



Explore Charleston

CITY OF ISLE OF PALMS

Explore *Charleston*



AGENDA

- I. Explore Charleston Overview
- II. City of Isle of Palms & Explore Charleston: The Relationship
- III. Other Initiatives
- IV. Q&A

MISSION

Unify and Lead Travel Industry

The mission of Explore Charleston is to unify and lead the local travel industry in marketing the Charleston area as an individual, meeting, incentive, and group destination to both the domestic and international markets.





OVERVIEW

Fast Facts

- 501(c)(6)
- Serves nine municipalities in the Charleston region
- Overseen by a 27-member Board of Governors
(Includes representatives from each municipality)
- 52 Employees
(Industry benchmark = 61)
- Annual budget = \$22 million

OVERVIEW

Isle of Palms Board Members

LINN LESESNE

Executive Committee

RUSTY STREETMAN

Isle of Palms Representative

DAVID JENNINGS

Treasurer

FRANK FREDERICKS

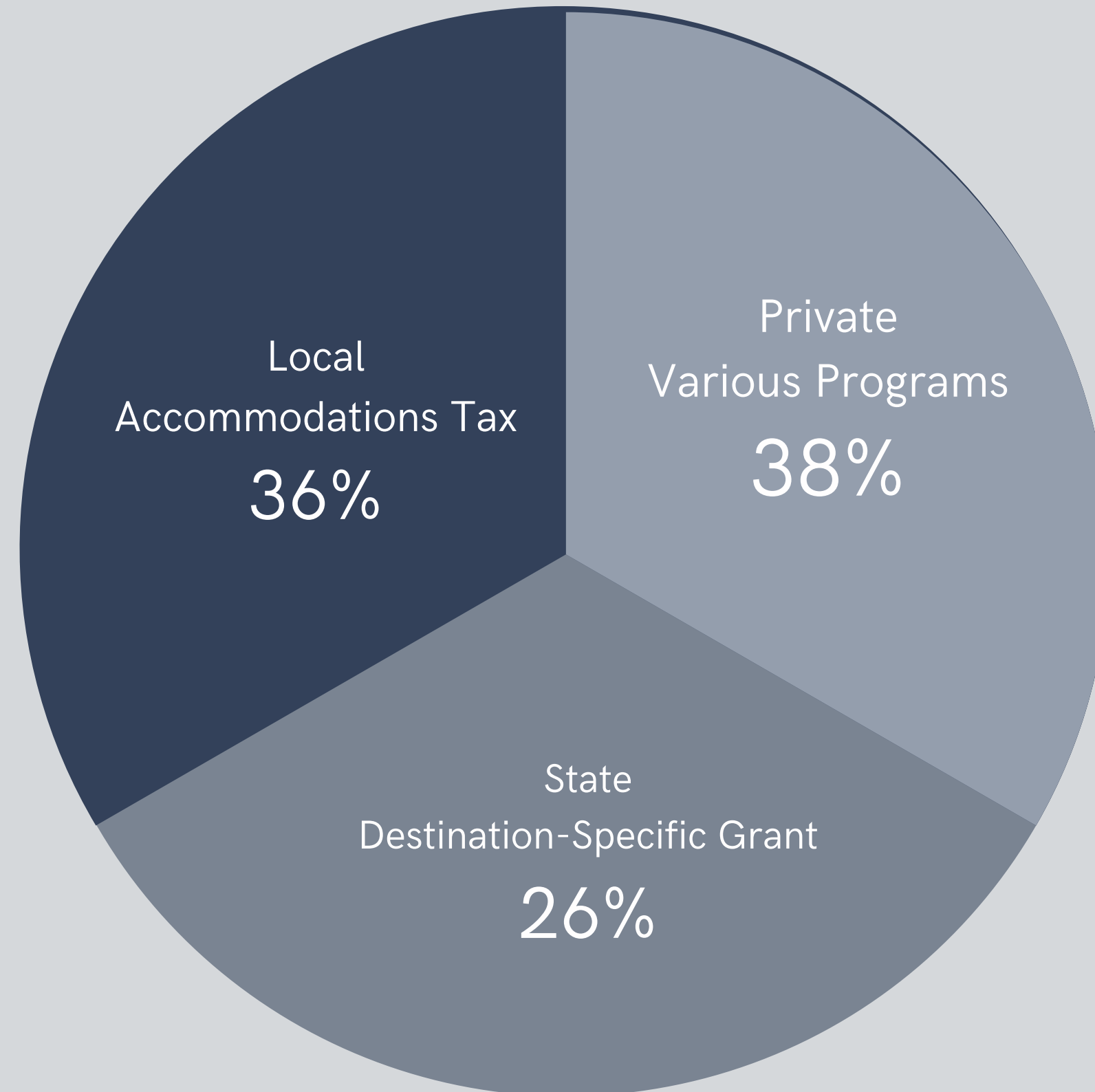
Executive Committee

DAN BATTISTA

Board Member



REVENUE: Budget \$22 Million





ACCOMMODATIONS TAX

ACCOMMODATIONS TAX

2% State Accommodations Tax

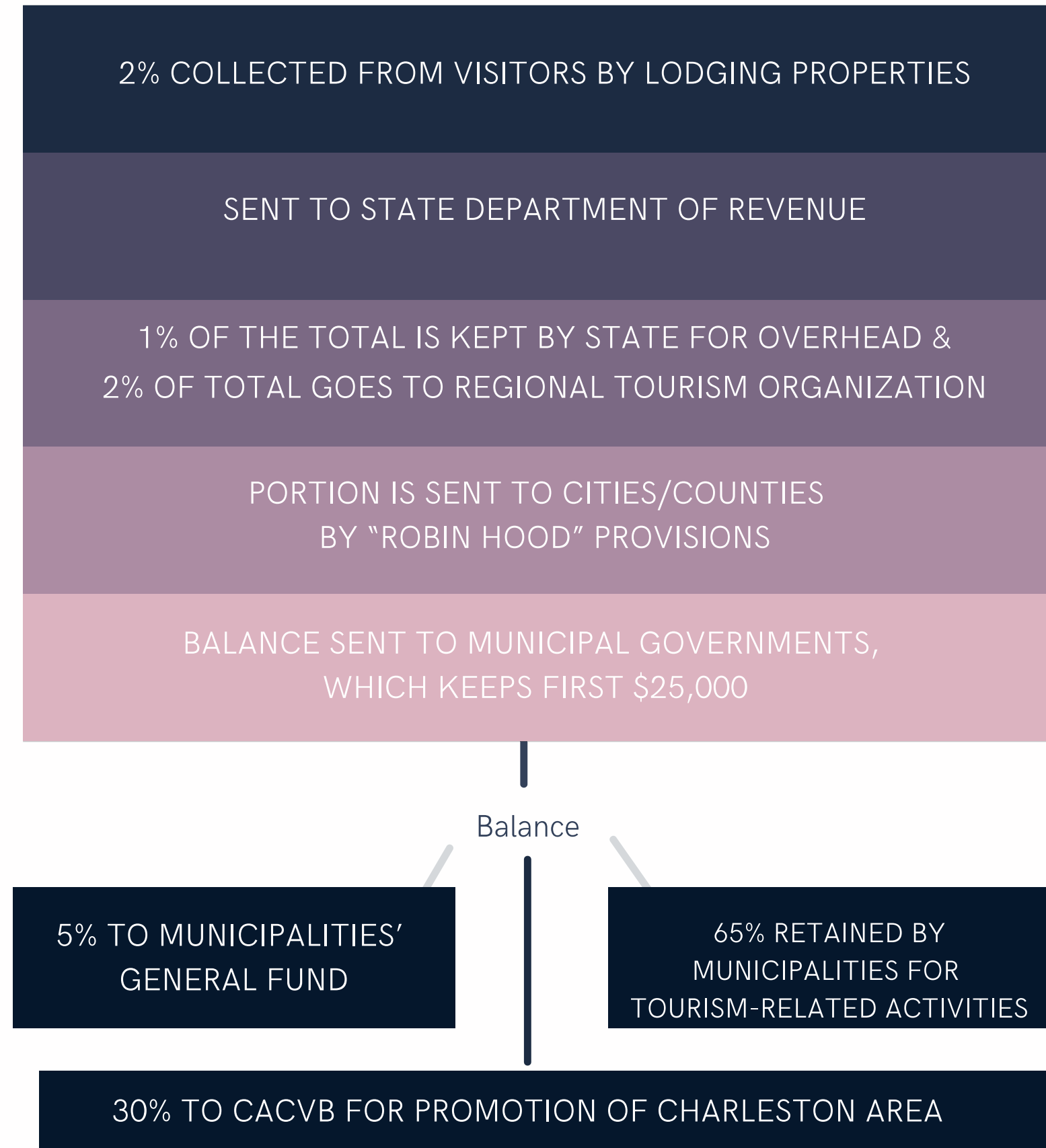
2% Charleston County Accommodations Tax

1% IOP Accommodations Fee

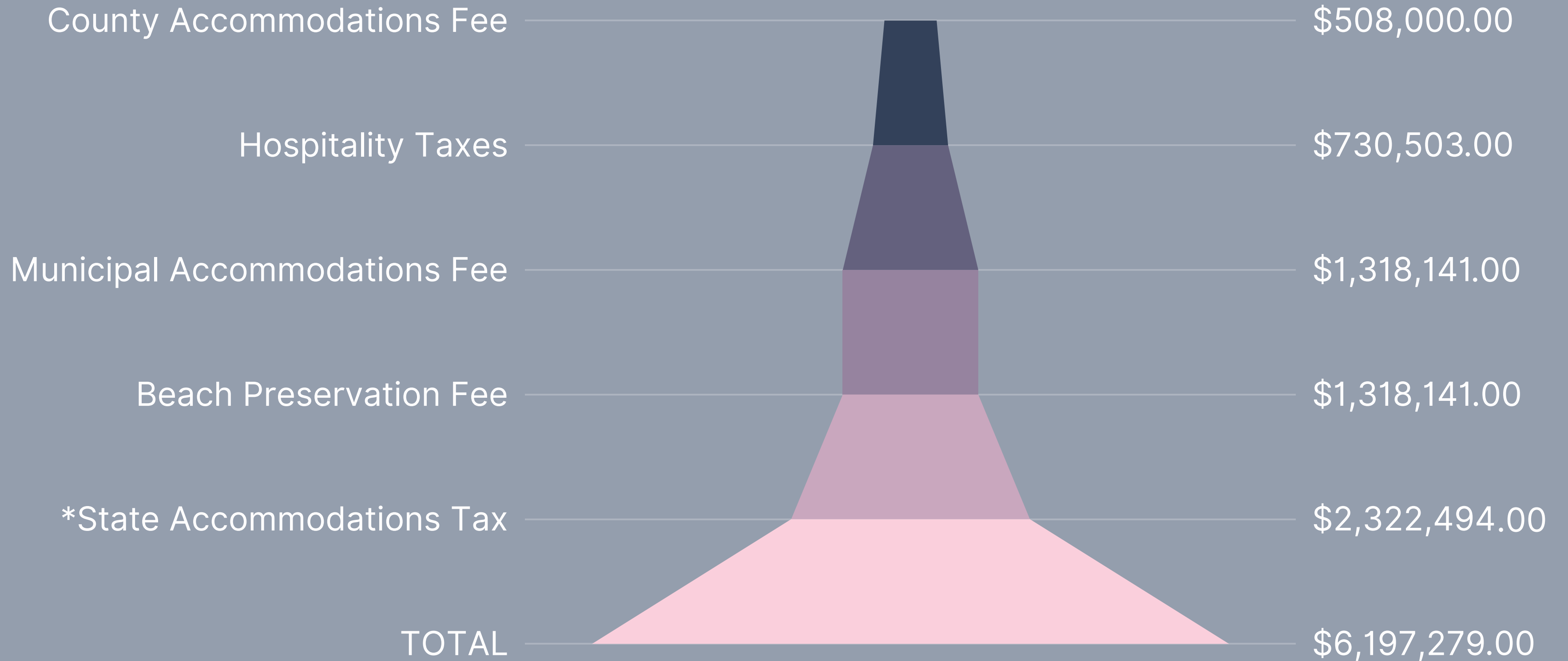
1% IOP Beach renourishment Fee

14% Total taxes paid on IOP accommodations

2% State of South Carolina accommodations tax: Break Down



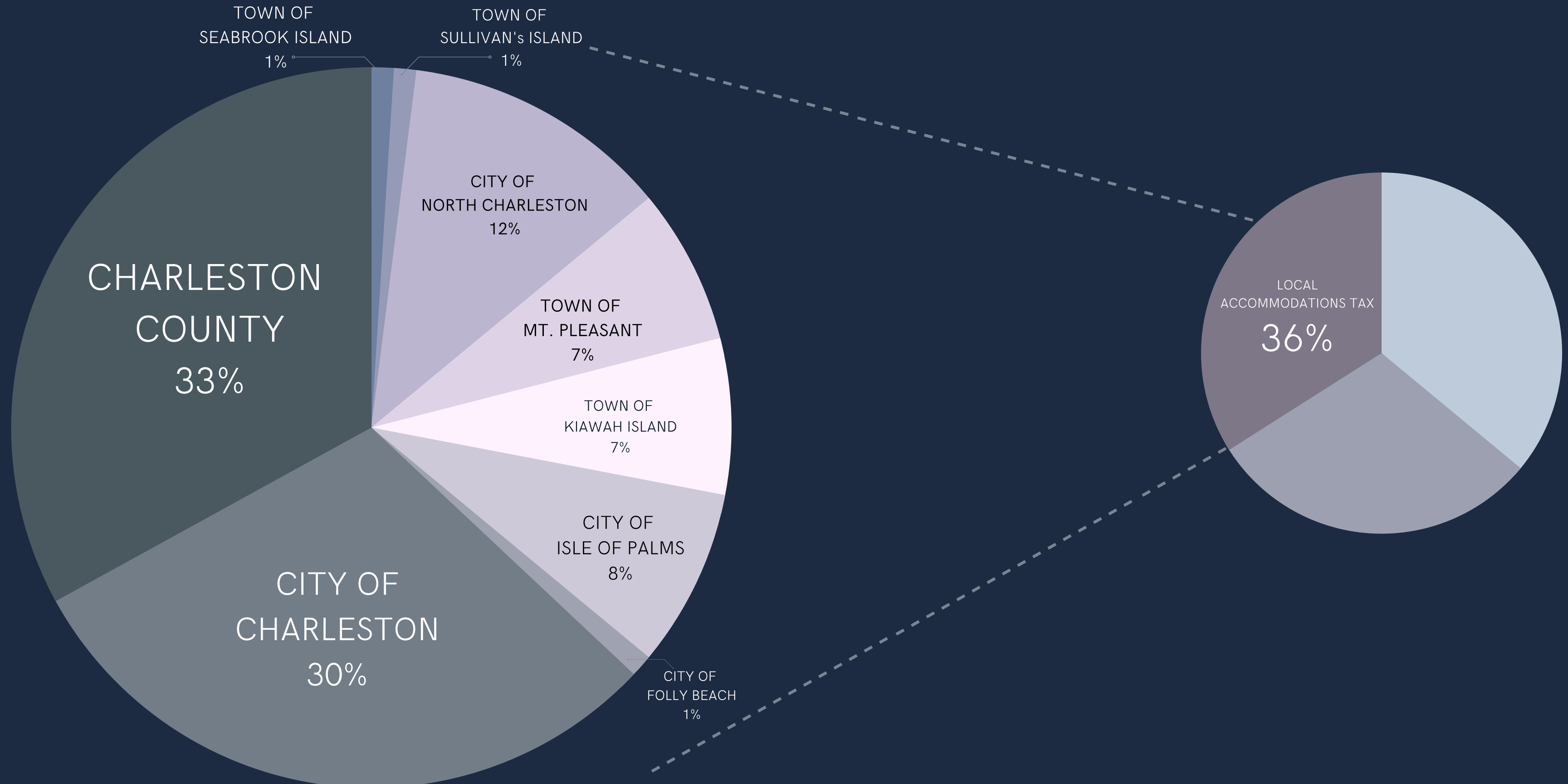
FY 20/21 TOURISM REVENUES: ISLE OF PALMS



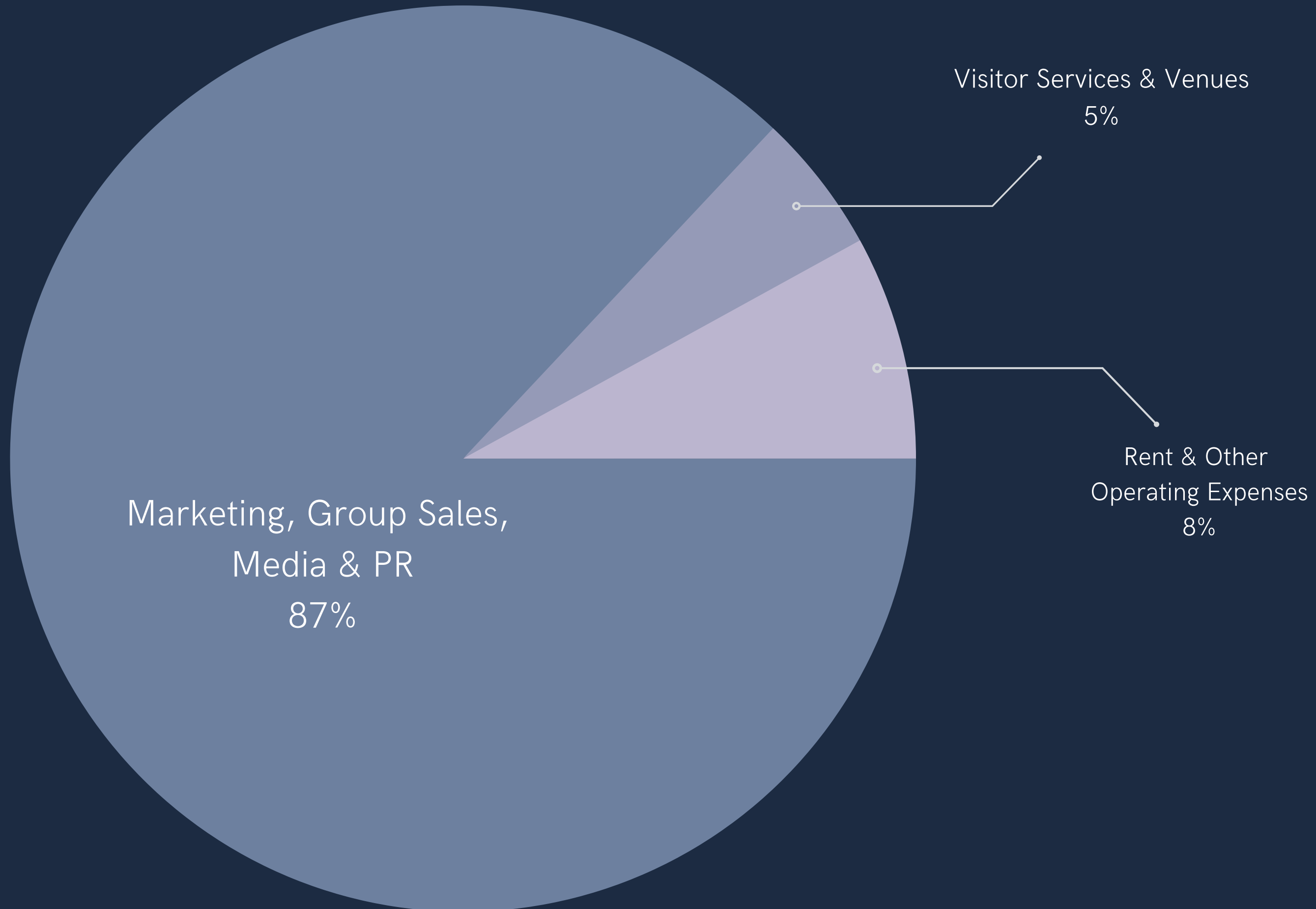
**Isle of Palms is required to invest 30% of 2% in marketing and advertising.*

Source: City of Isle of Palms Report on Financial Statements Year Ended June 30, 2021.

