



TRAVEL COUNCIL

August 2009

Cooper River Room at Mount Pleasant Visitors Center



CHARLESTON AREA CONVENTION & VISITORS BUREAU TRAVEL COUNCIL MEETING

- I. Welcome Frank Fredericks
Travel Council Chairman
Wild Dunes Resort
- II. Welcome to the Mt. Pleasant Visitors Center..... John Willson
Director of Visitor Services
- III. Sales Report..... Tripp Hays
Director of Sales
Mills House Hotel
- IV. Selling Charleston as a Visitor Destination Jennifer Quattlebaum
CADET Coordinator
Quattlebaum Communications
- V. Travel Council Update Andy Rankin
Director of Investor Relations
- VI. Squeezing the Summer Frank Fredericks
- VII. Fall Media Relations Plan Kenda Sweet
President
Kenda Sweet Events
- VIII. Adjourn..... Frank Fredericks

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

Travel Council renewals for FY 2009-2010 are due this Friday!

After the meeting, please help yourself to refreshments on the patio while we set up for the reception.
Feel free to check out the Sweetgrass Pavilion or wander down to the Pier.*

*Remember that alcohol is not permitted on the Pier.

MARK YOUR CALENDARS UPCOMING TRAVEL COUNCIL MEETINGS

SEPTEMBER 8, 2009

FOUNDER'S HALL AT CHARLES TOWNE LANDING STATE HISTORIC SITE

OCTOBER 13, 2009

CHARLESTON HARBOR RESORT & MARINA

AUGUST 2009 ANNOUNCEMENTS

FY 2009-2010 TRAVEL COUNCIL RENEWALS

Reminder that the deadline for Travel Council renewals is this Friday, August 14! Renewal packets were mailed to everyone that was unable to attend last month's meeting. 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 Everette at 853.0444 by Friday, August 14. Once we receive your application, you will be contacted by our Marketing Department to approve your listing for our web site, explorecharleston.com.

Please remember that we also need to close all outstanding invoices from FY July 2008 - June 2009.

CHARLESTON AREA DESTINATION & EDUCATION TRAINING (CADET)

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 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 four-session class scheduled for August 13 and 27 and September 10 and 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. For more information, contact Jennifer Quattlebaum at jennifer@quattlebaumcommunications.com or Julie Byrnside at jbyrnside@explorecharleston.com.

CHARLOTTE OBSERVER AD OPPORTUNITIES

Don't miss your chance to impact the Charleston area's No. 1 drive market through front-page advertising on the Travel section of the *Charlotte Observer*. There are only a handful of fall and winter dates left! Contact Chisholm Seabrook, Marketing Manager, at cseabrook@explorecharleston.com to secure your space today! Available *Charlotte Observer* dates: October 4 and 18, November 15, December 13 and 27.

PACKAGING

The Media Department wants to include your packages in our media pitches! Fall media pitches include Halloween packages, Girls Getaways/Shopping packages and Holiday packages. Charleston area packages have received placement in the *Atlanta Journal-Constitution*, *New York Daily News*, *CNN.com*, and *Sherman's Travel* to name a few. This "free" editorial package coverage reached over 33 million people! Recent package coverage in a magazine garnered 226 bookings for a downtown hotel less than a week after running! The deadline for Halloween packages is August 14 and the deadline for Girl's Getaways/shopping packages is August 28. Please send to Laura Huff at lhuff@explorecharleston.com.

UPCOMING EDITION OF "WHAT'S NEW"

Please send information to Jess Sonders for the upcoming edition of "What's New," a press release sent periodically to hundreds of our national and local media contacts. Specific information regarding new programs, awards, tours, developments, events, and exhibits are welcome. Information should be applicable for the months of September and October. Send to: jsonders@explorecharleston.com. Deadline: Tuesday, August 18.

