

# 2026-27 Proposed Budget

Presented to City of Isle of Palms  
Accommodations Tax Committee  
May 13, 2026



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Explore Charleston

# Mission

To unify and lead the local travel industry in marketing and managing the Charleston area as an individual, meeting, incentive, and group destination to both the domestic and international markets.



# SC ACCOMMODATIONS TAX

5% State Sales Tax on lodging

3% Local Option Sales Tax

**2% State Accommodations Tax (30%)**

2% Charleston County Accommodations Tax

1% Local Accommodations Tax

1% Beach Preservation Fee

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14% Taxes paid on lodging in Isle of Palms



# New FY Budget

## Breakdown by State TERC Categories

FY26/27 Budget Isle of Palms Advertising & Marketing Expense	\$886,345
FY26/27 Budget Isle of Palms Marketing Support Expense	\$216,424
FY26/27 Budget Isle of Palms Group Sales Expense	\$106,931
FY26/27 Budget Isle of Palms Media Efforts Expense	\$108,203
FY26/27 Budget Isle of Palms Visitor Services Expense	\$227,874

# Types of Expenditures for Isle of Palms



# Looking Ahead

*Working with City staff to accomplish the following:*

Work with an outside agency to create a new and unique brand

Completion of Walkability study by the COG

Continuing to sponsor the IOP Thrives community initiative

IOP



# Shared Staff Member Allows for Continued Collaboration

- Support a shared staff position to advance our partnership and IOP goals
- Public Information Officer Josh Uys
- Important connection to marketing, media relations and special projects

