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Euphoria festival attracts visitors from across the US

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Euphoria is a four-day food and wine festival held each September in Greenville, SC, and it generally attracts visitors from a one-hour driving radius. However, festival organizers, seeing the festival as an opportunity to secure more tourism for the region, looked to the volunteer PR team for help attracting travelers who live within a two- to four-hour driving range.

Strategy

The team wanted “to introduce Euphoria not only as an event, but [also] to talk about Greenville itself,” explains Gina Boulware, director of marketing and communications at Table 301, a group of restaurants in Greenville, SC, closely involved with the festival. Keeping a long-term focus in mind, the team's main goal was to get writers to cover the event so they would be familiar with it and potentially write about it ahead of time in 2009.

Tactics

To spread the word about the festival, the team targeted print, broadcast, and online food and wine and travel writers in regions like Atlanta, New York, Napa Valley, CA, and North Carolina, as well as local media. It also held a media event in New York, says Taryn Kraimer, president of TK PR.

Results

Twelve journalists covered the festival this year, which was a massive increase from two in 2007.

Additionally, the 2008 festival attracted visitors from 17 states and British Columbia, as opposed to the prior year when it attracted people from 11 states, predominantly in the Southeast.

“The media that came to the event said... they got that good, home Southern feeling,” Kraimer says. “[That] is something we are really going to capitalize on.”

Future

The team is working on strategy to promote the 2009 festival, with the ultimate goal of having 50% of festival-goers come from outside Greenville, SC.

PR team: TK PR (New York), Table 301, Greenville CVB, The Cliffs Communities (all Greenville, SC)

Campaign: Come Phor

Duration: May 2008-ongoing

Budget: \$10,000

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