

SCPRT Marketing Plan

FY 08-09

GOAL ONE – LEISURE TRAVEL (Consumer)

Actively promote South Carolina as a travel destination to move customers to purchase and experience South Carolina products and services.

Objective 1 - Domestic Consumer (U.S.): Influence travel decisions through effective branding of South Carolina as a preferred 'leisure travel' destination.

LEAD: Beverly Shelley

Situation Analysis:

SCPRT Business Goal:

Continue to increase South Carolina's Gross Tourism Product per visitor (average expenditure).

Marketing Objective:

- Attract new visitors to South Carolina who will spend more and stay longer than the average current visitor.
- Encourage repeat visitors to increase expenditures during their next South Carolina visit.

How will we achieve this goal?

- Drive traffic to websites (DiscoverSouthCarolina.com, SouthCarolinaGolf.com, SavorSouthCarolina.com, CarolinaGirls.travel)
 - As a fulfillment tool
 - A booking tool
 - Currently tee times bookings are available
 - An online booking engine is expected to be live 1Q 2008
- Develop cross platform programs which highlight special events or reasons to visit SC or give provide actual reasons for consumers to visit (i.e. special weekend events, appearances etc). We are looking for new and creative ideas!
 - Single publications/sites will be evaluated, but must include promotional aspects/elements as well
- Develop co-op programs with retail components
 - Print

- Interactive
 - Special sections/promo opportunities
- Guaranteed inquiry programs can be submitted, but not required
- Continue efforts to establish South Carolina as a leading upscale golf destination
- Develop other niche travel categories
 - Girls Getways
 - Culinary
 - Health/Fitness

Communication Objective & Target Audience:

Increase awareness and drive leads for fulfillment from;

- Media Buying Demos
 - Women 25-54, HHI \$50+, children at home
 - Secondary target - W 25-34
 - Adults 25-64, HHI \$75+
 - Secondary target - A 25-54
 - Men 35-64, HHI \$75+, 15+ golf rounds per year
- Marketing Target:
 - Primary focus
 - Couples (Married & Single)
 - Singles traveling together (i.e. girlfriends, groups of singles, etc)
 - Secondary/traditional target
 - Families (nuclear and multi-generation/extended)
 - Demographic
 - \$75,000+ HHI
 - 3+ Domestic trips per year
 - Activities while on vacation:
 - Beach
 - Shopping
 - Fine Dining
 - Spa
 - Tennis/Jogging
 - Attend events (sporting/cultural)
 - History/Heritage
 - Nature/Outdoor recreation
 - Spend Time with Family/Friends
 - Lifestyle
 - Home value \$300,000+
 - Owns luxury car
 - Fine Dining/dines at upscale restaurant

Geography and Flighting:

- Maintain geographic coverage of South Carolina’s message
 - **Primary:** East of the Mississippi – look to target geographies with highest propensity to convert but not always actively targeted by partners within the state
 - **Key states:** GA, NC, TN, VA, WVA, MD, PA, OH
 - **Select states West of the Mississippi:** MO, MN, TX
- Flight messages during key vacation planning periods
 - Family- Spring (Feb-early May)
 - Couples and singles- Spring and Fall (Mar-May, Jul-Oct)
 - Golf- Late Winter/Early Spring and Late Summer/Early Fall (Jan-April, Jul-Oct)

Strategy 1 – Research: Conduct current, relevant research to help inform SCPRT’s domestic leisure consumer marketing decisions.

Tactic 01: Website Visitor Conversion Study

Texas A&M measures basic website behavior of visitors to www.discoverouthcarolina.com, www.southcarolinaparks.com, and their subsequent travel behavior. Reports on website usage are released each quarter. Reports on travel of website visitors are released every six months. Year-end analyses including comparison of website visitors that traveled to SC versus those that don’t are released at the end of each calendar year.

Lead: Dudley Jackson

Tactic 02: TNS Travels America

Use TNS's TravelsAmerica database throughout the fiscal year to estimate visitor volume and construct profiles of visitors to South Carolina by destination, origin, trip purpose, and other segments as needed.

Lead: Dudley Jackson

Tactic 03: Advertising Effectiveness Evaluation

Randomly survey households nationally and in SCPRT’s core origin markets to measure consumer awareness of and reaction to the 2008 ads and travel behavior. Include evaluation of the synergy between traditional offline media and on-line media. Randomly survey consumers in target markets for 2009 campaign to test their reaction to freshened creative.

- Annual Ad Awareness Study – cost approximately \$65,000
- New SCPRT Website Measurement Component – cost approximately \$15,000
- ‘Freshened Creative’ Post-Testing – cost approximately \$40,000

Lead: Dudley Jackson

Tactic04: 2008 Canadian Travel to South Carolina Data

Use the "2008 Canadian Travelers to SC Summary" data and the "2008 Canadian Travel to US" report for estimating visitation volume of and constructing profiles of Canadian visitors.

Lead: Dudley Jackson

Strategy 2 -Advertising: Reach and impact travelers with the highest propensity to travel to South Carolina by using a multi-media campaign. Select quality media venues that will convey an effective advertising message and impact targeted audiences, in order to raise awareness of South Carolina as a travel destination and ensure its place in the traveling consumer's consideration set.

Tactic 01-04: Media Schedule

Develop and implement a domestic consumer media plan for spring/summer/fall utilizing magazine, newspaper, television, radio and internet advertising opportunities. Pursue opportunities that exceed recommended media objectives beyond the negotiated rate to ensure a maximum return on media investments.

Lead: Tammy Strawbridge

Tactic 05: Creative and Production

Develop consumer advertising creative that will continue to showcase the state's diverse tourism products in an effort to influence targeted audiences.

Lead: Tammy Strawbridge

Strategy 3 - Customer Service: Utilize the Welcome Center and Discovery Center staff as the state's front-line sales team with responsibility to increase visitor expenditures by influencing and extending stays, which will result in increased direct expenditures in state.

Tactic 01: PRT Literature Distribution

Continue to provide and distribute *Highways, Smiles & Places*, and a variety of inserts from the ad campaign through the Welcome Centers and Discovery Centers to promote the state's tourism products.

Lead: Jason Simpson/Cheryl Harwell

Tactic 02: Industry Collateral Distribution

Promote South Carolina products through the distribution of industry partner's promotional (within scope of approved guidelines) materials in Welcome Centers and Discovery Centers.

Lead: Lorraine Hayes/Elizabeth Harm

Tactic 03: Complimentary Reservation Service

Use the complimentary reservation service in Welcome Centers and Discovery Centers to extend stays and increase direct expenditures in the state.

Lead: Cheryl Harwell/Elizabeth Harm

Tactic 04: Special Events

Hold special events at Welcome Centers to encourage visitors to experience sites and stops in South Carolina (examples include, but are not limited to: See America Week, and Heritage events).

Lead: Cheryl Harwell

Tactic 05: Theme of the Month Promotion

Market various South Carolina tourism products and destinations at the SC Welcome Centers by developing and promoting monthly thematic features.

Lead: Cheryl Harwell and Centers

Strategy 4 - Direct Sales

Tactic 01: Consumer Shows

Establish a South Carolina presence at select consumer shows in partnership with members of SCATR. Looking at the Atlanta and Charlotte consumer show outlets.

Lead: Etta Smith

Strategy 5 - Collateral: Produce quality collateral to promote the state's diverse products and services to potential visitors.

The Calendar Year will offer partner opportunities for advertising. PRT will again partner with SCDOT for the official highway map. PRT will use state funds to pay for 1M of the print run; DOT will pay for the 200,000 maps that they receive. PRT will retain the cover and two of the five panels; DOT messages will occupy the remaining three. PRT's graphics section will continue to produce all panels to ensure quality, color and continuity. Net savings to PRT will be approximately \$20,000 (skewed upward due to anticipated increases in paper, etc.).

Tactic 01: Cooperative Advertising (Marketing Partnership) Program Materials

Implement partner advertising opportunities in order to generate funds to underwrite the cost of printing the combined *Smiles/Places*. Produce Industry Partner Sales Materials for 2009 edition of *Smiles/Places*.

Lead: Gwen Thurmond

Tactic 02: Creative and Production for editions of *Smiles/Places* and *Highways*

Collateral creative, including cover photography, and production for combination *Smiles/Places*.

Lead: Gwen Thurmond

Tactic 03: Print editions of *Smiles/Places*

Print user-friendly up-to-date general consumer leisure collateral materials (*Smiles & Places*) to promote the state's product to disburse through inquiry fulfillment, welcome centers and other distribution outlets.

- Publish 750,000 copies of SC *Smiles/Places*

Lead: Gwen Thurmond

Tactic 04: Print editions of *Smiles/Places*

Print user-friendly up-to-date general consumer leisure collateral materials (*Smiles & Places*) to promote the state's product to disburse through inquiry fulfillment, welcome centers and other distribution outlets.

- **Publish 750,000 copies of SC *Smiles/Places***
- **Generate estimated \$400,000 in ad revenue** to supplement state appropriated dollars

Tactic 05: Partner with SC Dept. of Transportation to use federal funds to print *Highways*. Value is approx. \$135,000. Cost to be covered by DOT budget.

- Print 1.5M copies of SC *Highways with hurricane evacuation routes*

Lead: Gwen Thurmond

Tactic 06: Tourism Photography

Shoot tourism photography for a variety of marketing applications, including PR, collateral website and other uses.

Lead: Perry Baker

Tactic 07: Graphics Creative

Fund miscellaneous tourism marketing graphics projects.

Lead: Sylvia Potts

Strategy 6 - Interactive Marketing: Utilize eMarketing in a strategic manner consistent with overall marketing to communicate information about products and services by utilizing online tools and services targeting consumer audiences. Define and deploy customized campaigns to drive meaningful traffic to web site and to leverage that traffic in a manner that increases customer loyalty and repeat business.

Tactic 01: Manage overall data collection

Manage processes for updating Enterprise data and other content that supports the agency websites, DiscoverSouthCarolina.com, SouthCarolinaParks.com and SCPRT.com

Lead: Beverly Shelley

Tactic 02: Manage DiscoverSouthCarolina.com

Manage data-base driven and other content on DiscoverSouthCarolina.com in line with marketing priorities and strategies.

Lead: Chaunte McClure

Tactic 03: Manage SouthCarolinaParks.com

Manage data-base driven and other content on SouthCarolinaParks.com in line with marketing priorities and strategies.

Lead: Gwen Davenport

Tactic 04: Manage SCPRT.com

Manage data-base driven and other content on SCPRT.com in line with agency priorities and strategies.

