



TRAVEL COUNCIL
JANUARY 2012
COURTYARD CHARLESTON
HISTORIC DISTRICT



Robbin Knight
photography



CHARLESTON AREA CONVENTION & VISITORS BUREAU TRAVEL COUNCIL MEETING AGENDA

- I. Welcome Dan Blumenstock
Travel Council Chairman
Fennell Holdings, Inc.
- II. Welcome to the Courtyard Charleston Polly Ann Elliott
Director of Sales
Courtyard Charleston Historic District
- III. PGA Moment Brett Sterba
Championship Director
The PGA of America
- IV. Meet CHARLES Helen Hill
Executive Director
- Warren Lasch
President
City Corridor, LLC
- Caleb Yaryan
City Corridor, LLC
- Chad Priest
City Corridor, LLC
- V. Raffle & Adjourn Dan Blumenstock

MARK YOUR CALENDAR

TRAVEL COUNCIL MEETING | FEBRUARY 14, 2012 | 4 - 6 PM
TIDES AT FOLLY BEACH

charlestontravelcouncil.com

JANUARY 2012 ANNOUNCEMENTS

TRIPADVISOR AND CHARLOTTE OBSERVER COOPERATIVE ADVERTISING PROGRAMS

New for 2012, we will be offering opportunities on Tripadvisor.com with fixed positioning on the area overview pages. Also for 2012, available space on the front page of the *Charlotte Observer* Local section. Questions? Contact Chisholm Seabrook, cseabrook@explorecharleston.com.

WOMEN IN LODGING

The newly formed chapter of Women in Lodging will present the first all female chef progressive dinner on Thursday, February 2, 2012. You don't want to miss this incredible event which includes Chef Michelle Weaver of Charleston Grill and Chef Jill Mathias of Carolina's. Please contact Suzanne Wallace at 843.805.3057 for tickets.

TRAVEL PARTNERS

All classes for the Travel Partner training sessions still have space available! And remember, classes are free for Travel Council investors.

The dates for Travel Partners are as follows:

- January 18 Supervisory Accountability
- January 25 Exceptional Customer Service
- February 9 Dealing with Difficult Customers
- February 15 Empathy Rules!

Classes take place at the Charleston Museum. Please contact Gloria Clarke, gclarke@explorecharleston.com to sign up or call 843.708.7895.

CADET

The Winter 2012 CADET class is completely full, however if you are interested in the program for the Summer 2012 session, contact Gloria Clarke at gclarke@explorecharleston.com or call 843.708.7895.

CHARLESTON RESTAURANT WEEK

Mark your calendars! The dates for the next installment of Charleston Restaurant Week are January 12 – 22, 2012. The event is part of Restaurant Week South Carolina sponsored by the South Carolina Hospitality Association. Charleston Restaurant Week, executed by the Charleston Restaurant Association (CRA), is one of the most highly anticipated culinary events in the Charleston area.

It is an opportunity to enjoy the world-renowned cuisine of the Lowcountry as participating restaurants offer prix fixe menus consisting of three items for one price. 3 items for \$20, \$30 or \$40. View all restaurants participating and their Restaurant Week menus on the CRA website, charlestonrestaurantassociation.com

LOWCOUNTRY OYSTER FESTIVAL

The Lowcountry Oyster Festival is the world's largest oyster festival and has been named one of the "top 20 events in the southeast" by Southeastern Tourism Society. Highlights include the legendary "Oyster Shucking" and "Oyster Eating" Contests, live music from the main stage, wine, a selection of domestic and imported beers, a Children's Area complete with pony rides and jump castles and a "Food Court" showcasing a variety of local favorite restaurants to satisfy everyone's taste. This year the event will take place at Boone Hall on Sunday, January 29. For more details visit the CRA website, charlestonrestaurantassociation.com

PGA CHAMPIONSHIP

The PGA Championship is celebrating its 94th edition in 2012, with its first visit to South Carolina. As the fourth and final major of the season, the Championship has earned the nickname, Glory's Last Shot. This historic and prestigious tournament will be contested August 6 -12 on The Ocean Course at Kiawah Island Golf Resort. Since 1994, the PGA Championship boasts the strongest field in golf, averaging 97 of the top 100 golfers in the world, the most of any of the four majors.

