# Kentico

## NORTH CHARLESTON

www.visitnorthcharleston.com



# North Charleston Tourism

BlueKey

TRAVELLING
TOURISM

The city of North Charleston is launching its first-ever tourism website, where it will share its attractions, destinations, and food scene. The site's key focus includes local events, attractions, lodging, day trip ideas, and food and beverage options to help tourists explore and plan their getaways. Visitors can also create a favorites list of any destination on the site to save and print out for later use.

Sessions increased by

## 198%

# Background

North Charleston is the third-largest city in South Carolina and lies right next to the major tourism hub of Charleston. Many people visiting the area lodge in North Charleston, thus the city needed a way to take advantage of this and showcase the local attractions. While the city had a great main site that provided some of this information, they really needed a second site to specifically meet this group's needs by providing easily accessible information about the amenities, businesses, and attractions offered in the local area.

# Goals

BlueKey worked closely with North Charleston staff from the communications, marketing, and IT departments to develop a comprehensive solution that met their key challenges and provided room for future growth. The website was built upon Kentico and provided robust tools for non-technical staff to manage all aspects of the website. Specific Goals included:

- Build a modern, state-of-the-art web presence that incorporates a more action-oriented, user-centric design and user experience
- Build the website employing strategies and responsive design best practices that create contextually relevant user experiences across mobile, tablet, and desktop devices
- Implementation of a robust, easy-to-use platform that empowers marketing personnel to more effectively manage all aspects of the website

# Challenges

Since this was a new website, it was practically a blank canvas. The main challenges were incorporating mobile-friendly tools since the majority of visitors were going to be using mobile devices as they looked for quick alternatives. In addition, the project called for continuing a variety of branding elements from the main website so that users knew they were on the city tourism site.

# Solution

The website was built upon Kentico CMS 9 and provided robust tools for non-technical staff to manage all aspects of the website. In addition, it included the following features:

- A modern, state-of-the-art web presence that engages visitors to the area and provides an intuitive experience across multiple devices through responsive design techniques
- A user-friendly, action-oriented event calendar
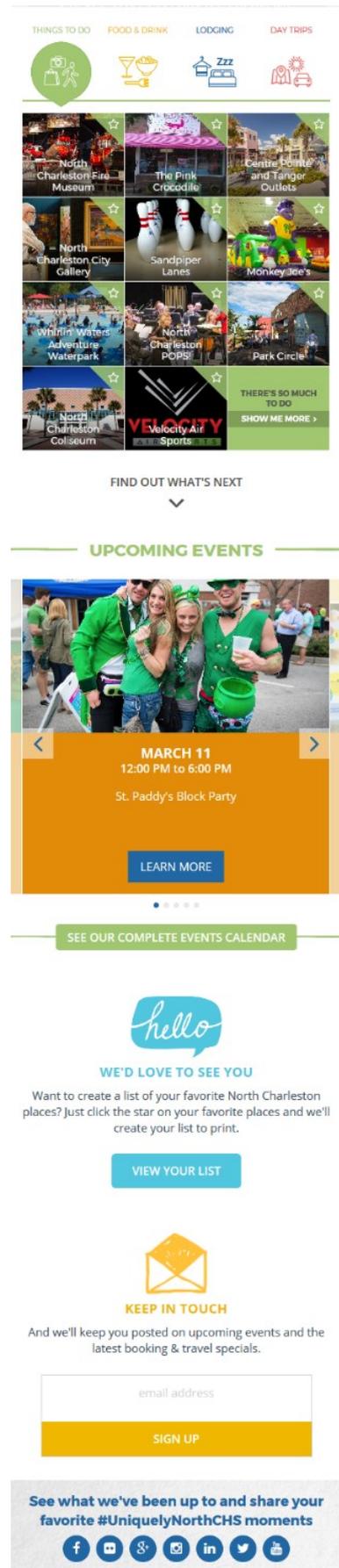
- A custom mapping tool of area businesses that allows users to filter by category
- Personalized itinerary creation tool
- Integrated social media feeds that allow users to participate in conversations while remaining on-site
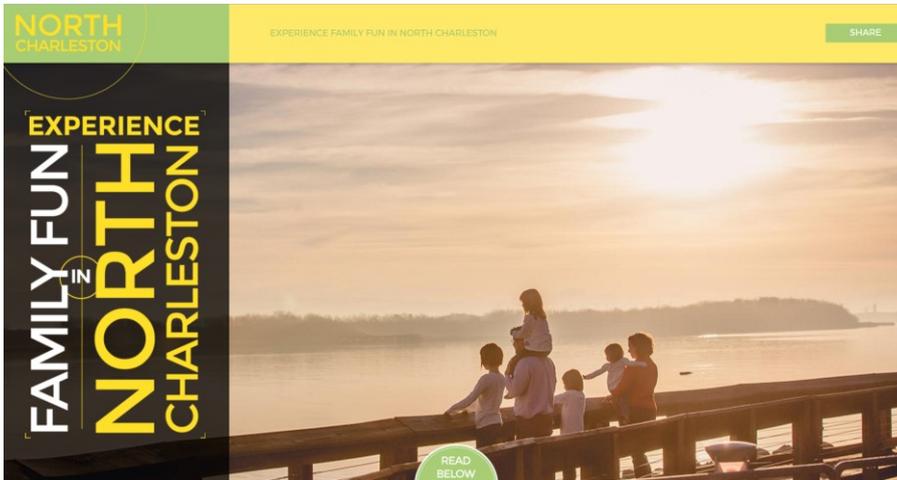


# Results

The new website enabled the city to brand its tourism offering. It provided a dedicated source for all related content and a central point to focus on converting people lodging at area hotels into visitors of local businesses. The site is gaining more and more traction with traffic increasing month after month. Engagement of mobile users as they plan their day on the fly has been key to driving additional business to local establishments.

Some initial analytics results that have outpaced goals including Quarter over Quarter growth of:

- Increase in page views of 119.14%
- Increased Users by 180.41%
- Increased Sessions by 197.82%
- Outpacing of Mobile users vs. desktop users by 50%

# Key Criteria for Choosing Kentico

Kentico was selected for its ease of use. For a small marketing team, it offered user-friendly tools that enable staff to easily manage the website and update content. Setting start and finish dates enabled staff to plan campaigns in advance and streamline their internal processes.

# BlueKey

Meet BlueKey, a close-knit team of digital thinkers and creators with a special talent for crafting unique brand experiences.

BlueKey works on the foundation of open communication—facilitating a strong dialogue between their internal team and clients, and between a company and its community. With more than a decade of digital practice, they have discovered the power of web creations that speak directly to humans, instead of users—nurturing current brand relationships while fostering new ones.

Their work is rewarding when they revitalize a legacy organization, create a more useful, effective website for stakeholders and users, or rally a new class of brand advocates to action.

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