

# The *UNDISCOVERED* Path to Tourism Success



**Duane Parrish**

Director

South Carolina Department of Parks, Recreation & Tourism



# South Carolina Department of Parks, Recreation and Tourism

The South Carolina Department of Parks, Recreation & Tourism is a cabinet agency assigned to operate and manage South Carolina's 47 state parks, market the state as a preferred vacation destination and provide assistance to communities to develop recreation assets.



Parks



Recreation



Tourism







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

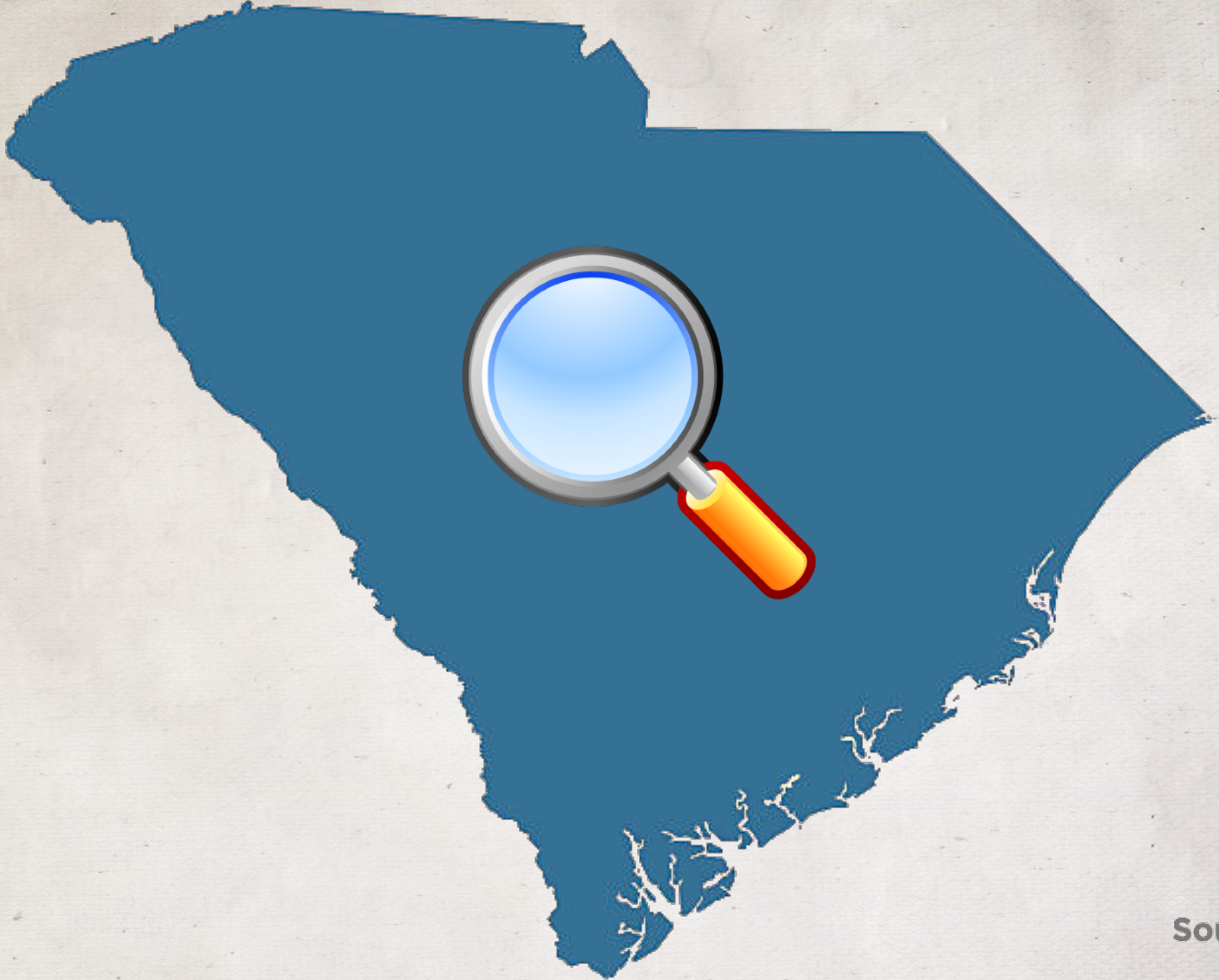
South Carolina  
Just right.















