

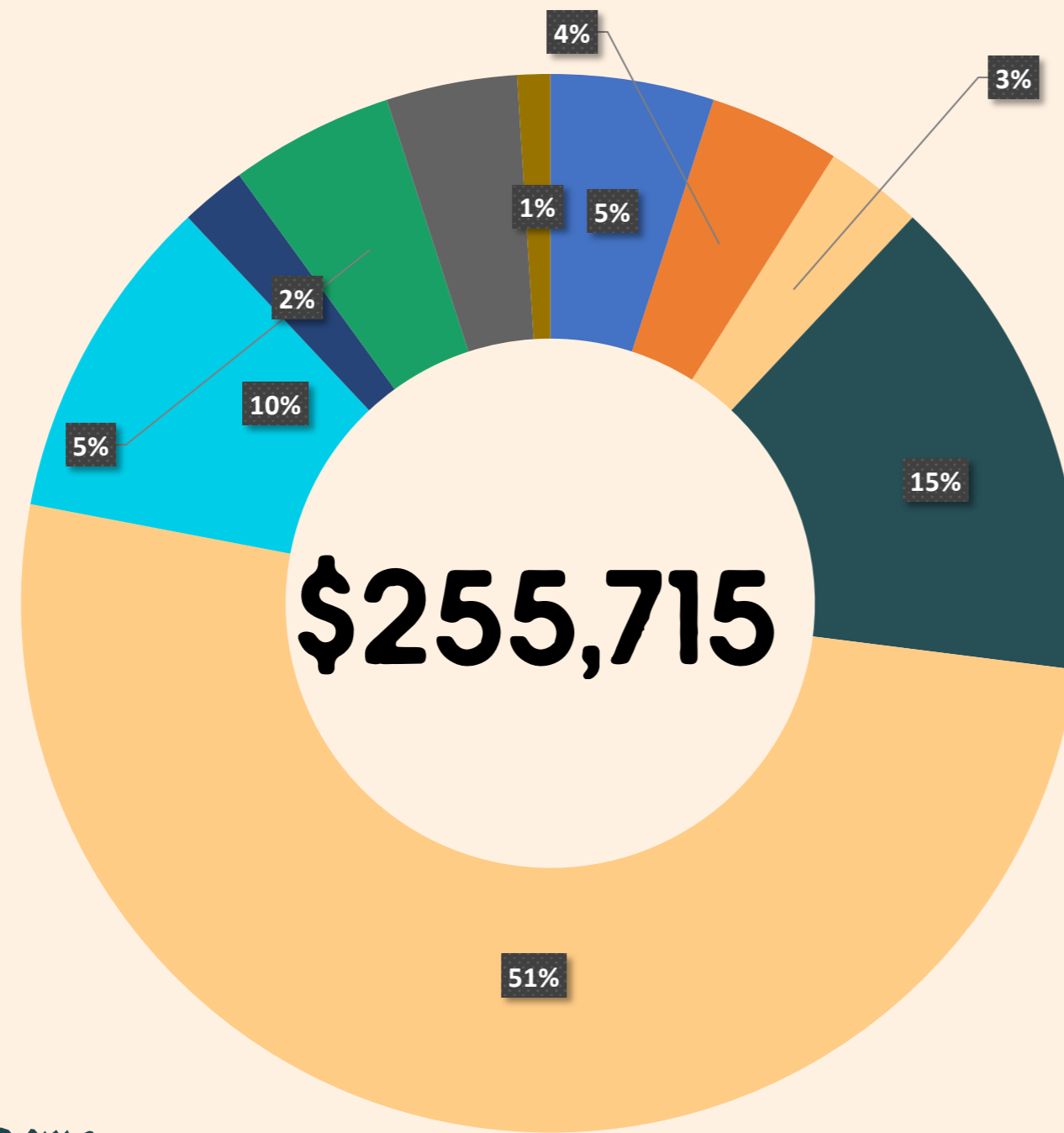
Marketing The Beach

City Council Q1 Update | June 2022



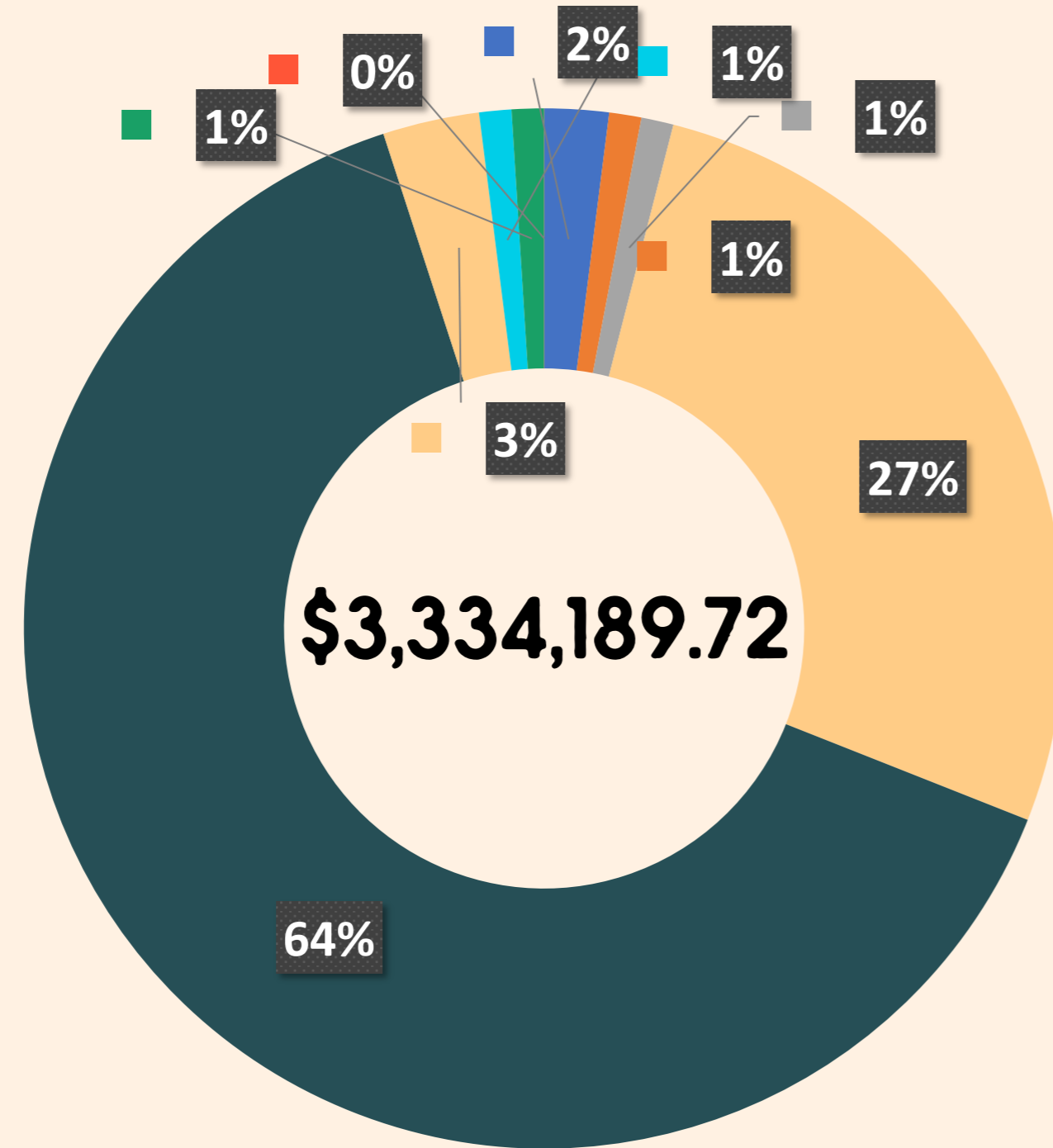
VISIT
Myrtle Beach
SOUTH CAROLINA

A-TAX Q1 2022 MARKETING ACTIVITIES



- AIR SERVICE 5% - 12,330.52
- CREATIVE DEVELOPMENT 4% - \$9,818.34
- DESTINATION PUBLICITY 3% - \$7,316.12
- DIGITAL 15% - \$38,976.38
- GENERAL CONSUMER PROMOTIONS 51% - \$130,772.18
- GROUPS 10% - \$25,507.90
- INTERNATIONAL 2% - \$4,820.53
- OUTDOOR/PRINT 6% - \$14,722.22
- RESEARCH 4% - \$9,550.06
- TELEVISION 1% - \$1,850.99