ACCOMMODATIONS TAXES BY MUNICIPALITY



EXPENSES



MARKETING

Increases Awareness

- INCORPORATES PRINT, BROADCAST, AND DIGITAL/ONLINE ADVERTISING
- UPDATED *CHARLESTONAREABEACHES.COM* LANDING PAGE
- FIVE ITINERARIES HIGHLIGHTING ISLE OF PALMS LIFESTYLE
- NEW ISLE OF PALMS WEBSITE IN CONJUNCTION WITH IOP CHAMBER

PRINT ADVERTISING

ADVERTISEMENT



HISTORY loves COMPANY.

The Charleston area's island and waterfront resorts are the perfect place to relax and unwind at any time of year. Breathe in the salty air. Revel in the ocean breeze. Immerse yourself in a place that both recharges and inspires. The perfect stay awaits.

**KIAWAH ISLAND
THE SANCTUARY AT
KIAWAH ISLAND GOLF RESORT**

An elegant Forbes Five Star/AAA Five Diamond beachfront hotel and spa offering 255 luxuriously spacious guest rooms and suites along with distinctive dining and shopping.

**MOUNT PLEASANT
THE BEACH CLUB AT
CHARLESTON HARBOR RESORT AND MARINA**

A luxury waterfront resort, minutes from downtown Charleston. Leading Hotel of the World. Amenities include: The Estuary Spa, on-site marina, two pools & multiple restaurants.

**FOLLY BEACH
TIDES FOLLY BEACH**

Located oceanfront and minutes from downtown Charleston, Tides Folly Beach features all oceanfront rooms with private balconies, beach bar & grill, and heated outdoor pool.

**ISLE OF PALMS
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 on Isle of Palms.

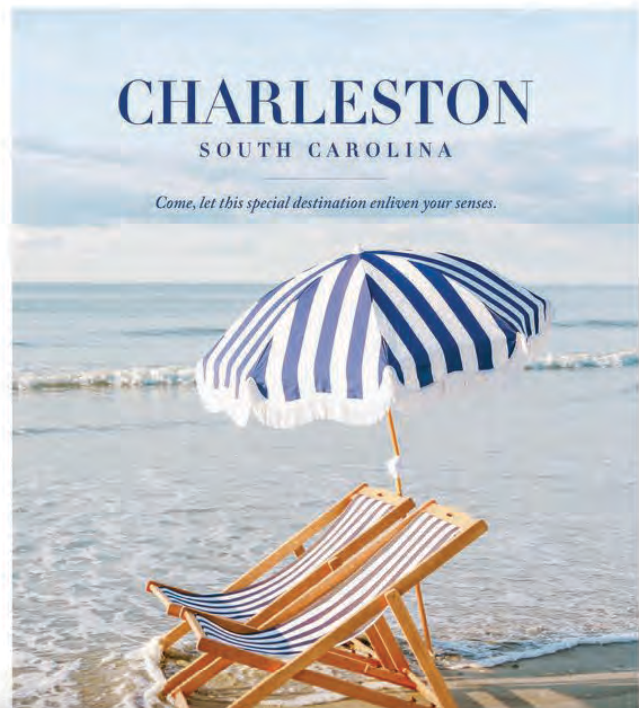
FIND EVERYTHING NEEDED TO PLAN YOUR GETAWAY AT EXPLORECHARLESTON.COM



CHARLESTON

SOUTH CAROLINA

Come, let this special destination enliven your senses.