IOP



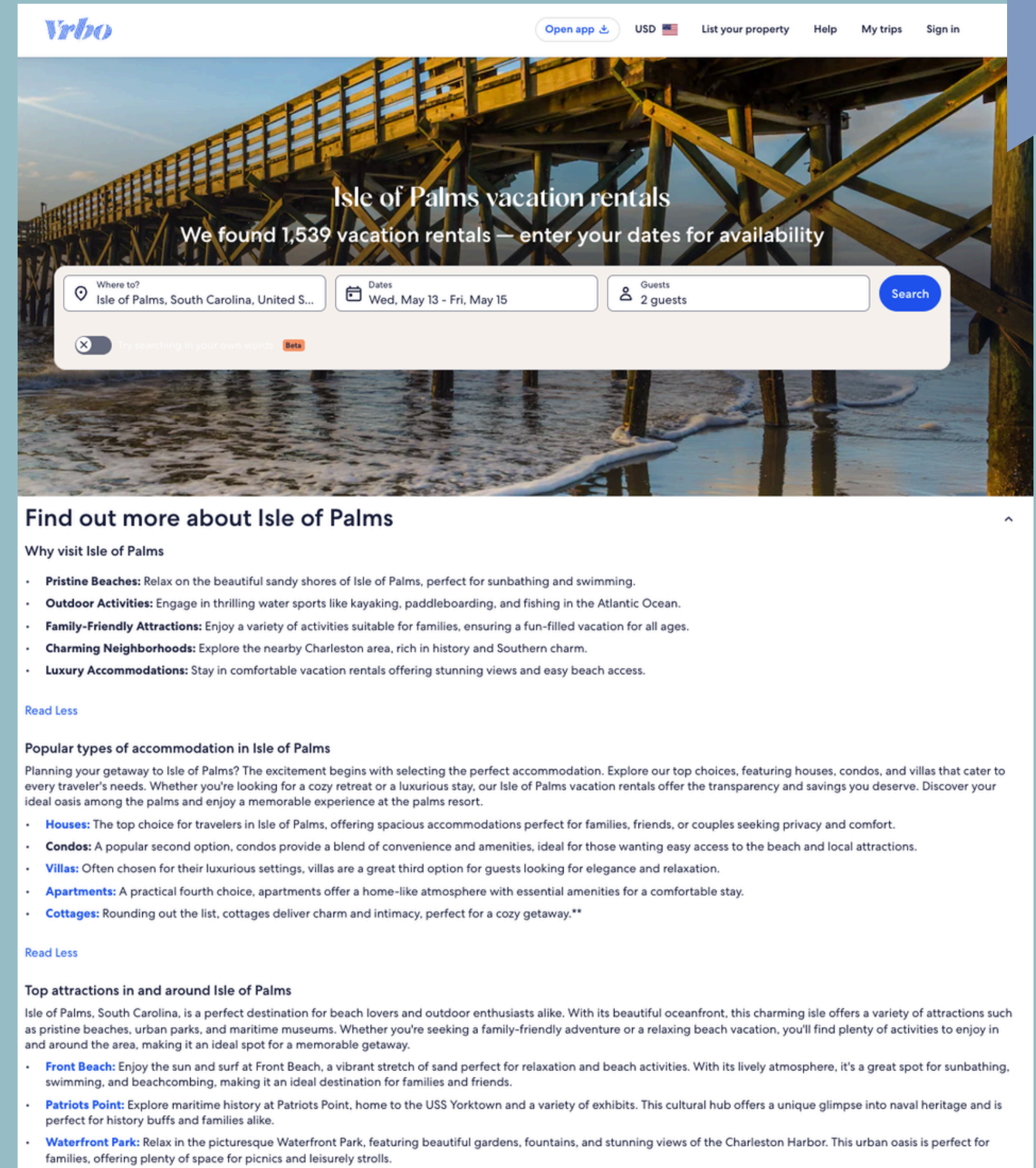
# VRBO Campaign

IOP

	<b>Ad Spend</b>	<b>Revenue</b>	<b>Return on Investment</b>
<b>2025-2026</b>	<b>\$175,000.00</b>	<b>\$7.70 Million</b>	<b>\$1 spent generated \$44.20</b>
<b>2024-2025</b>	<b>\$115,000.00</b>	<b>\$5.005 Million</b>	<b>\$1 spent generated \$43.50</b>

# VRBO Campaign

Increased investment  
provided for a new  
Isle Of Palms landing page.



**Vrbo** Open app USD List your property Help My trips Sign in

## Isle of Palms vacation rentals

We found 1,539 vacation rentals — enter your dates for availability

Where to? Isle of Palms, South Carolina, United S... Dates Wed, May 13 - Fri, May 15 Guests 2 guests Search

Try searching in your own words Beta

### Find out more about Isle of Palms

#### Why visit Isle of Palms

- **Pristine Beaches:** Relax on the beautiful sandy shores of Isle of Palms, perfect for sunbathing and swimming.
- **Outdoor Activities:** Engage in thrilling water sports like kayaking, paddleboarding, and fishing in the Atlantic Ocean.
- **Family-Friendly Attractions:** Enjoy a variety of activities suitable for families, ensuring a fun-filled vacation for all ages.
- **Charming Neighborhoods:** Explore the nearby Charleston area, rich in history and Southern charm.
- **Luxury Accommodations:** Stay in comfortable vacation rentals offering stunning views and easy beach access.

[Read Less](#)

#### Popular types of accommodation in Isle of Palms

Planning your getaway to Isle of Palms? The excitement begins with selecting the perfect accommodation. Explore our top choices, featuring houses, condos, and villas that cater to every traveler's needs. Whether you're looking for a cozy retreat or a luxurious stay, our Isle of Palms vacation rentals offer the transparency and savings you deserve. Discover your ideal oasis among the palms and enjoy a memorable experience at the palms resort.

- **Houses:** The top choice for travelers in Isle of Palms, offering spacious accommodations perfect for families, friends, or couples seeking privacy and comfort.
- **Condos:** A popular second option, condos provide a blend of convenience and amenities, ideal for those wanting easy access to the beach and local attractions.
- **Villas:** Often chosen for their luxurious settings, villas are a great third option for guests looking for elegance and relaxation.
- **Apartments:** A practical fourth choice, apartments offer a home-like atmosphere with essential amenities for a comfortable stay.
- **Cottages:** Rounding out the list, cottages deliver charm and intimacy, perfect for a cozy getaway.\*\*

[Read Less](#)

