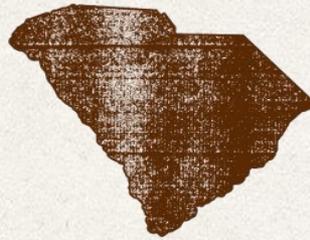


Rural Tourism Development In South Carolina

A State Parks Case Study



Duane Parrish
Director

South Carolina Department of Parks, Recreation & Tourism

What tourism means to SC...

- **\$17.6 billion** Total Economic Impact
- **1 in 10 Jobs** in South Carolina
- **\$1.3 billion** State & Local Tax Revenues



HEADS IN BEDS,
FEET ON FAIRWAYS
AND PEOPLE IN PARKS.

South Carolina

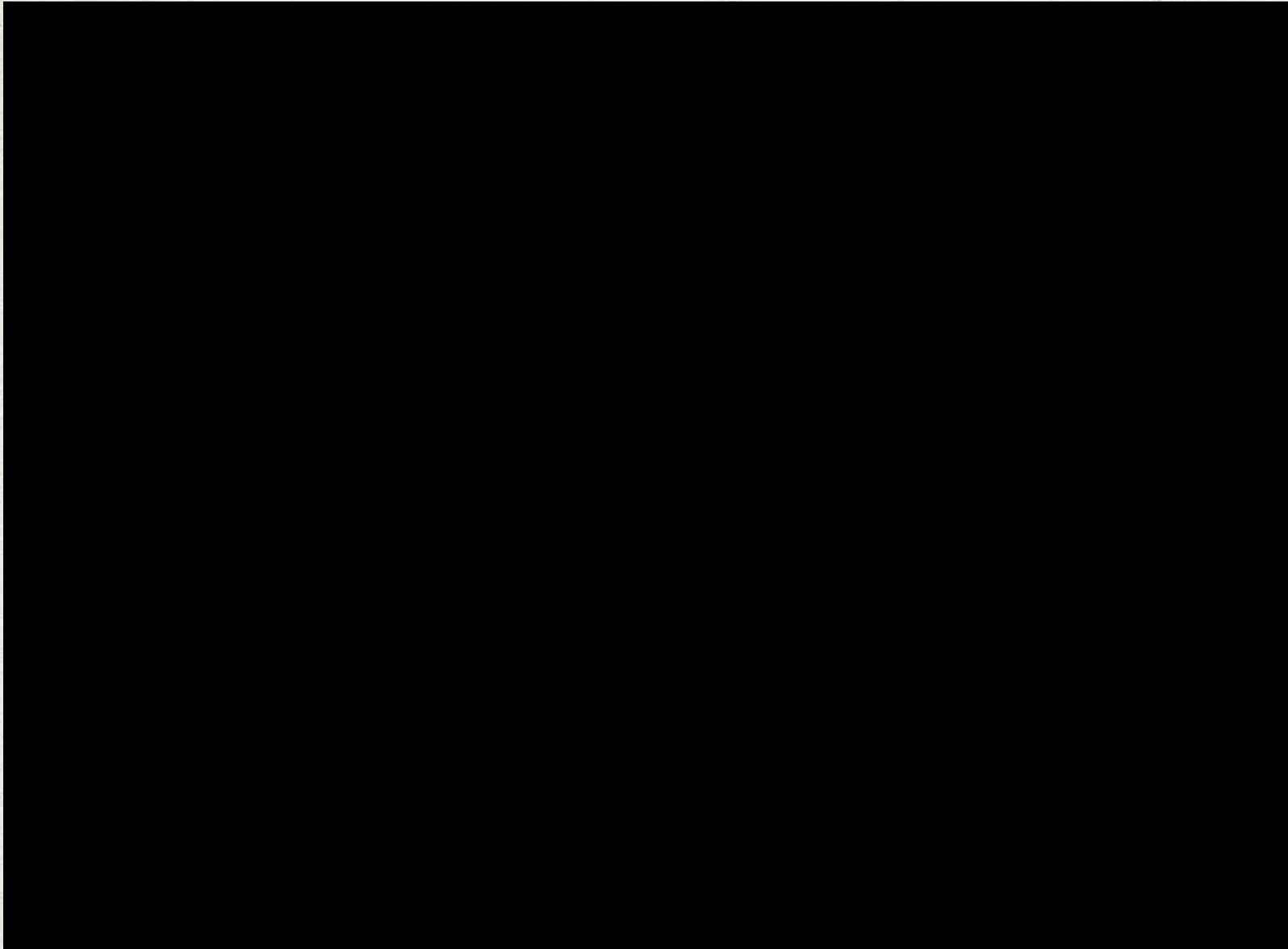


State Parks



South Carolina State Parks





Example 1



Cheraw State Park



Cheraw State Park - *Before*



Cheraw State Park - *After*



Cheraw State Park Beach

Financial Impact

	Summer 2011	Summer 2013	Percent Increase
Picnic Shelter Rentals	1,125	2,268	101.6%
Boat in Camping	23	100	334.8%
Campsite Reservations	3,001	4,748	58.2%
Boat Rentals	625	1,459	133.4%
Group Facility Rentals	1,215	3,975	227.2%
Park Visitation	37,676	63,248	67.9%
Rental Revenue Totals	\$61,172.87	\$82,080.48	34.2%



Example 2

H. Cooper Black Jr. Memorial Field Trial & Recreation Area



National Retriever Club Championship

Financial Impact

	2012	2013	Percent Increase
Special Facility Rental	\$1,365.82	\$5,375.58	293.6%
Retriever Training Sites	\$703.75	\$3,259.07	363.1%
Retail Sales	\$0.00	\$2,387.49	n/a
Total FY Revenue	\$91,931.97	\$109,819.57	19.5%