Lead: Dawn Dawson

Tactic 05: Downloadable visitors guide

Produce the Smiles guide, and other relevant collateral materials, in a downloadable format for publication on the DiscoverSouthCarolina website.

Lead: Tammy Strawbridge

Tactic 06: Website Development

Implement phase three priorities of DiscoverSouthCarolina.com, SouthCarolinaParks.com and SCPRT.com.

Lead: Beverly Shelley, Chaunte, Gwen D., Dawn D.

Tactic 07: Search Engine Optimization

Implement search engine optimization strategies – both paid and unpaid – to position South Carolina among the top five slots on targeted search engine listing for pre-determined keywords. Develop keyword list in sync with overall marketing strategy.

Lead: Beverly Shelley

Tactic 08: Website tracking and other essential tools

Acquire Nettracker reporting and other necessary software to support interactive marketing program.

Lead: Beverly Shelley

Tactic 09: URL Acquisition

Acquire targeted URLs for use in interactive marketing strategies.

Lead: Beverly Shelley

Tactic 10: Real Estate and Relocation Micro site and ad revenue program

Develop a relocation micro site and an accompanying on-line advertising program.

Lead: Beverly Shelley/Web site agency/Ad agency

Tactic 11: Weddings Micro site and ad revenue program

Develop a relocation micro site and an accompanying on-line advertising program.

Lead: Beverly Shelley/Aristotle/Ad Agency

Strategy 7 - Direct Mail

Strategy 8 - Inquiry Fulfillment: Provide the most expedient, yet cost effective delivery system(s).

Tactic 01: Fulfillment Program

Utilize Fulfillment House to store, bundle, and mail primary DCL fulfillment package (Smiles, Places, Highways). Budget includes processing expenses.

Lead: Jason Simpson

Tactic 02: Postage For Fulfillment

Allocate funds to pay postage & shipping for delivery of Smiles, map and other collateral.

Lead: Jason Simpson

Tactic 03: Toll Free Vendor Contract

Manage the in-bound telemarketing vendor contract for inquiry services.

Implement and manage a program to electronically provide leads to industry partners participating in cooperative advertising partnership programs.

Lead: Jason Simpson

Tactic 04: Data management

Manage the implementation of a data management and e-newsletter distribution program to include coordination between PRT marketing, collateral, fulfillment and research programs as well as the advertising agency(s) of record.

Lead: Jason Simpson

Strategy 9 -Public Relations: Employ public relations techniques to generate media exposure of South Carolina as a preferred travel destination in targeted spot markets in the US and Canada.

Tactic 01: PR Programming

Develop and implement an enhanced public relations program by leveraging the contacts, skills and knowledge of newly-retained national public relations firm. (Tactics include but are not limited to: dedicated media event in NY, press tours, desk side visits.)

Lead: Dawn Dawson

Tactic 02: On-line Press Room www.DiscoverSouthCarolina.com

Promote to media and industry partners and keep updated pressroom portion of website.

Lead: Dawn Dawson

Tactic 03: Clipping Service

Acquire a national clipping service for the purpose of tracking tourism-oriented media coverage of South Carolina.

Lead: Dawn Dawson

Tactic 04: Lead Generating Tools

Mine and work consumer-related media leads from SATW's editorial lead service; TIA's editorial lead service; Travel Publicity Leads; and other sources as available.

Lead: Dawn Dawson

Tactic 05: SC Press Kit

Maintain South Carolina press kit as it compliments new creative, including content and presentation folders (hard copy and disk versions). Continue distribution to DCL target media. Provide press kits to Ad Agency media department to distribute upon request via media RFPs.

Lead: Dawn Dawson

Tactic 06: Directory listings

Publish South Carolina media relations contact information in selected directories used by travel media.

- Society of American Travel Writers
- TIA Directory for media

Lead: Dawn Dawson

Tactic 07: New Developments Update

Press release sent nationally to media on new tourism related developments in the state.

Lead: Dawn Dawson

Tactic 08: On-line Image Library

Maintain our on-line capability to post and distribute high-resolution images through Clean pix. Manage and track usage of “assets.”

Lead: Dawn Dawson

Tactic 09: Marketplace Participation

Develop media relationships; pitch South Carolina story angles; and identify and work media leads obtained through participation in media marketplace programs in the US and Canada, including:

Public Relations Society of America Marketplace

Society of American Travel Writers Marketplace

SATW Atlantic Caribbean Chapter Marketplace

Lead: Dawn Dawson

Tactic 10: Public Relations Organization Memberships

Maintain and leverage memberships in targeted public relations organizations to garner media exposure for South Carolina as a preferred travel destination.

- Public Relations Society of America/Travel & Tourism Council
- Society of American Travel Writers
- Southeast Outdoor Press Association

Lead: Dawn Dawson

Tactic 11: Media Research/Bacons

Maintain data base through a comprehensive media management system. Ability to keep data up to date with daily changes to media contacts and to distribute information to media through this service if so chose.. Access to the service for the Communications Office.

Lead: Dawn Dawson

Strategy 10 – Partnerships:

Strategy 11 - Education

Strategy 12 - Grants

Strategy 13 – Contract Rep

Strategy 14 – Promotions

Strategy 15 – Packaged Travel Product Development

Strategy 16 – Technical Assistance

Strategy 17 — Contingency Maintain contingency funds to take advantage of last-minute, high-impact marketing opportunities.

Tactic 01: Contingency Fund

Lead: Beverly Shelley

Objective 2 –International Consumer: Influence Canadians and long-haul consumers in targeted markets to purchase and experience South Carolina's products and services. Create awareness of and desire for South Carolina's diverse tourism product within the following key, targeted international markets:

Primary Markets

- 1. Western European Countries (German-speaking countries of Germany, Switzerland & Austria)**
- 2. United Kingdom and Ireland**
- 3. Canada (Toronto and remaining Ontario Province)**

Secondary Markets

- 1. Italy and France**
- 2. Sweden, Norway, Finland, and Denmark**

Joint Markets

Other international markets

Situation Analysis:

Western Europe and German-speaking countries:

The German-speaking countries of Germany, Switzerland, and Austria account for 17.5% of all overseas visitation from Europe to the United States in 2006, according to the U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries. These German-speaking countries together send the second largest population of European visitors to the United States annually. Collectively, they are second in Europe only to the United Kingdom. While the German-speaking countries trail the United Kingdom based on the number of residents visiting the United States, Germany's population is the second largest in Europe, second only to Russia. Germany's population is 83 million compared to the UK's population of 60 million.

Currently over 43 German speaking country tour operators carry South Carolina product, including golf packages. These 43 operators reach almost 16,000 travel agencies and their own consumer base of thousands of that have booked travel with their company.

We will continue to put more of a focus on golf in South Carolina as it is gaining increased attention by the German speaking countries for outdoor recreation. Currently, 25 tour operators feature a South Carolina golf program. In addition, many have extended their current programs.

We will continue our momentum in marketing to the Swiss travel trade and expand our marketing reach to the Swiss consumer. Although Switzerland is a smaller market, its demographics closely parallel that of the German traveler. Also, the majority of Swiss speak German so our literature and marketing materials will cross easily in to this market. We have a presence in nine operator catalogs to date - primarily as part of a fly-drive package, however 4 operators have a golf program.

Our goal will be to broaden our exposure with existing trade outlets as well as an emphasis on marketing to the direct consumer to drive sales through the travel trade through traditional and untraditional marketing outlets.

We will be taking a minor role in marketing to the Italian travel trade. In terms of number of travelers coming to the U.S., Italy ranks fourth in Europe. The number of Italians traveling to the U.S. is on the rise.

United Kingdom and Ireland:

South Carolina's presence in the UK/Ireland market has developed and matured in the past fifteen years. The United Kingdom and Ireland markets account for 45% of all overseas arrivals from Europe and 21% of all overseas arrivals to the United States in 2006, according to the U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries. This makes the United Kingdom/Ireland the largest source of European travelers to the United States.

Product awareness among the second tier travel trade is strong. Golf remains a key component of many tour packages. A majority of UK travelers consult travel agents (58% for U.S. trips overall and 45% for South Carolina trips). There are over 2,500 travel agents in the U.K. and some 200 USA bound tour operators. The majority of travel agents are part of a retail chain. In the last five years, consumers are increasingly using the internet for holiday research and opting to the internet for direct booking.

SCPRT targets the second tier tour operators who specialize in travel to the southern region of the United States. Currently, over 90 UK tour operators offer SC product, including 20 golf tour operators. Since 2001, PRT has broken the barrier and developed tourism product catalogued by some of the top tier UK tour operators such as Thomson (TUI Travel Group), Kuoni Travel, Thomas Cook and Virgin Holidays. Of the 2500 travel agents, PRT targets approximately 450 who specialize in North American travel and are certified by the VISIT USA - UK committee. The new UK travel agent training module specialized for SC will increase the number of travel agents qualified to sell South Carolina tourism products.

The state will strengthen this presence by continuing to shift its emphasis more towards developing consumer product awareness in an effort to drive sales through the travel trade. Concurrent with these efforts has been an expansion into Ireland. Currently, only a few Southern states have taken the opportunity to build this portion of the market. South Carolina is taking advantage of this growth opportunity. Although the travel trade is small in Ireland in terms of numbers, South Carolina's product matches well with consumer holiday desires. South Carolina is featured in the five major Irish leisure tour operator catalogs and has developed a rapport with the leading travel agencies through a close partnership with Delta Air Lines – Ireland and US Airways Ireland.

Canada:

The Canadian market, including day trips, accounted for more than 50% (22 million visits) of all international visitors to the United States in 2005. 80% of these Canadian travelers to the US originate in the provinces of Ontario, Quebec or British Columbia (Source: Statistics Canada).

Among South Carolina's 767,800 annual Canadian visitors, Ontario (69%) is their primary origin with Quebec (25%) in second place. Vacationers account for 77% of these visitors. Just over half of all Canadian visitors to South Carolina spend the night.

Canadians (that spend at least one night in South Carolina) report an average stay of 7.2 nights. They predominantly stay in hotels/motels. These overnight visitors travel primarily by auto (82%), followed by airplane (17%), and bus (1%). Among overnight Canadian visitors, 37% travel between January and March, 25% from April to June, 13% from July to September, and 25% from October to December.

The average travel party size of South Carolina's overnight Canadian visitors is 2.5 visitors. Visitors in these overnight parties spend an average of \$563.86 per person, per trip or \$77.86 per person, per night (U.S. dollars). Only 16.59% of these parties include children. And 53% of these travelers are age 55 and over.

Strategy 1 – Research: Utilize research to make useful information available to international consumer marketing entities within PRT about in-bound overseas visitors to South Carolina.