ADVERTISEMENT



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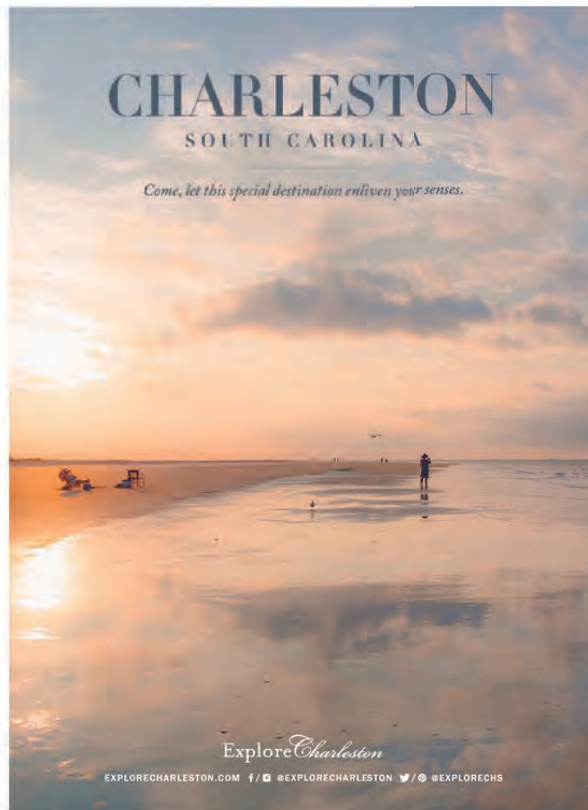
FIND EVERYTHING NEEDED TO PLAN YOUR GETAWAY AT EXPLORECHARLESTON.COM



CHARLESTON

SOUTH CAROLINA

Come, let this special destination enliven your senses.



Explore Charleston

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CHARLESTON

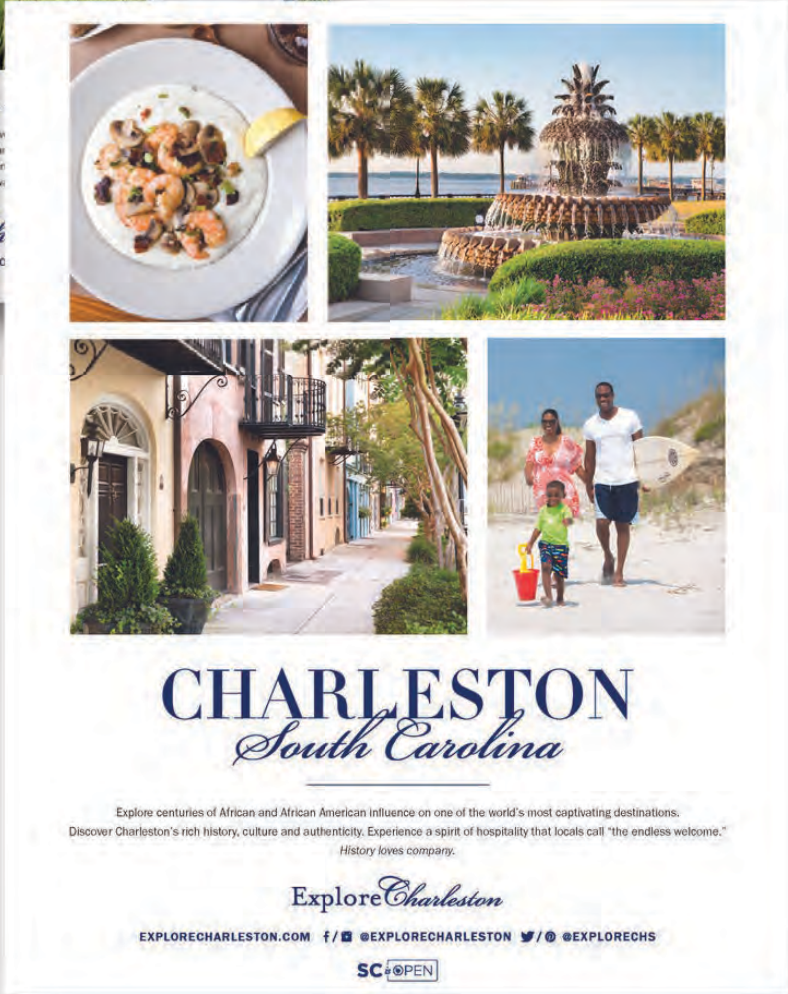
South Carolina

HISTORY loves COMPANY.

Discover life at the coast, unspoiled barrier islands, majestic live Intracoastal Waterway. Enjoy outdoor recreation year-round, true nature, infused with Lowcountry culture and abundant in your seaside getaway.

Explore Charleston

CHARLESTONAREABEACHES.COM [f](#) [i](#) [t](#) [@EXPLORECHS](#)



CHARLESTON

South Carolina

Explore centuries of African and African American influence on one of the world's most captivating destinations. Discover Charleston's rich history, culture and authenticity. Experience a spirit of hospitality that locals call "the endless welcome."

History loves company.

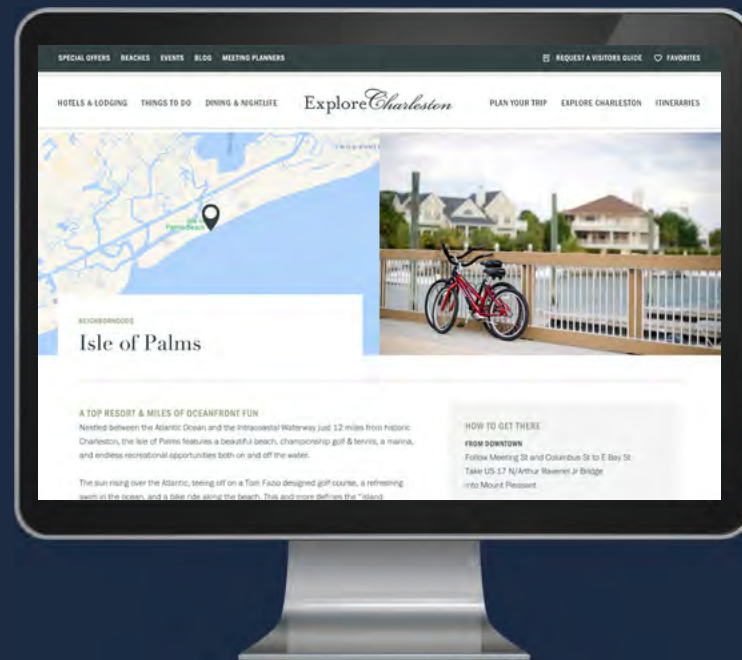
Explore Charleston

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SC #OPEN



Isle of Palms Website



EXPLOREIOP.COM
DISCOVERIOP.COM

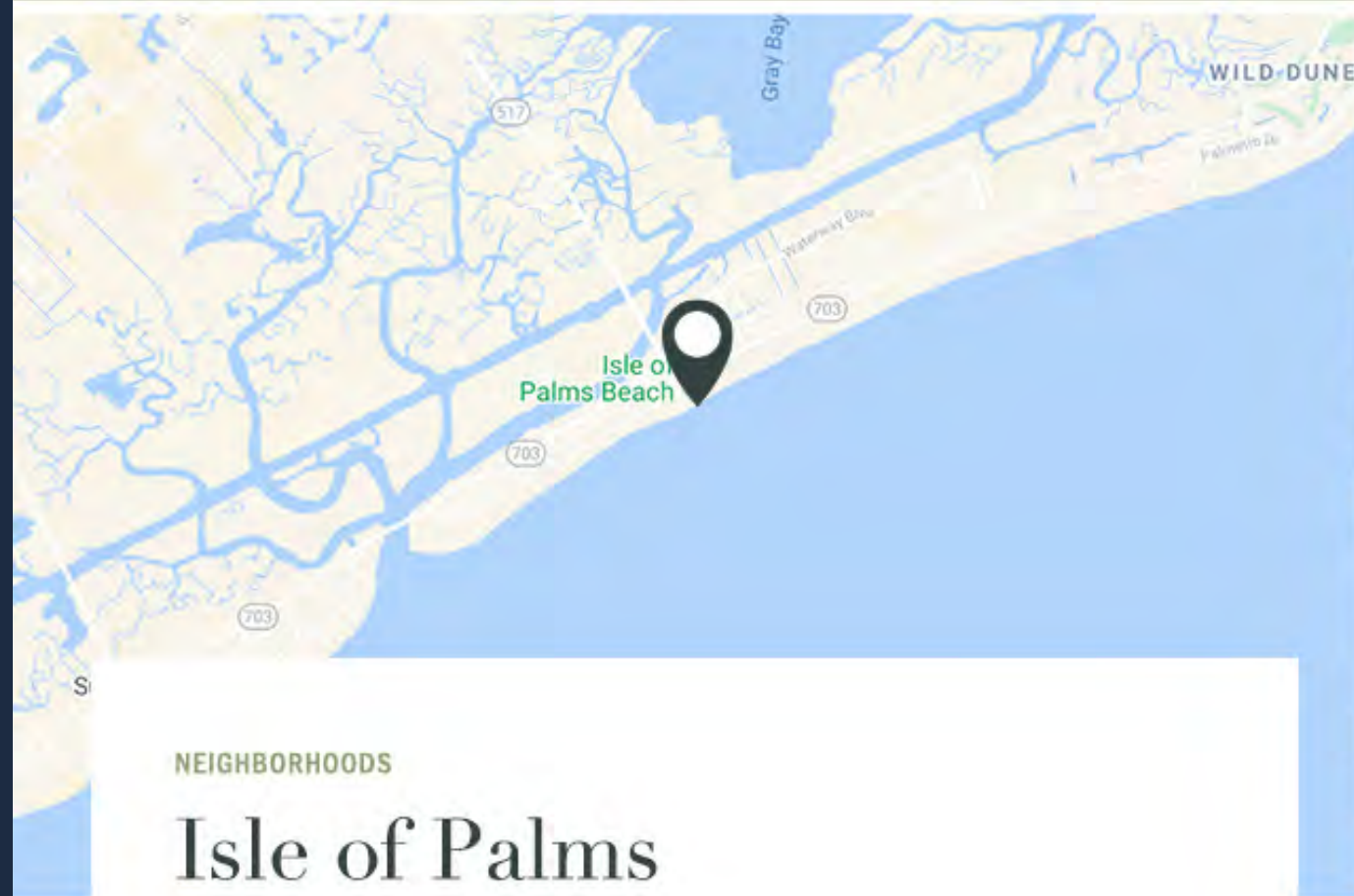
SPECIAL OFFERS BEACHES EVENTS BLOG MEETING PLANNERS

REQUEST A VISITORS GUIDE FAVORITES

HOTELS & LODGING THINGS TO DO DINING & NIGHTLIFE

Explore Charleston

PLAN YOUR TRIP EXPLORE CHARLESTON ITINERARIES



NEIGHBORHOODS

Isle of Palms

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.