QUARTERLY NETWORKING SOCIAL

The Greater Charleston Hotel & Motel Association and the Greater Charleston Restaurant Association will have its 2nd Quarterly Networking Social on Wednesday, August 19, at Halls Chophouse from 5 pm – 7 pm. Happy Hour priced drinks and hors d'oeuvres provided by Halls. 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, Founders Hall. More details to come soon!

MEDIA HIGHLIGHTS

USA Today (circ: 2113725), *Florida Times-Union* (circ: 122655), *Flint Journal* (circ: 71069), *Post-Crescent* (circ: 51915), *Star-News* (circ: 46031), *Tri-City Herald* (circ: 41182), *Herald Sun* (circ: 26112), *Daily Reflector* (circ: 21348), *Daily Southerner* (circ: 4168), featured **Beachwalker Park on Kiawah Island**, among the top 10 beaches in the US.

Bon Appétit (circ: 1426992) mentioned **McCrary's** in the July issue.

New York Post (circ: 558140) spotlighted **Charleston, McCrary's, Tristan, Mount Pleasant, Fort Sumter, Shem Creek Bar & Grill, Waters Edge, Vickery's, Sullivan's Island, Cypress, Charleston Wine + Food Festival** and **Gullah Cuisine** in a July 7 article about eating right on South Carolina's coast.

Atlanta Journal Constitution (circ: 462011) mentioned **The Charleston Fine Art Dealers' Association's Fourth Annual Palette and Palate Stroll, Heritage Celebration, Charleston Harbor Fest** and **The Patriots Point Fourth of July Blast** in a July 5 article about travel.

Time.com (5051521 unique visitors per month) mentioned **Charleston** in a July 14 article about the city's quaint **King Street** shopping.

Examiner.com (1766717 unique visitors per month) highlighted **Charleston, Mt. Pleasant, Crave Kitchen and Cocktails, High Cotton, Middleton Place** and **The Woodlands Inn** in a July 12 article about a world wine tour of Charleston.

Travel + Leisure (960147) and *Savannah Morning News* (circ: 41979) featured **Charleston** as No. 4 in the *Travel + Leisure* 2009 top cities in the US and Canada.

Arthur Frommer's Budget Travel (circ: 697938) highlighted **Charleston, King Charles Inn, Bubba Gump Shrimp Co, Blackbeard's Cove Family Fun Park** and **The South Carolina Aquarium** in the August issue.

Atlanta Journal Constituion (circ: 462011), *Naples Daily News* (circ: 72540) and *Hour* (circ: 14139) highlighted **Charleston** and **Mt. Pleasant** in a July 17 article about the new **Memorial Waterfront Park** and visitors center located in **Mount Pleasant**.

USAToday.com (9469776 unique visitors per month) highlighted **Charleston** in a July 25 article.

Forbes.com (6530503 unique visitors per month) highlighted **Charleston** in a July 9 article about American's best bargain vacations.

Southern Living (circ: 2834589) featured **Blue Bicycle Books, Slightly North of Broad, Bowen's Island, St. Philip's Church, St. Michael's Church, The Citadel, George C. Birlant & Co., St. Mary's Catholic Church, Dock Street Theatre, The Sottile Theatre at The College of Charleston, The Gibbes Museum of Art** and **Big John's Tavern** in the Pat Conroy's Exclusive on Charleston, in the August issue.

Continental Magazine (circ: 332501) featured **Tristan, Rivertowne Country Club, Patriots Point Links** and **The French Quarter Inn's "Lowcountry Tee Time Package"** in the June issue.

Atlanta Journal Constitution (circ: 261828) highlighted **Charleston Fashion Week** and *Charleston Magazine* in a recent article about how **Charleston** is being recognized alongside Chicago as having an established fashion week that draws thousands of visitors and dollars to area businesses.

QUOTE OF THE MONTH:

"Pat Conroy is still obviously smitten by the beauty of this South Carolina city. In adulthood, he has lived in Atlanta, Paris, and Rome. But South Carolina won his heart, and Charleston still lays claim to his soul."

- ***Southern Living Magazine* (circ: 2,834,589), August 2009**