



# ISLE OF PALMS

## *Program of Work* Expenditure Review FY 21

## *Program of Work* Expenditure FY 22

Presented by  
Helen Hill  
CEO Explore Charleston



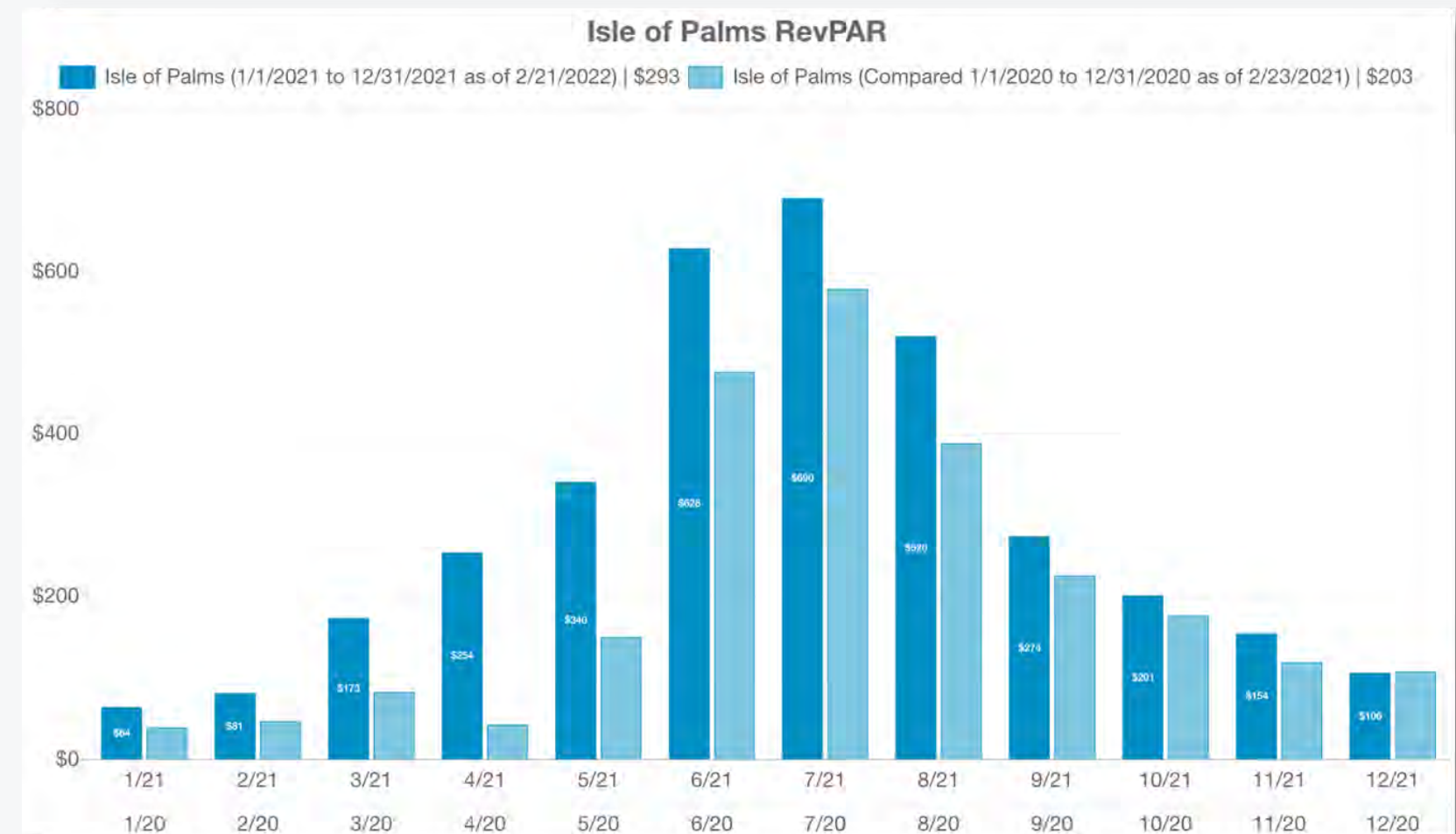
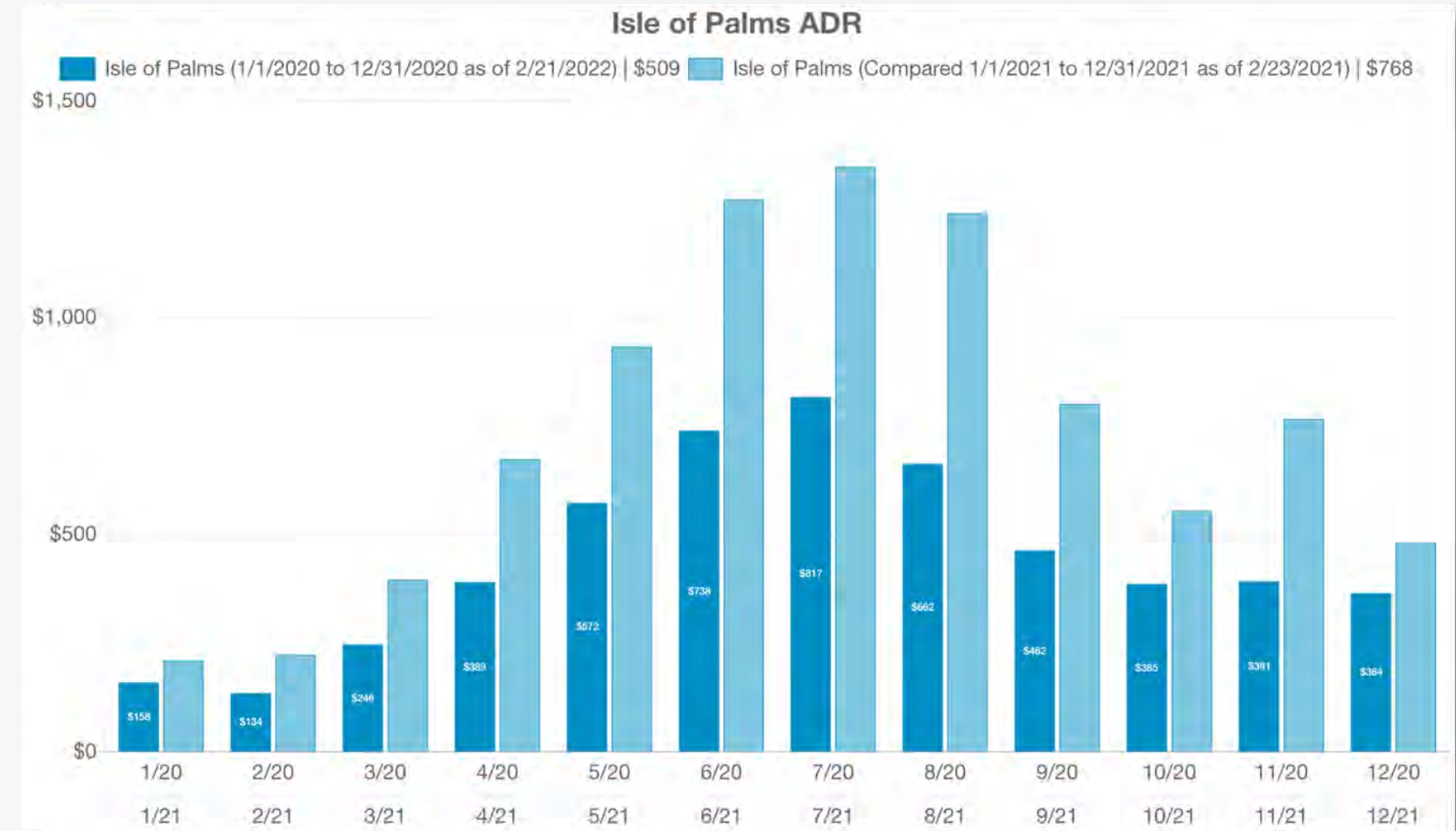


