



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
June 24, 2015**

Attendees: Charlie Bradshaw, Zach Brockman, Ellen Calhoun, Kelly Cauble, Jessica Chappel , Sabena Dayton Robin Harvey, Tim Huber, Anna Lillemoen, Diane Loscalzo, Donna Rebello, Pam Reis, Vicky Ritcher, Karen Williams

Staff: Mike Anderson, Kim DaRoja, Sandy Haines, Danna Lilly, Mikki Walls, Casey Dornhecker, Michelle Schollmeyer

Call to Order: Charlie Bradshaw

Approval of Minutes: Calhoun made a motion to approve the minutes from the April 16, 2015 meeting, Lillemoen second, motion carried.

Digital Marketing Update: Josh Williams with Visibility & Conversions and Scott Schult reviewed VisitMyrtleBeach.com Groups & Meetings Website Activity. "Group RFP Thank You" means that a RFP was completed and submitted. Schult commented similar trends on visitors side. Comparing numbers to last year, more funds allocated/invest last year to group. Will now look to measuring conversion of meeting side like visitor side. Costs have increased with less money to invest.

Trade Show/Sales Mission Recap

- **International Pow-Wow (IPW)** Kim DaRoja attended May 30-June 3, 2015 in Orlando, FL. U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is not a typical trade show but instead have 25-minute pre-scheduled business appointments for 3 full days. More than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. Our CVB partnered with South Carolina Department of Parks, Recreation and Tourism, Charleston and Hilton Head CVBs. Danna, our Canadian representative, Kimberly Hartley and I conducted a total of 41 appointments.
- **National Association of Sports Commissions (NASC) Symposium** Mike Anderson attended April 27-30, 2015 in Milwaukee, WI. 36 appointments. Educational component. Met with 9 existing customers, 21 new customers and 5 vendors.
- **Independent Planner Educational Conference (IPEC)** Mikki Walls attended April 19-22, 2015 in Las Vegas. This was the 2nd annual Independent Planner Educational Conference. This show invites independent planners – not third parties such as HelmsBriscoe or Conference Direct, but professionals

who organize meetings/events utilizing their own companies. Meetings range from small groups to multi-association management and many were researching high end, 5 star accommodations. The format was one-on one appointments and 18 (max) were secured among a total of 51 planners that attended. There was also a nice mix of round table discussions and networking time. Quite a bit of time was spent discussing the growing demand for these types of planners and how to conduct business with their hotel & DMO partners. They are looking to start an Independent Planner Association. IPEC is part of M&C and Successful Meetings.

- **MPI Carolina Chapter Annual Meeting** Mikki Walls attended May 17-19, 2015 in Charleston, SC. Educational and networking opportunity with Meeting Planners of the Carolina's Chapter. The CVB donated an auction item valued at \$150 to help raise funds for the MPI Scholarship Fund. The annual awards dinner was also held during the event.
- **GA Society of Association Executives (GSAE) Annual Tradeshow** Mikki Walls attended May 27-29, 2015 in Charleston, SC. Educational and networking opportunities with Georgia Association Executive Meeting Planners. Myrtle Beach donated a \$150 value auction item and participated in the 3K Fun Run to benefit the Medical University of South Carolina Children's Hospital.
- **Collaborate Marketplace** Mikki Walls attended June 11-13, 2015 in Orlando, FL. Collaborate is a networking and educational conference with an appointment-only reverse trade show of approximately 350+ Corporate & Incentive Meeting Planners. Met with 24 pre-qualified planners, the maximum available. In addition, Myrtle Beach sponsored the transportation (Sponsortation as coined by Danna Lilly) for bus transfers to the closing night event at Universal Studios. Area hotel partners; Sheraton/Marina Inn/Hampton Inn & Suites/MBCVB introduced the VisitMyrtleBeach video that played on approximately 20 coaches.
- **Travel Alliance Partnership (TAP)** Sandy Haines attended June 7-11, 2015 in Oklahoma City, OK. Members that attended with the CVB were; Alabama Theatre, Carolina Opry, Hampton Inn & Suites Oceanfront, Original Benjamin's, Palace, Theatre, VacationMyrtleBeach.com and BRMHotels.com. There were two Myrtle Beach POD's each POD met with all 32 operators. We also sponsor a Myrtle Beach wearable for the operators to wear one day. We are recognized throughout the conference and thanked by the majority of the operators.
- **SGMP (Govt. Meeting Planners)** Ursula Grant attended April 28-30, 2015 in Minneapolis, MN. Attended along with Myrtle Beach Convention Center. Show is ok, pretty slow. 30-35 appointments. A lot can't meet out of state.
- **SC Society of Association Executives (SCSAE)** Ursula Grant attended June 7-9, 2015 in Charleston, SC. This is the annual conference not tradeshow. Networking and educational opportunities.
- **IBTM – America** Ursula Grant attended June 9-11, 2015 in Chicago, IL. Attended with Myrtle Beach Convention Center. New format, more one on one. 250 suppliers and 250 planners. Some RFPs. Good show.

Sports Tourism Update: Mike Anderson introduced Don Schumacher, Executive Director of NASC (National Association of Sports Commissions), who was the guest speaker at the first Myrtle Beach Regional Sports Alliance.

