



DESTINATION MARKETING PLAN

Promoting the Grand Strand as a Premiere Year-Round Destination



VISIT
Myrtle Beach
SOUTH CAROLINA

2021 HIGHLIGHTS

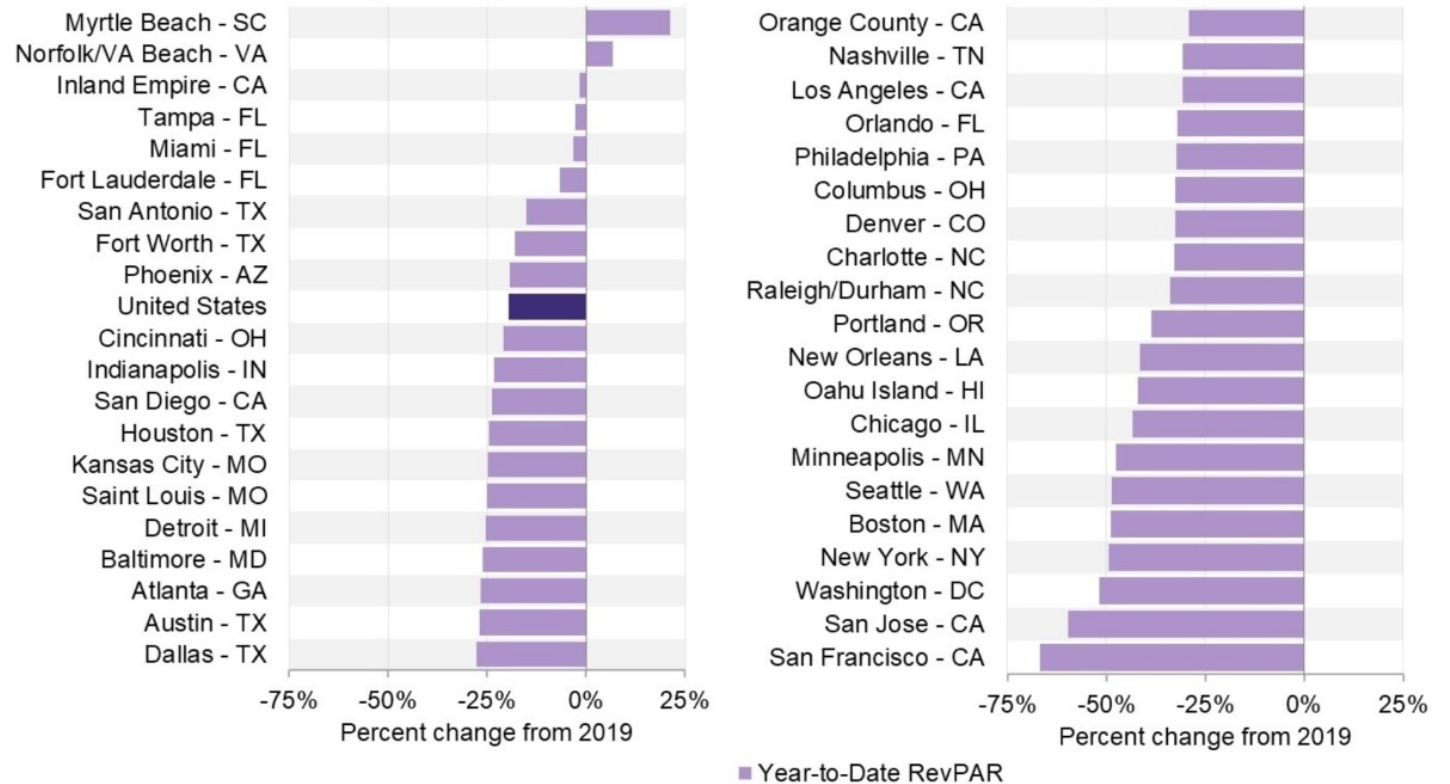
Destination Marketing Achievements, Accolades & Progress



Destination Marketing Achievements

- Consistently broke ADR & Occupancy records for the market
- Successfully introduced the new brand
- **We were the #1 market in the country for hotel revenue recovery!**

Hotel Performance Recovery Across Top Markets



Source: CoStar, as of November 2021

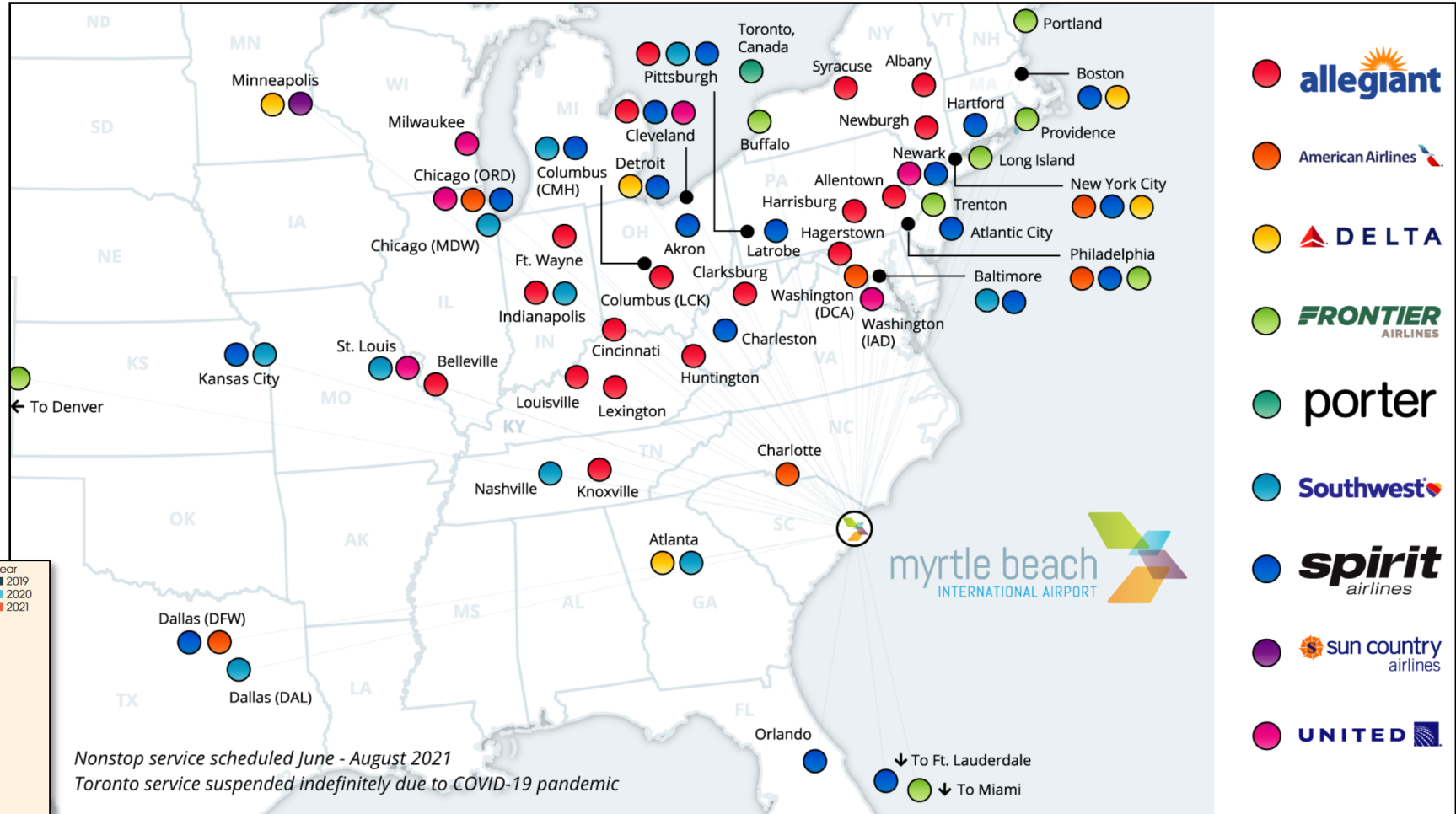
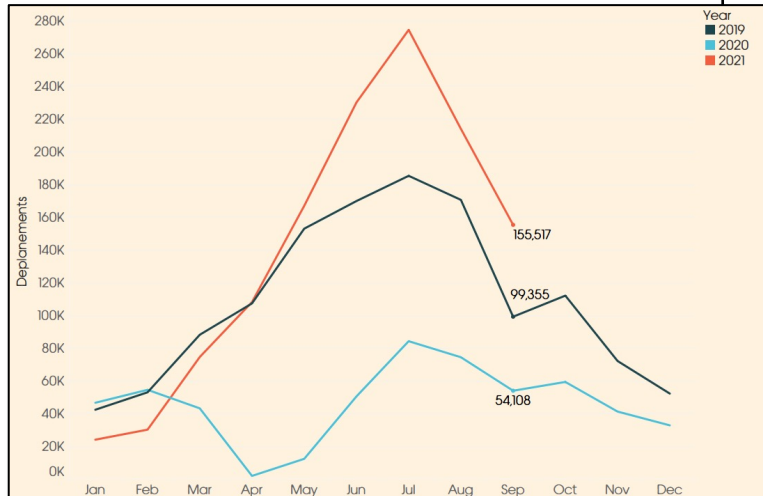