#### Top attractions in and around Isle of Palms

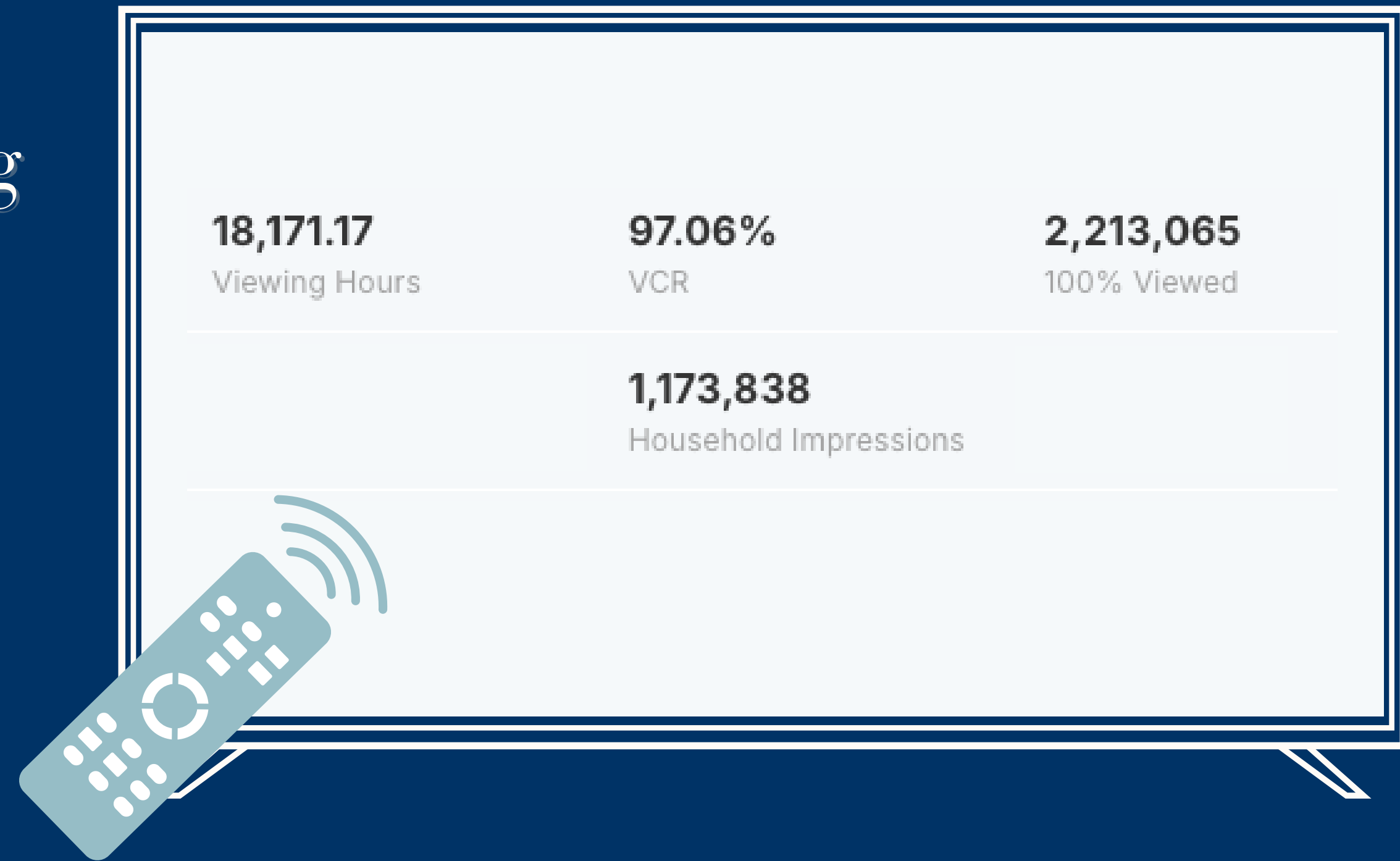
Isle of Palms, South Carolina, is a perfect destination for beach lovers and outdoor enthusiasts alike. With its beautiful oceanfront, this charming isle offers a variety of attractions such as pristine beaches, urban parks, and maritime museums. Whether you're seeking a family-friendly adventure or a relaxing beach vacation, you'll find plenty of activities to enjoy in and around the area, making it an ideal spot for a memorable getaway.

- **Front Beach:** Enjoy the sun and surf at Front Beach, a vibrant stretch of sand perfect for relaxation and beach activities. With its lively atmosphere, it's a great spot for sunbathing, swimming, and beachcombing, making it an ideal destination for families and friends.
- **Patriots Point:** Explore maritime history at Patriots Point, home to the USS Yorktown and a variety of exhibits. This cultural hub offers a unique glimpse into naval heritage and is perfect for history buffs and families alike.
- **Waterfront Park:** Relax in the picturesque Waterfront Park, featuring beautiful gardens, fountains, and stunning views of the Charleston Harbor. This urban oasis is perfect for families, offering plenty of space for picnics and leisurely strolls.

IOP

# Sinclair Media - Digital Streaming Campaign

Beach Specific  
Segmentation



# WCIV/Channel 4 Know Before You Go



# Off Season Campaigns

**CHARLESTON**  
*South Carolina*

**HISTORY LOVES COMPANY**  
*In Charleston, timeless design and coastal beauty go hand in hand. Cobblestone streets lead to color-washed homes framed by wrought iron and window boxes. Rooftop bars and garden courtyards blend Southern charm with global inspiration. And the hotels? Pure seaside elegance - from historic townhouses reimaged as boutique stays to design-forward resorts with ocean views. Explore a destination where every detail feels considered - and every corner is styled for savoring. The perfect stay awaits.*

EXPLORECHARLESTON.COM Explore *Charleston* @EXPLORECHARLESTON

**Coastal Living**  
**Fall 2025**

SOME SAY LIFE IS BETTER BY THE WATER. IN THE CHARLESTON AREA, WE SWEAR BY IT.

Immerse yourself in a place that both recharges and inspires. The Charleston area is surrounded by pristine barrier islands and five unique beach towns.