ExploreCharleston entered into a contract with Key Data to provide historical and forward-looking performance reports on rental units for all of our beach communities. This data is reported to you quarterly.



KEY PERFORMANCE INDICATORS	2021	2020	DIFFERENCE
Average Daily Rate	\$651	\$509	30%
RevPAR	\$293	\$203	45%

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Created: October 27, 2021 7:24 AM



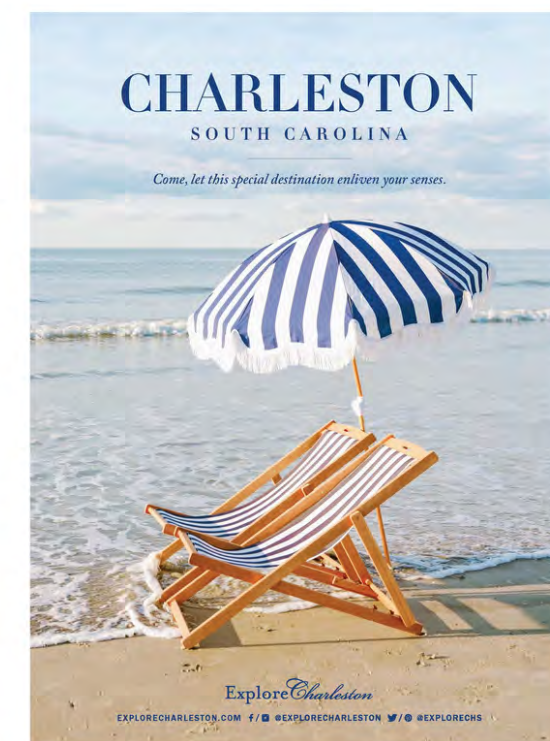
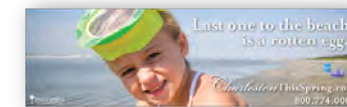
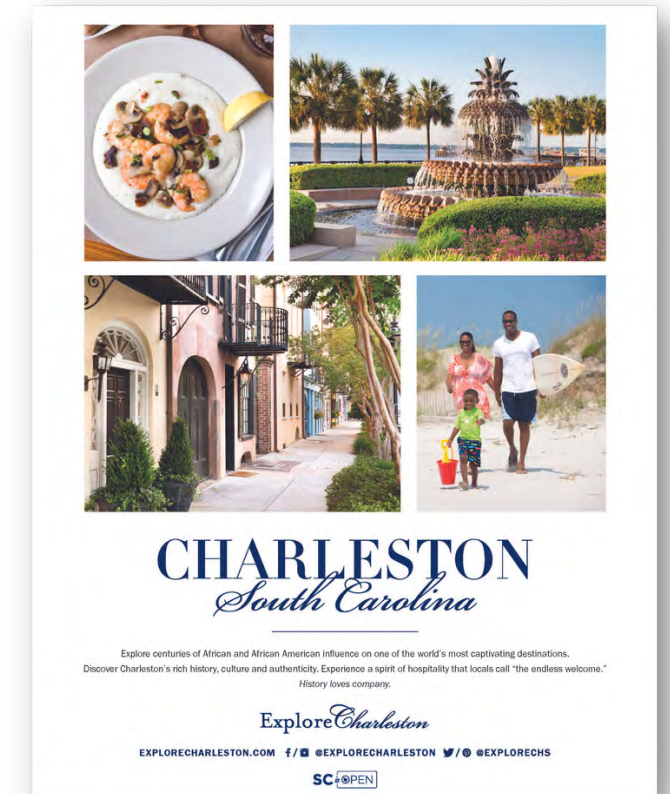


PAID ADVERTISING

TOTAL  
EXPENSE  
\$428,614

OUR GOAL

Create an overnight visitor with the highest economic impact to the Isle of Palms specifically focused on the resort and short-term rentals.