Tactic 01: ITA Summary of International Travel to the US (I-94) Report

Purchase and use ITA's Summary of International Travel to the US Report to provide useful information about international markets, including minimum visitor-volume estimates

Lead: Dudley Jackson

Tactic 02: VISA Credit Card Data on International Travelers

Purchase data from VISA on the number of cards, the spending volume and spending patterns of foreign travelers that use VISA cards when they visit South Carolina. Analyze this data for insights useful in prioritizing international markets and for developing messaging.

Lead: Dudley Jackson

Strategy 2 – Advertising: Utilize print media to convey an effective advertising message and impact targeted audiences, in order to raise awareness of South Carolina as a travel destination and ensure its place in the traveling overseas in-bound consumer's consideration set.

Tactic 01: German Advertising Creative Development

Develop and update advertisement creative to showcase the diversity of the state's tourism product. Creative will showcase South Carolina's broad product base, including such niches such as entertainment, shopping, outdoor adventure, historical sites, State Parks and The Heritage Corridor as relevant to each market. Where appropriate the creative will support the overall advertising campaign of the agency.

Lead: Dolly Chewning

Tactic 02: German Media Placement

Continue to advertise in German consumer travel magazines and travel sections of newspapers in an effort to create awareness of the South Carolina tourism product and generate inquiries on South Carolina vacation products, experiences, and packages. Advertising objectives will focus on increasing consumer awareness and generating inquiries on South Carolina vacation products, experiences, and packages. Media selection and strategies will include the following criteria:

- Place media in Fall and Spring to ensure sufficient time to supply information prior to destination decision.
- Target travel magazines with favorable performance, and capitalize on editorial ops.
- Target markets with air access, dense population, and heavy lift markets.

Lead: Dolly Chewning

Tactic 03: UK/Ireland Advertisement Creative

Develop and update consumer advertisement creative to showcase the diversity of the state's tourism product. The new creative will continue to support the traditional up-scale market with a broadened appeal to the middle-income family market. Additionally, the new creative will continue to include South Carolina's developed product of golf, beach and sun while simultaneously highlighting additional product niches such as entertainment, shopping, outdoor adventure, historical sites, State Parks and The Heritage Corridor as relevant to each market. Where appropriate the creative will support the overall advertising campaign of the agency.

Lead: Dolly Chewning

Tactic 04: UK/Ireland Media Placement

Continue to advertise in United Kingdom and Irish consumer travel magazines and travel sections of newspapers in an effort to create awareness of the South Carolina tourism product and generate inquiries on South Carolina vacation products, experiences, and packages.

Advertising objectives will focus on increasing consumer awareness, generating inquiries on South Carolina vacation products, experiences, and packages, and ultimately increasing the visitation to South Carolina. Media selection and strategies will include the following criteria:

- Place media to ensure sufficient time to supply information prior to destination decision.
- Place media in Fall, Winter, and Spring.
- Target travel magazines with favorable performance.
- Capitalize on editorial opportunities.
- Target markets with air access.
- Target dense population and heavy lift markets.

Lead: Dolly Chewning

Tactic 05: Canada Advertisement Creative

Develop and update consumer advertisement creative to showcase the diversity of the state's tourism product. The new creative will continue to support the traditional up-scale market with a broadened appeal to the middle-income family market. Additionally, the new creative will continue to include South Carolina's developed product of golf, beach and sun while simultaneously highlighting additional product niches such as entertainment, shopping, outdoor adventure, historical sites, State Parks and The Heritage Corridor as relevant to each market. Where appropriate the creative will support the overall advertising campaign of the agency.

Lead: Dolly Chewning

Tactic 06: Canada - Print Media Placement

Advertise in Canadian consumer travel magazines and travel sections of newspapers in an effort to create awareness of the South Carolina tourism product and generate inquiries on South Carolina vacation products, experiences, and packages. Advertising objectives will focus on increasing consumer awareness, generating inquiries on South Carolina vacation products,

experiences, and packages, and ultimately increasing the visitation to South Carolina. Media selection and strategies will include the following criteria:

- Place media to ensure sufficient time to supply information prior to destination decision.
- Explore the feasibility of tacking on the Canadian market to general domestic advertising opportunities in Ontario and Quebec provinces.
- Participate in the cooperative media initiative for Canada with Travel South USA
- Place media in Fall, Winter, and Spring.
- Target travel magazines with favorable performance.
- Capitalize on editorial opportunities.

Lead: Dolly Chewning

Strategy 3 – Customer Service: Utilize the Welcome Center and Discovery Center staff as the state’s front-line sales team with responsibility to increase visitor expenditures by influencing and extending stays, which will result in increased direct expenditures in state.

Tactic 01: Welcome Centers, Discovery Centers, and State Parks

Continue to utilize Welcome Centers, Discovery Centers, and State Parks as key information dissemination and distribution points for the German language guide.

Lead: Cheri Harwell/ Gwen Davenport

Strategy 4 – Direct Sales: Execute direct sales programs to targeted markets to extend awareness of South Carolina's diverse travel product.

Tactic 01: German Consumer Shows

Participate in key international consumer shows and in select promotional opportunities to educate German Golfers of golf opportunities in South Carolina.

VUSA Consumer shows in Hamburg, Cologne, and Munich & Stuttgart. Also, participate Golf:

- VUSA Munich, Germany February
- VUSA Cologne, Germany February
- VUSA Hamburg, Germany February

Lead: Dolly Chewning/German Rep

Tactic 02: UK/Ireland Consumer Travel Shows

Create awareness of and desire for South Carolina’s diverse tourism product within the key, targeted United Kingdom and Irish markets through direct consumer contact to drive direct sales or demand towards the travel trade through consumer travel show participation. South Carolina has formed an alliance/partnership with North Carolina Tourism to share stands at the key consumer shows and market the states as The Carolinas.

- The Holiday and Travel Show Manchester, Eng., Rand & upstate partner
- The Holiday Show Dublin, Ireland, ; Rand & upstate partner
- The Holiday and Travel Show Glasgow, Scotland,; UK Office & upstate partner
- Interhol-Birmingham Travel Birmingham; UK Office

Lead: Dolly Chewning/UK rep

Tactic 03: Canadian Consumer Shows

Participate in key international consumer golf and leisure shows and in select promotional opportunities to educate Canadian golfers of golf opportunities in South Carolina.

- Gourmet Food & Wine Expo Toronto, Canada November
- Hamilton Golf Show Hamilton, Canada February
- London Golf Show London, Canada February
- Toronto Spring Golf Show Toronto, Canada March
(Budgeted in Domestic Show Package with SCATR)
- Go South! & CAA Initiative Toronto, Canada March/April

Lead: Dolly Chewning

Strategy 5 – Collateral

Strategy 6 – eMarketing

Tactic 01: German language guides

Provide access through www.DiscoverSouthCarolina.com to our German language consumer travel guide and golf guide as a virtual tool for information.

Lead: Dolly Chewning

Strategy 7 – Direct Mail: Create awareness of and desire for South Carolina’s diverse tourism product within the key targeted markets by developing and implementing direct mail pieces directed to tour operators, travel agents, and consumers.

Tactic 01: Germany Direct Mail

Create a direct mail piece to be distributed to 10,000 travel agencies in Germany with a German tour operator.

Lead: Dolly Chewning

Tactic 02: UK/Ireland Newsletter

Create and distribute a consumer-based newsletter (15,000 copies) to targeted consumers within a 100-mile radius of all consumer shows in the United Kingdom and Ireland markets. This newsletter is produced under the banner, “The Carolinas,” jointly with North Carolina Tourism to increase traffic and consumer interest in the Carolinas Region tourism products.

Lead: Dolly Chewning

Strategy 8 – Inquiry Fulfillment: Provide the most expedient, yet cost effective delivery system(s) to respond to inquiries from international consumer, trade, and media inquiries.

Tactic 01: German Inquiry Fulfillment

The overseas marketing representation firm will fulfill consumer inquiries with the German Consumer Guide and special materials upon request. Ensure adequate collateral supplies to support consumer fulfillment.

Lead: German Contract Rep/Fulfillment company

Tactic 02: UK/Ireland Inquiry Fulfillment

The overseas marketing representation firm will fulfill consumer inquiries with the United Kingdom/Ireland Consumer Guide and special materials upon request. Secondary requests will be fulfilled with South Carolina Smiles and South Carolina Places. Ensure adequate collateral supplies to support consumer fulfillment.

Lead: Contract Rep / Fulfillment Company

Strategy 9 – Public Relations: Utilize targeted public relations programs to leverage advertising and sales tactics by creating additional awareness of South Carolina’s tourism product to the international consumer and media.

Tactic 01: German Media List

Develop/update the media list for German-speaking consumer media that can be used for direct mail and news releases.

Lead: Dolly Chewning/contract rep

Tactic 02: German Press Tours

Provide support for German consumer-focused travel writer FAMS, including slides; press kits; research; itineraries; other support as requested; and direct travel support (at the discretion of PR staff and German Sales Program manager.)

Lead: Dolly Chewning/Dawn Dawson

Tactic 03: German Clipping Service

Contract with a clipping service in Germany to track South Carolina consumer articles.

Lead: Dolly Chewning

Tactic 04: German Contract Representative PR

Utilize the talent and effort of the German Contract Representative to provide:

- Targeted media contacts, targeted story ideas, assistance to qualified writers
- Explore opportunities for non-traditional promotional programs with German department stores, hotels or airlines
- Maintain German consumer media list

Lead: Dolly Chewning

Tactic 05: German Press Kit

Update, translate, and distribute German-language consumer travel media press kit.

Lead: Dolly Chewning / Contract rep /Dawn Dawson

Tactic 06: UK/Ireland Contract Representative PR

Utilize the talent and effort of the UK Contract Representative to provide:

- Targeted media contacts, targeted story ideas, assistance to qualified writers
- Explore opportunities for non-traditional promotional programs with UK department stores, hotels or airlines
- Maintain UK/Ireland consumer media list

Lead: Dolly Chewning

Tactic 07: UK/Ireland Media List

Develop/update the media list for United Kingdom and Irish consumer media that can be used for direct mail and news releases.

Lead: Dolly Chewning / UK Contract rep

Tactic 08: UK/Ireland Press Tours

Provide support for the United Kingdom and Irish consumer-focused travel writer press tours, including slides; press kits; research; itineraries; other support as requested; and direct travel support (at the discretion of PR staff and the United Kingdom Sales Program manager.)

