



TRAVEL COUNCIL

SEPTEMBER 10, 2013

HIBERNIAN HALL
THE MILLS HOUSE
WYNDHAM GRAND
HOTEL

*Thank You
To Our Service
Providers*

VENUE:
HIBERNIAN HALL

AUDIO/VISUAL:
TECHNICAL EVENT
COMPANY

PHOTOGRAPHY:
ROBBIN KNIGHT
DIGITAL
PHOTOGRAPHY

FEATURE: VISITOR SERVICES

YOUR ONE STOP SHOP

Visitor Services plays two major roles within the Charleston Area Convention & Visitors Bureau.

First and foremost, the visitor center staff is the "front line," one of many friendly faces a visitor encounters. While our marketing department works tirelessly to promote the Charleston area, it is the focus of the visitor centers to understand and carry that marketing message to our arriving visitors.



Secondly, but equally as important as our message, is the role of merchandising our investors. Currently the visitor centers sell tickets/admission for over 60 tours and attractions and books rooms for 110 properties through Lowcountry Reservation Service. In addition, the centers sell tickets for seasonal and special events in the Charleston area, such as Southeastern Wildlife Expo, Fall Festival of Houses and Gardens, The Oyster Festival and many more.

TAKE AWAYS

25% of Charleston area visitors come through our visitor centers

1. Do you have your brochures at the visitor centers?
2. Are you taking advantage of ticket/sales opportunities at the visitor centers?
3. Are you utilizing Lowcountry Reservation Service for last minute inventory?

VISITOR CENTER NUMBERS FOR AUGUST 2013:

Total # of Visitors: 64,165

Total # of Tour Tickets Sold: 11,488



AGENDA | SEPTEMBER 10, 2013
HIBERNIAN HALL
THE MILLS HOUSE WYNDHAM GRAND HOTEL

- I. Welcome Linn Lesesne
Travel Council Chairperson
Charming Inns, Circa 1886 Restaurant & Kitchen 208
- II. Gibbes Museum of Art Update..... Angela Mack
Executive Director
Gibbes Museum of Art
- III. Visitor Services: Your One Stop Shop Walter McCants
Director of Visitor Services
- IV. Investor Relations Update..... Andy Rankin
Director of Investor Relations
- V. Executive Director's Report..... Helen Hill
Executive Director
- VI. Adjourn & Raffle..... Linn Lesesne

NOTES: _____

MARK YOUR
CALENDAR

TRAVEL COUNCIL MEETING | OCTOBER 8 | 4 - 6 PM
CHARLESTON HARBOR RESORT & MARINA



LOWCOUNTRY RESERVATION SERVICE

RESERVATION BOOKING CONTRACT

The Charleston Area Convention and Visitors Bureau ("CACVB") agrees to book lodging reservations for the following lodging property ("Property"), _____,

Located at _____
(Please list full physical address where room will be booked.)

This agreement is valid subject to the following stipulations:

1. Property agrees to participate in the lodging program, run by the CACVB but known as Lowcountry Reservation Service (LRS).
2. LRS bookings are made for walk-in reservations through staff members located in the following CACVB Official Visitor Centers: (a) Charleston Visitor Center, 375 Meeting Street; (b) Mount Pleasant Visitor Center, 99 Harry Hallman Boulevard; (c) North Charleston Visitor Center, 4975-B Centre Point Drive.
3. Participants must be a current CACVB Travel Council member. Membership in Travel Council renews annually in July.
4. Property understands that it is responsible for updating information on the availability / price / type of room with the LRS Representative daily. The rate is commissionable by 10%.
5. Property agrees to set the CACVB / LRS up as a direct bill client, with payment terms of net-30.
6. Upon booking a room, LRS Representative will contact the Property for final confirmation of availability. It is at this time that the Property provides a confirmation number to LRS. This confirmation number will be given to LRS customer at time of reservation on a booking receipt. Customer will use this receipt at Property check in.
7. Property agrees for CACVB to charge and collect the full amount of the daily accommodations rate, plus applicable local taxes and fees, at the time a reservation is confirmed. Taxes and fees will be charged by the CACVB as provided by the Property in this agreement:

