

MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

United States of America

TOURISM PRODUCT DEVELOPMENT FOR SOUTH CAROLINA: THE CATAWBA REGION PRODUCT DEVELOPMENT AREA

For the South Carolina Department of Parks, Recreation and Tourism, 2009

The South Carolina Department of Parks, Recreation and Tourism commissioned Tourism Development International (TDI) to prepare a tourism strategy for the State of South Carolina in 2006, the Tourism Action Plan (TAP). Following the completion of the TAP, TDI was reappointed to undertake work for eight Product Development Areas (PDAs) identified in the State. Mike Sharrocks was the Tourism Master Planner in TDI's multi-disciplinary team. This PDA focused on the Catawba Region in the north east, which adjoins the State of North Carolina.



A strategic concept plan was prepared for the Catawba PDA area. Subsequently, more detailed proposals were drafted for a major recreational corridor along the Catawba River, the development of the Catawba Indian Reservation as a significant attraction, circuits for heritage towns and the Revolutionary War attractions, and also the enhancement of adventure sports facilities as visitor destinations.



The Catawba Region covers five administrative counties and includes the city of Rock Hill which has developed into a significant regional sports and recreational centre. Nearby Rock Hill and close to Charlotte (North Carolina) is Carowinds, a major theme and water park. The Catawba River runs through the PDA and provides a major natural recreational resource between two large reservoirs (Lake Wylie and Lake Wateree). The Catawba Indians are the only federally recognised tribe in South Carolina and represented a unique visitor opportunity for the PDA. The region also has numerous motor sports facilities, several towns of heritage interest and important Revolutionary War sites.



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