

**South Carolina's Tourism Cluster Committee** **Chad Prosser**, Chair, Director: *SC Department of Parks, Recreation and Tourism* • **Paula Harper Bethea**, Director, Marketing and Client Relations: *McNair Law Firm* • **Andy Cajka**, President: *Southern Hospitality Group* • **Willie Calloway**, Executive Director: *SC State Museum* • **Woody Crosby**, President and CEO: *Jordan Properties/Crown Reef* • **Brad Dean**, President and CEO: *Myrtle Beach Chamber of Commerce* • **Mike Griffey**, Owner and Manager: *Abingdon Manor County Inn* • **Helen T. Hill**, Executive Director: *Charleston Area CVB* • **Dr. Frankie Miller**, Dean: *Trident Technical College* • **Frans N. Mustert**, President and CEO: *Patricia Grand Resort Hotel* • **Bettis Rainsford**, President: *Rainsford Development Company* • **Tom Sponseller**, President and CEO: *Hospitality Association of SC* • **Chris Stone**, President: *Greater Greenville Convention and Visitors Bureau* • **Douglas P. Wendel**, President and CEO: *Burroughs and Chapin* • **George Fletcher**, CEO: *New Carolina - SC's Council on Competitiveness* • **SC Department of Commerce** • **SC Chamber of Commerce**



## A \$40 BILLION ECONOMIC IMPACT WAITING TO BLOOM.

It's a little known fact, but tourism is South Carolina's number one industry. It currently has a \$10.9 billion economic impact. About two years ago, New Carolina started an important conversation between tourism, business and government leaders. Together they formed "South Carolina's Tourism Cluster Committee." After initially assessing the tourism industry, they raised over \$300,000 to hire Ireland's Tourism Development International (TDI) to develop a Tourism Action Plan for South Carolina. TDI is a world-class team of experts with successful case studies around the world. This detailed plan is the first of its kind in our state. Even more remarkably, it is a product of an unprecedented collaboration among traditionally competitive organizations.

And the news from the action plan is good – this is just the beginning of great things to come. Momentum and energy continue to rise. The plan has helped kick-start project development ideas statewide, and TDI predicts that tourism can grow to become a \$40 billion industry by the year 2020. And that equates to a brighter economic future for all of us. Check it out for yourself.

The plan is available at [NewCarolina.org](http://NewCarolina.org).