ESSENCE®

AFAR

Better  
Homes  
and Gardens

Smithsonian  
MAGAZINE

CONDÉ NAST  
Traveler

bon appétit

TRAVEL+  
LEISURE

Southern Living®

MidwestLiving

D Weddings

FOOD & WINE

GRACE  
ORMONDE  
WEDDING  
STYLE

GARDEN & GUN



wnc MAGAZINE

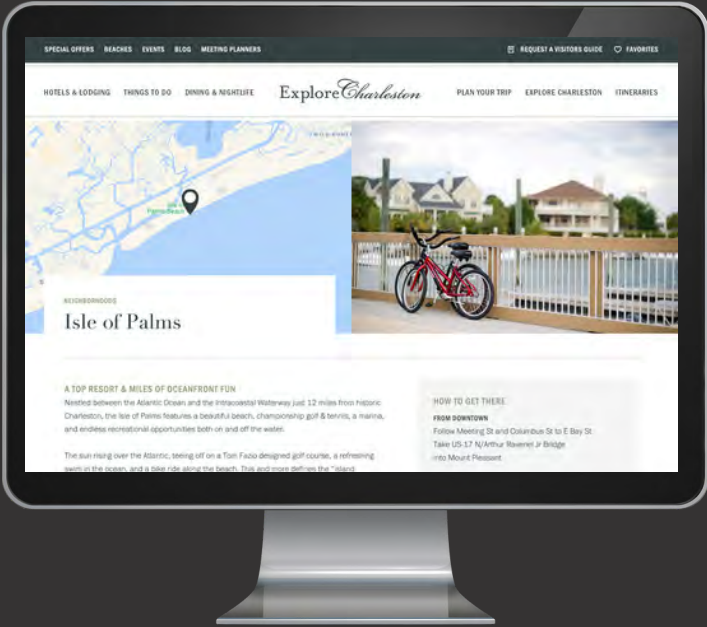


Traditional Home - full page \$bonus page  
Smithsonian - spread \$75,000  
Coastal Living - full page \$bonus page  
Bon Appetit -spread \$75,000  
Your AAA - full page \$7,933  
Garden & Gun - spread \$58,835  
Southern Living - spread \$156,000  
Better Homes & Gardens - spread \$175,000  
Conde Nast Traveler - spread \$65,000  
Afar - spread \$50,000.00  
AAA World - full page \$12,500.00  
Food Network - spread + 6 page booklet \$337,079  
Midwest Living - spread \$64,000.00  
WNC - spread \$1,750  
Food & Wine - full page \$57,600  
Travel + Leisure - gatefold \$230,000  
Garden & Gun - spread \$58,835  
Southern Living -spread \$156,000  
Better Homes & Gardens - spread \$175,000  
Afar - spread \$50,000  
Traditional Home - full page bonus page  
Midwest Living -spread \$64,000  
AAA Go - spread \$20,000  
AAA Living - spread \$9,800  
AAA Living - spread \$7,600  
Travel Click (GDS) - \$25,000  
Sinclair (broadcast and OTT) - \$87,500  
Sinclair (broadcast and OTT) - \$87,500  
Afar - spread - \$50,000  
WNC - full page - \$1,750  
Sinclair (broadcast and OTT) - \$87,500

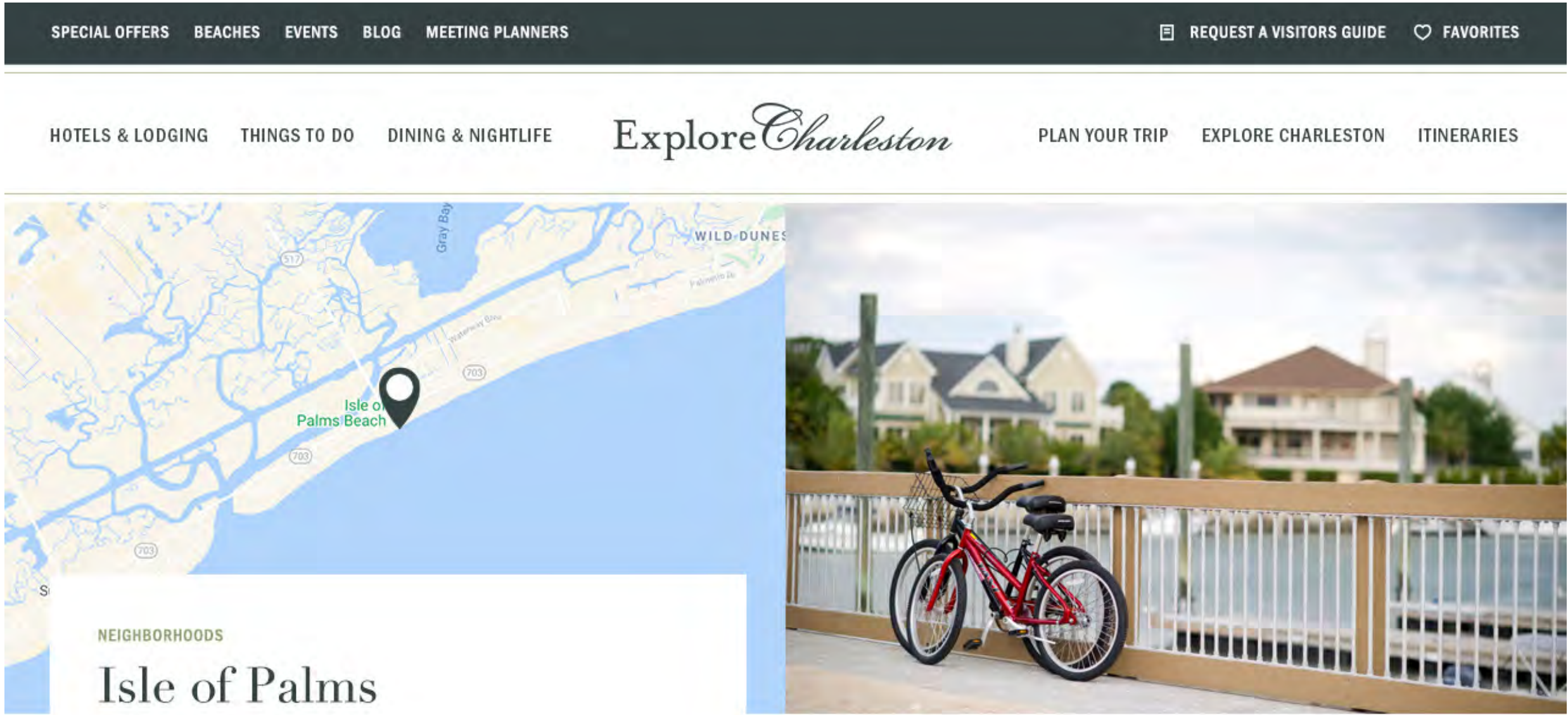
Afar - spread \$50,000  
Traditional Home - full page \$bonus page  
Midwest Living -spread \$64,000  
AAA Go - spread \$20,000  
AAA Living - spread \$9,800  
AAA Living - spread \$7,600  
Heart of North Carolina Weddings - spread\$6,550  
Food Network - full Page\$50,000  
Town & Country - 3 full-page ads \$part of media's buy  
WNC - full page\$1,750  
Signature: The Travel Magazine - 1-page feature\$10,000  
SC Vacation Guide - 1/2 page\$7,225  
Grace Ormond Wedding - spread \$20,000  
WNC - full Page\$1,750  
Your AAA - full page \$7,933  
Midwest Living - spread \$64,000  
Better Homes & Gardens - spread \$175,000  
Smithsonian - spread \$75,000.  
Garden & Gun - spread \$50,000  
Sinclair (broadcast and OTT) - \$87,500  
  
Signature: The Travel Magazine - 2-page \$20,000  
Midwest Living -full page \$32,000  
AAA World - full Page (eastern) \$12,500  
AAA World - full Page (central regions) \$8,800  
Afar - full page \$25,000  
WNC - full page \$1,750  
Smithsonian - spread \$75,000  
Afar - spread \$bonus page  
Travel Click (GDS) - \$25,000



# ISLE OF PALMS WEBSITE



EXPLOREIOP.COM  
DISCOVERIOP.COM



## A TOP RESORT & MILES OF OCEANFRONT FUN

Nestled between the Atlantic Ocean and the Intracoastal Waterway just 12 miles from historic Charleston, the Isle of Palms features a beautiful beach, championship golf & tennis, a marina, and endless recreational opportunities both on and off the water.