Pink Lady PALOOZA

GIRLFRIENDS GETAWAY 2014
at HICKORY KNOB STATE PARK

JANUARY 31
through
FEBRUARY 2

Events

- Friday Night Movie ("Grease")
- Saturday Night Sock Hop/ Karaoke & Costume Contest

Classes

- "We Go Together" wine pairings
- Pink Lady painting
- T-Bird golf putting
- Range-led hike
- "Look at Me, I'm Sandra Dee" pearl necklace-making
- Morning yoga
- Ribbon flip-flop-making (shoe size needed)






SouthCarolinaParks.com

Single-lodge room \$180.00 per person	Lodge room \$130.00 per person 2-3 guests	Cabin \$145.00 per person 2-4 guests	Non-lodging rate \$85.00 per person
--	---	--	--

Price includes 2-night stay, Friday night movie, Saturday/Sunday breakfast and Saturday classes, events and dinner.

Hickory Knob State Park • 1591 Resort Drive • McCormick, SC 29835
 jwhattley@scprt.com 864.391.5380 #1 800.491.1764

TABLE ROCK STATE PARK'S

Music ON THE MOUNTAIN

BLUEGRASS JAM SESSIONS

TABLE ROCK STATE PARK LODGE

1/11 SATURDAY 2 P.M. - 6 P.M.	7/12 SATURDAY 2 P.M. - 6 P.M.
2/8 SATURDAY 2 P.M. - 6 P.M.	8/2 SATURDAY 2 P.M. - 6 P.M.
3/8 SATURDAY 2 P.M. - 6 P.M.	9/13 SATURDAY 2 P.M. - 6 P.M.
4/12 SATURDAY 2 P.M. - 6 P.M.	10/10 FRIDAY 6 P.M. - 11 P.M.
5/10 SATURDAY 2 P.M. - 6 P.M.	11/8 SATURDAY 2 P.M. - 6 P.M.
6/14 SATURDAY 2 P.M. - 6 P.M.	12/13 SATURDAY 2 P.M. - 6 P.M.




