

BEACHES MARKETING PLAN

How Explore Charleston Works For You

Explore *Charleston*



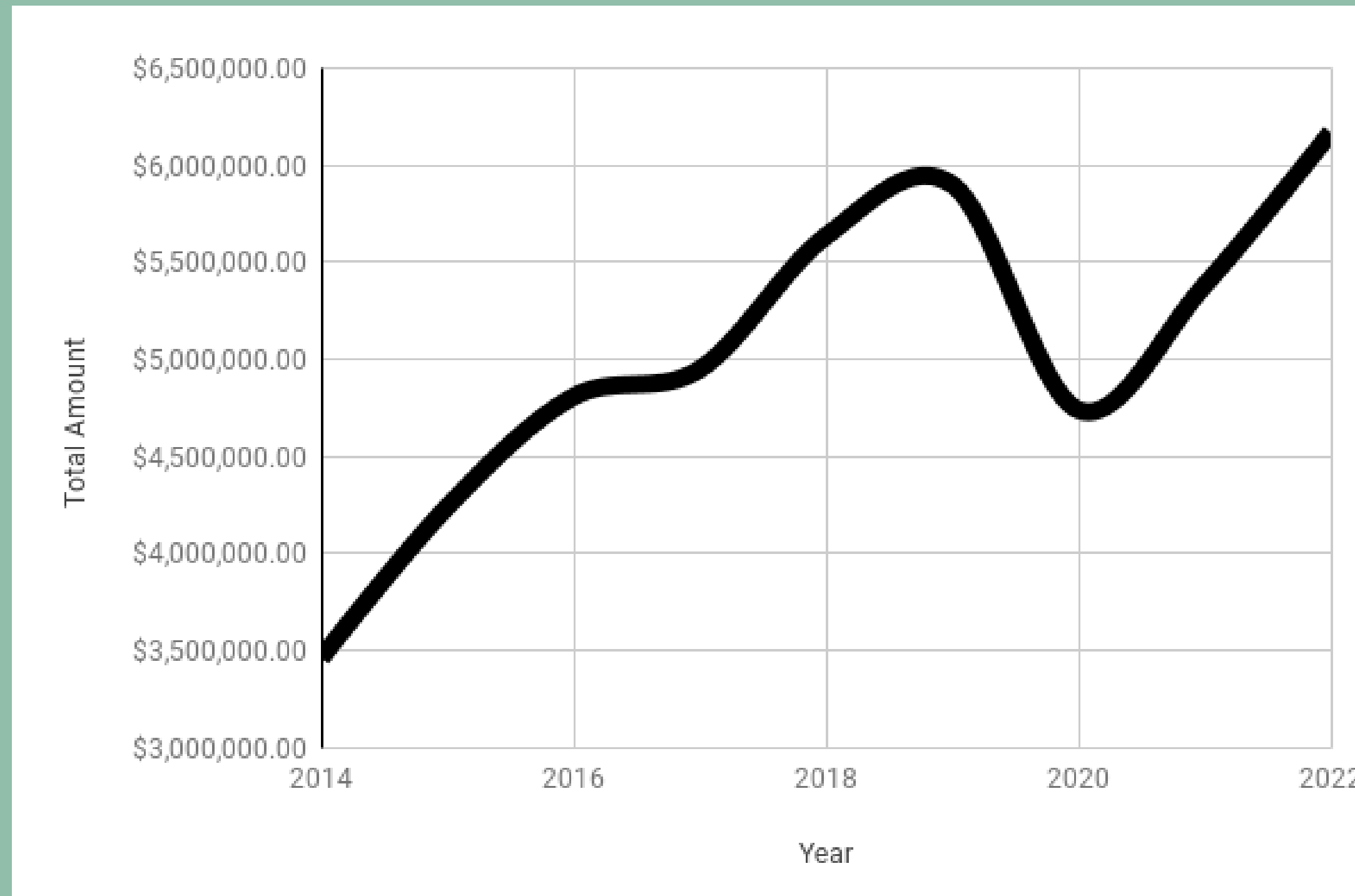
TODAY WE WANT TO COVER

- Our Rich History of Success - Overnight Visitors Created
- IOP + CVB Leadership Involvement
- What Have We Done for You Lately
 - Advertising
 - Website
 - Publications
 - Social Media
- Wild Dunes Resort's Investment and Commitment
- Our Media Relations Success
- Our Plan for 2021
- Group Sales -The Difference for The Future
- Our Commitment to You

Explore Charleston 2021

ISLE OF PALMS TOURISM REVENUES TRAJECTORY

What funds are our visitors providing to Isle of Palms?



State Accommodations Tax, County Accommodations Tax, Municipal Accommodations Tax,
Beach Renourishment Fee, Hospitality Tax (78% growth since 2014.)

WILD DUNES REVENUE & TAXES

| Wild Dunes Room Revenue & Taxes | | |
|----------------------------------|-----|-------------------|
| Jul 2018 - Jun 2019 | | |
| Room Revenue | | |
| Leisure | 76% | 21,720,910 |
| Group | 24% | 6,859,235 |
| Total Room Revenue | | 28,580,145 |
| Taxes | | |
| State Accommodations | 2% | 571,603 |
| Charleston County Accommodations | 2% | 571,603 |
| IOP Accommodations | 1% | 285,801 |
| IOP Beach Preservation Fee | 1% | 285,801 |
| Total Taxes | | 1,714,809 |

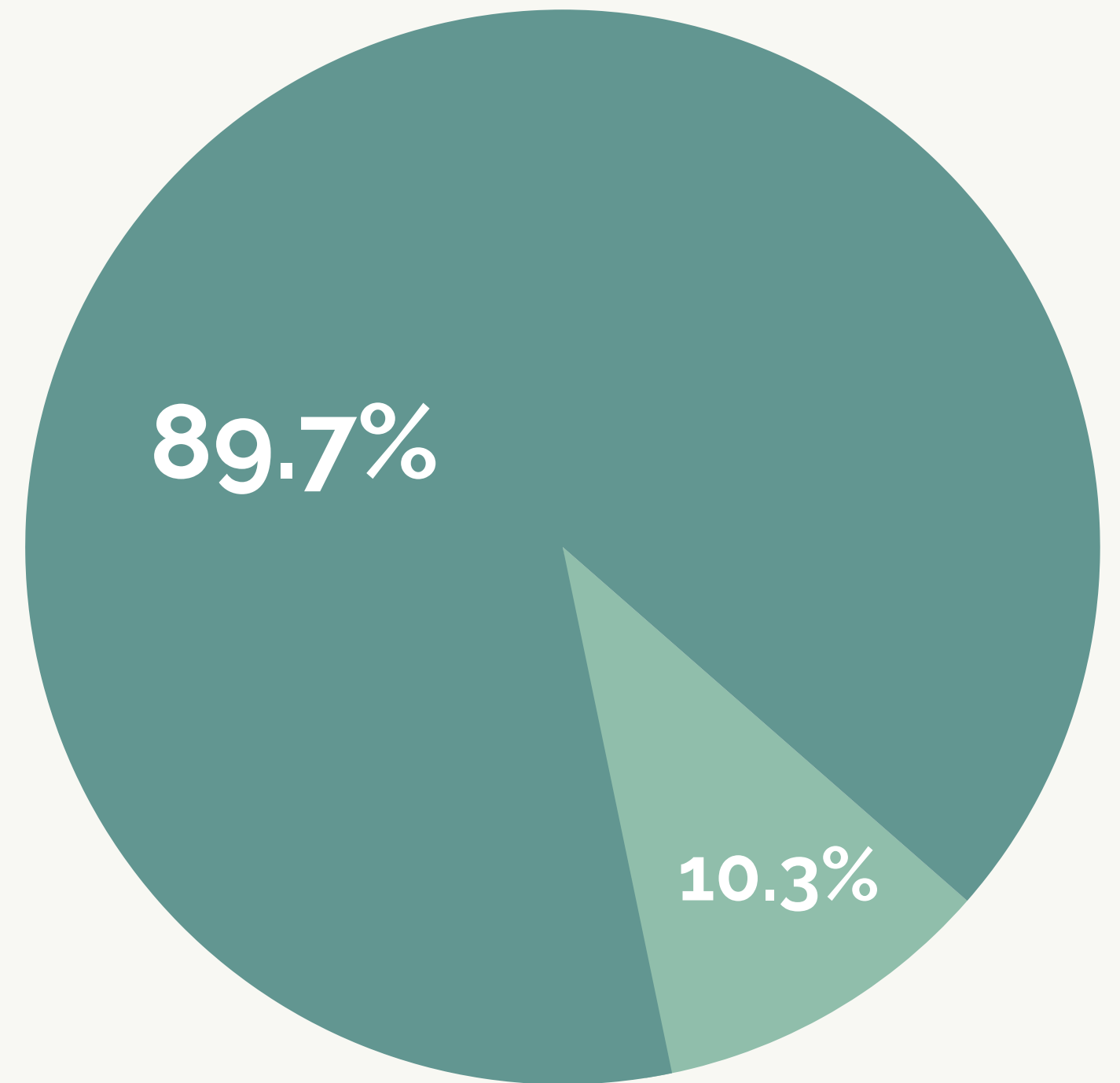
CITY OF ISLE OF PALMS

| City of IOP | | | |
|--|------------------|------------------|--|
| Jul 2018 - Jun 2019 | | | |
| | | WD Contribution | % WD |
| State Accommodation Tax (Related & Promo)* | 1,897,387 | 520,143 | 27.4% <i>Estimate based on Accom Fee Revenue</i> |
| County Acc. Fee Revenue | 508,000 | 139,261 | 27.4% <i>Estimate based on Accom Fee Revenue</i> |
| Accom. Fee Revenue | 1,042,551 | 285,801 | 27.4% |
| Beach Preservation Fund | 1,042,551 | 285,801 | 27.4% |
| Total | 4,490,489 | 1,231,008 | 27.4% |

*30% of State Atax Revenues to be transferred to a DMO

Jul 2018 - Jun 2019

ISLE OF PALMS TOURISM REVENUES 2020



- \$4,737,891 2020 OVERALL COLLECTIONS
- 10.3% INVESTED IN MARKETING

PAST LEADERSHIP INVOLVEMENT

ISLE OF PALMS - EXPLORE CHARLESTON

BOARD OF GOVERNORS REPRESENTATION

JOHN MOYE: 2020 - CURRENT

SUSAN HILL SMITH: 2019 - 2020

CAROL RICE: 2018 - 2019

DICK CRONIN: 2009 - 2018

CAROL RICE: 2002 - 2009

MIKE SOTTILE: 2001 - 2002

CARMEN BUNCH: 1988 - 2001



Some of Our IOP Members

Beachside
Vacations,
LLC

Member Since
2011

Ben &
Jerry's Isle
of Palms

Member Since
2019

Dunes
Properties -
Isle of
Palms/Wild
Dunes

Member Since
2006

East Islands
Rentals, Inc.