State Sales Tax	6%	
Local Option Sales Tax	1.5%	
SC State Accommodations Tax	2%	
Charleston County Accommodations Tax	2%	
Local Accommodations Tax	_____% (Please complete.)	Total Taxes: _____ (10.5%, 11.5%, 12.5% or 13.5%.)
City of Charleston = 2%	Town of Mount Pleasant = 1%	
City of Folly Beach = 1%	City of North Charleston = 2%	
City of Isle of Palms = 1%	Town of Seabrook Island = 0%	
Town of Kiawah Island = 1%	Town of Sullivan's Island = 1%	
Dollar Per Room Lodging Co-operative	_____ (\$1.00 or \$1.09)	
Other fees	_____ (Please detail.)	
	_____	Total Fees: _____
Property Representative's initial: _____		

**Should Property incorrectly list the applicable tax rates hereinabove such that CACVB collects less than would be due the applicable taxing authority, Property hereby agrees that such difference shall be solely the responsibility of Property and that CACVB bears no responsibility for such amount.*

8. All sales which are booked through LRS will be paid to the Property monthly. Payments will be made on the first business day of each month for all sales made the previous month. Should the first of the month fall on a weekend or holiday, payments will be made on the next business day. A report detailing each booked reservation, to include applicable taxes and fees, for the period will be enclosed with check payment.
9. The CACVB will remit all appropriate taxes and fees to the Property as described above based on Property's input as to what taxes are required to be collected by CACVB; Property in turn assumes responsibility for proper submission of taxes and fees to local and state governments.
10. A current W-9 Form is required before any payments will be issued to the Property.
11. The CACVB will charge a commission of 10% of the room rate for all booked reservations at the Property. The commission is invoiced monthly. Property understands that if payment in full is not received within 60 days, CACVB reserves the right to terminate the booking agreement without any liability to Property whatsoever. Such termination does not absolve Property of its obligation to remit any payments due under this Agreement.

12. The Property recognizes that there shall be no guarantee by the CACVB / LRS for the number of rooms sold at the Official Charleston Visitor Center or any of its satellite centers. Reservation booking volume will vary depending on seasonal and other demand factors.
13. The Property recognizes that the CACVB retains the right to cease sales with the Property if it is found that the Property does not comply with proper operating standards, professional behavior to both visitors and visitor center staff, or falls behind in its financial obligations to the CACVB, all in the CACVB's sole and absolute discretion.
14. The Property recognizes and agrees that under no condition shall an agency relationship exist between the Property and the CACVB and Property further agrees to indemnify, defend and hold harmless the CACVB from and against any and all liabilities, obligations, losses, damages, costs, penalties, claims, actions and expenses, including reasonable attorneys' fees of whatever kind and nature (collectively herein a "Claim"), to the extent Claims are imposed on the CACVB as a result of any alleged agency relationship between Property and CACVB or under any other theory of liability whatsoever.
15. This agreement can be terminated by either party, with or without reason, in writing, at any time. In the event of such termination, all payments due shall be made as previously agreed under this Agreement.

Signature, Authorized Property Representative

Date

Print Name

Title

Phone

Email

Mailing Address for Check

Mailing Address for Invoice

Signature, CACVB Representative

Date



LOWCOUNTRY RESERVATION SERVICE

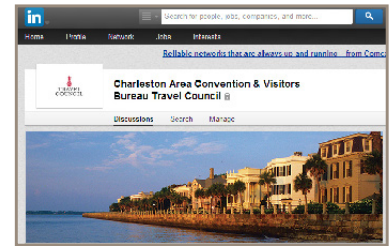
a division of the

Charleston Area Convention & Visitors Bureau
423 King Street, Charleston, SC 29403

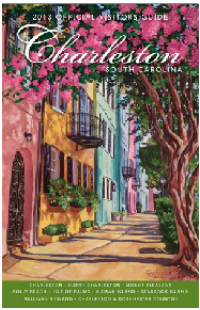
EXECUTIVE

LINKED IN

Please join our LinkedIn group, Charleston Area Convention & Visitors Bureau Travel Council, and post event happenings, job openings and any other news you would like to share directly with our Travel Council Investors. We currently have over 265 members in our Travel Council group!



INVESTOR RELATIONS



2014 OFFICIAL CHARLESTON AREA VISITORS GUIDE

Our 2014 Visitors Guide deadline is fast approaching. To be included please enter your listing information at charlestoncvb.com/vguide. Speak with your CVB account representative for display ads in the publication and upgrading your listing on ExploreCharleston.com.

Account Representatives: Andy Rankin, arankin@explorecharleston.com or 805.3033, Sandy Nivens, snivens@explorecharleston.com or 958.3620 and Martha Bratton, mbratton@explorecharleston.com or 958.3622.

