



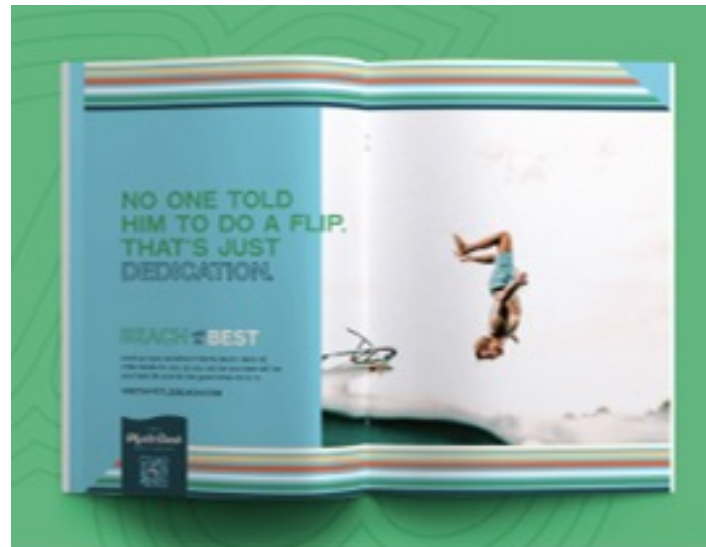
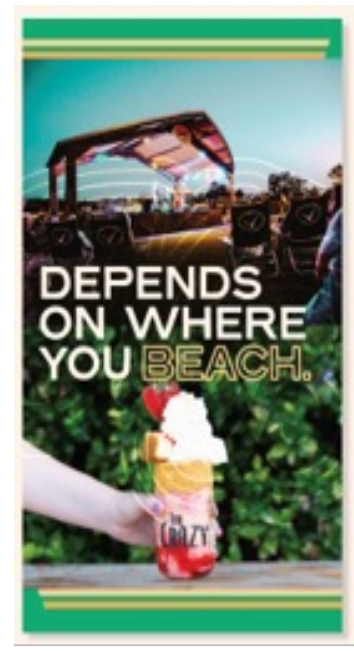
ADMIN COMMITTEE
Horry County

Promoting the Horry County as a Premiere Year-round Destination

Beach WITH THE BEST

2022 Campaign Theme

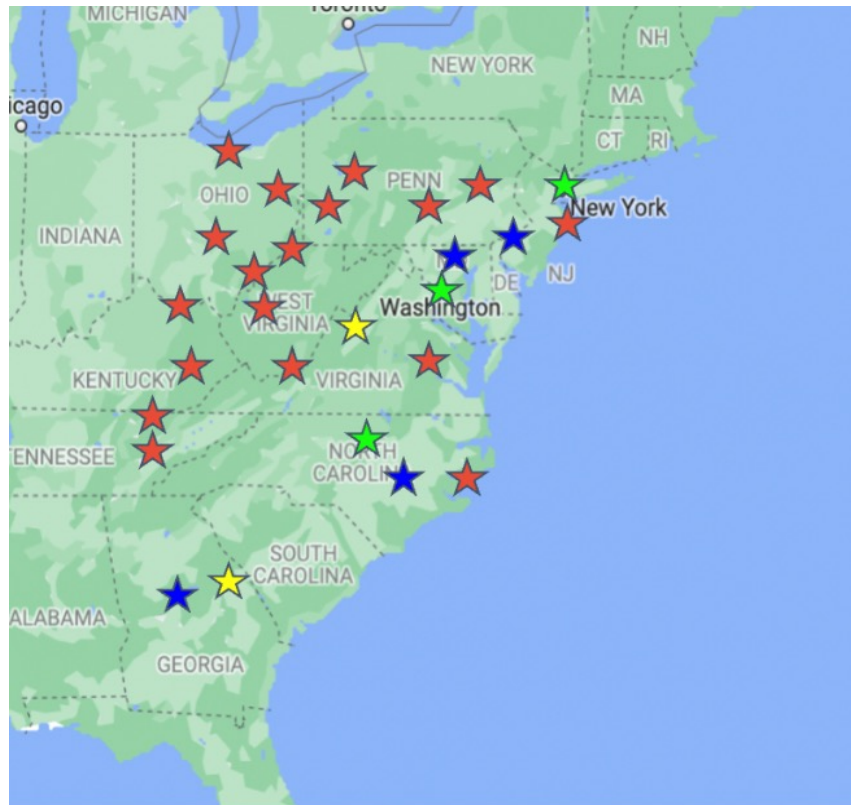
*People at **The Beach** just beach better. You know why? Because they beach at the Grand Strand. Get to know how we do things at **The Beach**, where everyone knows they can celebrate their best self.*



Key Markets

Additional marketing reach regional, national and international audiences.

