

Final Summary

1.1M Non-Recurring Grant for Tourism Marketing

Columbia Metropolitan CVB DBA Experience Columbia SC

Project Details

Experience Columbia SC was able to engage in a variety of marketing initiatives that would not have been possible without the support of SCPRT and this non-recurring grant. Our team was able to engage in a marketing campaign to drive visitors from around the globe to Columbia SC for the Rivals in Red soccer match between Manchester United and Liverpool. We were also able to partner with WNBA Superstar Aliyah Boston on an influencer marketing campaign capitalizing on the athlete's love for Columbia and her large social media following. We ran advertising promoting our Pimento Cheese Passport, including an innovative partnership with Carvertise which featured rideshare vehicles in target markets wrapped with our destination and Pimento Cheese Passport messaging.

Project Goals

Our over-arching project goal to increase the number of visitors to the Columbia region (we increased from 15.8 million visitors in 2022 to 16.4 million visitors in 2023), each of our campaigns using these funds played its own part in contributing to that goal. We expect that 2024 will show additional increased visitation, and data should be available in August.

Public Benefit

When more visitors come to the Columbia region, our hotels, attractions and restaurants and other hospitality partners benefit. Our hotel occupancy rates and ADR have increased year over year. Attractions are also increasing visitation, and are adding new exhibits, renovation and upgrades to their product. Restaurants are thriving and winning awards in part due to increased exposure and visitation.