



...Regional Tourism District

Promoting Columbia, Lake Murray, Lexington, Newberry, Richland & Saluda



## FINAL REPORT

### Capital City/Lake Murray Country Regional Tourism Board (CCLMC)

**Details of project:** The \$54,545 dollars received were utilized by Capital City/Lake Murray Country for marketing efforts

The dollars allocated to Zartico with ongoing analyzing marketing efforts in where ads are placed verses tracking visitation into the region from the placed media ads. This allowed us to meet our marketing goals more effectively.

68% of visitors to Capital City/Lake Murray are from out-of-state

Charlotte represented 17% of visitors and 8% of spend

Greenville represented 14% of visitors and 9% of spend

While Atlanta represented 4% of visitors, they accounted for 6% of spend

New markets we need to advertise in include: Washington, Tampa/Jacksonville Florida and Nashville, TN.

Visitors spend almost **7 out of 10 dollars** while in Capital City/Lake Murray at Retail or Food merchants and average of \$348 at retail locations.

Additionally, funds were utilized to market 12 episodes of **Explore Lake Murray** Podcast which continues to grab national attention. Apple/Spotify ratings #2 "Lake Murray" – Apple Podcast; #3 "Travel South Carolina" Apple Podcast, #3 "Lake Murray" – Spotify and #5 "Travel South Carolina" on Spotify. Audience grew nationally and internationally top listeners in SC, NC, GA, CA, IL and UT – Globally, US, India, Canada, the UK and South Africa. Episodes featured regional attractions, specific tourism services and special events to lure visitors.

**Goals Achieved:** Since inception, Capital City/Lake Murray Country has focused on promotion and marketing of outdoor recreation. This is where we still see the largest potential of growth for this region and CCLMC emphasizes this through spending our marketing dollars in that target market.

Outdoor Recreation, Accommodations, and Sports drove the highest share of visitor in Capital City/Lake Murray. There was a significant shift in visitation to Outdoor Recreation places as well as 57.5%. As of this report, visitors from 43 states and 11 countries have stopped by our Regional Visitors Center.

**Public Benefits:** Effective use of marketing dollars, increased visitation into the region and knowing that 68% of our visitors are from out of state with an average 2.1-night stay. These visitors are generating tourism dollars and revenues for our hotels, golf courses, area tourism attractions, restaurants and retail.

*Capital City/Lake Murray Country Regional Tourism Board*

Post Office Box 1783 • Irmo, South Carolina • 29063 • (803) 781-5940 • 1-866-SCJEWEL • LakeMurrayCountry.com