

WE ARE *The Beach*®

2022 ANNUAL REPORT



VISIT
Myrtle Beach
SOUTH CAROLINA



WELCOME

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WELCOME

Thank you for a great year!

Here at the Convention & Visitors Bureau (CVB) we want to thank you for our many shared successes in 2022. The Grand Strand had a phenomenal year, and we have much to celebrate. From a new TV show to record-setting air travel, we continued to achieve pre-pandemic levels of success and drove unprecedented prosperity to The Beach.

We successfully launched the new member investment program called AMP – Amplified Marketing Program, developed The Beach is for everyBODY sensory friendly pledge, the Arts and Gallery Trail and the Chef Swap at The Beach TV show on the Cooking Channel, plus all of our nonstop efforts to advance our economy and our livelihood. We welcomed more people to The Beach via plane thanks to expanded air service at the Myrtle Beach International Airport with a new record of total passengers. And we set tourism sales and revenue records by generating \$32 million in accommodation tax revenues, up two percent from 2021. And we earned the distinction of Southeast Tourism Society’s Tourism Office of the Year award. These highlights and more are covered in this annual report.

I want to express my thanks to our business community, board members, elected leaders, and community partners for their valuable efforts in welcoming visitors and residents as we, together, supported the great demand this past year. The Beach continues to thrive, with many happy families, golfers and couples traveling home eagerly waiting for their next trip.

We will continue to drive demand for the destination, as we recently made Trip Advisor’s list of Top 10 Trending Winter Destinations for U.S. Travelers and our lodging metrics continue to be above pre-pandemic levels, all while remaining one of the most affordable destinations in the country.

Looking back over this year and with exciting new projects in the pipeline ahead, I am more certain than ever that The Beach is the best place on earth. Our area would not be the same without your dedication to excellence to go the extra mile and offer warm Southern hospitality.

Thank you for all you do to support the marketing promotion of the Myrtle Beach destination.

Sincerely,



Karen Riordan

President and CEO, Myrtle Beach Area Chamber of Commerce & CVB



WELCOME TO *The Beach*



It's easy to understand why nearly 20 million people per year visit Myrtle Beach. From the first moment you arrive here, you'll feel like this is where you belong. Because this isn't just any beach. It's The Beach.

Known lovingly as The Grand Strand, we are one destination made up of 14 unique communities, connected by a shared passion.

We're the place where you can let loose, be you and go with your own flow. We're the sun on your face, the thrill of a roller coaster or the perfect bite of seafood.

We are 60 miles of bringing people together.

A trip to The Beach has a way of showing you that we're all more alike than we are different — something we could all use a bit more of these days. No matter who you are or where you come from, The Beach is here for you. We're open, accepting and ready to welcome you with a heaping helping of southern hospitality.

From couples to families to anyone just looking to dig their toes into some sand, we invite you to find your place in the most wonderful place there is: The Beach.

Thank You!

To our 2022 Board Members

Alex Husner

Board Chair
Condo World

Billy McGonigal

Immediate Past Chair
Best Western Ocean Sands

Sean Bailey

SkyWheel Myrtle Beach

Dr. Michael Benson

Coastal Carolina University

Woody Brownson

Vacation Myrtle Beach

Kristin Call

Myrtle Beach Pelicans

Pablo Chavez

Ripley's Aquarium &
Attractions

Tracy Conner

Myrtle Beach Golf Course
Owners Assoc.

Kenny Generette

Horry County Schools

Dr. Jessica Greene

Next Level Behavioral
Health & Wellness

Theresa Koren

Oceana Resorts

Ross Martin

Coral Beach Resort

Seth McCoy

Burroughs & Chapin

Patrick Norton

Brittain Resorts & Hotels

John Rutenberg

Truist Bank

Alberto Semidei

Sheraton Hotel

Chris Shroff

Avista/Seaside Resorts

Todd Setzer

A & I Fire & Water
Resotration

Samantha Slapnik

Liberty Tax Service

Jacob Smith

Sandy Beach Resort

Eileen Soisson

The Meeting Institute

Amy Stevens

Tidelands Health

Ryan Swaim

Dunes Realty

Heidi Vukov

Croissants/
Hook & Barrel



Data & Insights

Fast facts about tourism at The Beach

17.2
MILLION

Visitors Annually

Two-thirds are repeat visitors to the area

159k

Room Units

More available accommodations than Las Vegas!

2,000+

Restaurants

More eateries per capita than Paris!

1,000+

Attractions

Endless activities for all ages

425

Hotels & Resorts

Accommodations at every price point

90+

Golf Courses

Known as the "Golf Capital of the World"

60

Miles of Beaches

14 unique communities known as "The Grand Strand"

#1

Airport in U.S.

Awarded "Top Small-Midsize Airport" by TSA



City, County and State Taxes continue to be strong

Thanks to a record year for tourism along the Grand Strand, tax revenues and sales reached all-time highs in 2022. According to the S.C. Department of Revenue, Horry County's gross sales reached \$15.8 billion in 2022 (up 7% year over year).

