



February 28, 2023

Mr. Ashley Berry
Finance Director
Department of Parks, Recreation and Tourism
State of South Carolina
1205 Pendleton Street
Columbia, SC 29201

Dear Ashley,

Please find enclosed our reporting from the second quarter of FY22/23. Let us know if you have any questions.

Sincerely,

Jenny Pepler
JP/self

Enclosure

CHARLESTON AREA CONVENTION & VISITORS BUREAU

375 Meeting Street | Charleston, South Carolina 29403 | 843.853.8000 | ExploreCharleston.com

[f](#) / [v](#) @ExploreCharleston [t](#) / [p](#) @ExploreCHS

ExploreCharleston.com

October 1-31, 2022

The Snapshot of this month's activities:

CVB Website users: 293,982 (up 15.37% YOY)

CVB Website sessions: 367,215 (up 11.66% YOY)

Callers Assisted by VIS: 566

Live Chat Visitors Assisted by VIS: 176

VGs Mailed In-house: 7,191

Issuu.com/Explore Charleston VG impressions: 1,690

Issuu.com/Explore Charleston VG reads: 1,234

Year-to-date inquiries from July 1, 2022: 1,452,403

Visitor Center Attendee: 48,380

Attraction Attendance (+/-): 174,009

Occupancy and ADR (+/-): Occupancy = 73.9% / ADR = \$198.08

Top ten cities: New York; Philadelphia; Chicago; Washington, D.C.; Tampa-St. Petersburg-Sarasota; Atlanta; Greenville-Spartanburg-Asheville-Anderson; Charlotte; Orlando-Daytona Beach-Melbourne; and Boston

Top ten states: Florida; North Carolina; South Carolina; Pennsylvania; Texas; Ohio; Virginia; Georgia; Illinois; and New Jersey

Media:

1. Local: *Post & Courier*(X2), *Charleston City Paper*(X4), Charleston Magazine, CHSToday,

2. National: PRIOR, Essence Magazine, Travel Noire, Southern Bride(X3), Afar Magazine(X2), Toronto Sun, Town & Country Magazine, QC Exclusive, Southern Living(X2), Wall Street Journal, Conde Nast, Travel + Leisure, Food + Wine

3. World: BBC News, Tonic Magazine, Sorted Foods, The Mirror

Total Media Exposure: The Total Media Exposure is worth **\$70,800,000** in ad value with a total aggregate readership of **37,590,000,000** in addition to television coverage worth **\$137,620**.

Sales:

1. How many leads came in: **96**

Leads created -

Room Nights - **46,337**

Economic Impact of **\$40.5M**

2. How many site visits were given: **5**

3. Travel agents serviced: **7**

4. Convention Services assisted: **21**

Marketing (exhibits attached):

1. What ran this month and where:

Publication

Food Network Magazine

Bridal Guide

WNC (Fall)

Southern Living

Food + Wine

Bon Appetit

North Star

Ad Size

Spread

Full Page

Full Page

Spread

Two Full Pages

Spread

Full Page

Social media traffic to ExploreCharleston.com

Instagram - drove 2,097 organic sessions

Facebook - drove 11,283 organic sessions

Social media traffic directly to partners' websites

Instagram & Facebook - drove 4,234 organic sessions

Operations:

1. Human Resources Activities:

- Director of Human Resources worked with benefit broker in preparation for 2023 Open Enrollment.
- Flu shots were offered on-site for all employees.
- 401-K training sessions for employees were held on-site along with a 401-K committee meeting.

2. Finance Department Activities:

- The Dept. provided support to all departments of the CVB and its affiliates.
- Finished our audit and presented it to our BOG.
- Began working on the completion of our Tax Return (Form 990)

OPERATING ACCOUNTS

Reconciled operating bank balance at October 31, 2022:		\$	1,413,832.98
Total Cash In October 1-31, 2022	838,839.34		
Total Cash Out October 1-31, 2022	(2,574,140.42)		
Net Increase(Decrease) in Cash	(1,735,301.08)		
Special Programs accounts balance at October 31, 2022		\$	1,276,500.76
Destination Grant account balance as of October 31, 2022		\$	7,802,420.71
PPP Funds balance as of October 31, 2022		\$	1,838,943.27
Atax account balance as of October 31, 2022		\$	4,460,608.71
		\$	<u>16,792,306.43</u>

RESERVE ACCOUNTS

Business Savings account balance as of October 31, 2022	\$	813,063.90
TOTAL CASH IN BANKS	\$	<u>17,605,370.33</u>

3. IT Activities:

- IT continued to manage our physical and data assets and began to prepare for our internal reorganization, focusing on turning over the Mail Center to new management.

4. Publications/Membership Activities:

- **Education:** We had a great CVB 101 in the Camden Room with over 25 attendees. Members new (and well seasoned) continue to love these educational trainings.
- **Membership Activities:** The publications team wrapped up 2023 Visitor Guide advertising sales this month and the book is on track to go to press soon and deliver at the end of January.

5. Mailroom Activities:

- Visitors Guide Mailed/Shipped=(12,666), Visitor Guides Distributed Locally=(2,840),

Auxiliary Organizations:

1. Lowcountry Hospitality Association:

- Sent out invitations for the annual Legislative BBQ which is set for November 16, 2022.
- Continued signing restaurants up for January 2023 Restaurant Week.

2. Charleston Restaurant Foundation: Tickets went on sale for the 39th annual Lowcountry Oyster Festival which is set for January 29, 2023.

3. Charleston Heritage Foundation: 106 Heritage Passports were sold for a value of \$4,799.33.



 **CHARLESTON**
SOUTH CAROLINA

You always have a seat at our table.

Immerse yourself in a place that both recharges and inspires. A place where every meal is an event in itself. Prepared with perfection. Served with a warm smile. Enjoy.

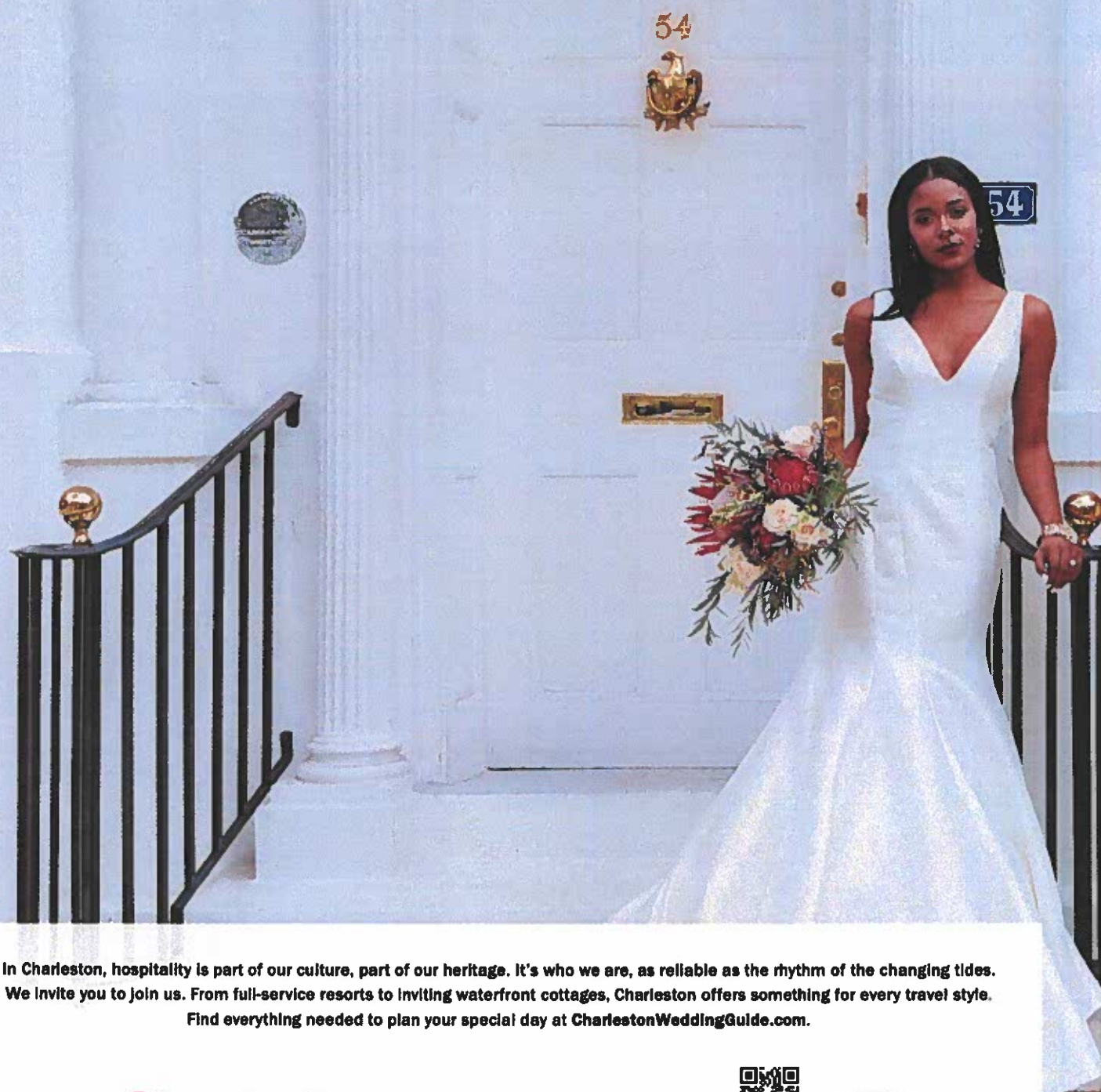
EXPLORECHARLESTON.COM: f / i   #EXPLORECHARLESTON  #EXPLORECHS

Explore Charleston

 Scan for our FREE app!

