



TRAVEL COUNCIL

October 2009

Charleston Harbor Resort & Marina



CHARLESTON AREA CONVENTION & VISITORS BUREAU TRAVEL COUNCIL MEETING

- I. Welcome Frank Fredericks
Travel Council Chairman
Wild Dunes Resort
- II. Welcome to the Charleston Harbor Resort & Marina..... Tracy Mitchell
Director of Sales & Marketing
Charleston Harbor Resort & Marina
- III. Sales Report..... Suzanne Wallace
Director of Sales
- IV. How the Hyland Groups Work for You & the CVB..... Peter Hyland
President
Hyland Group
- V. Advertising Sneak Peek Frank Fredericks
- VI. Media Update Marla Loftus
Director of Communications
Gibbes Museum of Art
- VII. Travel Council Report & Special Drawing..... Ian Harris
Travel Council
Fundraising Chairman
ResortQuest
- VIII. Executive Director's Report Perrin Lawson
Deputy Director
- IX. Adjourn & Raffle..... Frank Fredericks

MARK YOUR CALENDARS - UPCOMING EVENTS

OCTOBER 17, 2009

SHINEFEST I JOE RILEY STADIUM
SHINEFESTCHARLESTON.COM

NEXT TRAVEL COUNCIL MEETING

NOVEMBER 10, 2009
LOCATION TO BE ANNOUNCED

OCTOBER 2009 ANNOUNCEMENTS

2010 OFFICIAL VISITORS GUIDE AND NEW WEB SITE DEADLINES APPROACHING SOON!

Media kits and *Visitors Guide* listing forms were handed out at September's Travel Council meeting. For those of you who attended July's meeting, you saw a sneak peek of the newly enhanced explorecharleston.com website that will launch later this fall. There is new information concerning our online opportunities that will coincide with the 2010 *Visitors Guide*. There will be some significant changes in marrying the new website to the *Visitors Guide*. As a result of this, 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.

All media kits and the listing forms are available on charlestontravelcouncil.com under the Advertising button. Please contact the CACVB at 853.8000 if you need assistance in completing the new forms. Listing forms are due by October 30 to Jennifer Wilson.

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 Travel Council. 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 October 30, 2009. Applications can be downloaded from our web site at charlestontravelcouncil.com. There will be a drawing at the end of today's meeting for everyone that has renewed their Travel Council investment for FY 2009-2010! The winner will receive a free two-night stay at a ResortQuest property, courtesy of our new fundraising chairman, Ian Harris!

BE A TOURIST IN YOUR OWN TOWN PASSES ON SALE NOVEMBER 1!

Be a Tourist In Your Own Town passes go on sale November 1 offering local residents free one-time admission to 33 area attractions and discounts at 24 restaurants during the month of January 2010. Passes will be on sale through December 31 and may be purchased by visiting beatourist.net, calling 853.8000 and at any official area visitor center.

CHARLESTON METRO SPORTS COUNCIL PARTNERS WITH THE COOPER RIVER BRIDGE RUN

Organizers of the annual Cooper River Bridge Run are gearing up to produce its 33rd 10K Road Race & Walk on March 27, 2010. Behind the scenes, the group is working with local sports development organization Charleston Metro Sports Council and its exclusive partner for housing services, T3-Travel. The event will include some 40,000 registrants, in which over 50% are estimated to be from out of town. Over 20,000 hotel rooms will be booked to accommodate participants and family members for that weekend. T3-Travel is offering state-of-the-art booking services with partnering hotels in the Charleston region. Website inclusions are still available - contact Kathleen Cartland, kcartland@explorecharleston.com for more information.

DOIN' THE CHARLESTON – THE FIRST "DANCE" OF THE SEASON – NOVEMBER 19-22

The Charleston Classic is an ESPN, season-opener challenge featuring eight men's Division I basketball teams. For the second year, it will bring mid-major and major conference teams from around the US, to play in a win/lose bracket, assuring three exempted games for each college. The tournament is being played at the state-of-the-art, CofC Carolina First Arena, from November 19-22, 2009. Four of the invited teams played in the 2008-09 NIT, including NIT champion Penn State, Davidson, Miami and South Carolina. UNC-Wilmington, La Salle, Tulane, and USF will complete the 2009 eight-team field to provide three days of action-packed competition. Sponsorships and trade partnerships are available. Contact Kathleen Cartland, kcartland@explorecharleston.com

ANNOUNCING ADVANCED TRAVEL PARTNERS REGISTRATION:

The CVB Travel Partners customer service training is all set for November. This is an awesome training program you won't want your employees to miss out on.

