

**From:** Amy Duffy <aduffy@scprt.com>  
**To:** Veldran, KatherineKatherineVeldran@gov.sc.gov  
**Date:** 11/11/2014 11:25:19 AM  
**Subject:** Fwd: Tourism Talking Points.docx  
**Attachments:** Tourism Talking Points.docx  
ATT00001.htm

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KV

See below. We can add to this some specific points about brand USA and resend tomorrow.

Amy Duffy  
Chief of Staff  
SCPRT

Begin forwarded message:

**From:** Duane Parrish <dparrish@scprt.com>  
**Date:** November 11, 2014 at 11:20:12 AM EST  
**To:** Amy Duffy <aduffy@scprt.com>  
**Subject:** Fwd: Tourism Talking Points.docx

Here's what Justin sent to Allison for the Governor's talking points. I may pick off one or two but for the most part will shoot from the hip.

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Sent from my iPhone

Begin forwarded message:

**From:** Justin Hancock <jhancock@scprt.com>  
**Date:** November 10, 2014 at 10:28:36 AM EST  
**To:** Duane Parrish <dparrish@scprt.com>  
**Subject:** FW: Tourism Talking Points.docx

Hi Duane,

Just FYI – the bullets below are what I sent to Allison Skipper for possible inclusion in the Governor's talking points.

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**From:** Justin Hancock

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**Sent:** Friday, November 07, 2014 3:46 PM

**To:** 'askipper@scommerce.com'

**Subject:** Tourism Talking Points.docx

Hi Allison,

Please find attached the tourism talking points we discussed earlier. Also pasting them below for your convenience. Hope this will work well for the purpose, but if you need anything else for this, just let me know! Thanks! Justin

## Tourism Talking Points

Each year, South Carolina's temperate climate and diversity of unique travel destinations attract over one million international visitors to the state.

While the majority of our current international visitors originate from Canada, the U.K., and Germany, South Carolina recognizes the rapidly accelerating travel demand in emerging Asian markets, especially in India, as an unprecedented opportunity to expand its international profile as a premier travel destination.

And our message to you – the tourism business leaders and travel media professionals of India – is this: we are ready to welcome you to South Carolina and to work with you to identify the visitor experiences that are just right for your clients and customers.

When it comes to travel and tourism, our state is unparalleled in the range and scope of visitor experiences.

One of our foremost recognized destinations is historic Charleston, ranked by the readers of *Conde Nast Traveler* magazine as America's Best Destination for four consecutive years, and currently ranked as the second best destination in the world (note: #1 is Florence, Italy).

We are also home to two other internationally-renowned coastal destinations: Myrtle Beach – a family-friendly destination that offers miles of warm, sandy beaches along the cool waters of the Atlantic; and Hilton Head Island – a world class resort destination that offers championship golf courses and luxurious amenities.

Our two major inland metropolitan areas are Greenville – one of our state's largest hubs of business and economic development activity – featuring a picturesque downtown that bustles year round with cultural events and offers a wide array of culinary experiences; and Columbia, our state's capital, which offers a wealth of historic, educational and cultural attractions.

In addition to these destinations, you'll find a range of diverse and unique travel experiences throughout our state – from polo matches to stock car racing, nature hikes to white water rafting, and so much more.

We promise that no matter how many times you visit our state, each time you'll find a new adventure just waiting to be discovered.

And, no matter where you go in South Carolina, you'll be greeted with a warm, welcoming smile and genuine courtesy. After all, South Carolina is the birthplace of Southern hospitality, and it's imbued in our way of life and in our way of doing business.

