Mountain Lakes CVB to attract bus tours

BY CARLOS GALARZA
THE JOURNAL

WALHALLA — Oconee's Mountain Lakes Convention & Visitors Bureau wants to tap the motor coach industry in an effort to boost tourism opportunities in the county.


Ellis

Mountain Lakes CVB Executive Director Ken Sloan took the first step toward achieving that goal by announcing this week the hiring of Whitney Ellis.

Sloan said Ellis would work part-time to attract motor coach routes in Oconee for day trips.

Ellis said Friday that she plans to juggle her part-time work in Oconee with ongoing part-time work with the South Carolina Department of Parks, Recreation and Tourism and the South Carolina National Heritage Corridor in Region 1 that includes Oconee, Anderson and Pickens counties.

"Tour groups know South Carolina for its beautiful beaches," Ellis said. "We want to show other sides this area offers with the beautiful Blue Ridge Mountains, waterfalls, hiking trails and other attractions."

Sloan and Ellis have set a goal of getting four motor coach companies to establish routes in Oconee within the next year.

Ellis said she combines a love of retail sales and state history to promote tourism in the state.

"Now I'm selling Oconee County to the motor coach industry," she said.

carlos@dailyjm.com | (864) 973-6685

SATURDAY, AUGUST 7, 2010