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



Atlanta
Augusta
Baltimore
Bluefield/Beckley/Oak Hill
Buffalo
Charleston/Huntington
Charlotte
Cincinnati
Columbus, OH
Greensboro/High Point
Harrisburg/Lancaster
Johnstown/Altoona
Knoxville
Lexington
New York
Parkersburg
Philadelphia

Pittsburgh
Raleigh/Durham
Richmond/Petersburg
Roanoke/Lynchburg
Tri-Cities- TN,VA
Washington, DC
Wheeling/Steubenville
Wilkes Barre/Scranton
Youngstown

Flight Markets:
Chicago
Dallas
Detroit
Minneapolis

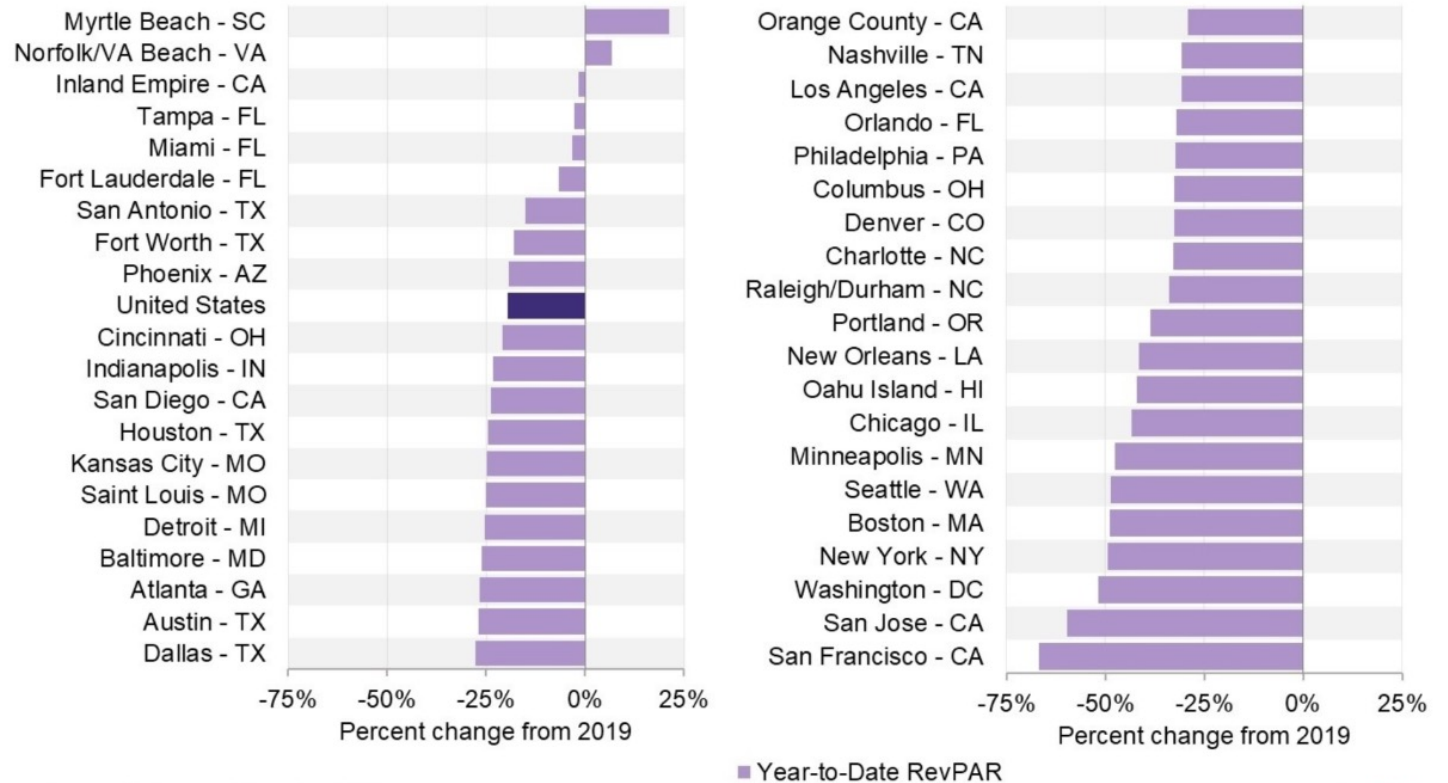
2021 Accolades & Awards

- *#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*

Destination Marketing Achievements

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

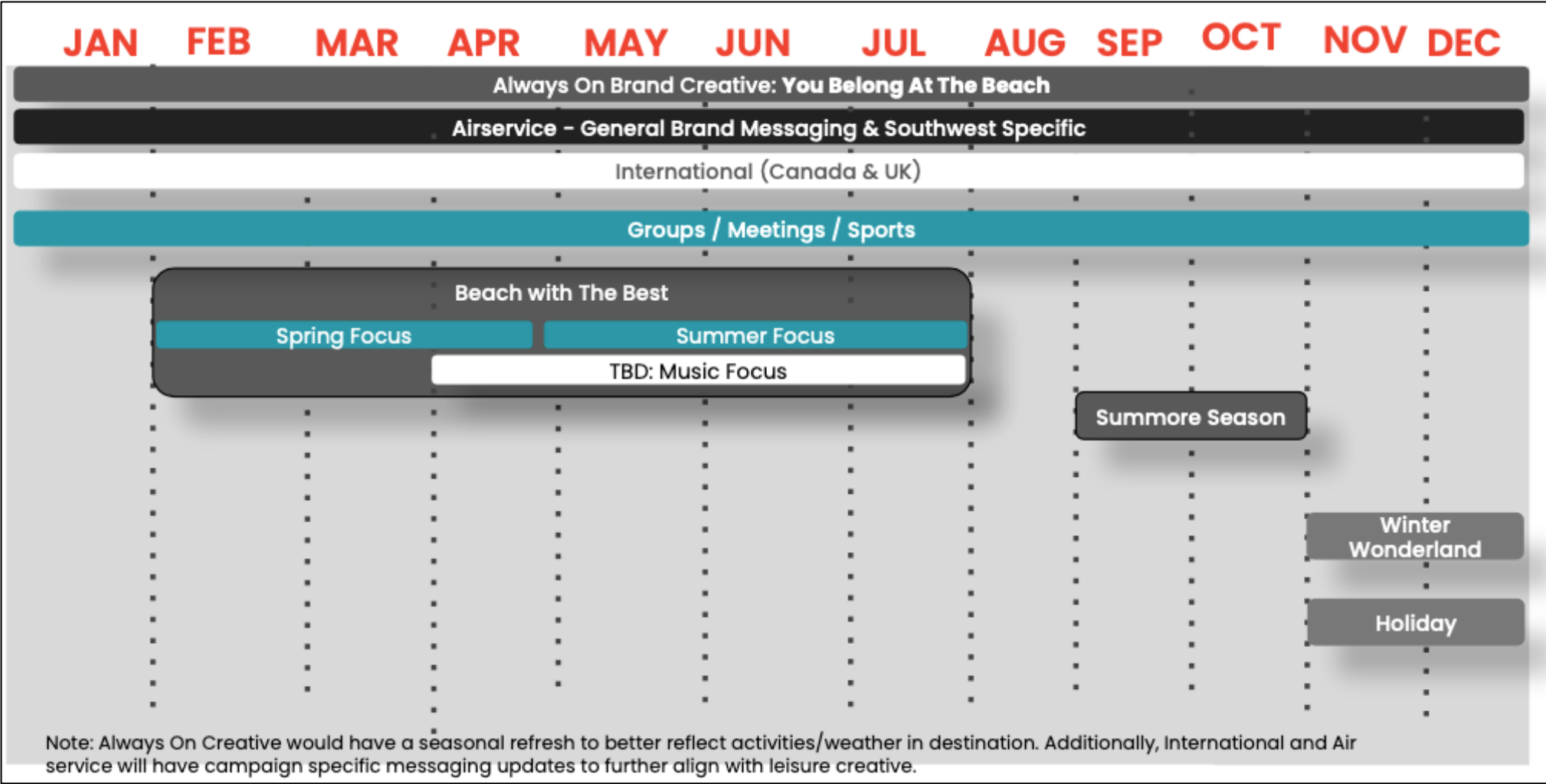
Hotel Performance Recovery Across Top Markets