The dates/times are listed on the forms inside the agenda packets. Keep in mind that all classes will be offered at the Charleston Museum located at 360 Meeting Street. To register your front line employees, please fax the form to Akilah Edwards at the CVB at 853.0444. For more information, contact Jennifer Quattlebaum at 224.1281 or jennifer@quattlebaumcommunications.com.

CHARLOTTE OBSERVER CO-OP OPPORTUNITIES

2010 dates are now available! Don't miss your chance to impact the Charleston area's #1 drive market through front-page advertising on the Travel section of the *Charlotte Observer*. Contact Chisholm Seabrook, Marketing Manager, at cseabrook@explorecharleston.com to secure your space today!

1ST ANNUAL SOUTHERN MIRACLES WINE DINNER & AUCTION – OCTOBER 22

Join the Renaissance Charleston Hotel Historic District on Thursday, October 22, for the 1st Annual Southern Miracles Wine Dinner & Auction benefiting The Children's Miracle Network. Enjoy an elegant five-course dinner paired with favorite wines from around the world. Enjoy a variety of auction items available, including memorable experiences, travel getaways and unique items to compliment your style. 5:30 pm – Reception & Silent Auction. 6:30 pm – Five Course Dinner. \$75 per person / \$650 per table. 843.534.9004 or visit southernmiracles.com for more information.

MEDIA HIGHLIGHTS

People Magazine (circ: 3.7 million) spotlighted **Bowen's Island Restaurant** in the September 28 issue.

Southern Living (circ: 2.8 million) spotlighted **Palmetto Carriage Works, Culinary Tours of Charleston, Tommy Dew's Walking History Tour, Chai Y'all Tours with Janice Kahn, and Gullah Tours with Alphonso Brown** in an article about the top five city tours in Charleston.

USA Today (circ: 2.1 million) featured **White Point Gardens** in an article about the "10 great places to swashbuckle down" on International Talk Like a Pirate Day.

USA Today (circ: 2.1 million) featured **The Family Circle Cup** in Charleston in the article about the US Teen Oudin being the first player to commit to next's springs tournament.

Atlanta Journal Constitution (circ: 2 million) spotlighted **HarbourView Inn, Slightly North Of Broad, High Cotton, Fleet Landing and The Charleston Museum** in a September 22 article about the hotel package "This One's For The Girls".

Golf Digest (circ: 1.6 million) mentioned **Kiawah Island Golf Resort** in an article about the 75 best golf resorts in North America.

New York Times-National Edition (circ: 1.4 million) featured **Drayton Hall, Magnolia Plantation, Middleton Plantation, Renaissance Hotel, Battery Carriage House Inn, The Renaissance Hotel, Charleston Place Hotel, Hominy Grill and Spoleto Festival USA** in a recent article about Charleston.

Food & Wine Magazine (circ: 933,993) spotlighted **McCrary's** in the October issue.

Arthur Frommer's Budget Travel (circ: 697,938) mentioned **Hominy Grill, FireFly Distillery, Mount Pleasant, The Meeting Street Inn and Bowens Island Restaurant** in the September issue.

Atlanta Journal Constitution (circ: 462,011) spotlighted **Charleston, The Original Charleston Beach Music and Shag Festival at Boone Hall and The MOJA Arts Festival** in an August 30 article about events happening around the country.

Atlanta Journal Constitution (circ: 462,011) spotlighted **Charleston and The MOJA Arts Festival** in an September 9 article about events happening around the country.

Newsday (circ: 426,510) mentioned **Kiawah Island Golf Resort** in a September 13 article about tours and deals.

San Francisco Chronicle (circ: 354,752) mentioned **Charleston, High Cotton, Vendue Inn, Peninsula Grill, Fort Sumter, 82 Queen, Magnolia's, S.N.O.B, Cypress, Hominy Grill and McCrary's** in an August 16 article about a full plate of Southern hospitality.

Denver Post (circ: 255,452) mentioned **Charleston, St. Michael's Episcopal Church, McCrary's, Slightly North Of Broad, High Cotton and The Andrew Pinckney Inn** in a September 20 article about Charleston.

Charlotte Observer (circ: 244,494) spotlighted **The Taste of Charleston, Boone Hall Plantation and Mount Pleasant** in a September 6 article about celebrating lowcountry cuisine.

QUOTE OF THE MONTH:

"Charleston, South Carolina is one of those cities that you just fall in love with. From the historic homes and picturesque views, to the Gullah culture and Lowcountry cuisine, this laid-back metropolis provides the perfect backdrop to any weekend getaway, especially a dining getaway!"

- J'Adore Magazine (circ: 80,000)