



Activities and Accomplishments for FY 2025 For Discover Upcountry Carolina Association

Advertising

Advertisements were placed in the following publications, generating over 7.1 million impressions and nearly 145,000 requests to our office for information on the Upcountry.

- *AAALiving.com*
- *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*
- *USA Today Guide to the Southeast*
- *Facebook.com*
- Conducted a streaming TV ad campaign in the markets of Atlanta, GA, and Charlotte, NC.
- Placed ads in a newspaper insert that appeared in 12 Southeastern markets and reached over 2.1 million readers.
- Conducted a Search Engine Marketing (SEM) campaign generating 4.25 million impressions and 66,487 website visits.

Collateral Materials

- Developed the 2025 edition of the *Upcountry Visitors Guide* – 60,000 copies.
- Reprinted our popular guide to area waterfalls – 100,000 copies.
- Improved and enhanced our website, UpcountrySC.com. Additional content, including blog posts and Itineraries, was added to the site.

Press Tours and Media Events

- Hosted and/or assisted 63 travel writers who were either on assignment or are regular contributors to targeted platforms to create content on the Upcountry.
- Hosted a media breakfast at Euphoria, a food, wine, and music festival in Greenville, where story ideas to 28 writers and editors were pitched.

Cooperative Marketing

- In partnership with SCATR and SCPRT, continued an advertising and marketing program that began last year highlighting the Revolutionary War sites and events throughout the state.

Inquiries, Website Visits, and Facebook Insights

- 145,625 inquiries were responded to by our office, an increase of 17.8% over FY 2024.
- 299,290 unique visits to our website, UpcountrySC.com, a 7.9% increase over FY 2024.
- 277 Facebook posts reached 1.8 million followers during the year, up 11.3% 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 57,000 visitors to the region, yielding over \$21.1 million in direct expenditures and adding over \$1.6 million to state and local tax coffers. Travel and tourism activities save each taxpayer in South Carolina \$677 in taxes yearly.