Member Since
1998

Seaside Inn

Member Since
2002

The Palms
Oceanfront
Hotel

Member Since
2002

Exclusive
Properties

Member Since
2014

Island
Realty -
Vacation
Rentals

Member Since
1988

Island Surf
Company

Member Since
2015

Isle of
Palms
County Park

Member Since
1988

Wild Dunes
Resort

Member Since
1986

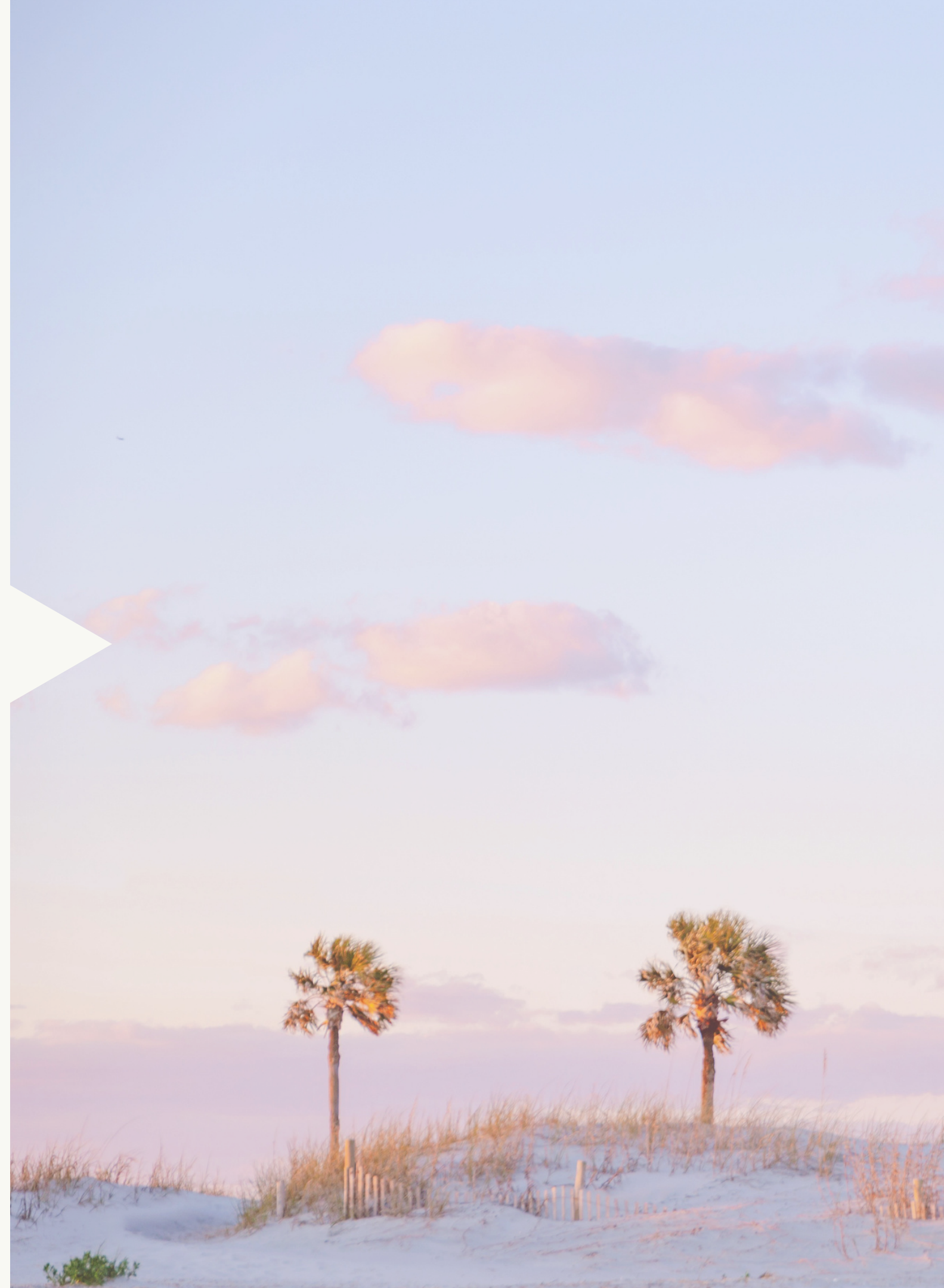
202 YEARS

of combined partnerships

MEMBERSHIP

\$166k

YOUR IOP PRIVATE SECTOR SEES
VALUE IN EXPLORE CHARLESTON.



 ADVERTISING

 WEBSITE

 PUBLICATIONS

 SOCIAL MEDIA

WHAT HAVE WE DONE FOR YOU LATELY

How are we creating an
overnight visitor when IOP
needs it the most?



PRINT + DIGITAL

Creative Specific to Beach Promotion



CHARLESTON AREA BEACHES

DISCOVER

WEBSITE EXCLUSIVITY

Website Specific to Beach Promotion

CharlestonAreaBeaches.com

PUBLICATIONS

Official Charleston Area Guides with
Dedicated Beach Content

Visitor Guide | **600,000** circulation

Wedding Guide | **20,000** circulation

Destination Planning Guide | **1,500** circulation



SOCIAL MEDIA

Posts Specific to Beach Promotions



136k followers



298k followers



50.3k followers



ADVERTISING SCHEDULE

PLACEMENTS SO FAR THIS YEAR

FALL

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

WINTER

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

SPRING

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
Sinclair (broadcast and OTT) - \$87,500

SUMMER

Afar - spread - \$50,000
WNC - full page - \$1,750
Sinclair (broadcast and OTT) - \$87,500

PRINT ADVERTISING



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*

EXPLORECHARLESTON.COM f / @EXPLORECHARLESTON t / @EXPLORECHS



THE MOST
wonderful
TIME OF THE YEAR

Explore *Charleston* Begin a new tradition this holiday season in Charleston, South Carolina.
CHRISTMASINCHARLESTON.COM f / @EXPLORECHARLESTON t / @EXPLORECHS

CHARLESTON
South Carolina

Experience the timeless charm and unrivaled hospitality found only in Charleston, South Carolina. The perfect stay awaits.

Explore *Charleston*
EXPLORECHARLESTON.COM f / @EXPLORECHARLESTON t / @EXPLORECHS

SC #OPEN

PRINT ADVERTISING



CHARLESTON

South Carolina

HISTORY *loves* COMPANY.

Discover life at the coast, unspoiled barrier islands, majestic live oaks, lush maritime forest, and the winding Atlantic Intracoastal Waterway. Enjoy outdoor recreation year-round, tranquil estuaries, and serene marshland surrounded by nature, infused with Lowcountry culture and abundant in hospitality that will exceed your expectations. Your seaside getaway awaits.



CHARLESTONAREABEACHES.COM f / @EXPLORECHARLESTON t / @EXPLORECHS

Charleston BEACHES



WILD DUNES RESORT

HISTORIC CHARLESTON

THE TIDES HOTEL

KIAWAH ISLAND GOLF RESORT

SEABROOK ISLAND RESORT

5 Fantastic Beaches for Everyone's Style

Charleston, South Carolina is more than just one of the country's most beloved cities, it's home to five beautiful beach towns, each with its own distinctive character and flavor. 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. Whether you travel by car or plane, making your way to Charleston beaches has never been easier. Come see for yourself.

CharlestonAreaBeaches.com

Charleston SOUTH CAROLINA

@ExploreCHS | @ExploreCharleston



Charleston THIS Summer

The stories you've heard about our legendary hospitality are true. This summer we invite you to enjoy the sights, sounds and flavors found only in **Charleston, South Carolina**. Come, let this special destination enliven your senses.

Explore *Charleston* | f / @EXPLORECHARLESTON t / @EXPLORECHS

Check out our special offers on summer getaway packages at CHARLESTONTHISSUMMER.COM



WILD DUNES RESORT

ISLE OF PALMS

SULLIVAN'S ISLAND

HISTORIC CHARLESTON

THE TIDES HOTEL

KIAWAH ISLAND

KIAWAH ISLAND GOLF RESORT

SEABROOK ISLAND

SEABROOK ISLAND RESORT

Charleston BEACHES

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Kiawah Is. 22 mi.

SULLIVAN'S IS. 2 mi.

SEABROOK IS. 21 mi.

Isle of Palms 12 mi.

FOLLY BEACH 12 mi.