Spending also pushed higher this year with Visitor Visa Spending reaching \$4.2 billion (up 7% year over year). Here's a look at how tax revenues and gross sales broke down in 2022:

Tax Revenue for Horry County

\$32.26

MILLION

Accommodations Tax

▲ 2% YOY

\$44

MILLION

Tourism Development Fee

▲ 10% YOY

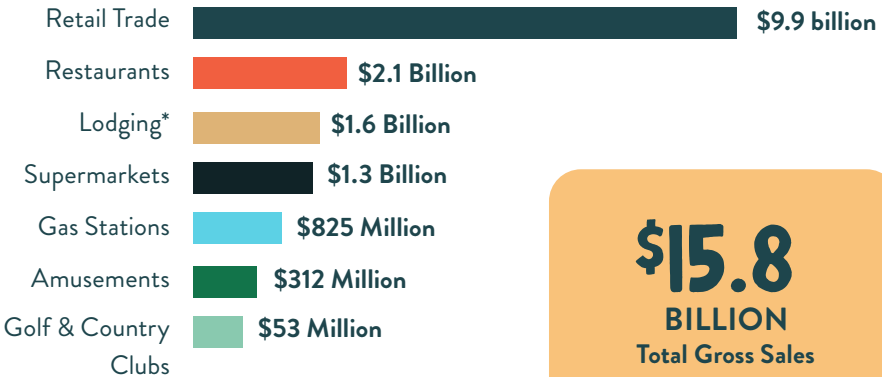
\$56.5

MILLION

Hospitality Tax

▲ 58.5% YOY

Gross Sales for Horry County



*Note: Based on 2% ATAX

Source: S.C. Department of Revenue

ACCOMMODATIONS

Lodging industry continues strong recovery in 2022

Metrics top '21, push above pre-pandemic levels

In 2022, Visit Myrtle Beach marketing programs continued to keep The Beach top of mind of people who were ready to get back to The Beach.

These efforts positioned the Myrtle Beach area to maintain market share and continue the strong recovery in the hotel industry.

Every 2022 lodging key performance indicator increased from 2021 and continued to be above pre-pandemic levels.

All the while the Myrtle Beach area remains one of the most affordable destinations in the country.



Avg. Occupancy

60%

↑ 5% YOY

Avg. Daily Rate

\$179

↑ 12% YOY

Avg. RevPAR

\$102

↑ 19% YOY



KEYDATA™

Avg. Occupancy

58%

↑ 2% YOY

Avg. Daily Rate

\$146

↑ 5% YOY

Avg. RevPAR

\$95

↑ 9% YOY

Total Revenue

\$1 BILLION

↑ 0.1% YOY

Total Demand

6.2 MILLION

↑ 1.9% YOY

Note: Both Total Revenue and Total Demand numbers based on STR data



AIR TRAVEL

MYR has record-setting year

Throughout the year, Visit Myrtle Beach's air service campaigns and marketing efforts helped drive interest and traffic to Myrtle Beach International Airport, which experienced another record-setting year. Here are some of the many highlights to celebrate in 2022:



New routes for Southwest Airlines

Southwest announced new flights to Denver, CO beginning June 10, 2023

3.46
MILLION

Total Passengers

▲ 7.7% YOY



New routes for Spirit Airlines

Spirit launched new flights to Manchester-Boston Regional Airport

1.73
MILLION

Enplanements

▲ 7.9% YOY



Added program for people with disabilities

Introduction of the Sunflower Lanyard Program to ease travel for people with hidden disabilities



Additions to airport therapy dog program

Addition of six new therapy dogs in the P.E.T.S (Pups Easing Travel Stress) Airport Therapy Dog Program

1.72
MILLION

Deplanements

▲ 7.6% YOY

Source: Airline Data Inc., Volaire Aviation Consulting

DEMOGRAPHICS

Visitor demand remains high

Demand for leisure travel to The Beach continues to grow. Annual visitation to the area grew more than 50% from 2009 to 2019 and this trend returned in 2021 with an estimated 17.2 million people (about the population of New York) visiting The Beach and spending an estimated \$10.8 billion during their stay. While the 2022 Visitor Volume Study will be complete in June 2023, all indications point to a similar year to 2021.

Thanks to Visit Myrtle Beach marketing efforts, interest in visiting Myrtle Beach increased significantly from October 2021 to October 2022, even while interest in visiting other competitive destinations decreased. More than 1 in 3 (34%) recall seeing or hearing Myrtle Beach advertising — higher than the percentage who recall advertising for competitor destinations. Among those who recall advertising, 64% indicate it caused them to be more interested in taking a vacation to Myrtle Beach.

Among those interested in visiting Myrtle Beach, the majority would visit with their significant other (78%) and stay in a hotel or resort (61%). Beach activities would be the top activity of interest (78%), followed by dining at local restaurants (73%) and shopping (52%). Interest in dining at local restaurants, live music/concerts and miniature golf increased significantly from October 2021.

