



TRAVEL COUNCIL

July 2009

Francis Marion Hotel

CHARLESTON AREA CONVENTION & VISITORS BUREAU TRAVEL COUNCIL MEETING

- I. Welcome Tripp Hays
Director of Sales
Mills House Hotel
- II. FY 2009-2010 Marketing Input..... Louise Ballard
Director of Marketing
- III. Travel Council and Online Enhancements..... Helen Hill
Executive Director
- Andy Rankin
Director of Investor Relations
- IV. Society of American Travel Writers Re-Cap Kenda Sweet
President
Kenda Sweet Events
- V. Welcome to the Francis Marion Hotel..... Gayle Karolczyk
General Manager
Francis Marion Hotel
- VI. Adjourn Tripp Hays

The reception following today's meeting will be held in the Colonial Ballroom downstairs.

Remember to stop by the Travel Council table to pick-up your renewal packet
before you leave today!

Don't forget to check out our newly enhanced investor website, charlestontravelcouncil.com.

MARK YOUR CALENDARS

UPCOMING TRAVEL COUNCIL MEETINGS

AUGUST 11, 2009

COOPER RIVER ROOM
AT THE MOUNT PLEASANT
VISITOR CENTER

SEPTEMBER 8, 2009

FOUNDER'S HALL
AT CHARLES TOWNE
LANDING STATE
HISTORIC SITE

OCTOBER 13, 2009

CHARLESTON HARBOR
RESORT & MARINA

JULY 2009 ANNOUNCEMENTS

FY 2009-2010 TRAVEL COUNCIL RENEWALS

Please make sure to visit the renewal table to pick-up the renewal packet for your business. These packets will have a number of items to help you better understand your investment with the CACVB as well as changes that have been made to Travel Council. This year we're asking everyone to fill out a new application to ensure that we have the most current information for your business in our database. Please fax the completed form to Chimeca Mack at 853.0444 by Friday, August 14th. Once we receive your application, you will be contacted by our Marketing Department to approve your listing for the CACVB's web site, explorecharleston.com.

PACKAGING TIPS AND HOW TO'S

With an increase of electronic and print advertising focused on our drive market, comes an increase in visitors to charlestonpackages.com. It's important to have your accommodation packages ready and up-to-date on our website! If you're already packaging with us, please review your packages to make certain they are current and creative: charlestonpackages.com. If you've been waiting to package, there's no better time than the present to start. With five package categories to choose from, we're certain to have something to offer everyone. Simply email Chisholm Burbage at cburbage@explorecharleston.com and she will get you started.

CHARLOTTE OBSERVER CO-OP

Don't miss your chance to co-op with the CACVB and reach the Charleston area's #1 drive market with advertising on the front page of the Sunday Travel section of the Charlotte Observer. For more informations, contact Chisholm Burbage at cburbage@explorecharleston.com.

CADET PROGRAM ACCEPTING APPLICATIONS

Selling an individual hotel, restaurant, attraction or tour becomes an easier task if the potential client is first sold on the destination. The Charleston Area Destination & Education Training (CADET) program is designed to teach members of the hospitality community to effectively sell the entire Charleston area by visiting more than 25 area tours and attractions. While the program places an emphasis on selling to groups, all industry professionals are invited to apply.

The Bureau is accepting applications for the next five-session class scheduled for July 30, August 13 & 27 and September 10 & 24. The cost of the program is \$90 and includes entrance fees to all attractions, transportation, lunch and first-hand knowledge of many of the programs, festivals, tours and attractions that make the Charleston area unique. Jennifer Quattlebaum will be available during today's reception to answer any questions or you can email her at jennifer@quattlebaumcommunications.com.

QUARTERLY NETWORKING SOCIAL

The Greater Charleston Hotel & Motel Association and the Greater Charleston Restaurant Association will be having their 2nd Quarterly Networking Social on Wednesday, August 19th, at Halls Chophouse from 5 pm – 7 pm. Happy Hour priced drinks and hors d'oeuvres will be provided by Halls Chophouse. No ticket required, no rsvp needed, no reason not to come!