Charleston SOUTH CAROLINA

@ExploreCharleston @ExploreCHS

CharlestonAreaBeaches.com

ADVERTISEMENT

HISTORY LOVES COMPANY

unforgettable HOSPITALITY

Home to an array of acclaimed hotels and historic inns along with world-class dining normally associated with cities five times its size, this idyllic destination is a vibrant playground for culinary talent.

BELMOND CHARLESTON PLACE + CHARLESTON GRILL
Luring travelers since the mid-1980s, this Charleston icon includes a world-renowned spa, curated shopping corridors, and wealth of places to dine. From the breezy Palmetto Cafe to the refined Charleston Grill to the old-school Thoroughbred Club, the property's restaurants and lounges serve as backdrops for all manner of occasions.

RENAISSANCE CHARLESTON HISTORIC DISTRICT + LENOIR
Food with a story tastes better - and this is one of the rural, agricultural South, the second restaurant onsite by celebrity chef, Vivian Howard. Enjoy boutique-style accommodations at this four-diamond hotel, showcasing all of the pillars of Southern hospitality.

EMLINE + FRANNIE AND THE FOX
A boutique hotel experience for the soulful sojourner and the adventure-seeking culinary enthusiast. Experience a wood-burning concept of shareable dishes and refined touches found only in a luxury, lifestyle hotel. Every room and nook has been curated for comfort and style.

SWEETGRASS INN AT WILD DUNES RESORT + OYSTERCATCHER BAR & GRILL
Elevate your experience in a contemporary hotel that balances beachy aesthetics with historic Charleston. Rooted in local culture and tied to the island's natural setting, enjoy a comfortable restaurant serving an array of locally inspired small plates and shareable dishes. Representing growth and beckoning connection with natural simplicity, your quintessential beach escape awaits.



CHARLESTON

South Carolina

Experience the timeless charm and unrivaled hospitality found only in Charleston, South Carolina. The perfect stay awaits.

Explore Charleston

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CHARLESTON

South Carolina





With its balmy sea breezes and warmhearted locals, the Charleston area is an unmistakably idyllic place. Plus, it is surrounded by pristine barrier islands and five unique beach towns—Folly Beach, Isle of Palms, Kiawah Island, Seabrook Island, and Sullivan's Island—each with its own distinctive personality. Just the change of scenery you're looking for. Your seaside getaway awaits.

Explore Charleston CHARLESTONAREABEACHES.COM
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CHARLESTON

SOUTH CAROLINA

In Charleston, the tides tell the time. Dawn dances on the ocean and through the palmetto tree fronds—a glimpse into the day ahead. The past shines brightly on monumental architecture, and cobblestone streets lead to cutting-edge cocktails poured by a new friend. Some call it hospitality. We call it the endless welcome.



Explore Charleston

FIND EVERYTHING NEEDED TO PLAN YOUR GETAWAY AT EXPLORECHARLESTON.COM

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CHARLESTON

South Carolina

In Charleston, the tides tell the time. Dawn dances on the ocean and through the palmetto tree fronds—a glimpse into the day ahead. The past shines brightly on monumental architecture, and cobblestone streets lead to cutting-edge cocktails poured by a new friend. Some call it hospitality. We call it the endless welcome.

Explore Charleston

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SC 

**COASTAL ESCAPE**
WHERE TO TRAVEL FOR CHARM, CULTURE & CUISINE

Charleston, South Carolina

Our favorite Southern vacation spot has a secret: Charleston is really one beloved destination offering three different getaways. The famed seaport is surrounded by unspoiled barrier islands and beach towns, as well as sprawling plantation estates. Say hello to Charleston, your new favorite place.



For a list of award-winning hotels & resorts, insider tips on where to dine, and a calendar of cultural events, visit [ExploreCharleston.com](#).

 @EXPLORECHARLESTON  @EXPLORECHS



**chic beach resorts**
WHERE TO TRAVEL FOR CHARM, CULTURE & CUISINE



BEGUILING BEAUTY

Charleston, South Carolina

A winning combination of Lowcountry geography, latitude, and attitude gives the Charleston area's nearly 90 miles of coastline its "must see" appeal.

Every moment in Charleston is full of gorgeous scenery and gorgeous weather. There is something special, something alluring, about Charleston. Plus, it is surrounded by pristine barrier islands and five distinctive beach towns—a city & sea destination like no other. For a list of award-winning hotels & resorts, insider tips on where to dine, and a calendar of cultural events, visit [ExploreCharleston.com](#).

 @EXPLORECHARLESTON  @EXPLORECHS



SPECIAL ADVERTISING SECTION



THE PENINSULA

From the upbeat vibe of upper King Street to the rarefied scenery tucked south of Broad Street, Charleston's fascinating juxtaposition of new and old exudes a sense of *joie de vivre* that makes it a "must visit" destination. Award-winning boutique hotels and nationally acclaimed restaurants abound.

THE PLANTATIONS

Like the dazzling plumage of a peacock, sprawling 17th-century plantations surround the Charleston peninsula. The delicate scents of tea olive trees, Carolina Jessamine, climbing roses, and wisteria perfume the air throughout the year.

THE PICTURESQUE ISLANDS

Charleston's picturesque coastline has considerable eco appeal. Five unique beach towns and acclaimed resorts such as **Kiawah Island Golf Resort** and **Wild Dunes Resort** offer tennis, golf, and breezy relaxation.

Iconic Destination

Charleston, South Carolina offers captivating charm to travelers on a quest to experience the true flavor of a place. And our favorite Southern vacation spot has a secret: It is really one beloved destination offering three different getaways. The famed peninsula city is surrounded by unspoiled barrier islands and beach towns, as well as sprawling plantation estates—say hello to your new favorite vacation spot.



FOR INSIDER TIPS ON WHERE TO STAY, EAT & PLAY: [EXPLORECHARLESTON.COM](#)

DIGITAL ADVERTISING

A BEACH FOR EVERY STYLE *and Season*

Charleston SOUTH CAROLINA [See Beach Packages](#)



5 Fantastic Beaches for Everyone's Style.

CHARLESTON, SC

Explore Charleston [DISCOVER MORE](#)

Savor the sweet Southern life.



Charleston where history lives

5 FANTASTIC BEACHES for Every Summer Style.

Explore Charleston AREA BEACHES



PLAN YOUR TRIP

HISTORY loves COMPANY



PLAN YOUR CHARLESTON GETAWAY

Explore Charleston

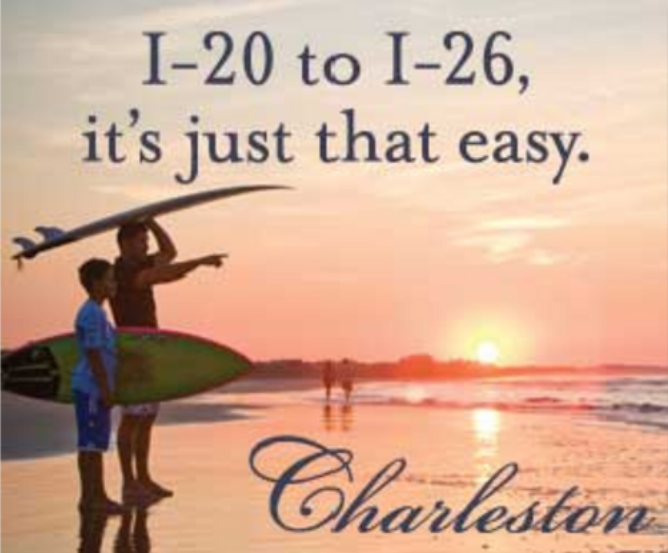
A BEACH FOR EVERY STYLE *and Season*

[See Beach Packages](#)

Charleston SOUTH CAROLINA




I-20 to I-26, it's just that easy.



Charleston

Five Fantastic Beaches for Everyone's Style.

CHARLESTON, SC




Explore Charleston [DISCOVER MORE](#)

5 FANTASTIC BEACHES for Every Summer Style.

Explore Charleston AREA BEACHES

PLAN YOUR TRIP



A BEACH FOR EVERY STYLE *and Season*

Charleston SOUTH CAROLINA [See Vacation Packages](#)

Click. Pack. Escape.



