



COURTESY CHRIS & CAMI PHOTOGRAPHY

TRAVEL COUNCIL

November 2009

College of Charleston Carolina First Arena



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CHARLESTON AREA CONVENTION & VISITORS BUREAU TRAVEL COUNCIL MEETING

I. Welcome	Ian Harris <i>Travel Council Fundraising Chairman</i> ResortQuest
II. Welcome to the Carolina First Arena	Bobby Cremins <i>Men's Head Basketball Coach</i> College of Charleston
	Jonathan Evans <i>Associate Athletic Director</i> College of Charleston
III. Charleston Metro Sports Scene 10 Years in the Making!	Kathleen Cartland <i>Executive Director</i> Charleston Metro Sports Council, Inc
IV. Charleston Area, SC....A Premier Sports Destination.....	Dan Shoemaker <i>Vice President of ESPN</i> ESPN Regional TV
V. "Pack the House" Package.....	John Keener <i>Owner</i> Charleston Crab House
VI. Marketing Report	Louise Ballard <i>Director of Marketing</i>
VII. Sales Update: Atlanta Event / Course 1670	Tripp Hays <i>Director of Sales</i> Mills House Hotel
VIII. Fall Media Update	Kenda Sweet <i>President</i> Kenda Sweet Events
IX. Travel Council Fundraising Report, Investor Update & Awards Presentation ...	Ian Harris Andy Rankin <i>Director of Investor Relations</i>
X. Executive Director's Report	Helen Hill <i>Executive Director</i>
XI. Raffle & Adjourn	Ian Harris

MARK YOUR CALENDARS - UPCOMING EVENTS

TRAVEL COUNCIL MEETING | TUESDAY, JANUARY 12
MEMMINGER AUDITORIUM | 4 PM - 6 PM

NO TRAVEL COUNCIL MEETING IN DECEMBER

HAPPY HOLIDAYS!

NOVEMBER 2009 ANNOUNCEMENTS

2010 OFFICIAL VISITORS GUIDE AND NEW WEBSITE DEADLINES APPROACHING SOON!

Media kits and *Visitor 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 on-line opportunities that will coincide with the 2010 edition. 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 and 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 back to Jennifer Wilson by November 13, 2009.

FY 2009-2010 TRAVEL COUNCIL RENEWALS

The password for the CACVB sales and service leads has been changed! If you have not received the new login information that means we need 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 Mack at 853.0444 by November 13, 2009. Applications can be downloaded from our website at CharlestonTravelCouncil.com. We will also have a Travel Council table set-up during the reception for anyone that has any questions.

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, C of C Carolina First Arena, from November 19-22. 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. For more information, contact Kathleen Cartland, kcartland@explorecharleston.com

COURSE 1670 RETURNS

For the second year in a row, the CACVB will be offering Course 1670, a six-month, sales-based leadership class developed for all Travel Council investors involved in sales. This innovative new program is designed especially for Charleston's hospitality leaders of tomorrow and it offers participants an in-depth look at the various aspects of the Charleston hospitality industry while also focusing on core sales and leadership principles necessary for participants. Through educational seminars, valuable area site visits and numerous networking opportunities, participation in Course 1670 is sure to benefit all that take part.

Please contact Ali Bedard by November 30 if you are interested in participating at abedard@explorecharleston.com or 805.3066. Space is limited.

MARK YOUR CALENDAR FOR UPCOMING CHARLESTON HOTEL & MOTEL ASSOCIATION EVENTS!

- Wednesday, November 18 | Allied Alley | Hilton Garden Inn | 11:30 – 1:30 pm
Buffet Lunch, Cash Drawing, Prizes! RSVP to mbratton@explorecharleston.com.
- Wednesday, December 2 | Charleston Hotel & Motel Association / Charleston Restaurant Association Quarterly Networking Social | 82 Queen | 5 pm – 6 pm
No charge. No RSVP. No reason not to come! Hors d'oeuvres and happy hour drink specials provided by 82 Queen.

CHARLOTTE OBSERVER & SOUTHERN LIVING CO-OP OPPORTUNITIES

There are still available co-op advertising opportunities in the *Charlotte Observer* and in *Southern Living*. Contact Chisholm Seabrook for details at cseabrook@explorecharleston.com.

BE A TOURIST IN YOUR OWN TOWN PASSES ARE NOW ON SALE!

Be a Tourist in Your Own Town passes went 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.

MEDIA HIGHLIGHTS

The Wall Street Journal (circ: 2,082,189) featured Kiawah Island Golf Resort and The Sanctuary Hotel in a recent article about Kiawah's rise in the Fall.