Lead: Dolly Chewning/Dawn Dawson

Tactic 09: UK/Ireland Clipping Service

Contract with a clipping service in the United Kingdom/Ireland to track South Carolina consumer articles.

Lead: Dolly Chewning/ UK Contract Rep

Tactic 10: UK/Ireland Press Material

Update and distribute United Kingdom/Ireland consumer travel media press kit.

Lead: Dolly Chewning / UK Contract Rep

Tactic 11: Canadian Press Tours

Provide support for the Canadian consumer-focused travel writer press tours, including slides; press kits; research; itineraries; other support as requested; and direct travel support (at the discretion of PR staff and the Canadian Sales Program manager.)

Lead: Dolly Chewning/Dawn Dawson

Strategy 10 – Partnerships

Strategy 11 – Education

Strategy 12 – Grants

Strategy 13 – Contract Representation: Maximize South Carolina’s exposure to the international trade in the key target markets by utilizing professional contract representatives.

Tactic 01: German Speaking Europe Market Representation

Develop and implement marketing and sales tactics to drive direct sales or consumer demand towards the travel trade by utilizing professional contract representation in Germany.

Lead: Dolly Chewning

Tactic 02: UK/Ireland Market Representation

Develop and implement marketing and sales tactics to drive direct sales and consumer demand towards the travel trade by utilizing professional contract representation in the United Kingdom and Ireland.

Lead: Dolly Chewning

Strategy 14 – Targeted Promotions

Strategy 15 – Packaged Travel Product Development

Objective 3: Drive incremental increases in State Park Service revenue by implementing marketing initiatives designed to:

- Increase camper nights at targeted parks night revenue by 10 percent.
- Increase cabin and villas room nights at targeted parks revenue by 10 percent.
- Increase golf rounds at the two state park golf courses revenue by 10 percent.
- Increase paid admission and interpretive fee revenue at the historic properties.

Situation Analysis: State Park Service

CRS research results

Agency financial objectives for parks

Parks 75th anniversary

Park

Because today's competitive environment requires government to operate more efficiently, there is a growing need in South Carolina to market state parks for increased business. Not only does this approach help raise revenue for the daily operation of parks and save public funding, it also helps introduce the core value of parks to new audiences; which can develop a constituency that supports and advocates parks.

Increased business at state parks also has a direct impact on tourism in South Carolina. There is at least one state park in every tourism region in South Carolina and a state park in almost every county. In some communities such as Cheraw, Pickens, McCormick and Santee, the state park is a major tourism attraction. In others – Beaufort County (Hunting Island State Park) and Myrtle Beach (Myrtle Beach State Park), the state park welcomes more than one million visitors, generates millions of dollars in revenue and has a direct impact on support services outside the gates, like grocery stores and gas stations.

The park system covers 46 properties that offer a wide variety of attractions – from interactive education centers and a public lighthouse at the beach, to lakeside campsites and battlefields in the Midlands, to backpacking trails and cabins in the mountains. In addition, the Park Service offers:

- two 18-hole golf courses
- 155 cabins
- 80 motel rooms
- 3,000 campsites
- more than 300 miles of hiking and riding trails

The need for an effective marketing plan has never been more urgent. Overall park budgets have fallen steadily since 1980, causing increased user fees and the discontinuation of some services. In fiscal year 2002-2003 South Carolina State Parks served 7,545,000 visitors, both residents and

tourists. These visitors accounted for \$14,995,000 in revenue to the State Park Service. South Carolina's State Park system ranks 23rd in the nation in visitation.

The South Carolina State Park Service has been challenged to increase its revenue by \$4.4 million in order to meet the demands of decreased appropriations from the general fund. In order to balance the 2003-2004 fiscal year budget revenue projections were increased \$1.6 million or 13 percent. To assist in increasing revenue, a relationship between the State Park Service and the Sales and Marketing Office has been cultivated.

South Carolina State Park visitors vary somewhat according to the type of park they frequently visit.

Visitors to the special resource parks consist of the heritage tourist, interested in history, culture and unique natural resources. Students and school groups also make up a large segment of visitors to these parks due to the implementation of the Discover Carolina programs.

Regional parks primarily cater to the local visitor. These parks offer recreational opportunities to local residents.

Outdoor Recreation parks cater to families, campers, and the outdoor enthusiasts. All of these parks are located on reservoir lakes, offer lake access and various water-based recreational activities as well as camping and other lodging opportunities. These parks are a standard for weekend getaways for families, fishermen and camping enthusiasts alike.

Lastly the traditional state parks showcase the state park system. These parks focus on conservation and preservation of defining natural and cultural resources, provide a multitude of recreational opportunities for the park visitor, and can support a moderate level of development. These parks encompass and accommodate all types of park visitors from day use to local visitors where parks are located in urban areas, to outdoor recreation enthusiasts, to school groups and students, to families.

The main focus of the state park marketing plan is to increase revenue throughout the state park system. The marketing efforts will focus on several aspects and segments of the overall operation of state parks, and will be carried out through various mediums including the website, e-newsletter, advertising opportunities, an annual state park insert and public relations.

One such opportunity is to increase occupancy and boost revenue through the lodging operation of state parks. Most of the state parks with lodging facilities (excluding Hunting Island and Edisto Beach) have high occupancy rates during the summer months and occupancy rates decline during the shoulder and off seasons. Marketing efforts will be focused to target these shoulder and off-seasons with discounts, coupons, packages, incentives, and special promotions. Special focus will also be placed on weekday rentals as this is the time with the most openings system wide.

Another opportunity is to increase occupancy and boost revenue through the campground operations of state parks. Campgrounds throughout the state park system have openings on a regular basis. Efforts will be focused to lengthen stays, attract new camping customers, and to

cross-sale and offer new camping opportunities to existing customers. A specific focus will be on weekday camping and camping availability during the shoulder and off-seasons. Increasing golf rounds at Hickory Knob State Resort Park and Cheraw State Park is another area of attention. Packaging golf experiences is one way to increase golf rounds at these parks while also increasing lodging occupancy. Other tactics such as special promotions, discounts and coupons will be utilized to boost golf rounds. Golf opportunities with lodging will also appeal to state governments and business groups in search of a location for their next retreat.

Boosting visitation to the historic sites and plantations within the State Park system can be done through a number of channels. One such way is by marketing Discover Carolina Programs to schools in parks that are currently underutilized. We may also increase visitation and revenue through attracting group tours to these parks.

Sales efforts will focus on driving meeting and retreat business to state parks. This is a market that has been virtually untapped. Many of the parks throughout the state offer public facilities for these types of gatherings. The facilities are generally unused during the week and corporate meetings and retreats are a perfect way to fill these openings. Efforts will also aim to reintroduce family reunions, class reunions, weddings and other gatherings to the state park facilities. These efforts will ensure weekend rentals for facilities within the State Park System.

Another focus of the marketing plan will be on the group market. Youth or church groups are perfect users for the state park facilities from meeting space to lodging.

Since the dawn of the new state park central reservation system, a great amount of customer data is available as never before. This data will allow the state park marketing team to pursue customer relationship management. Knowing who our current customers are and what they like will present us with numerous opportunities to drive business to our state parks. Customer relationship management will further allow us to identify the lifetime value of our customers and to expand product loyalty by introducing our current customers to new experiences within the state park system.

The central reservation system is also creating new benchmarks in occupancy rates and transforming traditional reservation seasons for state parks. Over the next fiscal year we will work to identify these new trends and increase occupancy over and above what the central reservation system has done for parks thus far.

These efforts will work to drive visitation and use in parks and increase revenue, while enhancing the core mission of the South Carolina State Park Service of stewardship and service.

Strategy 1: Research

Conduct current, relevant research to make useful information available to entities within PRT to guide capital improvement decisions and future marketing strategies.

Tactic 01: Track Promotional Codes through CRS

Continue using promotional codes through the Reserve America central reservation system to track state park sales promotions.

Lead: Gwen Davenport

Tactic 02: Omnibus Survey

Conduct an omnibus survey through the USC Institute for Public Service & Policy Research to determine visitor profiles and resident satisfaction, and the level of awareness among South Carolinians of nature-based tourism opportunities, including state parks.

Lead: Tony Bebber

Tactic 03: Monthly CRS Indicators

Produce and circulate monthly state park at a glance indicators.

Lead: Dudley Jackson

Strategy 2: Advertising

Use cost effective, traditional media to reach and influence southeast regional travelers with the highest propensity to select a South Carolina state park as their preferred lodging choice. Use cost effective, traditional in-state media in major tourism markets to reach and influence in-state visitors to visit a South Carolina state park historic site.

Tactic 01: Annual directory listings

Develop and implement a schedule of park listings in annual camping-oriented directories and yellow pages.

Lead: Gwen Davenport

Tactic 02: Media schedule

Develop and implement a southeast regional consumer-oriented plan using community-based media to sell midweek and off-season campsites, cabins, and villas.

Lead: Gwen Davenport

Tactic 03: Park ads in *Smiles and Places*

Develop and place State Park lodging and golf package ads in the 08 Visitors Guide.

Lead: Gwen Davenport

Tactic 04: In-state brochure distribution & printing for CTL

Use in-state brochure distribution companies in Charleston market to distribute Charles Towne Landing State Historic Site collateral featuring incentives and discounts.

Lead: Gwen Davenport

Tactic 05: Hot Deals

Feature midweek and off season state park campsites, cabins, villas, and golf packages on the Hot Deals web page of www.DiscoverSouthCarolina.com Link to central reservation service, as appropriate.

Lead: Gwen Davenport

Tactic 06: Charles Towne Landing State Historic Site On-going Marketing

Continue intercept marketing campaign for Charles Towne Landing State Historic Site to include newspaper, out of home, magazine and on-line advertising.

Lead: Gwen Davenport

Tactic 07: Hickory Knob and Cheraw Golf Course Media Schedule

Develop and implement a local consumer-oriented plan using community-based media (radio, newspapers, etc) to sell golf rounds at Hickory Knob and Cheraw State Park golf courses.

Lead: Gwen Davenport

Tactic 08: State Park APP Marketing Requests

Work with individual parks to promote and advertise individual events, resources, facilities or activities in local, community-based traditional media throughout the year.

Lead: Gwen Davenport

Tactic 09: State Park Birthday Parties

Promote birthday parties at Huntington Beach and other select state parks throughout the state.

Lead: Gwen Davenport

Strategy 3: Customer Service Continue to use Welcome Center and Discovery Center staff as the state's front-line sales team with responsibility to incrementally increase camping reservations/revenues.

Tactic 01: PRT literature distribution

Distribute the state park literature: cabin and camping brochure, golf package brochure, and historic sites along with any specials, packages or coupons, through the Welcome Centers and Discovery Centers.

