

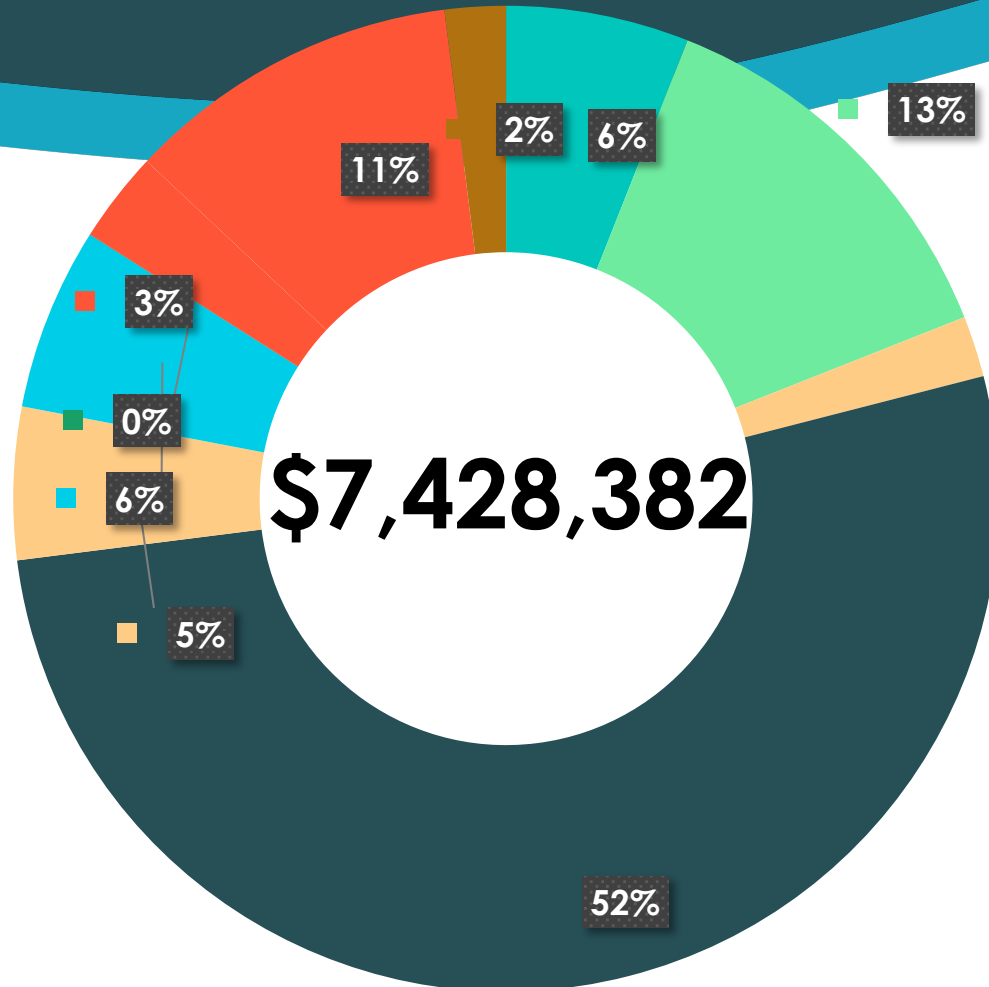


CITY OF  
*Myrtle Beach*

DECEMBER 2021 UPDATE

# Marketing Activity

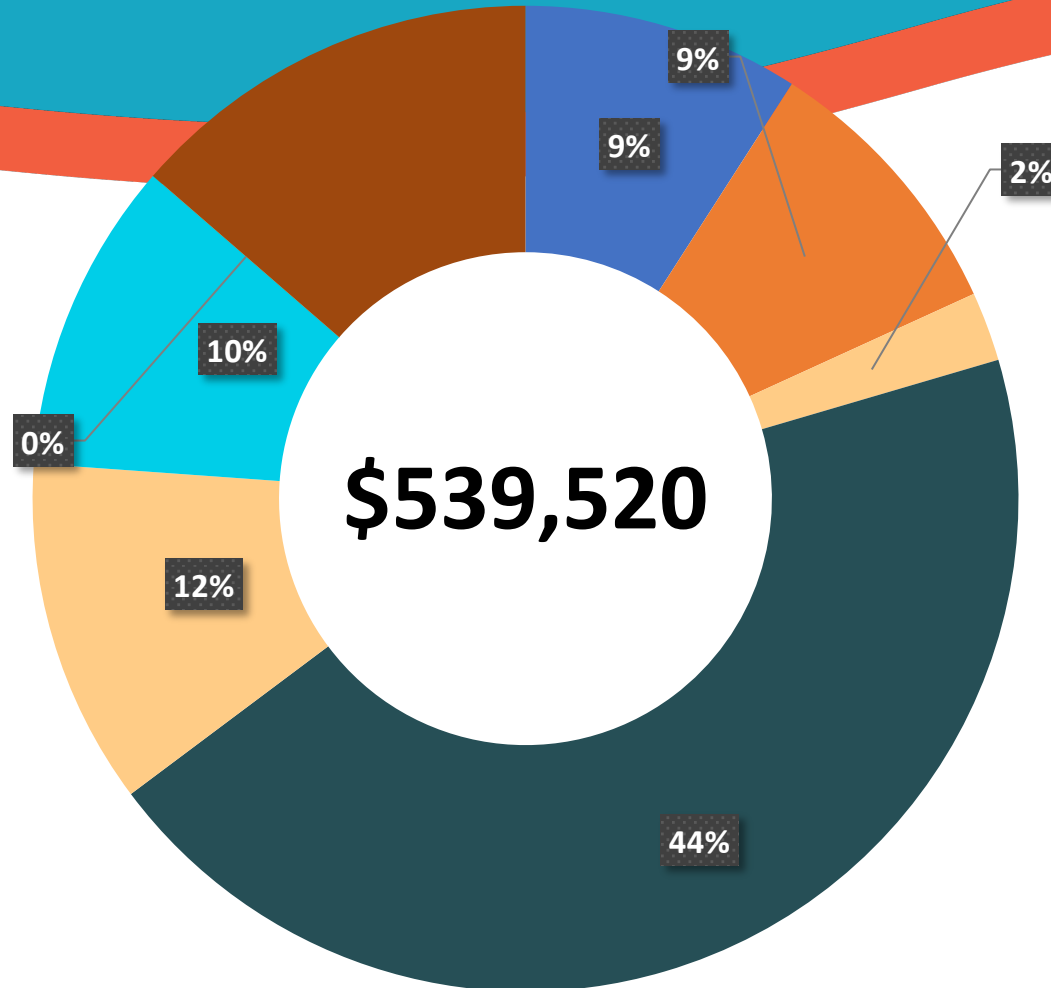
TDF 2021 – Q3



- AIR SERVICE 6% - \$463,629
- CREATIVE DEVELOPMENT 13% - \$984,310.51
- DESTINATION PUBLICITY 2% - \$182,534
- DIGITAL 52% - \$3,862,403.97
- GENERAL CONSUMER PROMOTIONS 5% - \$349,728.48
- GROUPS 6% - \$411,935.27
- INTERNATIONAL 0% - \$26,481
- RESEARCH 3% - \$185,714.19
- TELEVISION 11% - \$800,748
- OUTDOOR/PRINT 2% - \$160,898