Charleston

MARKETING & ADVERTISING

\$1.5m

DEDICATED BEACHES
ADVERTISING SPEND



WILD DUNES RESORT

ISLAND REALTY

BEACHSIDE VACATIONS

THE PALMS OCEANFRONT HOTEL

SEASIDE INN

CHARLESTON COAST VACATIONS

EXCLUSIVE PROPERTIES

EAST ISLAND RENTALS

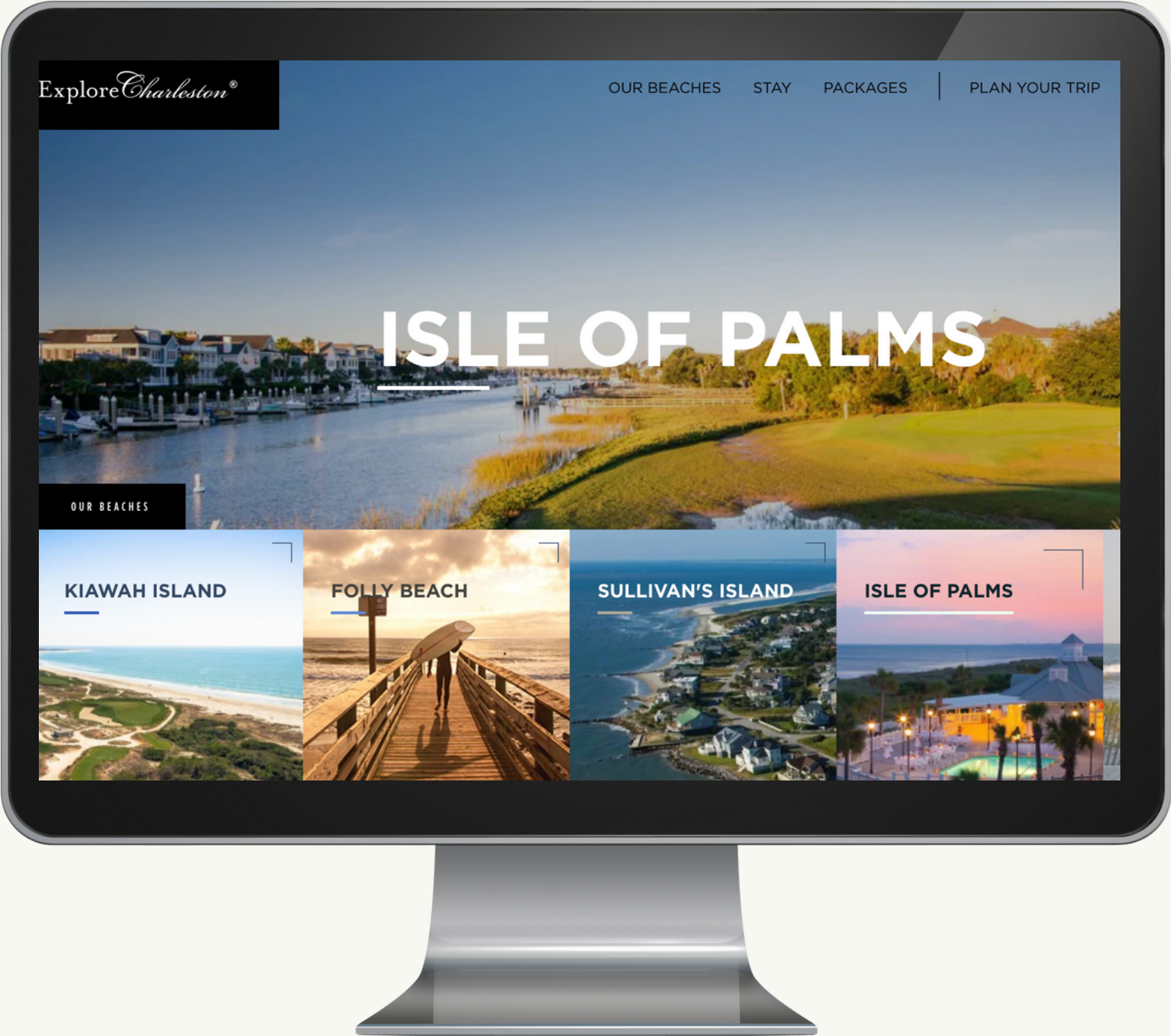
TOP 8 IOP BUSINESSES

146k

TOTAL UNIQUE VIEWS ON
[EXPLORECHARLESTON.COM](https://explorecharleston.com)

FY 20/21

CHARLESTONAREABEACHES.COM

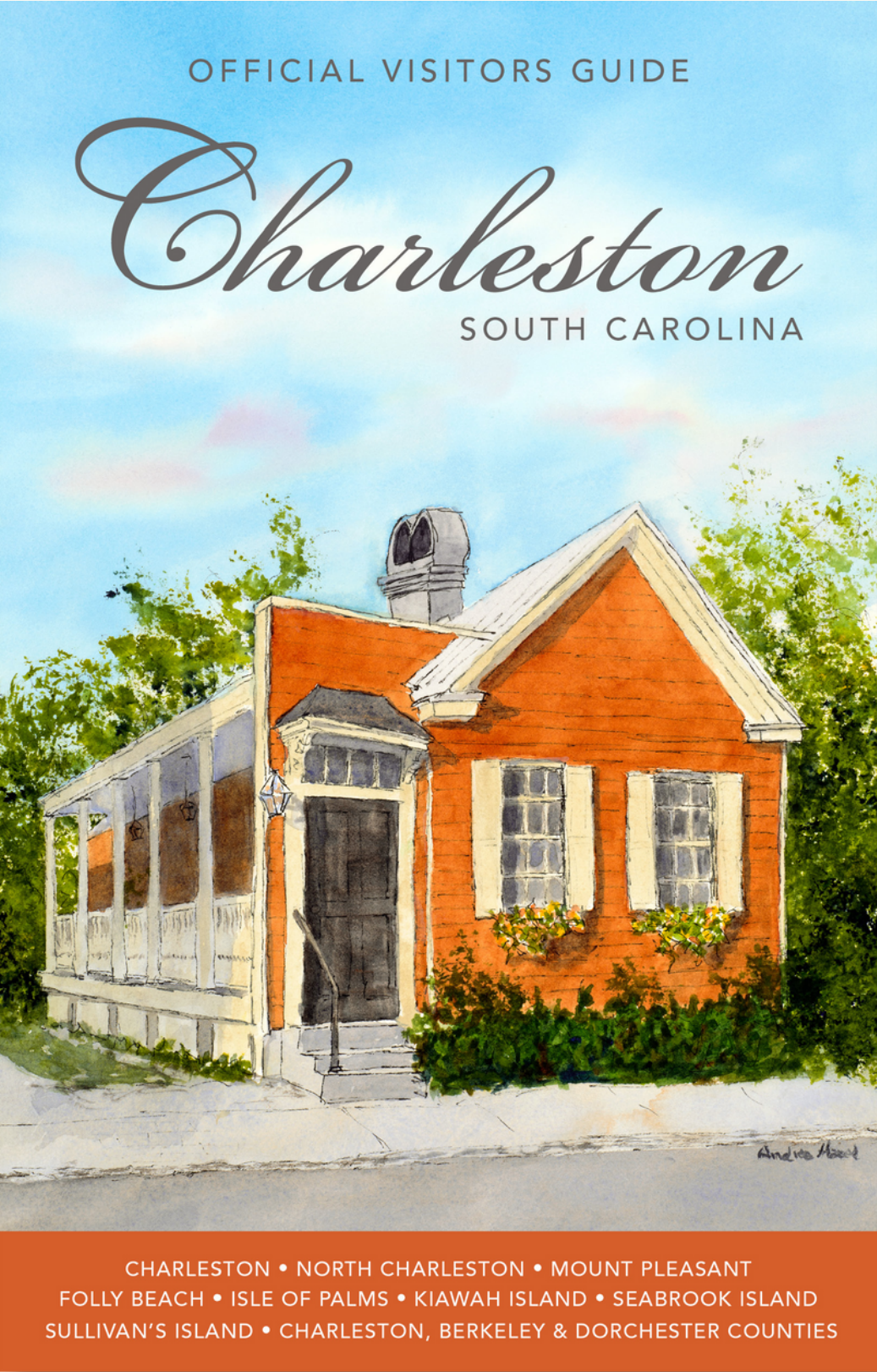


CHARLESTONAREABEACHES.COM

8 of the top 10 most trafficked businesses are located on Isle of Palms

| | | | |
|----------------------|---------------|--------------------------|--------------|
| Island Realty | 18,485 visits | Beachside Vacations | 6,824 visits |
| Beachside Vacations | 12,853 visits | Exclusive Properties IOP | 6,410 visits |
| Dunes Properties IOP | 9,106 visits | East Islands Real Estate | 6,013 visits |
| Wild Dunes Resort | 6,890 visits | Island Realty Rentals | 5,256 visits |