Here is a closer look at who visits Myrtle Beach and where they come from:

Top Origin Markets

1. Charlotte, NC
2. Raleigh-Durham-Fayetteville, NC
3. Greensboro-High Point-Winston Salem, NC
4. New York, NY
5. Florence-Myrtle Beach, SC
6. Charleston, SC
7. Greenville-Spartanburg-Asheville-Anderson, SC
8. Columbia, SC
9. Wilmington, NC
10. Philadelphia, PA

Source: Near

Top Spending Markets

1. Charlotte-Concord-Gastonia, NC-SC
2. Washington-Arlington-Alexandria, DC-VA-MD
3. New York-Newark-Jersey City, NY-NJ-PA
4. Raleigh-Cary, NC
5. Columbia, SC
6. Florence, SC
7. Greenville-Anderson, SC
8. Charleston-North Charleston, SC
9. Atlanta-Sandy Springs-Roswell, GA
10. Greensboro-High Point, NC

Source: VISA Destination Insights

Who Has Visited in Past 3 Years?



Source: MMGY Travel Intelligence

Highlights

2022 KEY ACCOMPLISHMENTS



INDUSTRY HONORS

Visit Myrtle Beach awarded tourism office of the year

CVB take top honor from Southeast Tourism Society



Members of the Visit Myrtle Beach team pose with the STS Award including, from left, Chris Mowder, John Muse, Johanna Hodge, Mary Carman Isenberg, Diane Charno, Bob Harris, Katie Hunter, Stuart Butler, Jen Brunson and Lisa Parisi.

Visit Myrtle Beach is proud to receive the honor of Southeast Tourism Society's Tourism Office of the Year.

The Southeast Tourism Society presents this award to a tourism office that demonstrated outstanding contributions to travel and tourism within the Southeast United States.

Together, the Visit Myrtle Beach Marketing and Group Sales teams earned this title due to our innovative approach to data, content, and marketing strategies, leading in recovery across all metrics in the Southeast in 2021.

"We are thrilled to be recognized by STS for this award. Everyone involved at the Myrtle Beach Area CVB is extremely passionate about sharing all that The Beach has to offer, connecting with visitors and welcoming them here."

Stuart Butler

Chief Marketing Officer

Study shows CVB provides industry-leading ROI

Visit Myrtle Beach's mission is to position The Beach as a year-round destination with 60 miles of "beach plus" to high value travelers in order to influence measurable overnight visitation from core audience segments to the 14 communities that make up The Grand Strand.

Among our top-level objectives is to maintain a high return on investment per media dollar spent and in 2021 we're happy to report that ROI remained strong and pushed to record-setting marks for the area.

According to studies by Longwoods International, every \$1 invested in Visit Myrtle Beach advertising campaigns returned \$180 in direct visitor spending and \$24 in tax revenue for the area.

These industry-leading numbers are a strong sign that destination marketing efforts are performing well and continue to drive the local economy to the tune of \$11.1 billion in visitor spending.

Marketing Objectives

- **Grow awareness** and inspiration for high-value domestic and international travelers.
- **Increase market penetration, awareness, length of stay and number of trips**, while maintaining visitor spending, incremental visits and incremental room night production.
- **Drive quality and incremental visitors to [visitmyrtlebeach.com](https://www.visitmyrtlebeach.com)** and position the website to be the most comprehensive and useful resource for travelers in the market.
- **Increase awareness of area attractions** beyond heavy contribution origin markets.

Longwoods
INTERNATIONAL

\$1

in advertising
investment w/
Visit Myrtle Beach



\$180

RETURN ON INVESTMENT
for Direct Visitor Spending

\$24

RETURN ON INVESTMENT
for Local Tax Revenue

Visit Myrtle Beach campaigns drive arrivals

Throughout 2022, Visit Myrtle Beach spent more than \$20 million in paid media campaigns designed to drive interest in areas such as leisure travel, air service, groups, meetings and sports, and international travel.

These campaigns, developed by agency of record MMGY, drove more than 1.4 million partner referrals across display, search and social platforms. More importantly, arrivals and economic impact studies show that these investments not only drive awareness, but increased visitation, traveler spending and improved perceptions of the area.

In fact, a Longwoods ROI and Halo effect study for 2021 campaigns showed a more than \$200 return on every \$1 invested in marketing while perceptions of the destination also improved.