Forecast as the largest sporting and social event to ever descend upon South Carolina, the 2012 PGA Championship is expected to welcome 210,000 spectators (50,000 visitors) and have an economic impact of \$193 million. Excitement for the event is evident, as ticket sales have broken numerous PGA sales records. Tickets for the final 3 rounds have sold-out, along with the week-long Wanamaker Club ticket. A limited amount of practice days and Round 1 tickets remain, in addition to VIP tickets to the Champions Club.

MEDIA HIGHLIGHTS

Orbitz.com (9,572,770 website visitors per month) recommended visiting the Charleston area during the holiday season in a recent blog post. **Charleston Place Hotel**, the **City Market**, the **Holiday Festival of Lights at James Island County Park**, the **Charleston Boat Parade**, **Drayton Hall**, **Circa 1886**, **Kings Courtyard Inn** and the **John Rutledge House Inn** were included in the coverage.

Seabrook Island, **Kiawah Island**, **Isle of Palms**, **Sullivan's Island**, **Wild Dunes Resort** and **ResortQuest** were included in an article on the *Wall Street Journal's* Market Watch website (3,423,590 website visits per month).

Chef Sean Brock and a number of his dishes at **Husk** and **McCrary's** were applauded in the November 21st issue of *Time* magazine (circ: 3,376,226).

Andrew Zimmern lauded **F.I.G.** as one of his favorite restaurants in *AAA World* magazine (circ: 2,072,502).

U.S. News and World Report (1,921,120 website visits per month) named King Street one of America's Best Shopping Streets.

Farming in the south made the pages of the *New York Times* (circ: 1,150,589) on December 27th. Chef Craig Diehl of **Cypress**, Chef Sean Brock of **Husk** and Chef Mike Lata of **F.I.G.**, along with **Mepkin Abbey**, **Johns Island**, **Wadmalaw Island**, **Kiawah Island** and **Seabrook Island** all received ink in the coverage.

Departures magazine (circ. 1,028,970) featured **The Gibbes Museum of Art**, **Spoletto Festival USA**, the **Planters Inn**, **Peninsula Grill**, **Croghan's Jewel Box**, **Ben Silver**, **Hampden Clothing**, **Charleston Grill**, **Mercato**, **Kiawah Island Golf Resort**, **Drayton Hall**, **Caviar & Bananas**, **Husk**, **F.I.G.**, and **Circa 1886**.

The **Francis Marion Hotel** was lauded by *Travel + Leisure* (circ: 996,217) as one of the "Best U.S. Hotels for the Holidays".

Social Restaurant + Wine Bar is highlighted in the December issue of *GQ* magazine (circ: 937,729).

The Charleston area was recommended as a destination to include when planning a trip to the American South in the *Washington Post* (circ: 852,861).

Charleston Place, **French Quarter Inn**, **John Rutledge House Inn**, **Market Pavilion Hotel**, **Planters Inn**, **Wentworth Mansion** and the **Sanctuary at Kiawah Island Golf Resort** made *Condé Nast Traveler's* (circ: 810,713) 2012 Gold List.

A signature drink offered at **The Cocktail Club** was highlighted in the November issue of *Southwest Spirit* magazine (circ: 462,788).

The rooftop bar at the **Market Pavilion Hotel**, **Grill 225** and **Firefly Sweet Tea Vodka** made a splash in *U.S. Airways* magazine (circ: 299,730).

Garden & Gun magazine (circ: 217,251) recently praised **The Gibbes Museum of Art's** new exhibit, *The Art of Alfred Hutty: Woodstock to Charleston* (January 20–April 22).

Kiawah Island Golf Resort was highlighted as a top beach escape in the *Richmond Times-Dispatch* (circ: 115,431).

Victorian Homes magazine (circ: 41,731) featured a 15-page spread highlighting Charleston-style holiday decorating. **The William Aiken House**, **JMC Charleston** and **Patrick Properties** catering were included in the article. Likewise, the **Aiken-Rhett House** and the **Nathaniel Russell House** received ink in a holidays event round-up in the same issue.

QUOTE OF THE MONTH

"Charleston took center stage during the 150th anniversary of the Civil War this year. But mostly the city looks to the future. In the last few years, its cosmopolitan restaurant and cultural scenes have flourished."

Andrew Sessa, *Departures* magazine, circ: 1,028,970