PUBLICATIONS



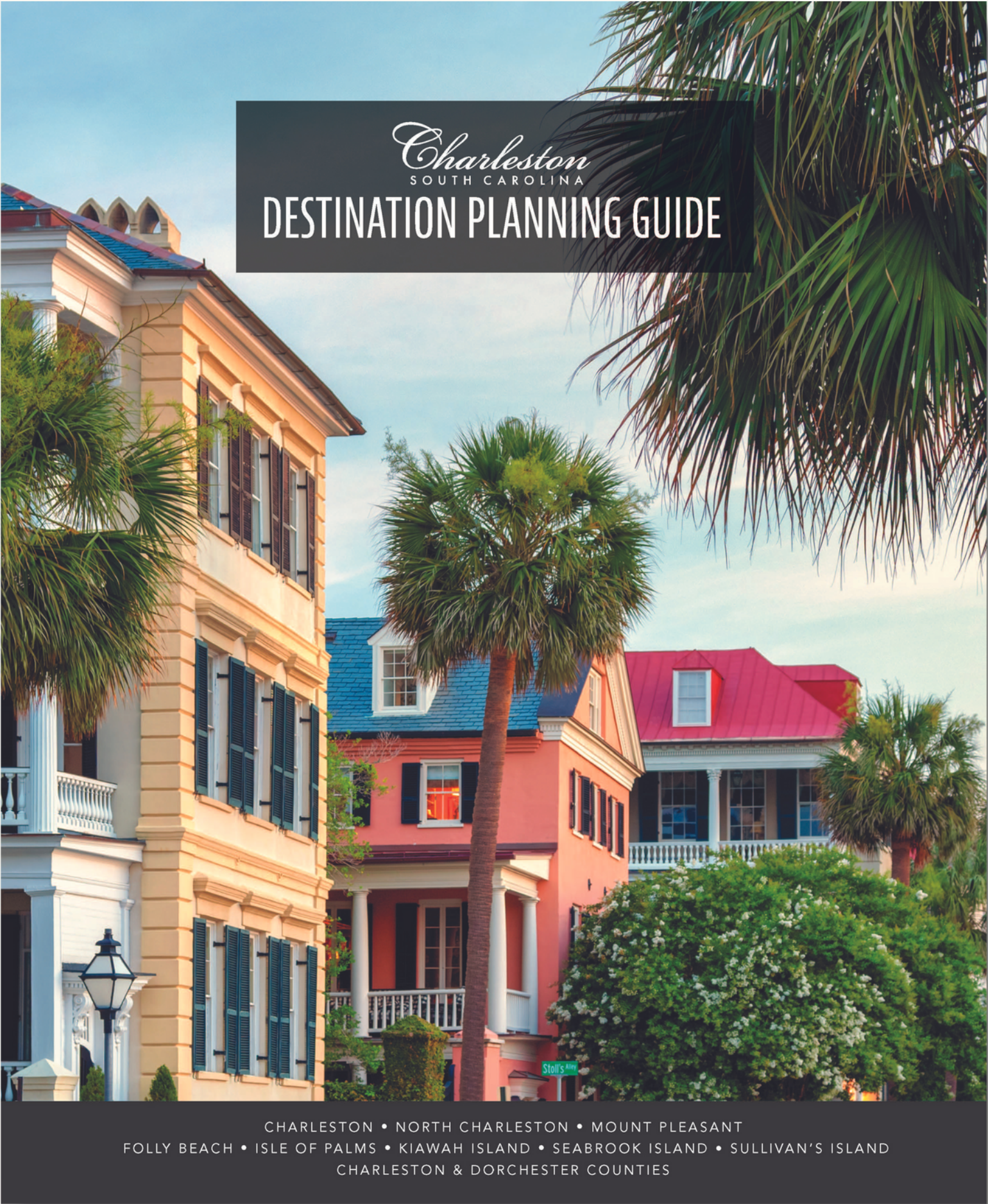
Barrier Islands ISLE OF PALMS

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

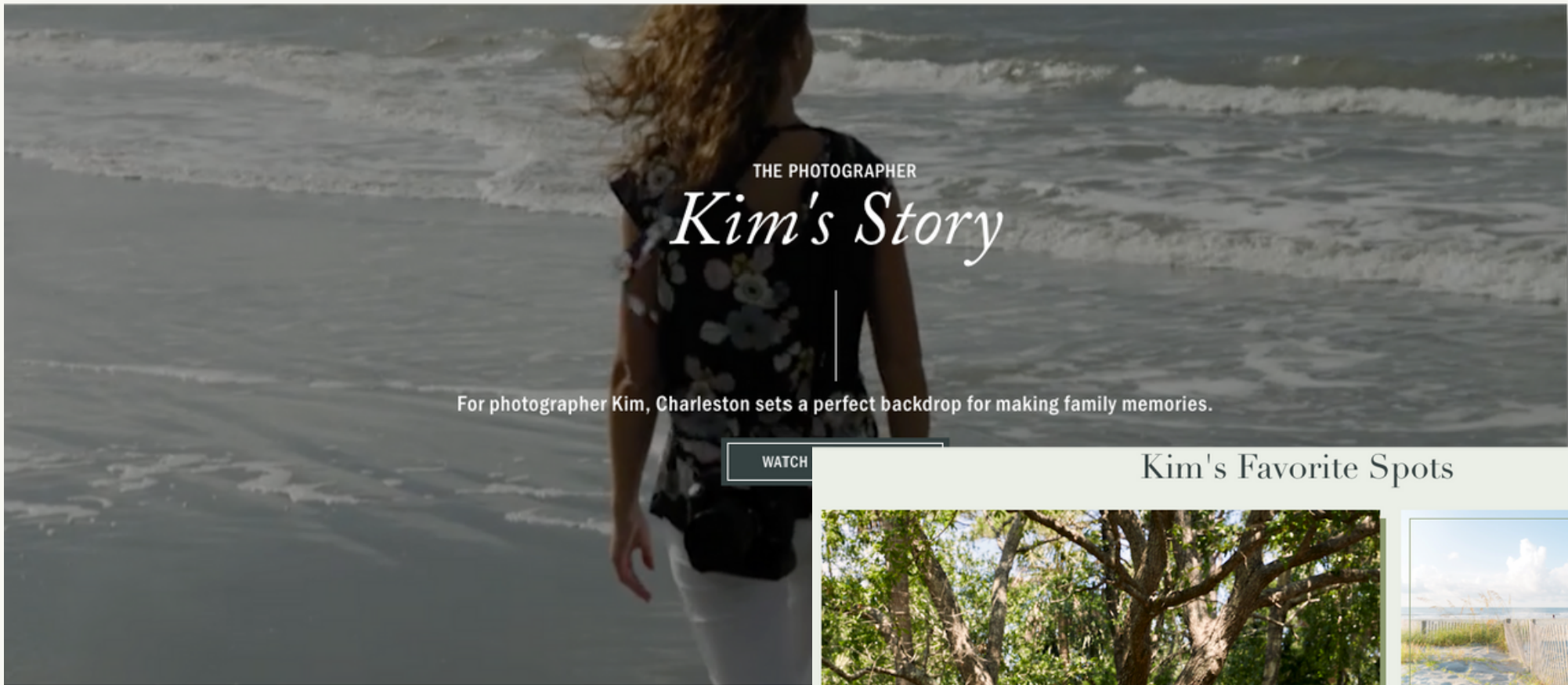
Crossing the Isle of Palms Connector provides a panoramic sense of arrival, with sweeping views of the marsh and intracoastal waterway. Small neighborhoods tucked between centuries old oak trees transition to the renowned Wild Dunes Resort and its two widely acclaimed golf courses and tennis facilities. The front beach area hosts a variety of shops, eateries and longtime watering holes. As both a residential and vacation community, the Isle of Palms offers a full slate of amenities that include a 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, we have the perfect rental for you and your family.



PUBLICATIONS



- **White Glove Treatment**
- **Chris - The Naturalist: IOP is one of his top picks**
- **Kim - The Photographer: beach focus, features IOP, Morgan Creek Grill**




THE PHOTOGRAPHER
Kim's Story

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

WATCH


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 ▶

BLOG POSTS

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

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 Seabrook 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!](#)



ISLE OF PALMS

Explore *Charleston*



ISLE OF PALMS

Explore *Charleston*

BLOG POSTS

AN INSIDER'S GUIDE

♥

10 Charleston Spots in Netflix's Outer Banks That You Can Visit




Whether you're #TeamPogues or #TeamKooks (Who are we kidding? We're all #TeamPogues, am I right?), we can all agree on the fact that we'd love to be transported into Netflix's *Outer Banks* – boating with friends into water-colored sunsets, enjoying outdoor summer movie nights on the green and heading back home to a historic mansion. Did you know that *Outer Banks* was actually filmed in Charleston? Scroll on to check out 10 spots you can visit from the new Netflix hit and begin planning your visit to explore Charleston the Pogue way!

SHARE THIS POST

f

t

e



FEATURED STORY

10 Incredible Views You'll Only See in Charleston

CHARLESTON

BEACH BUCKET LIST

☐ SPOT THE MORRIS ISLAND LIGHTHOUSE

☐ SPEND 4TH OF JULY ON SULLIVAN'S ISLAND

☐ TAKE SURFING LESSONS ON FOLLY BEACH

☐ BIKE AROUND FRESHFIELDS VILLAGE ON KIAWAH ISLAND

☐ EMBARK ON AN ISLE OF PALMS KAYAK TOUR

☐ TEE IT UP ON SEABROOK ISLAND

☐ DINE OCEANSIDE AT KIAWAH ISLAND GOLF RESORT

☐ ENJOY AN ICE CREAM CONE ON ISLE OF PALMS

☐ SIP FROSE ON SULLIVAN'S ISLAND

☐ TAKE A HORSEBACK RIDE ON SEABROOK ISLAND



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!

f / @EXPLORECHARLESTON

t / @EXPLORECHS



INSTAGRAM + FACEBOOK FEATURES

July 2021: IOP

June 2021: Wild Dunes

January 2021: Wild Dunes

October 2020: IOP

September 2020: IOP

August 2020: Wild Dunes

August 2020: IOP

July 2020: Wild Dunes

June 2020: Wild Dunes

June 2020: IOP

May 2020: IOP in

Comeback Campaign

May 2020: Wild Dunes

#TimelapseTuesday

May 2020: Wild Dunes

April 2020: IOP

October 2019: Wild Dunes

August 2019: IOP

August 2019: Wild Dunes

May 2019: IOP

May 2019: Palms Oceanfront Hotel

April 2019: Wild Dunes

October 2018: Morgan Creek Grill

August 2018: Morgan Creek Grill

June 2018: Wild Dunes

June 2018: Wild Dunes

EXPLORECHARLESTON.COM ITINERARIES | FEATURED ON SOCIAL MEDIA



Day One features
IOP + Wild Dunes +
Morgan Creek Grill

57.2k sessions



IOP mentioned in
Where to Beach
recommendations

13.5K sessions



Wild Dunes mention
for Check-In + IOP
mention for
Exciting Excursions


399.6k sessions



Isle of Palms
Featured

10.3K sessions

SOCIAL MEDIA POSTS



explorecharleston

Wild Dunes Resort

explorecharleston

Your summer escape awaits! 🌊🏖️ Visit the link in our profile to learn all about @wilddunesresort's "Summer Family Getaway" deal & book the best decision you'll make all year 🥰 P.S. Can we join?! #ExploreCharleston

10w

👍🗨️📌


Liked by catdority and 5,072 others

MAY 27

😊

Add a comment...

Post



explorecharleston

Wild Dunes Resort

explorecharleston

With 1,600 acres of lush barrier island beauty to explore, @wilddunesresort is the perfect escape to get away from it all. Tee it up on award-winning golf courses, paddle your way through the Lowcountry's waterways or peddle your way around the resort's peaceful bike paths. Visit the link in our profile to book 2 nights & get your 3rd night free! #ExploreCharleston

49w

👍🗨️📌

16,144 views

AUGUST 27, 2020

😊

Add a comment...