Just 12 miles from historic Charleston, the **Ile of Palms** features a beautiful beach, championship golf & tennis, a marina, and endless recreational opportunities on and off the water. In addition, **Kiawah Island** has its 10 miles of beaches, perfectly preserved maritime forests, sand dunes and marshes where wildlife abounds. And, there's even more surf and sand to explore at **Folly Beach**, **Seabrook Island** and **Sullivan's Island**. Our coastal getaway is just the change of scenery that you have been looking for.

Experience award winning properties found only in the Charleston area.

The perfect stay awaits.

**THE DUNLIN, AUBERGE COLLECTION**  
auberge.com/the-dunlin

**KIAWAH ISLAND GOLF RESORT**  
kiawahresort.com

**THE SANCTUARY AT KIAWAH ISLAND GOLF RESORT**  
kiawahresort.com

**WILD DUNES RESORT**  
wilddunesresort.com

SCAN FOR YOUR COMPLIMENTARY TRAVEL GUIDE.

*You are always welcome here. History loves company.*

**CHARLESTON**  
*South Carolina*

Explore *Charleston*  
CHARLESTONAREBEACHES.COM | @EXPLORECHARLESTON


**Coastal Living**  
**Spring 2026**

# Social Media & Google Campaigns

IOP

**Explore Charleston**  
Sponsored · 🌐

Beachfront hotel? Intimate inn? Whatever your accommodation pleasure, the Isle of Palms is certain to please.



charlestoncvb.com/beaches/  
**Discover Isle of Palms**  
Irresistible Enjoyment.


Learn more

Phyllis Lucas an... 1 Comment 3 Shares

Like Comment Share

Instagram


explorecharleston  
Sponsored



Learn more

explorecharleston The Isle of Palms is home to seemingly endless beaches, championship golf, tennis, and non-stop enjoyment just a quick drive from downtown Charleston.

Example of your image ad at 300x250



3rd party ad cont

**Explore Isle of Palms**

A Top Resort, World-Class Golf, & Miles Of Oceanfront Fun Near Downtown Charleston.

Example of your text ad at 300x250


**Discover Isle of Palms in SC**

A Top Resort, World-Class Golf, & Miles Of Oceanfront Fun Near Downtown Charleston.


Explore Charleston

See More

# Isle of Palms Municipal Page on ExploreCharleston.com




AREAS TO EXPLORE  
**Isle of Palms**



**BRING THE FAMILY, HIT THE BEACH**  
Just 12 miles from downtown Charleston, the family-friendly Isle of Palms is perfectly situated between the Atlantic Ocean and the Intercoastal Waterway. With its stellar setting and ample offerings, it's a surfside sweet spot for any beach-bound family. Whether it's a pail-toting idyll building sand castles or a sea-faring adventure on the waves, Isle of Palms is certain to entertain and enthrall crews of all ages.

**HOW TO GET THERE**  
**FROM DOWNTOWN**  
Take Hwy 17 N to SC-517 S/Isle of Palms Connector in Mount Pleasant. Continue to 41st Ave in Isle of Palms.

