

TATT CHAT – December 14, 2023



Welcome

David Feild, TATT Board of Directors Chair

Guest Speakers

Tim Todd, Executive Director, Discover Upcountry

Resource Updates

Kelly McWhorter, Discover Greenwood

Heather Harley, SCPRT – SC Front Porch Program

Adjourn

David Feild, TATT Board of Directors Chair



NEXT TATT CHAT – January 11, 2024

LEADERSHIP LEVEL PARTNERS



**Upcountry
South Carolina**
Perfectly Seasoned

Tim Todd
Executive Director

**Discover Upcountry
Carolina Association**



Mission

To promote tourism as an economic activity in Anderson, Cherokee, Greenville, Oconee, Pickens, and Spartanburg Counties.





Marketing Plan

- Target the leisure traveler
- Emphasize outdoor activities
- Other niches - history & heritage, small town charm, festivals and events
- Geographic & demographic markets
- Print and digital media; Social Media





Media Outlets

AAA Living

Angler Magazine

Bob Redfern Outdoors

Blue Ridge Country

Carolina Country

Compass Marketing

Georgia Magazine

Good Housekeeping

SC Hunting & Fishing Regulations

South Carolina Living

Southern Flavor

Southern Living

SC Official Travel Guide

USA Today Hunt & Fish



Marketing Tools



- Upcountry Visitors Guide & Map
- UpcountrySC.com, SouthCarolinaWaterfalls.com & Scenic11.com
- SC Waterfalls Brochure
- E-newsletter - 65,000 subscribers
- Facebook - 145,000 followers



Travel Shows & Events

- Bassmaster Classic
- International Adventure Travel Show
- BMW Charity Pro-Am
- Euphoria





Public Relations

- Host travel writers, editors, and influencers to develop editorial coverage of the Upcountry
- Media events, press tours & marketplaces





Economic Impact in Upcountry South Carolina

- 5.4 Million visitors
- \$2.9 Billion in travel expenditures
- Employees 17,000 Upcountry residents
- \$411.2 Million in Payroll
- \$133 Million in state and local taxes
- Saves each SC taxpayer \$784 per year

SCPRT (2019)



Travel & Tourism Before, During and After COVID-19

State Accommodations Tax Collections (Upcountry Counties)

2019 - \$7,666,241	2020 - \$6,668,402	2021 - \$5,936,991
2022 - \$9,212,793	2023 - \$4,114,784*	

*Collections for 4 months. On track to be up by 10% for the fiscal year.



Travel & Tourism Emerging From COVID-19

- Tremendous increase in short-term rental and campground occupancy.
- Outdoor activities such as hiking, boating, and golf increased.
- Attendance at local, state, and national parks spiked.
- Groups such as sports, meetings & conventions, etc. returned.
- Still reaping benefits of pent-up demand.

 visitgreenvillesc®



2023 RESULTS

SALES



\$47 MILLION
Economic Impact



78,576
Rooms Nights Booked



204
Events Booked

2023 RESULTS

MARKETING



376.3 MILLION

Total Media Impressions



3.4 MILLION

Website Sessions



132 Published Articles &
Coverage



\$34.9 MILLION VALUE
in Earned Media Coverage

A woman with dark hair, wearing a striped shirt and shorts, stands next to a blue bicycle on a paved path. She is looking towards a river with a small waterfall. In the background, a modern glass skyscraper is visible through the trees. The scene is set in a park-like area with greenery and a bridge over the river.

A LOOK AHEAD TO 2024



SALES

- 75 New Groups to Greenville
- 300 Meeting Planners in Market (Connect & IPEC)
- 400 Travel Writers & Media Professionals

MARKETING

- Brand Evolution
- Market Promotion Expansion

DESTINATION EXPERIENCES

- Launch of the Certified Tourism Ambassador Program
- Upcoming Events:
 - HBCU
 - SEC
 - PRSA



ONE**SPARTANBURG** INC.

Tourism 2023-2024

161 EVENTS

2023-2024



ONESPARTANBURG INC.