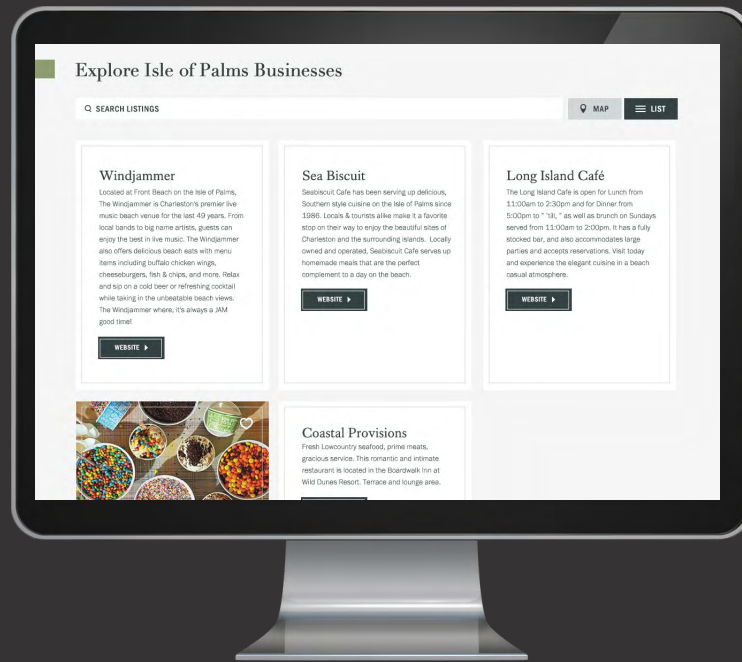
The sun rising over the Atlantic, teeing off on a Tom Fazio designed golf course, a refreshing swim in the ocean, and a bike ride along the beach. This and more defines the “island lifestyle” found at the Isle of Palms.

## HOW TO GET THERE

### FROM DOWNTOWN

Follow Meeting St and Columbus St to E Bay St  
Take US-17 N/Arthur Ravenel Jr Bridge  
into Mount Pleasant





Explore Isle of Palms Businesses

SEARCH LISTINGS

MAP

LIST

### Windjammer

Located at Front Beach on the Isle of Palms, The Windjammer is Charleston's premier live music beach venue for the last 49 years. From local bands to big name artists, guests can enjoy the best in live music. The Windjammer also offers delicious beach eats with menu items including buffalo chicken wings, cheeseburgers, fish & chips, and more. Relax and sip on a cold beer or refreshing cocktail while taking in the unbeatable beach views. The Windjammer where, it's always a JAM good time!

[WEBSITE ►](#)

### Sea Biscuit


Seabiscuit Cafe has been serving up delicious, Southern style cuisine on the Isle of Palms since 1986. Locals & tourists alike make it a favorite stop on their way to enjoy the beautiful sites of Charleston and the surrounding islands. Locally owned and operated, Seabiscuit Cafe serves up homemade meals that are the perfect complement to a day on the beach.

[WEBSITE ►](#)

### Long Island Café

The Long Island Cafe is open for Lunch from 11:00am to 2:30pm and for Dinner from 5:00pm to " 'till, " as well as brunch on Sundays served from 11:00am to 2:00pm. It has a fully stocked bar, and also accommodates large parties and accepts reservations. Visit today and experience the elegant cuisine in a beach casual atmosphere.

[WEBSITE ►](#)



### Ben & Jerry's Isle of Palms

Serving Isle of Palms euphoria in a cup and

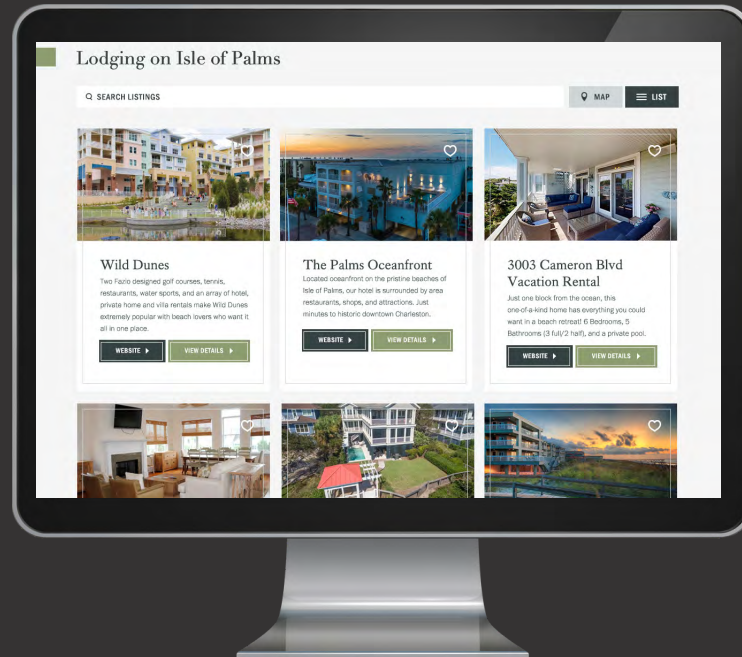
[WEBSITE ►](#)

### Coastal Provisions

Fresh Lowcountry seafood, prime meats, gracious service. This romantic and intimate restaurant is located in the Boardwalk Inn at Wild Dunes Resort. Terrace and lounge area.

[WEBSITE ►](#)





# Lodging on Isle of Palms

SEARCH LISTINGS

MAP

LIST



## Wild Dunes

Two Fazio designed golf courses, tennis, restaurants, water sports, and an array of hotel, private home and villa rentals make Wild Dunes extremely popular with beach lovers who want it all in one place.

WEBSITE

VIEW DETAILS



## The Palms Oceanfront

Located oceanfront on the pristine beaches of Isle of Palms, our hotel is surrounded by area restaurants, shops, and attractions. Just minutes to historic downtown Charleston.

WEBSITE

VIEW DETAILS



## 3003 Cameron Blvd Vacation Rental

Just one block from the ocean, this one-of-a-kind home has everything you could want in a beach retreat! 6 Bedrooms, 5 Bathrooms (3 full/2 half), and a private pool.

WEBSITE

VIEW DETAILS





GROUP SALES

TOTAL  
EXPENSE  
\$128,054

OUR GOAL

To create a new meeting  
and convention visitor for  
the Isle of Palms.





# GROUP BUSINESS

The Sweetgrass Inn at Wild Dunes gives new opportunities to bring in group business.







## Group Business Efforts Related to Wild Dunes

*\*Explore Charleston Sales Director has met with the senior sales staff at Wild Dunes to confirm their desired market mix and seasonality. Wild Dunes wants group business for the spring, fall, and winter, and leisure business during the summer months.*

### Leads

IOP/Wild Dunes received 830 leads that were generated beginning 1/1/2019.

