

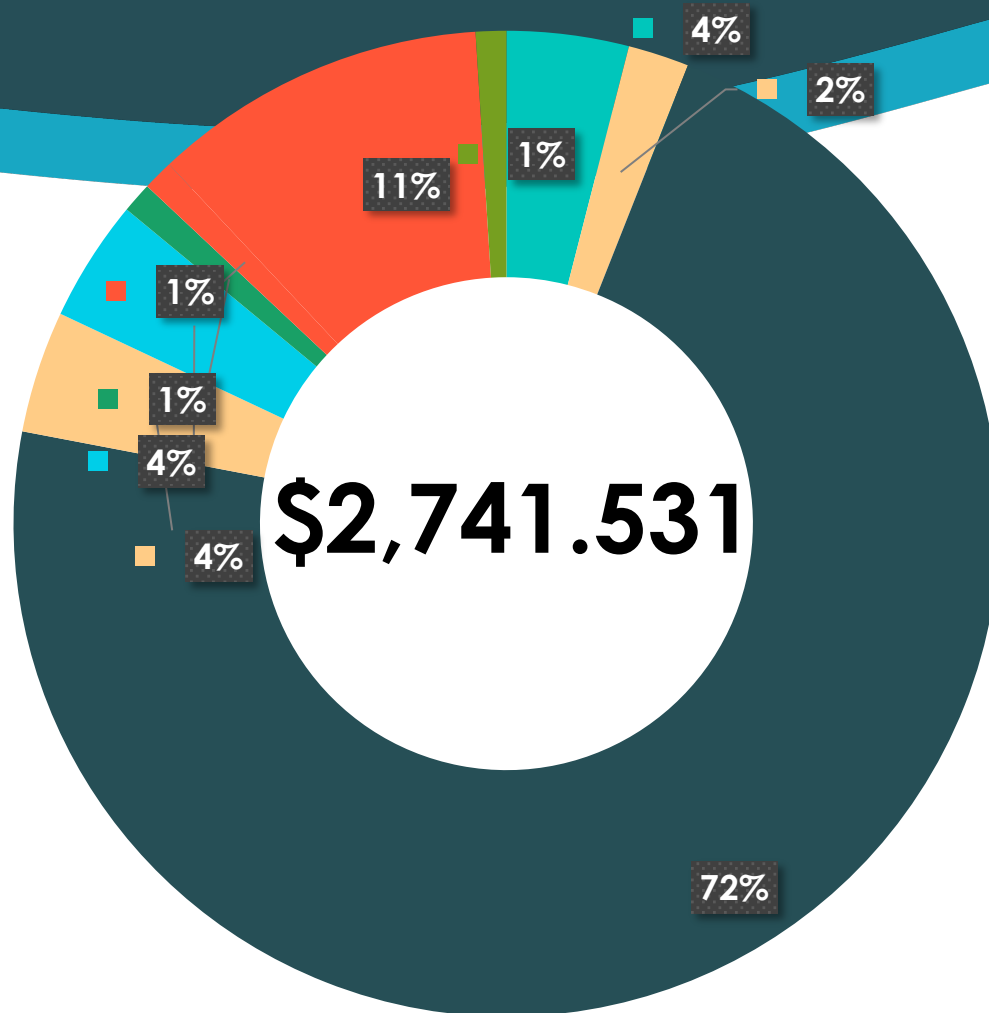


CITY OF
Myrtle Beach

SEPTEMBER 2021 UPDATE

Marketing Activity

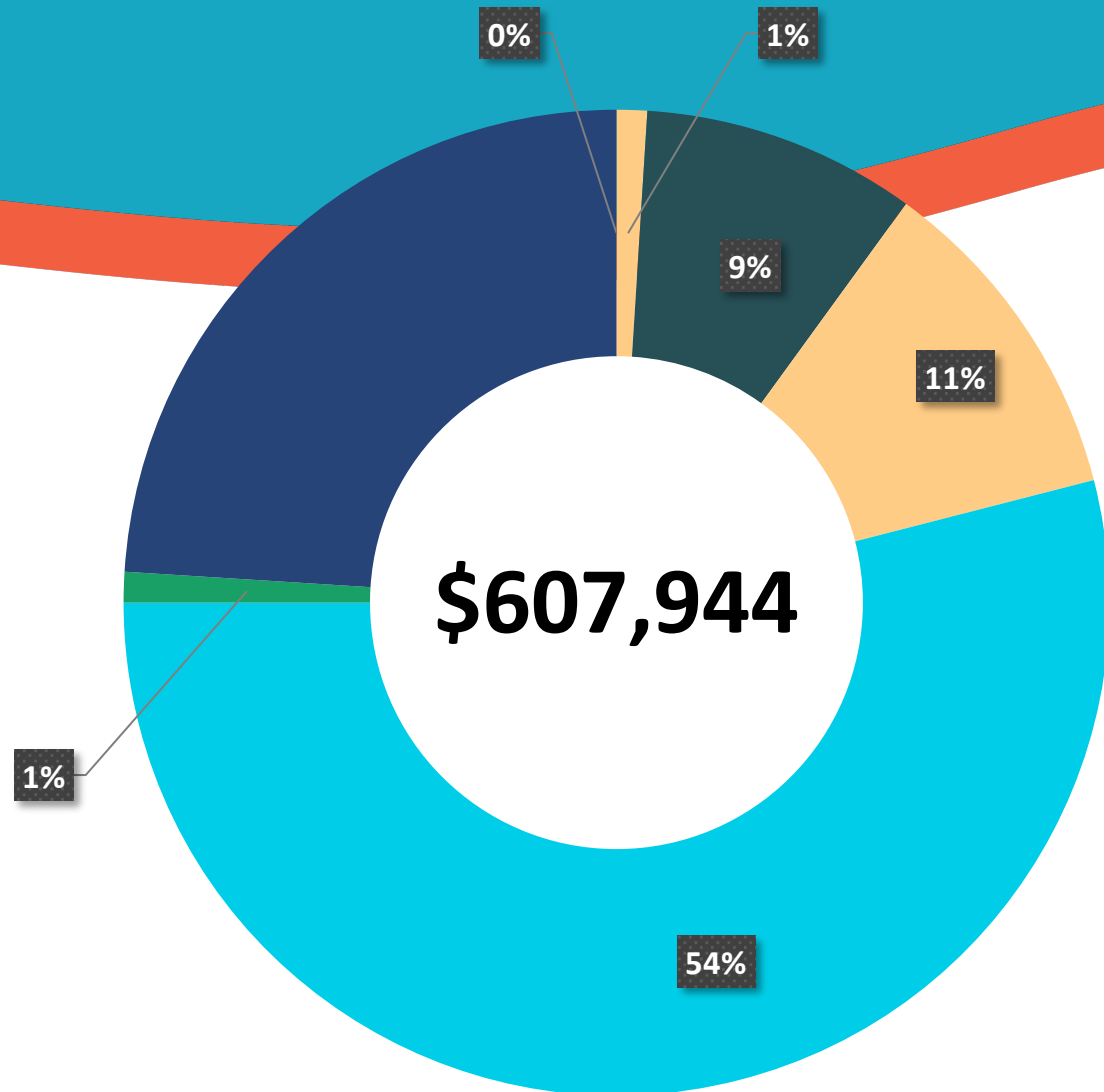
TDF 2021 – Q2



- CREATIVE DEVELOPMENT 4% - \$111,526.54
- DESTINATION PUBLICITY 2% - \$67,333
- DIGITAL 72% - \$1,961,278.53
- GENERAL CONSUMER PROMOTIONS 4% - \$112,523.34
- GROUPS 4% - \$119,568.18
- INTERNATIONAL 1% - \$36,596.86
- RESEARCH 1% - \$29,032.45
- TELEVISION 10% - \$287,357
- OUTDOOR/PRINT 1% - \$16,316

