APPENDIX I: ECONOMIC IMPACT OF TOURISM

Visitation and Tourism Economic Impacts

The economic impact of the tourism industry is an important component of the economic health of the four respective states within the Corridor. Tourists and residents visit the Corridor for the variety of resources it offers. The Corridor is home to a wide variety of historic, cultural, and folklife resources, natural resources, scenic resources, and traditional outdoor recreation opportunities such as paddling and birding. Visitor opportunities and a more in depth discussion about recreation opportunities in the Corridor are outlined throughout the plan. The following section includes a brief discussion about the economic impact associated with heritage tourism and then outlines the total economic impact and more information about visitors and visitation numbers by state. Where data was available, the economic impact from travel was included for the counties that are wholly or partially covered by the Corridor. The economic contributions of national park system units within the Corridor are included as a table at the end of the section.

Heritage Tourism

According to the Travel Industry Association of America (TIAA), ―Heritage travelers typically stay longer, spend more money and use more commercial accommodations than other travelers. In fact, compared to other travelers, a higher percentage spends $1,000 or more on a trip. They are also likely to shop more, especially for unique items representative of the destination. They are older, wealthier and better educated than other travelers, and they are more likely to extend their trip, with over 25% adding two or more extra nights . . . Nearly one-third of heritage travel parties report that their destination choice is influenced by a specific historic activity, sometimes related to a hobby or other personal interest. The majority of historic travelers are last-minute planners—planning their trips in 30 days or less of the departure date" (South Carolina Department of Parks, Recreation and Tourism 2004).

Tourism is already an important part of the economies within the Corridor. Further, the enabling legislation directs the Commission to develop a management plan that will ―encourage by appropriate means economic viability that is consistent with the purposes of the Heritage Corridor." Heritage tourism contributes significantly to overall tourism in the corridor and tourism and visitor markets need to be understood and addressed as part of the management plan. Statistics specific to heritage tourism in the corridor are not readily available at this time. However, available data does prove some insights into the important role of tourism in the region.

North Carolina

In addition to recreation, tourism remains one of North Carolina's most vital industries. The economic activity and employment generated by tourism spans various economic sectors. Annually, visitors to North Carolina spend over $16 billion, generating over 190,000 jobs for North Carolinians. State and local tax revenues, as a result of visitor spending, total more than $1.3 billion. The Division of Tourism, Film and Sports Development helps the state's tourism industry promote its services to attract visitors (North Carolina Department of Commerce, 2010a).

Total Economic Impact

- Travel and Tourism generates $22.2 billion a year in total economic demand in North Carolina.
- Visitors spend more in retail (including grocery stores) than in any other sector, followed closely by restaurants and lodging.
- This economic activity sustains 378,000 jobs, and 8.6% of all wage and salary employment in the state is directly or indirectly dependent on tourism. Tourism demand generates $9.9 billion in compensation.
- The $22 billion in tourism-related expenditures generates $17 billion in tourism impact (full GDP), or 4.3% of the state economy.

- In terms of employment, tourism sustains 88% of the air transport sector, 100% of the lodging sector, 31% of the recreation/entertainment sector, and 25% of the food & beverage sector.
- Including indirect and induced impacts, tourism in North Carolina generates $2.6 billion in state and local taxes and $2.7 billion in federal taxes.

Direct Visitor Spending

- Domestic visitors to and within North Carolina spent $16.9 billion in 2008, a 2.1% increase over 2007. Since 2000, it has grown by 36.2%.
- Direct visitor spending in North Carolina generates over $1.4 billion in state and local tax revenues.
- Twenty-three counties in North Carolina generate over $150 million in visitor spending. These includedNew Hanover and Brunswick counties in the management plan area.
- Twenty-five counties in North Carolina have over 1,500 direct tourism jobs. New Hanover and Brunswick counties are in the top 25.

Table 1: 2008 Economic Impact of Travel on North Carolina Counties

County	Expenditures ($ M)	Payroll ($ M)	Employment (Thousands)	State Tax Receipts ($ M)	Local Tax Receipts ($ M)	County Ranking of Tourism Impact (of 100)
Bladen	32.25	3.71	0.20	1.83	0.99	67
Brunswick	392.83	78.89	4.88	18.25	25.71	10
Columbus	47.29	5.99	0.31	2.60	1.39	56
New Hanover	422.65	99.73	5.51	20.46	16.68	8
Pender	67.94	12.24	0.69	3.31	4.92	43
State Totals	**$16,864.62**	**$4,181.67**	**190.50**	**$843.21**	**$542.27**	

Sources:
The Economic Contribution of Tourism to the State of North Carolina, Tourism Economics & U.S. Travel Association, 2009 TNS Travels America, 2009
The 2008 Economic Impact of Travel on North Carolina Counties, US Travel Association of America, 2009
NC Department of Commerce Web site Economic Impact – Visitor Spending

Sample Visitation Levels

In 2008, there were approximately 8.4 visitors to the North Carolina Coastal Region, which is made up of twenty-eight most eastern counties of North Carolina. According to the North Carolina Department of Commerce study, in 2008 —...over two-thirds (67.1%) of the overnight visitors to North Carolina's Coastal Region went to a beach while visiting the region. Almost thirty percent (29.2%) shopped and over one-fourth (26.5%) visited relatives while visiting North Carolina's coast. Other popular activities included rural sightseeing (20.7%), visiting friends (20.5%), fine dining (17.1%), visiting historic sites/churches (16.6%) and visiting state/national parks (15.8%)" (NC Department of Commerce, 2009).