### Room Nights | EEI | Attendees

These 830 leads represent 364,299 potential room nights with an EEI of \$238.1M and 125,280 attendees/delegates



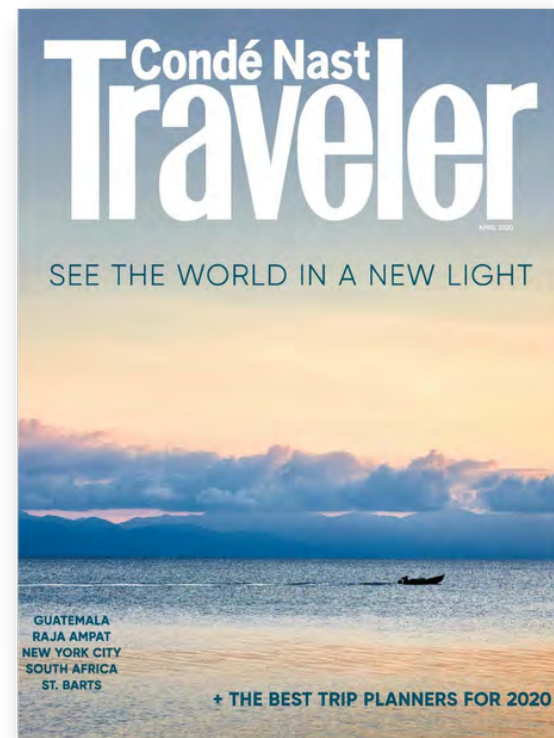


# WEDDING GROUP BUSINESS





The City of Isle of Palms was voted No. 10 “South’s Best Beach Towns”



"Kiawah Island & Isle of Palms, Best US Islands for Family Vacations"



The City of Isle of Palms was named among “The Best Small Beach Towns for People Who Want to Escape the Crowds”

MEDIA RELATIONS / EARNED MEDIA

TOTAL  
EXPENSE  
\$69,738

OUR GOAL

To promote our area to travel writers, editorial boards, and other journalists through earned media.



# MEDIA IMPACT METRICS

At A Glance | 2015 - 2021 YTD Through September

CITY OF ISLE OF  
PALMS

AD  
EQUIVALENCY

MEDIA  
CIRCULATION

MEDIA  
MENTIONS

2015

\$6.9M

3.7B

1,197

2016

\$9.6M

5.1B

1,434

2017

\$3.4M

1.8B

790

2018

\$2.0M

1B

980

2019

\$4.6M

2.4B

1,380

2020

\$933K

483M

704

2021

\$5.2M

2.8B

656

# SOCIAL FEATURES

City of Isle of Palms | 2018 - 2021



## ITINERARIES

Island Hopping Adventure - Day One feature of IOP + Wild Dunes + Coastal Provisions  
**59.1K sessions**

First Timer's Guide - Wild Dunes mention for Check-In + IOP mention for Exciting Excursions  
**692.8K sessions**

Pet Friendly Charleston - IOP in Where to Beach recommendations  
**25.1K sessions**

Cinema Inspired Getaway - IOP feature  
**18.4K sessions**



## BLOGS

- 9 Perfect Spots to Catch a Charleston Sunset
- What's New in Charleston This Summer
- 13 Cool Spots to Drink Frosé in Charleston
- The Best Mac & Cheese in Charleston
- Charleston Beach Bucket List
- Charleston Beach Dining Guide
- 12 Fun Summer Date Ideas in Charleston
- 5 Historic Photos of Charleston's Beautiful Beach Towns
- A Health Enthusiast's Guide to the Perfect Day in Charleston
- Top 12 Cool Pools of Charleston
- Top 17 Spots for Steak in Charleston
- 5 of the Happiest Seaside Towns in America
- 7 Best Beach Hotels in Charleston - features 3 IOP hotels
- 9 Best Sunset Spots in Charleston
- 14 Spots to Get Your 10,000 Steps in Charleston
- 19 of Charleston's Most Beautiful Parks
- Top 20 Golf Courses in the Lowcountry
- Top 17 Charleston Hotels to Catch a Stunning Sunrise or Sunset
- Top 11 Spa Experiences in Charleston
- Your #1 Favorite Thing To Do in Charleston Is...
- 10 Restaurants With Amazing Sunset Views in Charleston



SOCIAL MEDIA SAMPLES



# SURFING 101

6 TIPS TO RIDE THE WAVES LIKE A PRO

via Carolina Salt Surf Lessons

TIP #1

**KEEP YOUR EYE ON THE WAVE**  
Always keep your eyes on the wave until actual take off. A common misconception is to look towards the beach when pursuing a wave of interest. Much like any sport, keeping your eye on the ball (AKA the wave) is crucial.

TIP #2

**FOCUS ON TECHNIQUE**  
Focus on paddle speed and technique. Another major misconception is to focus solely on the pop when in actuality, popping up is irrelevant if you do not catch the wave.

TIP #3

**BE AWARE OF YOUR SURROUNDINGS**  
Pay attention to the small things such as current, depth of water, swimmers and a landmark on the beach to gauge your location. Being aware of every aspect around you is crucial when progressing and, more importantly, to staying safe.

TIP #4

**PUT IN THE TIME**  
Much like going to the gym, you can't expect to see results in one - two sessions. Watching and learning, even if you're not physically catching waves, your understanding of how everything operates begins to progress.

TIP #5

**SURF TO THE RHYTHM**  
Dealing with water means you're dealing with rhythm, motion and being in sync with the ocean. Everybody tends to overdo every aspect and as a result, everything is forced and non-productive. It's better to be slower and smoother than fast and spastic. Keep the word "gracefully" in mind.

TIP #6

**HAVE FUN!**  
People commonly misconceive surfing to consist of sharks, adrenaline and drowning. Most surfers get into the sport because it's fulfilling. Whether you want time away from work or want to get into shape, surfing provides an outlet that no other sport can. Focus on having fun rather than getting better and you will find yourself improving without even realizing it!

  @EXPLORECHARLESTON

  @EXPLORECHS





## 5 of the Happiest Seaside Towns in America



SHARE THIS POST

Charleston, South Carolina is more than just one of the country's most beloved cities, it's home to five beautifully distinct beach towns, each with its own distinctive character, flavor and magic. Varied in size and vibe, every Charleston beach is an open invitation to slow down, sit back and savor a life that's just a little bit sweeter. Head to Kiawah Island and tee it up at the Pete Dye-designed course rated "No. 1 Most Difficult Golf Course in the Country," catch a wave at eclectic Folly Beach, enjoy an afternoon bicycle cruise along Breach Inlet on Isle of Palms, explore miles of Southbrook Island's peacefully sandy beaches on horseback or soak up Revolutionary War history before diving into fish tacos al fresco on Sullivan's Island. Scroll on to explore 5 of the happiest seaside towns in America.



FEATURED STORY

## 8 Amazing Outdoor Activities in Charleston

AN INSIDER'S GUIDE



## 5 Historic Photos of Charleston's Beautiful Beach Towns

ISLE OF PALMS

Nestled between the Atlantic Ocean and the Intracoastal Waterway just 12 miles from historic Charleston, Isle of Palms features a beautiful beach, championship golf and tennis, a marina and endless recreational opportunities both on and off the water. Enjoy live music and beach volleyball followed by ice cream along front beach for the perfect afternoon on Isle of Palms. [Learn more!](#)



COURTESY OF THE CHARLESTON MUSEUM

Explore Charleston

ISLE OF PALMS



COURTESY OF THE CHARLESTON MUSEUM

Explore Charleston

17



# LOCAL GUIDES + CAMPAIGNS



Welcome Back



Chris - The Naturalist  
*IOP is one of his top picks*



Kim - The Photographer  
*beach focus features  
Wild Dunes Resort*

THE PHOTOGRAPHER  
*Kim's Story*

For photographer Kim, Charleston sets a perfect backdrop for making family memories.