ONESPARTANBURG INC.

Rendezvous SOUTH

SPARTANBURG, SC | 2024



SPARTANBURG.
THERE'S ONLY ONE.

February 26–28



\$21M

**Sports Tourism Direct Spending
2023-2024**



ONE SPARTANBURG INC.

\$95.4M

Hotel Revenue

Up 14.8% over 2019



ONESPARTANBURG INC.

991K

Hotel Room Night Demand

Up 7.9% over 2019



ONESPARTANBURG INC.

EXPERIENCE SPARTANBURG GUIDE

- New Destination Guide showcasing Spartanburg for visitors and potential new residents
- New guide will come out in February 2024



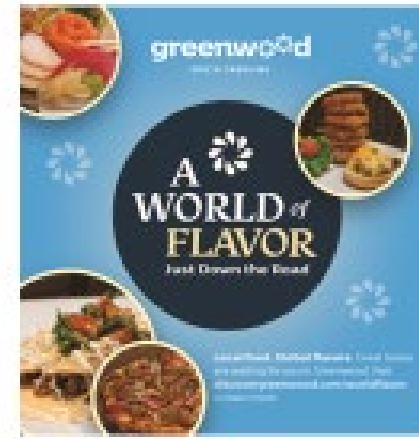
THANK YOU!

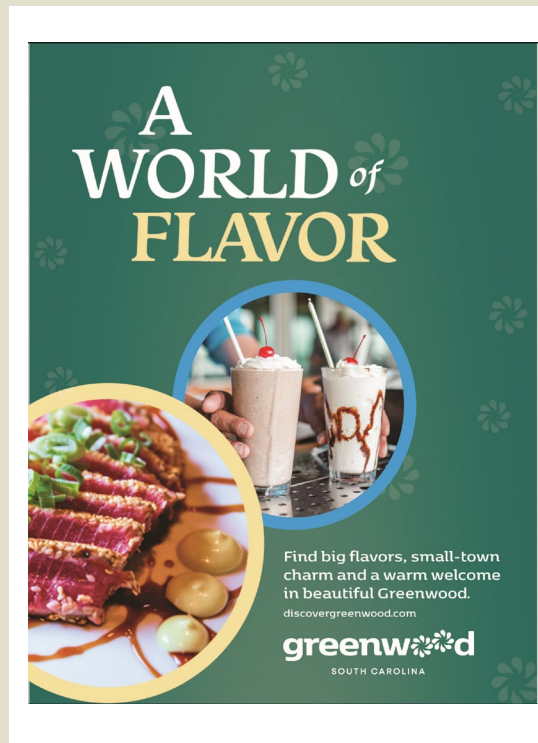


Visitors and Tourism: Year in Review

Marketing – 2023 Accomplishments

- Four successful campaigns:
 - World of Cuisine
 - Life of a Topiary
 - Fall in Love with Greenwood Giveaway
 - Jingle and Mingle



