

From: Priester, Nicole <NicolePriester@gov.sc.gov>
Required: Godfrey, Rob <RobGodfrey@gov.sc.gov>
Adams, Chaney <ChaneyAdams@gov.sc.gov>
Symmes, Brian <BrianSymmes@gov.sc.gov>
Glaccum, David <DavidGlaccum@gov.sc.gov>
Subject: SC Governor's Conference on Tourism & Travel Awards Luncheon
Location: Belmond Charleston Place Hotel, Cypress-LiveOak-Dogwood, 205 Meeting St,
Charleston, S.C.
When: 2/17/2016 12:25:00 PM - 1:15:00 PM

Advance: Bridget Wyant
(803)509-2202

APPROVED BY: NH on 1/27

EVENT: SC Governor's Conference on Tourism & Travel Awards Luncheon

DATE: 12:00 PM

TIME: Wednesday, February 17, 2016

LOCATION: Belmond Charleston Place Hotel, Cypress-Live Oak-Dogwood, 205 Meeting St, Charleston, S.C.

LOCATION SET-UP: Table rounds of 8 or 10 (we expect 350 people), Stage, Podium, Stationary microphone on podium

HEAD TABLE:

Duane Parrish
Duane's wife, Kelly
Master of Ceremony, Richard Todd, personality for talk radio WTMA
Helen Hill, Director of Charleston CVB
Paul Stracey, GM for Belmond Charleston Place
Mark Stephenson, VP of Group Publishing for Meredith Corp., sponsors of the luncheon
Governor Nikki Haley
Ashton Lee, Governor Haley's assistant

SCHEDULING CONTACT:

Amy Duffy
SCPRT Chief of Staff
803-206-6947
aduffy@scprt.com

ONSITE CONTACT:

Shawn Crawford
Belmond Charleston Place
Office: (843) 724-8102
Cell: (843) 810-6010

PRIMARY STAFF: Ashton Lee

ADVANCE STAFF: Brian Symmes

PURPOSE: Governor Haley will attend the SC Governor’s Conference on Tourism & Travel Awards Luncheon to help recognize outstanding achievements in the tourism industry, and to remind delegates of the value of tourism in the state’s economy. Governor Haley will be participating in the awards ceremony, remaining on stage to congratulate winners of 3 awards.

PRESS: Yes.

PUBLIC: Yes.

INVITED BY: SCPRT Director Duane Parrish

INTRODUCED BY: SCPRT Director Duane Parrish

LENGTH OF SPEAKING: 10-12 minutes. No Q&A

SPEAKING ORDER/LINE-BY-LINE:

12:05-12:25 PM	Delegates Dine
12:25 PM	Governor Haley Arrives
12:25 PM	Master of Ceremony returns to stage to invite luncheon sponsor to deliver remarks
12:26 PM	Meredith Corporation, luncheon sponsor, delivers 3-5 minutes of remarks
12:31 PM	Duane Parrish steps to stage to introduce Governor Nikki Haley
12:33 PM	Governor Haley to deliver remarks
12:45 PM	Governor Haley and Director Parrish remain on stage to present awards
12:45 PM	Announce Awards <ul style="list-style-type: none">• Master of Ceremony makes winner announcements;• Victoria Lewis will hand the award to Duane Parrish,• Winner steps on stage,• Duane will hand award to winner,• Winner will shake hands with Duane and then with Gov. Haley,• Winner will pause for photo with Duane and Gov. Haley.
12:50 PM	Hospitality Employee of the Year
12:55 PM	Charles A. Bundy Award for Rural Tourism
1:00 PM	Governor’s Cup for outstanding achievement of the year
1:05 PM	Photos
1:15 PM	Governor Haley departs

TALKING POINTS:

- South Carolina’s \$19 billion tourism industry is both one of the state’ largest and one of its fastest growing.
- 2015 was the third year in a row of record-breaking tourism.
- We announced more than \$1.1 billion in new investments during 2015.
- 2015 was also a year of un-imaginable tragedies and challenges. From the shootings at Mother Emanuel in June to the widespread flooding in October, we were beset with difficulties that tested our strength.
- In spite of the challenging times, we found a way to be resilient, to focus on our high standards of hospitality and service, to unite for common goals, and build success.
 - In October, while tourism business dropped sharply at the onset of October’s historic floods, SCPRT and the tourism industry immediately enacted emergency marketing plans developed for such situations. Due to quick and smart advertising, aggressive social media and public relations, we spread the word that our “Coast is Clear”, and many destinations were open. Visitors were back in a few weeks, leading to a 2 percentage point occupancy increase in November and a 7% increase in Revenue per Available Room (REVPAR).
- This impressive growth in tourism is rooted in outstanding practices and creative ideas in marketing, promotion and customer service embraced by YOU, South Carolina’s industry. For that, I say thank

- you. And for this, I'm proud to participate in the annual awards ceremony today.
- This is an industry that listens to the consumer, understands their expectations for fast, quick service accessible on their smartphones, as well as more enriching and more authentic experiences. And you've done a great job meeting those expectations.
- I'm proud of the work Duane Parrish and his team at the Department of Parks, Recreation & Tourism are doing to lead the way by shaping the tourism message and serving the industry.
- I'm proud of their recent marketing initiatives encouraging people to travel to hidden gems and intriguing places off the beaten path, where professionals like you stand ready to demonstrate the hospitality for which we're known.
- We have been successful because we are finding ways to work together, because we focus on the best things about us and because we've embraced creativity, innovation and best practices. And I'm proud to be here today to help celebrate that success.