WATCH KIM'S STORY ▶

“One of my favorite things to do is to get to the beach before sunrise, to be there before footprints have touched the fresh sand that the tide has smoothed over.”

FAMILY

OUTDOORS

CUISINE

Kim's Favorite Spots

KIM'S PICKS  
**Wild Dunes Resort**  
Experience Charleston's island resort, an award-winning oceanfront paradise offering golf, tennis, spa, recreation programs, restaurants and miles of pristine beach.  
DETAILS ▶

KIM'S PICKS  
**Folly Beach**  
DETAILS ▶

KIM'S PICKS  
**Freshfields Village**  
DETAILS ▶

Chris' Favorite Spots

CHRIS' PICKS  
**South Carolina Aquarium**  
Conservation is the lynchpin of our ocean's health, and the South Carolina Aquarium is a hands-on resource for learning environmental stewardship and coming face to face with the creatures that call our waters home.  
DETAILS ▶

CHRIS' PICKS  
**The Ordinary**  
DETAILS ▶

CHRIS' PICKS  
**Isle of Palms**  
DETAILS ▶

THE NATURALIST  
*Chris' Story*

One of Charleston, South Carolina's biggest unsung stories is the one that Mother Nature still tells in the wilds that lie just on Charleston's doorstep - waiting for people like Chris.

WATCH CHRIS' STORY ▶

“I believe that every story in Charleston traces its origins back to the water in one way or another. If you don't see Charleston by water somehow then you're not getting a round experience of Charleston. Charleston is a water town.”

