

From: Amy Duffy <aduffy@scprt.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 7/22/2014 12:09:40 PM
Subject: Fwd: Press release: DiscoverSouthCarolina.com

Press release.

Amy Duffy
Chief of Staff
SCPRT

Begin forwarded message:

From: Beverly Shelley <bshelley@scprt.com>
Date: July 22, 2014 at 10:03:21 AM EDT
To: Amy Duffy <aduffy@scprt.com>
Subject: Press release: DiscoverSouthCarolina.com

Amy - Here's the press release that went out late last month.

BSS

For Immediate Release – June 30, 2014

Contact – Marion Edmonds, medmonds@scprt.com , 803-734-1370 

SCPRT Meets Consumer Demand, Launches Redesigned Tourism Website

Columbia -- Responding to consumer demand for more intuitive online experiences, the South Carolina Department of Parks, Recreation & Tourism launched a new version of its tourism website. Among the many new elements, the site at DiscoverSouthCarolina.com has a faster search function, allows the consumer to build his or her own vacation, and incorporates social media allowing visitors to share their experiences in South Carolina.

“The website is our primary means of engaging with the consumer. Their expectations for quicker searches and precise, more relevant information have grown exponentially,” said Duane Parrish, SCPRT Director. “It was important to us that our newly designed website listens and responds, delivers exactly what the consumer wants and suggests ways to build an exceptional vacation, while at the same time represents the extraordinary beauty and story of South Carolina.”

The site uses responsive web design that will sense what device the consumer is using and resize to fit automatically – thereby eliminating the need for a separate mobile site. This ensures that the mobile consumer experience will be full-fledged and robust.

It opens with captivating video of South Carolina tourism attractions, and choices to either plan a trip immediately, or browse for inspiration.

The trip planner feature allows consumers to customize their own trips, choosing from attractions, activities, food and drink, and events. It suggests places to visit, gives drive times between those places and allows consumers to print and save their itineraries.

Improved search functionality offers faster and more intuitive results. When browsing content, the site will offer up similar content the consumer might find interesting.

Social media is integral on the website, allowing consumers to share their vacation experience with their friends via Facebook, Twitter, YouTube, Pinterest, Instagram and Foursquare.

For international visitors, the website offers dedicated content pages for travelers from the United Kingdom, Canada, Germany, Spain, Italy, France and Brazil. The site also incorporates Google Translate, which can translate the contents of the website into up to 80 different languages.

Some of the more popular features of DiscoverSouthCarolina.com will remain, including the ability to order an official South Carolina Vacation Guide, view the guide online, download a copy of South Carolina’s calendar of festivals and events, and download a copy of the state’s new BBQ Trail Map.

The site was designed by BFG Communications in Bluffton, SCPRT’s advertising and marketing agency of record.

For more information about the redesigned website, contact Marion Edmonds at medmonds@scprt.com or 803-361-6144 .

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