CVB launches tourism initiative

BY STEVEN BRADLEY
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WALHALLA — There are few areas that can compete with Oconee County in terms of natural resources, and the county wants to make sure it brands itself as such.

"That's who we are, so that's the brand that we'll be developing," said Ken Sloan, president and CEO of the Mountain Lakes Convention and Visitors Bureau (CVB).



Sloan

The CVB will be pursuing a project called "South Carolina's Great Outdoors – Oconee County — Protecting; Creating; Promoting" that will be led by the S.C. National Heritage Corridor team.

The project is a comprehensive marketing initiative that aims to protect Oconee's scenic byways and assist its municipalities in their strategic planning for tourism development.

"This is a very comprehensive project that will provide the CVB, the county and municipalities with a very robust strategic plan for destination development guidelines," Sloan said. "We are very excited about this project, as it will have a major impact on our tourism industry here in Oconee County."

Sloan said the project will take about six months to complete. The initiative includes tourism hospitality training for front-line service providers in the tourism industry, public relations and social media strategies and meeting with state and county representatives to build support for the execution and sustainability of the project, according to a news release.