CHARLESTON

South Carolina



In Charleston, hospitality is part of our culture, part of our heritage. It's who we are, as reliable as the rhythm of the changing tides. We invite you to join us. From full-service resorts to inviting waterfront cottages, Charleston offers something for every travel style. Find everything needed to plan your special day at CharlestonWeddingGuide.com.

Explore *Charleston* f | @CHSWEDDINGGUIDE i | @CHARLESTONWEDDINGGUIDE



SCAN FOR YOUR FREE GUIDE

CHARLESTON

South Carolina

Experience the timeless charm found only in Charleston.

Explore Charleston

EXPLORECHARLESTON.COM f / i / o @EXPLORECHARLESTON t @EXPLORECHS



SCAN FOR FREE TRIP PLANNER

WNC, full page - Oct 2022



Scan for your FREE trip planner.



Southern Living, spread - Oct 2022



CHARLESTON

South Carolina

Some call it hospitality, we call it the endless welcome.

Explore *Charleston*

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CHARLESTON

South Carolina

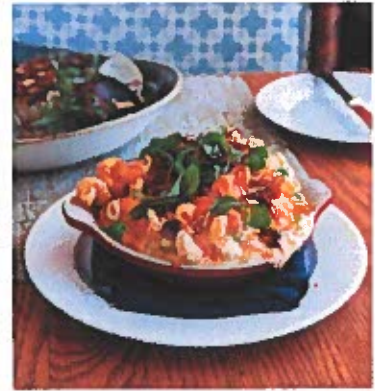
Experience the timeless charm and unrivaled hospitality found only in Charleston, South Carolina. The perfect meal awaits.

Explore Charleston

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Scan for your
FREE trip planner.



CHARLESTON

South Carolina

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

Explore *Charleston*

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Scan for your
FREE trip planner.

HISTORY *loves* COMPANY.

*Immerse yourself in a place that both recharges and inspires.
A place where every meal is an event in itself. Prepared with perfection.
Served with a warm smile. Enjoy.*



Antebellum Round Floor

Explore Charleston

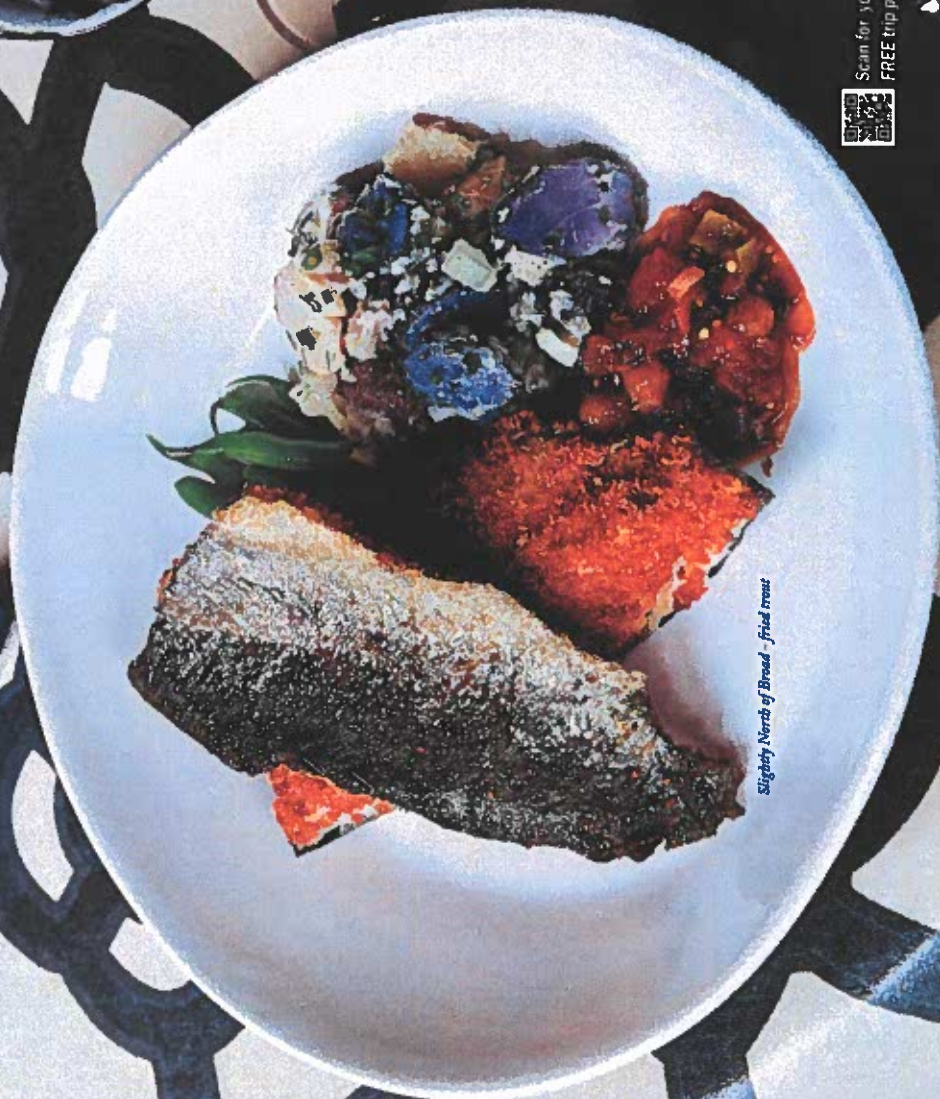
EXPLORECHARLESTON.COM

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Bon Appetit, spread - Oct 2022

CHARLESTON *South Carolina*

You always have a seat at our table.



Slightly North of Broad - fried trout



Scan for your
FREE trip planner.

CHARLESTON

SOUTH CAROLINA



HISTORY LOVES COMPANY.

Charleston is a world-class destination. Surrounded by pristine barrier islands and five distinct beach towns, an easily accessible airport and premier meeting and event venues to accommodate any size group, it is a destination like no other. With three centuries of well-preserved history, nationally acclaimed restaurants and bucket list worthy activities, your attendees will find it easy to get to, but hard to leave.



FIND EVERYTHING NEEDED TO PLAN YOUR MEETING AT MEETCHARLESTON.COM

North Star, full page - Oct 2022

ExploreCharleston.com

November 1-30, 2022

The Snapshot of this month's activities:

CVB Website users: 292,683 (up 44.61% YOY)

CVB Website sessions: 362,141 (up 40.40% YOY)

Callers Assisted by VIS: 329

Live Chat Visitors Assisted by VIS: 183

VGs Mailed In-house: 5,402

Issuu.com/Explore Charleston VG impressions: 1,485

Issuu.com/Explore Charleston VG reads: 1,028

Year-to-date inquiries from July 1, 2022: 1,820,458

Visitor Center Attendee: 36,024

Attraction Attendance (+/-): 157,095

Occupancy and ADR (+/-): Occupancy = 65.4% / ADR = \$175.29

Top ten cities: New York; Atlanta; Philadelphia; Washington, D.C.; Chicago; Tampa-St. Petersburg-Sarasota; Raleigh-Durham; Orlando-Daytona Beach-Melbourne; Charlotte; and Greenville-Spartanburg-Asheville-Anderson

Top ten states: Florida; North Carolina; South Carolina; Pennsylvania; Georgia; New York; Virginia; Ohio; Texas; and Illinois

Media:

1. Local: *Post & Courier* (X2) , *CHSToday* (X3) , *Holy City Sinner* (X2) , *Island News*, *The Island Connection*, *Charleston City Paper*

2. National: *A Lush Life*, *Domino Magazine*, *Southern Living Magazine* (X2), *Conde Nast Traveler* (X2) , *Splash Magazine*, *Pride Journey*, *Southern Bride Magazine* (X2) , *Silver Travel Advisors Magazine*, *Miami Herald*, *Midwest Living Magazine* (X2), *Essence Magazine*, *D Wedding* , *Food + Wine*, *Gateway Mavens* , *Gwyn & Ami*

3. World: *Regal Magazine*, *BBC International*, *National Geographic UK*, *TONIC Magazine* (X2) , *Sorted Foods*, *The Mirror*, *Travel + Leisure*, *AFAR*, *Essentially America Magazine* (X2)

Total Media Exposure: The Total Media Exposure is worth **\$82,209,000** in ad value with a total aggregate readership of **8,898,300,000** in addition to television coverage worth **\$1,090,000**.