Lead: Cheryl Harwell/ Devon Harris

Tactic 02: Complimentary reservation service

Use the complimentary reservation service in Welcome Centers and Discovery Centers to incrementally increase the number of state park lodging and tee time reservations, and paid historic site admissions.

Lead: Cheryl Harwell/ Devon Harris

Strategy 4: Direct Sales

Use consumer sports, boat and RV shows to disseminate information about state park camping facilities.

Tactic 01: Consumer Shows

Maintain visibility at select consumer shows. Distribute state park literature (including information on specials, packages, and/or coupons), and use incentives to acquire contact information for traditional and electronic mailing lists. Introduce central reservation service through online demonstrations. Promote central reservation system as appropriate.

- Greenville Boat and RV show – February
- Southeastern Wildlife Expo (Charleston) - February
- Sportsman Classic (Columbia) – March

- Columbia Boat Shows
- SC RV Dealers Shows
- BMW Earth Day Event – April
- Darlington Raceway - May

Lead: Gwen Davenport

Tactic 02: Golf Packages

Use golf wholesalers to disseminate information about state park golf courses at consumer-oriented golf shows.

Lead: Gwen Davenport

Tactic 03: SCATR Partnership

Partner with SCATR representatives to distribute state park golf course package information at golf shows.

Lead: Gwen Davenport/Jason Simpson

Tactic 04: Junior Ranger Program

Promote the Junior Ranger Program through targeted pilot Parks.

Lead: Gwen Davenport

Strategy 5: Collateral

Produce quality collateral to sell state park facilities as a preferred lodging choice, to increase tee time reservations, and paid admissions to historic sites, targeting southeast regional consumers.

Tactic 01: Park Collateral Printing

Reprint existing state park themed brochures and site-specific rack cards.

Lead: Gwen Davenport

Tactic 02: Pricing sheet

Update and reprint tear off pricing sheet for state park resources available for rent.

Lead: Gwen Davenport

Tactic 03: State Park Photography Library

Conduct photo shoots of state parks to insure every park in the state park system is included in the SCPRT state parks photography library.

Lead: Perry Baker/Gwen Davenport

Tactic 04: Golf Brochure

Create and print a new state park golf brochure that includes both Hickory Knob and Cheraw, featuring seasonal packages and rates, for distribution at golf consumer shows.

Lead: Gwen Davenport

Tactic 05: 75th Anniversary Book

Continue the process of developing and marketing the book.

Lead: Gwen Davenport

Strategy 6: eMarketing

Deploy online campaigns to drive meaningful traffic to specific landing pages within www.southcarolinaparks.com and to leverage that traffic in a manner that increases customer loyalty and generates repeat business.

Tactic 01: State Parks eNewsletter

Implement quarterly consumer newsletter promoting park products and discounts. Explore the feasibility of implementing a Partnership Marketing component in conjunction with advertising agency.

Lead: Gwen Davenport

Tactic 02: CRS Promo on Website

Continue to promote the availability of the central reservation system on the state park website.

Lead: Gwen Davenport

Tactic 03: eDirectory listings

Develop and implement a schedule of park listings on online camping-oriented directories.

Lead: Gwen Davenport

Tactic 04: Purchase Park URLs

Continue to acquire state park urls in order to promote specific parks within the state parks system.

Lead: Beverly Shelley

Tactic 05: Virtual Ranger Education Program

Develop and implement the on-line virtual Ranger Program through the designated pilot Parks.

Lead: Gwen Davenport

Strategy 7: Direct Mail

Explore the feasibility of developing a direct mail program (using a vendor such as Val Pac or USPS) that effectively delivers information to in-state and border-state consumers about select state park products.

Tactic 01: Direct mail

Use CRS data to promote mid-week and off-season availability at select parks through a series of state park postcard mailings. Conduct comprehensive fall mailing in fall '07 and more targeted mailing in spring. Budget: \$4,000 for printing; \$25,000 for each mailing)

Lead: Gwen Davenport

Strategy 8: Inquiry fulfillment

Provide expedient delivery of appropriate park collateral in response to consumer inquiries.

Tactic 01: Fulfillment

Use internal inquiry staff to mail appropriate park collateral in response to inquiries.

Lead: Jason Simpson

Strategy 9: Public Relations Use targeted public relations programs to leverage advertising and sales by creating additional awareness of South Carolina's State Park products in-state and southeast consumers.

Lead: Gwen Davenport/Dawn Dawson

Strategy 10 Partnerships

Strategy 11 Education

Strategy 12 Grants

Strategy 13 Contract Representation

Strategy 14 Promotions

Tactic 01: Refrigerator magnet

Produce refrigerator magnet providing state park URL and central reservation booking telephone number.

Lead: Gwen Davenport

Tactic 02: Retail Promotions

Implement tactics to promote retail sales through state park, state house and governor's mansion gift shops, including sale of SC dinnerware.

Lead: Kenneth Reed

Tactic 03: Atalaya Promotions

Promote the Atalaya Festival at Huntington Beach State Park.

Lead: Beth Fallaw

Strategy 15 Packaged Travel Product Development

Maximize exposure for South Carolina state park cabins and villas by seeking private sector partners to develop packages.

Tactic 01: Cabin and villa packages

Develop partnerships with local restaurants and attractions to create packages.

Lead: Gwen Davenport

Strategy 16 Technical Assistance

Strategy 17 Contingency

GOAL TWO (Market and Product Development)

Expand South Carolina's economic well being and quality of life by positioning the state as a preferred location for market and product development and expansion opportunities.

Objective 1 - Domestic Trade Market Development: Create awareness through and influence group tour operators and group leaders in targeted U.S. and Canadian markets to sell South Carolina as a preferred leisure destination.

Lead:

Etta Smith

Situation Analysis:

Just as consumer packaged products are sold through a multifaceted distribution network of wholesalers and retailers, the state's diverse tourism products are sold through a multitude of distribution channels. Those channels need to be capitalized on in order to make South Carolina the prominent tour destination over its competitors (other Southern states). To do this, SCPRT must focus on and emphasize South Carolina's attributes, which will ultimately benefit the traveler by making their life more fulfilled. SCPRT works as an informational sales conduit between the state's retail products and destination marketing organizations, and the travel trade consisting of tour operators and group travel leaders. SCPRT undertakes programs and activities to better influence the trade to incorporate South Carolina's products in the traveler's tour options.

According to the US Travel data Center's *TravelScope* data, in the South the average impact of a single motorcoach carrying 35 passengers staying overnight in a city is approximately \$2,170, where as the average daily expenditure is \$62.00. For two nights, the amount rises to \$4,340. If a city has 10,000 group packaged travelers yearly who stay one night each, the direct impact is \$620,000, not counting the multiplier effect of related expenditures. Other *TravelScope* research shows that the majority of the motor coach tour party is age 65 or older. Another twenty-eight percent are ages 45-55, showing a slight increase in middle age groups from previous years. Therefore, emphasis is on the mature traveler while increasing the focus on other emerging markets, such as student travelers and individual travelers desiring a flexible tour itinerary.

SCPRT strives to set itself apart and acquire a large portion of the packaged travel market by staying in the forefront of tour operators' minds and forming relationships within the market. PRT does this by hosting familiarization tours for interested tour operators and group leaders, attending prominent trade and travel shows on a consistent basis, hosting unique promotions in conjunction with major trade shows, and providing essential tools to assist tour operators and group leaders in planning/selling South Carolina packages. Many of these activities are planned and hosted in conjunction with other South Carolina industry partners, which makes a greater impact. PRT works hard at remaining consistent in this market in order to increase our share of it. Consistency is our greatest benefit and will lead us to being viewed as a featured destination.

Strategy 1 – Research: Monitor “packaged travel” trends to better identify potential opportunities aimed at smaller groups and the individual traveler. Use current, relevant research to better define perceptions of South Carolina’s group tour products and how the travel industry is emerging/changing, in order to guide decisions about developing and marketing the product and capture the economic impact of the Group Tour market.

Tactic 01: Emerging Trends

Maintain awareness of the emerging packaged travel trends and assist tour operators with selling their South Carolina product/package focusing on the changing demographic of the “group tour traveler.”

Lead: Etta Smith

Strategy 2 - Advertising: Place advertisements in domestic trade mediums to create and awareness of the South Carolina group tour product.

Tactic 01: Ad Creative

Use in-house graphics department to design a group tour ad to complement the existing creative produced by the Leslie Agency; incorporate the new in-house ad into rotation.

Lead: Etta Smith

Tactic 02: Media Placement

Advertise in targeted domestic travel trade publications and electronic media outlets to create awareness of South Carolina’s tourism product and drive sales opportunities featuring or highlighting South Carolina.

Lead: Etta Smith

Strategy 3 – Customer Service

Strategy 4 - Direct Sales: Generate awareness of and desire for South Carolina’s group tour product by implementing sales tactics targeting North American and Canadian tour operators.

Tactic 01: Trade Shows

Participate in key group travel trade shows:

- SYTA Sept 08
- OMCA Oct 2008
- National Tour Association Nov 2008
- American Bus Association Jan 2009
- UMA Jan 2009
- Bank Travel Feb 2009
- Travel South Showcase April 2009

Lead: Etta Smith

Tactic 02: Receptive Operators

Continue to assist receptive operators with packaging our product to include parks, heritage, soft adventure, nature-based travel, attractions, restaurants, and entertainment.

Lead: Etta Smith

Tactic 03: Group Tour Association Memberships

Maintain and leverage memberships in targeted group tour operator organizations.

- South Carolina Motor coach Association

- American Bus Association
- National Tour Association
- Ontario Motor coach Association
- North American Journeys
- North Carolina Motorcoach Association
- Virginia Motorcoach Association
- South Central Motorcoach Association
- Bank Travel
- Student Youth Travel Association

Lead: Etta Smith

Strategy 5 – Collateral: Produce collateral materials consistent with South Carolina’s branding and image, which support travel trade initiatives and influence the decision-making process of tour operators and group leaders.

Tactic 01: Profile Sheet

Update South Carolina profile sheet, which highlights the 10 tourism regions and acts as a direct selling tool; to be distributed at all trade shows.

Lead: Etta Smith

Tactic 02: SC Sample Itinerary on Website

Update itineraries to provide extensive exposure to SCATR and CVB Association members.

Lead: Etta Smith

Strategy 6 - eMarketing: Utilize eMarketing in a strategic manner consistent with overall marketing to communicate information about products and services by utilizing online tools and services that target a travel trade audience.

Tactic 01: Group Tour – Enterprise Database

Continue to update and verify group tour products in the Enterprise database.