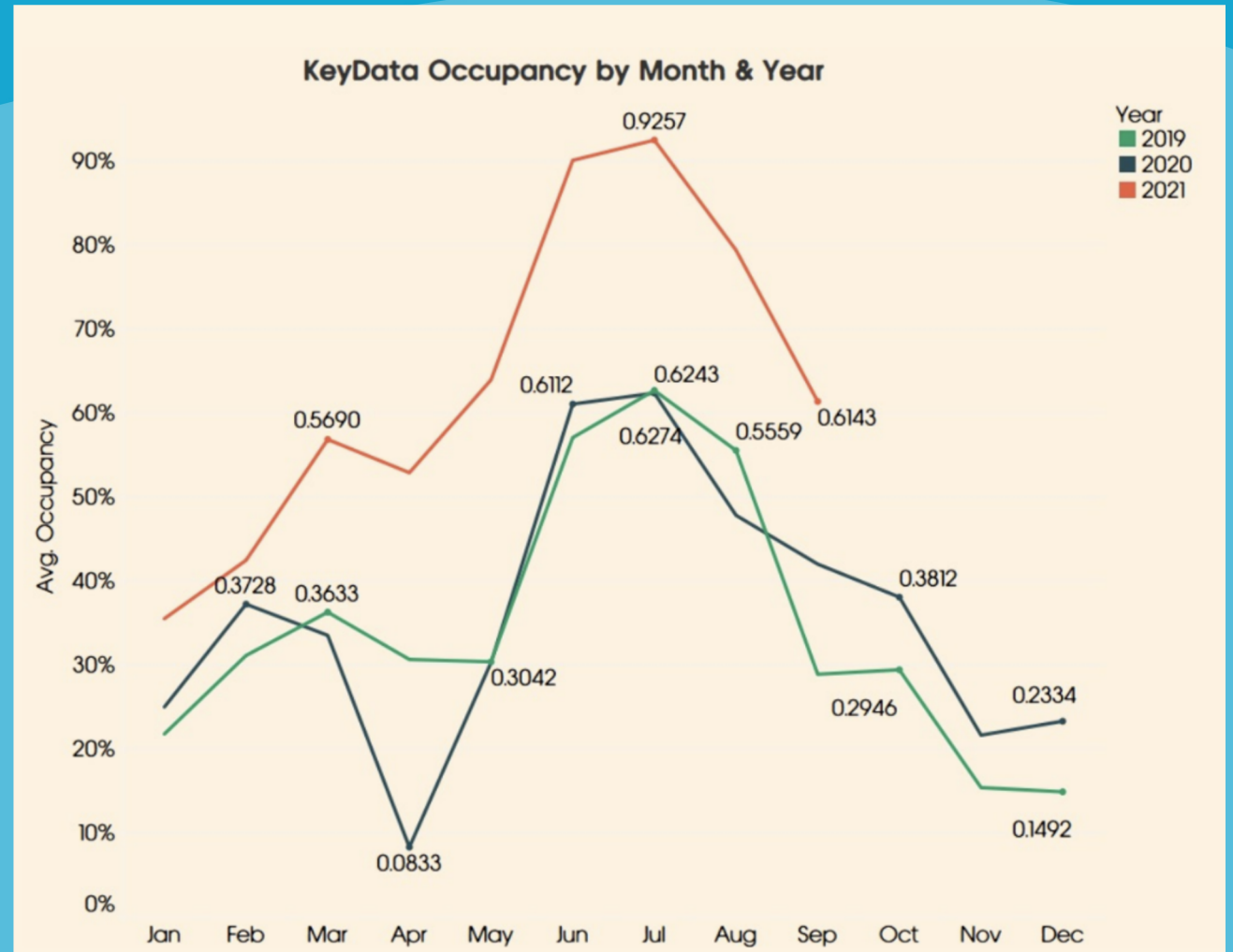
# Marketing Activity

MB A-TAX 2021 – Q3



- AIR SERVICE 8% - \$41,526
- CREATIVE DEVELOPMENT 8% - \$45,005.06
- DESTINATION PUBLICITY 2% - \$12,956.87
- DIGITAL 39% - \$211,247.99
- GENERAL CONSUMER PROMOTIONS 10% - \$52,365.57
- GROUPS 9% - \$49,481.54
- INTERNATIONAL 0% - \$2,244.22
- OUTDOOR/PRINT 12% - \$62,772.54

# 2021 OCCUPANCY SHOWS STRONG RECOVERY





# Horry County Occupancy Trends for Next 60 Days

As of Dec 12, 2021, Horry County Adjusted Paid and Owner Occupancy bookings for the next 60 days are pacing 1.8 points ahead of 2019 and 3.1 points ahead of 2020.



## Horry Adjusted Paid & Owner Occupancy

Legend:  
■ Horry (12/6/2021 to 2/4/2022 as of 12/5/2021) | 44.0%  
□ Horry (Compared 12/9/2019 to 2/7/2020 as of 12/9/2019) | 42.2%  
□ Horry (Compared 12/7/2020 to 2/5/2021 as of 12/7/2020) | 40.9%





# HOLIDAYS CAMPAIGN

VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

HOLIDAYS AT

# *The Beach*

2021-22 HOLIDAY GUIDE



Enjoy holiday shopping & events at Broadway at the Beach  
**PG. 19**

NEW FOR 2021

## **A WINTER WONDERLAND AWAITS**

Downtown ice skating, walkthrough holiday lights display & more!

