



TRAVEL COUNCIL

September 2009

Founders Hall
at Charles Towne Landing
State Historic Site



Lowcountry Eats



CHARLESTON AREA CONVENTION & VISITORS BUREAU TRAVEL COUNCIL MEETING

- I. Welcome Frank Fredericks
Travel Council Chairman
Wild Dunes Resort

- II. Welcome to Founders Hall..... Rob Powell
Park Manager
Charles Towne Landing

- III. Marketing Charleston as a Golf Destination..... Shannon Odom
General Manager
Charleston Golf, Inc.

- IV. Nationwide Tour Championship at Daniel Island Bob Moran
General Manager
Family Circle Cup

- V. The Power of the Press Kenda Sweet
President
Kenda Sweet Events

- VI. Travel Council Report / Fundraising Update Andy Rankin
Director of Investor Relations

Ian Harris
Travel Council Fundraising Chairman
ResortQuest

- VII. Sales Report & 1670 Graduate Recognition Suzanne Wallace
Director of Sales

Ali Bedard
Tour, Travel & Convention
Services Sales Manager

- VIII. Museum Mile Weekend Marla Loftus
Director of Communications
Gibbes Museum of Art

Rachel Chesser
PR & Events Coordinator
The Charleston Museum

- IX. Fall Media Plan..... Frank Fredericks

- X. Executive Director's Report..... Helen Hill
Executive Director

- XI. Adjourn Frank Fredericks

MARK YOUR CALENDARS - UPCOMING EVENTS

SEPTEMBER 10, 2009

LEGISLATIVE BBQ | FOUNDERS HALL | 5 PM - 7 PM

OCTOBER 13, 2009

TRAVEL COUNCIL MEETING | CHARLESTON HARBOR RESORT & MARINA | 4 PM - 6 PM

SEPTEMBER 2009 ANNOUNCEMENTS

FY 2009-2010 TRAVEL COUNCIL RENEWALS

The password for the CVB sales & service leads has been changed. If you have not received the new login information, that means we have not received your paperwork for the new year. Renewal packets were mailed to everyone that did not attend the July meeting at the Francis Marion Hotel. This year we're asking all Investors 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, October 2. If you have misplaced your application, please visit charlestontravelcouncil.com to download one. There will be a drawing at the October Travel Council meeting (October 13) for everyone that has renewed for FY 09/10. The winner will receive a free two-night stay at a Resort Quest property, courtesy of our new fundraising chairman, Ian Harris!

2010 OFFICIAL VISITORS GUIDE & NEW EXPLORECHARLESTON.COM WEBSITE NOW ON SALE!

Media kits and Visitor Guide listing forms are being handed out at today's meeting. As we are having some significant changes in marrying the new website to the *Visitors Guide*, several listing category and amenity questions have changed. For this reason, we are requiring everybody to fill out a new *Visitors Guide* Listing Form for the 2010 edition. Please contact Andy Rankin at 805.3033 or arankin@explorecharleston.com, or Jennifer Wilson at 805.3005 or jwilson@explorecharleston.com with any questions. Listing forms are due back to Jennifer Wilson by October 12, 2009.

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 these new packages is this Friday, September 11. Please submit your packages to Laura Huff at lhuff@explorecharleston.com.

2009 TASTE OF CHARLESTON FESTIVAL

Save-the-date for the 29th Annual Taste of Charleston scheduled October 9-11, 2009! There are four special events this year including:

- Taste - Iron Chef Competition will be held Friday, October 9, at the Culinary Institute of Charleston's (CIC) Palmer Campus in downtown Charleston and will showcase the Institute's new \$7 million facility. This competition pits some of the best local chefs in a hot head-to-head battle in CIC's state-of-the-art amphitheater kitchen.
- Taste of the Kitchen will be held Saturday, October 10, at the Culinary Institute of Charleston's Palmer Campus in downtown Charleston. There will be fun by the forkful as celebrity chefs take the culinary stage to show how chefs do it and CIC chefs take participants in the kitchens to cook hands-on. Add wine and beer classes and a Taste of the CIC buffet lunch, and you have a full plate.
- Taste of the Arts will be held Saturday evening, October 10, at various art galleries in downtown Charleston. The art walk combines Lowcountry art with the culinary arts and will showcase the talents of local artists while offering guests a sampling of appetizers from favorite Charleston restaurants.
- Taste of Charleston (Main Event) will be held on Sunday, October 11, at Boone Hall Plantation in Mount Pleasant. The event will showcase a sampling of the taste-tempting delights served at more than 40 of Charleston's finest restaurants. Additional highlights include the legendary Waiter's Wine Race, food and wine pairings, a selection of specialty and imported beers, cooking demonstrations, the Best of the Taste contest, live bands on the main stage and a Kids Corner (complete with a petting zoo). Please visit charlestonrestaurantassociation.com for ticket information.