Also, mark your calendar for the Legislative Appreciative BBQ on Thursday, September 10, at Charles Towne Landing State Historic Site's newest facility, Founder's Hall. More details to come soon!

CHARLESTON METRO SPORTS COUNCIL

The Charleston Metro Sports Council is celebrating its 10th year of operating as the region's sports development agency. Its mission is to advance sports-related events for the economic, social and media benefits in which they contribute to the promotion of Charleston as a premier travel destination. Check out their brand new web site, sportsCouncil.org! A special thanks to all Travel Council investors who have also been major players with the Sports Council over these last 10 years!

MEDIA HIGHLIGHTS

nydailynews.com (4716123 unique visitors per month) mentioned **John Rutledge House Inn, FIG, Hall's Chophouse, 82 Queen, Circa 1886, Wentworth Mansion** and **Hyman's** in an article written by Howard Kissel about eating in **Charleston**.

nypost.com (4,024,329 unique visitors a month) spotlighted **Charleston, McCrady's, Tristan, Mount Pleasant, Fort Sumter, Shem Creek Bar & Grill, Waters Edge, Vickery's, Sullivan's Island** and **Gullah Cuisine** in a July 7 article about eating right on South Carolina's coast.

suite101.com (3,813,128) highlighted **Middleton Place, Slightly North of Broad, Maverick Southern Kitchens, High Cotton, Charleston Cooks** and **Old Village Post House**. *Note: Article resulted from the Society of American Travel Writers meeting, hosted in Charleston.

Southern Living (circ: 2,834,589) featured **Tristan's** Aaron Deal in the July issue.

USA Today (circ: 2,560,500) mentioned **Charleston, Market Pavilion Hotel, Piccolo Spoleto** and **International Spoleto USA** in a May 8 article about great places for memories with Mom.

AAA World (circ: 2,130,386) mentioned **Charleston, Boone Hall Plantation, Fort Sumter** and **Poogan's Porch** in a recent article about Southern hospitality.

USA Today (circ: 2,113,725) highlighted **The Patriots Point Naval & Maritime Museum** and **Charleston HarborFest** in a recent article.

atlantajournalconstitution.com (2,080,134 unique visitors per month) featured **Belvidere Resort's** Unlimited Golf Package, **Shem Creek Inn's** Sunset Champagne Paddle Escape package, **Water's Edge Restaurant** and **Charleston HarborFest**.

Examiner.com (1,766,717 unique visitors per month) spotlighted **The Charleston Museum, Drayton Hall, The South Carolina Aquarium, Angel Oak** and **Patriots Point Naval & Maritime Museum**.

Bon Appetit (circ: 1,426,992) highlighted **Bowens Island Restaurant** and Sweet Tea Vodka from **Firefly Distillery** in the May 2009 issue.

The Washington Post (circ: 665,383) featured **Patriots Point, Andrew Pinckney Inn, Edmondston-Alston House, Fort Sumter, The Historic Charleston Foundation, Carolina's** and **Fleet Landing**.

Cookie (circ: 533,789) mentioned **Poogan's Porch, Joseph's Restaurant, Hominy Grill, The South Carolina Aquarium, The Charleston Farmers Market, Charleston Ghost Tours, Waters Edge, Patriots Point Naval & Maritime Museum, Boone Hall Plantation, Folly Beach, Locklear's Beach City Grill, Lost Dog Café, Taco Boy** and **Folly Beach County Park** in the June-July issue.

Woman's World (circ: 1,332,904) featured **The South Carolina Aquarium, The Riverdogs, Magnolia Plantation, Middleton Place, Museum Mile, Aiken-Rhett House, The Charleston Museum, The Children's Museum of the Lowcountry, The South Carolina Aquarium, Patriots Point, Folly Beach, The Upper King Street Design District, Sullivan's Island, Fort Moultrie National Monument, Isle of Palms County Park** and **Charleston Tea Plantation** in the June issue.

QUOTE OF THE MONTH:

"It's no exaggeration to say that Charleston, one of America's must-see cities, represents the best of Southern culture and gentility. With its cobblestone streets and antebellum architecture, as well as its welcoming and romantic atmosphere, this South Carolina city is guaranteed to charm."

- **Woman's World** (circ: 1,332,904), June 2009