

# TARGET MARKETS & SEGMENTS



**PRIMARY MARKETS:**

- Atlanta, GA
- Charlotte, NC
- Columbia, SC
- Greensboro-High Point-Winston Salem, NC
- Greenville-Spartanburg, SC
- Knoxville, TN
- Nashville, TN
- Orlando-Daytona Beach-Melbourne, FL
- Raleigh-Durham, NC
- Tampa-St. Petersburg-Sarasota, FL

**SECONDARY MARKETS:**

- Augusta, GA
- Charleston, SC
- Cincinnati, OH
- Florence-Myrtle Beach, SC
- Greenville-New Bern-Washington, NC
- Jacksonville, FL
- Lexington, KY
- Louisville, KY
- Savannah, GA
- Tri-Cities, TN-VA



\*Target markets are subject to change based on visitor data throughout the year.