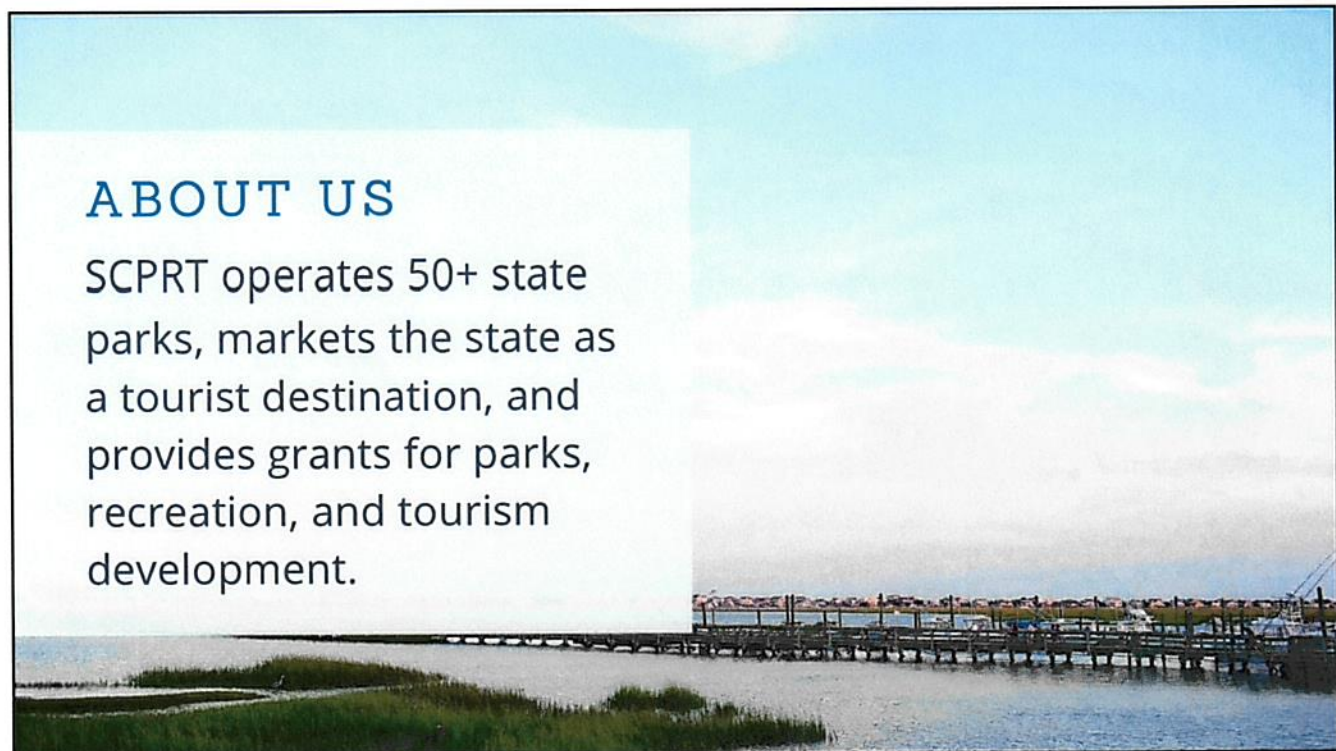




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


## OUR MISSION

Growing South Carolina's economy by fostering sustainable tourism economic development and effectively marketing our state to increase visitation and improve the quality of life for all South Carolinians.

3



## OUR GOALS

-  Heads in Beds
-  Feet on Fairways
-  People in Parks

4

SCPRT manages

## 50+ STATE PARKS

- 📍 90,000 acres
- 🏠 155 cabins
- 🏨 80 motel rooms
- 🏕️ 3,000 campsites
- ⛳ Two 18-hole golf courses
- 👣 300 miles of trails



5

SCPRT helps expand

## RECREATIONAL RESOURCES

in local communities through state and federal grant programs to acquire land, create trails, renourish beaches, or support other recreational projects.