Sales:

1. How many leads came in: **133**

Leads created - **112**

Room Nights - **44,318**

Economic Impact of **\$36.1M**

2. How many site visits were given: **5**

3. Travel agents serviced: **7**

4. Convention Services assisted: **16**

Marketing (exhibits attached):

1. What ran this month and where:

Publication	Ad Size
Better Homes & Garden	Spread
AFAR	Spread
Southern Living	Spread
Midwest Living	Spread
Conde Nast Traveler	Full Page
AAA Living (Southern Region)	Spread

Social media traffic to ExploreCharleston.com

Instagram - drove **3,047** organic sessions

Facebook - drove **8,816** organic sessions

Social media traffic directly to partners' websites

Instagram & Facebook - drove **5,485** organic sessions

Operations:

1. Human Resources Activities:

- Director of Human Resources collected bids, sought approval for plans to be renewed and prepared for 2023 Open Enrollment.
- Director of Human Resources prepared for and held the annual staff Thanksgiving Feast.

2. Finance Department activities:

- The Dept. provided support to all departments of the CVB and its affiliates.
- Completed and filed our Tax Return (Form 990)

OPERATING ACCOUNTS

Reconciled operating bank balance at November 30, 2022:	\$	1,323,485.84
Total Cash In November 1-30, 2022		2,406,501.66
Total Cash Out November 1-30, 2022		(2,446,889.92)
Net Increase(Decrease) in Cash		(40,388.26)
Special Programs accounts balance at November 30, 2022	\$	1,239,635.27
Destination Grant account balance as of November 30, 2022	\$	6,783,170.65
PPP Funds balance as of November 30, 2022	\$	1,840,353.97
Atax account balance as of November 30, 2022	\$	7,357,791.13
	\$	18,544,436.86

RESERVE ACCOUNTS

Business Savings account balance as of November 30, 2022	\$	813,070.58
TOTAL CASH IN BANKS	\$	19,357,507.44

3. IT Activities:

- The IT department continued the transition of the Mail Center to its new management and began to focus on new job duties, extending the size and scope of the new dashboard work. The department is also undergoing an internal reorganization to spread more duties across the department.

4. Publications/Membership Activities:

- **Education:** Sales training on Employee Retention was held on November 16th at the Cooper River Room, and the slate of Education offerings for Spring 2023 was finalized.
- **Membership Activities: Publications:** This month we put the 2023 Visitor Guide together and proofed it. The book will be sent to press in early December. Members enjoyed attending the Aquarium Aglow networking event on November 8th at the South Carolina Aquarium.

5. Mailroom Activities:

- Visitors Guide Mailed/Shipped=(9,907), Visitor Guides Distributed Locally=(4,960),

Auxiliary Organizations:

1. Lowcountry Hospitality Association:

- Hosted Legislative BBQ in the Camden Room at the Charleston Visitor Center on November 16, 2022.
- Board meeting hosted at the Doubletree by Hilton North Charleston Convention Center on November 30, 2022.
- Continued taking applications for January 2023 Restaurant Week.

2. Charleston Restaurant Foundation: Ticket sales are strong for the 2023 Lowcountry Oyster Festival. Locking in sponsorships and restaurant vendors before the holidays.

3. Charleston Heritage Foundation: 59 Heritage Passports were sold for a value of **\$2,579.65**



unforgettable HOLIDAY GETAWAY

No matter your holiday wish,
you'll find a home here in the Charleston area.

HILTON GARDEN INN CHARLESTON/MOUNT PLEASANT

Ho-Ho-Home For the Holidays
Your reservation includes a warm and inviting guest room, a complimentary breakfast, a festive holiday dinner, and a car pool for the three male kids of The Holiday Festival of Lights, a cherished Lowcountry tradition sure to boost your holiday cheer!

JOHN RUTLEDGE HOUSE INN

Celebrate the Season in Charleston
Celebrate the holidays in Charleston with a built-in 18th-century John Rutledge, signer of the US Constitution, the John Rutledge House Inn invites you to celebrate during this holiday season. After a festive dinner, enjoy a complimentary holiday gift and return. Then complete the stay with a Cocoa Sampler in an exclusive ceramic mug.

HARBORVIEW INN

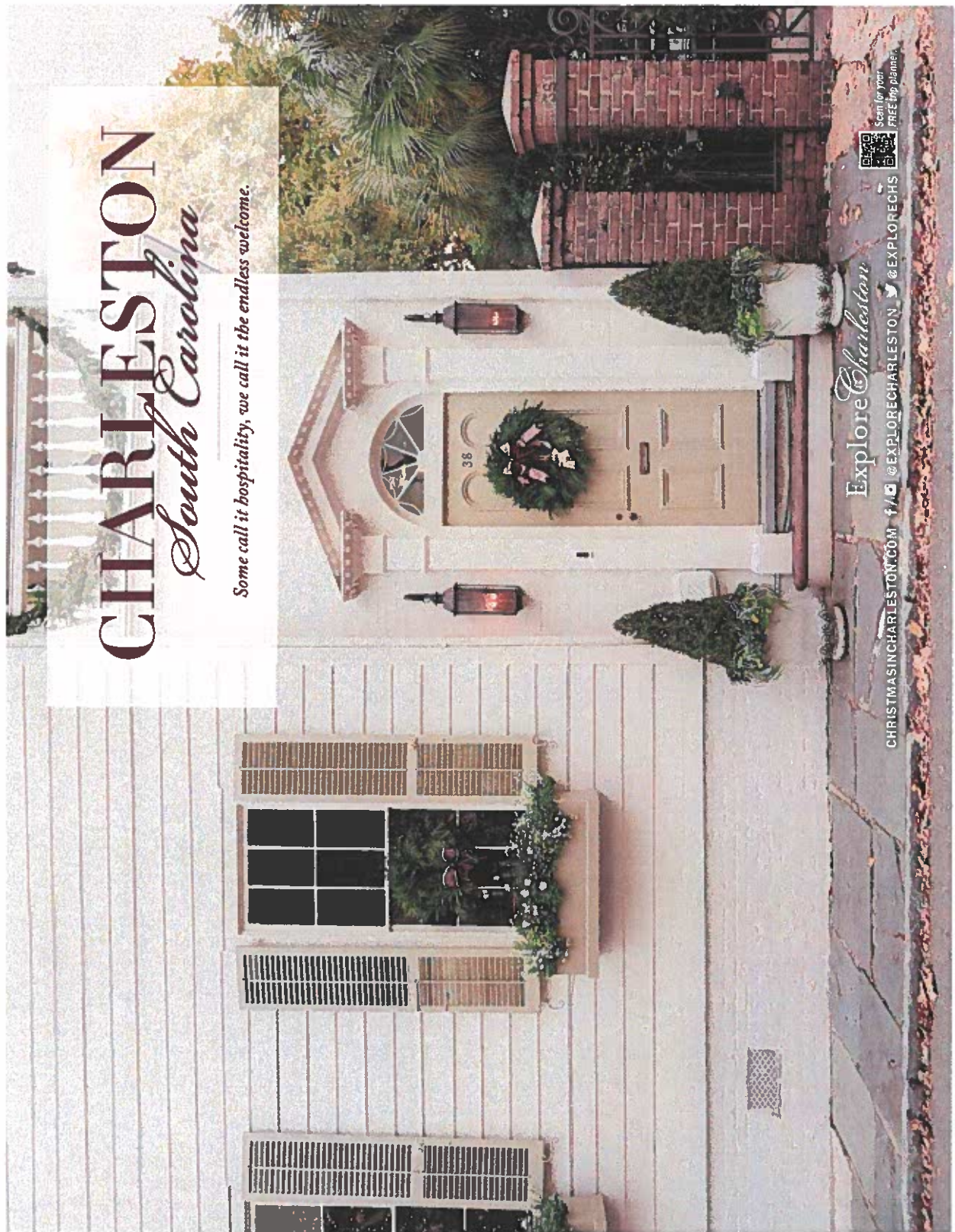
A Heartfelt Holiday
When staying at the Harbourview Inn the holiday season, you will receive a nautical-themed canvas bag with local treats and festive items as you enjoy your view of Charleston Harbor.