Campaign Highlights

2.4
BILLION
Impressions

15.2
MILLION
Engagements

3.8
MILLION
New Website
Visitors

2
MILLION
Engaged Website
Visitors

1.4
MILLION
Partner Referrals

103,000
Attributed Arrivals
Media Exposures associated
with 2.2x of the arrivals

Campaign Breakdown

Visit Myrtle Beach ran 20 paid media projects in 2022. Here's a look at how our top campaigns performed:

Leisure	\$18.9 million	2.2 billion impressions
Air Service	\$2.3 million	550 million impressions
B2B	\$465,149	28 million impressions
International	\$245,843	55 million impressions
Chef Swap	\$245,843	47 million impressions
Winter Wonderland	\$236,700	22 million impressions
Beach Easy	\$2,683	496,965 impressions

The holidays are here.
Bigger, brighter
& *Beach-ier.*



Scan here for more details at WinterWonderlandatTheBeach.com



The Beach

100 km
where you
BELONG

THOSE
HUSH PUPPIES
NEVER STOOD
A CHANCE.



Beach WITH THE BEST

With 60 miles made for you, so you can be your best self as you relax at one of over 2000 restaurants. Level up your vacation in Myrtle Beach and all the good times will be in.

VISITMYRTLEBEACH.COM



RIDE YOUR WAVE AT *The Beach.*

60 MILES WHERE YOU BELONG.

The best of South Carolina comes together in Myrtle Beach. Don't miss out - plan your getaway to our 60 miles of surf, sun and smiles.

VisitMyrtleBeach.com

VISIT
Myrtle Beach
SOUTH CAROLINA



Scan to start planning your trip.

CHEF SWAP
at The Beach

WITH AMANDA FREITAG



WATCH THE BEST
CHEFS IN
MYRTLE BEACH
COMPETE



SEASON PREMIERE OCT 1 SATURDAYS | 7 P.M. EDT

BOOK A
NONSTOP FLIGHT
TO THE BEACH

BOOK NOW



TIME FOR A
GET-TOGETHER?

BRING IT TO *The Beach.*
START PLANNING AT VISITMYRTLEBEACH.COM/GROUPS

VISIT
Myrtle Beach
SOUTH CAROLINA



Scan for sample itineraries.



YOU
BELONG
AT
The Beach.

PLAN YOUR TRIP



Campaign Invites Beachers to Beach with The Best

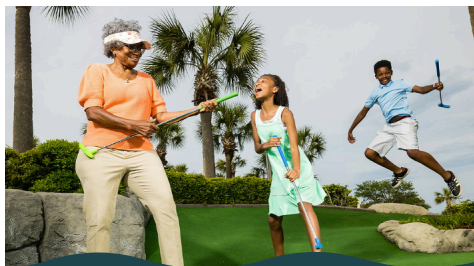
Sports-like campaign celebrates everyday beach activity

After unveiling it's new "The Beach" brand in 2021, Visit Myrtle Beach worked with MMGY to expand on this idea in 2022 with an advertising campaign designed to highlight the area's welcoming, laid-back attitude and give travelers a chance to let go and be themselves in a place that does the same.

Called "Beach with The Best" the campaign took a multi-channel approach which included television, CTV, print advertising, online banners, social media and more. It was highlighted by a series of comedic television spots which took an over-the-top approach to celebrating regular people doing regular beach things in an extraordinary way.

The launch of these hilarious spots and the entire Beach with the Best campaign garnered positive attention not only from visitors, but from the advertising and tourism industry trades as well.

The television spots have already been awarded ADDYs from the American Advertising Federation, including Best of Show, and will go on to compete at the national level.



THE WORLD'S

#1 NEWS TEAM

(AS VOTED ON BY THE WORLD)



Scan to watch the
TV spots



CINDY

JONES

RANDALL

RICKLES

The Beach

MYRTLE BEACH, SC

EARNED MEDIA

National Media Takes Notice

The public relations team executed a comprehensive earned media plan to stay top-of-mind and gain interest from national media in 2022.

This included a wide range of public relations efforts, including targeted pitching and outreach, media missions and familiarization tours, satellite media tours, as well as hosting more than 20 media and influencers in market so they can share their experience at The Beach with their diverse audiences and fans. These efforts resulted in more than 19 billion earned media impressions (a 20% increase YOY) with an estimated ad value of more than \$85 million.

The Public Relations team, along with Fahlgren Mortine, was also pleased to partner with more than 200 industry members to help showcase Myrtle Beach's best experiences.

- 7 Best Beaches in South Carolina – AFAR
- Perfect Vacation Spots for Families Traveling w/Autism – Fodor's Travel
- 11 Best U.S. Destinations to Visit During the Fall – Fodor's
- Best East Coast Beach Towns to Live In – Stackler
- Ultimate Destination for Families – Southern Living
- Best Resorts to Stay in Across South Carolina – Southern Living
- Best Water Parks in The USA - Timeout
- 10 Best Resorts in South Carolina – Travel + Leisure
- Most Affordable Places to Buy a Beach House in U.S. – Travel + Leisure
- Top 25 Hotels for Families – TripAdvisor
- Q2 & Q3 2022 Top 20 US Cities Ranked by Searches – TripAdvisor
- 20 Best Places to Visit in The Carolinas – U.S. News & World Report
- Best Places to Visit in June – U.S. News & World Report
- Best Family Vacations in the U.S – U.S. News & World Report
- 25 Top Family Weekend Getaways in U.S. – U.S. News & World Report
- Best Family Spring Break Destinations – U.S. News & World Report
- 30 Best Dog-Friendly Beaches in U.S. – U.S. News & World Report
- Fastest Growing Places in the U.S. – U.S. News & World Report
- 32 Top Cheap Weekend Getaways in U.S. – U.S. News & World Report

19.8
BILLION
Total Impressions
↑ 20% YOY

28k
Media Clippings
↑ 29% YOY

22
Media Hostings
↑ 29% YOY

Readers
Digest

TRAVEL+
LEISURE

yahoo!