Contact Kathy Britzius, Executive Director of the GCRA, at kathy@charlestonrestaurantassociation.com for more information on these events. Contact Monique Semper Flynn at moniquesemperflynn.gcra@gmail.com for information regarding sponsorship opportunities.

BOOK SIGNING & OPEN HOUSE EVENT AT CHARLES TOWNE LANDING

In celebration of the Park Service's 75th Anniversary, South Carolina Public Parks, Recreation & Tourism (SCPRT) has published a beautiful photography book entitled "*Beautiful Places: The Timeless Beauty of South Carolina State Parks*". The 140-page hardcover coffee table book contains more than 100 vivid color images from the 47 parks managed by the S.C. State Park Service and was produced as part of the parks' celebration of 75 years of providing recreational opportunities and stewardship of the Palmetto State's natural and cultural assets. If you're interested in purchasing this book, mark your calendar for the Founders Hall open house and book signing on Thursday, October 1. For more information, please visit beautifulplacesalliance.org.

MEDIA HIGHLIGHTS

AbcNews.com (6.3 million unique visitors per month) and **USAToday.com** (9.4 million unique visitors per month) 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 an article about Pat Conroy's new book, *South of Broad*.

Southern Living (circ: 2.8 million) highlighted the MOJA Arts Festival in the Travel South section of the September issue.

SFGate.com (2.5 million unique visitors per month) and *San Francisco Chronicle* (circ: 312,118) featured **Charleston, High Cotton, Vendue Inn, Peninsula Grill, Fort Sumter, 82 Queen, Magnolias, SNOB, Cypress, Hominy Grill** and **McCrary's** in a recent article about friendly restaurants in **Charleston**.

USA Today (circ: 2,113,725) mentioned **Charleston, The First Day Festival, South Carolina Aquarium** and the **Maritime Center** in an August 17 article.

USA Today (circ: 2,113,725) featured **Kiawah Island** in an August 14 article about Vice-President and Dr. Biden's vacation to the area.

Martha Stewart Living (circ: 2 million) spotlighted **The Preservation Society of Charleston's 33rd Annual Fall Tours of Homes and Gardens** in the September issue.

Bon Appetit (circ: 1.4 million) highlighted **FIG** in an article about desserts à la mode in the August issue.

New York Times (circ: 965,471), *Roanoke Times* (circ: 96,247), *Pekin Daily Times* (circ: 12,537), *Weirton Daily Times* (circ: 5,254) highlighted **Charleston** in a recent article.

Outside Magazine (circ: 687,916) spotlighted **Charleston** and **Folly Beach** in the August issue.

New York Daily News (circ: 644,766), *New York Post* (circ: 558,140) and *Plain Dealer* (circ: 393,352) spotlighted **Charleston Place** and the Sensational Summer package offer.

The Tennessean (circ: 206,742) featured **Palmetto Carriage Works, Schooner Pride, Fort Sumter, Fish, High Cotton, Vendue Inn, Blossom, Francis Marion Hotel** and **The Historic Dock Street Theater** in a July 26 article about the historic South Carolina city.

The Charlotte Observer (circ: 187,633) highlighted **The Visitor Center, DASH trolley buses, The College of Charleston, Mount Pleasant, Fort Sumter, Sullivan's Island, Hank's Seafood Restaurant, 82 Queen, Kaminsky's, Mellow Mushroom, Kudu Coffee, The Avery Research Center, Andrew Palmer's Pinckney Inn, Isle of Palms, Patriot's Point, Francis Marion Hotel, Charleston Place Hotel, The Kings Courtyard Inn, Fulton Lane Inn, Taco Boy** and **Fiery Ron's Home Team BBQ** in a July 29 article about the essential guide to Charleston.

Travel Channel's *Man vs. Food* highlighted **Hominy Grill, Bowen's Island** and **Bushido Restaurant** in an August 19 episode.

QUOTE OF THE MONTH:

"Charleston is one of the greatest cities I've ever been to! By God, I will make it back to Charleston, SC! Amazing weather, amazing food, beautiful architecture..."

- Adam Richman, Travel Channel, August 2009