158 E. Ellison Lane
 Pickens, SC 29671 864.878.9813 tablerock@scprt.com SouthCarolinaParks.com

Saddle Up

IN SPARTANBURG FOR OUTDOOR FUN
at Croft State Park





**BUY 1 ADULT ADMISSION
GET 1 FREE**

Present this coupon to the gate attendant or include it in your admission fee payment envelope with any additional payment due. Coupon is valid toward park admission only. Not valid with any other discount. Valid January 1 - December 31, 2014.

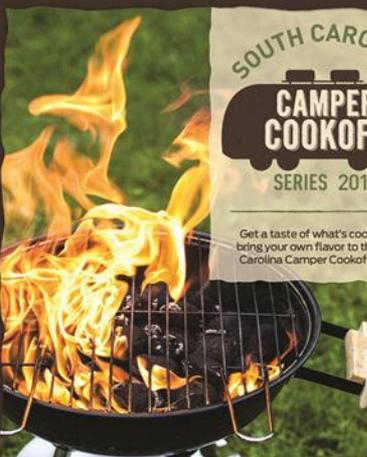


Primitive group camping • Picnic shelters • Playground
 Park lake • Canoe, kayak and jon boat rentals • Fishing
 Hiking & biking trails • Equestrian facilities & trails
 Boat ramp • 25 campsites with 20/30 amp power
 25 campsites with 20/30/50 amp power

reserve: SouthCarolinaParks.com
 866.345.PARK

450 Croft State Park Road • Spartanburg, SC 29302 864.585.1283 croft@scprt.com

SOUTH CAROLINA CAMPER COOKOFF SERIES 2014



Get a taste of what's cookin' and bring your own flavor to the South Carolina Camper Cookoff Series!

March 14-16, 2014
CATFISH COOKOFF
WATERBURY STATE PARK

July 25-26, 2014
BARBECUE COOKOFF

November 7-8, 2014
CHICKEN COOKOFF
CALHOUN HILLS STATE PARK

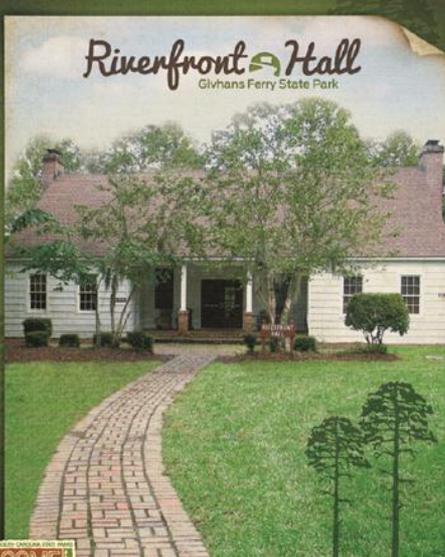
January 16-17, 2015
GRITS COOKOFF
MYRTLE BEACH STATE PARK




Visit SouthCarolinaParks.com for more information and to register.