Post

#charleston

#charlestonsc

#southcarolina

#discoversc

#lowcountry

#chs

#iamatraveler

#mysouthernliving


#exploremore

#stayandwander

#hearth

#islandlife

#wilddunes



explorecharleston

Isle of Palms, South Carolina

explorecharleston

A dream weekend scene that becomes reality when in Charleston! 🌴🚤🌊 #ExploreCharleston

--

📸👉: @kellermannsmith.chs

47w

👍🗨️📌


Liked by coleschrand and 4,084 others

SEPTEMBER 11, 2020

😊

Add a comment...

Post



explorecharleston

Wild Dunes Resort

explorecharleston

Dreaming of a Labor Day weekend escape with wide open space? 🌊🏖️ Scroll through & comment below which scene we'd find you in, then visit the link in our profile to learn all about @wilddunesresort. #ExploreCharleston

54w

👍🗨️📌

Liked by maggybrown and 4,693 others

JULY 21, 2020

😊

Add a comment...

Post

trinkits62

Hello

We wish to ask Charleston, SC officials and tourism outlets just how many horses must die on their streets before they ban this dangerous and cruel industry?. We are letting you know how much we

MEDIA REFERRALS

The Times & The Sunday Times (Wild Dunes Resort, Coastal Expeditions)

The Atlanta Journal-Constitution & AJC.com (Wild Dunes Resort)

DailyMail.CO.UK (Wild Dunes Resort)

PureWow.com (Wild Dunes Resort)

SpaTravelGirl.com (Wild Dunes Resort)

10Best.com (Wild Dunes Resort)

Where to Retire (Isle of Palms)

WashingtonPost.com & The Washington Post (Wild Dunes Resort, Isle of Palms)

Forbes.com (Wild Dunes Resort)

ChicagoTribune.com (Coastal Provisions)

GoWorldTravel.com (Wild Dunes Resort)

Travelocity.com (Wild Dunes Resort)

Shape (Wild Dunes Resort)

FamilyTraveller.com (Wild Dunes Resort)

TickledPeach.com (Wild Dunes Resort)

Richmond Family Magazine (Wild Dunes Resort)

Carolina Parent (Wild Dunes Resort)

Coastal Living (Wild Dunes Resort)

MEDIA REFERRALS

Cercone Brown Media Fam:

(Wild Dunes Resort, Coastal Expeditions)

Travel + Leisure (media visit)

Forbes.com (media visit)

Vogue.com (media visit)

Shape.com (media visit)

Brit+Co.com (media visit)

CNTraveler.com (media visit)

CountryLiving.com (media visit)

Forbes.com (media visit)

WellAndGood.com (media visit)

Forbes.com (Wild Dunes Resort, Coastal
Expeditions, Coconut Joe's)

Travelocity.com (Coastal Expeditions)

Women's Health (Barrier Island Eco Tours)

AFAR.com (Wild Dunes, Isle of Palms)

SouthernLiving.com

(Wild Dunes Resort, Isle of Palms)

CNTraveler.com (Wild Dunes Resort, Barrier Island
Eco Tours, Coastal Expeditions)

What Our Publishing Partners Say



Condé Nast Traveler

Readers' Choice Awards

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



Southern Living

South's Best Awards

The City of Isle of Palms was
voted No. 10 "South's Best
Beach Towns"



Travel + Leisure

[travelandleisure.com](https://www.travelandleisure.com)

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

EDITORIAL MENTIONS

January 2020

* Charleston was featured in the article "What to Do on Your Day Trip to Charleston With Kids" on ValueMindedMama.com (unique monthly visitors: 350,239). The article mentioned the City of Folly Beach, Rita's Seaside Grille, Pier 101, Town of Sullivan's Island, Fort Moultrie, City of Isle of Palms, Acme Lowcountry Kitchen, Children's Museum of the Lowcountry, Charleston City Market, Home Team BBQ, Taco Boy and Magnolia Plantation and Gardens.

* Charleston was featured in the article "Charleston, South Carolina" on BJTOnline.com (unique monthly visitors: 21,094). The article mentioned St. Michael's Episcopal Church, St. Matthew's Lutheran Church, Fort Sumter National Monument, Bulldog Tours, The Charleston Museum, Edmondston-Alston House, Charleston City Market, Magnolia Plantation and Gardens, Charleston International Airport, City of Folly Beach, Town of Kiawah Island, Wild Dunes Resort, City of Isle of Palms, Belmond Charleston Place Hotel, Hotel Bennett, Cambria Charleston Riverview, Charleston Grill, Husk and Nico "Oyster + Seafood".

February 2020

Charleston was featured in the article "Getting Around Charleston: A Guide to Public Transportation" on TripSavvy.com (unique monthly visitors: 4,493,017). The article mentioned South Carolina Aquarium, The Charleston Museum, Charleston City Market, College of Charleston, City of Isle of Palms, City of North Charleston and Town of Mount Pleasant.

* Wild Dunes Resort and Kiawah Island Golf Resort were named among "9 Best Beach Resorts in South Carolina" on FamilyVacationCritic.com (unique monthly visitors: 288,274).

March 2020

* The City of Isle of Palms was named among "12 Best Last-Minute Spring Break Ideas" on ReadersDigest.com (unique monthly visitors: 2,679,659). The article mentioned Wild Dunes Resort.

Charleston was named among "The Top Mother's Day Getaway Ideas & Luxury Hotels Nearby" on Blog.HotelsCombined.com (unique monthly visitors: 36,861). The article mentioned Miller's All Day, Halsey Institute of Contemporary Art, Gibbes Museum of Art, City of Folly Beach, City of Isle of Palms, Town of Sullivan's Island, The Vendue Hotel, The Rooftop and Revival.

The City of Isle of Palms was voted No. 9 "South's Best Beach Town" in the 2020 Southern Living South's Best Awards. The article mentioned Wild Dunes Resort. The news was shared on SouthernLiving.com (unique monthly visitors: 5,540,000).

* Charleston and City of Isle of Palms were named among "7 Best City-To-Sea Getaways" on FamilyVacationCritic.com (unique monthly visitors: 288,274). The article mentioned South Carolina Aquarium, Children's Museum of the Lowcountry and Wild Dunes Resort.

EDITORIAL MENTIONS

April 2020

Charleston was named among "25 Best Honeymoon Destinations in the USA (For All Couple Styles!)" on OurEscapeClause.com (unique monthly visitors: 36,088). The article mentioned City of Folly Beach, Town of Sullivan's Island and City of Isle of Palms.

Charleston City Market, The Restoration Hotel, The Darling Oyster Bar, 5Church and Wild Dunes Resort were mentioned in the article "Why This Train Route From New York to Miami Should Be Your Next Adventure" on TravelandLeisure.com (unique monthly visitors: 6,600,000).

May 2020

* Charleston was featured in the article "Visiting Charleston on a Genuine 'Sandlapper' Vacation" on TheEpochTimes.com (unique monthly visitors: 2,091,130). The article mentioned Spoleto Festival USA, Zero Restaurant + Bar, Peninsula Grill, Palmetto Cafe, Belmond Charleston Place Hotel, Tommy Condon's Irish Pub, The Dock Street Theatre, College of Charleston, Nathaniel Russell House, Aiken-Rhett House, Heyward Washington House, Calhoun Mansion, Middleton Place, Drayton Hall, Town of Sullivan's Island, Fort Moultrie, City of Isle of Palms, Wild Dunes Links Course, Town of Kiawah Island, Kiawah Island Golf Resort, City of Folly Beach, Lowlife Bar, BLU Beach Bar & Grill, Pier 101, Town of Seabrook Island, Seabrook Island Club and Magnolia's Uptown Down South.

July 2020

* Charleston was featured in the article "The Best Beaches for a Day Trip From Charleston" on Thrillist.com (unique monthly visitors: 10,090,000). The article mentioned Town of Sullivan's Island, City of Folly Beach, City of Isle of Palms, Fort Moultrie, Wild Dunes Resort, The Washout, Lowlife Bar, Bulls Island Ferry, Morris Island Lighthouse, Flipper Finders Boat & Sea Kayak Tour Co. and Beachwalker Park.

Wild Dunes Resort was featured in the article "Travel Trending With Kathy Witt: South Carolina's Wild Dunes Resort a Relaxing Refuge Amidst Pandemic" on ArcaMax.com (unique monthly visitors: 219,681). The article mentioned Beachside Burgers, Hudson's Market, Coastal Provisions, Wild Dunes Links Course and Wild Dunes Harbor Course.

October 2020

Kiawah Island and Isle of Palms were voted among the "Top Islands in the U.S." in Condé Nast Traveler's 2020 Readers' Choice Awards. The news was shared on CNTraveler.com (unique monthly visitors: 2,850,000).

December 2020

Charleston was named among the "The Friendliest Cities in the U.S.: 2020 Readers' Choice Awards" on CNTraveler.com (unique monthly visitors: 2,960,000). The article mentioned Fort Sumter National Monument, Town of Kiawah Island and City of Isle of Palms.

City of Isle of Palms was mentioned in the article "Read 'The Haunting on Palm Court' for Spooky Vibes this Winter" on PR.com (unique monthly visitors: 59,370).

* Denotes that Explore Charleston assisted in the production of this article.

EDITORIAL MENTIONS

February 2021

* City of Isle of Palms, Charleston and Wild Dunes Resort were mentioned in the article “Cincinnati Celebs Reveal Their Favorite Happy Places!” on [JetWithJay.com](#) (unique monthly visitors: 20,000).

