

MIKE SHARROCKS CONSULTANCY

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

United States of America

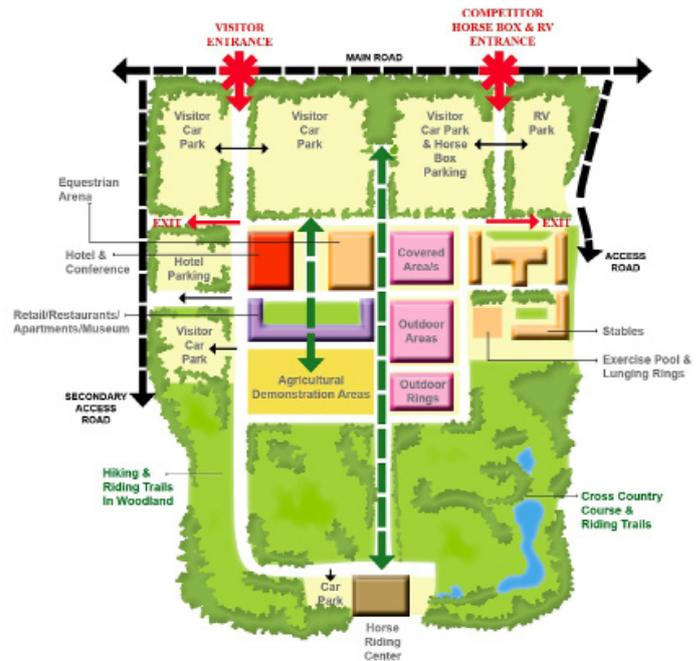
TOURISM PRODUCT DEVELOPMENT FOR SOUTH CAROLINA: THE SCENIC SAVANNAH RIVER REGION PRODUCT DEVELOPMENT AREA

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 Action Plan (TAP) for the State of South Carolina in 2006. Following the completion of the TAP, TDI was reappointed to undertake tourism 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 was prepared for the Scenic Savannah River Region in the west, which adjoined the State of Georgia.



The Scenic Savannah River Region covers nine administrative counties and includes the city of Aiken (a major heritage attraction and important equestrian centre), as well as other significant towns such as Edgefield, Greenwood, Blackville and McCormick. The western edge of the PDA is formed by the Savannah River, with two major lakes and the Sumter National Forest to the north. Aiken's nationally important equestrian facilities and its location close to Augusta, the home of the golf Masters in April, contribute to its primary attraction. The PDA also has some important Revolutionary War and Civil War sites and numerous examples of 19th Century architectural heritage.



A strategic concept plan was prepared for the PDA. Subsequently, more detailed proposals were drafted for a major equestrian centre in Aiken, improvements to the Ninety Six Revolutionary War battlefield site, a strategic river cruise route with associated attractions and facilities, a lakeside resort concept plan, town centre regeneration proposals, architectural and heritage visitor circuits and proposals for an environmental research and visitor attraction.



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