

# Camden Tourism Development 1Q 2022-23

Monthly E-blast / Visitor Itinerary Tool

**July** — Discover — **CAMDEN** and KERSHAW COUNTY

Join Us For  
A Classic Southern Summer Day  
July 16th



**Water, Water, Everywhere!**  
Enjoy a classically cool summer month in Camden, South Carolina.

Come enjoy all the cooling spots in Kershaw County: The Wateree River, Lake Wateree, Kendall Lake.

**Aug.** — Discover — **CAMDEN** and KERSHAW COUNTY

Join us in honoring those who served at  
The Battle of Camden  
August 13



Come make the most of August in Camden  
August 16, 1780 was one of the hottest days of the year in Camden District. And not necessarily because of the weather.  
The Battle of Camden was one of several devastating defeats in the American Revolution suffered by the Americans in the early stages of the British military offensive in the South. However, the battle here is believed to have turned the tide of the war.

**Sept** — Discover — **CAMDEN** and KERSHAW COUNTY

Your Labor Day Stay Awaits



[Check Availability](#)

**COME SEPTEMBER**  
--- you'll want to be in Camden. We are one of South Carolina's most loved destinations to relax, eat, shop, stay, play and explore.

5,262 subscribers / 99.1 % reach

5,404 subscribers / 99.4% reach

5,571 subscribers / 99.1% reach

**Simply Revolutionary**  
212 Broad Street



**CAMDEN** CLASSICALLY CAROLINA

Exit 98

**Revolutionary War Center**  
212 Broad Street



**CAMDEN** CLASSICALLY CAROLINA

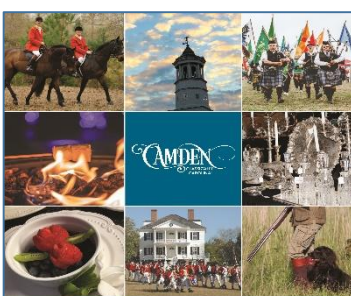
1Q Outdoor - 8 Boards statewide = 12.9 million impressions

Print

**Camden-Kershaw County Visitor Guide** **Annual City of Camden Magazine**

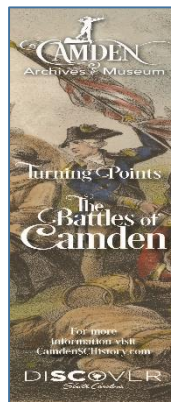



**9,000 combo-magazines @ 9 SCPRT Welcome Centers**

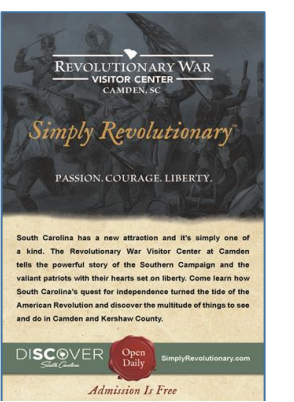


Close to you. Close to perfect.

**Southern Living**  
1.2 million circulation



**SC Living**  
620,000 circulation



**Discover SC Visitor Guide**  
375,000 circulation

## Social Media



**Discover Camden - Kershaw County**  
2,740 Facebook followers

Age and Gender  
Men 17.70%  
Women 82.30%



**Discover Camden - Kershaw County**  
3.4K Instagram followers