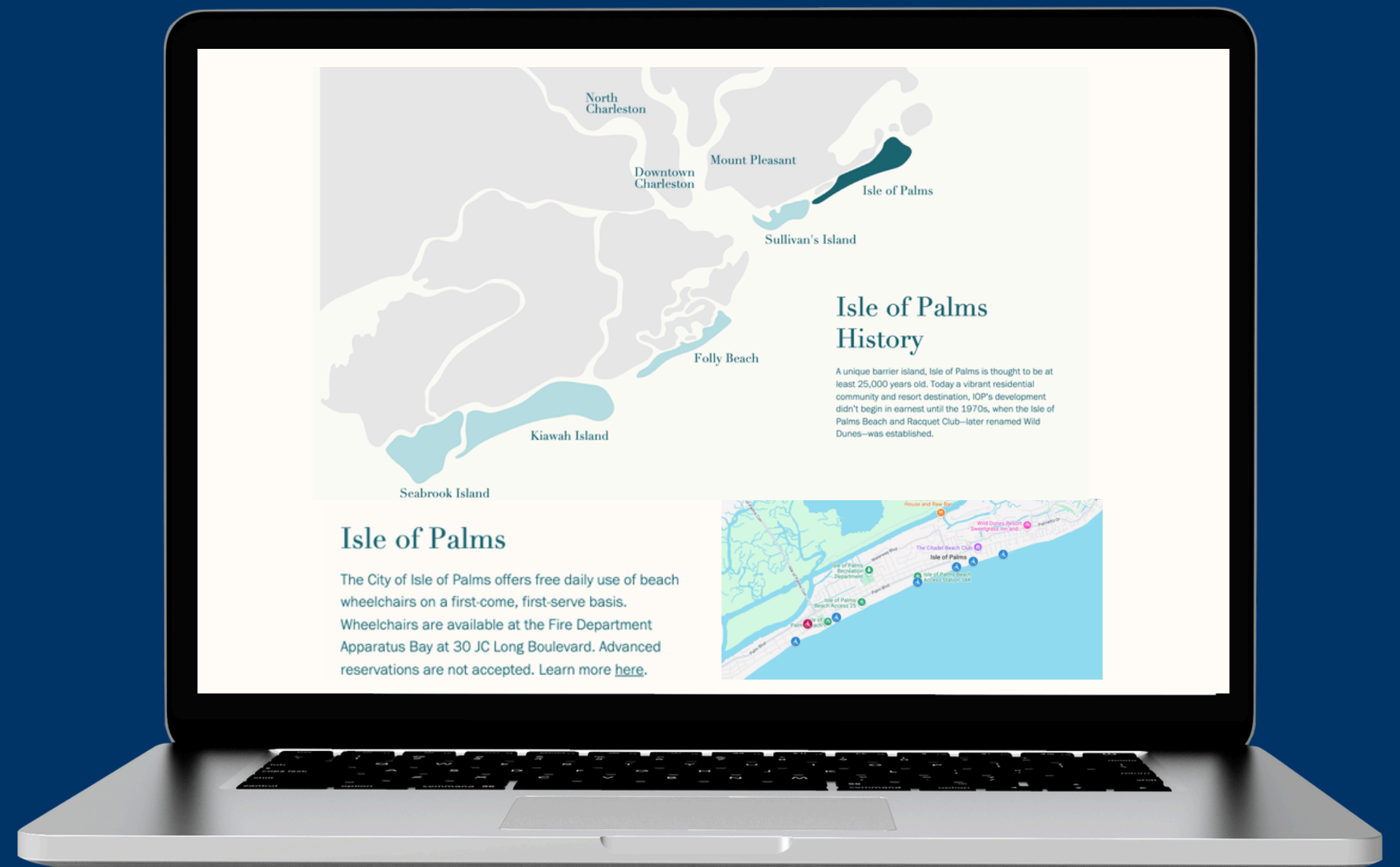


**ISLE OF PALMS**  
**Winsome, waterside pleasures**

Shoreline pursuits are in plenty on Isle of Palms, the home of the acclaimed Wild Dunes resort that has long provided vacationers with an inspired landing pad for all sorts of family diversions. Island visitors will also enjoy abundant front-beach dining and shopping, a full-service marine with a new waterfront restaurant, an oceanfront county park and a host of outdoor activities such as charter fishing and eco tours.

# Isle of Palms on CharlestonAreaBeaches.com

B&I

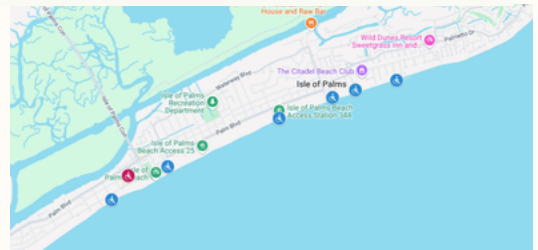


### Isle of Palms History

A unique barrier island, Isle of Palms is thought to be at least 25,000 years old. Today a vibrant residential community and resort destination, IOP's development didn't begin in earnest until the 1970s, when the Isle of Palms Beach and Racquet Club—later renamed Wild Dunes—was established.

## Isle of Palms

The City of Isle of Palms offers free daily use of beach wheelchairs on a first-come, first-serve basis. Wheelchairs are available at the Fire Department Apparatus Bay at 30 JC Long Boulevard. Advanced reservations are not accepted. Learn more [here](#).



# Off Season Campaigns

RD

Explore Charleston®

HOME BOOK YOUR STAY ADVENT CALENDAR

## CHRISTMAS IN CHARLESTON 2025

Explore Charleston®

HOME BOOK YOUR STAY ADVENT CALENDAR

### SPREAD THE JOY

This year, we're continuing our new tradition by inviting you to get into the holiday spirit and join us in spreading a little "Joy," "Hope," and "Love" along the way. Dazzling holiday installations await you in Charleston's Historic District, and this year we've added additional "Hope" and "Love" displays around the Charleston Area. Join in the holiday spirit by:

- 1 Take your photo with these larger-than-life installations
- 2 Post it on your favorite social media platform with #SpreadTheJoy
- 3 Tag us @explorecharelston on Instagram & Facebook and @ExploreCHS on X for a chance to be featured on our pages!

#### EXPLORE CHARLESTON AT CHRISTMAS

The magnificent and on-so "Joy"-ful displays can be found in some of Charleston's most iconic locations in the Historic District. Follow the map and the location names to find each! Standing at 6 feet tall, these can't-be-missed pieces shine in the daytime and shimmer at night, inviting a spectacular display no matter when you stop by.