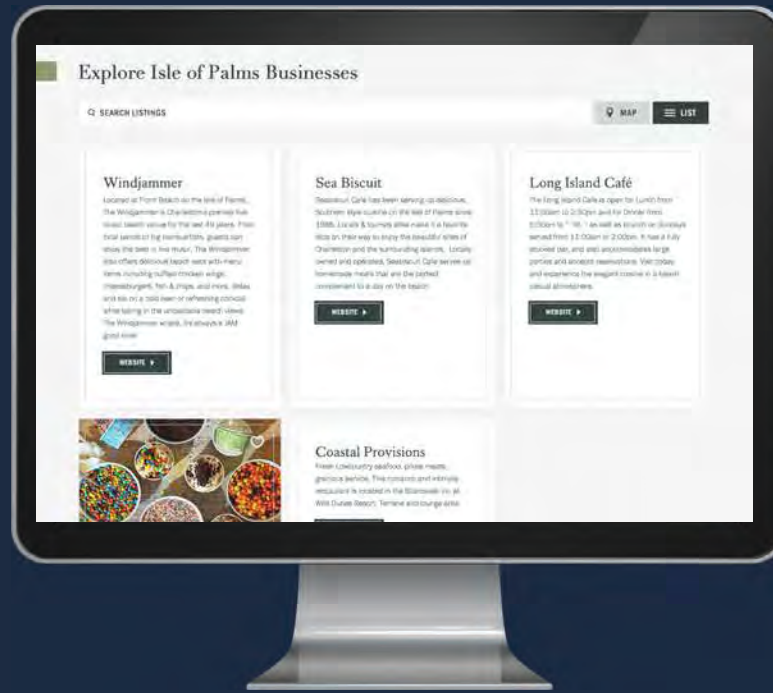
HOW TO GET THERE

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



Q 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 ►



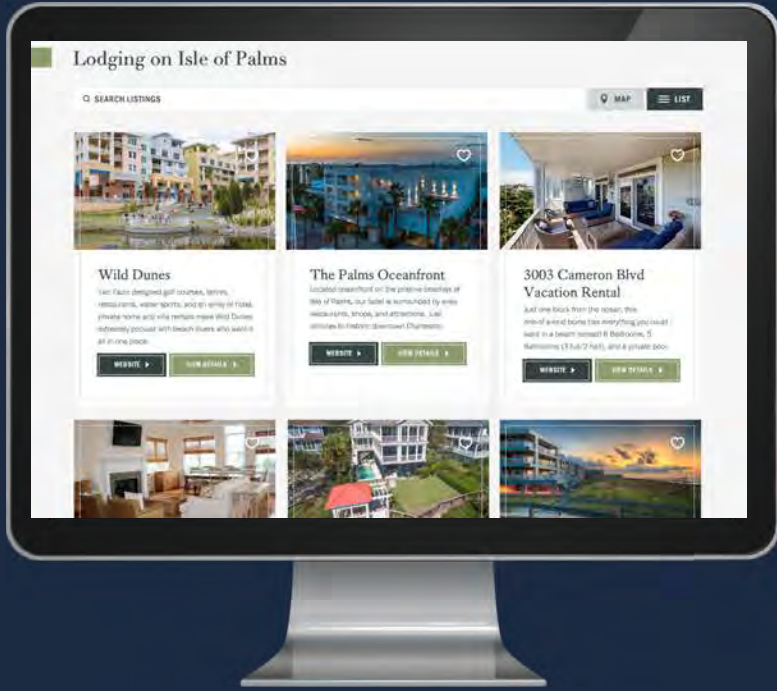
Ben & Jerry's Isle of Palms

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



Unique Reach & Frequency

1,726,416



Unique Reach^①

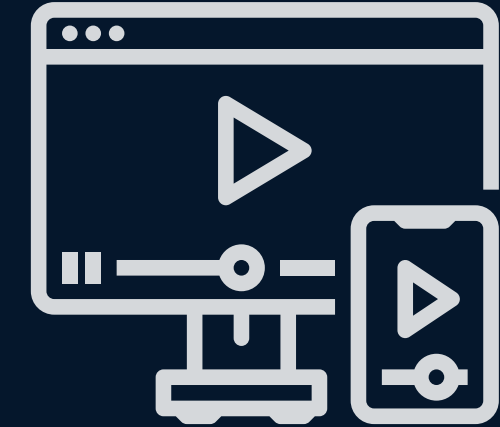
Unique Households Reached based on CTV IP Addresses for lifetime of campaign; not date specific

5.27



Frequency^①

Average Number of Times the Ad was shown to the same Household for lifetime of campaign; not date specific



Creatives

Creative Details

Impressions

Video Completion Rate



Charleston_Generic_30sec_49619

ID: 2138302

Advertiser: Charleston Area Convention & Visitors Bureau

2,522,932

97.72%



Charleston_Holidays_2021

ID: 2142657

Advertiser: Charleston Area Convention & Visitors Bureau

2,323,057

97.65%



ChristmasInCharleston_2021

ID: 2138303

Advertiser: Charleston Area Convention & Visitors Bureau

2,305,799

97.82%



Charleston_Beaches_30sec_49619

ID: 2138301

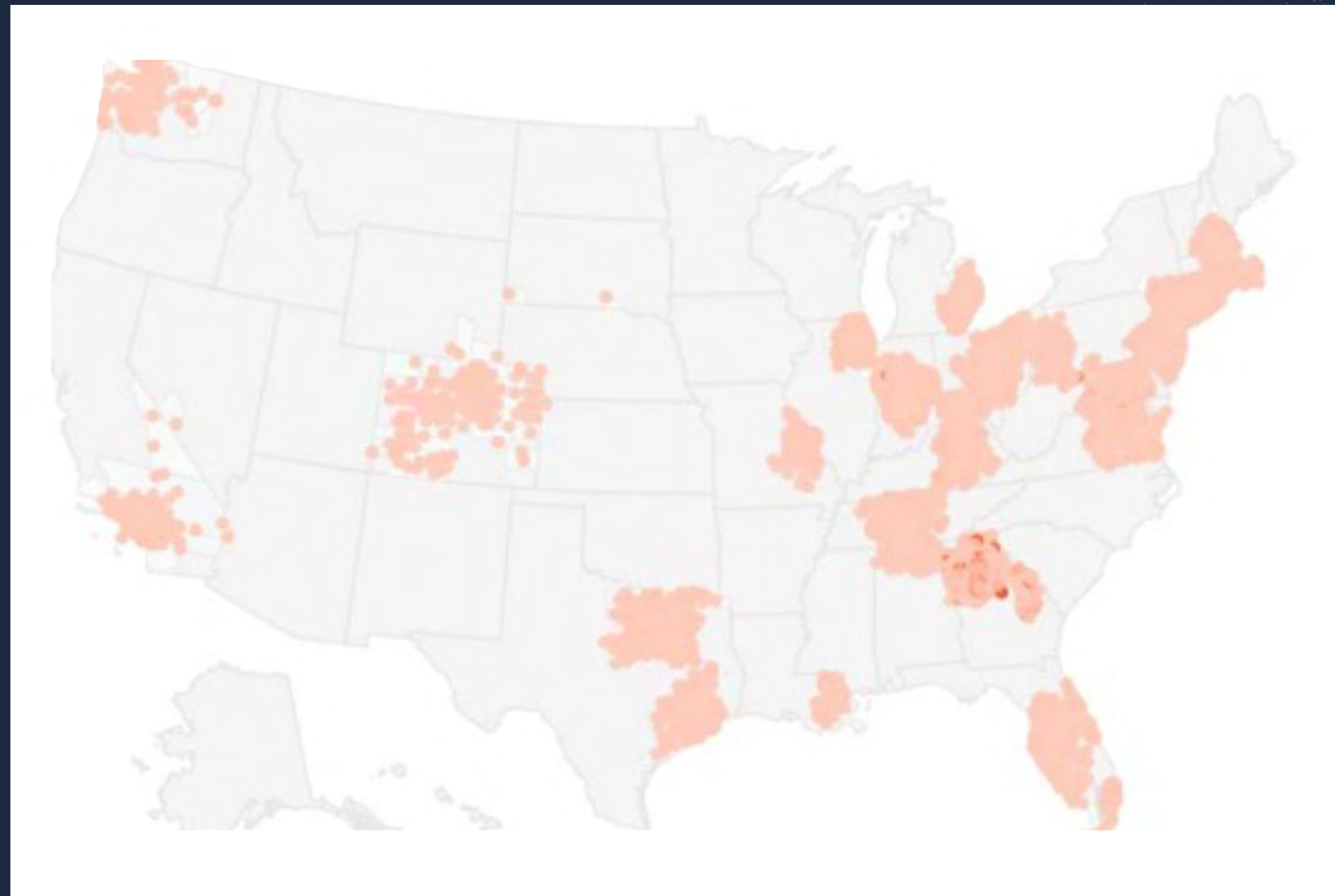
Advertiser: Charleston Area Convention & Visitors Bureau

