what would be considered a tourist district of Savannah, Georgia. The two that were not in the tourist districts received significantly fewer tourist customers, with as low as 8% of their customer base being tourists. Comparing this to locations in the tourist district, which have a claimed maximum 95% tourist customer base, it shows that location is extremely relevant to a customer base.



**While most of the businesses we interviewed had generalized products – ones that could be found almost anywhere –**

**there were two that could only exist as they were in Savannah, Georgia. As such,**

**both of these businesses had a stated minimum customer base of 90% tourists.**

**On the opposite end of the spectrum, the less "unique" the business, the more**

**other factors influence the tourist customer base, and their clientele of locals vs tourists changes.**

# **TYPES OF BUSINESSES**

## **GOODS AND SERVICES OFFERED...**

**Specially Designed Soaps**

**Museum**

**Seafood**

**Customized Accessories**

**Coastal Food**

**Curated Makeup**

**Trolley Tours**

**Bar Food and Drink**

# WHAT ARE THEIR UNIQUE QUALITIES? HOW THEY STAND OUT...



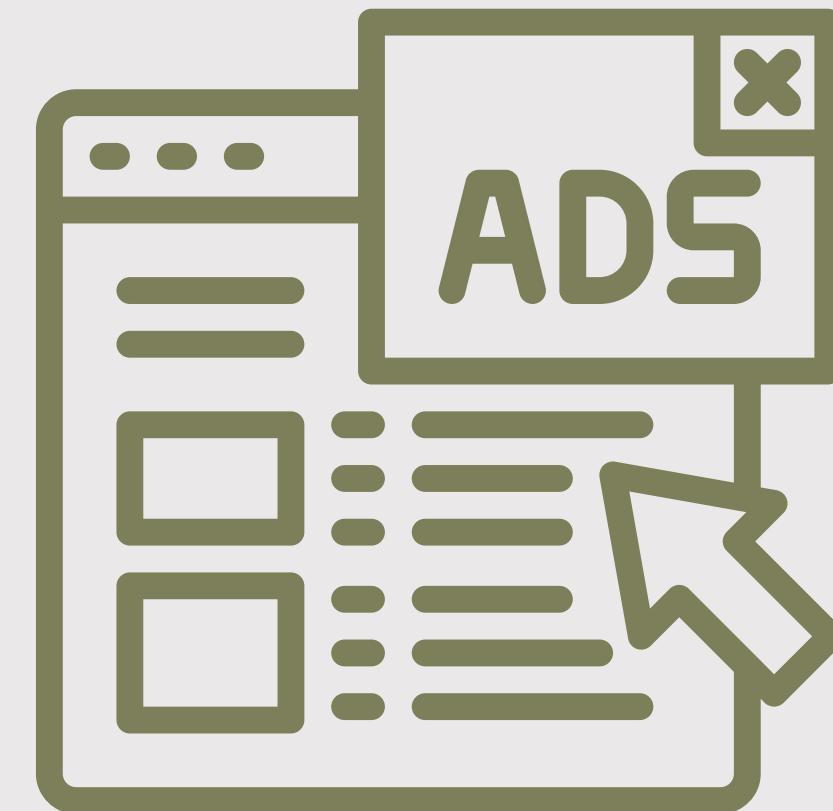
These claims are made by employees, stating why they believe their businesses stand out against other, similar ones. There is a theme of relationships, originality, and providing factual information.

House-Made Product
Only Exists in Savannah
Positive reviews
Strong Employer-Employee Bond
Comfortable Environment
Family Owned
Curated Information/Product
Only Business Allowed at Specific, Popular Locations
Committed to Facts

Word of Mouth
Social Media (Instagram, TikTok, Facebook, Google Ads)
Outsourcing Digital Marketing
Bubble Maker Outside Store
TV Review
Merchandise
Signs Outside
Hosting Monthly Festivals
Pamphlets Across the City

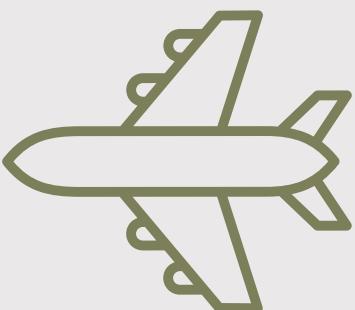
# HOW DO THEY ADVERTISE?