6

South Carolina

## TOURISM IS A \$30+ BILLION INDUSTRY

supporting one in every 10  
jobs and generating \$1.8  
billion in state and local taxes.  
SCPRT manages the state's  
tourism brand and marketing.

DISCOVER  
*South Carolina*

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## TOURISM RELIES ON ROADS

South Carolina is primarily a "drive-to  
destination" with **89% of all visitors driving  
themselves** to the state.

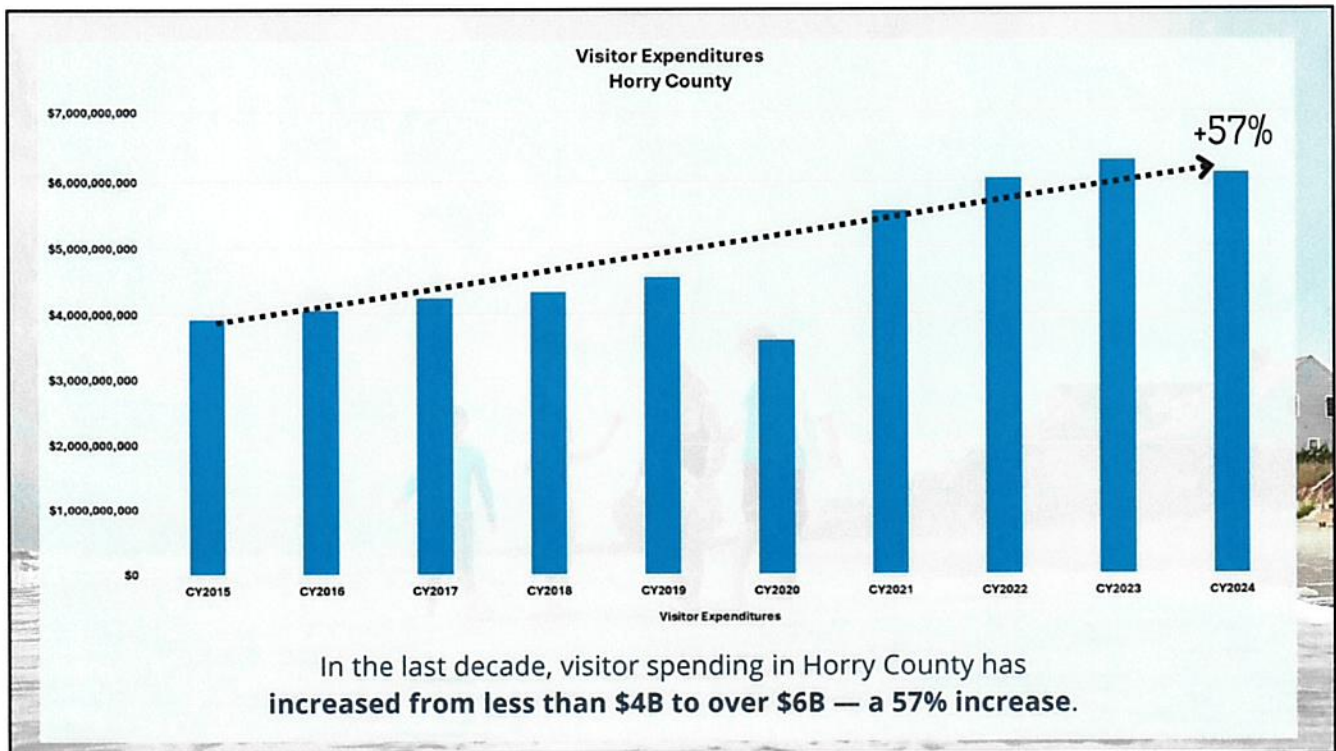
8



## HORRY COUNTY

accounts for 27% of visitor spending in the state.

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## TOURISM TAX REVENUE

Tourists in South Carolina generate \$1,000 in state and local taxes per resident household across the state.

Tourists in Horry County generate \$4,000 in state and local taxes per resident household in the county.

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## CONNECT WITH US

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