Lead: Etta Smith

Tactic 02: Update Group Tour Leads List and market updates

Conduct update of current leads list and migrate to Enterprise database; implement process to distribute leads via email and mail.

Lead: Etta Smith

Strategy 7 - Direct Mail

Strategy 8 - Inquiry Fulfillment: Utilize outlets to generate qualified business leads for industry partners.

Tactic 01: Group Tour Inquiry Fulfillment

Fill tour operator/group leader inquiries with the Group Tour Packet and specific marketing collateral upon request.

Lead: Etta Smith

Tactic 02: Welcome Center Motorcoach leads

Collect and enter motorcoach leads form groups visiting the Welcome Center.

Lead: Cheryl Harwell

Tactic 03: Distribute Qualified Group Tour Leads

Qualify and distribute trade show leads and quarterly Welcome Center leads in a timely manner to industry partners for individual follow-up/fulfillment.

Lead: Etta Smith

Strategy 9 - Public Relations: Utilize targeted public relations programs to leverage advertising and sales by creating additional awareness of South Carolina’s tourism product to the travel trade and media.

Tactic 01: Leverage Editorial Media

Generate on-going press coverage of South Carolina’s product by identifying and leveraging editorial opportunities specific to the group tour market.

Lead: Dawn Dawson

Tactic 02: Media Support

Provide support to group tour travel media including press kits, slides, research, itinerary planning and direct travel support for familiarization program (at the discretion of the PR staff and Group Tour program manager).

Lead: Dawn Dawson

Strategy 10 – Partnerships: Leverage industry and financial resources to coordinate cooperative promotional opportunities for the domestic travel trade market.

Tactic 01: In-state Group Tour Task Force

In cooperation with industry partners, continue to establish a forum for regular, on going communication through a Group Tour Task Force to coordinate collective marketing, sales, and educational opportunities.

Lead: Etta Smith

Strategy 11- Education: Assist industry partners (internal and external) with product development, enhancement, packaging, and positioning as appropriate.

Tactic 01: Tour & Travel Industry Fam October 2009

Plan and host a Group Tour & Travel FAM for South Carolina tourism industry and operators to better educate them on all areas of the state. This will help them to realize opportunities to package coop and sell the whole state to include their area.

Lead: Etta Smith

Strategy 12 Grants

Strategy 13 Contract Representation

the United States, Germany's population is the second largest in Europe, second only to Russia. Germany's population is 83 million compared to the UK's population of 60 million.

Currently over 43 German speaking country tour operators carry South Carolina product, including golf packages. These 43 operators reach almost 16,000 travel agencies and their own consumer base of thousands of that have booked travel with their company.

We will continue to put more of a focus on golf in South Carolina as it is gaining increased attention by the German speaking countries for outdoor recreation. Currently, 25 tour operators feature a South Carolina golf program. In addition, many have extended their current programs.

We will continue our momentum in marketing to the Swiss travel trade and expand our marketing reach to the Swiss consumer. Although Switzerland is a smaller market, its demographics closely parallel that of the German traveler. Also, the majority of Swiss speak German so our literature and marketing materials will cross easily in to this market. We have a presence in nine operator catalogs to date - primarily as part of a fly-drive package, however 4 operators have a golf program.

Our goal will be to broaden our exposure with existing trade outlets as well as an emphasis on marketing to the direct consumer to drive sales through the travel trade through traditional and untraditional marketing outlets.

We will be taking a minor role in marketing to the Italian travel trade. In terms of number of travelers coming to the U.S., Italy ranks fourth in Europe. The number of Italians traveling to the U.S. is on the rise.

United Kingdom and Ireland:

South Carolina's presence in the UK/Ireland market has developed and matured in the past fifteen years. The United Kingdom and Ireland markets account for 45% of all overseas arrivals from Europe and 21% of all overseas arrivals to the United States in 2006, according to the U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries. This makes the United Kingdom/Ireland the largest source of European travelers to the United States.

Product awareness among the second tier travel trade is strong. Golf remains a key component of many tour packages. A majority of UK travelers consult travel agents (58% for U.S. trips overall and 45% for South Carolina trips). There are over 2,500 travel agents in the U.K. and some 200 USA bound tour operators. The majority of travel agents are part of a retail chain. In the last five years, consumers are increasingly using the internet for holiday research and opting to the internet for direct booking.

SCPRT targets the second tier tour operators who specialize in travel to the southern region of the United States. Currently, over 90 UK tour operators offer SC product, including 20 golf tour operators. Since 2001, PRT has broken the barrier and developed tourism product catalogued by some of the top tier UK tour operators such as Thomson (TUI Travel Group), Kuoni Travel, Thomas Cook and Virgin Holidays. Of the 2500 travel agents, PRT targets approximately 450 who specialize in North American travel and are certified by the VISIT USA - UK committee.

The new UK travel agent training module specialized for SC will increase the number of travel agents qualified to sell South Carolina tourism products.

The state will strengthen this presence by continuing to shift its emphasis more towards developing consumer product awareness in an effort to drive sales through the travel trade. Concurrent with these efforts has been an expansion into Ireland. Currently, only a few Southern states have taken the opportunity to build this portion of the market. South Carolina is taking advantage of this growth opportunity. Although the travel trade is small in Ireland in terms of numbers, South Carolina's product matches well with consumer holiday desires. South Carolina is featured in the five major Irish leisure tour operator catalogs and has developed a rapport with the leading travel agencies through a close partnership with Delta Air Lines – Ireland and US Airways Ireland.

Canada:

The Canadian market, including day trips, accounted for more than 50% (22 million visits) of all international visitors to the United States in 2005. 80% of these Canadian travelers to the US originate in the provinces of Ontario, Quebec or British Columbia (Source: Statistics Canada).

Among South Carolina's 767,800 annual Canadian visitors, Ontario (69%) is their primary origin with Quebec (25%) in second place. Vacationers account for 77% of these visitors. Just over half of all Canadian visitors to South Carolina spend the night.

Canadians (that spend at least one night in South Carolina) report an average stay of 7.2 nights. They predominantly stay in hotels/motels. These overnight visitors travel primarily by auto (82%), followed by airplane (17%), and bus (1%). Among overnight Canadian visitors, 37% travel between January and March, 25% from April to June, 13% from July to September, and 25% from October to December.

The average travel party size of South Carolina's overnight Canadian visitors is 2.5 visitors. Visitors in these overnight parties spend an average of \$563.86 per person, per trip or \$77.86 per person, per night (U.S. dollars). Only 16.59% of these parties include children. And 53% of these travelers are age 55 and over.

Strategy 2 - Advertising: Use print media to convey an effective advertising message and impact targeted audiences, in order to raise awareness of South Carolina as a travel destination and to ensure its place in the trade consideration set.

Tactic 01: German Media Placement

Advertise in select German trade publications to create awareness of South Carolina's tourism product (advertising objectives will focus on increasing trade awareness, leveraging editorial when available and positioning the contacted sales representative in the German market.

Lead: Dolly Chewing

Tactic 02: UK/Ireland Advertisement Creative

Develop and update advertisement creative to showcase the diversity of the state's tourism product (new creative will continue to support the traditional up-scale market with a broadened

appeal to the middle-income family market; additionally, new creative will continue to include South Carolina's developed product of golf, beach and sun while simultaneously highlighting additional product niches such as entertainment, shopping, outdoor adventure, historical sites, state parks and Heritage Corridor as relevant to each market; where appropriate creative will support the overall advertising campaign of the agency).

Lead: Dolly Chewning

Tactic 03: UK/Ireland Media Placement

Advertise in select United Kingdom and Irish trade publications to create awareness of South Carolina's tourism product (advertising objectives will focus on increasing trade awareness, leveraging editorial when available and positioning the contacted sales representative in the United Kingdom and Ireland); trade publications may include:

- Selling Long Haul
- Travel Trade Gazette
- USA Now
- The Essential Planner

Lead: Dolly Chewning

Strategy 3 – Customer Service

Strategy 4 - Direct Sales: Execute direct sales programs to targeted markets to extend awareness of South Carolina's diverse travel product.

Tactic 01: German Trade Shows/Sales Calls

Participate in key international trade shows, educational forums, and sales missions.

- VUSA Breakfast Seminar Stuttgart September
- Visit USA Germany – Trade Day Frankfurt Nov
- International Tourism Exchange (ITB) Berlin March
- Road Shows and calls Germany Nov
- Mercedes Golf Tournament Cologne Sept

Lead: Dolly Chewning/Rep

Tactic 02: UK/Ireland Direct Sales

Create awareness of and desire for South Carolina's diverse tourism product within the key, targeted United Kingdom and Irish markets by developing and implementing sales tactics directed to tour operators, wholesalers, consolidators, airline companies, receptive operators, and retail agents; participate in key international trade shows, educational forums and sales missions:

- World Travel Market London Nov
- Delta/South Carolina Road Show UK Mar
- Tour Operator Road Shows- UK-IRE TBD

Lead: Dolly Chewning

Tactic 03: Joint Market Direct Sales

Participate in the following travel trade shows:

- TIA's International PowWow Miami, FL May

Lead: Dolly Chewning

Tactic 04: UK/Ireland Sales Mission

Conduct a sales mission.

Lead: Dolly Chewning

Tactic 05: Germany Sales Mission

Conduct a sales mission.

Lead: Dolly Chewning

Tactic 06: Visit USA Memberships

Maintain and leverage Visit USA Memberships for the purpose of extending awareness of the South Carolina travel product to secondary international markets.

- Ireland, U.K., Sweden, Finland, Norway
- Germany, Austria, Switzerland, France, Italy

Lead: Dolly Chewning

Tactic 07: Secondary Markets Literature Distribution

Develop cooperative partnership with the following professional trade organizations:

- Visit USA France
- Visit USA Switzerland Roadshow
- Visit USA Austria
 - Visit USA Italy
 - Visit USA The Netherlands
 - Visit USA Sweden (seminar)
 - Visit USA Finland (seminar)
 - Visit USA Denmark
 - Visit USA Norway (seminar)

Lead: Sales Managers and Contract Representatives

Tactic 08: New Market Development

Explore the Chinese travel market and to build important relationships for future business developments.

- China-U.S. Tourism Directors Summit, Shanghai
- China International Travel Mart (CITM), the largest travel show in China and the only show sanctioned by the China National Tourism Authority (CNTA).

Lead: Chad Prosser/Dolly Chewning

Strategy 5 – Collateral**Strategy 6 – eMarketing****Tactic 01: Update International Leads List**

Maintain and update current leads list.