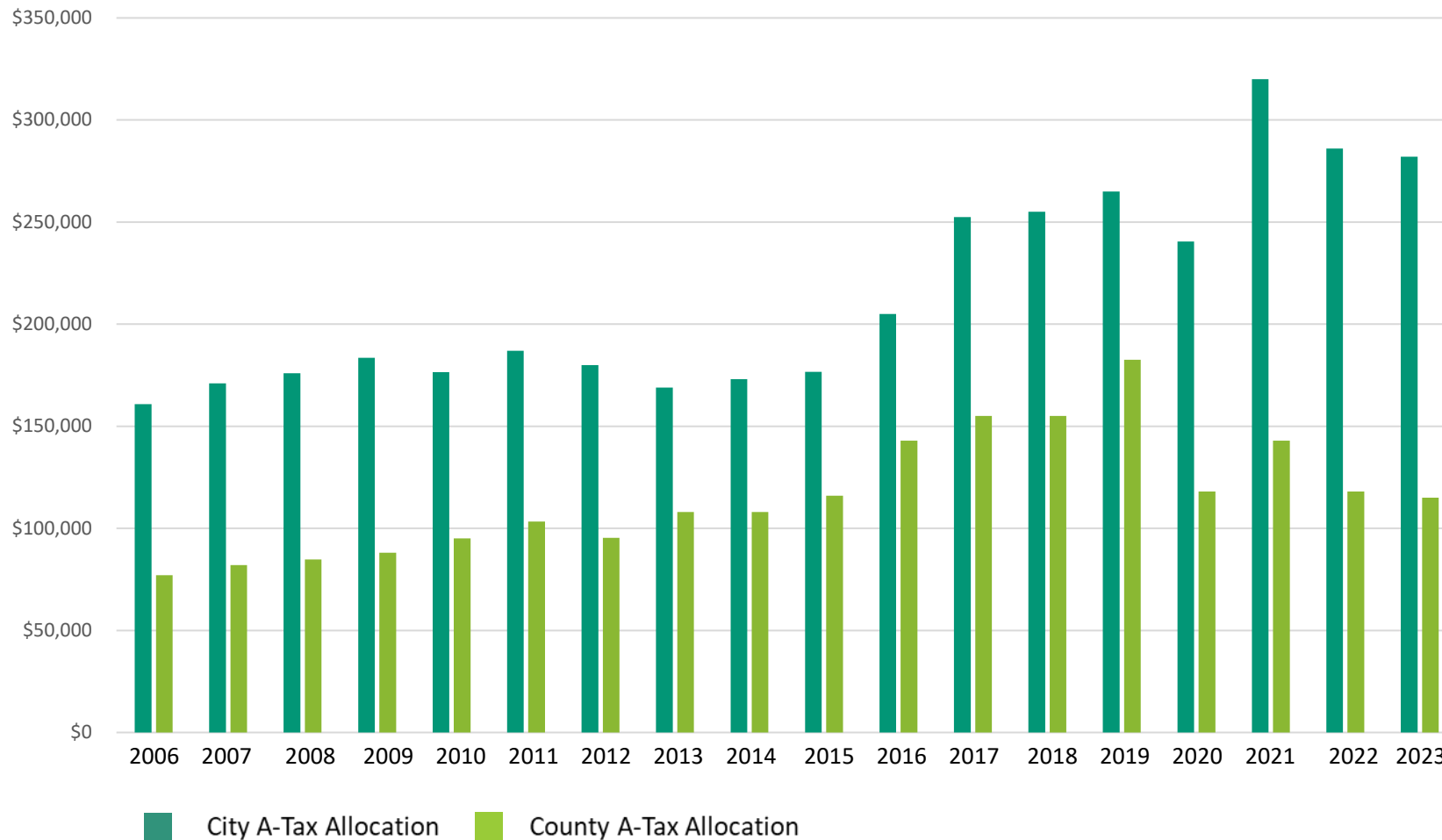


Visitors and Tourism: Year in Review

- Marketing Platforms
 - Digital
 - Geo-fence the Augusta National golf course April 1-15 capturing Device IDs to advertise in real-time and also the week after.
 - Social
 - Organic and Programmed
 - Print Advertising
 - Food and Travel – Fall, 2023 – Winter, 2024
 - Southern Edge – Digital
 - Chamber Quality of Life Guide
- Let's Discover Greenwood