## EXPANDING THEIR CUSTOMER BASE...



These businesses use a variety of advertising techniques to attract their audience, using a blend of in-person and online techniques to expand their reach.

# SO, WHAT ATTRACTS TOURISTS?



Based on our primary research, secondary research, and the interviews conducted, **the most important factor for a business to attract tourism is its location**. People who come to Savannah will tend to stick to tourist districts since it is the most time efficient and well-known. Anywhere in the **Historic District** - such as River Street, Broughton Street, and the City Market - will garner more tourist traction compared to areas outside of this area.

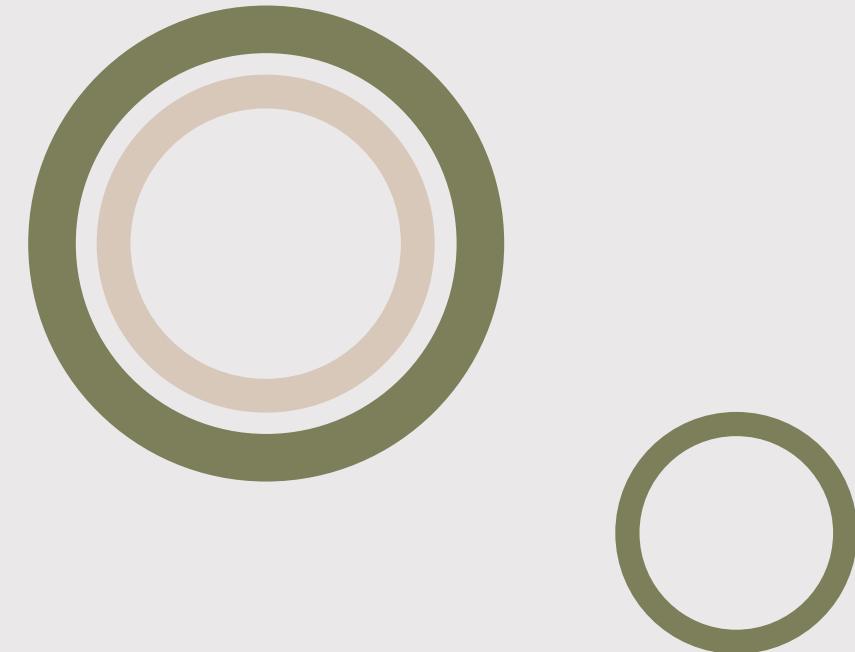
**Another important factor is a business' product or service. The more "gimmicky" the product, the more tourists will come.**

While restaurants or general shops will attract tourists, we saw that the locations that provide an experience unique to Savannah had an almost entire client base of tourists, followed by those with more unique premises when compared to others.

Finally, we saw that advertising didn't have as big of an effect when compared to the other two factors - however, it was still relevant. **The more unique the advertising practice, the more customers it will garner**. Businesses that become notorious for one thing or another, have a name tied to them, or provide a fun experience for the customer will stay in the minds of people and become the association needed to spur new business with tourists.

# JOB EMOTIONS

HOW WORKERS FEEL AND ITS RELEVANCE



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- 32 Attitude Towards Local Customers
- 34 Attitude Towards Tourist Customers
- 36 Why does this Matter?