Marketing Activity

MB A-TAX 2021 – Q2



■ CREATIVE DEVELOPMENT 0% - \$812.59

■ DESTINATION PUBLICITY 1% - \$5,083.14

■ DIGITAL 9% - \$55,544.90

■ GENERAL CONSUMER PROMOTIONS 11% - \$69,829.73

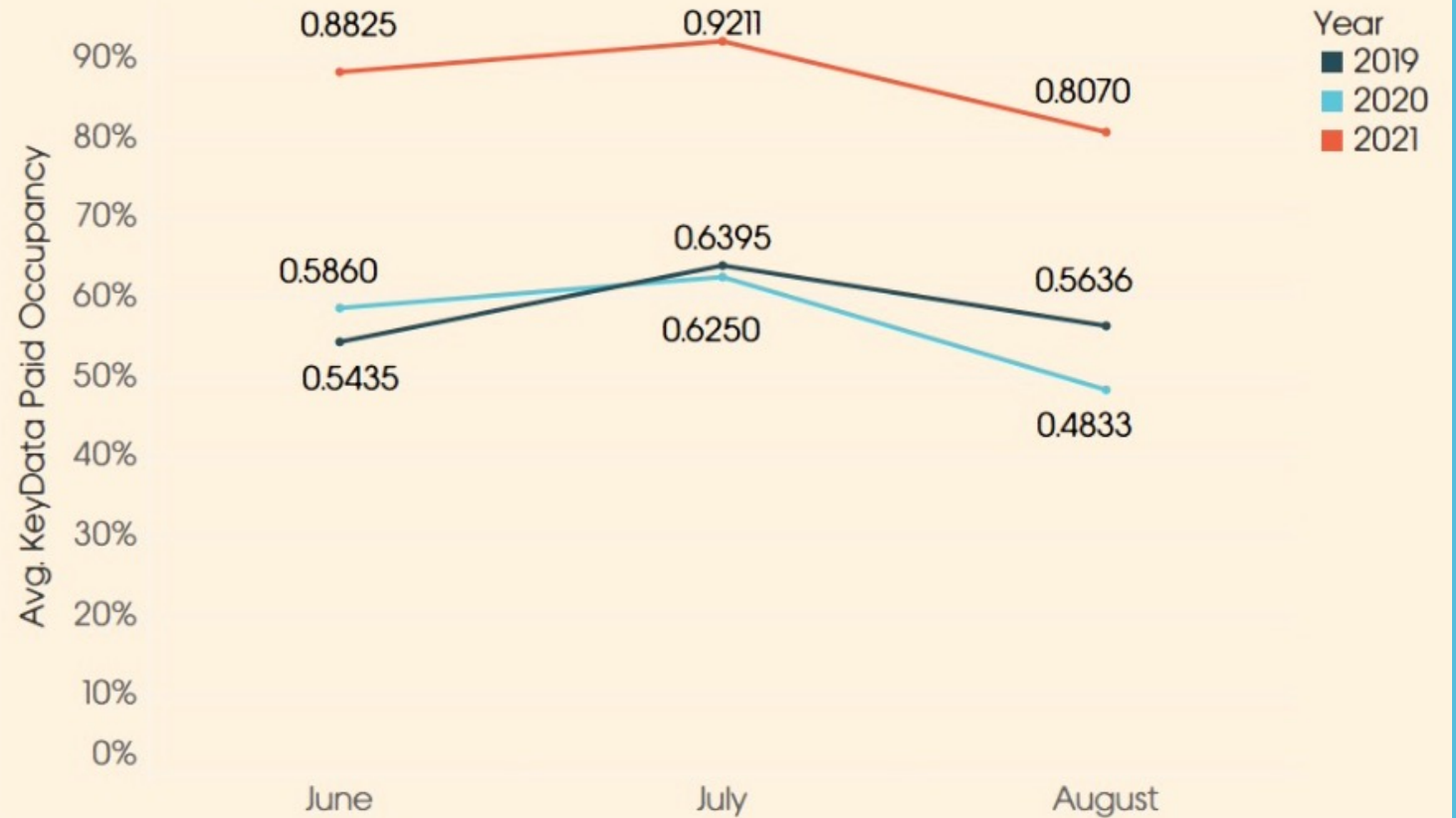
■ GROUPS 54% - \$328,011.02

■ INTERNATIONAL 1% - \$4,060.08

■ OUTDOOR/PRINT 24% - \$144,602.73

SUMMER 2021 OCCUPANCY SURPASSED 2020 & 2019

Average KeyData Paid Occupancy for Summer 2019 - 2021



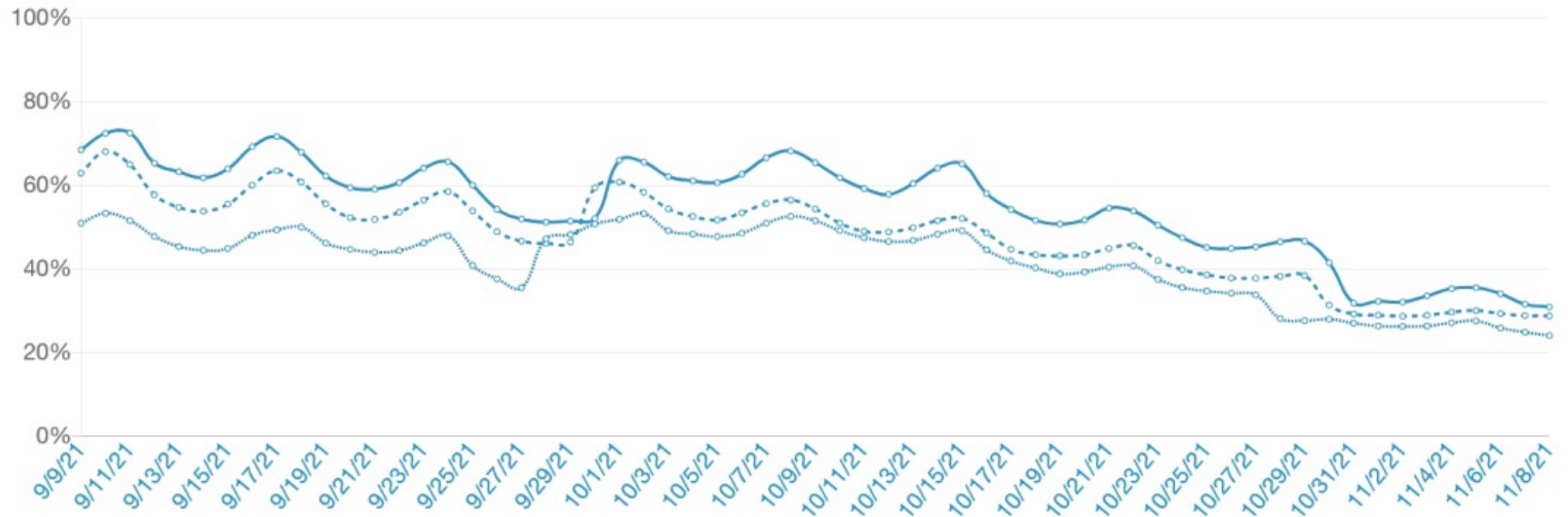
Horry County Occupancy Trends for Next 60 Days

As of **Sept 8, 2021**, Horry County Adjusted Paid and Owner Occupancy bookings for the next 60 days are pacing **13.5 points ahead of 2019** and **7.3 points ahead of 2020**.



Horry Adjusted Paid & Owner Occupancy

□ Horry (9/9/2021 to 11/8/2021 as of 9/8/2021) | 55.1% □ Horry (Compared 9/12/2019 to 11/11/2019 as of 9/12/2019) | 41.6%
□ Horry (Compared 9/10/2020 to 11/9/2020 as of 9/10/2020) | 47.8%





LOCAL CAMPAIGN

BILLBOARD





POST BANNERS



SUMMER VISITOR CAMPAIGN

362 MILES TO
WHERE YOU BELONG.



VISIT
Myrtle Beach
SOUTH CAROLINA

The Beach.