Source: CoStar, as of November 2021



2022 Campaign Messaging Calendar



2022 *Harry County*
PUBLICITY



Carolina Forest

Just west of Myrtle Beach, this master-planned community offers some great golfing, dining and shopping

VISIT MYRTLE BEACH HOMEPAGE FEATURE

- All Communities are prominently featured on the Visit Myrtle Beach website homepage with a destination feature, events, deals and stories throughout the year.
- VisitMyrtleBeach.com had over 8.5M site visitors in 2021 and the homepage had 1.3M pageviews

Target Promotions



THE HOME OF THE SHAG

The nine-mile-long beach community of North Myrtle Beach continues to thrive, almost 50 years after its inception. In 1968, four existing communities – Cherry Grove, Windy Hill, Ocean Drive Beach and Crescent Beach – were combined to form the city. Prominent annual festivals celebrate everything from St. Patrick's Day to the end of summer.

North Myrtle Beach is also the birthplace of the Shag dance, which became the official state dance of South Carolina in 1984. Strains of beach music can be heard in the Ocean Drive section nearly every night as those who love the Shag dance the night away.

The entertainment doesn't stop with the Shag, The Alabama Theatre dazzles crowds with nightly shows. Just down the road from the charming downtown area, Duplin Winery offers entertainment for adults and locally crafted muscadine wine.

You'll love the beach town vibe of this community, which is home to Barefoot Landing and a wide variety of restaurants, entertainment, and shopping options.

Local's Tip

The many restaurants of Barefoot Landing – including LuLu's & Crooked Hammock Brewery – host live music on the weekend all year long. Visit the website for a full schedule of entertainment at www.bflanding.com.



North Myrtle Beach

- Community Editorial - Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social annually such as St. Patrick's Day Festival, Music on Main, Great Christmas Light Show
- Paid Social
- Various Blog Posts
- Inclusion in Eblasts



TAKE A STEP BACK IN TIME

Founded in 1732, Conway is one of the oldest towns in South Carolina, with all the charm and grace of a historic southern community. Oak tree-lined streets run through the picturesque historic district, inviting visitors to stay and explore.

The Conway Riverwalk, set along the beautiful Waccamaw River, offers visitors a picturesque tour of the river town.

A visit to the recently renovated Horry County Museum, which includes a beautiful aquarium, is a perfect way to spend a day trip away from the beach.

The charming downtown area is also steeped in historic architecture that has been carefully renovated to house unique shops, a thriving art community and remarkable restaurants.

The city is home to a number of popular community events, including the annual Riverfest along the Waccamaw and the Conway Ghost Walk.



Local's Tip

All over downtown Conway, you can find great "hidden" spots such as the train mural in Kingston Park, the F.G. Burroughs riverboat mural, the garden walk, Coastal Carolina's "Teal Alley" and the "flood markers" which show how high floodwaters rose after Hurricane Florence in 2018.

Conway

- Community Editorial – Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels such as Rivertown Music Fest, Rivertown Wine-Around, Grooving on the Green, Gullah Geechee Community Day
- Paid Social
- Various Blog Posts
- Inclusion in Eblasts



A PICTURESQUE FISHING TOWN

On the north end of the Grand Strand, the fishing community of Little River is the oldest of the 14 communities. Little River is one of those places where life moves slowly, offering a relaxing, laid-back destination.

Deep-sea fishing charters leave at sunrise, taking anglers to some of the best fishing spots on the coast. Shorter fishing and party boat cruises are also available, such as Cruisin Tikis, where you can board your very own tiki hut for a sunset cruise.

Enjoy fresh seafood that comes off fishing boats throughout the day and is served up at many quality restaurants.

Each May, Little River celebrates a local delicacy with their world-famous Blue Crab Festival, and in October, they host their popular ShrimpFest. As you can see, it's all about the seafood in Little River.



Local's tip

If you're feeling lucky, head down to the Little River Waterfront to take an evening trip on The Big M casino boat. Who knows what you might win!