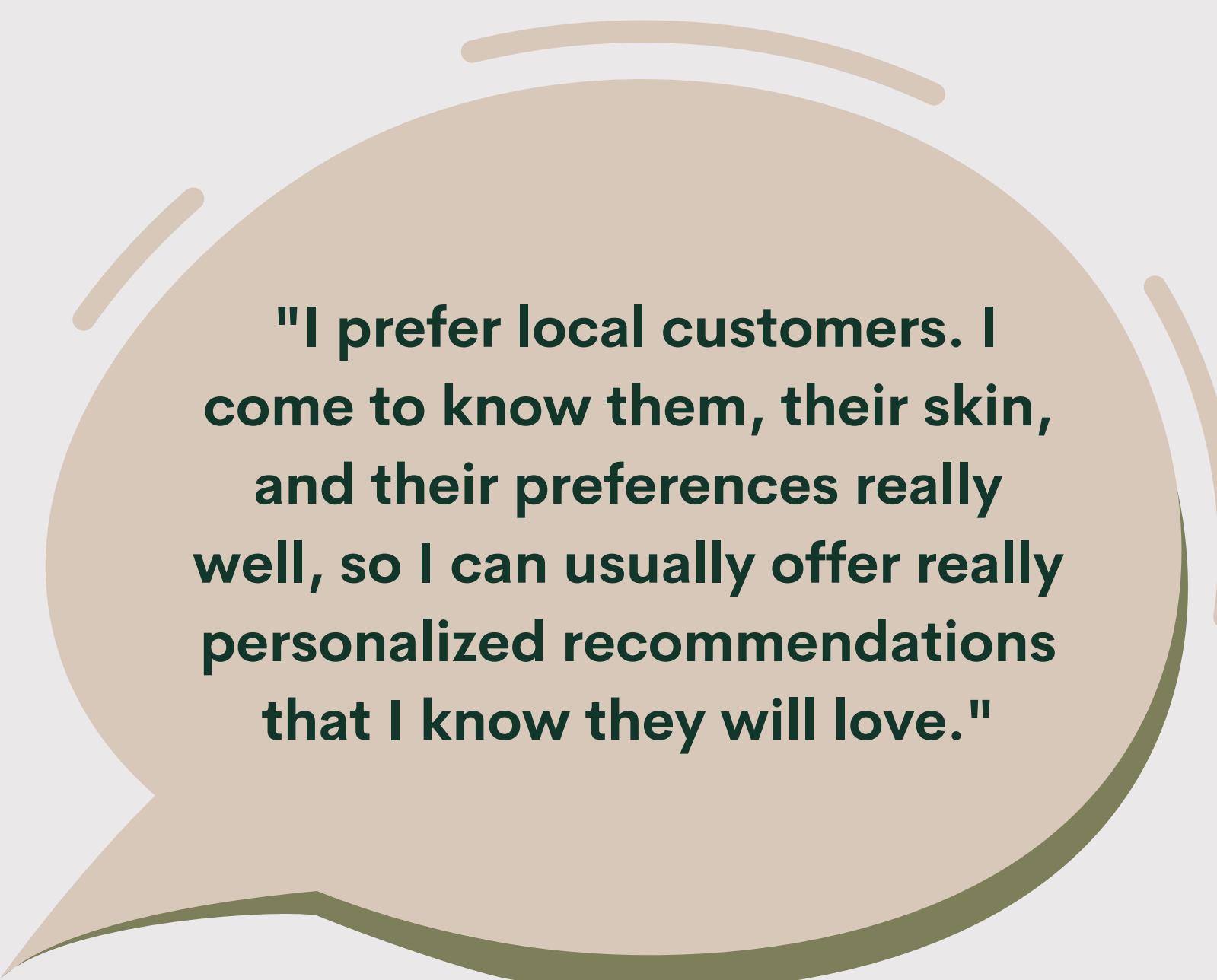
# ATTITUDE TOWARDS WORK

**There was an even split between employees who enjoyed their job and those that didn't, but the clientele they work with had a big influence,**



**"It's a small business, so I have a good personal relationship with my boss and other employees. It is very comfortable and I get to express myself artistically."**