National Parks:

Moore's Creek National Battlefield had 44,820 recreational visitors in 2009.
See table 6 at the end of this section for the economic impact of visitation to the national parks within the corridor.

State Parks:

North Carolina's state parks potentially contribute $289 million to local economies annually as well as $120 million to the income of local residents, according to an intensive study researchers at North Carolina State University conducted for the North Carolina Division of Parks and Recreation in 2005–

2006. Fourteen state parks examined in the year-long study contributed at least $139 million annually when spending by tourists was combined with direct spending in the local communities by the parks. The study found that tourist visitors to those parks spent an average of $23.56 a day to enjoy the outdoors. In addition, the parks' impact on local residents' income was estimated to be $56 million annually. Source: North Carolina Office of Environmental Education.

Fort Fisher is a state park in New Hanover County within the corridor and the study found a $19.5 million impact on sales from non-local visitors to this park, resulting in 382 full-time jobs in the area. The study found that the state budget investment in Fort Fisher of $570,000 was leveraged 25:1 for a $20 million local impact from this park.

Visitor Market Characteristics:

- Approximately 82.9% of *overnight* visitors to North Carolina reported that they were visiting for leisure purposes. Business travelers accounted for 15.3% of overnight visitors in 2009. Business includes meetings and conventions. Approximately 1.8% reported ―other purpose of trip” to North Carolina.
- Eighty five percent of *overnight* visitors came by auto/RV or other auto to North Carolina; 12% came by plane.
- The average party size of a 2009 North Carolina overnight visitor party was 2.0 persons. Approximately 28% of parties included children in their visits to North Carolina, while 72% did not.
- The average age of the 2009 North Carolina visitor is 46 years.
- Over 33% of North Carolina overnight visitors have annual household income in excess of $85,000; 23% have a reported annual household income of over $100,000.
- Over half (51%) of *overnight* visitors stayed in private homes, 40% stayed in a hotel/motel/ resort, 4% in a RV Park/campground, 3% in a condo, 2% in a time share, 1% in a bed and breakfast and6% in some other accommodation.

South Carolina

Total Economic Impact

- Tourism is the largest industry in South Carolina generating:
- Spending on travel or on behalf of tourism reached $17.2 billion in 2007.
  - supported employment of 245,700, or 12.6% of total state employment
  - tourism generated total wages and salaries of $7.3 billion in 2007
- Total tourism value added (direct, indirect, and induced) tallied $11.6 billion, or 7.6% of the state economy.
- The fiscal impact was $1.2 billion in state and local tax revenues, as well as $1.4 billion in federal revenues.
- In terms of sales, tourism supports 90% of hotel business, 80% of airport demand, 50% of recreation and amusement industry, and 30% of the food and beverage industry.
- Tourism is the largest private industry employer in South Carolina.
- Domestic travelers directly spent nearly $9.9 billion in South Carolina during 2008, up 1.7% from 2007.
- Domestic travel-generated employees in South Carolina earned more than $2.0 billion in payroll income during 2008, representing a 1.3% increase from 2007.
- Domestic travel expenditures directly generated 113.8 thousand jobs within South Carolina in 2008, a decrease of 1.2% over 2007. These jobs generated by domestic travel spending in South Carolina composed 5.9% of the total state non-agricultural employment in 2008.
- Domestic travel spending in South Carolina directly generated nearly $1.5 billion in tax revenue for federal, state, and local governments in 2008, up 1.4% from 2007.

County Level Tourism Impact

Below are 2008 estimates of the impact of U.S. resident traveler spending in South Carolina, as well as the employment, payroll income and tax revenue directly generated by this spending. The estimates of the economic impact of travel contained in this volume are based on the U.S. Travel Association's Travel Economic Impact Model (TEIM).

- Twelve of South Carolina's 46 counties received over $100 million in domestic travel expenditures in 2008.
- Horry County received more than $3.1 billion in domestic travel expenditures to lead all of South Carolina's 46 counties. Charleston County ranked second with $1.6 billion, followed by Beaufort County with more than $1.0 billion. Beaufort County, which includes the resort area of Hilton Head Island, posted $1 billion in domestic expenditures to rank third.
- Thirteen counties in South Carolina indicated one thousand or more jobs directly supported by domestic travelers during 2008. Beaufort, Charleston, Georgetown, and Horry counties within the planning corridor all had over 1,000 jobs supported by travel spending.

Table 2: 2008 Impact of Travel on South Carolina Counties

County	Expenditures ($ M)	Payroll ($ M)	Employment (Thousands)	State Tax Receipts ($ M)	Local Tax Receipts ($ M)
Beaufort	1,019.97	206.82	12.84	60.23	34.07
Berkeley	92.22	16.13	0.96	5.75	3.34
Charleston	1,629.66	348.90	20.50	92.59	58.60
Colleton	86.83	16.72	1.00	5.30	2.81
Dorchester	63.67	11.63	0.67	4.04	1.29
Georgetown	266.07	51.28	3.10	16.09	12.44
Hampton	11.54	2.05	0.12	0.71	0.25
Horry	3,118.58	628.35	38.60	191.52	128.46
Jasper	47.48	9.67	0.61	2.86	1.70
Marion	12.66	1.79	0.10	0.82	0.57
Williamsburg	9.49	1.12	0.07	0.63	0.32
State Totals	**$9,870.42**	**$2,012.31**	**113.80**	**$560.67**	**$332.55**

Source: South Carolina Department of Parks, Recreation, and Tourism

Sample Visitation Levels

National Parks:

Fort Sumter Visitor Education Center at Liberty Square 2009 recreational visitation was 785,604.

