

Tourism Promotion Concept

International Festivals in SOUTH CAROLINA: -

How about an Idea of Hosting International Festivals and Exhibitions each and every month of a calendar year?

How about hosting these Festivals in SOUTH CAROLINA?

*It's **SIMPLY SUPERB!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!***

SYNOPSIS

12 Festivals in 12 months!

- *Arts & Crafts Festival*
- *Music Festival*
- *Dance Festival*
- *Culinary Festival*
- *Fashion Festival*
- *Sports Carnival*
- *Auto Expo/Motor Show*
- *Theatre Festival*
- *Film Festival*
- *Book/Literature Festival*
- *Science & Technology Summit*
- *Detective & Spy Festival*

DETAILED DESCRIPTION

- ✓ *International Art & Craft Festivals include all types of Painting Competitions and Exhibitions.*
- ✓ *International Music Festivals involving all forms of music around the globe.*
- ✓ *International Dance Festivals involving all forms of dances around the globe.*
- ✓ *International Culinary Festivals with Cooking Competitions involving all kinds of food and wine varieties from S.C., North & South America, Europe, Asia, India, Pacific / Oceania etc.*
- ✓ *International Theatre Festivals and Drama Competitions.*
- ✓ *International Film Festivals involving Exhibition of Movies from all over the world & Award Ceremonies.*

- ✓ *International Book / Literature Festivals involving Literatures from all corner of the globe.*

- ✓ *International Fashion Shows.*

- ✓ *International Sports Carnivals including all kind of sports (indoor and outdoor games).*

- ✓ *International Auto Expos / Motor Shows.*

- ✓ *International Scientific and Technological Exhibitions.*

- ✓ *Unique-Rare-Very first of its kind International Detective & Spy Festivals with Competitions involving Solving of Virtual Detective Cases and Spy Missions. There will be two Genres of Competitions involved: -*

1. Sherlock Holmes →→→ The Detective

2. James Bond (007) →→→ The Spy

Now, we know the list of Events. The next thing is who will Fund & be Responsible for these Events. There are 3 Options: -

- 1. The SOUTH CAROLINA Government **MAY** fully Fund & Organize the aforementioned 12 Events.*
- 2. The SOUTH CAROLINA Government **CAN** partially fund and the rest of funding can be done in co-operation with Reputed Agencies/Private Reliable Firms which are specialized in the respective fields of the events to be organized.*
- 3. The SOUTH CAROLINA Government **WILL** be in charge of those 12 events but the entire funding of the events is done by Reputed Agencies / Private Reliable Firms which are specialized in the respective fields of the events to be organized. Thus, there will be no funding required by the SOUTH CAROLINA Government.*

In all the above Three Options Profits from the Sponsors is 100% Guaranteed. However the private agencies/firms which fund & organize the events need to register with the SOUTH CAROLINA Government. Thus the Government has the control over the events.

If the SOUTH CAROLINA Government is willing to go for Private Partnership, then I propose that the Government splits up each of these 12 festivals into separate events and auction these events publicly so that the highest bidder will fund & host the respective events for an certain period of time, may be for 3 years or 5 years. The Price to buy each event for a certain time period is to be decided by the Esteemed Authority of the SOUTH CAROLINA Government. Thus, the Government can make profits from both Auctions and Events. Also, the Venue of these 12 events for each and every year is to be decided by S.C. Government.

These Events attract more Tourists, Create New Jobs and Generate High Revenue to the SOUTH CAROLINA Government. This will for sure promote the Tourism & Hospitality Industry of State of SOUTH CAROLINA, since the events includes Family and Cruise Tourism, Health and Eco-Tourism, Cultural and Sports Tourism, Niche and Mass Tourism.

It is to be noticed that some of the aforesaid events are held regularly in SOUTH CAROLINA. Like Film Festivals, Music Festivals, Award Ceremonies, Sport Carnivals / Events and etc. However, the point is hosting the innovative festivals like Detective/Spy Festivals along with regularly held events systematically. In simple words 12 Events in 12 months - One Event for One Month of a Calendar Year. Any other Special Events like Olympics / World Cups etc. (apart from the above mentioned events) can be scheduled accordingly & dates and venues of these 12 events can be changed / adjusted as per the situation.

CONCLUSION

*It is a world renowned fact that **SOUTH CAROLINA** is an International tourist attraction place. These 12 events have the potential to attract Family Tourists, Sports Persons, Art Connoisseurs, Musicians and Film Fraternities from all over the world. Considering future opportunities to attract more international tourists & also keeping in mind about “**TOURISM 2020 - SOUTH CAROLINA**” there comes the Dream Vision of 12 Events per 12 Months in a year.*

*The important point to be noted is the **SOUTH CAROLINA** Government will register this format and respective events in its name whether it goes for an auction or funds these events directly. Also, to host which event in which month of a year is left to the Supreme Authority of the **SOUTH CAROLINA** Government.*

*The above said International Events have the potential to attract a lot of tourists & visitors, every month & every year and will be an additional booster to the Tourism Industry and enhance the Magnetic Dynamism of the “**STATE OF SOUTH CAROLINA**”.*

It is common that agencies conduct researches and surveys to analyze the statistics / market trends and suggest their clients to follow the current trend. On the Contrary I commend not to follow any trends instead create a new trend so that others will follow the trend that SOUTH CAROLINA is going to set.

BE THE TREND - BE THE TRENDSETTER

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