FAMILIES
that play
TOGETHER



STAY AT
The Beach

VISIT
60 miles
WHERE YOU
BELONG

LET'S BEACH

VISIT
Myrtle Beach
SOUTH CAROLINA

Family time is
all the time at
The Beach



60
miles
where
you
belong.

⌶
SWIPE UP TO PLAN
YOUR GETAWAY.

LET'S MAKE WAVES ALL OVER *The Beach.*

60 MILES WHERE YOU BELONG



VISIT
Myrtle Beach
SOUTH CAROLINA

Plan your trip to The Beach at [VisitMyrtleBeach.com](https://www.visitmyrtlebeach.com)

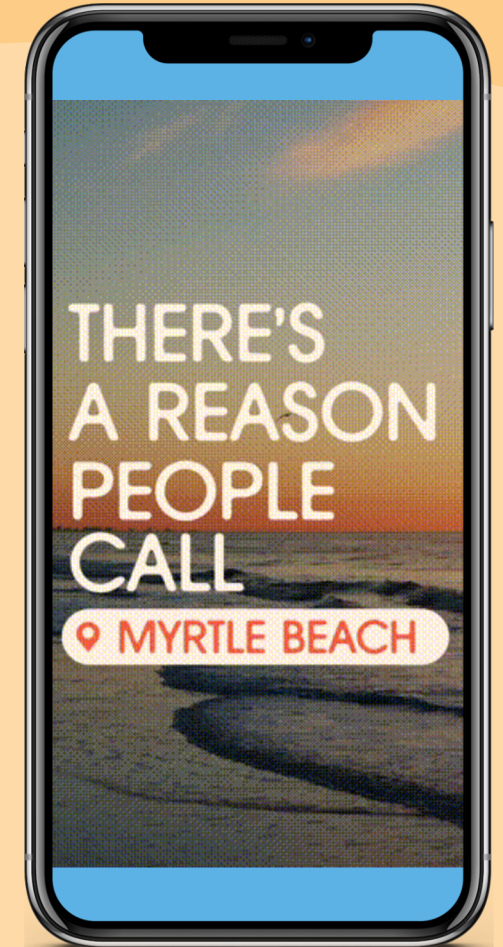
TAKE IT ALL IN AT *The Beach.*

60 MILES WHERE YOU BELONG



VISIT
Myrtle Beach
SOUTH CAROLINA

Plan your trip to The Beach at [VisitMyrtleBeach.com](https://www.visitmyrtlebeach.com)





FALL VISITOR CAMPAIGN

WELCOME TO

Summertime
SEASON

in *Myrtle Beach*

VIDEO SCRIPT

Announcer VO over reserved, not-quite somber music:

You know what time it is.

Pools are closing, school's starting, leaves are changing colors.

Music picks up into a more upbeat melody.

(chuckles) Not for me.

Summer doesn't stop at The Beach. You get Summore.

Because there's some more sun and some more fun to be had in Myrtle Beach.