* City of Isle of Palms, Charleston and Wild Dunes Resort were mentioned in the article “Cincinnati Celebs Reveal Their Favorite Happy Places!” on [JetWithJay.com](#) (unique monthly visitors: 20,000).

March 2021

Charleston was featured in the article “The Best Beaches in Charleston for a Little R&R” on [CNTraveler.com](#) (unique monthly visitors: 2,920,000). The article mentioned Beachwalker Park, Town of Kiawah Island, City of Folly Beach, City of Isle of Palms, Town of Sullivan's Island, City of Charleston and Home Team BBQ. The news was shared on [Yahoo.com](#) (unique monthly visitors: 3,350,000,000).

Charleston was featured in the article “14 Best Free Things To Do in Charleston, S.C.” on [LonelyPlanet.com](#) (unique monthly visitors: 4,800,000). The article mentioned Charleston City Market, City of Folly Beach, Town of Sullivan's Island, City of Isle of Palms, Saint John's Lutheran Church, St. Philip's Church, Charleston Tea Garden, Cooper River Bridge Run, College of Charleston, White Point Gardens, Fort Sumter National Monument, Charleston Gallery Association and Waterfront Park.

City of Isle of Palms was named among “Best Places To Live on the Coast 2021” in Journal Star (circulation: 51,479).

April 2021

City of Folly Beach, City of Isle of Palms and Town of Sullivan's Island were named among “Coastal South's Greatest Beaches” in South (circulation: 20,000).

Town of Kiawah Island, City of Isle of Palms and City of Folly Beach were named among “Best Beaches in South Carolina” on HGTV.com (unique monthly visitors: 11,710,000). The article mentioned Wild Dunes Resort and The Crab Shacks.

City of Isle of Palms was named among “Best Places To Live on the Coast 2021” in Coastal Living (circulation: 663,842). The article mentioned City of Charleston and Town of Mount Pleasant.

May 2021

Charleston was featured in the article “The Ultimate Guide To Getting Married in Charleston” on SouthernLiving.com (unique monthly visitors: 8,410,000). The article mentioned The Vendue Hotel, The Rooftop, Poogan's Porch, William Aiken House, American Theater, South Carolina Aquarium, Governor Thomas Bennett House, The Gadsden House, Lowndes Grove, White Point Gardens, Cypress Gardens, The Carolina Girl, The Tides at Folly Beach, City of Isle of Palms, Town of Sullivan's Island, Hill & Co. Creative, Tara Guérard Soirée, Maddison Row South, Tiger Lily Weddings, Loluma, Salthouse Catering, Flowerchild, Chugalug Wagon, The Bluestone Ramblers, High Wire Distilling, Deep Water Vineyard, Christophe Artisan Chocolatier-Pâtissier, Charleston City Market, Gibbes Museum of Art, Middleton Place, Whirlin' Waters Adventure Waterpark, Fort Sumter National Monument and City of Folly Beach. The news was shared on Yahoo.com (unique monthly visitors: 3,550,000,000).

* Denotes that Explore Charleston assisted in the production of this article.

EDITORIAL MENTIONS

June 2021

Charleston was featured in the article “Top 11 Things To Do While Visiting Charleston, South Carolina” on TravelOffPath.com (unique monthly visitors: 877,120). The article mentioned City of Folly Beach, City of Isle of Palms, Town of Sullivan's Island, Town of Kiawah Island, FIG, Boone Hall Plantation, Charleston City Market, Waterfront Park, Rodney Scott's BBQ, The Ordinary, The Charleston Museum, Gibbes Museum of Art and College of Charleston.

Beachwalker Park and City of Isle of Palms were named among “The 50 Best Beaches for Summer” on TravelPulse.com (unique monthly visitors: 1,600,000). The news was shared on MSN.com (unique monthly visitors: 1,600,000).

Charleston was featured in the article “Everything You Need To Know About Beach Parking (and Where To Find It) In Charleston” on TheState.com (unique monthly visitors: 1,690,000). The article mentioned City of Folly Beach, Folly Beach County Park, The Washout, Town of Kiawah Island, 2021 PGA Championship, Beachwalker Park, City of Isle of Palms, Isle of Palms County Park, Town of Mount Pleasant, Wild Dunes Resort, Town of Sullivan's Island, Town of Seabrook Island and Fort Moultrie. The news was shared on Yahoo.com (unique monthly visitors: 3,550,000,000).

Town of Sullivan's Island, Town of Mount Pleasant, Town of Kiawah Island, City of Folly Beach, College of Charleston and City of Isle of Palms were mentioned in the article “What's the Best Beach in SC? Here's What the Locals Will Tell You.” on HickoryRecord.com (unique monthly visitors: 420,190).

Charleston was featured in the article “Charleston's Southern Charm” in Newsmax (circulation: 125,618). The article mentioned Spoleto Festival USA, Bulldog Tours, Town of Sullivan's Island, City of Isle of Palms, The Angel Oak Tree, Emeline, Frannie and The Fox, Kings Courtyard Inn, Drayton Hall, Husk, Circa 1886, The Park Cafe and Butcher & Bee.

July 2021

Charleston was featured in the article “Best Neighborhoods To Explore in Charleston” on LonelyPlanet.com (unique monthly visitors: 4,330,000). The article mentioned The Dock Street Theatre, Town of Mount Pleasant, Marina Variety Store & Restaurant, The Rooftop, Waterfront Park, Charleston RiverDogs, The Citadel, The Military College of South Carolina, Edmund's Oast, City of Folly Beach, Morris Island Lighthouse, Town of Sullivan's Island, Fort Moultrie, City of Isle of Palms, Wild Dunes Resort, Town of Kiawah Island, The Sanctuary at Kiawah Island Golf Resort, Beachwalker Park and Patriots Point Naval & Maritime Museum.

Charleston was featured in the article “Road Trips at the Ready: Our Guide To Enjoying Charleston's Food, Sights and Hotels” on CharlotteObserver.com (unique monthly visitors: 2,800,000). The article mentioned 20 South Battery, Grand Bohemian Hotel Charleston, The Dewberry, The Vendue Hotel, The Rooftop, Zero George, Butcher & Bee, The Darling Oyster Bar, Fleet Landing Restaurant, Halls Chophouse, Republic Garden & Lounge, Fort Sumter National Monument, City of Folly Beach, City of Isle of Palms, Town of Kiawah Island, Town of Seabrook Island, Waterfront Park, Old South Carriage Company, Palmetto Carriage Works, The Angel Oak Tree, Charleston City Market, Old Slave Mart Museum, Magnolia Plantation and Gardens and Bulldog Tours. The news was shared on Yahoo.com (unique monthly visitors: 3,620,000,000).

* Denotes that Explore Charleston assisted in the production of this article.

YOUR BEST FACE FORWARD

MONTHLY FOCUS

Positioning IOP as the closest beach in proximity to Charleston with - a business district, restaurants, health care services, golf, tennis, luxury gated community, marina, and public beach access



MEDIA RELATIONS

One of the services Explore
Charleston does best!

\$867M

TOTAL VALUE COMPLEMENTING
PAID ADVERTISING





**WHY DOES GROUP SALES
MATTER TO IOP?**

TALKING THE TALK

CONTINUE TO DEVELOP TARGETED ACTION PLANS THAT FOCUS ON GROWING GROUP BUSINESS FOR IOP DURING MID-WEEK AND OFF-PEAK PERIODS.



Tradeshows



Promotions



Site Visits

ASSOCIATION TRADESHOWS

\$ 18,750

HelmsBriscoe ABC

\$ 7,825

IPEC

\$ 12,650

PCMA Convening
Leaders

\$ 22,975

ASAE Annual Trade
Show

\$ 9,025

CONNECT DC

\$ 8,550

CONNECT Florida/SE
Marketplace

ASSOCIATION TRADESHOWS

\$ 9,025

**CONNECT
Marketplace**

\$ 7,825

**Destination
Southeast**

\$ 38,500

IMEX America

\$ 6,450

**Luxury Meetings
Summit**

\$ 6,700

**MPI Carolinas Annual
Trade Show**

\$ 8,850

**MPI World Education
Congress**

ASSOCIATION TRADESHOWS

\$6,275

AENC Annual Trade Show

\$15,875

GSAE Annual Meeting & Trade Show

\$8,230

Holiday Showcase

\$14,000

SCSAE Annual Trade Show

\$4,550

TNSAE Annual Trade Show

\$4,000

VSAE Annual Trade Show

CORPORATE TRADESHOWS

| | |
|----------|--------------------------------|
| \$18,750 | HelmsBriscoe ABC |
| \$7,825 | IPEC |
| \$12,650 | PCMA Convening Leaders |
| \$5,800 | ADTRAV |
| \$9,025 | CONNECT Marketplace |
| \$8,550 | CONNECT Florida/SE Marketplace |

CORPORATE TRADESHOWS

| | | | | | | | |
|---------|---------------------------------|---------|------------------------------|----------|----------------------------|---------|----------------|
| \$6,450 | Luxury Meetings Summit | \$7,825 | Destination Southeast | \$38,500 | IMEX America | \$6,800 | SITE Southeast |
| \$6,700 | MPI Carolinas Annual Trade Show | \$8,850 | MPI World Education Congress | \$11,300 | AAA Superbowl of Knowledge | | |

GOVERNMENT TRADESHOWS



INCENTIVE TRADESHOWS

| | |
|----------|--------------------------------|
| \$9,025 | CONNECT Marketplace |
| \$8,550 | CONNECT Florida/SE Marketplace |
| \$18,750 | HelmsBriscoe ABC |
| \$8,850 | MPI World Education Congress |
| \$6,800 | SITE Southeast |
| \$7,825 | Destination Southeast |
| \$38,500 | IMEX America |
| \$6,450 | Luxury Meetings Summit |
| \$12,650 | PCMA Convening Leaders |