THE CHARLESTON PLACE

There's Snow Place Like Home
The Charleston Place, located in the heart of Charleston, will decorate your suite with a Christmas tree or Menorah to ensure a cozy stay over the holidays. Enjoy complimentary hot chocolate and house-made cookies every evening. From nightly snowfall and carolers to festive menus and appearances by the big guy himself, there's no better place to spend the festive season than at the Southcoast's holiday headquarters.

WILD DUNES RESORT

Holly Jolly Holiday Vacation
Escape the holiday hustle and bustle for seaside relaxation in beautiful Charleston, SC. Spend your favorite holiday at Wild Dunes Resort, and allow them to do all the work while you enjoy this magical season with your family and friends. You will receive a \$50 resort credit, a complimentary room upgrade (when available), complimentary parking, and Christmas gifts will be delivered to your guest room every evening for a cozy holiday.



CHARLESTON South Carolina

Some call it hospitality, we call it the endless welcome.

Explore Charleston

CHRISTMASINCHARLESTON.COM f/i @EXPLORECHARLESTON @EXPLORECHS



Scan for your
FREE trip planner.

DISCOVER A DIFFERENT SIDE OF THE HOLY CITY

Outdoor Adventure

**Explore the
surrounding water
and wildlife.**

**Sullivan's Island
Lighthouse**
Distinctly modern,
"Charleston Light"
makes for postcard-
worthy photo ops.

Folly Beach
Head to the beach's
pier or the Washout
area for some of the
East Coast's best
surfing.

**Mount Pleasant
Paddle by kayak,
passing manatees
dolphins along the**

Historic Sites

Reckon with Charleston's storied past.

Charles Towne Landing
Where English settlers first landed in 1670 is now a home to Charles Towne, a 17th-century trading vessel.

Fort Sumter National Monument
This man-made island in Charleston Harbor marks the spot where the Civil War began.

USS Yorktown
Commissioned in 1943,
this massive aircraft
carrier was part of the
Pacific Fleet during
World War II.

**The Charleston
Museum**
Explore Lowcountry
cultural and natural
history exhibits at
America's First
Museum.

Get a taste of the Lowcountry.

High Wire Distilling
Charleston's first distillery
since Prohibition offers
tours and tastings of
small-batch spirits.

Bodega
Savor NYC-style
breakfast sandwiches
and "Bodega Boards"—a
play on charcuterie—at
this graffiti-filled eatery
inside a former train
depot.

**Slightly North of
Broad**

Modern Lowcountry dishes—like the local oyster mushroom crepe with whipped feta and crispy parsnips—fill S.N.O.B.'s menu.

Home Team BBQ
Multiregional barbecue
plus Southern
hospitality? Yes, please.
Three locations around
Charleston make this a
great impromptu spot.

Celebrate Black Culture

Support small businesses and explore heritage.

The Sound of Charleston
Charleston's longest-running musical production, this must-see show combines gospel, Gershwin, music of the Civil War, and jazz for a special, memorable night out.

International African American Museum
Opening In 2023 on
the very spot where
nearly half of Africans
brought to North
America on slave ships
disembarked.

McLeod Plantation
Historic Site
A Gullah/Geechee
heritage site,
carefully preserved
in recognition of
generations of
enslaved people.

Iconic Charleston

Save some time for the class.

Charleston City Market
Find one-of-a-kind souvenirs like sweetgrass baskets handcrafted by Gullah weavers.

Rainbow Row
These colorful historic homes represent the longest stretch of Georgian row houses in the U.S.

The Pineapple Fountain

Wading is not only permitted but encouraged at Charleston Waterfront Park's famous statue.

See the city from a new perspective at charlestonfar.com/charleston





unforgettable HOLIDAY GETAWAY

No matter your holiday wish,
you'll find a home here in the Charleston area.

HYATT PLACE MT. PLEASANT/TOWNE CENTRE *Holiday Shop & Stay*

Come enjoy the Hyatt Place Mount Pleasant/Towne Centre while doing your holiday shopping! This package includes a \$25 Visa gift card per night as well as hot chocolate and cookies. Hyatt Place is walking distance to over 60 stores and restaurants in the Mount Pleasant Towne Centre.

THE RYDER *Deck The Palms*

The Ryder is located in the heart of Charleston where history comes alive and you can spot holiday decor all around the city. Book your holiday event with us and receive the first gifts of the season: Spend \$2,500 and up: one night gift certificate to The Ryder. Spend \$5,000: one night gift card to Little Palm. Spend \$10,000: two night gift certificate, \$100 Little Palm gift card and

The Ryder Gift Basket.

FRANCIS MARION HOTEL *Carriage Ride and Cocos*

Enjoy the timeless tradition of riding through the beautiful streets of the historic district of Charleston in a horse-drawn carriage while sipping tall mugs of house made cocoa. The Francis Marion Hotel sits in the heart of downtown Charleston, on legendary King Street across from Marion Square Park.

THE PALMS OCEANFRONT HOTEL *Holiday Escape*

Leave the stress of the holiday season at home and celebrate Christmas on the beach with The Palms Oceanfront Hotel. Spend your days enjoying the life of Palms walking to nearby restaurants and strolling on the beach. Wind down in the evenings with a complimentary hot cocoa bar and winter cookies.

CHARLESTON *South Carolina*

Some call it hospitality, we call it the endless welcome.

Explore Charleston

CHRISTMASINCHARLESTON.COM f @EXPLORECHARLESTON @EXPLORECS



2022-2023
FREE map please



unforgettable HOLIDAY GETAWAY

No matter your holiday wish,
you'll find a home here in the Charleston area.

CHARLESTON MARRIOTT

'Tis the Season to be Merry

Start the season right when you stay at the Charleston Marriott that will be decorated with sparkling lights and shiny bows. Enjoy overnight accommodations, two seasonal welcome cocktails, a buffet breakfast for two, and a complimentary appetizer in the hotel's restaurant, The Saltaire.

DOUBLETREE BY HILTON NORTH CHARLESTON CONVENTION CENTER

Christmas in Charleston

We're ready to welcome you home for the holidays. Enjoy your stay with a complimentary craft cocktail perched paired with a famous Doubletree Cookie. Parking will be free and you can use the area shuttle within 5 miles of the hotel to explore Charleston's Christmas charm.

