



SPARTANBURG
CONVENTION & VISITORS BUREAU

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Study finds Spartanburg Tourism Marketing Generates \$110 ROI

SPARTANBURG, S.C.— A research report on marketing shines new light as to why people are spending tourism dollars in Spartanburg County, and that marketing and promotional efforts produce a robust return on the investment.

The purpose of the 2016 Marketing & Media Effectiveness Study was to measure the impact of the Spartanburg Convention & Visitors Bureau’s advertising on the destination’s visitation and travel spending, and calculate a return on investment (ROI).

“We have been seeing a significant increase in leisure travel to Spartanburg in the past few years, and our marketing efforts are paying off,” said Chris Jennings, Executive Vice President of the CVB. “This study helps target our efforts to increase both visitation and the ROI.”

The biggest reason people are coming to the area is to have fun, which registered at 75 percent.

The desire for something new was at 69 percent and the opportunity to find a unique destination was 66 percent, the study found.

In addition to showing why people are choosing Spartanburg, the study also delved into how they are finding out about the county’s many tourism perks such as outdoor adventures, cycling and history. Other study highlights include:

- Spartanburg CVB invested \$158k in paid advertising.
- 37 percent of travelers saw or heard a Spartanburg advertisement.
- 82 percent of travelers believe the ads make Spartanburg seem more appealing as a destination.
- Spartanburg’s overall marketing reached 4.3 million travel households.
- Spartanburg’s marketing campaign resulted in 32.8k incremental trips.

Spartanburg visitors spent an average of \$531 on their stay which generated more than \$17.4 million in incremental spending and resulted in a return on investment of \$110 the study found. This means that the marketing campaign generated \$110 in incremental travel revenue for every \$1 the CVB invested in marketing. Overnight visitation increased significantly, with many still staying in paid accommodations.

Allen Smith, President of the Spartanburg Area Chamber of Commerce, said these numbers further underscore the importance tourism has on the local economy.

“Tourism dollars are an economic driver for Spartanburg County,” Smith said. “We are excited to be learning more about why people are choosing Spartanburg.”

The study was prepared by H2R Market Research, surveying travelers living within a 51-300 mile radius of Spartanburg. The research was conducted in August 2016 in order to capture the travel and spending Spartanburg generated as a result of the FY2016 marketing communications campaign.

A total of 1,203 respondents were interviewed for this study. This provided for a maximum margin of error of +/-2.8 percent at a 95 percent confidence interval—considered very good by industry standards.

About the Spartanburg Convention and Visitors Bureau:

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About the Spartanburg Convention and Visitors Bureau:

The Spartanburg Convention and Visitors Bureau celebrates this amazing destination located in the foothills of the beautiful Blue Ridge Mountains. Spartanburg offers thriving downtown nightlife, history, arts, scenic hiking, paddling destinations and more. Originally called the Hub City for its railroad crossroads, Spartanburg is conveniently located at the junction of Interstates 26 and 85 making it a popular destination throughout the Southeast. Learn more at www.visitspartanburg.com or go on social media and use #visitspartanburg and #onespartanburg to share the story.