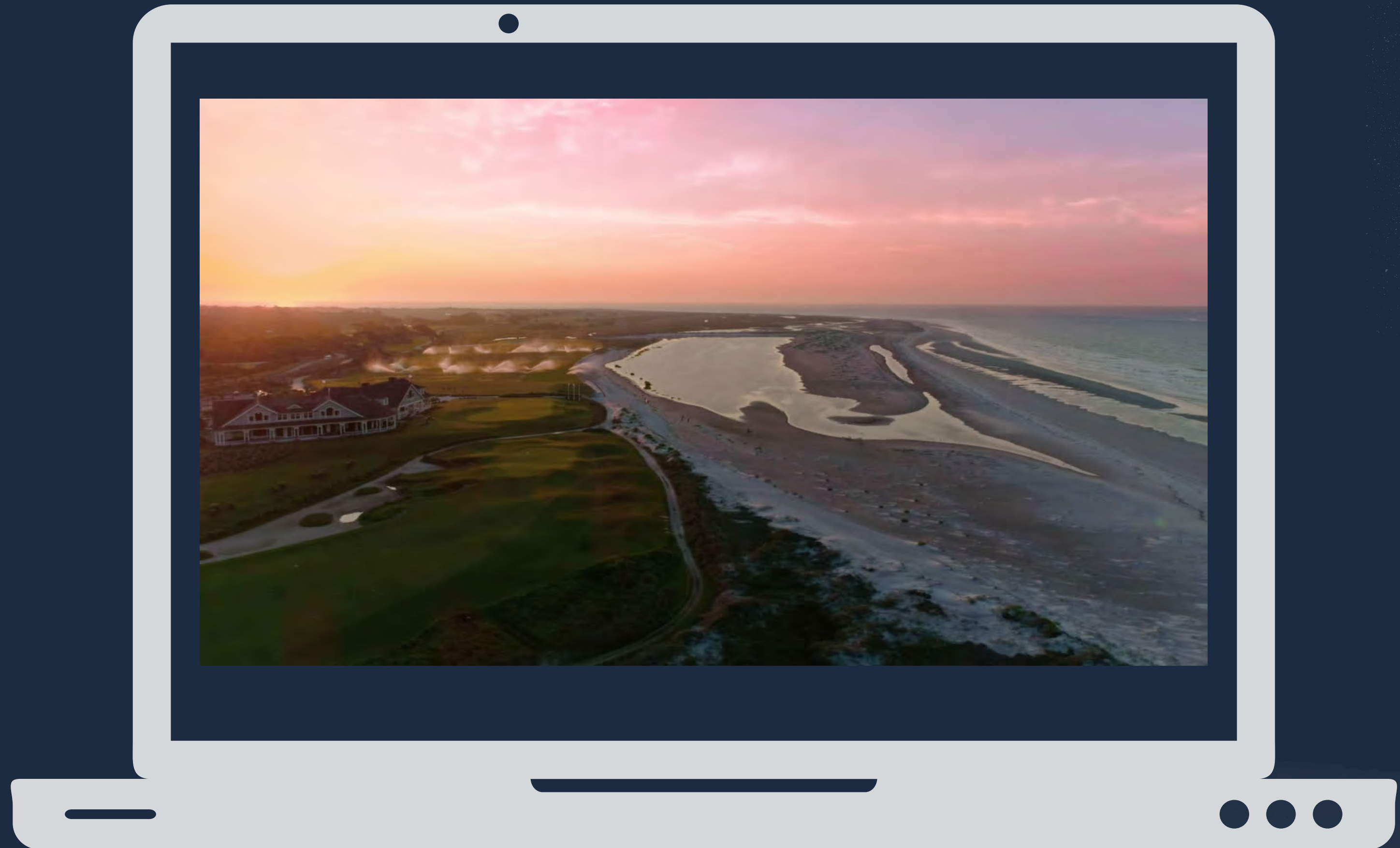
1,946,197

97.9%

OTT CAMPAIGN

October - December
2021





BEACH THEME OTT AD

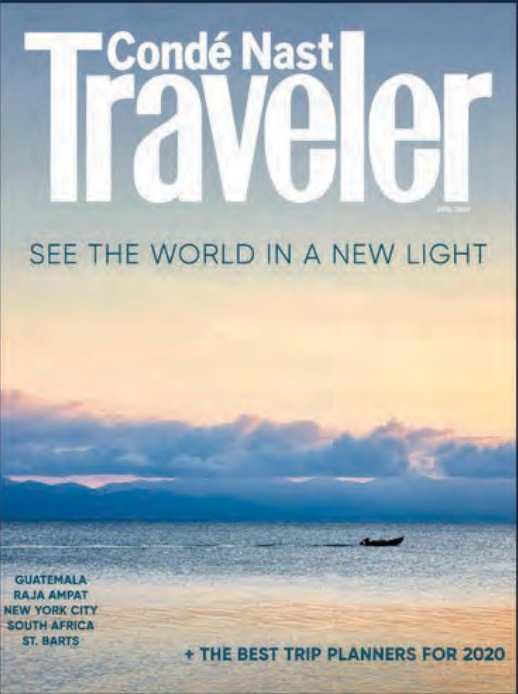
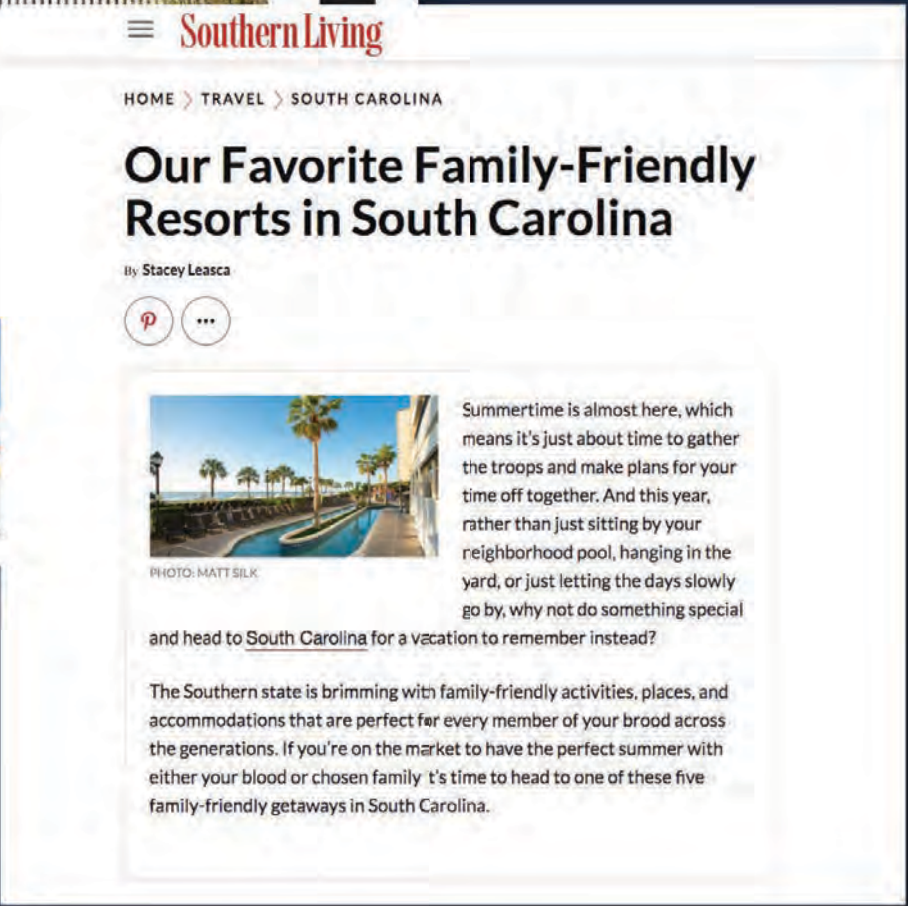
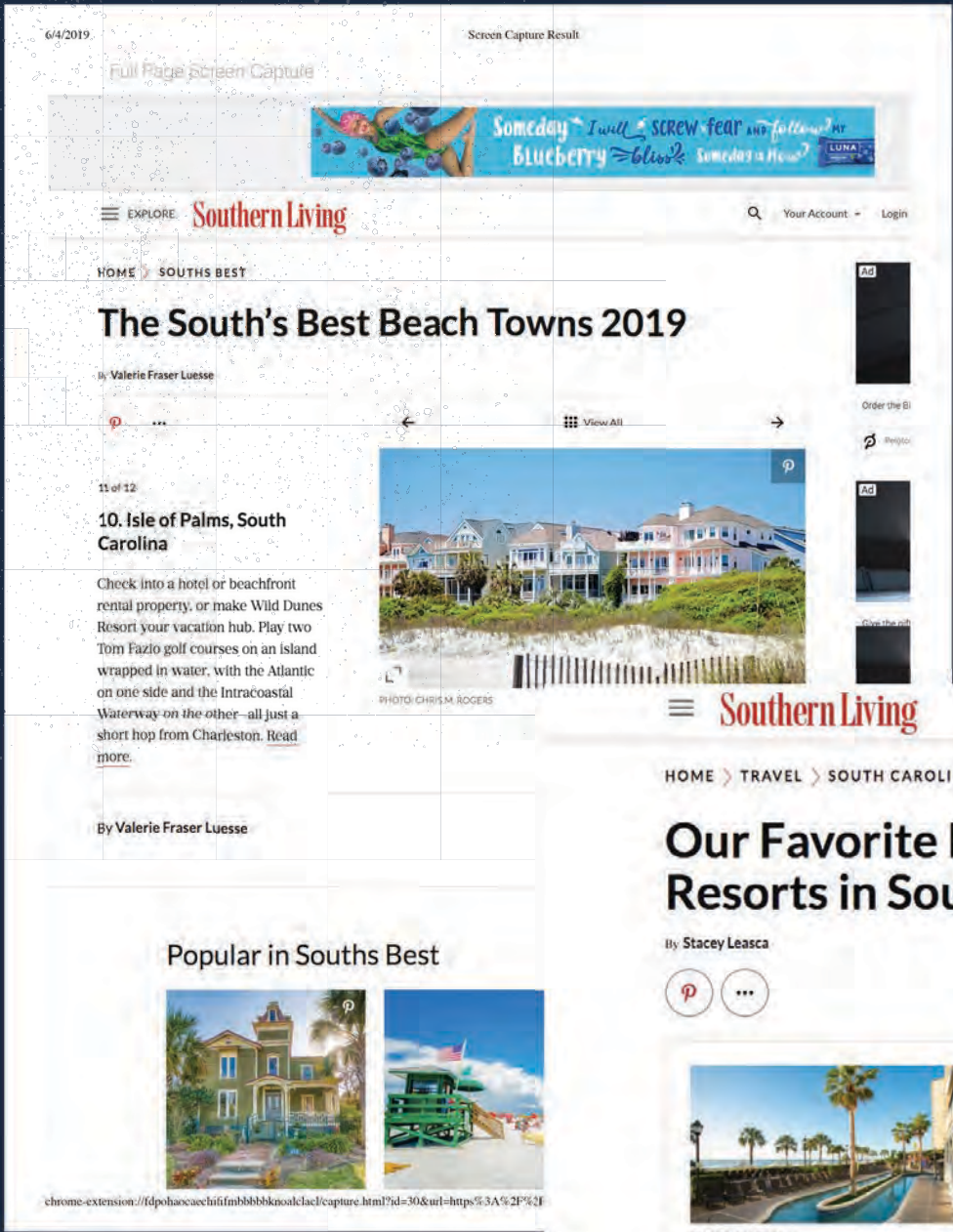
MEDIA VALIDATES

Marketing Messages

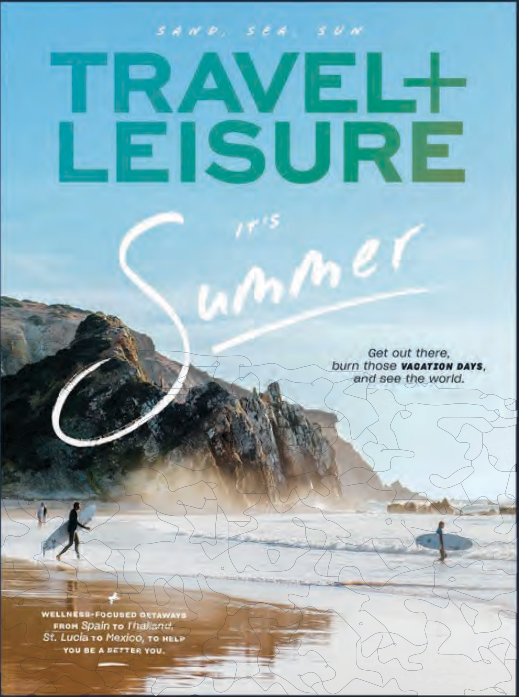
- UNPAID, EARNED MEDIA
- EMPHASIZES RELATIONSHIP DEVELOPMENT AND MANAGEMENT
- INCORPORATES EDITORIAL CONTENT, PRESS COVERAGE, AND SOCIAL MEDIA CAMPAIGNS
- HOSTING OF NATIONAL TRAVEL WRITERS (i.e. Forbes.com, Travel+Leisure, WashingtonPost.com)
- HOSTING OF INTERNATIONAL TRAVEL WRITERS - British Guild of Travel Writers
- NINE + BLOG POSTS FEATURING ISLE OF PALMS PROMOTED THROUGH FOUR SOCIAL MEDIA CHANNELS
IN THE LAST 12 MONTHS

MEDIA MENTIONS

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”

GROUP BUSINESS

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



A MAJOR FOCUS ON

Group Sales

- ATTEND TRADESHOWS, CONFERENCES, AND CO-OPS PROMOTING THE CHARLESTON AREA AT REGIONAL AND NATIONAL MARKETS
- EXAMPLES OF EVENTS BENEFITING ISLE OF PALMS INCLUDE:
 - IMEX America
 - Incentive Travel Exchange
 - American Society of Association Executives
 - Professional Convention Management Association



Group Business Efforts Related to Wild Dunes

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



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 (A.K.A 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 beautiful (and happy) 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 [Sullivan's Island](#)'s peacefully sandy beaches on horseback or soak up Revolutionary War history before diving into fish tacos at 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

ISLE OF PALMS

[Explore Charleston](#)

COURTESY OF THE CHARLESTON MUSEUM

ISLE OF PALMS

[Explore Charleston](#)

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

Folly Beach

DETAILS ▶

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

Freshfields Village

DETAILS ▶

Chris' Favorite Spots

CHRIS' PICKS

South Carolina Aquarium

Conservation is the linchpin 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 ▶