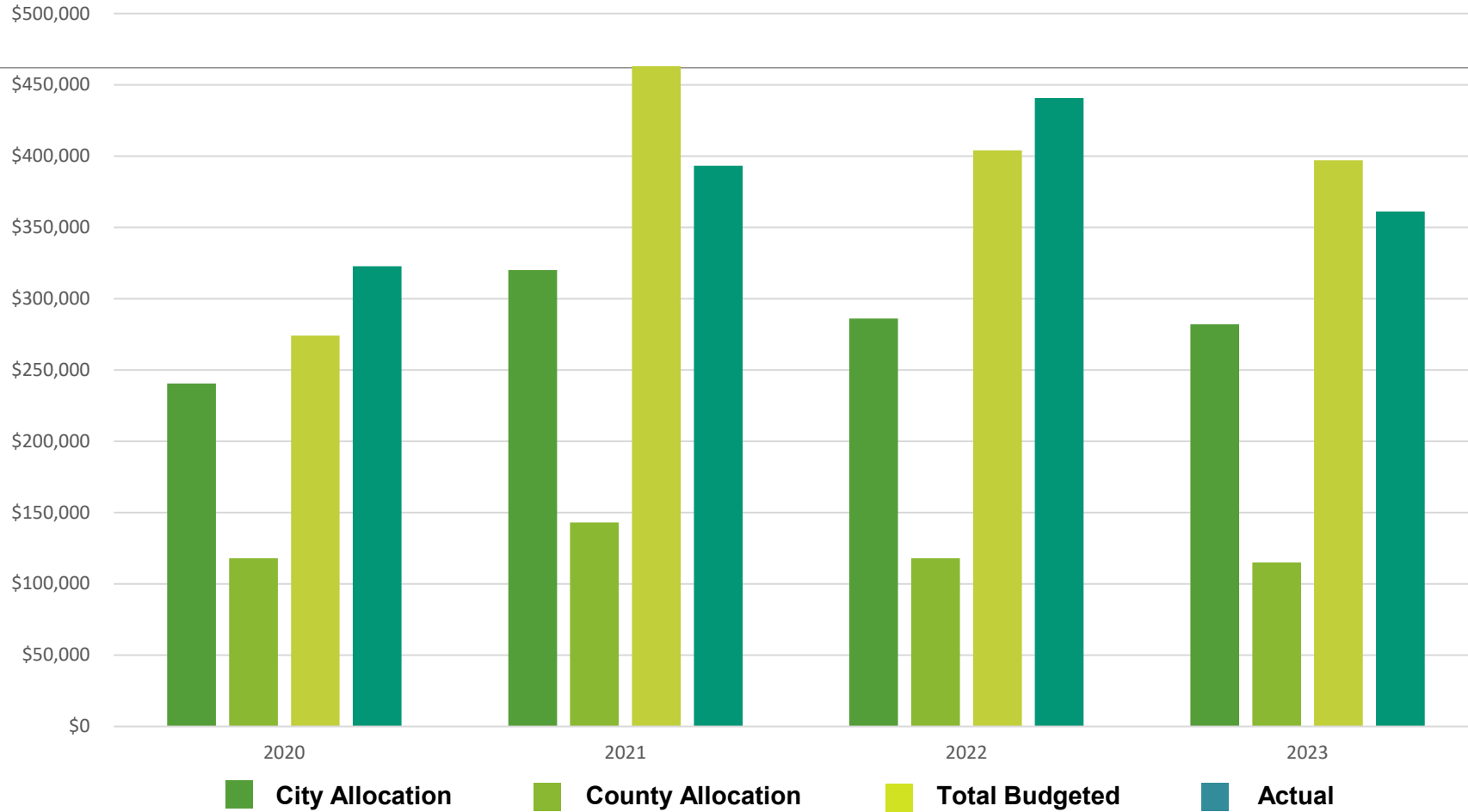
Visitors and Tourism: Year in Review

Greenwood City and County A-Tax Revenue



Visitors and Tourism: Year in Review

Budgeted vs. Actual



GREENWOOD JUNIOR CHAMPIONSHIP & PREVIEW



THE LINKS AT STONEY POINT
AUGUST 6-11, 2023
FULFILLMENT REPORT



JUNIOR CHAMPIONS



PAVEL TSAR
3-UNDER-PAR 213

JENNA KIM
3-UNDER-PAR 213

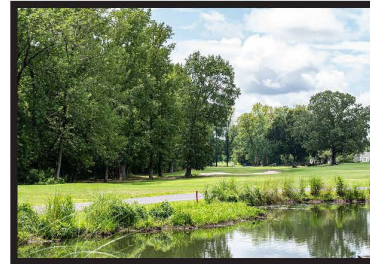
PREVIEW MEDALISTS



DYLAN PARK
1-OVER-PAR 145

SAHANA CHOKSHI
9-OVER-PAR 153

HOST FACILITY



THE LINKS AT STONEY POINT

19
STATES REPRESENTED

78
PLAYER FIELD

494
NET VISITORS

10
COUNTRIES REPRESENTED

