The goal of Pee Dee Tourism Commission is to increase the number of visitors in the seven-county region by making individuals aware of what each of those counties has to offer through a diverse marketing plan, which includes, billboards, print advertisement, and digital advertisement through the website and social media outlets.

The money that was granted in the amount of $181,818.18 was used for that goal. Billboards were added and updated to make visitors aware of the things to do in Pee Dee Region, along with making them aware of the Pee Dee Visitor’s that is located off Interstate 95. The visitor’s center has information on the entire state that can be obtained by traveler’s stopping in. A portion of the money granted was also used to update the Pee Dee Tourism Website by adding coding that will automatically pull information in on all business and events in the geofence that is targeted and keep that information accurate and accessible to perspective visitors. Three boards were placed at the Pee Dee Regional Airport, to allow traveler’s that fly in to the region access to learning about the region, and because our goal is to reach a diverse group of people, there was also money spent on print advertising, a digital newsletter focusing on the outdoors in the Pee Dee Region, and a monthly newsletter that can be requested and dispersed through the website.

I am very confident and excited that all parts of this marketing plan will together increase awareness of the entire Pee Dee Region, and in turn, increase the number of visitors to our region, as well as our state.