**PG. 12**



**New Myrtle Beach Holiday Guide** featuring Winter Wonderland at The Beach as well as all the holiday activities and events throughout the Grand Strand.

- 48 Pages
- 100,000 printed
- Distribution includes Visit Myrtle Beach Welcome Centers and accommodation racks, as well as more than 200 regional store racks.





The holidays are brighter

## BEACHIN' BOOMERS

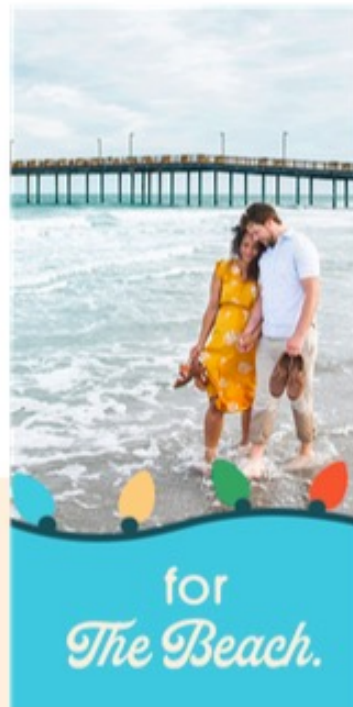
300 X 600





# THANKSGIVING

300 X 600



# HANUKKAH

300 X 600



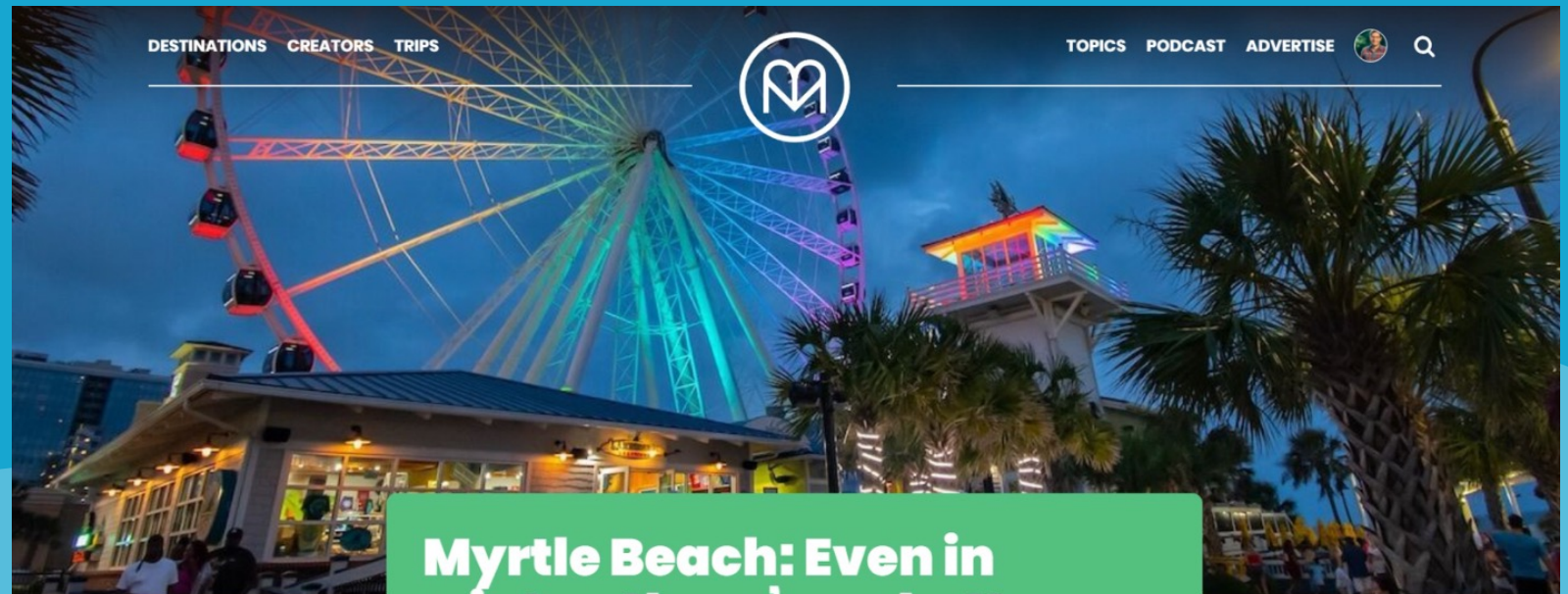
NYE

300 X 600





# Integrated Packages



## Myrtle Beach: Even in winter, there's no better place to be

[BEACHES AND ISLANDS](#), [SOUTH CAROLINA](#), [UNITED STATES](#)



Paul Oswell Nov 12, 2021

[Edit Post](#) [0 Views](#), [0 Dislikes](#), [0 Likes](#), [0 Loves](#), [0 Lists](#)



in paid partnership with



An all-American seaside destination, Myrtle Beach maintains a long tradition of hosting the annual summer vacation for all types of travelers and their families. It's a history as lengthy as the umbrella-studded Grand Strand (i.e., the whopping 60-mile beach that put this spot on the map.)

What that reputation obscures, though, is that Myrtle Beach also makes for a great *winter* vacation. Mild temperatures, peaceful beaches, tons of entertainment options, and a jam-packed holiday festival calendar make this South Carolina destination — a quick two-hour flight from Chicago or Boston — a no-brainer for your next winter getaway. Once