2021 Accolades & Awards

- #1 Destination for June Domestic Searches – TripAdvisor
- 3rd Most Popular Summer Destination – TripAdvisor
- 3rd Destination for May Domestic Searches – TripAdvisor
- 3rd Most Popular Destination for Memorial Day Weekend – TripTik
- 8th US Destination by Traffic in Sept YTD – TripAdvisor
- 4th Most Popular Labor Day Weekend Destination – TripAdvisor
- 4th Most Popular Fall Destination – TripAdvisor
- 7th Most Popular Thanksgiving Week Destination – Expedia
- 10 Best Romantic Food Destinations – Eat This, Not That!
- 2021 Travelers' Choice Award – TripAdvisor
- Best Integrated Marketing Campaign – US Travel ESTO
- 10 Go-To Destinations for Fall Camping – TravelPulse
- America's Best Beach Towns for 2021 – Travel Pulse
- Top 10 Summer Destinations – Flight Data
- 15 Best Affordable Beach Vacations in America – Reader's Digest
- Best Value Vacation Home Locations in US – True Median
- 4th Top Destination for March – Trivago
- One of Top 25 Festive Christmas Town for the Holidays – Travel + Leisure
- Best Dog Friendly Beaches in the US – Travel Awaits
- Top 25 Beaches in US – TripAdvisor
- 10 Best Summer Vacations in US for Families – USA Today 10BEST
- Best Small Airport – USA Today
- Best Places to Retire in South Carolina – US News and World Report
- 10 Autism-Friendly Family Vacation Spots – USA Today

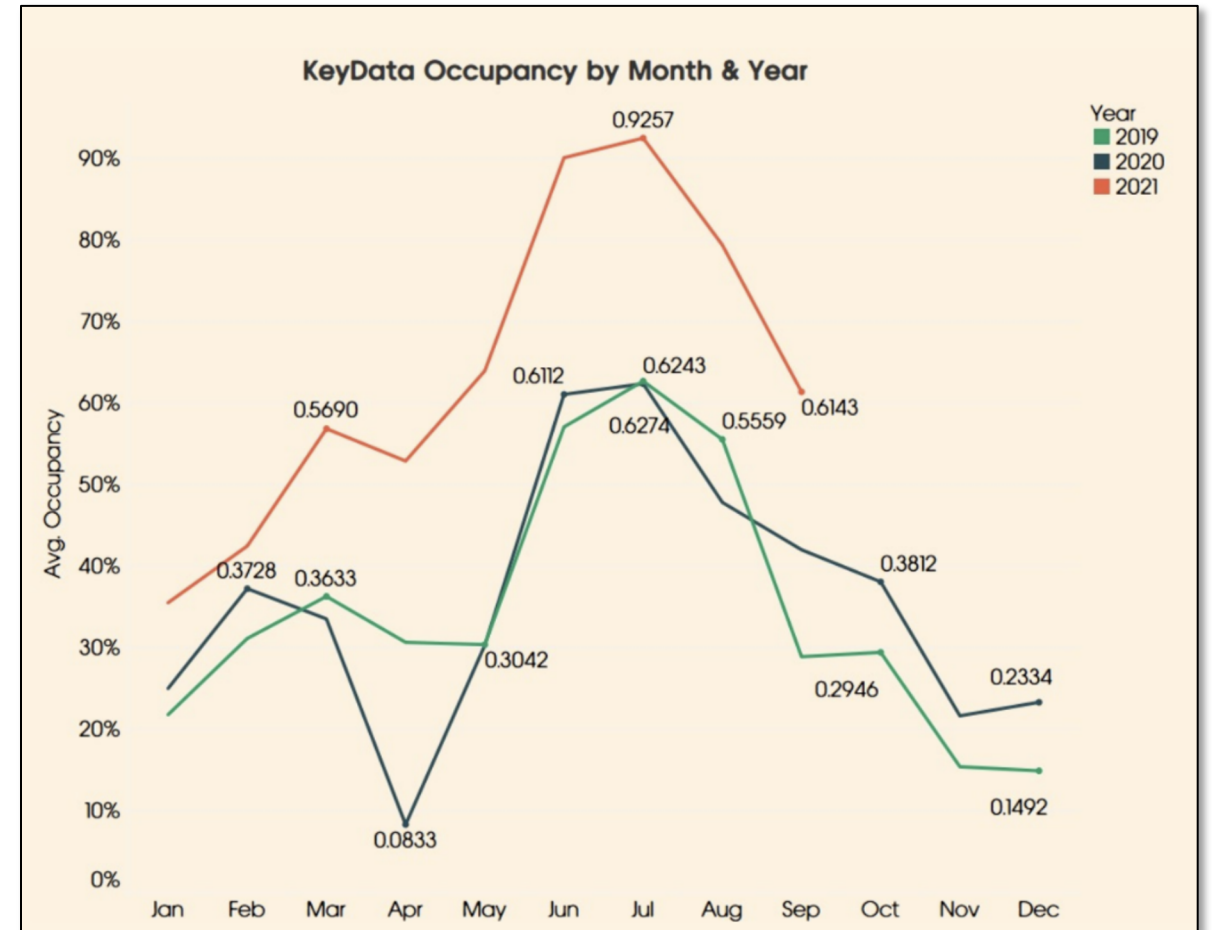
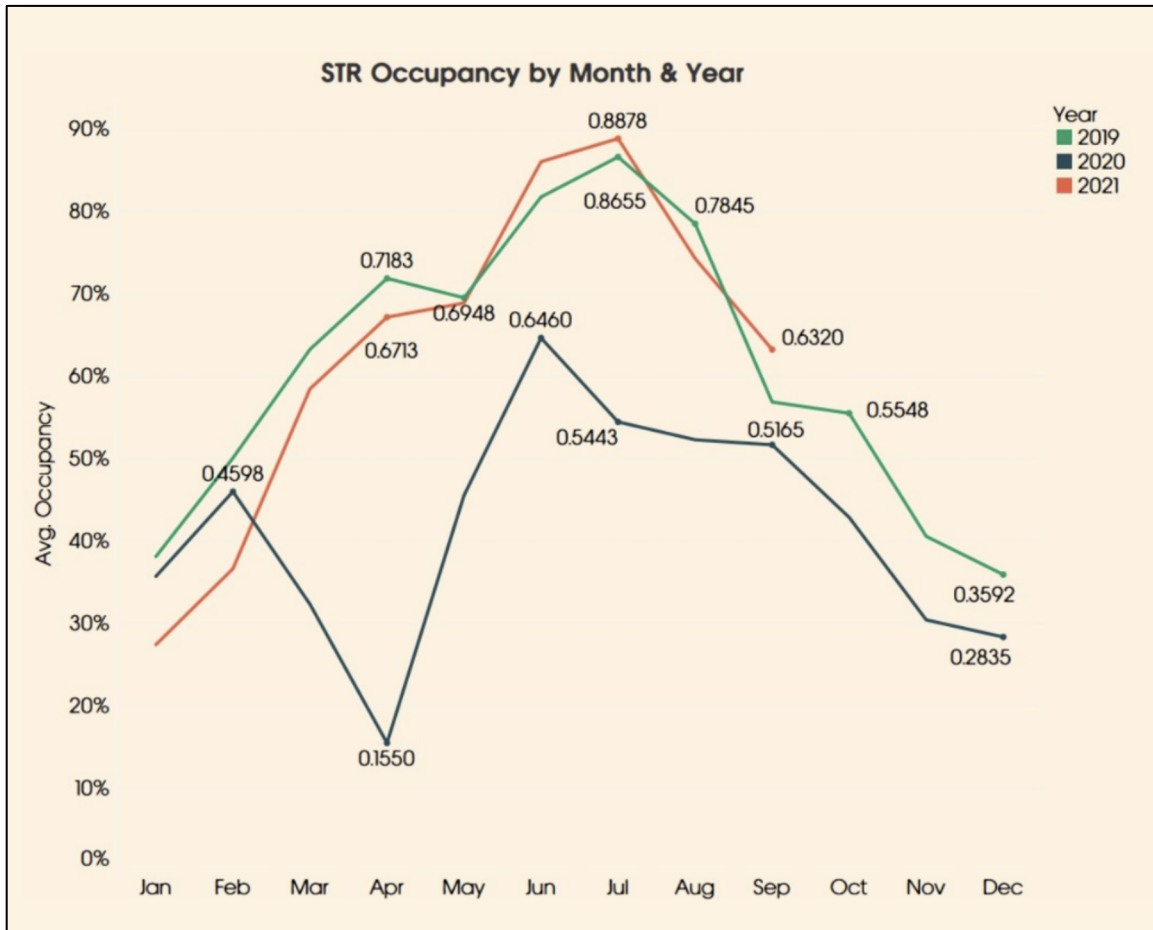
Airline Travel