SALES

BE OUR GUEST! WHO COULD RESIST THIS INVITATION?

The sales department has been busy sending over 200 invitations with cheese zingers for a Chicago meeting planner reception and luncheon that will be held September 18 and 19!

FALL 2013 TRADESHOW SCHEDULE

SEPTEMBER

MPI-Carolinas Chapter Annual Trade Show | September 19-20, 2013
Durham, NC | Corporate Market | Chris Hendrix
chendrix@explorecharleston.com or 843.805.3083

OCTOBER

IMEX America | October 14-18, 2013
Las Vegas, NV | Incentive, Corporate | Chris Hendrix
chendrix@explorecharleston.com or 843.805.3083

Rejuvenate | October 28-30, 2013

Daytona Beach, FL | Religious Market | John Michael McCants
jmmccants@explorecharleston.com or 843.805.3098

NOVEMBER

Georgia Society of Association Executives (GSAE) | November 2013
Atlanta, GA | Association/Corporate Market | Chris Hendrix
chendrix@explorecharleston.com or 843.805.3083

Society of Incentive and Travel Executives (SITE) South East Chapter | November 3-6, 2013
Nashville, TN | Incentive, Corporate Market | Chris Hendrix
chendrix@explorecharleston.com or 843.805.3083



Chicago Invitation

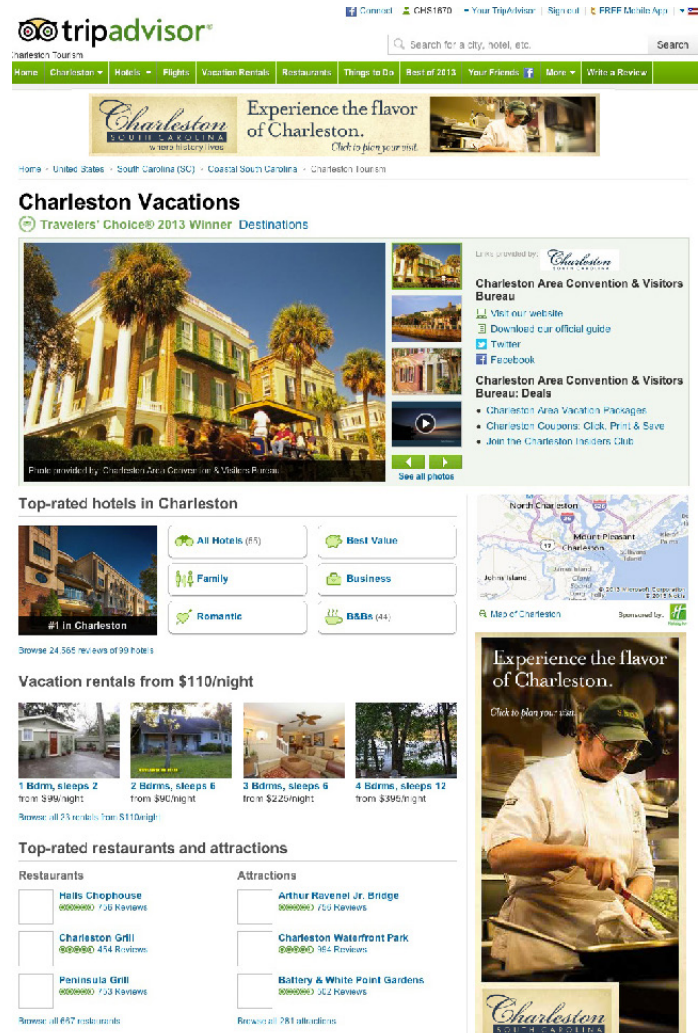
ROOMS TO FILL IN JANUARY?

The CACVB will have an increased marketing effort related to the Charleston Restaurant Association's upcoming Restaurant Weeks, particularly January's event. There is still time to submit packages for September's Restaurant Week, and we are eagerly accepting packages for January 2014 as well. If your property intends to submit a January package, even if you don't have the details yet, we'd love to hear about your intent for planning purposes. To submit a package, go to charlestoncvb.com/submitpackages, and let us know that you plan on benefiting by being a part of January's Restaurant Week packages landing page. Contact Keely Laughlin by email, klaughlin@explorecharleston.com.