Charles Pinckney National Historic Site2009 recreational visitation was 43,447.

See table 6 at the end of this section for the economic impact of visitation to the National Parks within the corridor.

State Parks and Beaches:

As an example, Myrtle Beach State Park in Horry County hosted 1,296,052 visitors in from July 1, 2008 to June 30, 2009. Total expenditures of out-of-state visitors to South Carolina beaches overall in 2006 were approximately $1,254,465,052 and employment impact of 32,575 jobs. (Oh, Dixon, Draper, 2006)

Visitor Market Characteristics:

Heritage Tourism:

Compared to U.S. heritage travelers in general, visitors to South Carolina historical attractions are older, travel in smaller parties, include fewer children, stay in condos more and homes less, travel more frequently by car, shop more frequently, and spend somewhat less on their trips.

Beach Tourism:

A 2006 study from Clemson University, characterized beach visitation:

Demographics:

- The majority of respondents (84.4%) were relatively equally distributed between the age intervals of 18-29 (23.8%), 30-39 (18.7%), 40-49 (20.7%) and 50-59 (21.2%) with a mean age of 43.4.
- Over half (52.6%) of respondents have a college or post graduate education and over one-fourth (27.8%) reported an annual household income over $100,000.
- Fifty percent of respondents reported their state of origin as North Carolina (27.3%) or South Carolina (22.7%) while other top origin states included Georgia, Tennessee, Virginia , and Ohio.

Trip Characteristics:

- Charleston (41.1%) was the most recently visited beach by respondents, followed by Myrtle Beach (35.7%) and Hilton Head Island (20.0%).
- 65.7% of respondents reported visiting a South Carolina beach two or more times in the last 12 months with the average person visiting 2.61 (adjusted average) times in the last 12 months.
- Nearly 87.0% of visitors stayed overnight, including 30.4% who stayed four ormore nights at the destination and an adjusted average length of stay of 3.40 nights.
- Over half (60.0%) of respondents stayed in Hotel/Motel/Resort, 23.6% stayed in a Rental Home/Villa/Condo and 12.1% with Friends or Relatives.
- On average, visitors to the South Carolina beaches traveled with 4.26 people and were financially responsible for 2.25 people in the party.
- More than half (60.5%) of respondents traveled with family, 24.6% with friends, and 11.8% with family and friends together.
- More than three-fourths (79.8%) of respondents indicated their main trip purpose was recreation/pleasure, followed by family/relatives reunion (11.9%).

Georgia

Total Economic Impact

- Total domestic and international travelers directly spent over $20.8 billion (in current dollars) in Georgia during 2008, up 2.8% from 2007.
- Domestic travel in the United States experienced a difficult year in 2008 due to the economic recession in general and record-breaking fuel prices in particular. Many leisure travelers elected to choose destinations closer to home and shortened their trip durations. Georgia was not exempt from those factors. The number of domestic travelers to and within Georgia declined in 2008 from 2007. However, reflecting a dramatic increase of travel prices, travel spending measured in current dollars (not just by inflation) by domestic travelers still increased 1.9% over prior year level to $19 billion in 2008.
- International traveler expenditures, on the other hand, show a significant increase of 14% over 2007 to nearly $1.8 billion in 2008. This increase occurred mainly in the first eight months of 2008.
- In 2008, total domestic and international travelers' expenditures directly generated 241.5 thousand jobs within Georgia, little changed compared with 2007.

- During 2008, total domestic and international travelers' expenditures in Georgia directly brought more than $6.9 billion payroll income for the employees in the travel industry, up 0.5% from 2007.
- Domestic and international travelers' expenditures in Georgia generated nearly $1.6 billion in tax revenue for state and local governments in 2008, up 1.8% from 2007.

Georgia County Level Tourism Impacts

Table 3: 2008 Impact of Travel on Georgia Counties

County	Expenditures ($ M)	Payroll ($ M)	Employment (Thousands)	State Tax Receipts ($ M)	Local Tax Receipts ($ M)
Brantley	6.82	0.94	0.05	0.22	0.20
Bryan	33.93	7.12	0.35	1.24	1.01
Camden	78.95	15.88	0.83	2.87	2.37
Charlton	9.57	1.90	0.10	0.34	0.28
Chatham	1,096.56	285.29	11.74	43.93	33.47
Effingham	24.86	4.50	0.25	0.87	0.74
Glynn	312.64	80.76	3.69	12.47	9.53
Liberty	88.15	12.21	0.59	2.97	2.66
Long	1.56	0.25	0.02	0.05	0.04
McIntosh	12.58	2.70	0.14	0.46	0.37
Wayne	27.43	5.31	0.29	0.96	0.80
State Totals	**$19,025.63**	**$6,339.67**	**$220.79**	**$850.61**	**$574.65**

Source: Georgia Department of Economic Development

Sample Visitation Levels

National Parks:

Cumberland Island National Seashore: 2009 Visitation was 77,588
Fort Frederica National Monument: 2009 Visitation was 296,117
Fort Pulaski: 2009 Visitation was 435,661

See table 6 at the end of this section for the economic impact of visitation to the National Parks within the corridor.