Southern Living



The Beach makes a splash with food-focused TV shows

Chef Swap at The Beach

Visit Myrtle Beach partnered with The Workshop Content Studios & Keystone Pictures to develop Chef Swap at The Beach, a new cooking competition television series that aired on The Cooking Channel in Fall 2022.

This show featured 12 restaurants across the Grand Strand, ranging in cuisines and flavors.

In each episode, celebrity chef Amanda Freitag took two local chefs out of their comfort zones by swapping them into each other's kitchens. The chefs had no idea where they were going, what ingredients they would have, or what type of dish they would cook.

A winner was crowned at the end of each episode and presented with a prestigious, locally crafted Chef Swap Knife. We can't wait for Season 2!



Moveable Feast

The popular PBS show, Moveable Feast with Relish partnered with Visit Myrtle Beach for an episode to showcase the bountiful and local cuisine in the area.

Chef Alex Thomopoulos traveled to Pawleys Island to sample some of the freshest seafood The Beach has to offer.

Featuring local chefs Heidi Vukov of Hook & Barrel and Adam Kirby of Bistro 217, the feast was held at Caledonia Golf and Fish Club.

Video shows & shorts help drive content engagement

Visit Myrtle Beach's owned digital content continued to grow and reach new heights in 2022. The content army continues to grow, with 25 writers, photographers, and videographers on deck. These content creators develop much of the storytelling on the website in both written form and photography, along with videography for our YouTube shows.

Visit Myrtle Beach's success on YouTube this year is a testament to the effectiveness of video marketing in promoting tourism and showcasing the unique features of a destination. Visit Myrtle Beach's owned media is on mission to tell the story of The Beach, and all the wonderful places, people, flavors, and history that make it unique.

Through creative approaches to YouTube video creation, the two channels, Myrtle Beach Beats and Myrtle Beach Eats, have more than 64,000 views since launched last summer. Our shows Myrtle Beach Karaoke, On The Hook, Finding Our Flavor and Myrtle Beach Beats Music Sessions all continue to grow their followings daily and have racked up more than 2,500 hours of watch time.

The main Visit Myrtle Beach channel on YouTube also garnered 1.6M views in 2022 through general, brand, community and holiday videos.

Myrtle Moms with Margaritas podcast continues to grow with downloads and listeners from outside South Carolina, and topics ranging from social mom trends to homeschooling. The podcast, produced with the help of Relic Agency, will soon reach 40 episodes and is released weekly each Thursday.

In 2022, Visit Myrtle Beach also entered the short form video content space and made waves. With short form videos on TikTok, Instagram Reels, and YouTube Shorts, the audience on all three platforms has grown, with total views over 35 million.

Growth of Social Video Platforms in 2022



858,452

Video Views

4,957

Net New Followers



2.6M

Video Views

1,450

Net New Subscribers

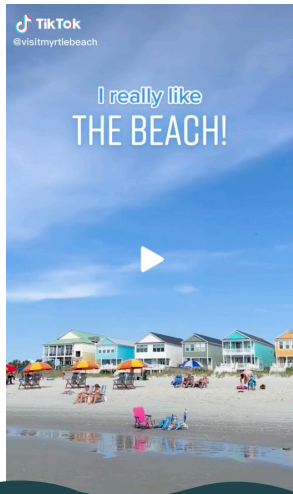
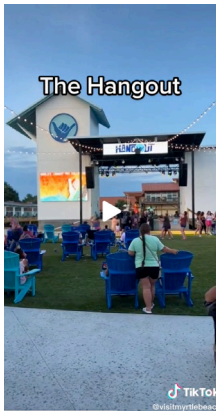
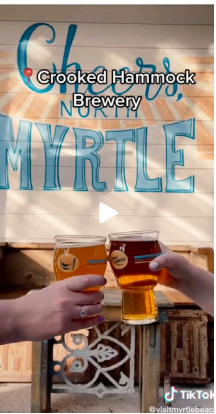
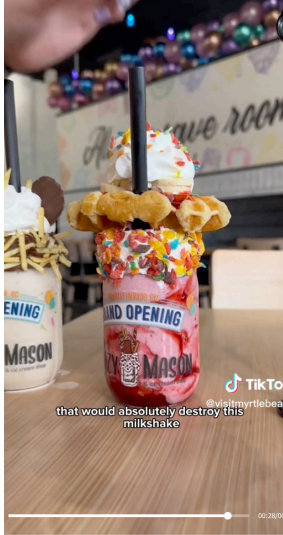


34.5M

Video Views

14,324

Net New Followers



Autism, arts initiatives part of plan to build a better beach

Tourism is the economic lifeblood of the Myrtle Beach area providing billions of dollars in revenue which improve the quality of life for residents of all our 14 unique coastal communities and beyond.

