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Convention & Visitors Bureau Releases New Travel Guide

Charleston, W.Va. – The Charleston Convention & Visitors Bureau today revealed its new Travel Guide for the city of Charleston and surrounding areas. This is the first Travel Guide the CVB has produced since 2019 and highlights Charleston’s neighborhoods and neighboring cities. The 36-page magazine includes user generated content, including Instagram photos from locals and QR codes to drive people to business listings and other content.

“The goal of this piece is to inspire people to visit Charleston and experience all the city has to offer,” said CVB President/CEO Tim Brady. “When someone picks this magazine up, we hope the next step in their journey is to navigate to our website and social media platforms to learn more and to get a feel for the city, its events and its culture. Once they do, we feel strongly that they’ll plan their visit.”

The CVB kept the project local by working with Steve Blackwell of Blackwell + Co and Chapman Printing. In addition to promoting the Capital City and its five neighborhoods, the Travel Guide also features sections on the communities of South Charleston, Dunbar, Nitro, and St. Albans.

“What’s great about the new travel guide is the way it localizes the content and production of the piece – showcasing local Instagram content, featuring a local designer, and utilizing a local printing company,” said Mayor Amy Shuler Goodwin. “Be sure to stop by the Capitol Market to grab a copy or request a copy through the Charleston CVB.”

A photo of Aristotle Jones, a local singer/songwriter, is featured on the cover of the guide, and was captured by amateur photographer Leslie Amber Rhine at the Mayor’s Concert at City Center at Slack Plaza. “Nothing gives me greater pleasure than being inspired by what is happening around me and taking photos to try and capture the moment,” Rhine said. “It gives me so much joy when people like my photos! Charleston is so full of great events and people!”

The self-taught, lifelong photographer regularly posts her photos to Instagram. “I post on

Instagram because I can be completely anonymous. I'm sure you were expecting a much younger person, but my birthday was a few days ago and I turned 74! I consider it a great honor to get the cover of the publication! I could not be more pleased to be recognized in this fashion."

The Travel Guide is distributed throughout the city and state, as well as mailed across the country and internationally.

For more information about the Charleston Travel Guide or to request a copy by mail, visit charlestonwv.com.

See more of Rhine's photos on Instagram: [pretentious_wvphotographer](https://www.instagram.com/pretentious_wvphotographer)

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