Riverfront Hall

Givhans Ferry State Park

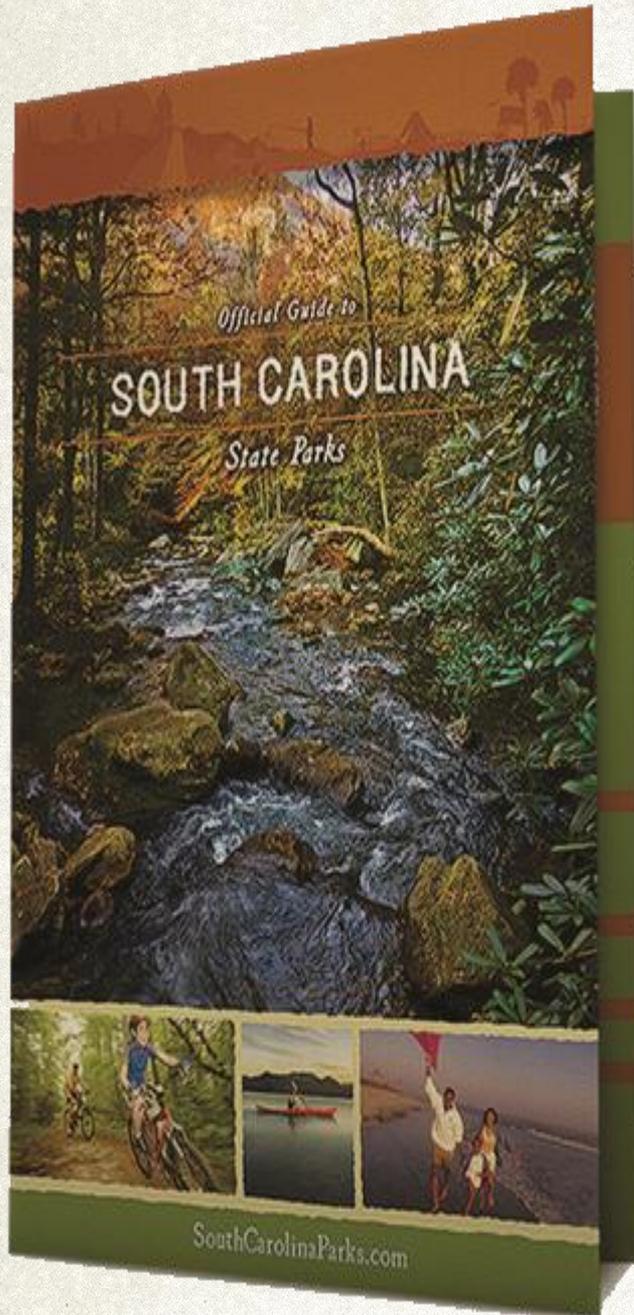





South Carolina

Just right.





Become an Ultimate Outsider

SouthCarolinaParks.com



Begin your outsider journey by purchasing a park passport and official guide to South Carolina's 47 state parks at SCParkStore.com.



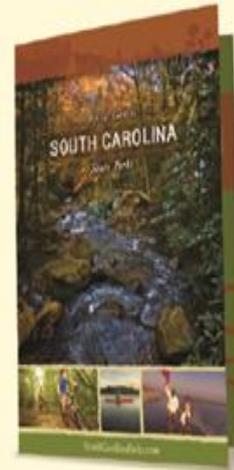
BECOME AN ULTIMATE OUTSIDER!

PURCHASE YOUR OFFICIAL GUIDE TO SOUTH CAROLINA STATE PARKS FOR **\$2**

AND GET

\$2 OFF FOR YOUR NEXT TRIP OUTSIDE!

*Purchase your Official Guide in any park store, official online at SouthCarolinaParks.com.



COME OUT & PLAY

SouthCarolinaParks.com

South Carolina Just right. 



Escape together. Pile your plate high with good times, roadside attractions and the most succulent barbecue you've ever tasted. South Carolina is proud to be the birthplace of barbecue and home to countless family-owned restaurants across the state. So come explore small-town South Carolina and see how our barbecue is more than just a meal, it's a memory.

Find your inspiration at DiscoverSouthCarolina.com.

South Carolina
Just right.



Donald E. McNair's Life History Center, The Old Kershaw Farm and Pettigrew, The Charles Bee-B-Q, Six Legged Man, The Barbecue, The Pink Pig, McCaskey's Bar-B-Que



Eat the competition for lunch. Pile your plate high with good times, roadside attractions and the most succulent barbecue you've ever tasted. South Carolina is proud to be the birthplace of barbecue and home to countless family-owned restaurants across the state. So come explore small-town South Carolina and see how our barbecue is more than just a meal, it's a memory.

Find your inspiration at DiscoverSouthCarolina.com.

South Carolina
Just right.



