



## **Activities and Accomplishments for FY 2024 For Discover Upcountry Carolina Association**

### **Advertising**

Advertisements were placed in the following publications and collectively generated over 6.4 million impressions and nearly 120,000 inquiries to our office for information on the Upcountry.

- *AAA Living* magazine
- *Official South Carolina Fishing Rules & Regulations Guide*
- *Good Housekeeping*
- *South Carolina Living* magazine
- *Georgia Magazine*
- *Blue Ridge Country*
- *Carolina Country*
- *Southern Living*
- *Official SC Travel Guide*
- *Atlanta Newcomer Magazine*
- *Our State* magazine
- *SouthCarolinaParks.com*
- *USA Today Guide to US National Parks*
- *Facebook.com*
- Placed ads in a newspaper insert that appeared in 12 Southeastern markets and reached over 1.9 million readers.
- Conducted a year-long campaign with Bob Redfern Outdoors TV, during which advertising ran on television, social media channels, and websites.
- Conducted a Search Engine Marketing (SEM) campaign generating 3.85 million impressions and 62,798 website visits.

### **Collateral Materials**

- Developed the 2024 edition of the *Upcountry Visitors Guide* – 60,000 copies.
- Produced large format printed map of the Upcountry – 100,000 copies.
- Improved and enhanced our website, UpcountrySC.com. Additional content, including blog posts and Itineraries, was also added to the site.

### **Press Tours and Media Events**

- Hosted and/or assisted 74 travel writers who were on assignment for stories on the Upcountry.
- Hosted a media breakfast at Euphoria, a food, wine, and music festival in Greenville, where story ideas to 24 writers and editors were pitched.

### **Cooperative Marketing**

- In partnership with SCATR and SCPRT, conducted an advertising and marketing program to highlight the Revolutionary War site and events throughout the state.

### **Inquiries, Website Visits, and Facebook Insights**

- 119,993 inquiries were responded to by our office, an increase of 6.7% over FY 2023.
- 277,377 unique visits to our website, UpcountrySC.com, a 4.8% increase over FY 2023.
- 268 Facebook posts reached 1.4 million followers during the year, up 12.6% over the previous year.

### **Benefit to the Citizens of South Carolina**

- The advertising and marketing campaigns conducted by our organization this year resulted in attracting over 54,000 visitors to the region, yielding over \$19.5 million in direct expenditures and adding over \$1.4 million to state and local tax coffers. Travel and tourism activities save each taxpayer in South Carolina \$648 in taxes every year.