

Growing Prosperity Through Tourism

Studies suggest that 78 percent of all U.S. leisure travelers participate in cultural and / or heritage activities while traveling. This high level of consumer engagement and expectation puts South Carolina in a prime position to grow its economy by identifying, developing and promoting its cultural assets. In this session, a panel of experts brought together by the South Carolina African American Heritage Commission will discuss the untapped potential that exists in South Carolina, and will share tips on helping businesses and organizations find a path forward.

(speakers TBD)