

The Impact of Film on Tourism in South Carolina Summary & Key Findings

In 2011 and 2012, SCPRT and the South Carolina Film Commission partnered with Strategic Marketing & Research, Inc. (SMARI) to research how TV shows and movies that are filmed and/or set in South Carolina influence travel to the state. This study suggests that:

Productions filmed or set in South Carolina may have influenced **1.6 million household visits** and **\$1.7 billion in travel spending** in South Carolina during the past ten years.

Other notable findings include:

- TV shows about travel or food, romance/comedy movies, and TV sitcoms are among the most likely productions to influence travel to a destination.
- Productions that emphasize a destination's name, coastal and natural scenery, historical sites and iconic locations/landmarks and that portray a destination as relaxing appear most likely to influence travel there.
- Half of leisure travelers (54%) report that a production has influenced them to select a vacation destination while a third (36%) have actually visited a location or site they saw in a production.
- TV shows and movies have likely influenced over 2.4% of households to visit South Carolina for leisure in the past 10 years.