In addition to its efforts to drive tourism through external marketing, Visit Myrtle Beach also focused on these community initiatives in 2022, which are designed to enhance visitor experience and improve quality of life for local residents.

The Beach is For EveryBODY: Sensory-Friendly Pledge

The Beach is the place where everybody can belong, and we mean everybody, every ability, every family, everyone.

Myrtle Beach, South Carolina, has been committed to providing an autism-friendly vacation experience since January 2016, when Surfside Beach was recognized as the first certified autism-friendly destination and then the City of Myrtle Beach followed shortly after. We strive each day to create a more welcoming and inclusive place for families to vacation, relax, and enjoy all that there is to do at The Beach.

In 2022, we launched The Beach is for everyBODY: Sensory-Friendly Pledge, which rallies the business community to work together to become a more welcoming and inclusive place. This pledge partnered with Champion Autism Network and TravelAbility to provide useful information to our local business on training and awareness. Since launching this initiative, over 50 businesses have pledged to be sensory-friendly.



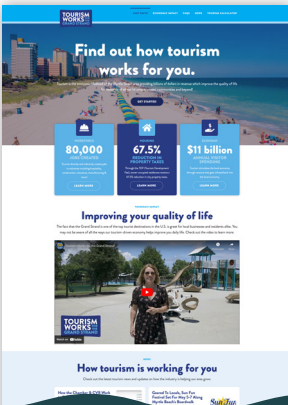
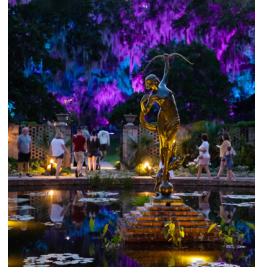
Myrtle Beach Arts & Gallery Trail

Launched in September, the Myrtle Beach Arts & Gallery trail features more than 100 locations across the Grand Strand, stretching across all 60 miles of beaches and our area's 14 communities.

The project was created in conjunction with the Franklin G. Burroughs-Simeon B. Chapin Art Museum and The Arts Grand Strand and highlights the area's art galleries, museums, public art installations and art-filled attractions like Brookgreen Gardens.

It's a great way to uncover some of The Beach's best "hidden gems" including awe-inspiring oceanfront sculptures, enormous alleyway murals and secret underground passages filled with art.

Participants can also earn prizes such as stickers, T-shirts and prints by local artists just for exploring the trail and "checking in" to stops along the way with a digital passport that can be saved to a mobile device. Get more details at VisitMyrtleBeach.com/artstrail.



Tourism Works For The Grand Strand

Also in late 2022, the Myrtle Beach Area Chamber of Commerce and CVB launched an all new website, Tourism Works For The Grand Strand to highlight the impact that tourism has on the quality of life in and around our area.

The site is a great way for local residents to keep up on tourism industry news and better understand the impact it has on jobs, property taxes, schools, public safety and the economy at large. Learn more by visiting TourismWorksForTheGrandStrand.com

Online metrics continue growth

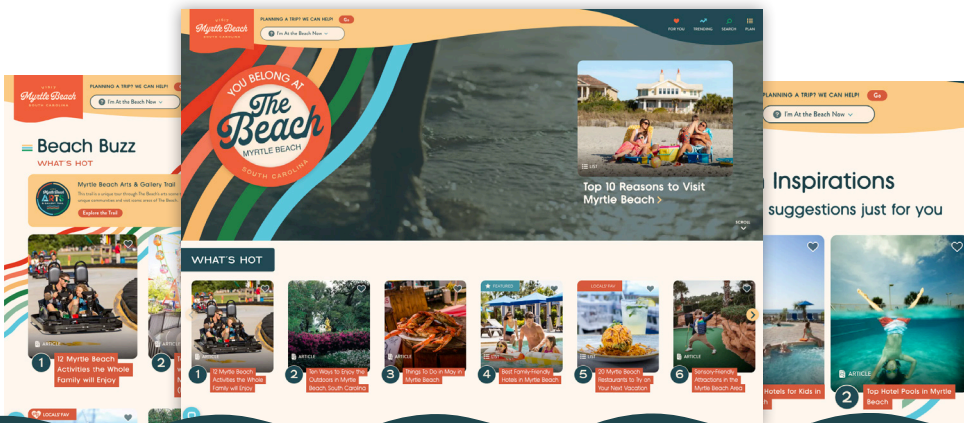
Work begins on rebuild of VisitMyrtleBeach.com

Visit Myrtle Beach's website and digital properties continued to be key tools for promoting The Beach this year.