Little River

- Community Editorial - Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels, including Blue Crab and Shrimp Fests, Sounds of Summer
- Paid Social
- Various Blog Posts
- Inclusion in Eblasts



AN ABUNDANCE OF SOUTHERN CHARM AWAITS

Located in the northern end of the Myrtle Beach area and just a short drive inland, Loris began as a railroad town serving the lumber industry in the late 1880s.

Loris is also the birthplace of chicken bog, a traditional southern dish consisting of rice, chicken, sausage and spices. In celebration of this scrumptious dish, the community hosts the annual Loris Bog-Off Festival each year which draws thousands to the area.

Additionally, a revitalized downtown offers shopping, dining and a local farmers market with a feast of fresh produce and home baked goods.



Local's Tip

Take your time to enjoy the area's Southern charm and check out the Loris Farmers Market for locally grown produce and goods right from the rich Grand Strand soil.

Loris

- Community Editorial - Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels, such as the Bog Off
- Various Blog Posts
- Inclusion in Eblasts

Target Promotions



A SMALL TOWN WITH A BIG HEART

Founded more than a century ago, the small town of Aynor is located 35 miles inland, not far from Conway.

Celebrated for its friendliness, the community is referred to as the "Little Golden Town."

September brings the famed Harvest Hoedown Festival to Aynor, where agricultural living is celebrated with food, games, music and fun for the entire family.

Walk through downtown Aynor to discover several locally owned shops, with plenty of friendly smiles.



Local's Tip

When you visit, make sure you take your picture with the railroad mural in downtown Aynor — it's a stunning nod to the town's past.

Aynor

- Community Editorial – Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels such as Harvest Hoe Down
- Various Blog Posts
- Inclusion in Eblasts



PEACEFUL AND BEAUTIFUL

Between Myrtle Beach and Conway on Highway 501, the relatively new community of Carolina Forest is located along the west side of the Intracoastal Waterway.

Primarily a residential area, almost half of this master-planned community has been set aside for conservation.

Along the corridor that spans U.S. 501, you'll find some great shopping opportunities including Tanger Outlets and car enthusiasts will love the Wheels of Yesteryear Museum.

Dining here includes a number of great options including places serving everything from sushi and steaks to burritos and burgers.

You can also find several golf courses and recreation centers, along with a beautiful concentration of pine trees and hardwood forests.



Local's Tip

Outdoor enthusiasts will enjoy a trip to Horry County Bike & Run Park (also known as "The Hulk"), a 7 mile trail that twists and turns across 72 acres of land, nestled between Carolina Forest and Myrtle Beach.

Carolina Forest

- Community Editorial – Visitor Guide/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels: The Hulk Fall Race Series
- Various Blog Posts
- Inclusion in Eblasts



EXPLORE THIS WILD, HISTORIC AREA

Socastee is located just west of the Myrtle Beach International Airport, between Route 17 and the Waccamaw National Wildlife Refuge.

Historic Socastee is home to one of 10 swing bridges in the state. Built in 1935, the bridge still swings on a regular schedule. The town also boasts a historic district that is listed on the National Register of Historic Places for the post-Civil War preservation.

For a unique journey on the Intracoastal Waterway, hop on a jet ski with Island Adventure Watersports for a back country tour. You can also play a round of disc golf at Socastee Recreation Park or enjoy a few rounds of fun, friendly paintball or airsoft combat nearby.

Local's Tip

Next to the historic swing bridge, along the Intracoastal Waterway you'll find one of the area's best burger spots, River City Cafe. If you're feeling brave try the "Kitchen Sink" or the "OMG" burger platters.



Socastee

- Community Editorial – Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels
- Various Blog Posts
- Inclusion in Eblasts



ENJOY NATURE, SEAFOOD AND RELAXATION

The fishing village of Murrells Inlet was once the hiding spot of the infamous pirate Blackbeard. Today, it's an outdoorsman's dream.

No matter your boating preference, there is an experience for every hobby. Start your day kayaking at sunrise or head out for a daylong, chartered deep sea fishing excursion.

A town known as the "seafood capital of South Carolina", you know a delicious meal awaits after a fun-filled day. The popular MarshWalk comes alive after dark, with live music streaming from several waterfront establishments that offer spectacular marsh views. Beautiful waterfront dining and live entertainment aren't the only things Murrells Inlet has to offer.