Lead: Dolly Chewning

Strategy 7 – Direct Mail**Strategy 8 – Inquiry/Fulfillment**

Strategy 9 - Public Relations: Utilize targeted Public Relations programs to leverage advertising and sales tactics by creating additional awareness of South Carolina's tourism product to the international travel trade media.

Tactic 01: German Travel Trade Media List

Continue to develop and update the media list for German-speaking trade media that can be used for direct mail and news releases.

Lead: Dolly Chewning/Contract Rep

Tactic 02: German Press Kits

Update, translate, and disseminate German-language travel trade media press kits.

Lead: Dolly Chewning/Contract Rep

Tactic 03: German Clipping Service

Contract with a clipping service in Germany to track South Carolina trade articles.

Lead: Dolly Chewning

Tactic 04: German Media Support

Provide assistance to German travel trade writers, including support for press tours for qualified media.

Lead: Dolly Chewning /Contract Rep/Dawn D.

Tactic 05: German Press Release Distribution

Develop and distribute timely press releases to the German trade media.

Lead: Dolly Chewning / Contract Rep

Tactic 06: UK/Ireland Travel Trade Media List

Continue to develop and update the media list for the United Kingdom and Irish trade media that can be used for direct mail and news releases.

Lead: Dolly Chewning / Contract Rep

Tactic 07: UK/Ireland Press Kits

Update and disseminate travel trade media press kits.

Lead: Dolly Chewning / Contract Rep

Tactic 08: UK/Ireland Clipping Service

Contract with a clipping service in United Kingdom to track South Carolina trade articles.

Lead: United Kingdom Representative

Tactic 09: UK/Ireland Media Support

Provide assistance to United Kingdom and Irish travel trade writers, including support for press tours for qualified media.

Lead: Dolly Chewning / Contract Rep /Dawn Dawson

Tactic 10: UK/Ireland Press Release Distribution

Develop and distribute timely press releases to the United Kingdom and Irish trade media.

Lead: Dolly Chewning / Contract Rep

Strategy 10 – Partnerships: Participate in regional partnerships to market and sell South Carolina as part of the greater southern United States in targeted international markets.

Tactic 01: Maintain and leverage membership in Travel South

Travel South, a regional travel and tourism marketing organization, executes strategies to market its 13 southern member states in targeted international markets with an emphasis on strategies that benefit the broad-based membership. Membership and programming.

Lead: Beverly Shelley

Tactic 02: Travel South Coop

Review Travel South partnership opportunities for additional cooperative marketing activities.

Strategy 11 – Educations

Strategy 12 – Grants

Strategy 13 - Contract Representation: Maximize South Carolina’s exposure to the international trade in the key target markets by utilizing professional contract representatives.

Tactic 01: German Speaking Market Representation

Create awareness of and desire for South Carolina’s diverse tourism product within Germany by developing and implementing marketing and sales tactics that link South Carolina with the key, targeted travel trade market in Germany through professional contract representation.

Lead: Dolly Chewning

Tactic 02: UK/Ireland Market Representation

Create awareness of and desire for South Carolina’s diverse tourism product within the United Kingdom and Ireland by developing and implementing marketing and sales tactics that link South Carolina with the key, targeted travel trade markets through professional contract representation.

Lead: Dolly Chewning

Strategy 14 – Targeted Promotions: Proactively seek promotional opportunities to introduce and/or familiarize tour operators, travel agents, and airlines partners to South Carolina products.

Tactic 01: German Travel Trade FAMs

Conduct familiarization tours, as needed, with travel trade partners from Germany for tour operators, wholesalers, and travel agents.

Lead: Dolly Chewning / Contract Rep

Tactic 02: German Golf Trade FAMs

Conduct familiarization tours of the state with German-speaking travel trade partners identified to sell the golf program, as well as golf journalists.

Lead: Dolly Chewning / Contract Rep

Tactic 03: UK/Ireland Travel Trade FAMs

Conduct familiarization tours with travel trade partners from United Kingdom and Ireland for tour operators, wholesalers, and travel agents to create awareness of the South Carolina product.

Lead: Dolly Chewning / Contract Rep

Strategy 15 - Package Travel Product Development: Maximize South Carolina’s exposure in targeted markets by partnering with tour operators, bordering states, consolidators, and airlines to have an extended reach to the travel trade.

Tactic 01: Germany Product Development and Trade Support

Implement cooperative sales and marketing opportunities with tour operators, consolidators, wholesalers, and airlines (continued emphasis will be placed on identifying medium sized tour operators and developing long-term relationships and support that will carry a 2-3 year shelf life; these tour operators will create, promote and sell South Carolina specific programs) through direct mail campaigns, cooperative advertisements, and brochure exposure.

Lead: Dolly Chewning

Tactic 02: Germany Golf Product Development & Trade Support

Continue to identify golf tour operators and develop long-term relationships and support that will carry the golf product of the state (these tour operators will create, promote and sell South Carolina) through direct mail campaigns, cooperative advertisements, and brochure exposure.

Lead: Dolly Chewning

Tactic 03: UK/Ireland Package Travel Product Development

Implement cooperative sales, advertising and marketing opportunities with tour operators, consolidators, wholesalers, and airlines (continued emphasis will be placed on identifying medium-sized tour operators and developing long-term relationships; these tour operators will create, promote and sell South Carolina specific programs) through direct mail campaigns, cooperative advertisements, and brochure exposure.

Lead: Dolly Chewning

Objective 3: Increase facility rentals, accommodations rentals and admissions revenue within State Parks by targeting the following market segments:

- In and regional group market, including group tours, church groups, family reunion groups ,etc.
- Member-driven organizations, such as RV associations.

Lead: Gwen Davenport

Strategy 1 - Research

Conduct relevant research to make useful information available to entities within PRT to guide the development of business rules, customer service enhancements, and future marketing decisions.

Strategy 2 Advertising

Tactic 01: Hickory Knob Marketing

Develop and implement a sales and marketing plan for Hickory Knob State Park, with an emphasis on promoting golf rounds, lodging rentals and meeting space rentals.

Lead: Janet Wheatley

Tactic 02: Hickory Knob Event Marketing

Specific advertising and marketing for special events at Hickory Knob such as the Ladies Golf Weekend, Men's Golf Weekend, and Women in the Outdoors Weekend.

Lead: Janet Wheatley

Strategy 3 - Customer Service

Strategy 4 - Direct Sales

Tactic 01: Consumer/ Group/ Golf Shows to promote Hickory Knob

Exhibit at wedding, group, golf and other consumer shows to promote Hickory Knob as a destination for meetings, golf outings, reunions, etc.

Lead: Janet Wheatley

Strategy 5 - Collateral

Tactic 01: Hickory Knob Sales Collateral

Develop a new brochure and other sales collateral for Hickory Knob State Resort Park.

Lead: Janet Wheatley

Tactic 02: Ropes Course Collateral

Develop collateral to promote the Ropes Course at Sesquicentennial Park.

Lead: Gwen Daveport

Strategy 6 - eMarketing

Tactic 01: Family reunion webpage

Maintain the family reunion website pages within www.DiscoverSouthCarolina.com to market state park facilities to family reunions, such as Paris Mountain, Sesquicentennial, Hickory Knob, etc.

Lead: Gwen Davenport/Beverly Shelley

Tactic 02: Wedding locations webpage

Develop a landing page within DiscoverSouthCaorlina.com to market state park facilities as venues for weddings and receptions.

Lead: Gwen Davenport/Beverly Shelley

Tactic 03: Meetings & Retreats microsite

Maintain the state park meetings & retreats website to market state park meeting facilities to groups, organizations and associations at key parks: Sesquicentennial, Lake Greenwood, Table Rock, Santee, & Hickory Knob.

Lead: Gwen Davenport

Strategy 7 - Direct Mail

Tactic 01: Post card - Family reunions planners, group leaders, tour operators

Send direct mail piece to targeted specialized users.

Lead: Gwen Davenport/ Etta Smith

Strategy 8 - Inquiry Fulfillment

Strategy 9 - Public Relations

Use targeted public relations programs to leverage marketing efforts by creating awareness of state park meeting and group facilities.

Tactic 01: In-state media: Issue customized press releases promoting use of state parks for:

- Group events/activities
- Family reunions

Lead: Dawn Dawson

Strategy 10 - Partnerships

Tactic 01: Leverage Partnerships

Form mutually beneficial partnerships with SCATR representatives, local chambers and other groups to assist in selling state park meeting, group facilities and family reunion facilities.

Lead: Gwen Davenport

Tactic 02: CVB memberships

Become a member of select Convention and Visitor Bureaus in order to obtain their meeting, group and family reunion leads Ensure state park meeting facilities receive listing in bureau's meeting planner and group tour guides....greenwood,, reunion network

Lead: Gwen Davenport

Tactic 03: Strategic partnerships

Form strategic alliance with SCATR to distribute state park brochures at selected RV and camping shows attended by SCATR membership.

Lead: Gwen Davenport

Tactic 04: Wholesale partners

Identify and negotiate contractual relationships with professional golf wholesalers to sell state park golf packages, such as last minute golfer and ESPN golf.

Lead: Gwen Davenport

Strategy 11 - Education

Strategy 12 - Grants

Strategy 13 - Contract Representation

Strategy 14 - Promotions

Tactic 01: Promotional Items for Hickory Knob

Purchase select promotional items to distribute at shows and on sales calls to promote Hickory Knob specifically.

Lead: Janet Wheatley

Strategy 15 - Packaged Travel Product Development

Tactic 01: Sample Itineraries

Develop sample state park itineraries in conjunction with local attractions for targeted church and motor coach groups.

Lead: Gwen Davenport

Strategy 16 Technical Assistance

Strategy 17 Contingency

GOAL THREE (Leadership)

Maximize awareness and value of PRT's mission by providing quality leadership to and within key public and private sector stakeholders.

Objective 1 (Relationships): Cultivate and leverage relationships by providing information, services and support to key tourism industry audiences and partners in order to maximize PRT's resources and increase awareness of the value of tourism to South Carolina's economy and quality of life.

LEAD: Justin Hancock/Beverly Shelley

Situation Analysis:

South Carolina Tourism Alliance

The South Carolina Tourism Alliance is a collaborative partnership between public and private sector tourism industry leaders, from across the state, which by working together will ensure a thriving tourism economy for the State. The Alliance recognizes cooperation among the tourism industry will enhance the efforts of the South Carolina Department of Parks, Recreation and Tourism's mission to advertise, promote, and encourage the advancement of the travel and tourism industry of the State of South Carolina. The Alliance will be made up of a 28 member board of directors. The board will be representative of the tourism industry and will include private and public sector individuals with a commitment towards unifying and strengthening the state's tourism industry.