SHEN CREEK INN

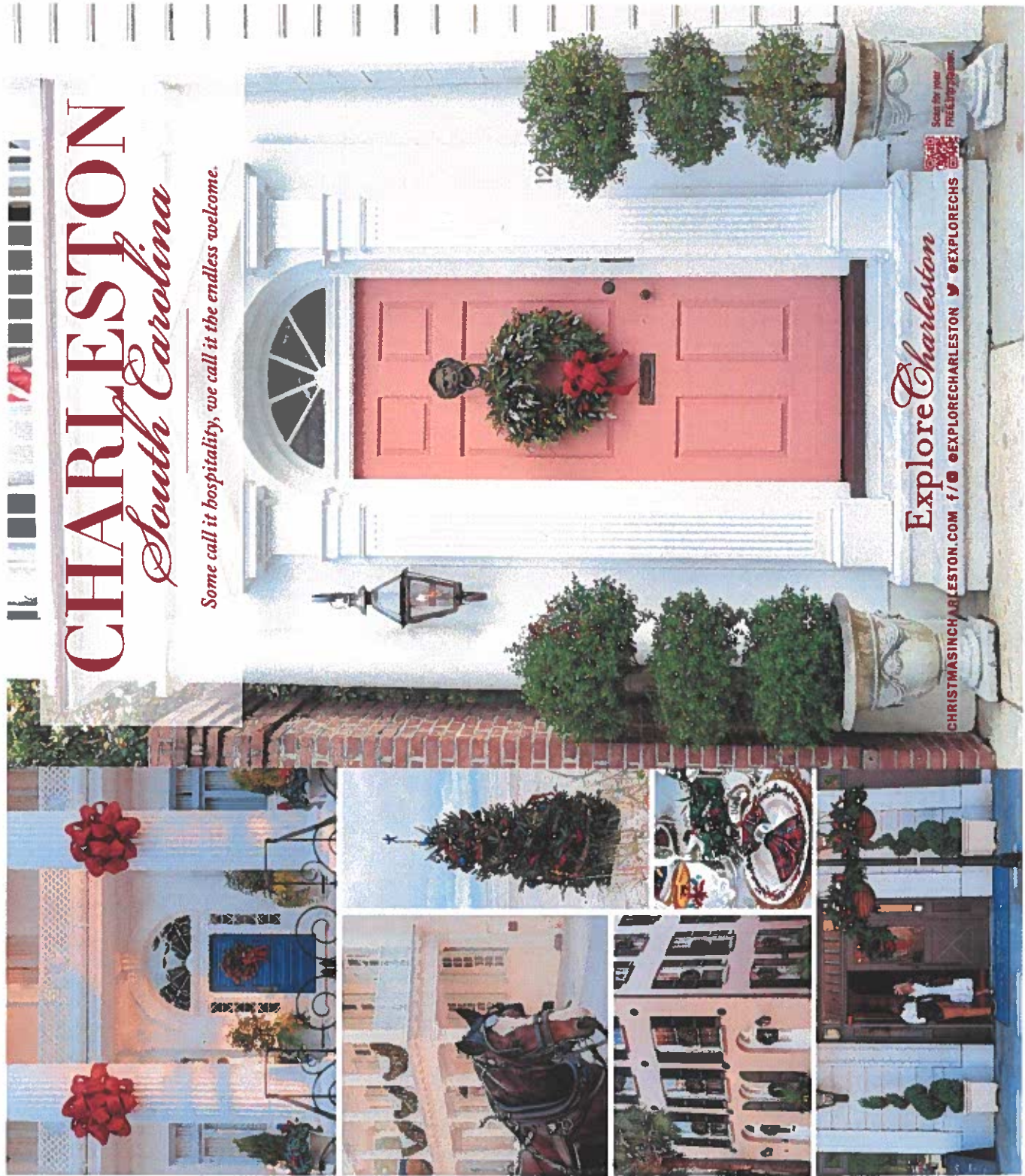
Christmas at the Creek

Discover a laid-back waterfront destination and treasured local secret when you stay at Shen Creek Inn. Shop and dine local in the Mount Pleasant area or venture into the Charleston Historic district with a quick drive. This seasonal escape comes with a Holiday stocking filled with festive treats, mini bottles, and an exclusive ornament.

TIDES FOLLY BEACH

Light Up the Holidays

'Tis the season for a getaway to Tides Folly Beach! Book this package and experience the highly anticipated Holiday Festival of Lights. Enjoy two insulated tumblers with hot chocolate as you drive through the lights. A gifted S'mores Kit and a Seasonal Ornament will be awaiting your return.



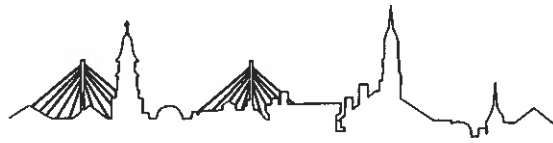
CHARLESTON

South Carolina

Some call it hospitality, we call it the endless welcome.

Explore Charleston
CHRISTMASINCHARLESTON.COM f / o EXPLORECHARLESTON EXPLORECHS

Scan for your
FREE holiday planner.



CHARLESTON

South Carolina



Immerse yourself in a place that both recharges and inspires. Experience the timeless charm and unrivaled hospitality found only in Charleston. The perfect stay awaits.

Condé Nast, full page - Nov 2022

HISTORY *loves* COMPANY.

unforgettable HOSPITALITY

No matter your holiday wish,
you'll find a home here in the Charleston area.

STAYBRIDGE SUITES MT. PLEASANT

Charleston Christmas Comforts

Enjoy Christmas in Charleston at the Staybridge Suites Charleston/Mt. Pleasant! After shopping the day away in historic downtown, snuggle up to our fire pit with s'mores and hot cocoa - the best way to unwind during the Holiday Season!

CAMBRIA HOTEL & SUITES SUMMERVILLE

Spirit of the Holidays

The Cambria Hotel & Suites Summerville, located in the heart of Summerville, welcomes you to enjoy a taste of the holiday season. This exclusive holiday package includes a bottle of Apple Cider, a Cambria Mug, and a \$5 gift certificate towards food and beverage purchases.

HILTON GARDEN INN CHARLESTON AIRPORT

Holiday Dine and Unwind

Enjoy the convenience of this stay at the Hilton Garden Inn Charleston Airport. A 24-hour, complimentary 5 mile shuttle will be available to get your holiday shopping done with ease at the Tanger Outlets. Afterwards, dive into an inclusive dinner and holiday cocktails for two!

HOLIDAY INN EXPRESS & SUITES CHARLESTON AIRPORT CONVENTION CENTER

'Tis the Season for a Treat

Allow Holiday Inn Express & Suites Charleston Airport-Convention Center to host you during this holiday season. Receive a fun filled holiday gift bag upon arrival and 100 extra reward points. You can mark off your Christmas shopping at the Tanger Outlets with a stress free, complimentary shuttle.

HILTON GARDEN INN SUMMERVILLE

Holiday Getaway

Allow the Hilton Garden Inn Summerville to treat you this holiday season. Upon arrival you will receive a Holiday Charcuterie Box and two specialty themed cocktails to indulge as you enjoy the holiday spirit.



Explore *Charleston*

CHRISTMASINCHARLESTON.COM f / @EXPLORECHARLESTON @EXPLORECHS

CHARLESTON *South Carolina*

Some call it hospitality, we call it the endless welcome.



Scan for your FREE trip planner.

ExploreCharleston.com

December 1-31, 2022

The Snapshot of this month's activities:

CVB Website users: 310,177 (up 51.66% YOY)

CVB Website sessions: 388,548 (up 42.14% YOY)

Callers Assisted by VIS: 300

Live Chat Visitors Assisted by VIS: 175

VGs Mailed In-house: 5,123

Issuu.com/Explore Charleston VG impressions: 1,698

Issuu.com/Explore Charleston VG reads: 1,289

Year-to-date inquiries from July 1, 2022: 2,214,604

Visitor Center Attendee: 35,676

Attraction Attendance (+/-): 175,675

Occupancy and ADR (+/-): Occupancy = 55.7% / ADR = \$160.57

Top ten cities: New York; Washington, D.C.; Philadelphia; Chicago; Tampa-St.

Petersburg-Sarasota; Atlanta; Greenville-Spartanburg-Asheville-Anderson; Raleigh-Durham; Charlotte; and Charleston, S.C.

Top ten states: Florida; North Carolina; South Carolina; Pennsylvania; Virginia; New York; Ohio; Georgia; Illinois; and Texas

Media:

- 1. Local:** Post & Courier (X3), CHSToday (X3), WCIV - Lowcountry Live (X2), Charleston City Paper
- 2. National:** Worth Magazine, Skift, Eat It and Like It (X2), The Knot, Garden & Gun (X2), Atlanta Journal, Taste of the South, Southern Bride, Southern Living (X2)
- 3. World:** TONIC Magazine (X3), National Geographic (X3), Conde Nast

Total Media Exposure: The Total Media Exposure is worth **\$502,030,000** in ad value with a total aggregate readership of **54,274,002,309** in addition to television coverage worth **\$808,270**.

Sales:

1. How many leads came in: **103**

Leads created -

Room Nights - **30,366**

Economic Impact of **\$27.69M**

2. How many site visits were given: **8**

3. Travel agents serviced: **14**

4. Convention Services assisted: **5**

Marketing (exhibits attached):

1.What ran this month and where:

Publication

AAA Living

Southern Living

Food Network

Departures

Heart of NC Weddings

Bon Appetit

Coastal Living (Winter)

Ad Size

Spread

Spread

Full Page

Spread & Full Page

Spread

Spread

Full Page

Social media traffic to ExploreCharleston.com

Instagram - drove **1,543** organic sessions

Facebook - drove **6,632** organic sessions

Social media traffic directly to partners' websites

Instagram & Facebook - drove **1,533** organic sessions

Operations:

1. Human Resources Activities:

- Director of Human Resources & Education completed 2023 open enrollment for our team. This year's process included an open enrollment video (to be watched at a time convenient for team members) and one-on-one meetings with our team.
- Director of Human Resources & Education attended a local hospitality HR meeting to present the Education portion of our larger Workforce Initiatives.

2. Finance Department activities:

- The Dept. provided support to all departments of the CVB and its affiliates

OPERATING ACCOUNTS

Reconciled operating bank balance at December 31, 2022		\$	2,254,546.96
Total Cash In December 1-31, 2022	4,016,473.33		
Total Cash Out December 1-31, 2022	(2,842,759.93)		
Net Increase(Decrease) in Cash	1,173,713.40		
Special Programs accounts balance at December 31, 2022		\$	1,203,008.46
Destination Grant account balance as of December 31, 2022		\$	10,489,696.08
PPP Funds balance as of December 31, 2022		\$	1,842,017.85
Atax account balance as of December 31, 2022		\$	4,901,037.72
		\$	20,690,307.07

RESERVE ACCOUNTS

Business Savings account balance as of December 31, 2022	\$	813,111.57
TOTAL CASH IN BANKS	\$	21,503,418.64

3. IT Activities:

- The IT department maintained the network through the vacation season without issue.

