

CACCE Conference 2010

5 Powerful Tourism Trends for the Carolinas

Resources

Road Trip and Small Destination Town Development:

Road Trip America

A great website to visit to get a sense of what people want in a road trip.

<http://www.roadtripamerica.com/>

Main Street Program

One of the top resources for funding, information and networking on or about regenerating your downtown core.

www.mainstreet.org

North Carolina Main Street, Office of Urban Development

Main Street Coordinating Program

North Carolina

4313 Mail Service Center

Raleigh, North Carolina 27699

Phone: (919) 733-2850

Fax: (919) 733-5262

Email: lparham@nccommerce.com

Website: www.nccommerce.com/mainstreet

Main Street South Carolina

Main Street Coordinating Program

South Carolina

P. O. Box 12109

Columbia, South Carolina 29211

Phone: (803) 933-1236

Fax: (803) 933-1282

Email: blegrand@masc.sc

New Food Travelers and Agritourism:

The Appalachian Sustainable Agriculture Project has done an excellent job of branding local foods:

<http://www.asapconnections.org/>

And promoting the New Agritourism:

<http://www.asapconnections.org/farmpromotionandsupport.pdf>

New Food Travelers and Agritourism (cont'd)

Asheville has been very successful with their Foodtopia Branding. Note all the resources for visitors on these pages, recipes, restaurant and farm guides, etc.

<http://www.exploreasheville.com/foodtopia/index.aspx>

The Art Roads and Farm Trails websites presents North Carolinas growing Agritourism product:

<http://www.homegrownhandmade.com/>

A Sampling of Slow Food Websites:

Carolina Piedmont: <http://www.slowfoodcpr.com/>

Research Triangle: <http://www.slowfoodtriangle.org/>

Charlotte: <http://slowfoodcharlotte.org/>

Charleston: <http://www.slowfoodcharleston.org/>

SC Upstate: <http://www.slowfoodupstate.com/>

Also:

North Carolina Department of Agriculture Agritourism site
Agritourism Networking Association

<http://www.ncagr.gov/markets/agritourism/index.htm>

South Carolina Clemson University Agritourism Development:

http://www.clemson.edu/public/ciecd/focus_areas/agribusiness/programs/agritourism/

South Carolina Chamber of Commerce Agritourism page:

http://southcarolinascoc.weblinkconnect.com/CWT/EXTERNAL/WCPAGES/MediaCenter/med_agritourism.aspx

Girlfriend Getaways:

A Frommer's site that gives a great overview of today's getaways

<http://www.girlgetaways.com/>

Top Online Peer-to-Peer Review Sites:

Tripadvisor

www.tripadvisor.com

Booking site with very strong review component

Has gone from 5 million reviews to 35 million reviews since 2007

Yelp

www.yelp.com

Primarily peer submitted reviews

Boast algorithms designed to defeat review manipulation

Gets over a million visitors a day, growing very fast

Expedia

www.expedia.com

Started as a low price booking service, added reviews

Has a strong internet position

Also:

www.igougo.com

www.tripmate.com

www.tripconnect.com

www.rateitall.com

To all CACCE attendees:

Thank you for your interest in this program. I welcome your comments and questions.
Please email or call me anytime.

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Tourism Audits • Community Assessments • Marketing Plans
• Grant Writing • Product Development • Training
• Communications