- More than 50 nonstop destinations served
- Addition of Southwest Airlines to market
- Deplanements Up 187% YOY As Of September



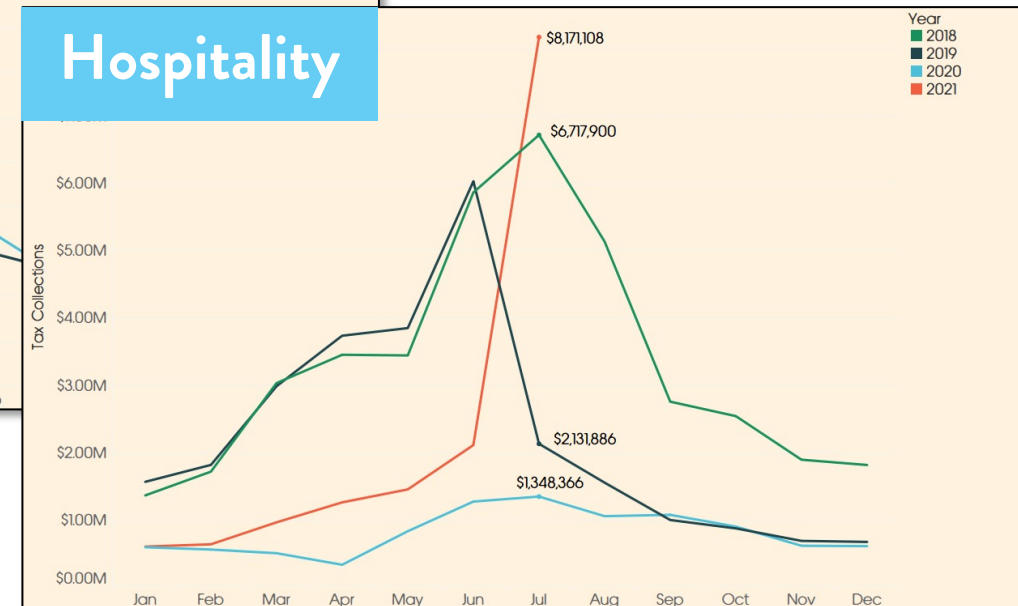
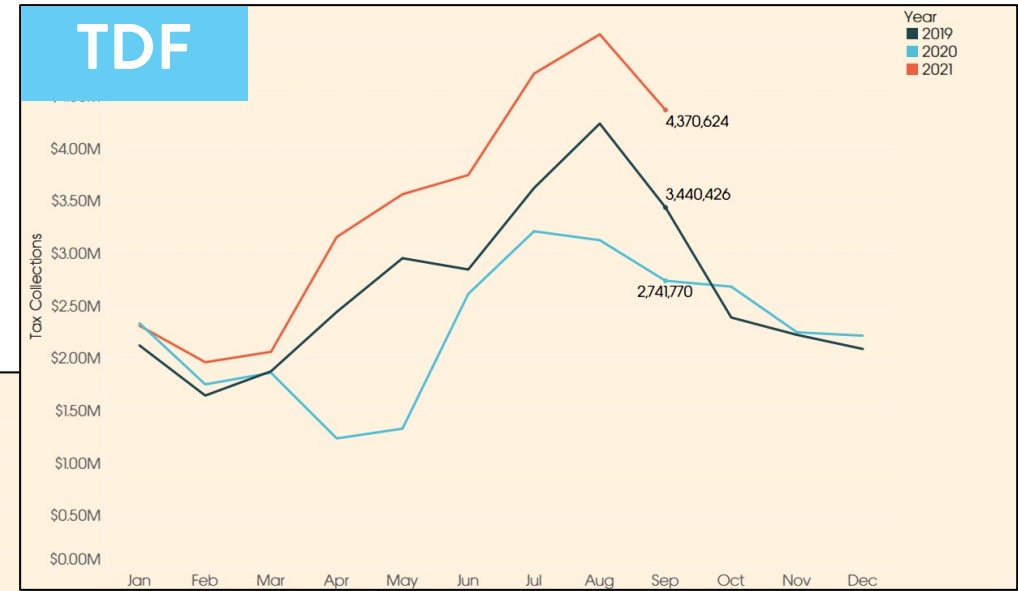
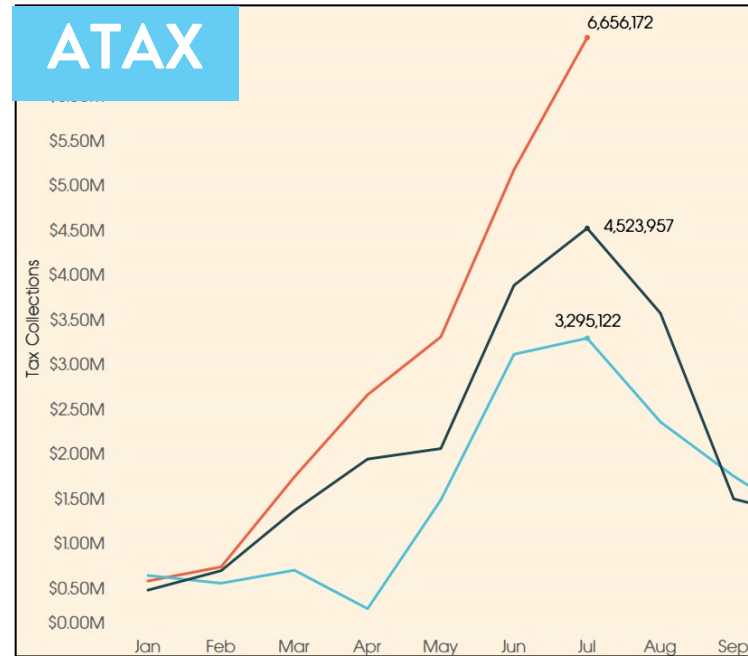
MYR set an S.C. Airport Record in July

Occupancy Comparison



Revenue Comparison

- ATAX Revenue Up 102% YOY (47% Over 2019 As Of July)
- TDF Revenue Beat 2019 & 2020 Levels All Year Except For Jan
- Hospitality Tax Revenue Up 506% (Lawsuit settled)





MARKETING PLAN

Goals and Objectives for 2022





Long-Term Branding Objective

Position Myrtle Beach as a year-round destination of 60 miles of “beach plus” among a high value traveler influencing measurable overnight visitation from our core audience segments.

Key Strategic Priorities

BUILD BRAND

POSITION MYRTLE BEACH AS LIFESTYLE BRAND

- Dramatically increase the volume and quality of owned content and intellectual property, with the objective of permeating the consumer's consciousness beyond the travel experience.
- Move towards a personalized one-to-one omnichannel communication strategy and away from a "spray-and-pray" approach
- Expand DEI initiatives to promote inclusivity and accessibility
- Redevelop VisitMyrtleBeach.com with a consumer-focus (target launch Jan 2023)

LEAD RECOVERY

LEAD DESTINATION RECOVERY & GROWTH

- Support destination recovery through comprehensive and integrated marketing programs that inspire visitation, generate visitor demand, and growth in year-round occupancy, ADR, and in-market expenditures
- Increase focus on audience targeting and key high-value markets such as domestic flight, international, groups/meetings, and sports
- Enhance collaboration and integration with all key partners to deliver optimum and measurable results

ENHANCE PARTNERSHIPS

DEMOCRATIZE MEMBERSHIP & EVOLVE PARTNER PROGRAMS

- Reimagine our relationship with CVB partners to better connect visitors with local businesses while also supporting the organization's revenue goals
- Secure long-term unrestricted funding through brand partnerships and co-op programs
- Evaluate member needs and develop educational opportunities that foster market health and enhance the visitor experience

EXPAND INSIGHTS

EXPAND MARKET-WIDE DATA & ANALYTICS

- Continue to expand the destination's market-wide analytics, data, and insights to provide a competitive advantage to the destination and measure key performance indicators and impact.
- Launch cutting-edge Customer Data Platform (CDP) and cross-channel real-time visitor communication
- Weaponize data to better equip and empower staff and stakeholders



MARKETS & AUDIENCES

Destination Marketing



The Myrtle Beach Visitor

- **Myrtle Beach visitors** are experience seekers that love to travel for leisure to different, nearby destinations with their friends, significant others and families.
- **They seek places** where they feel comfortable being themselves and look for experiences they can enjoy together, such as going to the beach, water activities, dining out, shopping, attending events or other unique attractions they can't find at home.
- **They are eager to discover** new destinations and to recommend experiences to friends and family.