USA Today (circ: 1,223,725) featured Woodlands Inn and Charleston in an October 16 article.

USA Today (circ: 1,223,725) and *L.A. Times* (circ: 799,369) featured an article about Charleston's recent No. 2 placement on *Condé Nast's* readers' choice list.

New York Times - National Edition (circ: 1039031) featured Charleston and Kiawah Island in an October 25 article.

Travel + Leisure (circ: 957,987) highlighted Charleston and Hominy Grill in an article about America's favorite cities.

Forbes Life (circ: 860,000) spotlighted Charleston as one of the "food flights" in the November issue.

Condé Nast Traveler (circ: 820660) featured Charleston in the No. 2 spot on the U.S. cities list. In other local rankings, Kiawah Island was lauded as the No. 1 Island in North America, while The Sanctuary at Kiawah Island Golf Resort took home top honors as No. 1 resort in the mainland U.S. A number of the top 100 hotels in the U.S. are located in the Charleston area. Properties honored include: Charleston Place Hotel, The Sanctuary at Kiawah Island Golf Resort, Market Pavilion Hotel, John Rutledge House Inn, French Quarter Inn and Planters Inn.

Daily News (circ: 644,766) highlighted Charleston and The Battery Carriage House Inn in an October 18 article about the Inn's haunted Halloween package, Ghost Adventures.

Dallas Morning News (circ: 474,923) mentioned Culinary Tours of Charleston in an October 18 article about food tasting tours.

Atlanta Journal Constitution (circ: 462,011) and *Chattanooga Times Free Press* (circ: 96,626) featured Charleston, St. Michaels Episcopal Church, McCrady's, Slightly North Of Broad, High Cotton, The MOJA Arts Festival, The Latin American Festival and The Andrew Pinckney Inn in a September 27 article about Charleston.

Atlanta Journal Constitution (circ: 462,011) highlighted The Battery Carriage House Inn, Poogan's Porch and Charleston Ghost & Dungeon Walking Tour in the September 27 article about historical hotels, dining, and spirits in the Southeast.

St. Petersburg Times (circ: 413,929), *Columbus Dispatch* (circ: 332,052), *The State* (circ: 122,539), *Savannah Morning News* (circ: 56,066) and *Journal Times* (circ: 29,430) spotlighted The Preservation Society of Charleston's 33rd Annual Fall Tours of Homes and Gardens in a recent article.

Star Ledger (circ: 404,903), *Cincinnati Enquirer* (circ: 273,433) and *Contra Costa Times* (circ: 194,445) featured Charleston in an article about the city taking the No. 2 spot on the *Condé Nast* Readers' Choice Awards U.S. cities list.

Charlotte Observer (circ: 244,494), *Florida Times Union* (circ: 122,655), *Sun News* (circ: 47,282) and *Fresh Cup Magazine* (circ: 15,000) spotlighted Charleston in a recent article.

Condé Nast Traveler Senior Editor Kate Maxwell appeared on The TODAY Show recently to discuss winners of the Reader's Choice poll. Charleston was included!

Visit the following link to view the coverage: <http://today.msnbc.msn.com/id/16486761/ns/today-travel>. Scroll down and select "Travelers pick favorite spots."

Atlanta Journal Constitution (circ: 462,011), *St. Petersburg Times* (circ: 413,929), *Chicago Sun-Times* (circ: 312,141), *Birmingham News* (circ: 164,989), *News Tribune* (circ: 102,200), *News Journal* (circ: 92,988), *Press Democrat* (circ: 72,906), *Naples Daily News* (circ: 72,540), *Macomb Daily* (circ: 60,301), *Inland Valley Daily Bulletin* (circ: 52,616), *Kentucky Inquirer* (circ: 49,356), *Muskegon Chronicle* (circ: 42,350), *Springfield News-Sun* (circ: 30,256), *Middletown Journal* (circ: 18,120), *Des Plaines Daily Herald* (circ: 5,570), *Palatine Daily Herald* (circ: 4,694), *Elk Grove Daily Herald* (circ: 4,611) and *Rolling Meadows Daily Herald* (circ: 2,146), featured Charleston in an article about the city taking the No. 2 spot on the *Condé Nast* Readers' Choice Awards U.S. cities list.

Cincinnati Enquirer (circ: 187,719) and *Kentucky Enquirer* (circ: 21,495) spotlighted Charleston in a recent article about The Nationwide Tour.

QUOTE OF THE MONTH:

"Charleston remains one of the most charming cities in America...the architecture and gardens are beautiful, the people friendly, and the food is outright fabulous.."

- *Atlanta Journal Constitution* (circ: 462,011)