

Toast of Charleston Embraces South Carolina's New Focus on Rural Tourism

Written by Australian Business

CHARLESTON, SC, October 15, 2013 **/24-7PressRelease/** -- As a historic restaurant--prized for its breakfast selections--in Charleston, South Carolina, Toast of Charleston has always been invested in the ongoing tourism that is brought to Lowcountry. While many are drawn to Charleston and other South Carolina cities for culture, history, food and shopping, Toast notes that the state is also rich in rural landmarks. While the rural destinations throughout Charleston and the rest of South Carolina carry a significant amount of history, a current initiative under the Department of Agriculture may stir up new interest in these sites--especially among tourists.

A recent [article](#) from The Washington Post explains, "It will soon be easier for the millions who visit South Carolina to find tourist and agricultural attractions along the back roads of the state. A new program of blue directional signs pointing the way to such locations gets underway next month and the first signs should be up early next year. The signs will be similar to those that direct visitors to services off the interstates. But these signs will have the state Parks, Recreation and Tourism or the Certified South Carolina Grown agriculture logos. The idea is to make it easier for visitors to find their way to attractions in less-traveled areas. Such businesses might range from farms that have tours to whitewater rafting and outdoor outfitter."

In a recent press statement, Toast of Charleston responds, "As a restaurant that is known amongst both locals and visitors, we are proud to be in a part of the state that is appreciated for so many different attractions--including rural destinations. We anticipate a new stream of tourists as a result of the Department of Agriculture's new initiative and hope that it will bring new business to many of the unique treasures found in and around Charleston."

Although Toast of Charleston and many other local businesses expect a heightened interest in rural South Carolina, The Washington Post reports that such sites have already begun to prove popular among visitors to the southern state. The article reveals, "Earlier this year, the tourism bureau launched a \$2.5 million advertising campaign touting 'Undiscovered South Carolina' to get people to attractions in rural areas. Duane Parrish, director of the state's tourism department, has said that tourism in rural areas has already shown an increase since that effort started."

As many continue to visit South Carolina to experience both modern and historic sites throughout metropolitan and rural areas in the state, Toast of Charleston invites tourists and locals alike to stop by its popular venue to enjoy its southern take on breakfast, as well as many of its other prized signature dishes.

ABOUT:

Toast of Charleston Embraces South Carolina's New Focus on Rural Tourism

Written by Australian Business

Toast of Charleston is a signature dining destination in Charleston, South Carolina, that appeals to both local and visiting food lovers. With a menu that features modern takes on lowcountry favorites, exquisite breakfast selections, exceptional sandwiches and wide range of refreshing cocktails, Toast has made sure to offer something to satisfy every taste bud. In addition to its lively and highly-rated brunch options, Toast is also appreciated for its delectable lunch and dinner menus, as well as its diverse adult beverage selection.