Lead/Room Night Report: Kim DaRoja reported on the group sales goals report as of June 23, 2015.

- Total number of leads generated is 483 with total potential room nights of 167,420. Currently at 55% of the 879 lead goal for 2015.
- Total number of definite room nights booked is 100,776. Currently at 56% of the 181,445 room night goal.

Projects Updates:

- a) **Holiday & Student Guide Sales:** Sandy Haines reviewed the student and holiday guides. The Student Guide is mailed to 15,000 student travel planners every other year, including; SYTA (Student Youth Travel Association) member - tour operators, unaffiliated student tour operators, band directors, choral directors, youth church groups, sports groups and more. In addition, Myrtle Beach CVB will receive an additional 1,000 copies to distribute. *Additional Distribution:* We will also distribute the magazine at all trade shows we attend including ABA, Select Traveler, Travel South Showcase, Heartland Travel Showcase, TAP Dance, Going On Faith, OMCA and BiG.

The Holiday Guide is mailed to 15,000 group travel planners including; ABA, NTA, OMCA, TAP and USTOA member tour operators, unaffiliated tour operators, travel agents that plan for the group market and group leaders who plan for boomer groups, alumni clubs, military groups, automobile clubs, etc. In addition, Myrtle Beach CVB will receive an additional 1,000 copies to distribute. *Additional Distribution:* We will also distribute the magazine at all trade shows we attend including ABA, Select Traveler, Travel South Showcase, Heartland Travel Showcase, TAP Dance, Going On Faith, OMCA and BiG.

b) Upcoming Sponsorships Kim DaRoja

i. **IMEX – October 13-15, 2015 – Las Vegas, NV**

This event features the largest Hosted Buyer Program in North America and attracts thousands of buyers and exhibitors from the U.S. and around the world. This year will be our 4th year of attending this 3-day show and the MBCVB will once again be sponsoring the “Smart Monday” luncheon for qualified planners. Along with our partners, we will secure a suite during the show. We will also once again partner with Leo Events and Memphis for a private, by invitation only reception for qualified planners in a suite.

ii. **M&C Interact M&C Interact – August 30 – September 2, 2015 in New Orleans, LA**

This is a small and intimate event so between the one-on-one appointments and all of the networking opportunities over the 2 and a half days, you easily have the opportunity to meet with everyone in attendance. We will be lunch sponsor on the second day.

iii. **MPI-WEC – August 1-4, 2015 in San Francisco, CA.** We will be hosting 10 lucky meeting planners who will try their luck at fun play gaming tables at “THE BIG DEAL” sponsorship event

iv. **Ontario Motor Coach Association (OMCA) Marketplace – November 14-18, 2015 in London, Ontario.** OMCA Marketplace is the premier event in Canada for North American packaged travel. Over a period of four days, buyers and sellers will meet face-to-face during a series of 7-minute pre-scheduled appointments with tour operators from across North America. We sponsor the awards reception which includes signage, booth outside the marketplace and an ad in the marketplace publication.

- v. **South Atlantic Shrine Association (SASA) - September 16 – 20, 2015.** The CVB is contributing to the Shriners Picnic on Saturday, September 19th at TicketReturn.com field which will be followed by a concert with Country group Southern Drawl and Aaron Tippin (will include a meet and greet with the stars). Additional services CVB providing: Name badges and holders – 10,000 ppl, Registration assistance, Banners placement for area hotels, airport (drop off and pick up), Media and Promotional support for the festival, Festival support (attending monthly meetings, assistance with program ideas and community awareness), Provide VIP Bags to Imperial and High Level Potentates.

- c) **Canadian Sales/PR Trip.** Kim DaRoja reported on Canadian Sales/PR Trip – September 27 – October 1, 2015 – Toronto, Ontario. The CVB and Marketing Departments will travel to Toronto along with the chef and mixologist from Tupelo Honey to host a special event for the trade, media and meetings and incentives marketing segments. We are still working on all of the details but the event will be hosted at an exceptional, one-of-a-kind and in high demand venue for one evening. The rest of the week will be planned with individual appointments to those 3 market segments. This sales mission will complement our similar spring sales mission and will keep Myrtle Beach at the forefront of their minds for both leisure and business travel.

- d) **Travel South International Fam** Kim DaRoja reported on Travel South International Post FAM – December 3 – 5, 2015. Travel South International is being held in Charlotte, NC December 1-3rd. This show replaced the former Rhythms of the South Show 2 years ago and consists of international operators that sell leisure and golf. We are excited to partner with SCPRT to host their 2.5 days post FAM, “Christmas in Myrtle Beach” which will only feature the Myrtle Beach destination! We are currently working on the itinerary with more details to come in the near future.

- e) **Lead Generation Project** Danna Lilly reported on webinars that were done in conjunction with Northstar Media targeting convention and meeting markets.

- f) **Group Video/Ad Updates** Danna Lilly reported that we are working on updates to the video. Difficult to get live events/meetings.

- g) **2016 Group Planner Guide** Danna Lilly reported that sales for the 2016 membership are underway.

Unfinished Business:

Charlie Bradshaw announced that the August 4, 2015 meeting has been cancelled. The next meeting will be October 6, 2015.