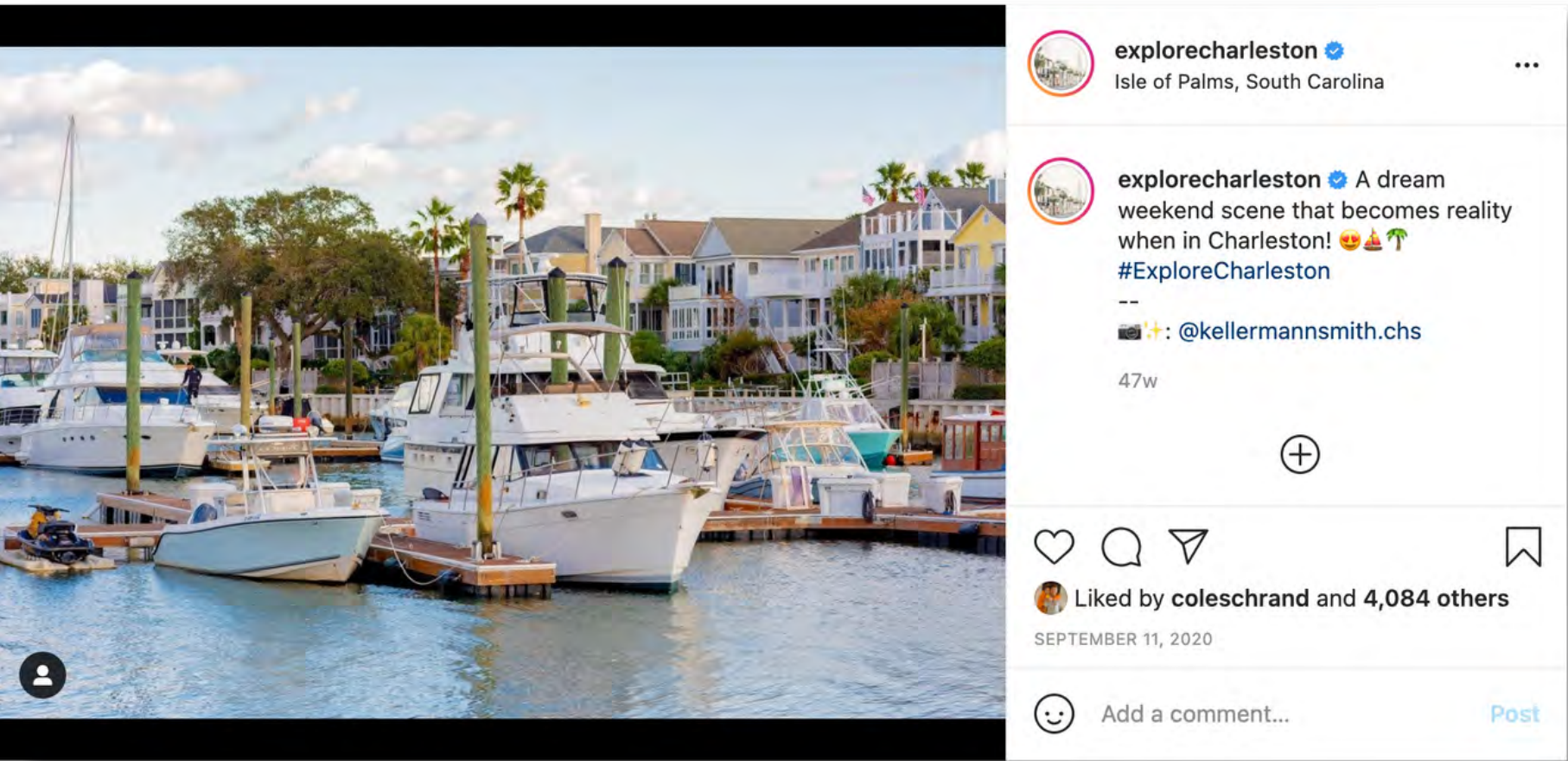
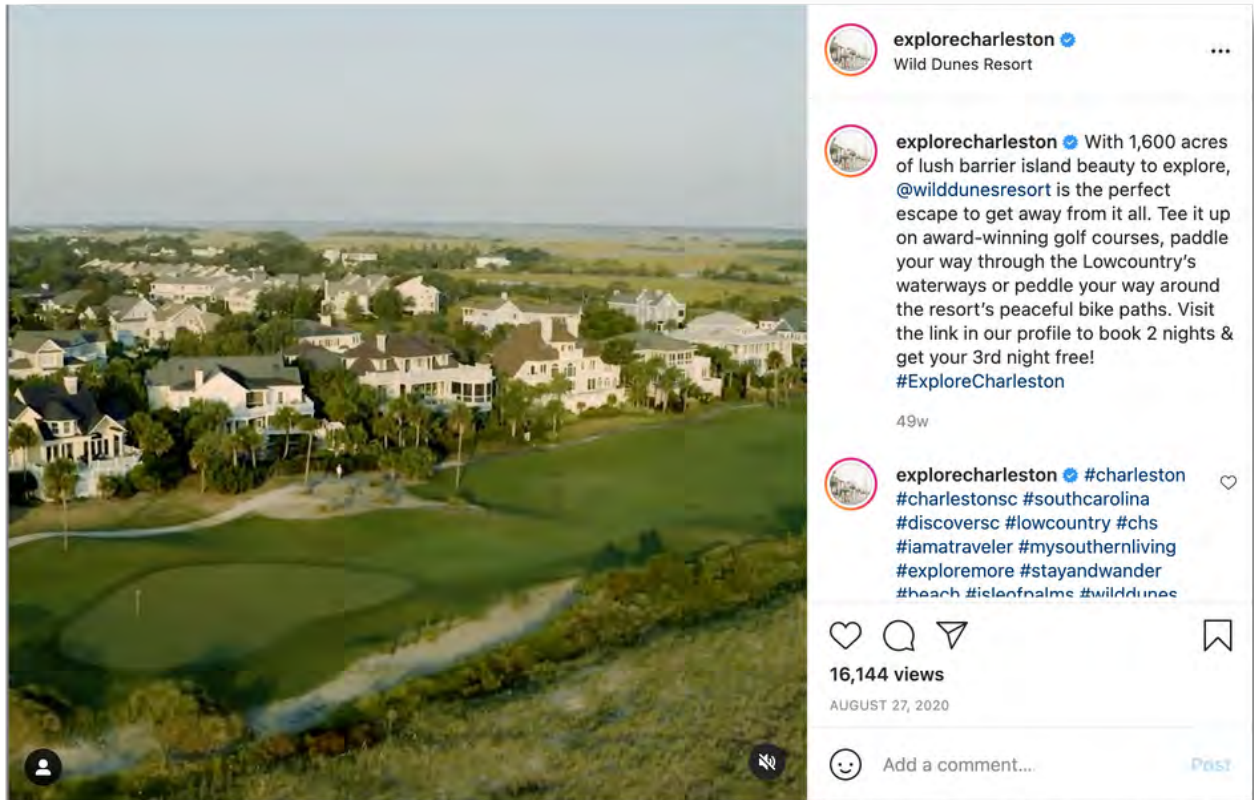
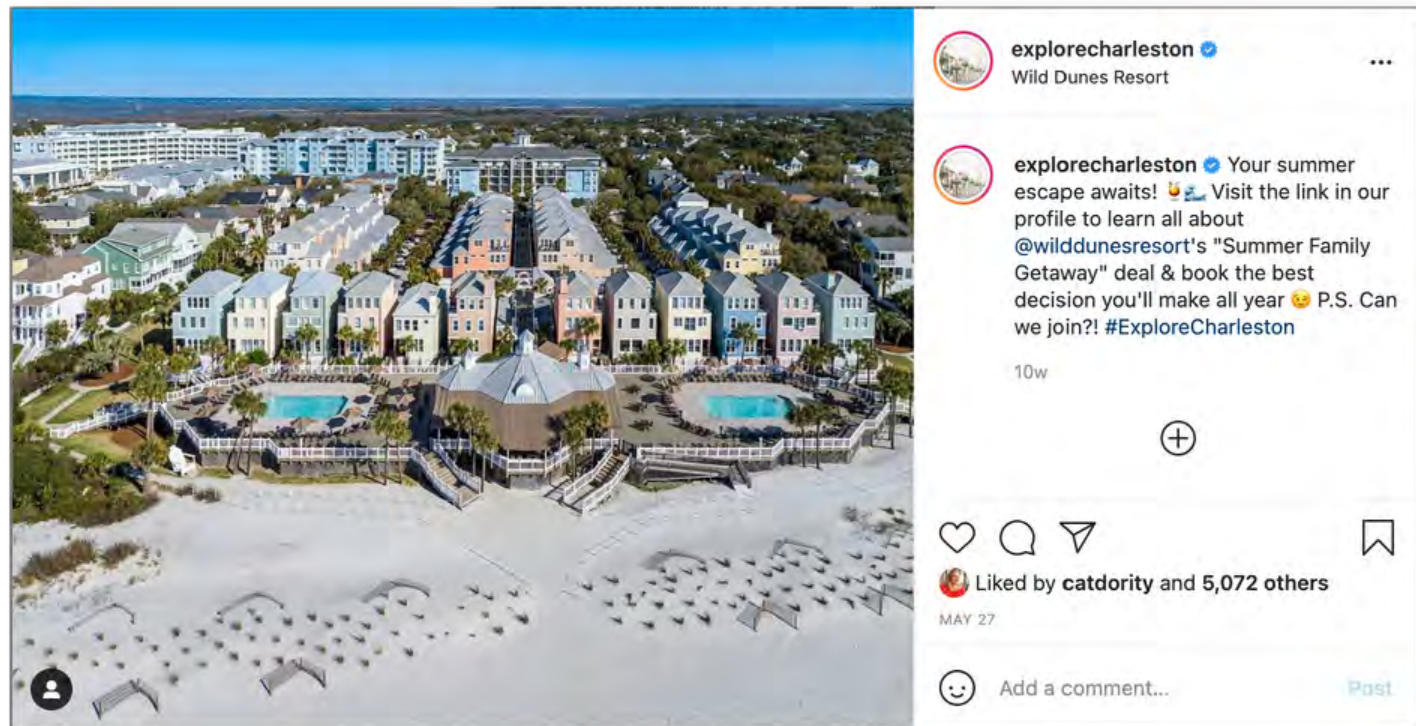
— CHRIS KROULEY, COASTAL EXPEDITIONS

