

Thoroughbred Country's integrated marketing plan of print, digital and social media platforms heightened awareness of and interest in Thoroughbred Country South Carolina as a tourism destination. Our efforts resulted in increased visitor numbers, overnight stays and tourism expenditures benefitting lodging, restaurant, retail, recreation and other small businesses, thereby generating tax revenues (accommodations, admissions, hospitality and sales) and providing economic benefits to the area.

GOAL 1:

Continue to market Thoroughbred Country as a destination to leisure markets.

- * Hosted press trips for members of the travel media working with Laurie Rowe Communications, SCATR and SCPRT.
- * Maintained and updated all content in our Travel Media Pressroom.
- * Distribution of the Thoroughbred Country visitor guide was over 12,000. This includes advertisements with AAA Go, AAA Living, American Road, Southern Living, StyleBlueprint, USA Today Hunt & Fish Guide, TRIPinfo.com, DiscoverSouthCarolina.com, SouthCarolinaParks.com and the South Carolina Official Vacation Guide.
- * Hosted the SCPRT Welcome Center Study Tour and Thoroughbred Country brochure swap.
- * Participated in the SC AG + Art Tour to promote agriculture in 11 counties of South Carolina.
- * Maintained a Thoroughbred Country digital guide.
- * Partnered with SCPRT to run social media campaigns on Discover South Carolina and South Carolina State Parks platforms.
- * Partnered with Compass Media to conduct print and digital media campaigns.
- * Worked cooperatively with SCPRT and SCETV to produce their 'Go for It' series.
- * Maintained a website promoting our area including a calendar of events. The website recorded 93% new users with the device breakdown 25.5% desktop, 6.5% tablet and 68% mobile.
- * Maintained Facebook, Instagram, LinkedIn, and YouTube accounts.
- * Produced and distributed monthly e-newsletters featuring a tourism-related small business owner in each edition.
- * Created new itineraries for the website.
- * Assisted South Carolina Nature-Based Tourism Association with the Southeastern Wildlife Exposition and the Bull's Bay Nature Festival.