# OUTDOOR, DIGITAL, SOCIAL, RADIO



## HOLIDAY LIGHTS SHOW, ICE SKATING & MORE!

**NOVEMBER 26–JANUARY 2**

AT BURROUGHS & CHARIN PAVILION PLACE

[WinterWonderlandAtTheBeach.com](http://WinterWonderlandAtTheBeach.com)

Sponsored by:

**Southwest**

myrtle beach  
INTERNATIONAL AIRPORT



VISIT  
*Myrtle Beach*  
SOUTH CAROLINA





# Holiday Spirit

IS TAKING OVER *The Beach*



NOV. 26, 2021 – JAN. 2, 2022

AT BURROUGHS & CHAPIN PAVILION PLACE

Enjoy a walk-through lights show,  
ice skating and special events  
throughout the holiday season!

[WinterWonderlandatTheBeach.com](http://WinterWonderlandatTheBeach.com)

Sponsored by:



# POSTERS & SIGNAGE



NOV. 26, 2021 – JAN. 2, 2022

Thank You! TO ALL OF OUR SPONSORS



santee cooper





# INTERNATIONAL CAMPAIGN

# INTERNATIONAL

**U.S. to Welcome Back  
Fully Vaccinated Travelers  
Beginning November 8th!**

- International Media Campaign 2021
  - Includes Brand USA Co-op Funds
  - Canada
  - UK
- Canadian PR
  - Virtual Desksides
  - Media Hosting (Toronto Sun)
  - Travel Advisor Outreach
- International Consumer Research Study
  - Canada
  - UK
  - Germany
- Brand USA/SCPRT Winter Co-op
  - Jan-Mar 2022 UK & Canada



# BEACHIN BOOMERS

300 X 600



FRAME 1

Color floods into place from the top down. Logo appears.



FRAME 2

Color floods into place from the top down. BN Cringe text appears while Palmer writes on as the logo tag comes into frame.



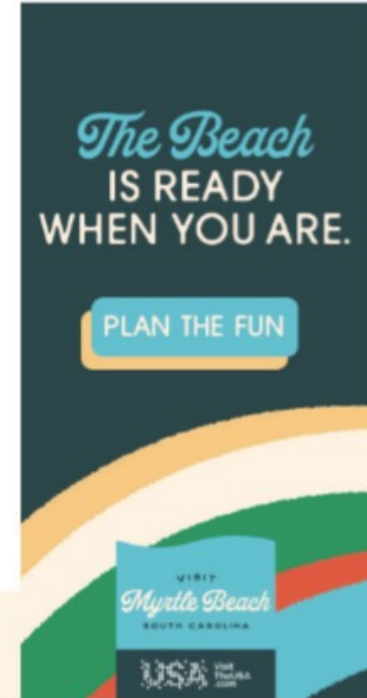
TRANSITION

Color moves downward in a sweeping motion. First photo disappears as second photo appears.