2023 ECONOMIC IMPACT

VISITOR SPENDING: \$190,758.45

ADMINISTRATIVE COSTS: \$12,100.00

REGIONAL MULTIPLIER: 2.37

\$480,774.53
TOTAL ECONOMIC IMPACT

\$1,252,120
ECONOMIC IMPACT SINCE 2019



greenwood

SOUTH CAROLINA

DESTINATION CENTER

green
wood
Where stories come alive.

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Welcome

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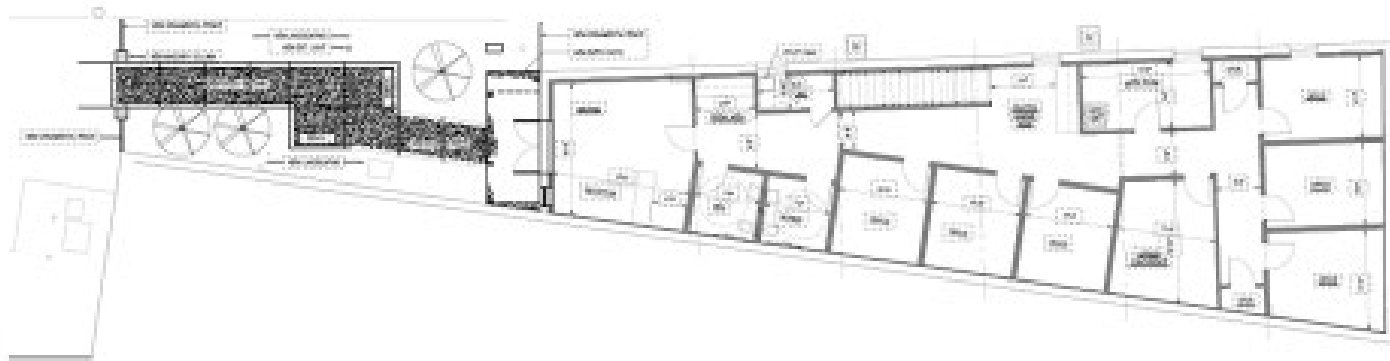
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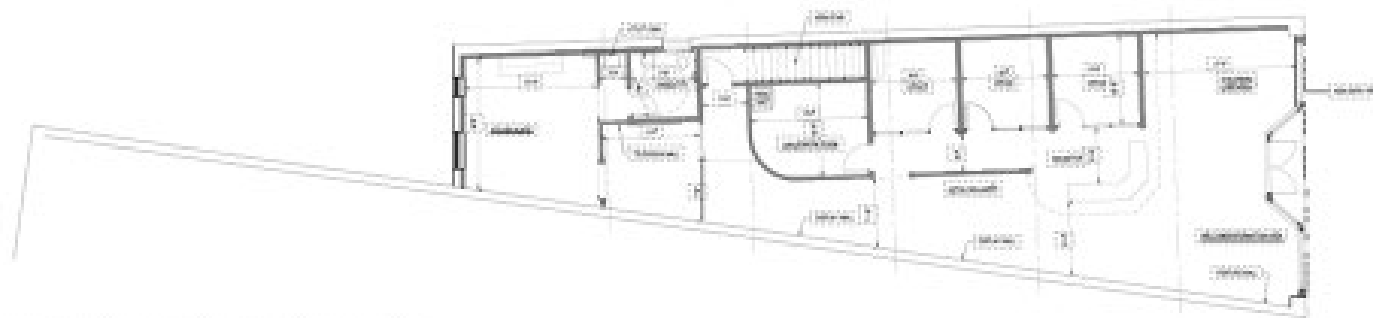
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Visitor Center Conceptual Drawings