State Parks:

―Acording to the Georgia Department of Economic Development, last year alone, more than 10 million people visited Georgia's state parks and historic sites, generating more than $769 million per year for our state and local economies. For every $1 appropriated to the Parks Division of the Department of Natural Resources, the state and local economy gets $33 in return. That statewide economic impact translates into more than 7,600 jobs, many of which are in Georgia's most economically challenged counties,"
Source: The Calhoun Times

Skidaway Island State Park: Annual visitation for July 1, 2008, to June 30, 2009 was 193,993, the highest of any state park in the corridor. This translated to $12.6 million in tourism impact for the area and 150 additional jobs.

Visitor Market Characteristics:

The state of Georgia gathers visitor information from those signing the visitor registry at Visitor Information centers.

- Respondents listed the purpose of their trip as: 33% Vacation, 28% visiting friends or family, 22% just passing through, 9% other, 8% business.
- The average party size was 2.
- 72% of visitors were traveling in family groups.
- The most reported primary interests were: general sightseeing, historic areas, visiting family or friends and festivals or events, and scenic byways.

Related benefits from heritage tourism in Georgia were noted by the Georgia Historic Preservation Divisions and include:

- Economic diversification in the service industry (restaurants, hotels/motels, bed and breakfasts, tour guide services), manufacturing (arts and crafts, souvenirs, publications), and agriculture (specialty gardens or farmers markets).
- Encouragement of creative entrepreneurship and local ownership of small businesses.
- Investment in historic properties and subsequently increased property values.
- Increased economic return from heritage and cultural tourism.

Florida

Total Economic Impacts

- 2008 - $65.2 billion Total Tourism Revenue
- $3.9 billion in state tax revenue
- 1,007,000 persons directly employed by tourism industry
- 84.2 million out-of-state and international visitors to Florida
- 17.1 million in-state travelers

  Source: Visit Florida

For Jacksonville/Duval County, visitor demographics were:

- Average age of visitor to Jacksonville was 48 years old.
- The median annual household income for visitors was nearly $107,800.
- The majority of visitors to the destination (35%) came from within the Southeast United States (minus Florida), followed by in-state visitors (24%). The remainder of visitor markets were: Northeast (14%), Midwest (11%), Markets of Opportunity, which includes Western United States and foreign countries other than in Europe and Canada (10%), Europe (4%), and Canada (2%). Note: Jacksonville's markets of opportunity are Dallas/Fort Worth, Houston, Los Angeles, San Francisco, Seattle/Tacoma and Phoenix.

  Source: Visit Jacksonville

Table 4: 2008 Impact of Travel on Florida Counties

County	Expenditures ($ M)	Payroll ($ M)	Employment (Thousands)	State Tax Receipts ($ M)	Local Tax Receipts ($ M)
Duval	987.7	NA	32,200	73.7	19.7
Nassau	NA	NA	NA	NA	9.8
St. John’s	NA	NA	NA	NA	15.9

Sources: Florida Department of Revenue (taxes collected); State of Florida, Agency for Workforce Innovation (Employment and jobs, payroll)

Sample Visitation Levels

National Parks:

Timucuan Ecological and Historic Preserve hosted 1,296,052 recreational visitors in 2009.
Fort Caroline National Memorial had 288,606 visitors in 2009.
See table 6 at the end of this section for the economic impact of visitation to the national parks within the corridor.

State Parks: "During the last fiscal year (2009), Florida State Parks had an economic impact of nearly $1 billion and served more than 21.4 million visitors, illustrating the importance of these natural treasures to Florida's residents, visitors and wildlife, as well as the beaches, waterways, and forests that Florida State Parks protect"(Source: Florida State Parks).

In fiscal year 2007–2008, more than $70 million were contributed to general revenues in the form of state sales taxes, and 20,100 jobs were generated as a result of the state parks’ operations.

Visitor Market Characteristics:

- Florida's domestic visitors said their primary reason for coming to the Sunshine State was for leisure (82.5%).
- The major type of lodging used by domestic visitors was hotel/motel/B&B (46.0%).
- The average length of stay for domestic visitors to Florida was 5.1 nights. Domestic air visitors surveyed stayed an average of 5.1 nights, while auto visitors stayed an average of 5.0 nights.
- The top activities domestic visitors enjoyed while in Florida were beaches, shopping, touring/sightseeing, and going to a theme/amusement park.
- 51.5% of visitors arrive by air.
- In 2008, the top states of origin for domestic visitors were: Georgia 11.5%, New York 9.2%, New Jersey 6.0 %, and North Carolina, Ohio, and Texas at 4.7% each.
- Top international markets by number of visitors (2008): 2.9 million visitors from Canada, 1.4 million from the United Kingdom, and 1.1 million from South America.
  Source: Visit Florida

Impact of the National Park System Park Units

The seven national park system units within the CHC contribute to the diversity of visitor attractions within the Gullah-Geechee Cultural Heritage Corridor. These sites attract significant levels of visitors. And according to Michigan State University studies, these sites provide 200 direct NPS jobs and another 2,138 jobs resulting from non-local visitor spending. A break out of non-local visitor impacts by site can be found in table 5 below.