# ATTITUDE TOWARDS LOCAL CUSTOMERS

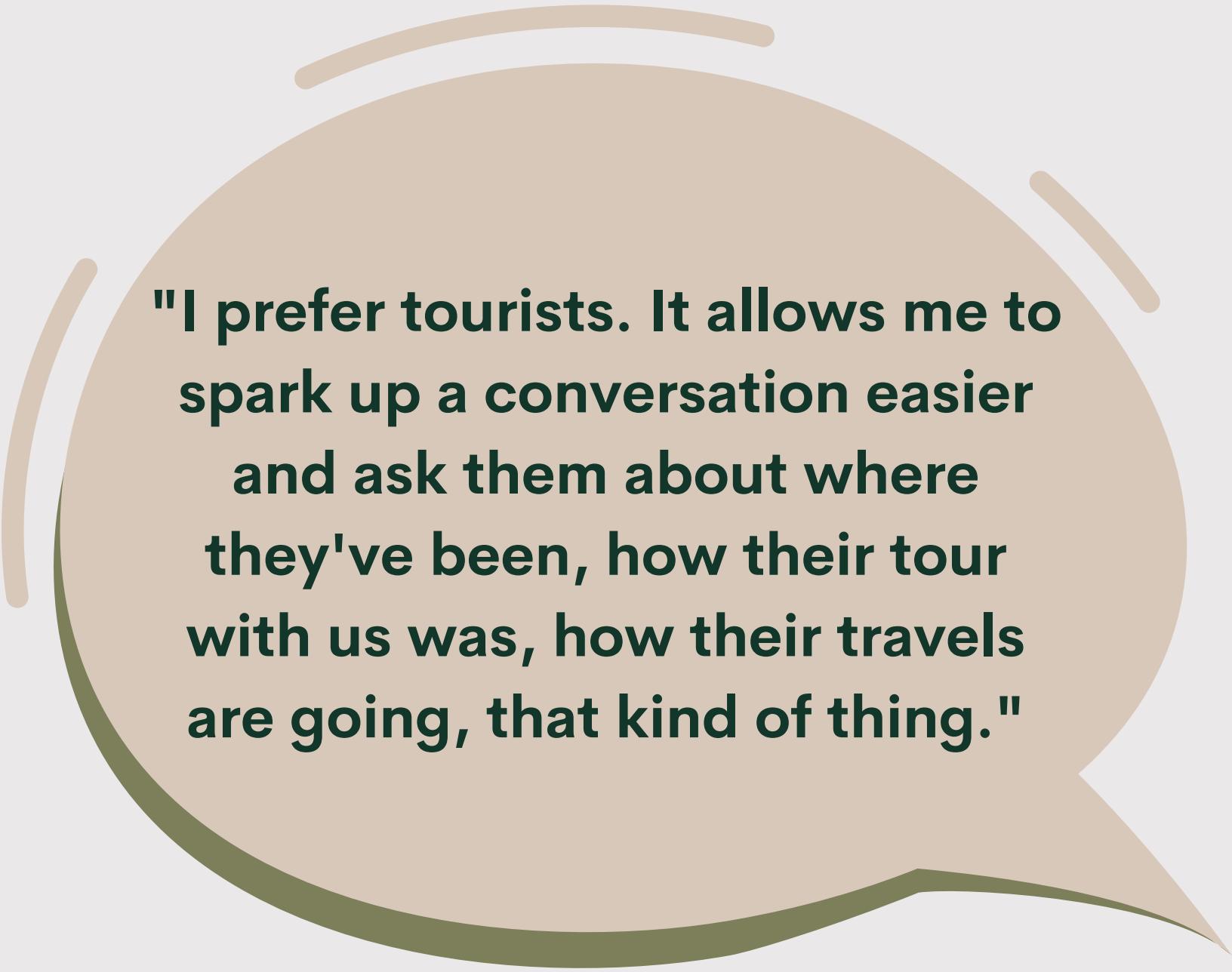


**"I prefer local customers. I come to know them, their skin, and their preferences really well, so I can usually offer really personalized recommendations that I know they will love."**

**Employees that prefer local customers tended to work at locations that catered towards that, choosing locations outside the tourist district as a result.**

# ATTITUDE TOWARDS TOURIST CUSTOMERS

Employees that have a preference towards tourists tended to work at locations that were more tourist-oriented locations and businesses, like restaurants or locations that are downtown in Savannah.



"I prefer tourists. It allows me to spark up a conversation easier and ask them about where they've been, how their tour with us was, how their travels are going, that kind of thing."

# **WHY DOES THIS MATTER?**



**Knowing your preferences as an employee and choosing a location that suits those preferences is key to making sure your workplace is one that keeps you happy and comfortable. Understanding how locations and types of businesses play into the attracted customers can save employees from working jobs they hate just based on the clientele they serve!**

# SUMMARY

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**"Savannah is ranked  
No. 4 city in the  
United States"**

According to the Travel + Leisure World's Best Awards 2019



# SAVANNAH, GA



"Savannah has terrific air service, lodging, dining, attractions, and tours to spectacular retail offerings, we have the type of experiences that our customers are looking for, but it's Savannah's people and spirit of Southern hospitality that makes the difference in **why folks choose to visit Savannah and rank us so high.**"



**"The estimated total number of visitors for the year was 14.8 million, generating \$3.1 billion in visitor spending."**



## WHY LOCATION MATTERS



### PROXIMITY

Tourists visit a city primarily to explore its attractions, such as landmarks, historical sites, natural wonders, cultural institutions, and entertainment venues. Businesses located near these popular tourist attractions have a distinct advantage as they are easily accessible and can attract a higher volume of potential customers.