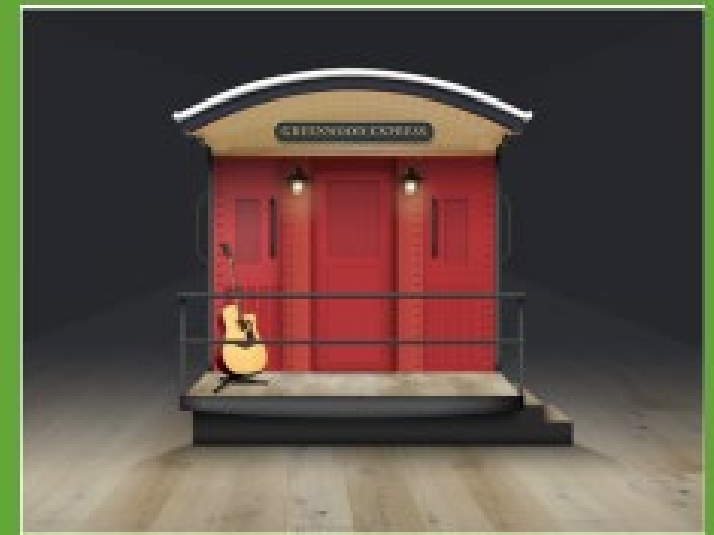
GROUND FLOOR - NEW OFFICE LAYOUT

Scale: 1/4" = 1'-0"



MAIN FLOOR - DISCOVER GREENWOOD OFFICE LAYOUT

Scale: 1/4" = 1'-0"



Caboose Divider



Documentary Video Area



Front Porch Program

Presented by





Our Purpose

To work with partners in the tourism community across South Carolina within a network at SCPRT to encourage the growth of the state's economy through visitation of a South Carolina or regional welcome center.

Application Process



01

You must have a consistent visitor experience – meaning you must give the same experience to each and every guest that comes through your visitor center.

02

Have public restrooms available.

03

Maintain regular open hours.

04

Be a public, non-profit, or DMO owned and operated center.

Application Process

The goal is to set and complete the regional welcome center site visits within a month of application approval, given travel time restrictions, and announce a press release when each regional welcome center becomes certified as well as a photo-op.

05

Have a business or sustainability plan.

06

Display brochures pertaining to your region.

07

Agree to receive an annual visit from the South Carolina Welcome Center Program's Visitor Services Manager or Visitor Services Coordinator to verify all criteria is met and maintained.

08

.Submit a completed application and a one-time application fee of \$75.

Perks of the Program

Throughout the year they will have additional opportunities as well including:

Promotion

Promotion as a South Carolina Certified Visitor Center by the state welcome centers to guests as they visit their regions.

Ordering

Receive bulk orders of state road maps and Discover South Carolina travel guides for their regional welcome centers.

Training

Annual seminar, behind-the-scenes training at a welcome center, Annual SC Welcome Center Conference, mini FAM tour, USTA National Certified Travel Counselor Test



Success Criteria



Data

The biggest criteria category we are looking for as we move forward with this program is an increase in visitation and brochure data at regional centers.



Consistency

Giving guests a consistent visitor experience as they travel throughout South Carolina.



Networking

Grow the visitor services network in South Carolina to give tourism professionals contacts they can learn and grow from and with.

Thus Far

Our Front Porch Program launched in July of this year and was sent to all of our tourism partners across South Carolina. Our goal for the first year of the program was to certify 15 programs throughout the state.

In the first month, we had over 25 applicants and certified them all by end of August to ensure they would be in the 2024 Discover Guide.

Front Porch Members

We now have 35 certified program members throughout the state including large and small Destination Marketing Organizations (DMOs) and look forward to continuing to grow our program and provide training and opportunities for all of our members.