4. Publications/Membership Activities:

- **Education:** The Hospitality Academy offered the following class for members: Sales for Front Desk and Registration - Converting Calls & Inquiries
- **Membership Activities: Publications:** Happy New Year e-blast preparation. Prepped media kits and contracts for 2023 Wedding Guide ad sales and Digital advertising.

5. Mailroom Activities:

- Visitors Guide Mailed/Shipped=(8,310), Visitor Guides Distributed Locally=(4,695),

Auxiliary Organizations:

1. Lowcountry Hospitality Association

- Continued to sign up restaurants for Charleston Restaurant Week
- Finalized details for DC Summit in early February 2023
- Did a presentation of workforce benefits to the local Hotel and Resort HR group.

2. **Charleston Restaurant Foundation:** The final stages of preparation for the 39th annual Lowcountry Oyster Festival which is set for January 29, 2023 at Boone Hall Plantation.

3. Charleston Heritage Foundation

34 Heritage Passports were sold for a value of \$1,479.80

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unforgettable HOSPITALITY

No matter your holiday wish, you'll find a home here in the Charleston area.

STAYBRIDGE SUITES MT. PLEASANT

Charleston Christmas Comforts
Enjoy Christmas in Charleston at the Staybridge Suites Charleston/Mt. Pleasant! After shopping the day away in historic downtown, snuggle up to our fire pit with s'mores and hot cocoa – the best way to unwind during the Holiday Season!

CAMBRIA HOTEL & SUITES SUMMERVILLE

Spirit of the Holidays
The Cambria Hotel & Suites Summerville, located in the heart of Summerville, welcomes you to enjoy a taste of the holiday season. This exclusive holiday package includes a bottle of Apple Cider, a Cambria Mug, and a \$5 gift certificate towards food and beverage purchases.

HILTON GARDEN INN CHARLESTON AIRPORT

Holiday Dine and Unwind

Enjoy the convenience of this stay at the Hilton Garden Inn Charleston Airport. A 24-hour, complimentary 5 mile shuttle will be available to get your holiday shopping done with ease at the Tanger Outlets. Afterwards, dive into an inclusive dinner and holiday cocktails for two!

HOLIDAY INN EXPRESS & SUITES CHARLESTON AIRPORT CONVENTION CENTER

It's the Season for a Treat

Allow Holiday Inn Express & Suites Charleston Airport Convention Center to host you during this holiday season. Receive a fun filled holiday gift bag upon arrival and 100 extra reward points. You can mark off your Christmas shopping at the Tanger Outlets with a stress free, complimentary shuttle.

HILTON GARDEN INN SUMMERVILLE

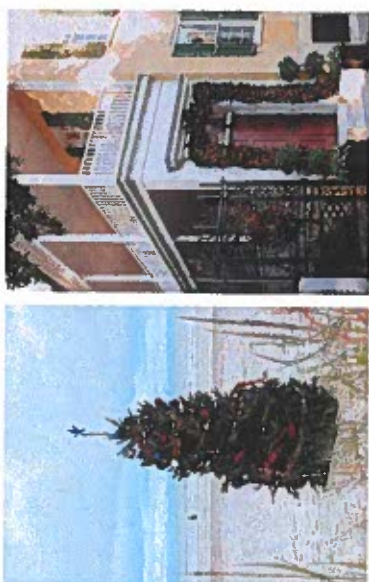
Holiday Getaway

Allow the Hilton Garden Inn Summerville to treat you this holiday season. Upon arrival you will receive a Holiday Charcuterie Box and two specialty themed cocktails to indulge as you enjoy the holiday spirit.



Explore Charleston

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No matter your holiday wish, you'll find a home here in the Charleston area.

HOMWOOD SUITES SUMMERVILLE *Holiday Getaway*

Book your holiday stay at the Homewood Suites Summerville. Spend two of your holiday nights in the wonderful town of Summerville. You will be greeted with a delicious Charcuterie Box and two specialty themed cocktails to kick off the holiday season.

NORTH CHARLESTON MARRIOTT *Ultimate Holiday Shopping Package*

Come complete your holiday shopping and stay at the North Charleston Marriott. Start your day with a complimentary buffet breakfast. Then you will be gifted a shopping tote with water bottles and a Tanger Outlet coupon book before you jump on the free shuttle to the outlets. A rewarding appetizer will be ready when you return.

SPRINGHILL SUITES BY MARRIOTT MT. PLEASANT *Boone Hall Holiday*

Book your Holiday Suite today at Springhill Suites by Marriott Mt. Pleasant. You will be welcomed with hot chocolate and cookies upon arrival. After a complimentary breakfast you can dive into the Boone Hall Christmas spirit with two free tickets. It is beautifully decorated for the holidays and awaiting your arrival.

THE VENDUE HOTEL *Naughty and Nice Package*

Come stay at The Vendue Hotel where you can spend your holidays with short walks to decorated local shops, restaurants, museums, art galleries, and all the staples of downtown Charleston. Get a little naughty this season with a hot cocoa flight splashed with a choice of liquor, and then take home a nice timeless ornament of the Vendue to help you remember your holiday stay.



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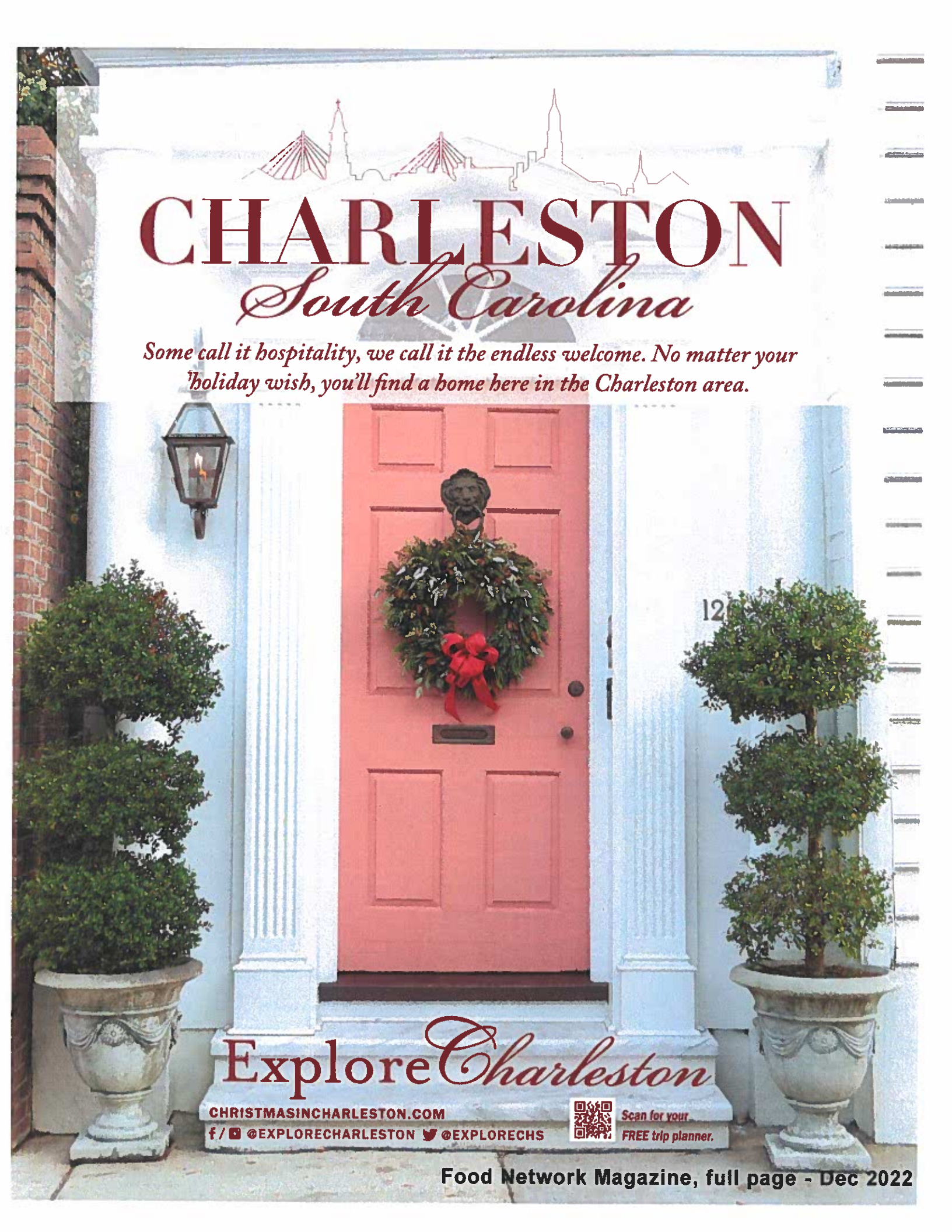
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CHARLESTON South Carolina

Some call it hospitality, we call it the endless welcome.