1. MUSC Shawn Jenkins Children's Hospital
2. Galliard Center
3. Frestfields Village
4. College of Charleston Cistern Yard
5. Isle of Palms Ocean Boulevard
6. Charleston International Airport
7. Boone Hall
8. Marion Square
9. Charleston Visitor Center
10. Patriots Point, Flight Deck of the Yorktown
11. International African American Museum
12. Nesbitt House, Moncks Corner
13. Mt Pleasant Visitor Center
14. North Charleston Visitor Center

# Why Group Business is Good Business



90% is fly in business.



Business travelers tend to spend more when expenses are covered by the company budget.



Contracted business and not subject to changes in the economic climate.



Majority of business is during the Island's off season.



Many associations are required by their by laws to host at least one meeting per year ensuring demand.

# Group Sales Calendar Year 2025

RD



Leads sourced: 416

Potential room nights: 187,441

EI: \$158,806,494

# 2025 By the Numbers

RD



**FAM Tours Hosted**

**12**



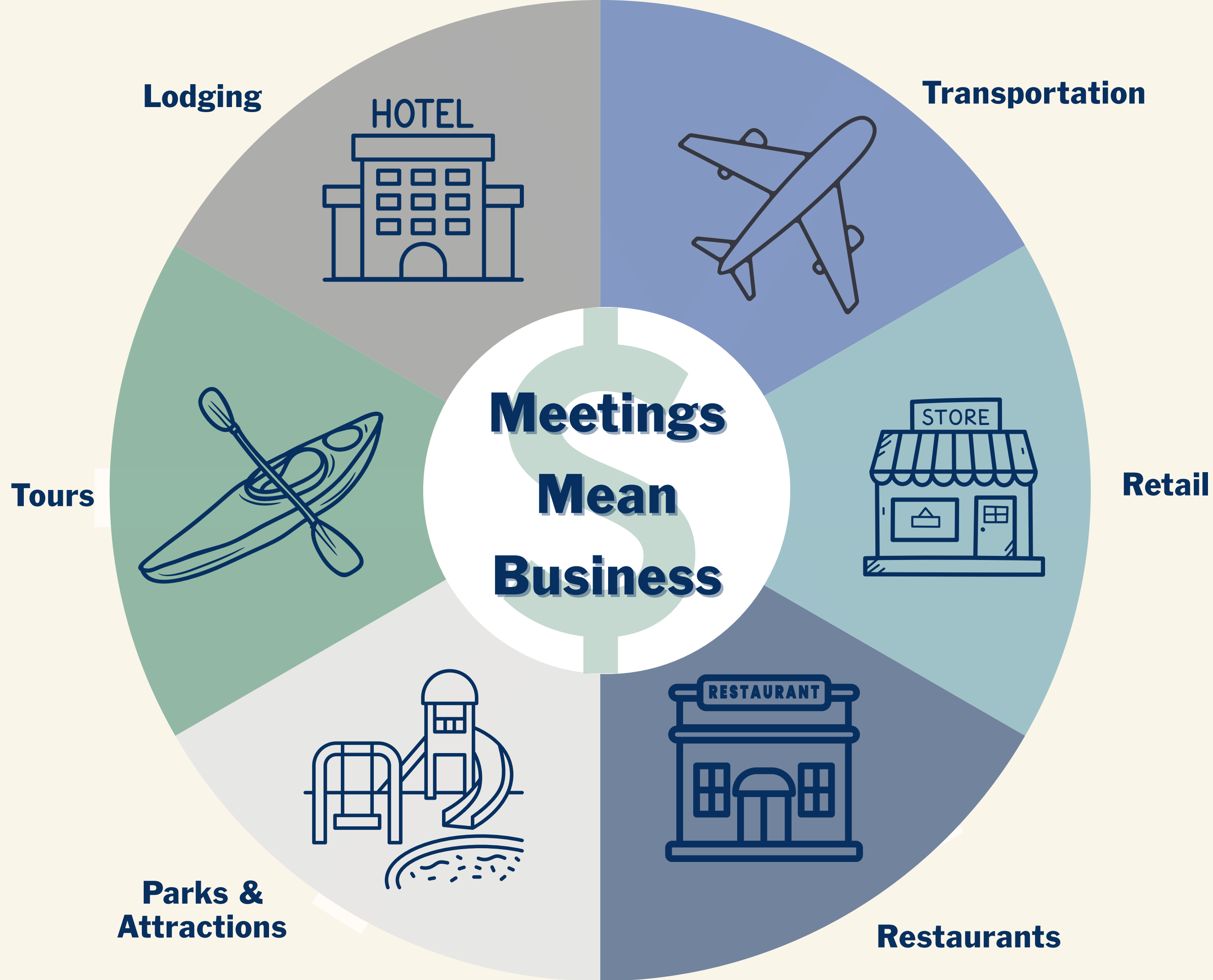
**Trade Shows Attended**

**57**



**Site Visits Hosted**

**66**



# Travel Agent Sales

RD

Direct Bookings to  
IOP lodging partners

Performance for 2025

## amadeus

2023	2024	2025
\$75,871.00	\$92,983.63	\$146,485.00

**57% growth in booked revenue  
Year over Year**

## Signature Travel Network

2023	2024	2025
\$17,693.00	\$25,551.00	\$41,628.00

**21% growth in booked revenue  
Year over Year**

# Earned Media

RD

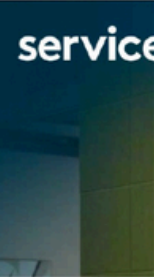
## Great Golf Travel—This Classic Coastal Resort Is Better Than Ever

By [Larry Olmsted](#), Senior Contributor. © Larry Olmsted is a bestselling author ... [Follow Author](#)

Published Nov 18, 2025, 07:15am EST, Updated Nov 18, 2025, 08:57am EST

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Both Tom Fazio designed courses at Wild Dunes have beautiful coastal holes on the Atlantic. This is the Links course. **BRIAN WALTERS**

Golf has been enjoying a huge resurgence, and 2024 and 2025 have seen record tee time bookings nationwide. Despite the opening of many high profile new courses, the industry can hardly keep up, and with reservations very hard to come by at many famous

NEW JERSEY  
**Family**

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Home · Family Travel

## 7 Family-Friendly Resorts Perfect for Spring or Winter Break Getaways

*Each destination is less than a 3-hour flight from New Jersey*

By [Leigh Scheps](#) January 13, 2026

[Share](#) [f](#) [x](#) [p](#)