KEY MOTIVATORS

- Restaurants that serve fresh and local ingredients
- Sporting Events
- Beach & Waterfront Activities
- Travel Deals & Discounts
- New Experiences & Unique Attractions
- Perceived Value & Affordability

The Myrtle Beach Visitor

KEY BEHAVIORS

Myrtle Beach visitors are family-oriented experience seekers who love to find the best deal that suits their specific needs. They seek ways to create enjoyable memories to be shared and suggested to others. Some of the favorite moments are spent over a good meal, whether cooked at home or at a restaurant, where they can have great conversation in a lively atmosphere. They are willing to spend the time and energy to research destinations and activities not only on their own, but they also value the opinions of close friends and family. When they find a destination they like, they make the effort to return whenever they can.

KEY BEHAVIORS

Online research and recommendations from friends and family play a huge role in the Myrtle Beach visitor's decision-making process. While they do use traditional media such as TV, radio and magazine, they typically see them as sources of entertainment and are influenced by advertising that stands out within these media types. They gravitate toward digital advertising that is more content-driven as well.



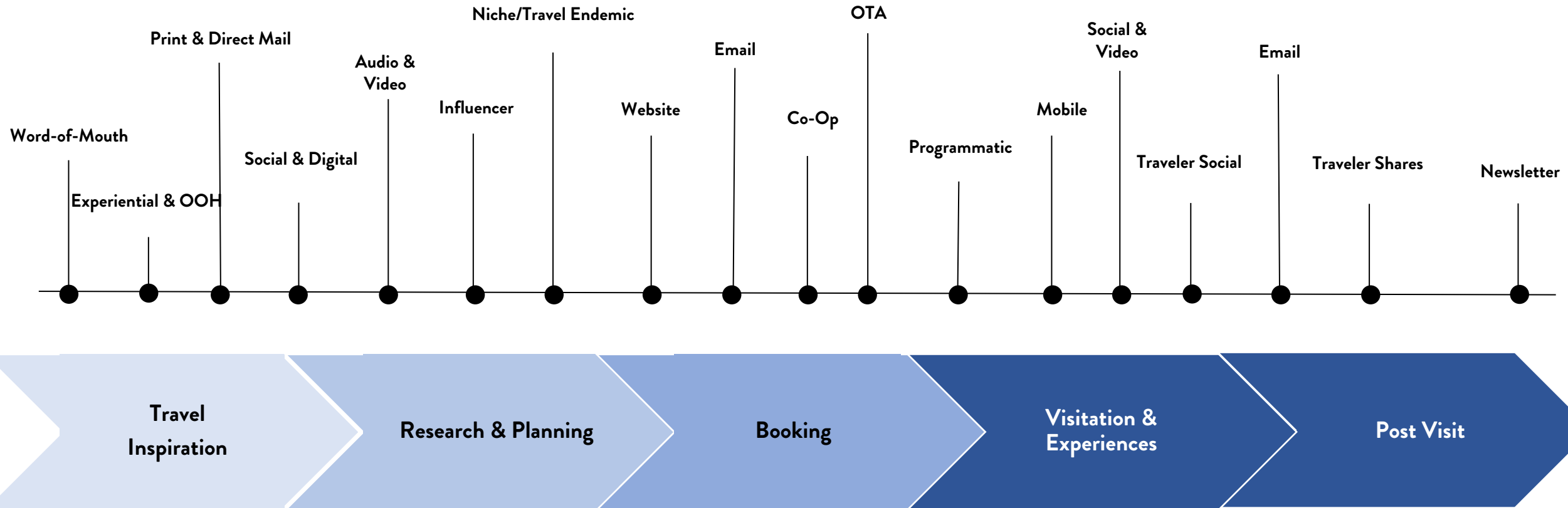
Key Markets

Additional marketing reach regional, national and international audiences.

All markets will be evaluated and refined seasonally based on latest available data.

ALBANY-SCHENECTADY-TROY, NY	DALLAS-FT. WORTH, TX	KANSAS CITY, KS-MO	RALEIGH-DURHAM (FAYETVILLE)
ATLANTA, GA	DAYTON, OH	KNOXVILLE, TN	RICHMOND-PETERSBURG
AUGUSTA, GA	DENVER	LEXINGTON	ROANOKE-LYNCHBURG, VA
BALTIMORE, MD	DETROIT, MI	LOUISVILLE, KY	ROCHESTER, NY
BOSTON (MANCHESTER)	GREENSBORO-H.POINT-W.SALEM	MIAMI-FT. LAUDERDALE	ST. LOUIS, MO
BUFFALO	GREENVILLE-N.BERN-WASHNGTN	MILWAUKEE	SYRACUSE, NY
CHARLESTON-HUNTINGTON	GREENVLL-SPART-ASHEVLL-AND	MINNEAPOLIS-ST. PAUL, MN	TAMPA-ST. PETE (SARASOTA)
CHARLOTTE	HARRISBURG-LNCSTR-LEB-YORK	NASHVILLE, TN	TOLEDO, OH
CHARLOTTESVILLE, VA	HARTFORD & NEW HAVEN	NEW YORK, NY	WASHINGTON, DC (HAGRSTWN)
CHATTANOOGA, TN	HOUSTON	NORFOLK	WHEELING-STEUBENVILLE
CHICAGO, IL	INDIANAPOLIS, IN	ORLANDO	WILKES BARRE-SCRANTON, PA
CINCINNATI, OH	JACKSONVILLE, FL	PHILADELPHIA, PA	
CLEVELAND, OH	JOHNSTOWN-ALTOONA	PITTSBURGH, PA	
COLUMBUS, OH			

