

Marketing Services at SCPRT for Ethnic Tourism Development

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Some statistics

- According to a 2009 national research study on *U.S. Cultural and Heritage Travel by Mandela Research*, 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling.

Some statistics

- Cultural and heritage visitors spend, on average, \$994 per trip compared to \$611 for all U.S. travelers. Perhaps the biggest benefits of cultural heritage tourism, though, are diversification of local economies and preservation of a community's unique character. – *Cultural Heritage Tourism, a coalition of heritage groups from across the country with the common purpose to market and develop heritage destinations in the United States.*

Some statistics

- The United States saw a 14% increase in the number of international visitors seeking cultural heritage experiences in 2010, and a 45% increase since 2004, more than half coming from Europe. – *US Department of Commerce, Office of Travel and Trade Industries' 2010 profile of the Cultural Heritage Traveler.*

Some statistics

- Heritage Tourism results in \$325.6 million annually in direct spending in South Carolina— resulting in the direct creation of 9,097 jobs— another 2,300 jobs are created indirectly. – *Smiling Faces Historic Places, an economic impact study of heritage preservation commissioned by the National Park Service.*

Development Assistance

Food for thought ...

- Heritage Corridor Development – 17 counties
- SC National Heritage Corridor consultancy
- Rural Resource Coalition (RuralRC.org)
- USDA Rural grants
- SC Humanities Council
- Arts Commission

Promotional Services at SCPRT

Focusing more on “undiscovered South Carolina”

- Welcome centers
 - Advertising
 - Rack brochures
- Tourism Advertising Grants
- Cooperative Advertising
- Website and enterprise database
- SC Insiders
- State park marketing
- Public Relations

Promotional Services at SCPRT

Focusing more on “undiscovered South Carolina”

- Public Relations
 - SC PR Network
 - Bi-monthly press releases
 - Ongoing pitches
 - Hosting media
 - Media events
 - Your press releases

Promotional Services at SCPRT

Focusing more on “undiscovered South Carolina”

- Governor’s Conference
 - Network with colleagues
 - Educational sessions on marketing
 - Remain up-to-date on SCPRT services