We saw plenty of success in online search, ranking #1 among our competitive set in search demand and seeing strong performances in search popularity on top OTAs such as TripAdvisor, Expedia and Trivago.

Also in 2022, the VMB team began an all-new website build designed to modernize its flagship VisitMyrtleBeach.com website. Done with the help of Miles Partnership, this innovative new website platform features state-of-the-art personalization, user experiences & content. The project, which kicked off in the fall —has since launched in 2023.

In addition we continued to grow our website content in 2022 with the help of a "content army" that includes writers, bloggers, photographers and videographers who contributed more than 100 new articles and other useful pieces of content for website visitors.



Looking toward the future with cutting-edge customer data

To effectively market the area, it is increasingly important that Visit Myrtle Beach understand the preferences, behaviors, and needs of its target audience.

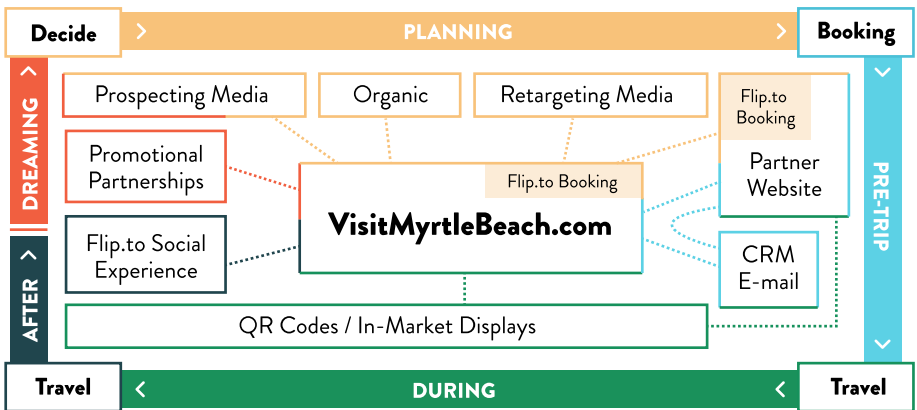


That's why in 2022, our team began utilizing Blueshift, a cutting-edge customer data platform (CDP), to bolster its digital data collection and marketing efforts.

Visit Myrtle Beach has begun the process of integrating Blueshift across all digital touch points, allowing the organization to collect customer data from various sources, including website interactions, social media activity, email engagement, and more. Over time, this data will help us build more detailed customer profiles and gain insights into our travellers' booking habits like never before.

For example, Visit Myrtle Beach can identify which types of activities are most popular among certain segments of its target audience or which channels are most effective at driving bookings.

By collecting and analyzing customer data, Visit Myrtle Beach can identify individual preferences and behaviors, and use this information to deliver more targeted messaging and offers. This can help to increase engagement and loyalty among customers, and ultimately drive more bookings and revenue for the Myrtle Beach area.



BRAND PARTNERSHIPS

Aligning The Beach with national brands & events

Partnerships pave way for increased exposure

Throughout 2022, Visit Myrtle Beach, along with RSM and CrossOver Marketing, partnered and collaborated with top brands on unique promotions that drive awareness and demand for the destination in non-traditional tourism channels.

These partnerships are highlighted by placements, promotions, and events that offer exposure through brands like BestOne Tire Service, Entenmann's, Graco, Haribo, Lidl, Spirit and Stand Up To Cancer, among others.

Both The Beach and its partners were able to take advantage of these co-op opportunities for added reach and credibility that comes with being seen alongside brands consumers already know and trust.



Program matches The Beach with college, pro sports fans

This year, Visit Myrtle Beach continued its successful media and promotional partnership with JMI & PlayFly Sports.

This partnership includes 10 college sports programs and three conference basketball tournaments, which offer opportunities to promote The Beach to a wider, national audience.

In addition to exposing fans to the message that "You Belong at The Beach", the sports partnership program also offers the opportunity for our partners to participate in co-op programming with major brands like Ford, Pepsi, BMW, PNC and more.



Ultimate Fan Battle

As part of our sports partnership program, Visit Myrtle Beach encouraged fans to show off their fandom in the Ultimate Fan Battle contest.

This fan engagement effort using the Flip.to advocacy platform reached 844,023 fans in 2022 with 25,104 warm leads and 1,178 stories submitted from fans.



Sporting events continue to drive strong visitation in '22

Thanks to the efforts of the Myrtle Beach Regional Sports Alliance — combining Visit Myrtle Beach, the City of Myrtle Beach, and our other local sport tourism partners — sports tourism generated \$154.7 million in direct spending in the City of Myrtle Beach this year including 14 million in tax revenue.

In 2022, the team added several new indoor sporting events along the Grand Strand, including 3 Cheer/Dance events (Cheer & Dance Extreme, Inspire National Dance Competition, and ID Dance Competition), USA Gymnastics Region 8 Meet, Hype Nation Volleyball, and New Breed Jiu Jitsu.