Table 5: 2008 Spending and Economic Impacts of National Park Visitors on Local Economies

	Public Use Data		Visitor Spending		Impacts of Non-local Visitor Spending		
Park Unit	2008 Recreation Visits	2008 Overnight Stays	All Visitors ($000's)	Non-local Visitors ($000's)	Jobs	Labor Income ($000's)	Value Added ($000's)
Charles Pinckney NHS (SC)	44,072	0	$2,249	$2,096	42	$837	$1,296
Cumberland Island NS (GA)	82,812	17,937	$5,659	$5,403	109	$2,158	$3,339
Fort Caroline N MEM (FL)	279,984	0	$18,574	$17,314	325	$8,049	$12,518
Fort Frederica NM (GA)	248,093	0	$12,660	$11,802	237	$4,713	$7,295
Fort Pulaski NM (GA)	352,636	14	$17,995	$16,775	337	$6,699	$10,369
Fort Sumter NM (SC)	744,971	2	$17,450	$15,555	292	$7,231	$11,246
Moore's Creek National Battlefield (NC)	44,820	167	$1,599	$1,490	30	517	800
Timucuan Ecological & Historical Preserve (FL)	1,038,888	0	$54,046	$42,358	796	$19,692	$30,625

Notes: Non-local visitors live outside a roughly 50-mile radius of the park. Jobs include part-time and full-time jobs, with seasonal jobs adjusted to an annual basis. Impacts include direct and secondary effects of visitor spending on the local economy. Labor income covers wages and salaries, payroll benefits, and incomes of sole proprietors in the local region. Value added includes labor income, profits and rents, and indirect business taxes. This table does not include impacts of NPS jobs and payroll. Data are for calendar year 2008.Source: Michigan State University NPS 2008 Money Generation Model Table A-1

Table 6: 2008 Spending and Economic Impacts of National Parks on Local Economies

Park Unit	2008 Recreational Visits	Spending ($000's)			Jobs Impacts		
		Non-Local Visitor Spending	NPS Payroll Spending	Total Spending	From Non-Local Visitors	From NPS Payroll	Total Jobs
Charles Pinckney NHS (SC)	44,072	$2,096	$314	$2,410	42	11	54
Cumberland Island NS (GA)	82,812	$5,403	$1,367	$6,770	109	46	155
Fort Caroline N MEM (FL)	279,984	$17,314	$1,360	$18,674	325	46	372
Fort Frederica NM (GA)	248,093	$11,802	$420	$12,222	237	15	252
Fort Pulaski NM (GA)	352,636	$16,775	$744	$17,519	337	31	368

Table 6: 2008 Spending and Economic Impacts of National Parks on Local Economies

Park Unit	2008 Recreational Visits	Spending ($000's)			Jobs Impacts		
		Non-Local Visitor Spending	NPS Payroll Spending	Total Spending	From Non-Local Visitors	From NPS Payroll	Total Jobs
Fort Sumter NM (SC)	744,971	$15,555	$1,385	$16,940	292	51	344
Moores Creek National Battlefield (NC)	44,820	$1,490	$239	$1,729	30	11	40
Timucuan Ecological & Historical Preserve (FL)	1,038,888	$42,358	0	$42,358	796	0	796

Notes: Non-local visitors do not live within roughly a 50-mile radius of the park. Total spending is the sum of non-local visitor spending and payroll spending. Jobs include part-time and full-time jobs, with seasonal jobs adjusted to an annual basis. Total job impacts include NPS jobs, induced effects of NPS salaries, and the direct and secondary effects of non-local visitor spending in the local region. A handful of parks with no payroll-related jobs report jobs and payroll under a broader unit.Source: Michigan State University NPS 2008 Money Generation Model Table A-4

Welcome Centers

Other heritage tourism resources associated with the Gullah/Geechee Cultural Heritage Corridor include visitor and welcome centers that provide opportunities to interpret and enhance the historical and cultural themes associated with the Gullah/Geechee history and identity. These resources are located throughout the heritage corridor, and include the following visitor and welcome centers, convention and visitor bureaus, and chambers of commerce:

North Carolina		
Name	**Location**	**Summary**
Southeastern Welcome Center	US 17, Shallotte Bypass	Located next to highway US 17, this regional visitor center is strategically positioned to capture auto oriented tourists and provides information about local attractions, dining, and lodging.
South Port Visitor Center	South Port, NC	Regional visitor center provides information about local attractions, dining, and lodging.
Wilmington and Cape Fear Coast Welcome Center	Wilmington, NC	This welcome center, in downtown Wilmington, is the central repository for information about historic Wilmington, as well as Carolina Beach, Kure Beach and Wrightsville Beach on the Cape Fear Coast including lodging, dining, shopping and activities such as deep sea fishing, cruises and tours. (www.capefearcoast.com)
South Carolina		
Name	**Location**	**Summary**
I-95 South Carolina Welcome Center	Hardeeville, SC	This welcome center, located at the South Carolina/Georgia border, offers services including: travel information; brochures on exciting destinations in South Carolina; AT&T International language services; accommodations information for all parts of South Carolina; current weather and traffic information; travel itinerary planning; information on state parks; lodging and theater reservations; mapping and routing information; discount coupons to attractions. The I-95 Hardeeville Welcome Center saw visitation in CY 2009 of 451,184 with literature distribution of 813,433 pieces. Hardeeville made 6,246 reservations with an economic impact to the state of South Carolina in the amount of $524,851. (www.discovercarolina.com)
Georgetown County Chamber of Commerce Welcome Center	Georgetown, SC	Located between Charleston and Myrtle Beach, SC, Georgetown County provides a variety of visitor experiences from beaches to state parks. The welcome center is located in downtown Georgetown. (www.georgetownchamber.com)