## CONVENIENCE

Tourists value convenience and easy accessibility when exploring a new city. Businesses located in prime locations, such as city centers, main streets, or near transportation hubs (airports, train stations, bus terminals), are more likely to receive foot traffic and benefit from the flow of tourists passing by. Being in a convenient and easily accessible location increases the chances of spontaneous visits and impulse purchases.

## WHY LOCATION MATTERS



## WHY LOCATION MATTERS



## TOURIST CLUTTERED

In tourist cities, certain areas or neighborhoods tend to become popular hubs for visitors. These areas often feature a concentration of hotels, restaurants, shops, and other businesses catering to tourists' needs. Being located in or near such clusters can significantly increase a business's visibility and exposure to potential customers, as tourists tend to explore these areas extensively.

# WHY PRODUCT MATTERS.

The Soapery, Savannah GA



## DIFFERENTIATION FROM COMPETITORS

In tourist cities, there can be a saturation of businesses offering similar products or services. A store's unique and compelling product selection helps it stand out from the competition. By offering distinct merchandise or exclusive items that cannot be easily found elsewhere, a store can attract tourists seeking novel experiences and products.

# WHY PRODUCT MATTERS.

Paris Laundry, Savannah Ga



## QUALITY AND AUTHENTICITY

Tourists often prioritize the quality and authenticity of the products they purchase during their travels. Stores that offer high-quality, genuine, and locally sourced products build a reputation for trustworthiness. Positive word-of-mouth recommendations from satisfied tourists can lead to increased sales and repeat business.

## WHY PRODUCT MATTERS.

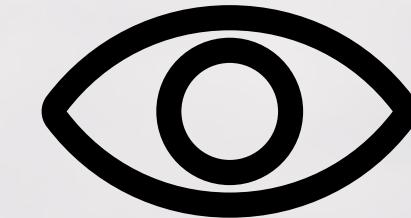


Salacia Salts, Savannah Ga

## PRICE COMPETITIVENESS

Tourists are typically conscious of their budget and value for money. While offering unique and authentic products, stores in tourist cities also need to strike a balance between quality and affordability. Pricing products competitively ensures that tourists perceive the value they receive as worthwhile, encouraging them to make purchases and return in the future.

# WHY ADVERTISING MATTERS



## INCREASED VISIBILITY

Tourist cities attract a large number of visitors, both domestic and international. Advertising helps small businesses stand out among the competition and ensures their visibility to the millions of tourists who visit these cities. Effective advertising techniques, such as signage, online ads, and brochures, can help businesses attract attention and generate foot traffic.





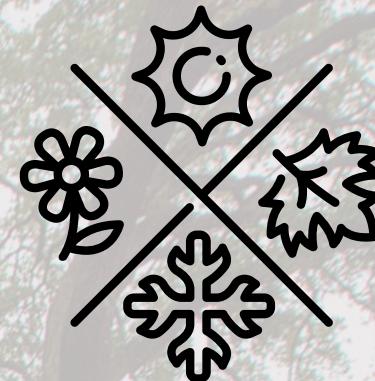
# WHY ADVERTISING MATTERS



## TARGETING TOURISTS

Advertising enables small businesses to target tourists specifically and inform them about their products, services, and unique offerings.

# WHY ADVERTISING MATTERS



## SEASONAL FLUCTUATIONS

**Many tourist cities experience seasonal fluctuations in visitor numbers. Advertising allows small businesses to prepare for these fluctuations and maximize their revenue during peak tourist seasons. By strategically advertising during low seasons, businesses can attract more customers and maintain a steady flow of income throughout the year.**



# WHY ADVERTISING MATTERS



## WORD OF MOUTH

Tourists often rely on recommendations from fellow travelers or locals when exploring a new city. Advertising can help small businesses create a positive buzz and generate word-of-mouth marketing. By providing memorable experiences and offering quality products or services, businesses can encourage tourists to spread the word, leading to increased patronage.

# WHY ADVERTISING MATTERS



## CUSTOMER LOYALTY & RETURN

Advertising plays a crucial role in fostering customer loyalty and encouraging return visits. By maintaining regular communication with tourists through targeted advertising campaigns, businesses can keep their brand top of mind. This ensures that visitors remember their positive experiences and are more likely to revisit or recommend the business to others.

# **works cited**