The South Carolina Tourism Alliance Mission is to:

- Bring together and stimulate co-operation and participation between the many organizations involved in tourism in South Carolina.
- Prioritize and support important strategic issues essential to the successful development of tourism.
- Commission authoritative independent research to assist industry planning and input into government policy formation.
- Communicate effectively with policy makers, the media and the general public.
- Develop effective partnerships with official bodies.
- Endorse strong tourism labor force education options within junior high, high school, technical college, and college levels of the state to provide an outstanding work force for the state's number one industry to continue to attract and maintain visitors.
- Lead the way forward as the unifying voice for the tourism industry and, in so doing, advance the South Carolina Department of Parks, Recreation and Tourism's role as the authoritative voice for South Carolina tourism.

The South Carolina Tourism Alliance Priorities for FY 08/09 include:

- Secure funding for SCPRT budget for FY 08/09 (\$10 Million for Statewide Marketing Program, \$10 Million for Destination Specific Marketing, \$10 Million for Product Development Program)
- Establish a network contact system for key members of the House and Senate and coordinate efforts to effectively reach members of the General Assembly
- Establishment of administrative mechanisms and financial sustainability of the Alliance
- Utilize the advocacy resources of the South Carolina Chamber of Commerce to help carry our message to the General Assembly
- Recruitment of key at-large players in the tourism industry to strengthen the voice of the Alliance
- Accommodations Tax Reform – Developing a responsible system for utilizing Accommodation Tax revenues in ways that benefit the entire state

The South Carolina Tourism Alliance Secondary Goals for FY 08/09 include:

- The Development of a long-term strategy to reach our goal of \$40 billion by the year 2020
- The Development of service standards of excellence – working closely with the University system

External Communications - SCPRT has a sound reputation as an agency providing effective marketing in support of our constituencies. To more fully promote our current programs and successfully implement objectives, it is critical that PRT garner regular media attention regarding the agency's programs, accomplishments, and contributions to the state's economy and quality of life.

Partnership Development - Relationships with our stakeholders, both in industry and across government, are instrumental to our success. South Carolina has long recognized the added-value

of leveraging its marketing resources to create a stronger and more cost-efficient means to develop market share.

The success of tourism hinges on partnership.

- Business is the main economic driver, providing the product and creating opportunities.
- Government representing the community is a key partner. Both public and private sectors have to work together to achieve the best outcomes for the community.
- An effective mechanism for bringing the partners together is provided by the regional tourism organizations.

These partnerships have the capacity to provide the essential foundation for industry growth through:

- Effective management
- Strong leadership
- Clear direction
- Community participation
- Commitment to sustainable practices

Industry Business Partners - SCPRT has a 22-year history of providing partnership funds at the local level through what is now known as the Tourism Marketing Partnership Program. This program has evolved over the years and currently provides matching funds to extend South Carolina's brand image. This stakeholder group will enhance marketing efforts by ensuring tourism interests are incorporated into the government decision-making process.

Strategy 1 - Research

Conduct research on the economic impact of travel and tourism on South Carolina's economy and publish findings.

Tactic 01: Annual Report on Economic Impact of Travel and Tourism

Produce an annual report on the contribution of travel and tourism to the South Carolina economy (state tourism satellite account) and the economic impact of domestic visitor expenditures by county.

- Travel Industry Association of America
- Capital Investments in New Tourism Construction from FW Dodge

Lead: Julie Flowers

Tactic 02: Tourism Industry Indicators

Provide on-going tracking of the health of the tourism industry by sector (e.g., transportation, lodging, attractions, and tourism-related retail sectors) and geographic region of the state (e.g., city, county or region). Produce monthly and quarterly (seasonal) tourism indicators, including hotel operating statistics, airport passenger volume, accommodations tax collections, admissions tax collections, attraction attendance, gross sales in tourism-related sectors and Hospitality & Leisure employment and disseminate electronically.

- Smith Travel Research

Lead: Dudley Jackson

Tactic 03: Report on the Economic Impact of Golf in South Carolina

Produce an updated report on the *Economic Impact of Golf in South Carolina* in partnership with the SC Golf Course Owners Association. This study was first done in 1992/93 and again in 1997/98, 2000/01, and 2004/05.

Lead: Julie Flowers/Terry Sedalik (SC GCOA)

Strategy 2 - Advertising

Strategy 3 - Customer Service

Strategy 4 - Direct Sales

Strategy 5 - Collateral

Strategy 6 - eMarketing:

Strategy 7 - Direct Mail

Strategy 8 - Inquiry /Fulfillment

Strategy 9 - Public Relations

Strategy 10 – Partnerships: Proactively leverage state, regional, national, and international partnerships to extend SCPRT’s human and financial resources; position South Carolina as a leader in the state, regional, national, and international tourism industry marketplace.

Tactic 01: Industry-related Memberships

Maintain and leverage memberships in regional, national, and international tourism industry associations and organizations to enhance cooperative working relationships, to garner information on best practices and marketing & sales opportunities.

- Southeast Tourism Society (STS)
- Travel Industry Association of America (NCSTD, Research Publications)

Lead: Beverly Shelley

Tactic 02: Industry and association relationships

Communicate with industry partners on a regular basis about PRT’s goals and objectives. Actively participate in meetings and functions held by in-state tourism-related associations and organizations to foster cooperative working relationships, share marketing knowledge and identify and capitalize on sales opportunities:

- South Carolina Tourism Alliance
- SC Chamber of Commerce Tourism Committee
- Coastal South Carolina USA
- Department of Transportation Scenic Byway Committee
- South Carolina Association of Convention and Visitor Bureaus
- South Carolina Association of Tourism Regions
- South Carolina Hospitality Association
- South Carolina Motor coach Association
- Upstate South Carolina USA
- South Carolina Association of Festivals and Events
- South Carolina Bed & Breakfast Association

Lead: Staff – as assigned

Tactic 03: Corporate Relationships

Leverage key alliances with and between public and private sector entities for the purpose of generating external financial and in-kind support for the legislatively-mandated mission of the South Carolina Department of Parks, Recreation & Tourism.

Lead: Lou Fontana

Tactic 04: Government Relationships

Provide information and assistance on tourism issues to state government within South Carolina in order to raise public awareness of tourism's importance to the state. Develop strategic alliances and identify mutually beneficial cooperative partnerships with national, state, and local government entities.

Lead: Amy Duffy

Tactic 05 & 06: Marketing Partnership Opportunities

Lead: Tammy Strawbridge/Gwen Davenport

Tactic 06: South Carolina Association of Tourism Regions Marketing Allocations

Lead: Yvette Sistare

Strategy 11 – Education: Provide educational forums to increase partner awareness of SCPRT’s programs, particularly marketing and sales opportunities, and as a means of leveraging overall tourism resources.

Tactic 01: SC Governor's Conference on Tourism & Travel

Utilize the South Carolina Governor's Conference on Tourism and Travel in Kiawah to disseminate vital marketing information and tools to industry partners. Continue quality educational programs to meet industry partner needs and expectations. Utilize conference evaluations to determine partner's educational needs and expectations.

Lead: Beth Fallaw

Tactic 02: SC Governor’s Conference Presentation

Lead: Beverly Shelley

Tactic 03: TPF Workshops

Conduct workshops to educate partners regarding the TPF process and criteria.

Lead: Gale Bivines

Strategy 12 - Grants: Continue to leverage and enhance SCPRT’s tourism marketing investment by providing matching fund grants to local non-profit organizations through the Tourism Partnership Fund.

Tactic 01: TPF Grant Awards

Notify grant recipients of awards, obtain project agreement forms, and manage TPF grant reimbursements within agency and auditor protocol.

Lead: Gale Bivines

Strategy 13 - Contract Representation

Strategy 14 - Promotions

Strategy 15 - Packaged Travel Product Development

Strategy 16 - Technical Assistance

Strategy 17 - Contingency

Objective 2: Increase participation in the Discover Carolina program by targeting the education community, with an emphasis on attracting new teacher participation and emphasizing selected parks within the program and the State House. (Colonial Dorchester, Musgrove and Lee.)

Strategy 1 - Research

Strategy 2 - Advertising

Tactic 01: Media Placement

Advertise in education publications that reach teachers in targeted communities. Include call-to-actions that motivate teachers to seek more information on Discover Carolina and ultimately build field trips into their curriculum and lesson plans. (Carolina Youth Alliance SC Voyagers, Social Studies Conference Agenda, SCZ Science Conference Agenda, and SC Weekly.)

Lead: Terry Hurley

Strategy 3 - Customer Service

Strategy 4 - Direct Sales

Tactic 01: Teacher Conferences

Use annual teacher conferences and hub meetings as opportunities to promote the Discover Carolina program.

Lead: Terry Hurley

Tactic 02: District orientation

Present at targeted district orientation programs.

Lead: Terry Hurley, Terry Conway, Bill Marrell

Strategy 5 - Collateral

Tactic 01: Discover Carolina brochure

Distribute Discover Carolina brochure at conferences and mailings.

Lead: Terry Hurley, Terry Conway, Bill Marrell

Strategy 6 - eMarketing: e-marketing

Tactic 01: eAnnouncements

Support direct sales tactics by announcing via email PRT's presence at upcoming conferences and hub meetings.

Lead: Terry Hurley, Terry Conway, Bill Marrell

Tactic 02: Electronic lesson plans

Update and post lesson plans and new information on www.DiscoverCarolina.com.

Lead: Terry Hurley

Strategy 7 - Direct Mail

Tactic 01: Postcards – Teachers (Colonial Dorchester, Charlestowne Landing, Musgrove, and Lee)

Promote Discover Carolina to teachers in targeted areas via direct-mail post cards.

Lead: Terry Hurley, Terry Conway, Bill Marrell

Strategy 8 - Inquiry Fulfillment

Strategy 9 - Public Relations

Strategy 10 - Partnerships

Strategy 11- Education

Tactic 01: Discover Carolina Teacher Workshops

Grow the network of education professionals who can speak on behalf of Discover Carolina by training additional teachers in Discover Carolina Summer Teacher Workshops. Offer graduate credit hours to participants if they can prove: they communicated Discover Carolina to school administrators and peer teachers, and they demonstrated their knowledge of the program by registering field trips at state parks.

Lead: Terry Hurley/Bill Marrell

Strategy 12 - Grants

Strategy 13 - Contract Representation

Strategy 14 - Promotions

Strategy 15 - Packaged Travel Product Development

Strategy 16 - Technical Assistance

Strategy 17 - Contingency