FRAME 3

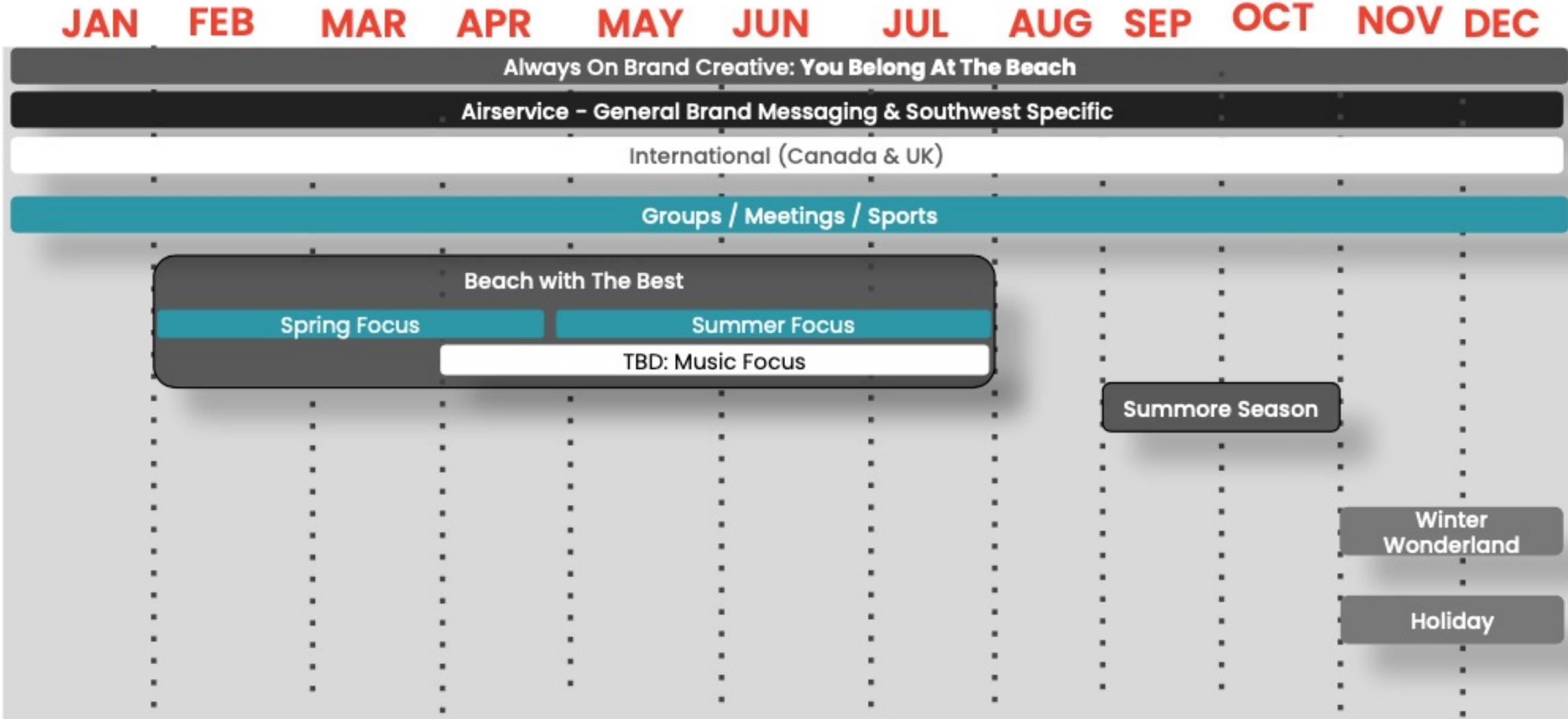
Color floods into place from the top down. BN Cringe text appears while Palmer writes on.



FRAME 4

Logo and CTA appear. Wave of color slides in from left to right.

# 2022 Messaging Calendar – All Funnels Snapshot



Note: Always On Creative would have a seasonal refresh to better reflect activities/weather in destination. Additionally, International and Air service will have campaign specific messaging updates to further align with leisure creative.



*Thank you.*