Berkley county Chamber of Commerce and Visitor Center	Moncks Corner, SC	This welcome center, located in Moncks Corner, SC, provides information on travel in the Berkeley County area including Mepkin Abbey and Cypress gardens. (www.bcoc.com)
Greater Summerville/Dorchester County Chamber of Commerce and Summerville Visitor Center	Summerville, SC	The Dorchester Chamber of Commerce provides tourist information and promotes events like 4th of July on the Town Square as well as preservation and restoration of historic downtown Summerville. (www.summervilletoursim.com)
Charleston Area Visitor Center	Charleston, SC	Four area visitor centers in Charleston provide information, tour and attraction tickets for the area. They also promote events such as: Mount Pleasant Children's Day Festival and July 4th celebration at Patriots Point Naval & Maritime Museum (www.charlestoncvb.com)
Walterboro/Colleton Chamber of Commerce and Visitor Center	Walterboro, SC	Through a partnership with the City of Walterboro, the Walterboro/Colleton Chamber of Commerce operates a welcome center as the visitor information outlet for tourist and people that are interested in relocating to the area. The center, located in Walterboro, provides information on local attractions, lodging and dining. (www.walterboroa.org)
Lowcountry Visitors Center and Museum	Yemassee, SC	Housed in the historic Frampton Plantation House, c. 1868, the Lowcountry Visitors Center and Museum features a recreated 1900s plantation parlor, complete with antique furnishings and displays from the region's 10 museums and the SC Artisans Center. Historic Civil War site. A unique gift shop is on site.(http://www.discoversouthcarolina.com/products/2700.aspx)
Jasper County Chamber of Commerce Visitors Center	Ridgeland, SC	Located just behind the library are the Pauline Pratt Webel Museum and the Jasper County Chamber of Commerce Visitors Center. The museum offers a wonderful, eclectic collection of artifacts, prints, and other items documenting the people who have inhabited the lands known as Jasper County. Center provides information on lodging, restaurants, and fun-filled vacation activities. (www.jaspersc.org)
Georgia		
Name	**Location**	**Summary**
Brunswick U.S. Highway 17 Visitors Center	Brunswick, GA	This location is open daily from 9 AM – 5PM and provides public parking and restroom facilities. Regional information about local amenities and lodging is available.
Brunswick Golden Isles I-95 Welcome Center	Brunswick, GA	This welcome center covers Brunswick and the Golden Isles of Georgia…St. Simons Island, Sea Island, Little St. Simons Island and Jekyll Island. Information is available on lodging, excursions, dining and recreation. (www.bgivb.com)
Cumberland Island National Seashore Visitor's Center	St. Marys, GA	This visitor center is open Monday-Friday from8 AM- 6PM.
Darien Visitor Center & Old Jail Art Museum	Darien, GA	This location is open Tuesday-Saturday with seasonal hours of operation.
Darien/McIntosh County Visitor Information Center	Darien, GA	This visitor information center is open Monday through Saturday and provides visitors with suggestion for tourism, outdoor experiences, recreation, dining, camping and lodging in the area. (www.mcintoshcounty.com)
Georgia Visitor Information Center – Savannah	Savannah, GA	This location part of the state-wide network of visitor information centers managed by the Georgia Department of Economic Development. Information is available on statewide tourist attractions, lodging, special events, and regional amenities.
Georgia Visitor Information Center at I-95 (Georgia/South Carolina Border)	Kingsland, GA	This location part of the state-wide network of visitor information centers managed by the Georgia Department of Economic Development. Information is available on statewide tourist attractions, lodging, special events, and regional amenities
Kingsland Welcome Center	Kingsland, GA	The Kingsland Welcome Center is open Monday through Saturday and is a resource for activities around Cumberland Island National Seashore, the Okefenokee Swamp National Wildlife Refuge, Brunswick and The Golden Isles of Georgia. (www.visitkingsland.com)
Sapelo Island Visitors Center	Meridian, GA	This visitor center is open Tuesday – Sunday and is located at the ferry dock in Maridian. The facility provides interpretive information about

		coastal ecosystems as well as information about area tourist attractions (http://www.sapelonerr.org/visitorcenter.htm)
St. Simons Island Visitors Center	St. Simons Island, GA	This location is open daily from 9 AM to 5:30 PM and offers public parking and restroom facilities.
Savannah Visitors Center	Savannah, GA	This visitor center and the associated Web site provide background on accommodations, nature tourism and a variety of other activities in the Savannah area. (www.savannahvisit.com)
St. Mary's Welcome Center	Saint Mary's, GA	This welcome center provides advice on activities, dining, shopping and lodging in the St. Mary's area including Cumberland Island. (www.stmaryswelcome.com)
Tybee Visitor Information Center	Tybee Island, GA	The Tybee Visitor Information Center is open daily from 9 AM to 5:30 PM and provides regional information about dining, lodging, and recreational opportunities.
Florida		
Name	**Location**	**Summary**
Amelia Island-Fernandina Beach-Yulee Chamber of Commerce	Amelia Island, FL	From bird watching and boating to shopping and dining, this welcome center provides information on Nassau County, Fernandina Beac, and Amelia Island and is located in historic downtown Fernandina. (www.aifby.com)
Jacksonville and The Beaches, Florida Convention and Visitors Bureau	Jacksonville, FL	Five visitor centers in the Jacksonville area are operated by the CVB and provide travelers with detailed opportunities for how to enjoy the area. (www.jaxcvb.com)
St. Augustine, Florida Convention and Visitors Bureau	St. Augustine, FL	This welcome center is a resource for people visiting historic St. Augustine and surrounding beaches and maintains lodging, attractions, and events materials for travelers. (www.visitoldcity.com)

