



**South  
Carolina  
Ports**

# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**  
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## **CRUISE BUSINESS COUNCIL FORMED**

***Area business leaders encouraged to join Cruise Business Council;  
Interactive map highlighting more than 200 businesses patronized  
by Charleston cruise passengers unveiled***

Charleston, SC – Today, area business leaders, together with the South Carolina State Ports Authority (SCSPA), announced the formation of an official Cruise Business Council, an organization formed to support and showcase the continual business benefits related to the cruise industry, and to encourage business leaders to stay informed and involved.

The Cruise Business Council will be co-chaired by John Keener, Charleston Crab House; John Hassell, Maritime Association of South Carolina; Erin Mellen, Charleston Convention and Group Services and David Dunlap, Roper St. Francis Healthcare.

In 2010, the cruise industry supported more than 400 jobs and resulted in \$37 million in total economic output for Charleston, including \$16 million in wages and \$3.5 million in tax revenues. According to the Center for Business Research, the renovation of the new terminal on the northern end of the Union Pier property also will deliver an estimated economic boost of \$43 million and create more than 300 jobs.

“The cruise industry provides many benefits to our community. Among those are certainly economic benefits, in the form of customers and guests that patronize our businesses, as well as jobs in the tourism, construction, maritime, and other ancillary industries,” said co-chair David Dunlap, who represents the Charleston Metro Chamber of Commerce on the Council. “It is important to highlight these benefits and provide ongoing opportunities to support and stay engaged in the industry by providing valuable input and involvement, including through the newly formed Cruise Business Council.”

The Cruise Business Council is open to business leaders throughout the Charleston area. Benefits to involvement include:

- Regular meetings with port leadership regarding the Union Pier Cruise Terminal project and the cruise industry, to provide feedback and share opportunities
- Listing on [SCSPA.com/cruises](http://SCSPA.com/cruises) and [www.UnionPierPlan.com](http://www.UnionPierPlan.com)
- Listing in the SCSPA annual guide
- Listing on Cruise Charleston Facebook page

More information about the Cruise Business Council can be found at [www.UnionPierPlan.com](http://www.UnionPierPlan.com).

During today’s event, the SCSPA also unveiled an interactive map that features more than 220 local businesses that cruise passengers have reported visiting, either before or after taking a cruise from Charleston. The map, which can be viewed at [www.UnionPierPlan.com](http://www.UnionPierPlan.com), includes

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## ***Cruise Business Council Formed – add 1***

attractions, hotels, restaurants and retail that cruise passengers have spent money with during their time in Charleston.

“The interactive map highlights many of the businesses that are benefiting from the cruise industry, although not all,” said Jim Newsome. “We continue to hear regularly from businesses throughout the area, including non-tourism-related businesses, that they are seeing traffic increases as a result of the industry. The Cruise Business Council announced today helps to formalize that business support and involvement in our city’s cruise industry.”

Since Carnival began year-round cruise service from Charleston last spring, the SCSPA has regularly surveyed cruise passengers regarding how they spend their time and money in the Charleston area.

The results from that survey of nearly 1,800 cruise passengers have revealed that:

- 37 percent of cruisers visit area attractions, including museums, historic homes and plantations,
- 50 percent dine in restaurants while in Charleston,
- 30 percent stay one or more additional nights in Charleston hotels and lodging before or after their cruise,
- 83 percent cite Charleston’s historical context and architecture as what they liked most about their visit,
- 40 percent are visiting Charleston for the first time,
- And 97 percent of those first-time visitors say they are likely to return to experience Charleston events or further explore its history and attractions.

An essential part of the future of the cruise industry in Charleston is relocating the cruise terminal northward. The SCSPA’s Union Pier Concept Plan offers many benefits, including moving all cargo operations off of Union Pier, reducing cargo-related traffic, eliminating trains and train tracks, and opening up more than 35 acres to public and private uses, including unparalleled public access to the historic Cooper River waterfront.

On March 15, the SCSPA Board awarded the \$2.4-million design work for the Union Pier Cruise Terminal to a team led by national firm CH2M Hill, along with local partners LS3P Associates Ltd., Collins Engineering, Thomas & Hutton and DesignWorks. The new terminal is expected to open by late 2012. This year, 89 cruise ships are planned for Charleston, including 21 port-of-call ships.

Additional information, ongoing updates and the interactive maps can all be found at [www.UnionPierPlan.com](http://www.UnionPierPlan.com).

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