Those interested in art and history will be thrilled to discover Brookgreen Gardens, a national historic landmark showcasing the world's largest collection of outdoor American sculpture.



Local's Tip

Across the road from Brookgreen is Huntington Beach State Park where you can discover birds, alligators and other wildlife. You can also take a hike, go on a Segway tour, enjoy the beach or explore Atalaya Castle.

Murrells Inlet

- Community Editorial – Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels such as Taste of the Marsh Walk
- Various Blog Posts
- Inclusion in Eblasts

Target Promotions



Local's Tip

Be sure to visit the area around Surfside Beach Pier, which has dining options ranging from pizza and burgers to seafood and steaks, as well as several hangouts and shopping spots. Though the pier is currently being rebuilt, there's plenty to do nearby.

A TOWN WHERE QUALITY TIME COMES EASY

Incorporated in 1964, Surfside Beach has long been known throughout the Grand Strand as a "family beach."

For a game of tennis, bocce, shuffleboard and much more, you don't have to look further than the town's seven public parks.

Surfside's pristine beaches are cleaned daily and supervised by lifeguards and police, giving families peace of mind while their children play on the beach.

There are several beach access points that offer showers, restrooms and accessible ramps for persons with disabilities.

In 2016, the Surfside Beach town council signed a proclamation to make Surfside Beach the first autism-friendly travel destination, further establishing their reputation as a beach for all families.

Surfside Beach

- Community Editorial – Visitor Guides/Web Page on VMB.com
- Community Video on VMB.com
- Events Promoted thru Social Channels such as the annual BBQ Festival
- Various Blog Posts
- Inclusion in Eblasts

Horry County Museum

- Community Editorial –Web Page on VMB.com
- Inclusion in Blog Posts on VMB.Com
- Video on VMB.com front page
- Events Promoted thru Social Channels Various Blog Posts

A Local's Look

What do the Myrtle Beach locals love? Find out here!

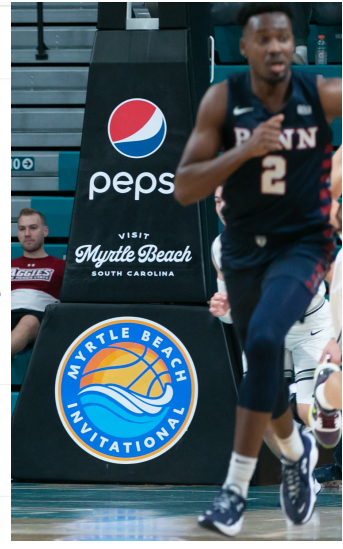
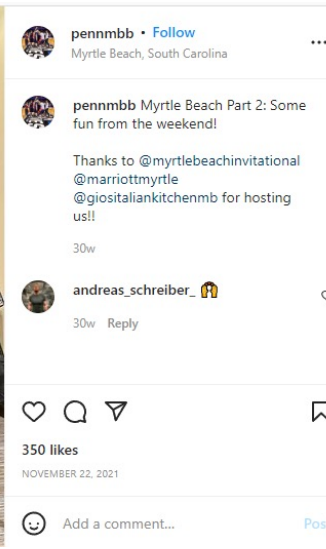


Explore [Things To Do](#) and more [A Local's Look](#) videos on YouTube.

Myrtle Beach Invitational

November 18, 19 & 21, 2021

- Held at the HTC Center
- Eight (8) Participating Team
- Hosted by ESPN Events
- Games Aired on ESPN Network of Channels



Tweet
Indiana State Basketball
@IndStBasketball
A good 🏀 stroke and a good 🍷 swing from Zach Hobbs! Trees getting some time at Topgolf ahead of the Myrtle Beach Invitational opener with ODU!
#MarchOn | #Kaizen



Myrtle Beach Bowl

Monday, December 20th 2021, at 2:30 PM

- 2021 Viewership: 939,000
- 2021 Economic Impact: \$3.85 Million
- 2021 Attendance: 6,557



Digital Marketing

Horry County Community Promotion


- Purpose – Awareness of the individual communities that make up Horry County, Their Attributes and offerings including events, attractions, and individual offerings to draw visitors to all areas of the county, including Horry County Museum.
- Description- Campaign includes Paid Search, Paid Social, and native display.