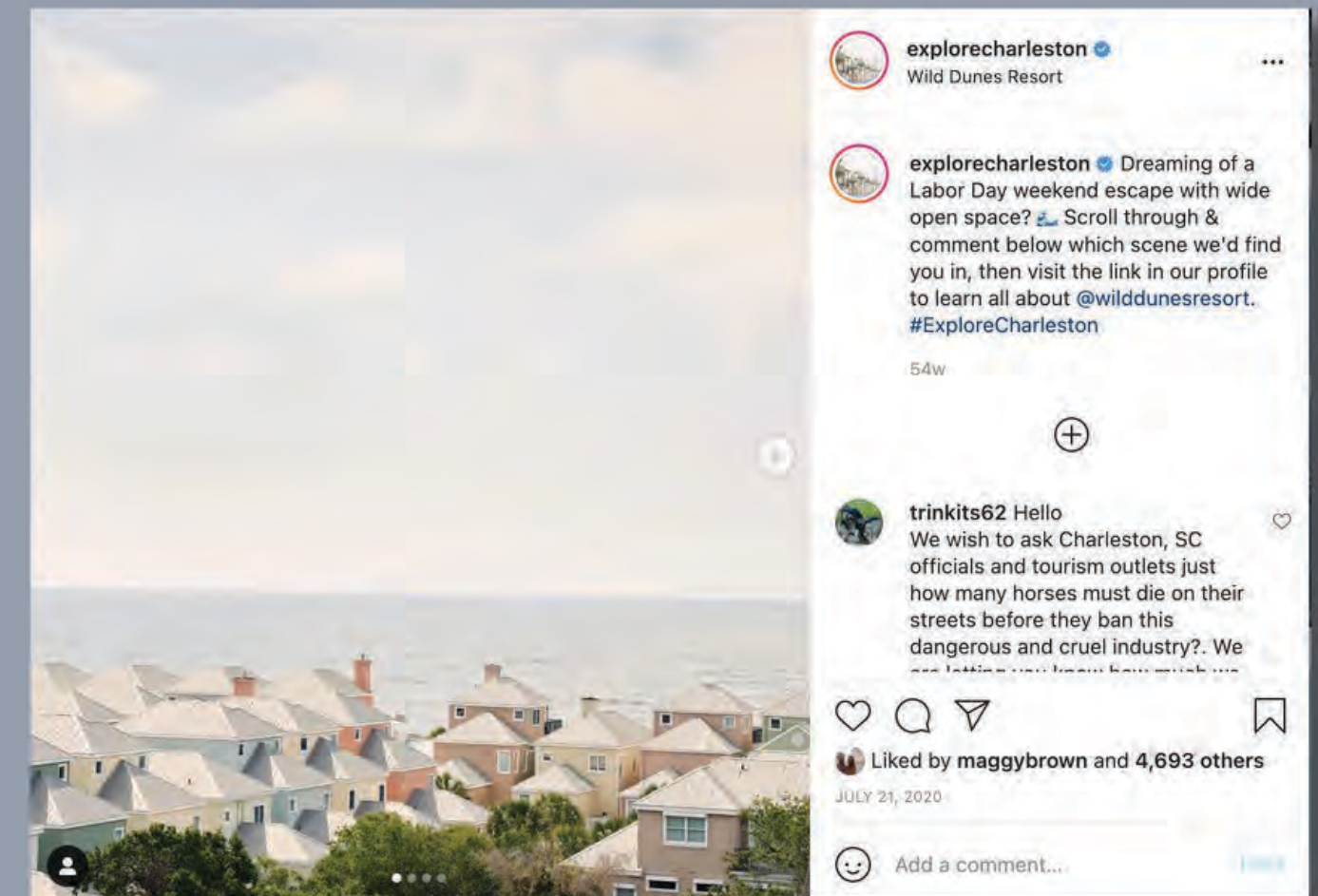
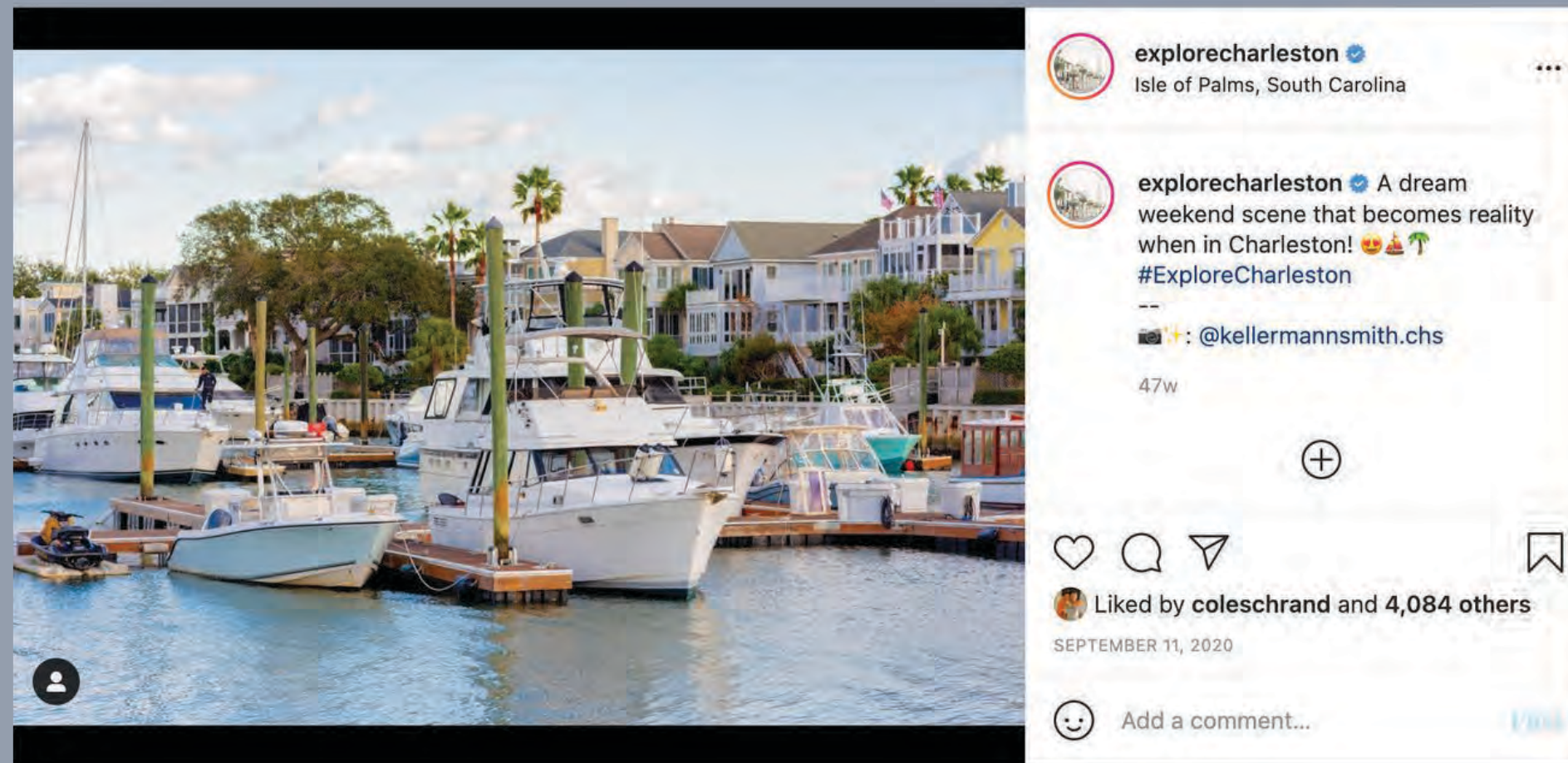
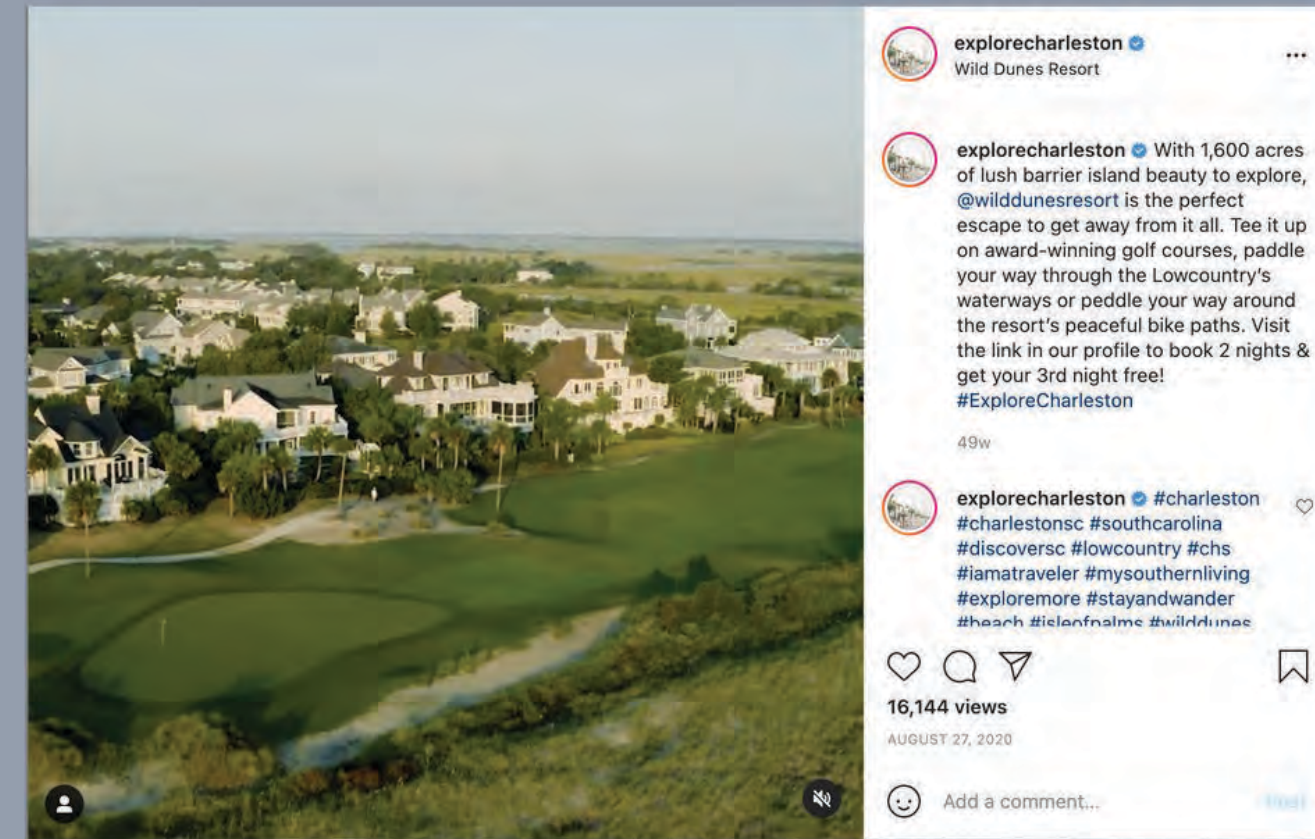
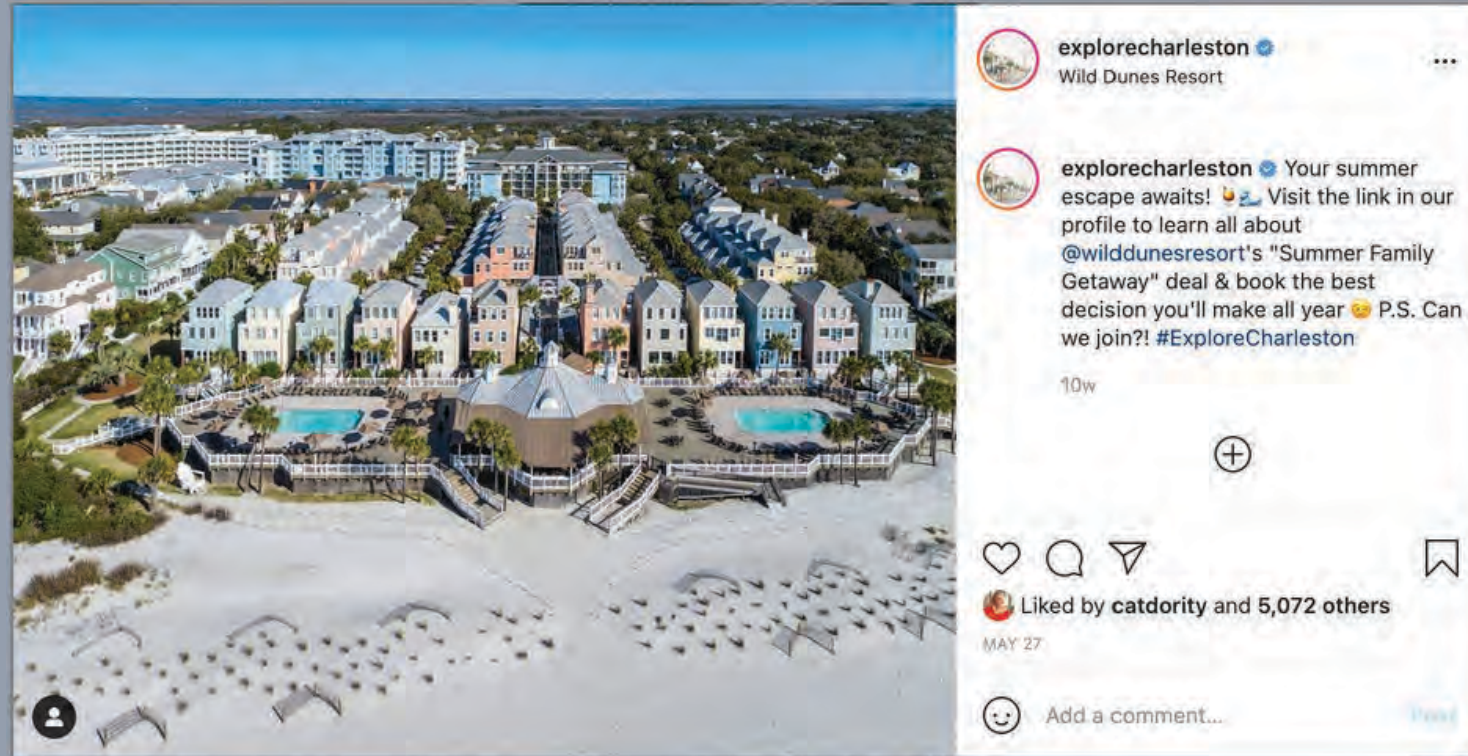
I believe that every story in Charleston traces its origins back to the water in one way or another. If you don't see Charleston by water somehow then you're not getting a round experience of Charleston. Charleston is a water town.