CHARLESTON

South Carolina

Some call it hospitality, we call it the endless welcome. No matter your holiday wish, you'll find a home here in the Charleston area.

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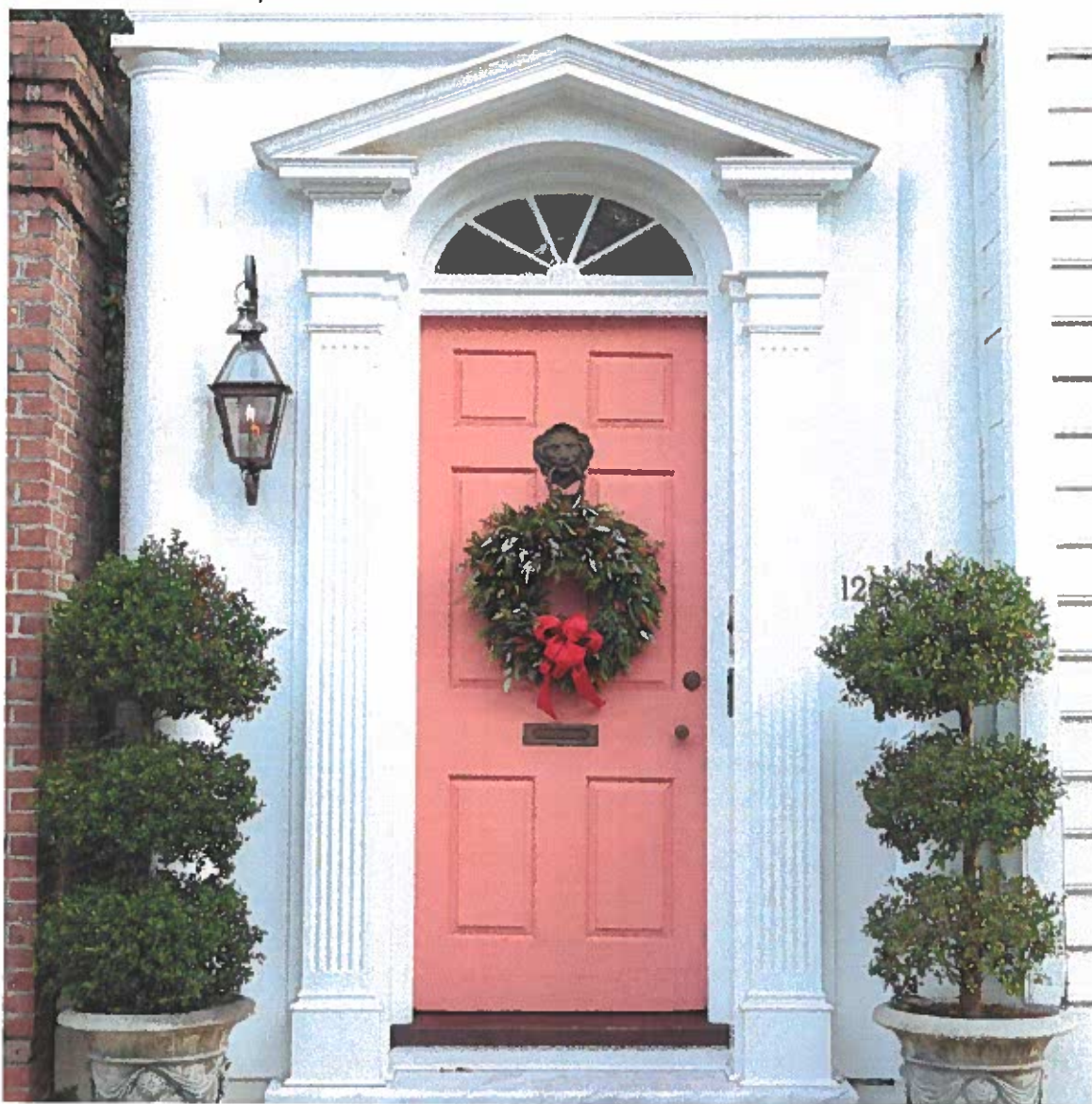


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CHARLESTON

South Carolina



*Immerse yourself in a place that both recharges and inspires, experience timeless charm and unrivaled hospitality.
No matter your holiday wish, you'll find a home here in Charleston. The perfect stay awaits.*

Explore *Charleston*

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Departures, full page - Dec 2022



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HOLIDAY GETAWAY

No matter your holiday wish, you'll find a home here in the Charleston area.

THE CHARLESTON PLACE Celebrate in Charleston

Celebrate the holidays in grand style starting with a champagne toast at check-in. You will also receive a complimentary drink at the acclaimed Thoroughbred Club and a \$100 food and beverage credit.

THE DEWBERRY

Deck the Halls with The Dewberry

Experience the magic of Christmas in Charleston as well as the famed holiday décor at The Dewberry. Let the branded Volvo house car transport you to the center of shopping & dining on King Street. Receive an exclusive welcome amenity from The Dewberry upon check-in, enjoy a festive daily tea & the cookie cart in The Living Room, and drink in the holiday season with a complimentary cocktail at the Living Room's Brass Bar.

WILD DUNES RESORT

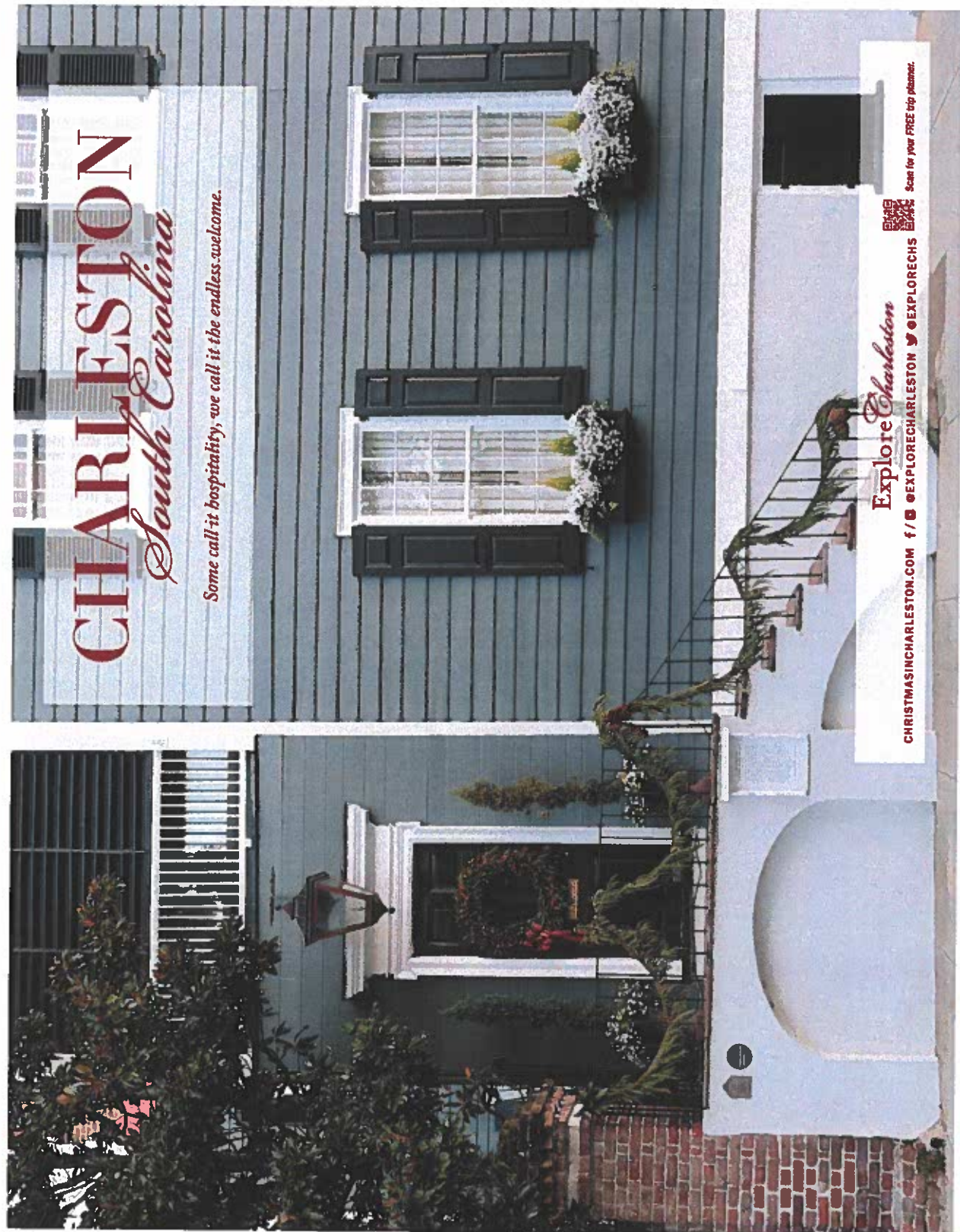
Holly Jolly Holiday Vacation

Escape the holiday hustle and bustle for seaside relaxation in beautiful Charleston, SC. Spend your favorite holiday at Wild Dunes Resort, and allow them to do all the work while you enjoy this magical season with your family and friends. You will receive a \$50 resort credit, a complimentary room upgrade (when available), and free parking. Milk and Christmas cookies will be delivered to your guest room every evening for a cozy holiday.