Campgrounds Promotion

- Purpose- Camping/RV advertising to drive business year-round, but especially during shoulder season.
- Description- Various means of distribution including video, internet advertising, PR, social media, direct mail as well as content deployment on VisitMyrtleBeach.com

Visit Myrtle Beach, South Carolina
Sponsored

There's an art to life in Conway, one of South Carolina's most storied towns. Come see the Conway Riverwalk and more.



visitmyrtlebeach.com
Go Beyond The Beach
Visit Historic Conway

[Learn more](#)

Visit Myrtle Beach, South Carolina
Sponsored

Go with the flow, fish like a pro or grab a bite in scenic Little River – the oldest of 14 communities on the Grand Strand.



visitmyrtlebeach.com
Go Beyond The Beach
Explore Little River

[Learn more](#)

Visit Myrtle Beach, South Carolina
Sponsored

Pack up your family and friends for an escape to The Beach – 60 miles perfect for RV trips or campsite excursions.




visitmyrtlebeach.com
Go Wild at The Beach
Discover Our Campgrounds

[Learn more](#)

Visit Myrtle Beach, South Carolina
Sponsored

When it comes to fun, we're on a roll. Come see what's happening in 14 neighborhoods on the Grand Strand.



visitmyrtlebeach.com
Do More at The Beach
Explore Conway and More

[Learn more](#)

Visit Myrtle Beach, South Carolina
Sponsored

Want beautiful views, stary nights and unforgettable memories? It all comes together when you camp in Myrtle Beach.



visitmyrtlebeach.com
Camp at The Beach
Fun Is in Our Nature

[Learn more](#)

Visit Myrtle Beach, South Carolina
Sponsored

Make a getaway to The Beach, where endless shopping, dining and entertainment meet 60 miles of beautiful, sun-soaked sand.



visitmyrtlebeach.com
Do More at The Beach
Discover North Myrtle Be...

[Learn more](#)

Digital Newsletter

- 234K – Subscribers
- Horry County Communities included in Upcoming Events, Blog Mentions, Fun Facts and Community Spotlights



The Beach By The Numbers

60

This isn't just any beach, it's **The Beach**. A community that stretches **60 miles** that welcomes anyone looking to dig their toes in some sand.

[EXPLORE COMMUNITIES](#)

Upcoming Events



May 6-8
66th Sun Fun Festival

Sun & fun for the whole family during this 3-day event which includes live music, games, and of course, the Sun Fun Parade travels down Ocean Blvd.



May 6-20
Groovin On The Green



May 14-15
World Famous Blue Crab Festival



COMMUNITY SPOTLIGHT: LORIS

Located in the northern end of the Myrtle Beach area and just a short drive inland, Loris began as a railroad town serving the lumber industry in the late 1880s. Loris is also the birthplace of chicken bog, a traditional Southern dish consisting of rice, chicken, sausage, and spices. In celebration of this scrumptious dish, the community hosts the annual Loris Bog-Off Festival each year which draws thousands to the area. This year the **Bog-Off Festival** will be held on October 16, 2021.

[LEARN MORE](#)

Upcoming Events



May 28
Military Appreciation Days Parade

The Beach celebrates Memorial Day weekend with events including the Military Appreciation Days Parade at the Market Common district.



June 18 - September 24
The World of Frida



June 25
Conway Riverfest

[ALL EVENTS >](#)

myrtlebeach.com/event/military-appreciation-days-parade/18718/



Community Spotlight: Litchfield Beach

One of the quieter beaches on the Grand Strand, Litchfield Beach, SC is the perfect place for a relaxing vacation. Litchfield is nestled between Huntington Beach State Park and Pawleys Island and consists of several golf courses, quiet neighborhoods, and wide sprawling beaches.

[Learn More](#)



OUR BEST SELFIE

15 Instagram-Worthy Locations

It's all about the 'gram these days! Capture the perfect picture or selfie at these 15 spots around the Grand Strand.



ARTS

2. Kids Arts Activities

Little hands and hearts can connect through art to create beautiful things.



ITINERARIES

3. 5 Day, Spring Break Itinerary

Our area is a very popular spring break destination for families with school-aged children.



DINING

4. Local Seafood in Murrells Inlet

Murrells Inlet is commonly referred to as the seafood capital of South Carolina – and for good reason.