OUTDOORS

FAMILY

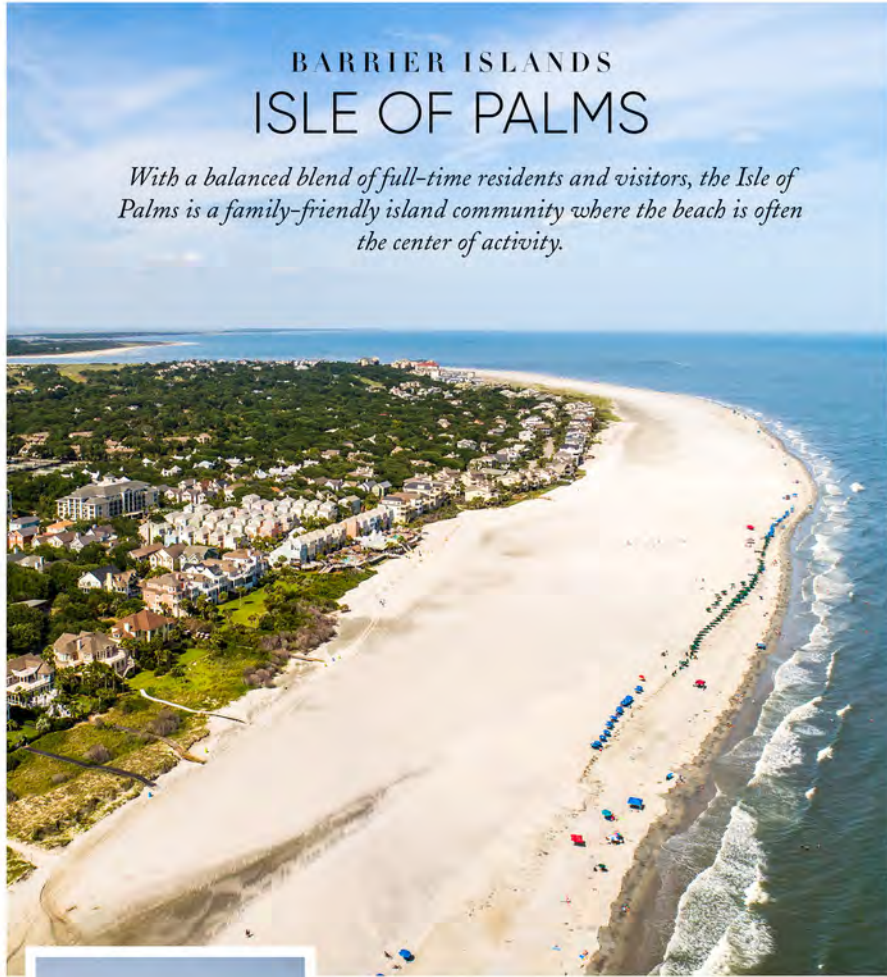


# SOCIAL MEDIA POSTS SAMPLES





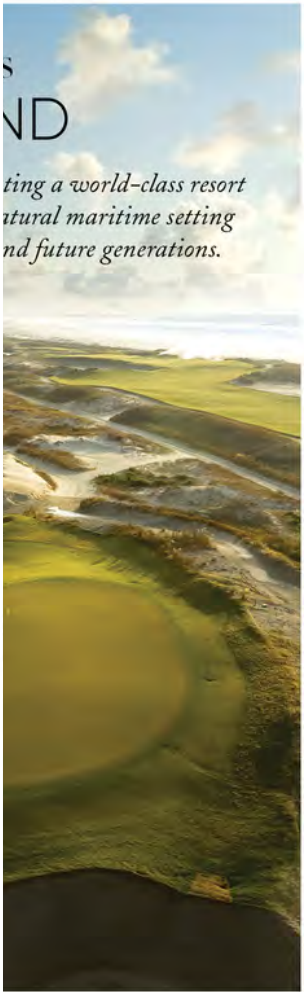
# PUBLICATIONS



The Isle of Palms Connector provides a sweeping panoramic view of the marsh and intracoastal waterway. Small neighborhoods tucked between centuries old oak trees transition to the renowned Wild Dunes Resort and its widely acclaimed golf, tennis, lodging and conference facilities. The front beach area hosts a variety of shops, eateries and watering holes. As both a residential and vacation community, the Isle of Palms offers a full slate of amenities that include a modern grocery store, enticing restaurants, and a full-service marina. The unique island lifestyle offers plenty to do at any time of year, allowing visitors to be as active or relaxed as they wish. Whether you are looking for a condo, villa, or a spacious beach house, you'll find the perfect accommodations for you and your family.

82 BEACH RESORTS

EXPLORECHARLESTON.COM



iles of beautiful beaches, a championship golf courses se, which hosted the 2012 trip. From water sports, class golf to great shopping promises the perfect mix id at the entrance to Village, a unique town-d dining set in a stylish pedestrian village boasts beautiful courtyard patios. vents a year including a outdoor concerts, cultural family-friendly affairs, making ace.

BEACH RESORTS 87



ge of America," Folly is a dependent and exciting... nintessential beach town and sun worshipers to nity park and iconic pier. ary style when you check ie shops, restaurants Street have a little bit d each establishment ce the beach

PLORECHARLESTON.COM



PLORECHARLESTON.COM



RECHARLESTON.COM



# PUBLICATIONS



Charleston's evocative beauty has inspired painters, poets, playwrights, artisans, culinier Charleston's multi-sensory cultural aura. From iconic portrait spots, beautiful beach town: City is not only the perfect locale for your destination wedding but the ideal honeymoon ready your sights for an unforgettable adventure. Imagine days filled with iconic (and Inst views, exploration at the speed of horse-drawn carriage, romantic al fresco dinners, and church bells resonates with the hum of the city by day and at night, the historic district tv details that reveal themselves when the Charleston peninsula is explored on foot. Your wc to feed all of your senses. From the sound of crashing surf on a shell-strewn beach to the symphony of the Charleston area is indelibly influenced by its coastal geography. With its considerable eco appeal. Home to five beautiful beach towns, located mere minutes from place to make lasting memories.

## A Charleston Area Honeymoon



**Seize The Day** Make the scenic drive via historic Highway 61 to Cypress Gardens and experience the beauty of Berkeley County. Take a self guided boat ride and recreate that famous scene from The Notebook as you revel in the reflections of the tall bald cypress and tupelo trees mirrored in the dark, black water.

**Pick Up Special Souvenirs** Head to the Charleston City Market for a shopping excursion. Stop at Gold Creations, a market staple for more than 40 years, for unique Lowcountry-inspired keepsakes to commemorate your trip.

**Cook Up Some Fun In The Kitchen** Tie up your apron and take part in a cooking class offered by Zero George. Previously distinguished by Food & Wine as one of the best cooking classes around the world, you'll leave with pro-level knowledge of Lowcountry cuisine to take home with you.

### Day Three

Leave your watch in the hotel and enjoy a day that plays out at a slower pace. Unwind at a spa oasis, explore the city at the speed of a horse-drawn carriage, and indulge in delicious cuisine.

**Rise And Shine** Life is better with a bit of sand between your toes. Head to the Isle of Palms for a spectacular sunrise and grab breakfast at Woody's Eatery, a casual spot with a full bar featuring breakfast favorites served all day.

**Find A Secluded Sanctuary** After breakfast, head to Wild Dunes' luxurious Spa at Sweetgrass, rooted in philosophies of nature, with a focus on the healing powers of the ocean and the natural elements of the earth. Discover a space to de-stress from life on the go.





VISITOR INFORMATION SUPPORT

TOTAL  
EXPENSE  
\$129,005

## OUR GOAL

Staff members are imperative to sharing information, directions, providing assistance in visitor planning, access to public facilities, and general promotion of our community. We serve visitors and callers via 1-800 phone lines and online chat before their arrival.







Visitor  
Services

Pre-Travel  
Inquires

In-Person  
Assistance



# Our team of 52 professionals stand committed to help!

**WE'LL ALSO HELP YOU WITH OTHER SPECIAL PROJECTS:**

- **New Airline Partners and New Direct Fly Cities**
- **The Coast Is Clean**
- **Beach Renourishment Legislative Support**
- **Tourism management**





**THANK YOU FOR  
YOUR TIME**

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Explore *Charleston*