TRIPADVISOR COOPERATIVE ADVERTISING PROGRAMS

Reach the largest online travel community, offering free user-generated reviews and opinions. We will be offering banner ad opportunities on Tripadvisor.com with fixed positioning on the area overview pages, including Charleston, North Charleston, Mount Pleasant, Kiawah, Seabrook, Isle of Palms and Folly Beach. For more information and available opportunities email Chisholm Seabrook at cseabrook@explorecharleston.com.



CHARLESTON AREA SPORTS COMMISSION



The Charleston Area Sports Commission has been actively involved with the formation of a new economic development agency, the South Carolina Sports Alliance (SCSA). The new organization's purpose is to grow, promote and enhance the sports industry in the state.

The SCSA currently has 25 members comprised of CVBs, parks and recreation departments, sports venues, sports commissions, and other related organizations. Members of the SCSA will recruit events by attending premier sports trade shows, as well as advertising in nationally known sports publications. They will also work to establish ongoing relationships with sports event organizers to secure new and repeat business. The first "Summit" is scheduled for Charleston on September 30, 2013.

For more information about SCSA, please visit the website at sportsinsc.com or contact Kathleen Cartland (Vice President) at 843.805.3030.



GREATER CHARLESTON RESTAURANT ASSOCIATION, INC.

MARK YOUR CALENDAR!



Southern Living
TASTE
OF
CHARLESTON

THE 33RD ANNUAL

SEPTEMBER 27-29, 2013

FRI, SEPT 27

*Taste: Sweet & Southern on Shem Creek
Cottage on the Creek, Mt. Pleasant, 6-10 pm*

FRI & SAT, SEPT 27-28

*Taste: Dine Around
Participating restaurants listed on website*

SAT, SEPT 28

*Taste: Iron Chef Competition
Downtown at the Culinary Institute of Charleston, 6-9 pm*

SUNDAY, SEPT 29

*Taste: Main Event
Boone Hall Plantation, Mt. Pleasant, 10:30 am-5 pm*

*For a complete schedule of events or
to purchase tickets, visit
CHARLESTONRESTAURANTASSOCIATION.COM
or call **843.577.4030***

MEDIA HIGHLIGHTS

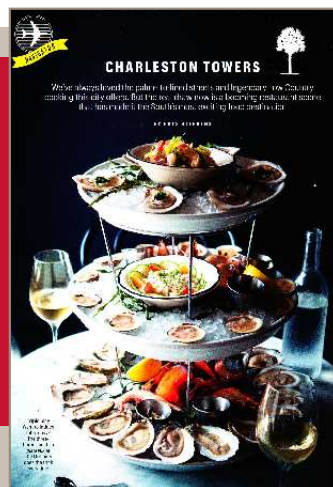
In its article, "Southern Charmer" *Family Fun* (circulation: 2,124,624) highlighted a family vacation to the Charleston area with mention of the South Carolina Aquarium, Patriots Point Naval and Maritime Museum, Town & Country Inn and Suites, Embassy Suites Historic District, Tides Folly Beach, Charleston Pirate Tours, Cupcake, The Kickin' Chicken, Charleston SUP Safaris, and the Folly Beach Fishing Pier.



Martha Stewart Living (circulation: 2,085,036) shared places to eat, drink, shop, and explore in the Charleston area. The article highlighted Hominy Grill, Husk, FIG, The Ordinary, Ben Silver, and Planters Inn.



Slightly North of Broad, Hank's Seafood, Magnolia's, Amen Street Raw and Fish Bar, Closed for Business, Husk, McCrady's, FIG, Hominy Grill, Coast Bar and Grill, and Oak Steakhouse were included in a Best Restaurants in Charleston round-up on travelchannel.com (1,051,558 unique monthly visitors).



In its article, "Charleston Towers" *Bon Appétit* (circulation: 1,541,469) highlighted Husk, Charleston Place Hotel, Wentworth Mansion, Butcher & Bee, The Ordinary, FIG, The Glass Onion and Cypress.



The Charleston area's food scene was highlighted in *Olive* (circulation: 82,772). The article mentioned Hominy Grill, Butcher & Bee, Husk, McCrady's, and Dixie Supply Bakery & Cafe.

QUOTE OF THE MONTH

"They call this the Holy City because of the number of churches gracing its street corners. These days, though, the city's restaurants could be its new tabernacles- for Charleston truly has become a venerable place to worship."

- Audrey Gillan
Olive magazine (circulation: 82,772)