Discovering  
**UNDISCOVERED**  
SC





 *The* **BIRTHPLACE OF** **BARBECUE**

[SCBBQTRAIL.COM](http://SCBBQTRAIL.COM)

 South Carolina Just right







250+ BBQ  
RESTAURANTS  
THROUGHOUT THE STATE



500,000+ MAPS  
DISTRIBUTED

TO DATE

**The BIRTHPLACE OF BARBECUE**

**#SCBBQ**

That's right. Not only did South Carolina invent barbecue, but we're the only state to feature the Official Four Sauces, to name a few. Your fork has an elevated family restaurant, roadside attractions and eclectic shops to tempt your taste buds. Family-friendly, food-agnostic, affordable. Here you'll find countless stories among the hard-earned of real-life South Carolinians and their places you never really knew into that time you'll never forget.

**THE FOUR BARBECUE SAUCES OF SOUTH CAROLINA**

**AS SURE AS THE PIT MASTER'S DAY IS LONG**

**South Carolina BBQ Trail Map**

**South Carolina Just right.**















SOUTH CAROLINA

Satisfy

your Thurst

TOUR







SOUTH CAROLINA

# Satisfy your Thurst

TOUR

**MADE**

SHARE YOUR OWN STORY OR STAY CURRENT ON THE LATEST TRENDS AND NEWS AS YOU VISIT THE SOUTHERN SPIRITS, CIDER, BEVERAGE & WINE TOUR.

HOW CAN WE SATISFY YOUR THIRST FOR ADVENTURE IN THE PALMETTO STATE? WE'VE CRAFTED IT INTO A TOUR FROM THE PAST TO THE FUTURE.

**LEGEND**

- BEER
- WINE
- BEVERAGES
- SPIRITS

**BEER**

Beer has long been a staple of the South. From the early days of the Civil War to the present, it has been a part of our culture. The South has a rich history of beer drinking, and it's no surprise that the region is now home to some of the best craft breweries in the country.

**WINE**

Wine has long been a staple of the South. From the early days of the Civil War to the present, it has been a part of our culture. The South has a rich history of wine drinking, and it's no surprise that the region is now home to some of the best wineries in the country.

**SPIRITS**

Spirits have long been a staple of the South. From the early days of the Civil War to the present, it has been a part of our culture. The South has a rich history of spirits drinking, and it's no surprise that the region is now home to some of the best distilleries in the country.

**BEVERAGES**

Beverages have long been a staple of the South. From the early days of the Civil War to the present, it has been a part of our culture. The South has a rich history of beverage drinking, and it's no surprise that the region is now home to some of the best beverage companies in the country.

**DO YOU KNOW?**

Did you know that the South is home to some of the best craft breweries in the country? The region has a rich history of beer drinking, and it's no surprise that the South is now home to some of the best craft breweries in the country.

**DO YOU KNOW?**

Did you know that the South is home to some of the best wineries in the country? The region has a rich history of wine drinking, and it's no surprise that the South is now home to some of the best wineries in the country.

**DO YOU KNOW?**

Did you know that the South is home to some of the best distilleries in the country? The region has a rich history of spirits drinking, and it's no surprise that the South is now home to some of the best distilleries in the country.

**DO YOU KNOW?**

Did you know that the South is home to some of the best beverage companies in the country? The region has a rich history of beverage drinking, and it's no surprise that the South is now home to some of the best beverage companies in the country.