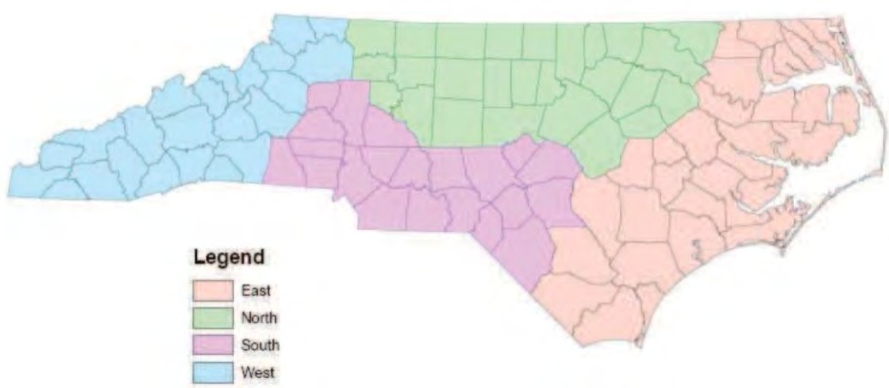
Recreation Resources

North Carolina

Recreation Visitation

Information from the North Carolina SCORP shows visitors participating in a variety of activities within the corridor.

Gullah/Geechee Cultural Heritage Corridor: North Carolina East Region[1]



EAST REGION – Participation by activity group for residents

[1](North Carolina Department of Environment and Natural Resources Division of Parks and Recreation, 2009, pp. B-2)

Activity	**Percent participating**
Visit a beach	47.0
Swimming in lakes, streams, etc.	38.5
Driving for pleasure	51.9
Visit historical sites	43.1
Visit nature centers	44.0
Fresh water fishing	29.1
View/photograph other wildlife	42.8
Bird watching	35.1
Day hiking	17.3
Saltwater fishing	32.1
Hunting	11.9
Canoeing	3.9
Rafting	3.7
Kayaking	2.7
Sailing	3.1
Geocaching or orienteering	3.0

South Carolina

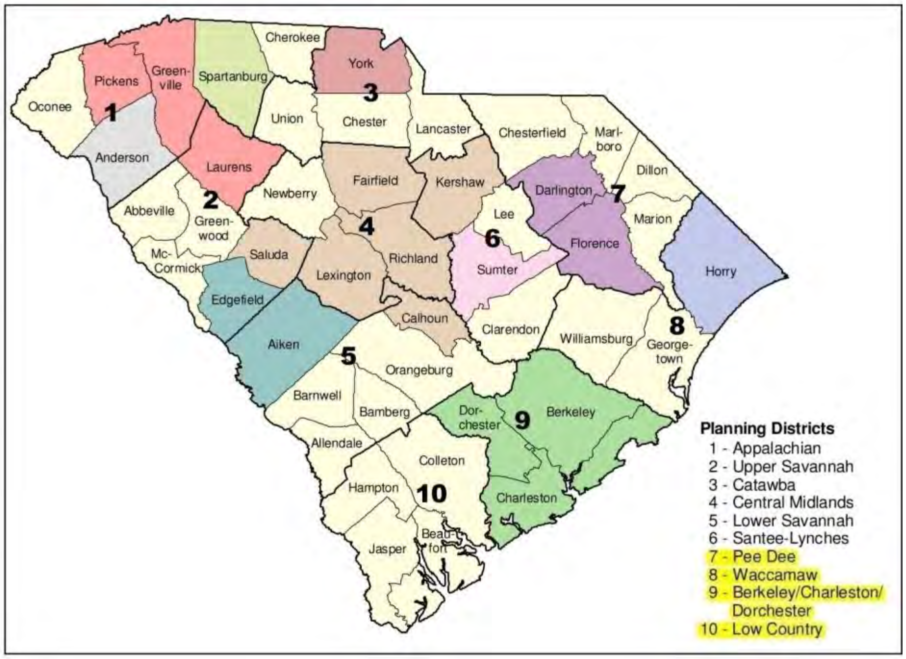
Recreation Visitation

Information from the South Carolina SCORP shows the importance of beaches and heritage tourism as visitor activities.

South Carolina SCORP

Gullah/Geechee Cultural Heritage Corridor: Planning District 7, 8, 9, and 10
*counties in **bold** are within the Corridor

- Planning District 7: Pee Dee
    - Counties: Chesterfield, Marlboro, Darlington, Florence, Dillon, **Marion**
- Planning District 8: Waccamaw
    - Counties: **Horry**, **Williamsburg**, **Georgetown**
- Planning District 9: Berkeley/Charleston/Dorchester
    - Counties: **Berkeley**, **Dorchester**, **Charleston**
- Planning District 10: Low County
    - Counties: **Colleton**, **Hampton**, **Jasper**, **Beaufort**