— CHRIS KELLEY, COASTAL EXPERT/BOAT

OUTDOORS

FAMILY

SOCIAL MEDIA POSTS SAMPLES



PUBLICATIONS

OFFICIAL VISITORS GUIDE

Charleston

SOUTH CAROLINA


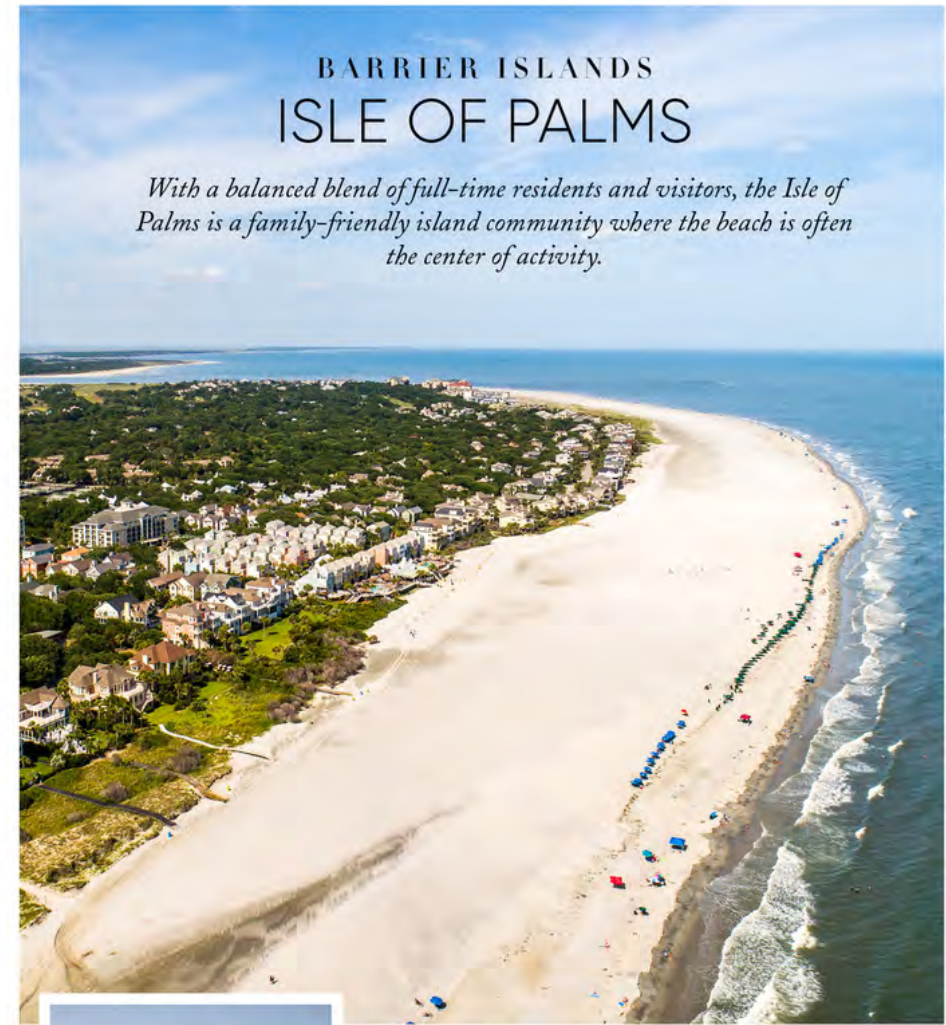


CHARLESTON • NORTH CHARLESTON • MOUNT PLEASANT
FOLLY BEACH • ISLE OF PALMS • KIAWAH ISLAND • SEABROOK ISLAND
SULLIVAN'S ISLAND • CHARLESTON, BERKELEY & DORCHESTER COUNTIES

BARRIER ISLANDS

ISLE OF PALMS

With a balanced blend of full-time residents and visitors, the Isle of Palms is a family-friendly island community where the beach is often the center of activity.




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

ND

ting a world-class resort
atural maritime setting
nd future generations.




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

BEACH RESORTS 87

ND

l worth visiting for
atlantic Ocean.





ge of America," Folly is
ependent and exciting...
jintessential beach town
and sun worshippers to
ity park and iconic pier.
ary style when you check
ie shops, restaurants
Street have a little bit
d each establishment
se the beach

PLORECHARLESTON.COM

ND

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PLORECHARLESTON.COM

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RECHARLESTON.COM

PUBLICATIONS



Charleston's evocative beauty has inspired painters, poets, playwrights, artisans, cuisiniers, and musicians. Charleston's multi-sensory cultural aura. From iconic portrait spots, beautiful beach towns, and a historic City is not only the perfect locale for your destination wedding but the ideal honeymoon hideaway. Ready your sights for an unforgettable adventure. Imagine days filled with iconic (and Instagram-worthy) views, exploration at the speed of horse-drawn carriage, romantic alfresco dinners, and indulgent church bells resonates with the hum of the city by day and at night, the historic district twinkles with details that reveal themselves when the Charleston peninsula is explored on foot. Your worry-free trip to feed all of your senses. From the sound of crashing surf on a shell-strewn beach to the sudden symphony of the Charleston area is indelibly influenced by its coastal geography. With its 90 miles of coastline and considerable eco appeal. Home to five beautiful beach towns, located mere minutes from historic Charleston, it's the perfect 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 Zora 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.





EXPLORE CHARLESTON

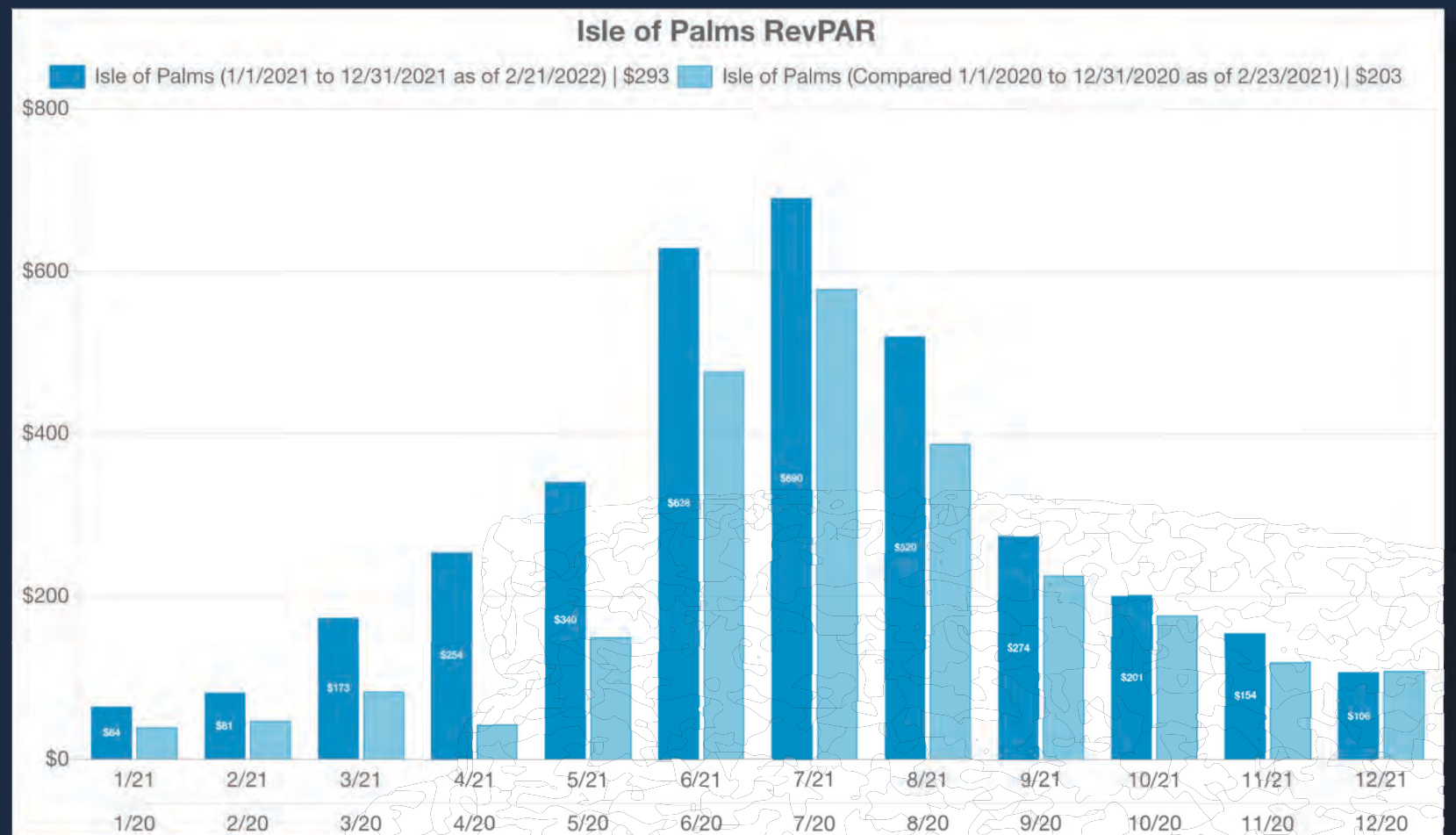
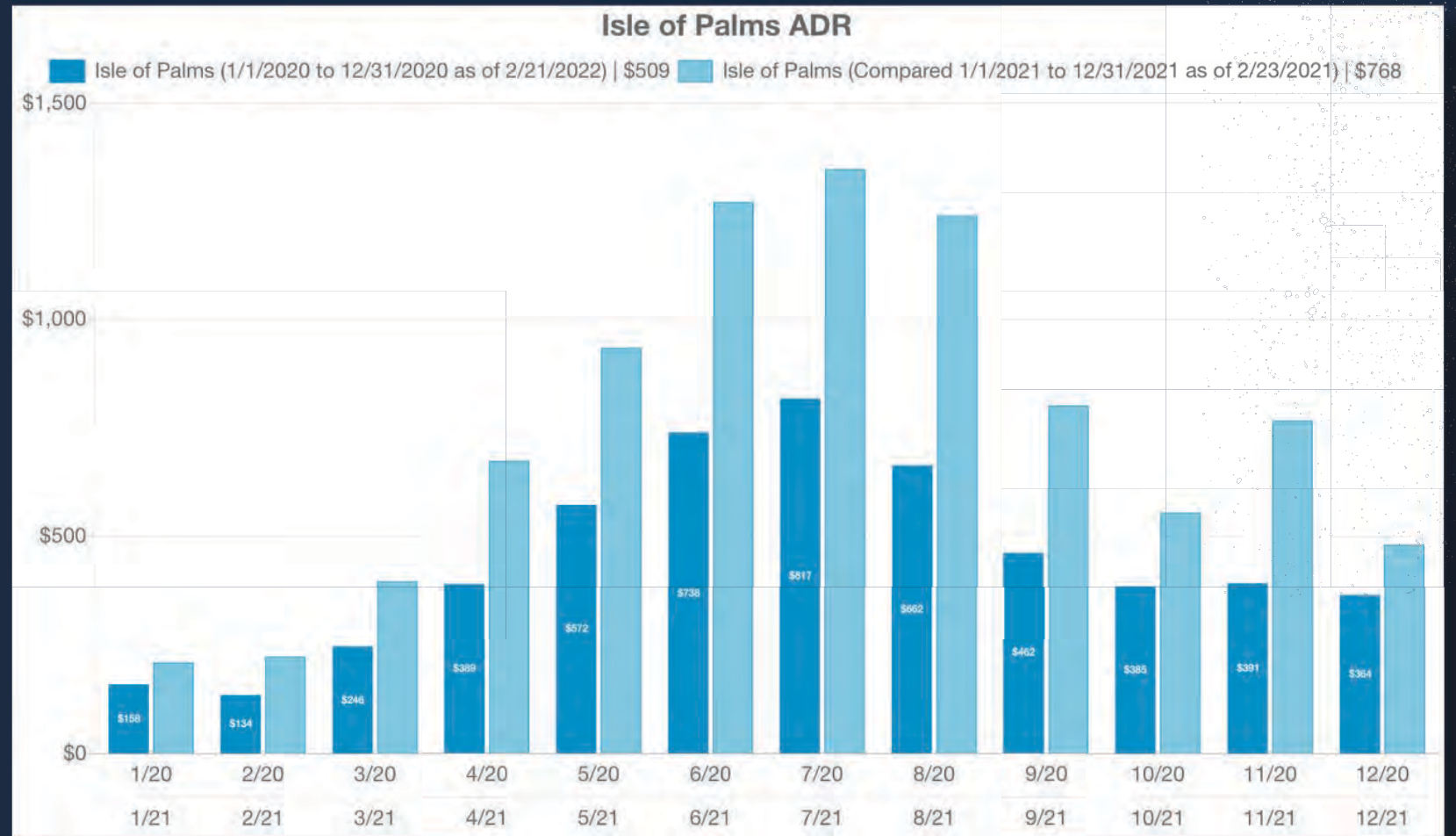
OTHER INITIATIVES