HOTEL BENNETT

Holiday Splendor

Make the most out of the festive season with a stay in the heart of downtown Charleston at the Hotel Bennett. Book your holiday stay and receive \$100 hotel credit along with complimentary valet parking. From festive décor and a welcome holiday amenity to indulgent dining options, families and couples alike are sure to make lasting memories at Hotel Bennett.



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Explore Charleston



unforgettable hospitality

THE ENDLESS WELCOME

Charleston, South Carolina's award-winning accommodations exemplify a timeless devotion to service, delivering on romance, nostalgia, and the delights that often only come with age and experience. Discover unforgettable hospitality in Charleston.

CHARLESTON HARBOR RESORT & MARINA
charlestonharborresort.com

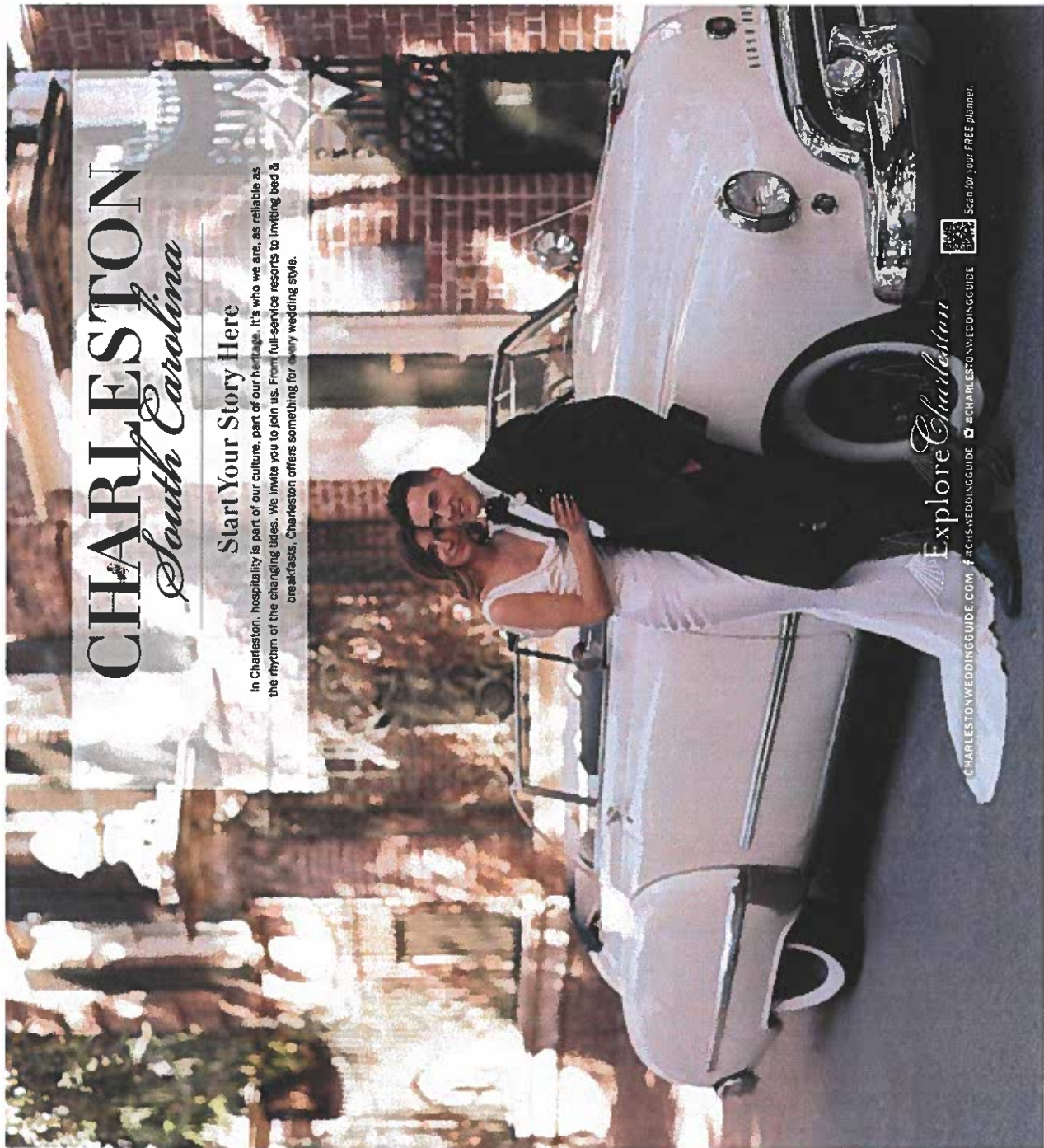
FRANCIS MARION HOTEL
francismarionhotel.com

HYATT PLACE CHARLESTON/HISTORIC DISTRICT
hyatt.com/charleston

THE MILLS HOUSE WYNHAM GRAND HOTEL
mills-house.com

NORTH CHARLESTON MARRIOTT
marriott.com/charn

STAY DUVET
stayduvet.com



CHARLESTON

South Carolina

Start Your Story Here

In Charleston, hospitality is part of our culture, part of our heritage. It's who we are, as reliable as the rhythm of the changing tides. We invite you to join us. From full-service resorts to inviting bed & breakfasts, Charleston offers something for every wedding style.

Explore Charleston

CHARLESTONWEDDINGGUIDE.COM #CHSWEDDINGGUIDE

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HISTORY LOVES COMPANY.

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HOLIDAY GETAWAY

No matter your holiday wish,
you'll find a home here in the Charleston area.

FRENCH QUARTER INN

The Sleigh Bell Suite

The French Quarter Inn invites you to the ultimate holiday hideaway located in the heart of Charleston's historic district. A special Sleigh Bell Suite is completely decked out in holiday décor with garland and mistletoe awaiting your arrival. Cozy up next to the fireplace and Christmas tree while enjoying freshly-baked cookies. Holiday treats plus a bourbon-spiced eggnog bar are included to toast the holiday season!

KINGS COURTYARD INN

Celebrate the Season in Charleston

The Kings Courtyard Inn is surrounded by shopping, dining, and historical sights in the heart of Charleston. This hotel will treat you to an evening Wing & Cheese Reception, Hot Cocoa in a ceramic mug, and a delicious breakfast.

RENAISSANCE CHARLESTON

HISTORIC DISTRICT

Experience Charleston Holiday Package

Come experience Charleston holiday season at the Renaissance Charleston Historic District Hotel by staying steps away from King Street, City Market, and Rainbow Row. Get into the spirit with a gift of chocolate from Christophe's, hot cocoa vouchers for Henry and Hot, free valet parking plus an entry pass for the James Island Festival of Lights.

guest must provide own transportation

THE PALMS OCEANFRONT HOTEL

Holiday Escape

Leave the stress of the holiday season at home and celebrate Christmas on the beach with The Palms Oceanfront Hotel. Spend your days enjoying Isle of Palms walking to nearby restaurants and strolling on the beach. Wind down in the evenings with a complimentary Hot Cocoa Bar and Winter Cookies.



CHARLESTON

South Carolina

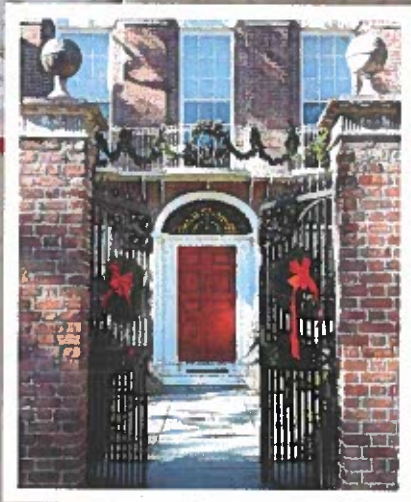
Some call it hospitality, we call it the endless welcome.

Explore Charleston

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Christmas in **CHARLESTON** SOUTH CAROLINA



Your holiday getaway awaits.

*Immerse yourself in a place that both recharges and inspires,
experience timeless charm and unrivaled hospitality.
No matter your holiday wish, you'll find a home here in Charleston.
The perfect stay awaits.*

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