

Pendleton District Commission DBA Lake Hartwell Country
Project, Goals and Benefit for SCATR- Regional Promotions in the amount of
\$181,818.18

Project:

Lake Hartwell Country has invested the funding of by the state into tourism marketing and promotion for our region of Anderson, Oconee and Pickens Counties. This marketing was done through print, social media, digital and television. From ads in highly acclaimed magazines like Outside to OTT on Hulu and Sling streaming platforms, Lake Hartwell Country's advertising outpaced all former fiscal years by significant margins. Below is the budget breakdown of the funds, as well as goals met this fiscal year, in large part due to the additional funding.

Marketing- Print		\$74,824.00
Marketing- Social Media		\$34,405.00
Marketing- Digital		\$44,589.18
Marketing- Television		\$28,000.00

Goals

1. Increase traffic to Lake Hartwell County website by 30%
 - a. Website traffic this year on Lakehartwellcountry.com grew by a surprising 117%, far over our goal of 30%
2. Grow Facebook and Instagram reach and engagement by 15%
 - a. Facebook reach grew 33% over last fiscal year, and Instagram almost 25% over last fiscal year.
3. Increase distribution of LHC niche brochures by 20%
 - a. Our brochure distribution jumped almost 30% this year, as indicated by amount of brochures distributed to welcome and visitor centers across the state
4. Achieve OTT video completion rate of above 90%
 - a. OTT MOM had a video completion rate of above 95%
5. Grow social media video views by 40%
 - a. Our social media video views greatly increased by
6. Achieve Google ads CTR of 5% or higher
 - a. Our SEM (Google Ads) achieved a 5.98% CTR this year, with 269,000 impressions.

Value

We at Lake Hartwell Country strongly believe that the steep increases in engagement, CTR, website traffic, video views, and OTT completion rates have and will continue to have an impact on tourists' decisions to make a trip to our region. Our impression/circulation count at year's end was almost 26 million. If even a conservative rate of .005% of people impacted by this marketing made a trip, that would equal 13,000 tourists. At another very conservative estimate of two days/nights at \$150 in expenditures per day (gas, food, lodging) per visitor, this comes to an economic impact of \$3,900,000, which is 21.5 times the amount of dollars spent. This ROI is very conservative yet still yields great economic impact for local businesses and jobs that benefit from the tourism economy.