

From: South Carolina Tourism Today <marion@discoversouthcarolina.ccsend.com>
To: Adams, ChaneyChaneyAdams@gov.sc.gov
Date: 5/19/2016 2:03:33 PM
Subject: SCPRT Special Bulletin

May 19, 2016

Advertising Sales for
2017 DISCOVER Guide
to Begin May 23

Dear Tourism Industry
Partners:

It's that time of year again!
The staff at SCPRT and
Madden Media are busy
planning the 2017 DISCOVER
vacation guide - South
Carolina's statewide
fulfillment collateral
featuring inspiring editorial,
useful regional information
and listings for consumers
interested in traveling to the
Palmetto State.

Advertising sales for the
2017 DISCOVER guide will
begin May 23, 2016. The
advertising opportunities in
this 216 page magazine-style
vacation guide offer a great
platform for you to directly
reach consumers who have
an expressed interest in
visiting our state, while
increasing overall awareness
of your destination or
business. Production and
printing of the guide is
funded exclusively through
partner advertising
purchases. And, best of all,
advertising in the DISCOVER
guide qualifies for

reimbursement for our
Tourism Advertising Grant
(TAG) recipients.

SCPRT will print 375,000
copies of the 2017 vacation
guides, which are mailed
directly to consumers
requesting South Carolina
travel information via
telephone or from our
website,
DiscoverSouthCarolina.com.
The guide is also distributed
at South Carolina's nine
welcome centers, tourism
partners' visitor centers,
travel shows and in targeted
international markets. In
addition, DISCOVER is
available in digital format on
our website and is available
in the Apple Store as a
downloadable mobile app.

Contact TJ Fletcher for more
information or to reserve
your space now. Rate card
information is available on
our agency website at this
[link](#).

TJ Fletcher
Madden Media, Regional
Account Manager
931.841.1539 (cell)
tjfletcher@maddenmedia.
com

I hope you will strongly
consider supporting this
important consumer
collateral that reinforces
South Carolina's
advertising campaign
promise: There's always
something new to
DISCOVER in South Carolina.

Sincerely,

Airbnb to start collecting taxes from renters June 1

Airbnb will start collecting taxes from people who rent homes and rooms in South Carolina through the company's website starting June 1. The collections will include state sales and use taxes, any local taxes and the state accommodations tax.

Airbnb said it has about 4,000 active short-term rental listings in South Carolina.

The company is asking hosts who have been collecting taxes on their own to stop.

Source: Charleston Post and Courier newspaper

South Carolina
Department of Parks,
Recreation & Tourism
1205 Pendleton
Street | Columbia, SC
29201
DiscoverSouthCarolina.
com

Copyright © 2014. All Rights Reserved.

South Carolina Department of Parks, Recreation and Tourism, 1205 Pendleton St.
, Columbia, SC 29201

SafeUnsubscribe™ ChaneyAdams@gov.sc.gov

Forward this email | Update Profile | About our service provider

Sent by ddawson@scprt.com in collaboration with

[Try it free today](#)