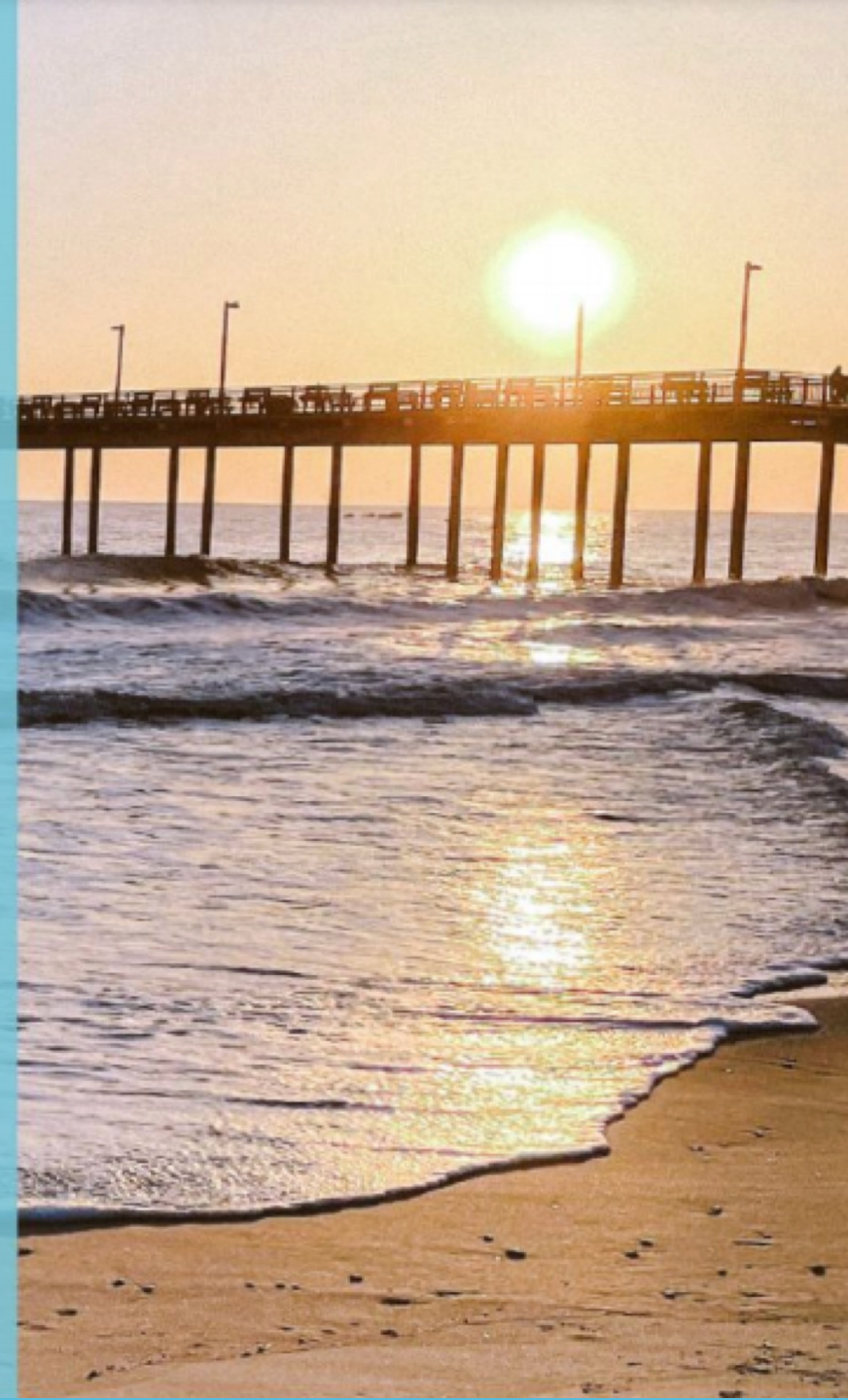
It's Summore season, so squeeze the last bit of shine out of that sun,

And hold onto that sweet summer feeling for a little while longer.

Don't take the Fall.

Go get yourself Summore.

Only in Myrtle Beach, South Carolina.



INSTAGRAM STORY



BANNER AD



FRAME 1



FRAME 2



FRAME 3



FRAME 4



FRAME 5

The background consists of several overlapping, wavy bands of color. From top to bottom, the colors are: dark blue, light blue, green, orange, green, light blue, and dark blue. The bands are separated by thin white lines and have a slightly irregular, hand-drawn appearance.

WINTER WONDERLAND AT THE BEACH

PROPOSED WALK THROUGH LIGHT SHOW & ICE RINK



AREA 1 – WINTER WONDERLAND



www.christmasdecorandmore.com UNIVERSAL CONCEPTS (800)522-0718





Thank you.