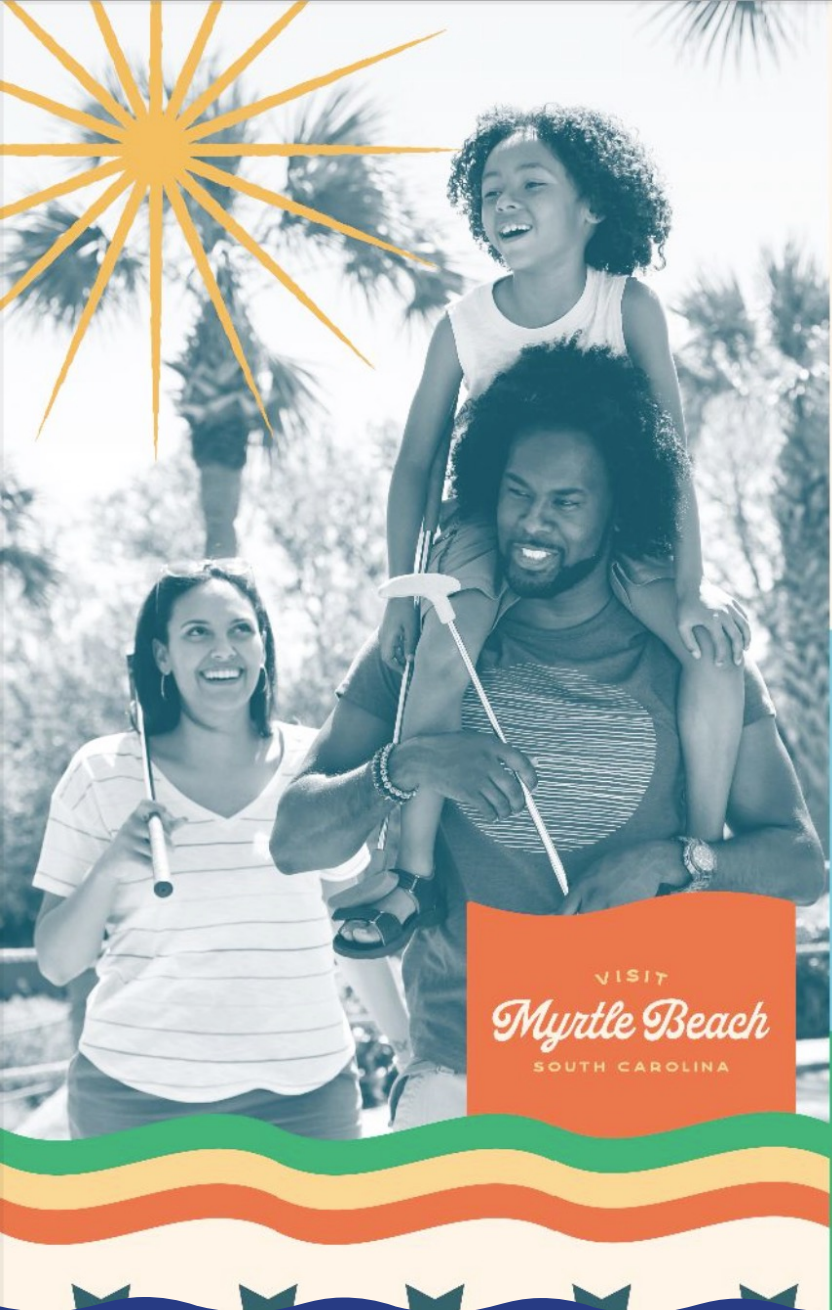
Traveler Journey Touchpoints





2022 Campaign Theme

People at **The Beach** just beach better. You know why? Because they beach at Myrtle Beach. Get to know how we do things at The Beach, where everyone knows they can celebrate their best self.



VISIT
Myrtle Beach
SOUTH CAROLINA

**GO
60**

GO SIXTY



THE BEST



The Beach

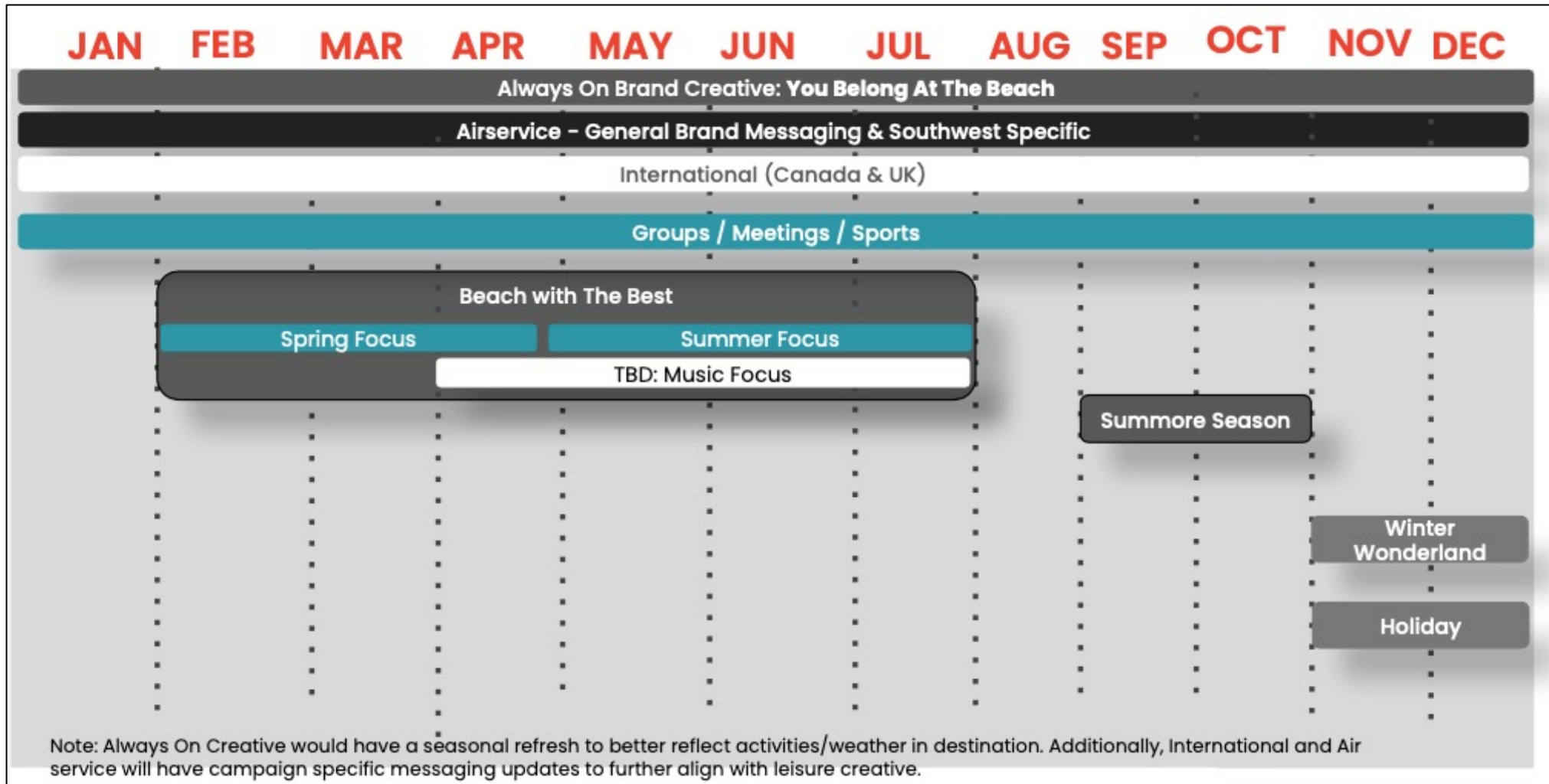
60 MILES
where you belong

MYRTLE BEACH SOUTH CAROLINA

BEACH *with the* **BEST**
BEACH *with the* **BEST**



2022 Campaign Messaging Calendar





PROGRAM OVERVIEWS

Destination Marketing



Leisure Traveler Marketing

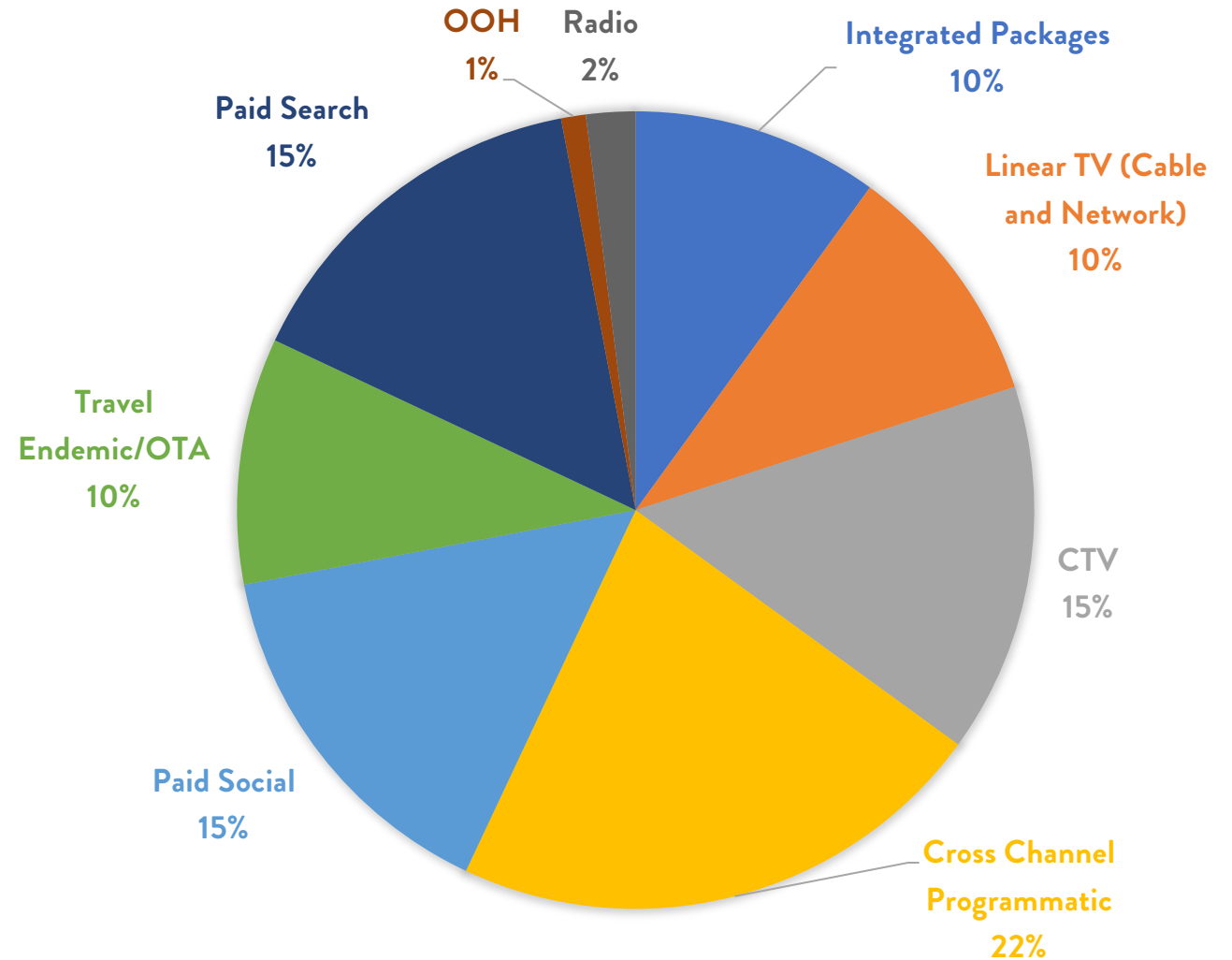
A mix of always on branding advertising and 5 seasonal campaigns.