**MAP**

A detailed map of South Carolina showing the locations of various beverage producers. The map is color-coded by beverage type: Beer (yellow), Wine (purple), Spirits (green), and Beverages (orange). It includes a legend, a list of producers, and a small inset map of the United States showing the location of South Carolina.

**APP**

Download the South Carolina Satisfy Your Thirst app on the App Store or Google Play. The app provides a digital version of the tour map and offers additional information about the producers and their products.





**3 minutes**  
**21 seconds**  
USING THE APP



USERS COME FROM  
**44 out of 50**  
STATES IN AMERICA



**10,800+**  
APP SESSIONS

















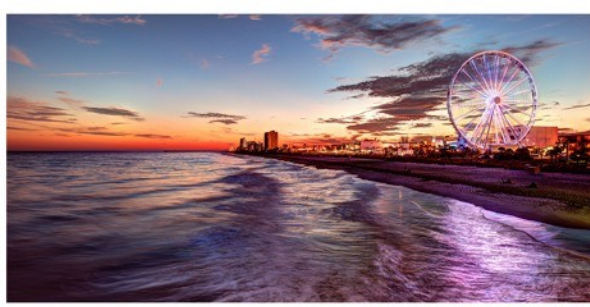
SOUTH CAROLINA  
*Shrimp AND Grits*  
WITH CHEF FRANK LEE













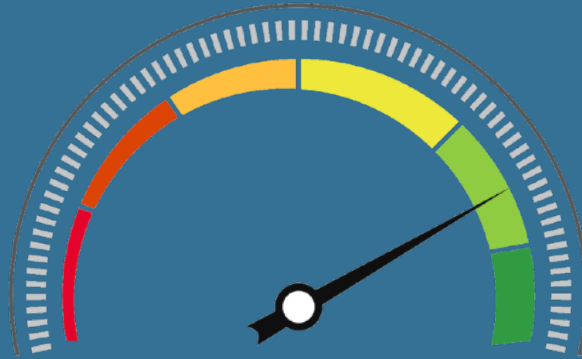
There's Always  
SOMETHING NEW  
TO  
DISCOVER

South Carolina  
Just right.