TO DO

5. 5 Things To Do With Longer Days

There are so many activities at The Beach for you and your family to enjoy now that the days are longer and warmer weather has arrived.

[MORE FROM THE BLOG >](#)



Community Spotlight: Surfside Beach

Just to the south of Myrtle Beach, you will find **Surfside Beach**, known as the "family beach" in the Grand Strand. Surfside Beach was the first town to be certified as autism-friendly, taking a pledge to learn and assist families who travel with persons of sensory-processing disabilities. Surfside's clean beaches are also supervised by lifeguards for an extra pair of eyes while your children are swimming in the waves. From community golf cart parades to quaint neighborhood restaurants, you will feel right at home in Surfside Beach!

[LEARN MORE](#)

National Publications

Articles were included in such publications as:

- Southern Living
- Matador
- Travel & Leisure

The screenshot shows the Thrillist website header with navigation links: CITIES +, EAT, DRINK, TRAVEL, CANNABIS, WATCH, SHOP. The article is categorized under TRAVEL and is sponsored by Myrtle Beach. The title is "Winter Is the Season to Explore Myrtle Beach with Fewer Visitors". The sub-headline reads: "Discover enchanting gardens, oceanfront dining, and Saturday night shag dancing on the Grand Strand." The author is Stratton Lawrence, published on 11/18/2021 at 9:39 AM.

Less flashy but quietly charming is North Myrtle Beach's Main Street, where unique souvenir shops and tasty seafood shacks share space with historic dance clubs. Fat Harold's Beach Club is the most impressive, especially on weekends when they host dance competitions. Dancers of all ages cut a rug together to classic tunes until the wee hours. Duck's just across the street offers the same throwback vibe, with live bands keeping the dance floor loose.

YAHOO CREATIVE STUDIOS

3 Myrtle Beach itineraries for romance, friends or family fun

September 23, 2021 · 5 min read

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A getaway any group will love. (Photo: Visit Myrtle Beach)

Insider Tip

“ I love Murrells Inlet MarshWalk for live music. The restaurants and clubs are great, and it's just a positive, chill vibe that's so much fun!”

— Kristen S., New York, NY



Pulte HOMES
More Life Built In®

TRENDING

1. Geico ordered to pay \$5.2M to woman who got HPV in a car
2. Jamie Chung says she used a surrogate because she worried pregnancy would hurt her career
3. Arizona executes Frank Atwood for 1984 killing of young girl

Marketing Component	Project	Purpose	Description	Amount
Print Media	Magazine/ Inserts	Print Advertisements to help influence travel to the area, targeting prospective leisure and group travelers.	Targeted messaging and placement to augment online and broadcast components.	\$97,276.60
Online Media	Internet/ Web	Display ads and videos to inspire multiple audience segments to visit the destination.	Online ads in key markets to inspire travel experiences afforded along our 60 miles of beaches.	\$753,893.68
Broadcast Media	Television	Inspire prospective guests to choose the area as their vacation selection.	Targeting consumers in more than 80 key markets through inspirational travel experiences afforded along our 60 miles of beaches.	\$243,191.51
Air Service Adv	Digital	Display ads and videos in non-stop air service markets to build awareness of nonstop flights to inspire audience segments to visit the destination.	Online ads complementing 30 TV markets and all non-stop air service markets. Remarketing ads tied to visitmyrtlebeach.com	\$121,595.76
Local Community Promotion	Various	Awareness of the individual communities that make up Horry County, their attributes and offerings including events, attractions and individual offerings to draw visitors to all areas of the county. Including Horry County Museum.	Develop and create specific community content to distribute across multiple media platforms. Content can include: videos, display, public relations, social media, direct mail as well as on VistMyrtleBeach.com	\$150,000
Campground Promotion	Various	Camping/RV advertising to drive business year-round, but especially during shoulder season.	Various means of distribution will be utilized including video, internet advertising, public relations, social media, direct mail as well as content deployment on VistMyrtleBeach.com	\$125,000
County Directed Expenditure	TBD	Advertising and Promotion to develop and increase overnight tourist attendance	Tourism advertising and promotion TBD	\$78,471.45
Total Planned Expenditure				1,569,429.00

Myrtle Beach Area
CHAMBER of COMMERCE



VISIT
Myrtle Beach
SOUTH CAROLINA

THANK YOU FOR YOUR TIME!

Questions?