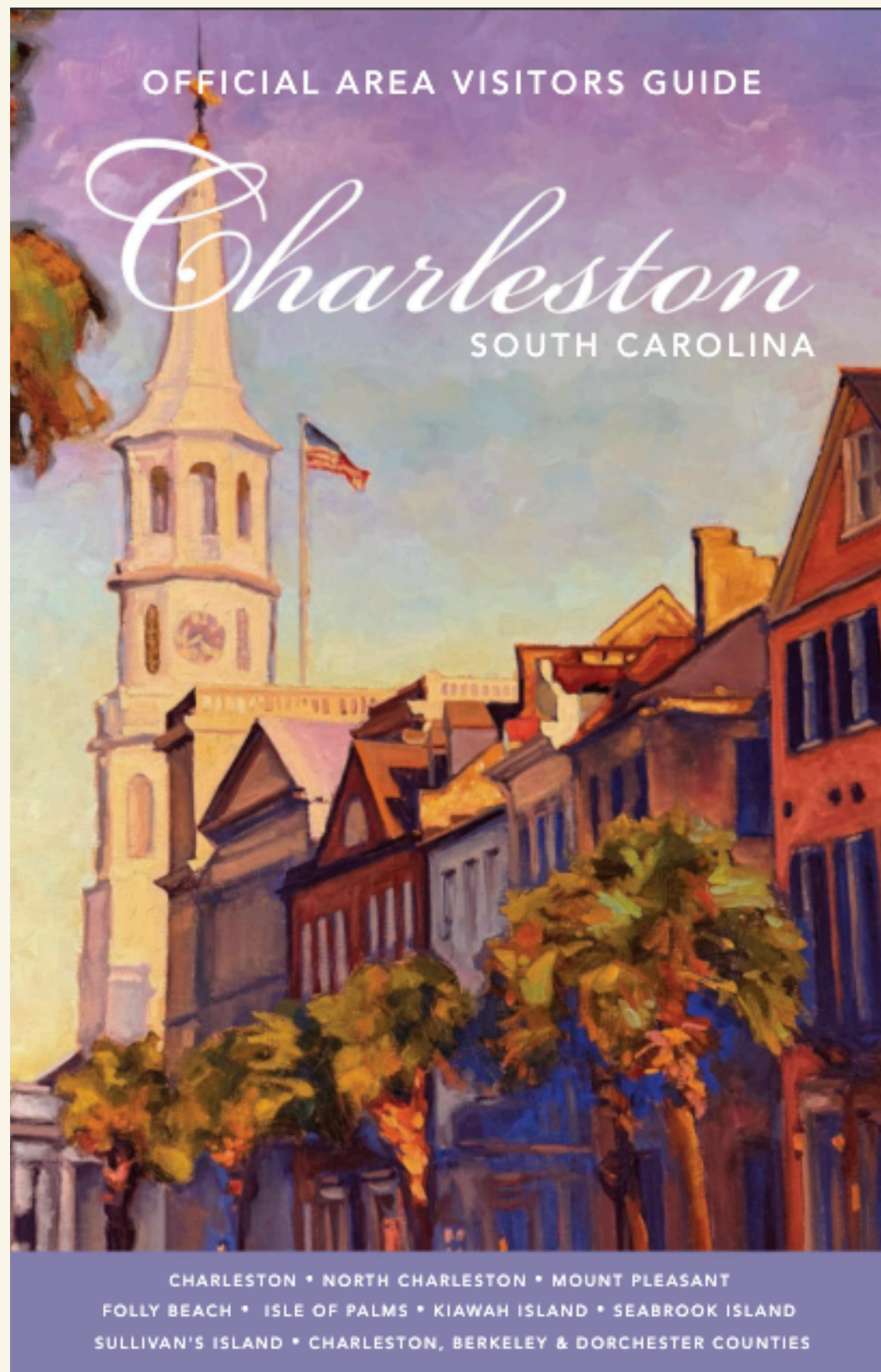


WILD DUNES RESORT

### Isle of Palms, South Carolina

The Isle of Palms is a lush unique barrier island on the South Carolina coast known for its beaches and eateries and is only 30 minutes away from Charleston. At the Isle of Palms County Park, there are a ton of activities for kids including spending the day on the sand and cooling off in the water. If you're looking for shopping, there's the [Outpost at Isle of Palms Marina](#). For a unique experience, try a [tea tour](#) and tasting. At the open-air [Islander 71 restaurant](#), families can get together for bites and play games on the lawn while watching the sunset.

# Visitor Services



## *Isle of Palms*

**WHERE BEACH BLISS AND FAMILY FUN BEGIN**

*The sun rising over the Atlantic, teeing off on a Tom Fazio-designed golf course, a refreshing ocean swim, a bike ride along the beach and more define the "island lifestyle" on the Isle of Palms.*

The Isle of Palms Connector provides a sweeping panoramic view of the marsh and **Intracoastal Waterway** as you approach this welcoming, **family-friendly** island. As both a residential and vacation community, there is more than sand and surf to enjoy. Small neighborhoods tucked between centuries-old oak trees transition to the renowned **Wild Dunes Resort** and its widely-acclaimed golf, tennis, lodging, and conference facilities.

Outside of the resort, Isle of Palms offers an array of amenities including an **oceanfront county park**, a variety of **outdoor activities** such as charter fishing and eco tours, and a **full-service marina** with a waterfront restaurant, Islander 71. The **front beach area** hosts numerous shops, eateries, and watering holes. The unique island lifestyle offers plenty to do at any time of year, allowing visitors to be as active or relaxed as they wish.

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*Isle of Palms*

MILES OF OCEANFRONT DELIGHT