ORGANIZATIONAL OBJECTIVES	CAMPAIGN OBJECTIVES	CAMPAIGN GOALS	SUCCESS METRICS
Grow awareness and inspiration for high-value travelers	INSPIRE	Build and maintain brand awareness levels	Reach/impressions, Ad Effectiveness Study
Drive quality and incremental visitors to visitmyrtlebeach.com		Focus audience strategies to drive more qualified audience intent	Net New Consumers, Website Visits
Increase awareness of MB area attractions beyond heavy contribution origin markets.	ENGAGE	Create engagement with content	TIP Referrals, CPR, site engagement, CPE, Campaign Learnings
Generate new email leads for VMB traveler database		Move consumers to seek out vacation planning information	Qualified Leads
Increase market penetration, awareness, length of stay and number of trips while maintaining visitor spending, incremental visits and incremental room night production	CONVERT	Influence measurable visits from core audience segments	LOS, # of Trips, Visitor Spend/Economic Impact, Website Bookings, ROAS, Incremental Visits, Incremental Room Nights
Maintain high ROI per media dollar spent			

Leisure Traveler Campaigns

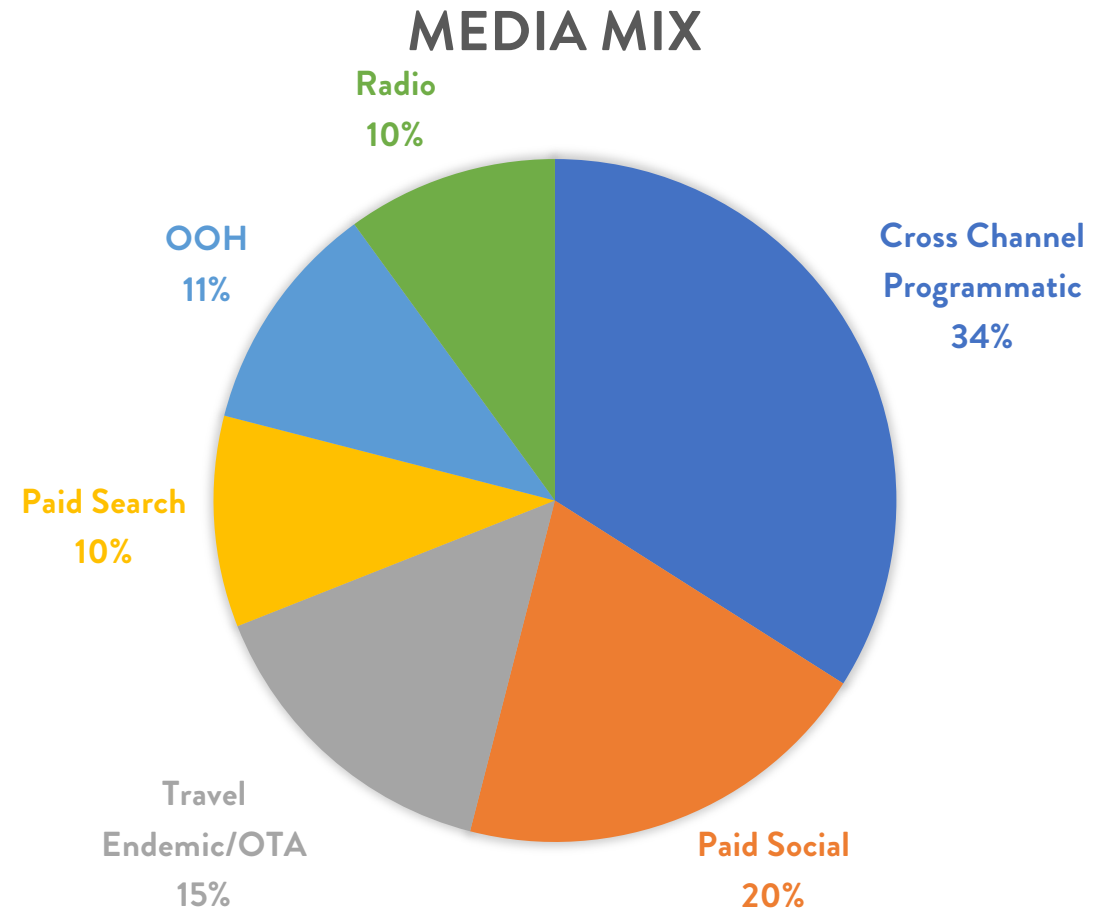
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LEISURE TRAVELER MEDIA MIX