Age 12 and Older Percent Participation	PLANNING DISTRICTS			
Activity	**Pee Dee**[2]	**Waccamaw**[3]	**Berkeley, Charleston, Dorchester**[4]	**Low Country**[5]
Beach swimming/sunbathing	63.0	69.6	68.4	73.3
Driving for pleasure	67.5	61.3	53.1	55.2
Visiting historical sites	43.4	56.0	64.2	61.7
Visiting a museum	37.3	40.1	40.0	40.6
Fresh water fishing	44.3	33.6	28.3	39.1
Watching wildlife	29.0	43.5	28.2	34.5
Lake/river swimming	28.1	26.5	19.8	22.0
Guided nature trail/study	20.5	22.6	15.3	22.2
Bird watching	19.2	21.4	18.4	20.5
Hiking	12.4	9.1	17.8	14.8
Salt water fishing	16.5	29.2	21.1	30.1
Hunting	16.7	13.0	12.4	12.1
Canoeing, kayaking, rafting	4.4	12.5	10.8	10.1
Shellfishing/shrimping	4.4	13.3	15.1	30.3
Sailing	0.7	3.8	4.5	3.8
Geocaching or orienteering	1.7	4.2	3.9	1.0

[2](South Carolina Department of Parks, Recreation & Tourism, 2010, p. 128)
[3](South Carolina Department of Parks, Recreation & Tourism, 2010, p. 129)
[4](South Carolina Department of Parks, Recreation & Tourism, 2010)
[5](South Carolina Department of Parks, Recreation & Tourism, 2010)

Georgia

Gullah/Geechee Cultural Heritage Corridor

- The Southeast Georgia Region has the lowest outdoor recreation participation rate in the state[6]

Florida

Recreation Visitation

The Florida SCORP shows the importance of saltwater beaches and related activities as well as visiting historic and archeological sites for visitation within the corridor.

Gullah/Geechee Cultural Heritage Corridor: Florida Northeast Region[7]

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[6](Georgia State Parks & Historic Sites, 2008, p. 25)
[7](Florida State Parks, 2010, pp. 4-29)

NORTHEAST REGION	Percent Participation	
Activity	**Residents**	**Tourists**
Saltwater Beach Activities	58.8	62.4
Saltwater Boat Fishing	23.2	3.4
Saltwater Non-Boat Fishing	24.3	3.9
Freshwater Beach Activities	32.5	7.9
Freshwater Boat Fishing	23.7	3.4
Freshwater Non-Boat Fishing	26.4	1.1
Canoeing/Kayaking	13.7	0.6
Visiting Archaeological and Historic Sites	58.3	46.6
Nature Study	39.6	21.9
Hiking	25.1	8.4
Hunting	12.7	<0.1

METHODOLOGY FOR SOCIOECONOMIC DATA ANALYSIS

The Gullah Geechee Cultural Heritage Corridor socioeconomic analysis was completed utilizing Census and American Community Survey (ACS) data and Geographic Information Systems (GIS) analysis methods. Because the Corridor was not developed based on political boundaries it was necessary to use the census block group unit to measure basic socioeconomic factors and provide meaningful results for the Corridor as a whole. Utilizing spatial analysis, decennial U.S. Census and ACS data tables were linked to block groups that were within or intersected the corridor. A block group is smaller than a census tract, but larger than a census block; in other words, a block group is a cluster of census blocks, and generally contains between 600 and 3,000 people (U.S. Census).

By linking the data to the block group unit, the data could then be summarized based on a geography that closely followed the Corridor boundary. Socioeconomic data was analyzed at the block group unit level from the 1990 and 2000 Census and from 2005–2009 ACS data. At the time of writing, the five-year ACS data was the most current data available that could measure social and economic changes between each 10-year census. The Census 2010 data was not available at the block group unit level in time to be included.

To provide additional analysis and context about the socioeconomic conditions within the Corridor, certain variables were analyzed based on state, county, and city-level decennial U.S. Census data. Population and racial composition data for the 1990 Census, Census 2000, and Census 2010 are included for the entirety of each of the four states, as well as for the nine counties located entirely within the Corridor, and the four major cities (city-level data only; NOT Metropolitan Statistical Area (MSA) data) in the Corridor. Data from the 1990 Census is stored online in PDF documents, and the data included in the Socioeconomic Conditions analysis were pulled manually from the General Population Characteristics (CP-1) reports (U.S. Census Bureau 1990). Census 2000 and Census 2010 data were retrieved from the American FactFinder online program (U.S. Census Bureau 2012), which allows users to select desired variables such as data set (2000, 2010), geography (state, county, city), and race and ethnicity.

The racial composition percentages were calculated as a percentage of the total population. The classification of "White" remained consistent across the three data sets; however the classification of "Black" was renamed after the 1990 Census to "Black or African American." The category of "Other" in the Socioeconomic Conditions analysis of this management plan refers to any race/ethnicity other than "White" or "Black [or African American]"; it does not refer to a racial classification of the U.S. Census Bureau.

The data presented is fraught with statistical challenges and direct comparison across census years is difficult in many cases. Although not an exhaustive list, reasons why direct comparison is challenging include:

- changes in the way questions were asked between the 1990 Census and Census 2000
- the geography of the block groups changed slightly between 1990 and 2000
- ACS five-year estimate data is collected continuously, whereas 10-year census data is collected during a short, defined time period

The information presented within the management plan is intended to provide a better understanding of the socioeconomic conditions within the Corridor. As a result of the known shortcomings of the data available for use in this plan, the Commission is committed to working toward a better understanding of the social and economic conditions of Gullah Geechee people through additional research.