The area's outdoor venues hosted baseball and softball events including Triple Crown Sports, Athletx, and Top Gun Sports. The City of Myrtle Beach continues to operate and grow the three spring break track meets as well.

Our team continued successful partnerships with major sporting events and other signature events that reach a national audience such as the ESPN Events-owned Myrtle Beach Bowl (highest attendance in the bowl's history) and the Myrtle Beach Invitational, the Beach Ball Classic, ACL National College Cornhole Championships and the 26th annual running of the Myrtle Beach Marathon.



VISIT
Myrtle Beach
REGIONAL SPORTS ALLIANCE

\$154
MILLION

Direct Spending
attributed to sports
tourism in 2022

\$14.1
MILLION

Estimated Tax Revenue
attributed to Sports
Tourism Events in 2022

GOLF TOURISM

S.C. Named Top Golf Spot in the Country, Top 5 in World!

With more than 90 great courses to choose from, golfers flock to The Beach in record numbers this year. With both rounds and revenue seeing an increase again it is no surprise that Myrtle Beach was voted Favorite Buddies Trip Destination among Traveling Golfers.

A big factor in this success was Visit Myrtle Beach's partnership with Golf Tourism Solutions, the primary golf tourism marketing organization for the "Golf Capital of the World". Together we created a year-long marketing program that augments the VMB leisure and air service campaigns through advertising, content development, social media and more.

Highlights of the golf marketing efforts in 2022 include the Barstool Classic golf tournament, which saw national attention and participation including from Barstool Sport's "Foreplay" podcast and the Social Scramble, a unique event which targeted top golf influencers who competed and created content designed to promote the area to a younger, social-first audience.

2.4
MILLION
Total Rounds
Played
↑ 8% YOY

\$111.6
MILLION
Total Golf
Revenue
↑ 13% YOY



Meetings drive group travel

The VMB Group Sales Team was fortunate to see their recovery efforts paying off in 2022, with some goals even surpassing 2019 production. While “the new normal” is still in the minds of group/event attendees, 2022 group production proved to be healthy overall by distributing nearly 900 group leads, more than 400,000 lead room nights & awarding 290,000 definite room night bookings for the destination.

When compared to 2019, 2022 leads saw an increase of 13% & 2% increase for definite room nights. The team also attended 50 trade shows in 2022 including industry-leading events like ABA, Connect Marketplace, TEAMS Conference, HelmsBriscoe ABC, Accent East, IPW, Travel South International & Sports ETA.

With the rest of the country now open for business, the Myrtle Beach area now needed to increase our efforts to set ourselves apart from other destinations. This resulted in the group sales department placing special focus on the area of site visits & FAMs in 2022. Starting with holding Site Experience Training the team applied this education to 41 Site Experiences & 6 FAMs conducted throughout the year.

With the majority of those being attributed to the Meetings & Conventions market, it’s safe to say the team & our area partner’s efforts are paying off considering the market saw an increase over 2019 in leads by 62%, 26% up in lead room nights & an incredible 75% increase in definite room nights. Additionally, the Sports market’s E-Sports FAM in the first quarter of 2022 resulted in a collaboration with Shenandoah University to present a new and exciting esports event in Myrtle Beach just last month. The Group Tour & Specialty markets also continue to regain momentum with each increasing room night production over 2021 by more than 60%.



898

Group Leads

↑ 48% YOY

290k

**Definite
Room Nights**

↑ 14% YOY

ABOUT US

Meet the VMB Team

In addition to being a big year for tourism, it was also a big year for our team with two new members joining our staff. Here's a look at the Visit Myrtle Beach team:



Karen Riordan
Chief Executive
Officer



Stuart Butler
Chief Marketing
Officer



Diane Charno
VP, Brand &
Communications



Bob Harris
Executive VP
of Sales



Jonathan Paris
Executive Director
of Sports Tourism



Jen Brunson
Marketing
Manager



Katie Hunter
Content
Manager



Chris Mowder
Associate Creative
Director



Johanna Hodge
Partnership
Program Manager



**Denielle
Van Dyke**
PR Manager



John Muse
Video Producer /
Photographer



Taylor Sellers
Sports Development
Manager



Sandy Haines
Group Tour Sales
Manager



Lisa Parisi
Assistant Sales
Manager



Cynthia Mohr
Senior Sales
Manager



**Mary Carman
Isenberg**
Sales Operations
Manager



Melanie Doty
Specialty Market
Sales Manager



Lori Lampo
Meetings Sales
Manager



Kimberly Hartley
Canadian/
International Sales
Manager



**Isabella
Cenatiempo**
Sales Experience
Coordinator

Learn more about Visit Myrtle Beach's marketing and sales programs, and get the latest data and insights at Myrtle Beach Area CVB Partner Connect!

MyrtleBeachAreaCVB.com



VISIT

Myrtle Beach

SOUTH CAROLINA