# Moving the Needle





50%  
HIGHER

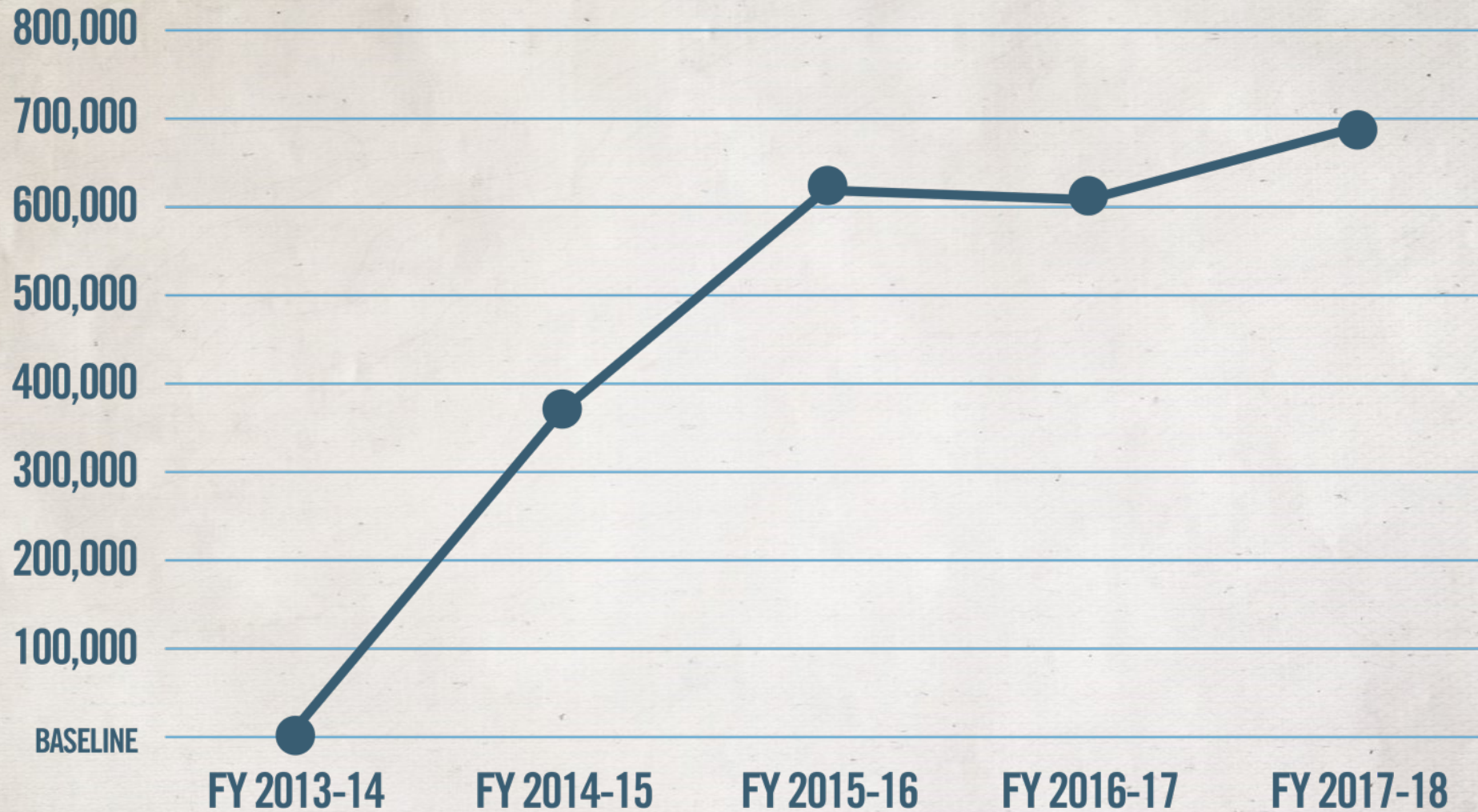
TRAVEL TO UNDISCOVERED SOUTH CAROLINA



VISITORS AWARE OF THE UNDISCOVERED ADVERTISING  
VISTED SOUTH CAROLINA  
AT  
DOUBLE THE RATE

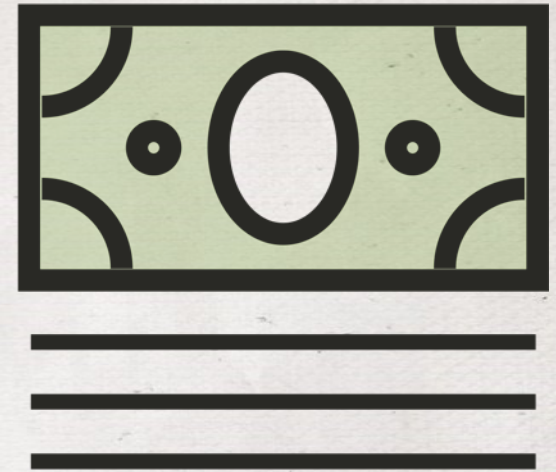


# INCREMENTAL UNDISCOVERED TRIPS





**63% INCREASE**  
IN HOTEL REVPAR  
**SINCE 2010**







**CONSECUTIVE YEARS  
OF RECORD-BREAKING  
TOURISM GROWTH**





**\$22.6 BILLION**  
**DOLLAR INDUSTRY**

**A \$1.4 BILLION** A 50% INCREASE SINCE 2010  
**INCREASE FROM 2016**







**South Carolina**  
**Just right.**



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[www.southcarolinaparks.com](http://www.southcarolinaparks.com)

[www.discoversouthcarolina.com](http://www.discoversouthcarolina.com)

[www.filmsc.com](http://www.filmsc.com)