- KEY DATA LODGING METRICS
- AIR SERVICE RECRUITMENT
- WORKFORCE DEVELOPMENT



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

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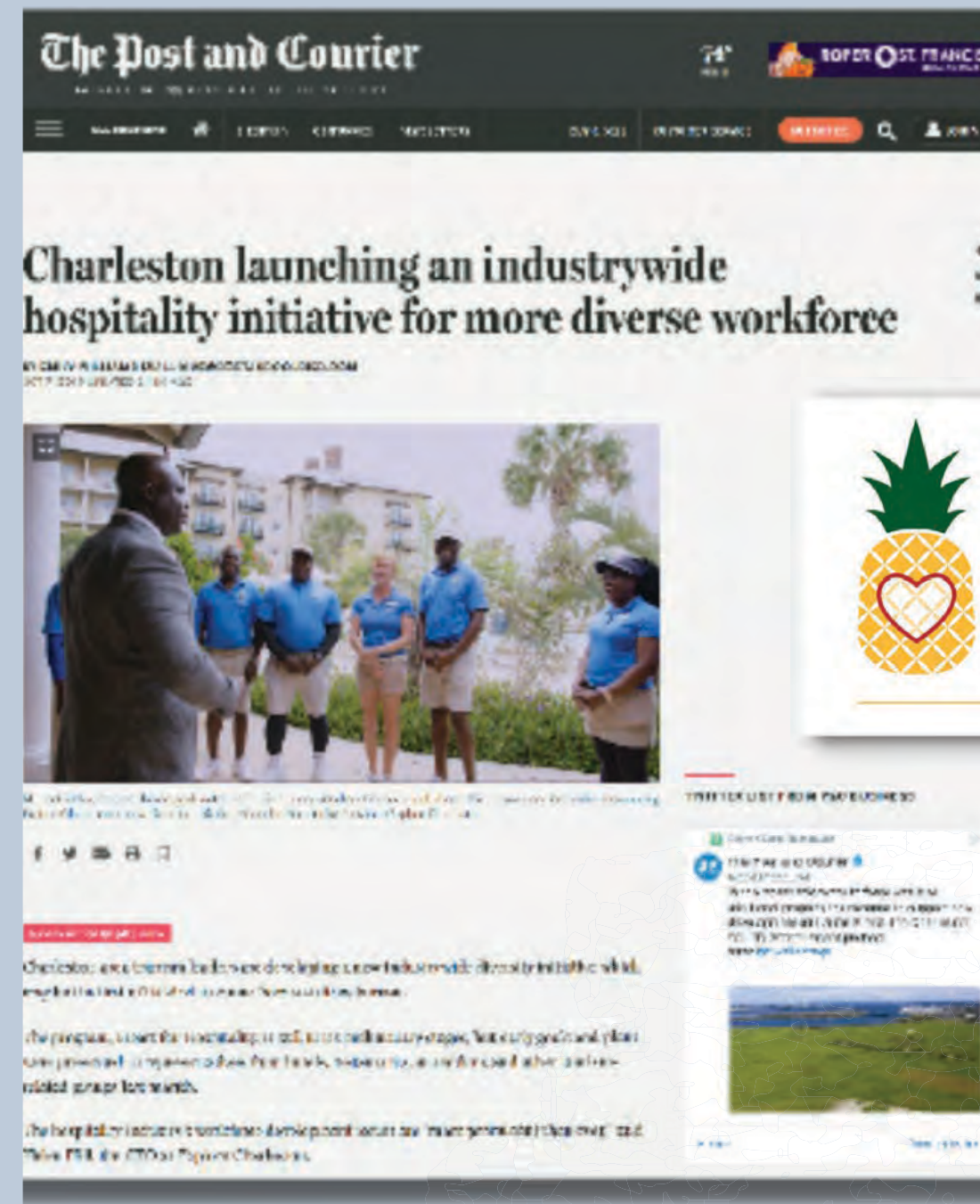
RECORD NUMBER OF NEW NON-STOP MARKETS





WORKFORCE DEVELOPMENT

Heart for Hospitality



QUARTERLY: Municipal Report



Explore Charleston QUARTERLY UPDATE FALL 2019

CHARLESTON NAMED TOP CITY IN THE WORLD

Charleston's cumulative score in the *Condé Nast Traveler* Readers' Choice Awards was the **highest of any destination**, earning it the prestigious **Top City in the World Award**. This is only the second time Charleston attained this designation. The last was in 2012. Charleston was named the No. 1 Small US City for the 9th consecutive year. Over **600,000 readers** submitted a record-breaking number of responses evaluating travel experiences.

COMMUNITY-WIDE INCLUSION AND ENGAGEMENT INITIATIVE LAUNCHED

In September, nearly 150 industry leaders attended the kick-off event for Explore Charleston's new **industry-wide inclusion and engagement initiative, Heart for Hospitality**. The program is a first among destination marketing and management organizations. The goal in this movement for change is to not just improve **recruitment of workers from underrepresented communities** but also to **build career pathways** for industry employees. Leadership buy-in is critical. Training begins in December with a Fundamental Leadership Series for executives. The first course focuses on Unconscious Bias.

GROUP SALES STRONG IN FISCAL YEAR 2020

Group Sales are a critical component of Explore Charleston's destination marketing efforts. The Group Sales team reported a **strong first quarter in booked group business**. 91 groups were secured, up from 74 in the prior fiscal year. The groups represent **\$11.8 million in future business**, an increase of \$2.5 million from 2018.

BRITISH AIRWAYS TO RETURN IN 2020

Good news for inbound international visitation—**British Airways announced that it is resuming seasonal service** from London to Charleston on March 29, 2020. A recent US Travel Association analysis on U.K. visitors in the U.S. indicates the **average trip length is 9 days**. The region's average for all visitors (regardless of origin) is 4 days. This supports Explore Charleston's strategic focus on **visitors that stay longer and leave a larger economic footprint**.

SOCIAL MEDIA'S IMPORTANT ROLE POST-DORIAN

Explore Charleston's **social media outlets are instrumental in post-storm media and marketing efforts**. Immediately following Hurricane Dorian, the social media team hosted a Facebook Live and Instagram Live showing viewers parts of the region in real-time. **Engagement was strong**. Almost 1,000 people watched live, and total reach was 40,000. A follow-up Instagram Live was hosted the next day, and over 1,000 people tuned in. Direct messages were positive and encouraging.

BUREAU AUDIT COMPLETE

Webster Rogers presented Explore Charleston's FY18-19 audit at October's Board of Governors' meeting. In the unqualified opinion—the **best possible audit outcome**—the auditor applauded that **93% of Explore Charleston's revenue is allocated to programs supporting tourism promotion and industry-development** initiatives region-wide. Only 7% of expenses are attributed to supporting services.

ISLE OF PALMS

SOUTHERN LIVING ACCOLADE

Isle of Palms was named among "The South's Best Beach Towns 2019" on SouthernLiving.com. The site has 5.5 million umv*.

WILD DUNES RECOGNIZED


In the *Condé Nast Traveler* Readers' Choice Awards, Wild Dunes Resort was voted among the top 10 Best Resorts in the South. And Forbes.com highlighted Wild Dunes in its article "Unplugged: 14 Best Places to Get off the Grid." The site welcomes 32.5 million umv*.

THRILLIST MENTION

The City of Isle of Palms and Wild Dunes Resort were included in the article "A Visitor's Guide to South Carolina's Best Beaches" on Thrillist.com. The site has 7.2 million umv*.

The Explore Charleston team wishes you a wonderful holiday season and a prosperous 2020!

*unique monthly visitors



Explore Charleston QUARTERLY UPDATE FALL 2019

INDUSTRY RELATED JOBS: 40,000+ **ANNUAL ECONOMIC IMPACT: \$8.1 Billion**

	YEAR-OVER-YEAR VARIANCE**
Change in Charleston Beach Communities Occupancy May 2019-October 2019 vs May 2018-October 2018	+3.5%
Change in Charleston Beach Communities Average Daily Rate May 2019-October 2019 vs May 2018-October 2018	+2.5%
Change in Charleston Beach Communities Revenue Per Available Room May 2019-October 2019 vs May 2018-October 2018	+6.1%

**Data referenced above reflect villa and home rentals only.

**TOTAL CHARLESTON
INTERNATIONAL AIRPORT
PASSENGERS
JANUARY-SEPTEMBER 2019:**

3,617,516
+9.2% FROM 2018

**ISLE OF PALMS-RELATED INTERACTION
RATE ON EXPLORE CHARLESTON WEBSITES:**

12.6%
CHANGE IN INTERACTION RATE
FROM JULY-SEPT 2018 = +85%

DID YOU KNOW?

23.4% of sales in the Greater Charleston Area are attributable to tourists, up 16% from prior year

\$863 is the average expenditure per adult per trip, up 4% from prior year

REFINED DIGITAL STRATEGY AND NEW METRIC - INTERACTION RATE

In an effort to spend marketing dollars most efficiently, Explore Charleston refined its strategy and now only shows ads to people who are the most likely to interact with Isle of Palms businesses. This includes targeting very specific interest groups, keyword queries, locations, and demographics. **Interaction rate** is a new metric being used to measure engagement generated by webpages. **For Isle of Palms, an 12.6% interaction rate means that more than 1 in 10 visits to Isle of Palms-related pages results in some form of interaction with businesses**, whether it's a click out to a business, viewing details about a business, or learning more about an event or package offering.

For more information, please contact Perrin Lawson at plawson@explorecharleston.com

EXPLORE CHARLESTON

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

Explore *Charleston*