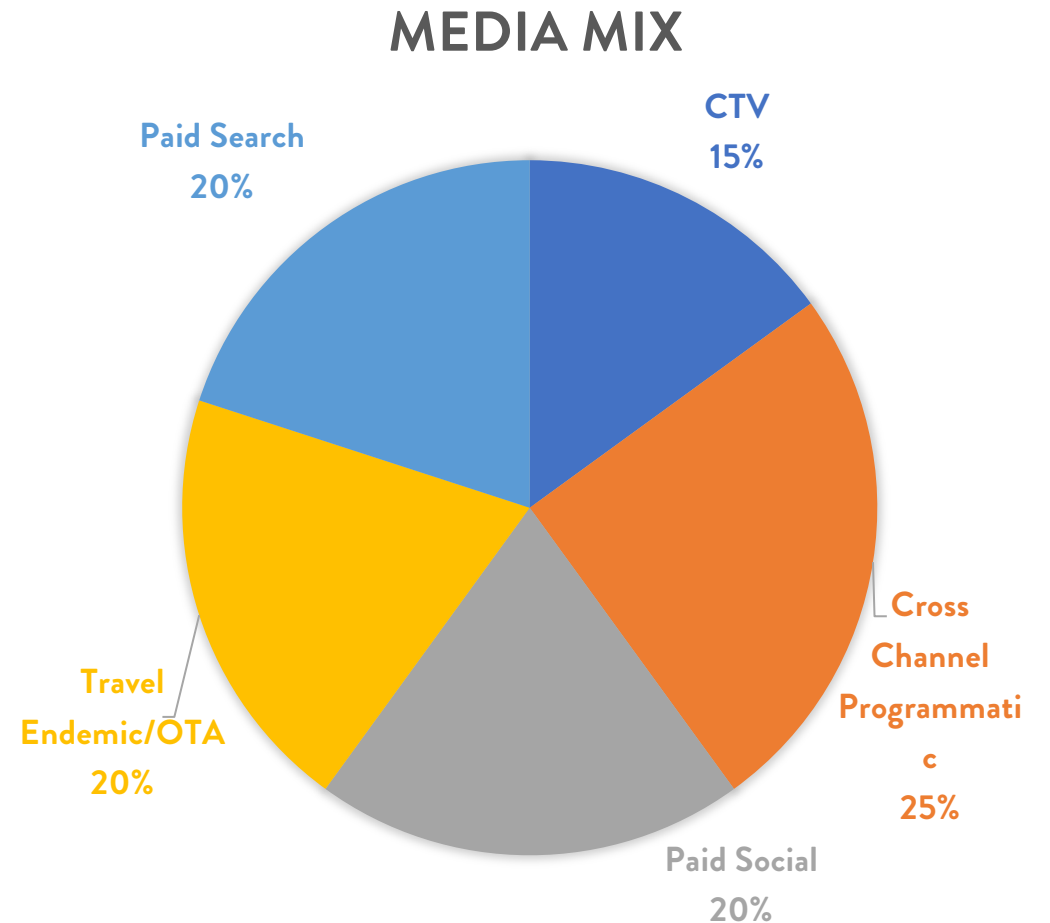
Air Service Marketing

- **Strategy** – Collaborate with MYR and airlines to stimulate air service growth and drive destination demand and visitation via air service markets.
- **Key Campaigns** – General Air Service, MYR Co-op, and Southwest Out of Market and In-Market Campaigns
- **Seasonality** – Utilize a combination of always on media channels with increased pulses around nonstop air service launch or key travel windows
- **Market Targeting** – Increased focus on new routes or those needing additional support, as well as pulses around key travel windows for established markets
- **Audience Strategy** – Those most likely to travel in near future based on activity, as well as those engaged with specific airlines (loyalty programs)
- **Media Mix** – Leverage mix of reach and intent-based tactics to maximize awareness and consideration
- **Measurement** – Monitor media reach and frequency, as well as engagement, and deplanements/booking stats; optimize to maximize results



International Marketing

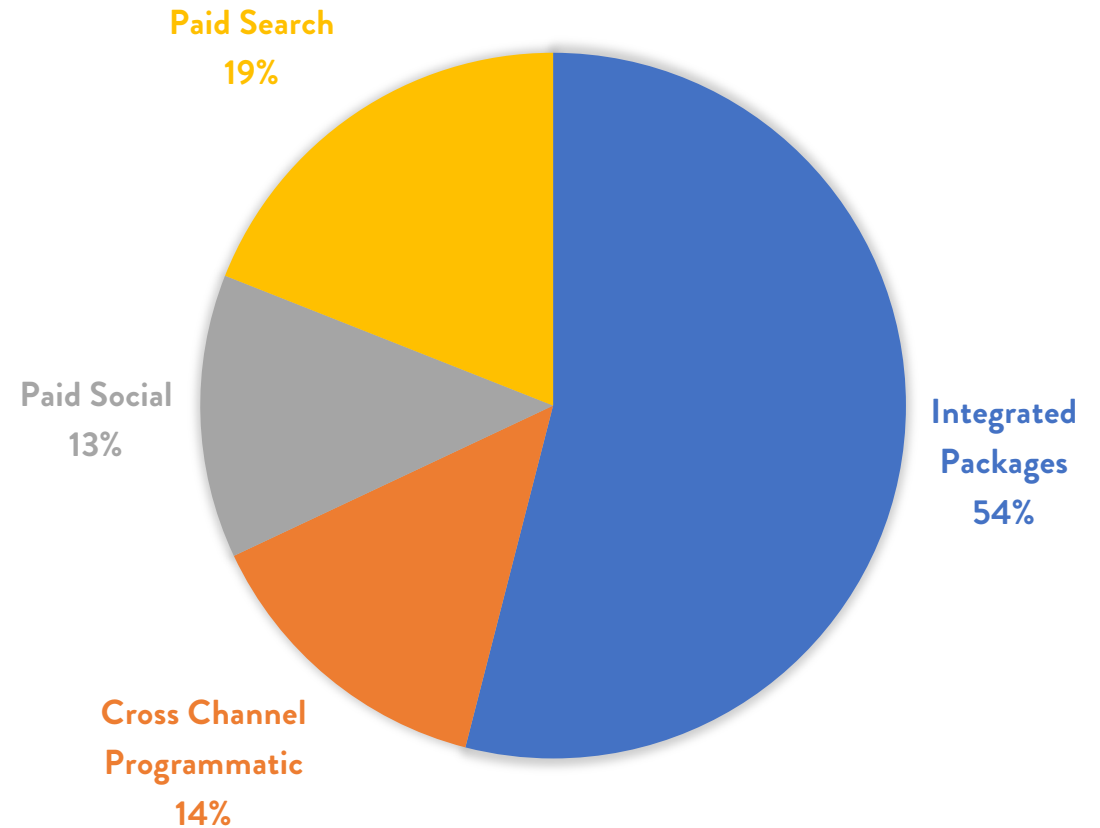
- **Partner** with Brand USA and SCPRT on International Co-op Marketing Initiatives
- **Markets** – Canada (Ontario/Toronto, Quebec/Montreal); UK (London, Manchester, Birmingham), Germany
- **Audience** – Consumers most likely to travel in near future based on activity, those closely aligned with personas, look-a-likes of past travelers, and travel advisors
- **Media Mix** – Leverage mix of reach and intent-based tactics to maximize awareness and consideration
- **Public Relations** – In addition to media pitching and outreach, virtual desk-sides, hosted media visits/fams, travel advisor outreach
- **Measurement** - Monitor reach and frequency metrics for awareness, track and optimize engagement and efficiency metrics, as well as visitation and spend metrics
- **Research** – Follow-up International Consumer Research Benchmark Study for 2021 to measure changes in awareness and perceptions



Meetings, Groups & Sports Planners

- **Increase awareness of the Myrtle Beach** area as a top destination for groups (meetings, sports, tours) and generate profitable group sales leads.
- **Partner with key planner trade media outlets** to increase awareness and engage targeted planners through integrated packaged campaigns, utilizing digital, social, email content, and event partnerships.
- **Utilize Account-Based Marketing (ABM)** tactics to reach decision makers at targeted accounts, associations and markets.
- **Leverage** LinkedIn's industry targeting capabilities to reach planning and sports management professionals to drive traffic to Visit Myrtle Beach's website and generate leads through form ads.
- **Utilize paid search** for impactful brand awareness and deliver relevant new Group, Meeting, & Sports prospects via highly targeted, multi channel campaigns that will focus on turning inspiration into action across key target audiences including relevant new prospects and existing Myrtle Beach engagers.

MEDIA MIX



2022 Top Group Sales KPIs

LEADS
GENERATED

650

Goal

750

Stretch Goal

ROOM
NIGHTS BOOKED

250k

Goal

280k

Stretch Goal

FAM
TOURS

6

Goal

8

Stretch Goal

SITE
VISITS

25

Goal

40

Stretch Goal

- Secure 3 Future Group Trade Shows to be hosted in Myrtle Beach
- Increase destination awareness and room night generation from eSports Groups
- Conduct feasibility study for convention center and sports venue expansions

Public Relations

- **Develop a comprehensive public relations program** to generate positive earned media coverage in key target outlets, including national, international (Canada), and regional markets.
- **Drive year-round media** pitching and outreach including in-person and virtual meetings; media hostings and FAMs; influencer partnerships and key activations to support unique offerings in Myrtle Beach while simultaneously supporting seasonal campaign and key programs
- **Nationally, inspire prospective travelers**, enhance reputation, and leverage accolades/ranking for deeper storytelling opportunities
- **Internationally, continue to engage key media contacts/outlets** and travel advisors to drive awareness of the destination and readiness for visitors, as well as promote new experiences and Can-Am Days
- **Regionally, drive bookings and extended/repeat stays** with new experiences, seasonal offers and exciting events to support in-demand status
- **Earned media will be aligned with the five seasons** and content pillars, including Family, Culture/Diversity, Outdoors and Culinary

WINTER

- New Developments
- Accessible Travel
- Nostalgic Escapes

SPRING

- Sensory Friendly
- Spring Break
- Culinary

SUMMER

- Road Trips . Live Music
- Outdoors (activities + dining)
- Culture + Diversity

FALL

- Culinary Chef Spotlights + WCC
- Wellness
- Summre Season

HOLIDAYS

- Best Beach Traditions
- Holiday Light Displays
- Events, Activities, Theatre

Golf Tourism Partnership Program

Partner with Golf Tourism Solutions, the primary golf tourism marketing organization for the destination, to promote the destination as the World Capital for Golf and drive destination visitation and tourism economic impact from golf enthusiasts around the world.

Year-long marketing program that augments the Visit Myrtle Beach leisure and air service campaigns through advertising, content development, social media and more.



Sports & Event Marketing

Continue to partner with major sporting events and other signature events to reach a national audience, that increases awareness of the destination while also driving visitation and positive economic impact.