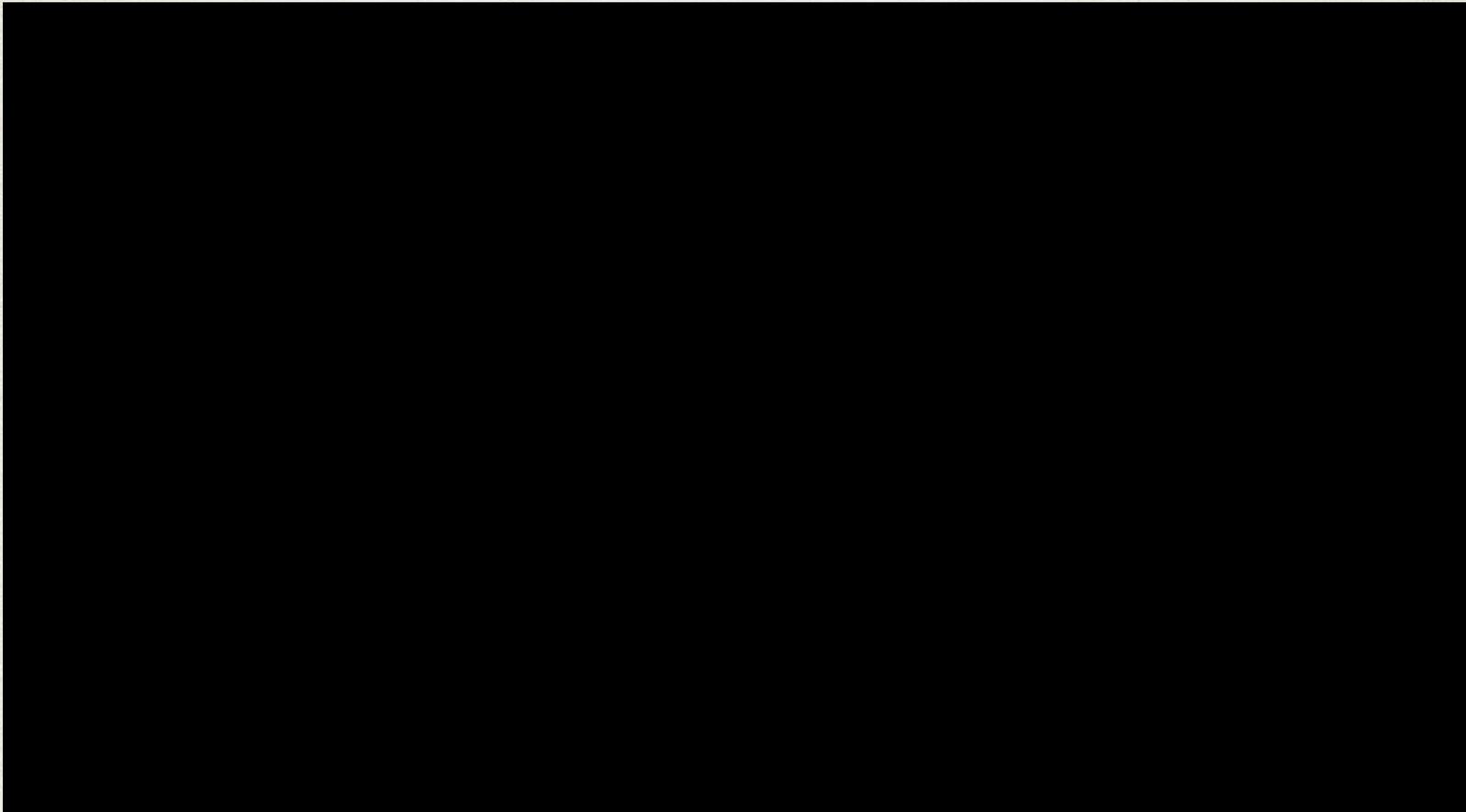
Donald E. McNair's Life History Center, Schooner BBQ, Bee-Gee's Barbecue, Farm and Meeting, Six Legged Man, The Barbecue, The Pink Pig, McCaskey's Bar-B-Que

South Carolina
Just right.



Key Steps for Rural Tourism Development

- Identify your assets
- Identify your resources
- Build local support
- Plan
- Carry out your plan... crawl, walk, run



Thank You!