The City of Isle of Palms boasts seven miles of wide, pristine beaches great for swimming, lounging, fishing, biking and kayaking.

A destination for generations of beachgoers.

CITY OF ISLE OF PALMS  
 1959  
 SOUTH CAROLINA

IOP.NET

88 ISLANDS & BEACHES EXPLORECHARLESTON.COM

**30 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)**

**Name of Government:** City of Isle of Palms  
**Contact Person:** Debra Hamilton  
**Phone:** (843) 886-6428  
**Email:** dhamilton@iop.net  
**Name of Organization Designated to Receive Special Fund:\*** Charleston Area Convention & Visitors Bureau / Explore Charleston  
**Atax Amount:** \$1,134,000 (Budgeted Revenue)

**\*Only one organization per form. Please duplicate this form as necessary.**

<u>Project Category and Brief Explanation</u>	<u>Budgeted Expenses for 25-26</u>	<u>Budgeted Expenses for 26-27</u>
1. Advertising & Marketing	\$680,344	\$886,345
3. Marketing Support	\$218,055	\$216,424
4. Group Sales	\$67,040	\$106,931
5. Media Efforts	\$131,094	\$108,203
6. Visitor Services (Center, Call/Chat Centers)	\$4,000	\$227,874
<b>Total:</b>	<b>\$1,100,533</b>	<b>\$1,545,777</b>

**Project Categories - All must attract or provide for tourists.**

- |  |   |
|--|---|
| 1 - Advertising (Print, digital, broadcast, social, etc.)  | 5 - Media Efforts                                 |
| 2 - Promotional Materials/Publications                     | 6 - Visitor Services (Centers, Call/Chat Centers) |
| 3 - Marketing support (creative, photography, videography) | 7 - Other   |
| 4 - Group Sales Efforts and Tradeshow                      |   |

**Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws. (Please type YES or NO below. If NO, please offer explanation)**

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.

**Save as an Excel or PDF Document and Return to Tourism Expenditure Review Committee via email at [damita.holcomb@dor.sc.gov](mailto:damita.holcomb@dor.sc.gov)**

**REACH OUT TO US!**



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