- Myrtle Beach Invitational
- Myrtle Beach Bowl
- Beach Ball Classic
- Myrtle Beach Marathon
- Darlington Raceway
- Carolina Country Music Festival
- World Championship Chili Cookoff



Sports Partnership Program

Multi-year program with JMI & PlayFly Sports

- Media/Promotional Partnership with sports' properties in our key target markets
- Opportunity for tourism partners/stakeholders to participate in co-op programming with major brands like Ford, Pepsi, BMW, and PNC
- Media Partnership with ESPN/Disney Family, including major event sponsorships with philanthropic angles (ESPYs)
- Identify partners that want to invest in Visit Myrtle Beach assets to utilize for their brand partners, which further promotes Myrtle Beach



Collaborative Brand Activations

Visit Myrtle Beach will continue to partner and collaborate with top brands on unique promotions that drive awareness and demand for the destination in non-traditional tourism channels. New for 2022, we shall be leveraging the Flip.to platform to maximize the impact of these programs via data collection and social advocacy.



Destination Marketing Key Success Metrics



MARKET GROWTH

ADR & SEASONAL OCCUPANCY

IN-MARKET SPENDING

MARKET SHARE

TAX COLLECTIONS



CVB PERFORMANCE

MARKETING ROI & KPIS

CONSUMER DEMAND

PARTNER PERFORMANCE

CVB REVENUE



MARKET REPUTATION

TRAVELER SENTIMENT

RESIDENT SENTIMENT

INVESTOR ENGAGEMENT



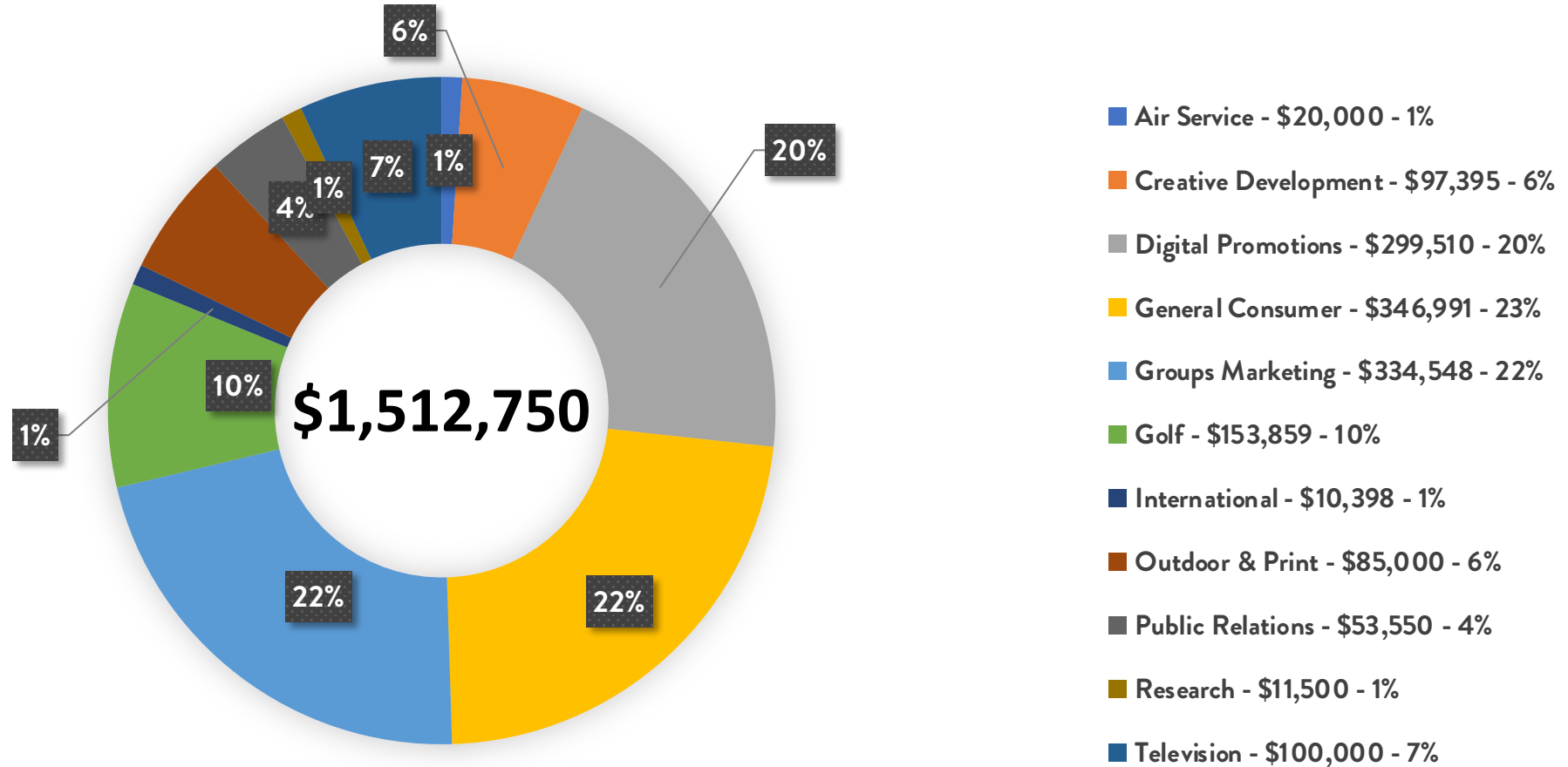
BUDGET ALLOCATIONS

Destination Marketing



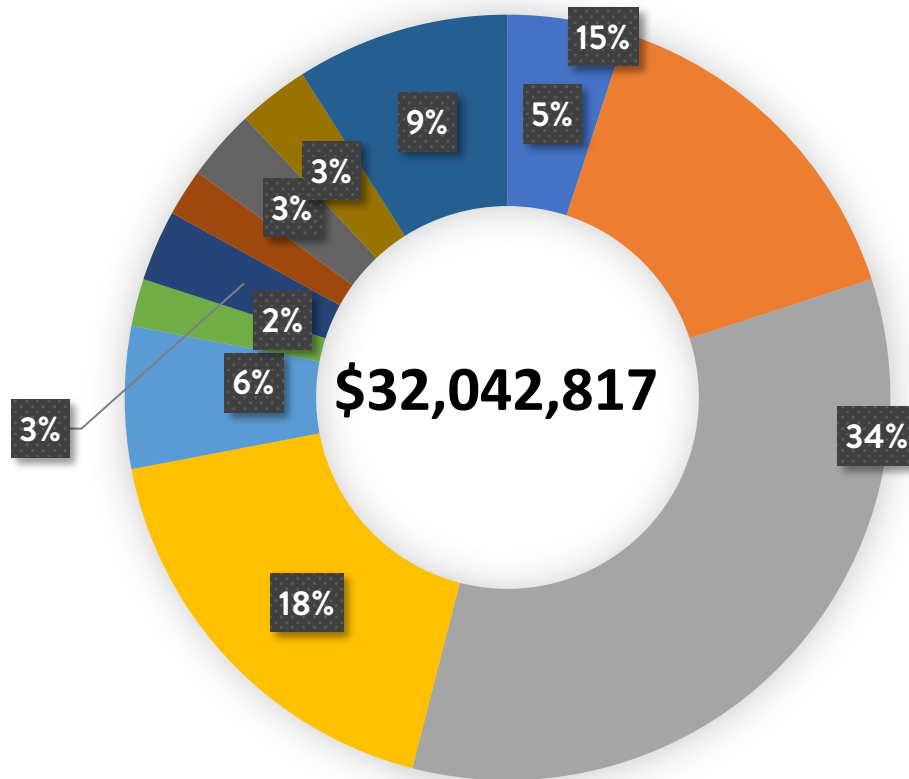
Myrtle Beach A-Tax Budget Allocations

2022 A-TAX Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including increased focus general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination.



Myrtle Beach TDF Budget Allocations

2022 TDF Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns will be supported with research and tracking to maximize return on investments.



- Air Service - \$1,600,000 - 5%
- Creative Development - \$4,863,050 - 15%
- Digital Promotions - \$10,946,850 - 34%
- General Consumer - \$5,663,535 - 18%
- Groups Marketing - \$1,873,825 - 6%
- Golf - \$700,000 - 2%
- International - \$891,308 - 3%
- Outdoor & Print - \$587,500 - 2%
- Public Relations - \$996,750 - 3%
- Research - \$920,000 - 3%
- Television - \$3,000,000 - 9%

Myrtle Beach Area
CHAMBER of COMMERCE



VISIT
Myrtle Beach
SOUTH CAROLINA

THANK YOU FOR YOUR TIME!

Questions?