INTERNATIONAL TRADESHOWS

\$38,500

IMEX America

\$9,800

Brand USA

\$11,000

IPW

\$8,300

ITB

\$10,800

Travel South
International



LEISURE TRADESHOWS

\$12,000

Virtuoso Travel Week

\$6,350

Signature Travel
Annual Conference

\$11,300

AAA Superbowl of
Knowledge

\$10,800

Travel South
International



TOUR AND TRAVEL TRADESHOWS

\$10,800

Travel South
International

\$12,950

Accent East

\$9,350

NTA Contact

\$6,840

ABA Marketplace

\$6,380

NTA

\$4,550

Travel South
Domestic

WEDDING AND SPORTS TRADESHOWS

\$ 8 , 3 0 0

Wedding Salon Fall
Showcase

\$ 4 , 5 0 0

TEAMS

\$ 2 , 5 0 0

Sports Events
Tourism Association

\$ 2 , 0 0 0

Running USA
Conference

\$ 6 , 1 5 0

CONNECT Sports



NONSTOP DESTINATIONS

SEA

DEN

LAX

MKE

MDW & ORD

DTW

CLE

CAK

LCK & CMH

PIT

IND

CVG

MCI

STL & BLV

SDF

BNA

HSV

ATL

DAL & DFW

MSY

HOU & IAH

CLT

★ CHS

MCO

TPA

PGD

FLL

MIA

BOS

PVD

BDL

JFK, LGA & EWR

TTN

PHL

BWI

DCA & IAD

RIC

ORF

EXPLORE CHARLESTON HAS 12
FULL TIME SALES TEAM MEMBERS
AND WILL SPEND

\$365k

INVESTMENT TO THE SUCCESS OF IOP
GROUP AND LEISURE TRAVEL





WHY PARTNERSHIPS MATTER...

Explore Charleston's
UNIQUE Capabilities

SUPPORTING LOCAL GOVERNMENT

LEARN
HOW TO
LEAVE
ONLY
FOOTPRINTS



COASTISCLEANSO.COM

Explore Charleston



Explore Charleston

OUR BEACHES | STAY | PACKAGES | PLAN YOUR TRIP | REQUEST A VISITORS GUIDE

COAST IS CLEAN
FOLLY BEACH
ISLE OF PALMS
SULLIVAN'S ISLAND

The City of Isle of Palms, Town of Sullivan's Island and City of Folly Beach want to remind visitors about important regulations intended to protect the region's precious assets and promote a healthy environment for all who visit the island communities.

WHEN YOU PLAN YOUR TRIP TO ONE OF THE BEACHES, PLEASE REMEMBER THE FOLLOWING:

[\[Link\]](#)

LEARN MORE AT COASTISCLEANSO.COM

Explore Charleston

1m ·

Follow

Do it for the turtles, y'all! 🌊 Along with the City of Isle of Palms, town of Sullivan's Island & city of Folly Beach, we want to remind everyone about important regulations intended to protect our region's precious assets & promote a healthy environment for all who visit our beautiful barrier islands! 🌊 Learn more: [CoastIsCleanSO.com](#) #CoastIsClean #ExploreCharleston See Less

Be the first to leave a comment.

Coast is Clean

CRISIS MANAGEMENT

- evacuation management
- handling visitor needs and answering questions
- emergency reserve fund dollars



A woman with long dark hair, wearing a wide-brimmed straw hat and a bright orange, backless, strapless dress with a large bow at the waist, is walking away from the camera on a dirt path. She is carrying a large, light-colored woven basket in her left hand. The path is surrounded by dense, vibrant green foliage and trees, with sunlight filtering through the leaves. A white rectangular box with a teal triangle at the top is overlaid on the right side of the image.

QUALITY OVER QUANTITY

- Increase visitor spend, not visitor numbers

TOP BILLING

YEARS IN THE MAKING

- EC positions IOP as Charleston's closest island with upscale overnight accommodations designed for families, groups & conferences
- Targeting out-of-state OVERNIGHT guests with a household income of \$100k+





VALUE ADDED

- Positioned in association with Charleston - top travel accolade recipient
- Leveraging the resources of **\$21million** organization
- CVB is experienced with selling against the comp set of Hilton Head, Myrtle Beach, Amelia Island, and Outer Banks



FUFILLMENT

85,009

ExploreCharleston.com
Interactions with IOP
Businesses

(Source: Google Analytics 8/1/2020 - 7/2021)

FULL-TIME DEDICATED STAFF

- 55 full-time employees DEDICATED to ONE ACCOUNT (the Charleston metro area)
- Experienced leaders in Marketing, Sales, Media Relations, & Crisis Management
- Promotional events
- Existing marketing partnerships (airlines, SCPRT, etc)
- ESTABLISHED relationships with the media, influencers, & corporate organizations

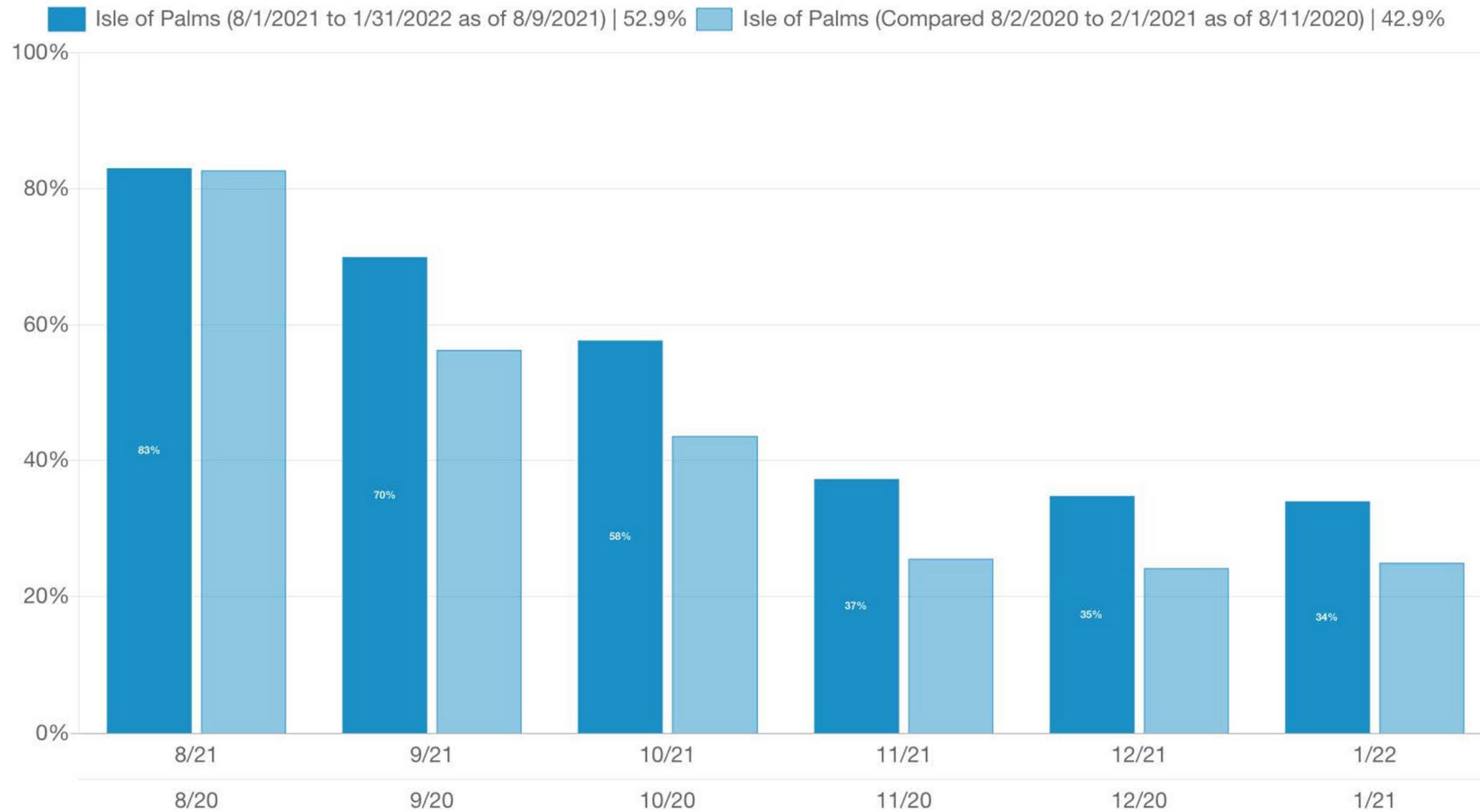




OUR COMMITMENT TO YOU

- Positioning IOP as a top affluent travel destination
- Maintain visitation levels and position the IOP for sustained future growth
- Providing monthly plans and promises that we're making yearly

Isle of Palms Adjusted Paid & Owner Occupancy



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ENDING ON A STRONG NOTE

We expect the year to end on a strong note as we have a lot more business on the books now than we did on the same date last year!

EXPLORE CHARLESTON WORKS FOR YOU!



Helen Hill
CEO
Explore Charleston



Perrin Lawson
Deputy Director / VP,
Business Development
Explore Charleston



Frank Fredericks
Past Chairman
Explore Charleston



Dan Battista
Senior VP & Southeast
Regional Leader
LOWE

HOW TO REACH US

CHARLESTON AREA
VISITOR CENTER

375 Meeting Street

PHONE NUMBER

843-853-8000

EMAIL

hhill@explorecharleston.com





THANK YOU FOR
YOUR TIME

Explore *Charleston*