TDF Q1 2022 MARKETING ACTIVITIES



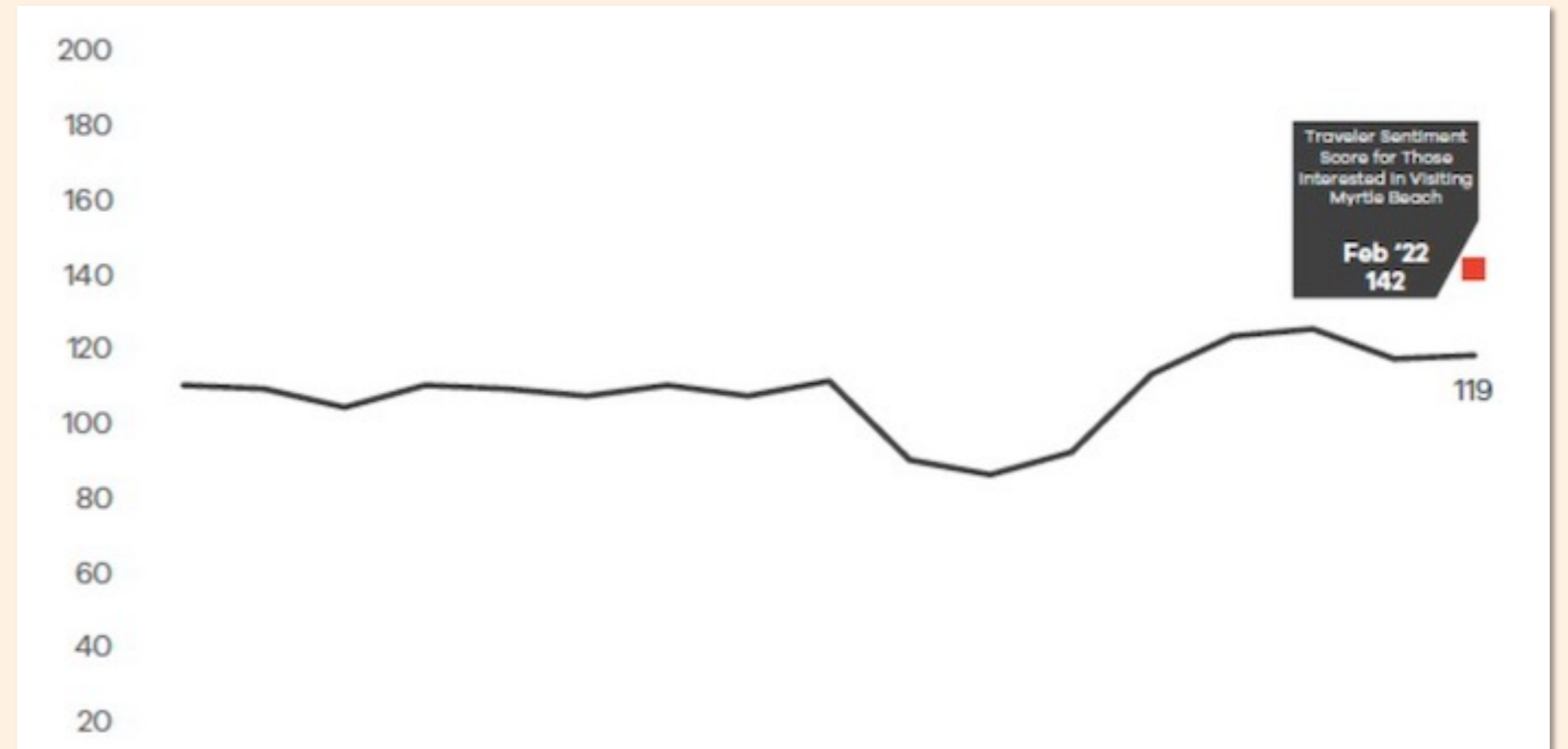
- AIR SERVICE 2% - \$61,652.58
- CREATIVE DEVELOPMENT 1% - \$49,091.76
- DESTINATION PUBLICITY 1% - \$32,593.02
- DIGITAL 27% - \$900,305.86
- GENERAL CONSUMER PROMOTIONS 64% - \$2,149,578.18
- GROUPS 3% - \$110,847.31
- INTERNATIONAL 1% - \$19,347.18
- RESEARCH 1% - \$12,361.34
- OUTDOOR/PRINT 0% - \$7,412.49

DEMAND REMAINS HIGH

MMGY's *Traveler Sentiment Index (TSI)* shows that Myrtle Beach is outperforming the country but is lower than earlier peak.

What does that mean?

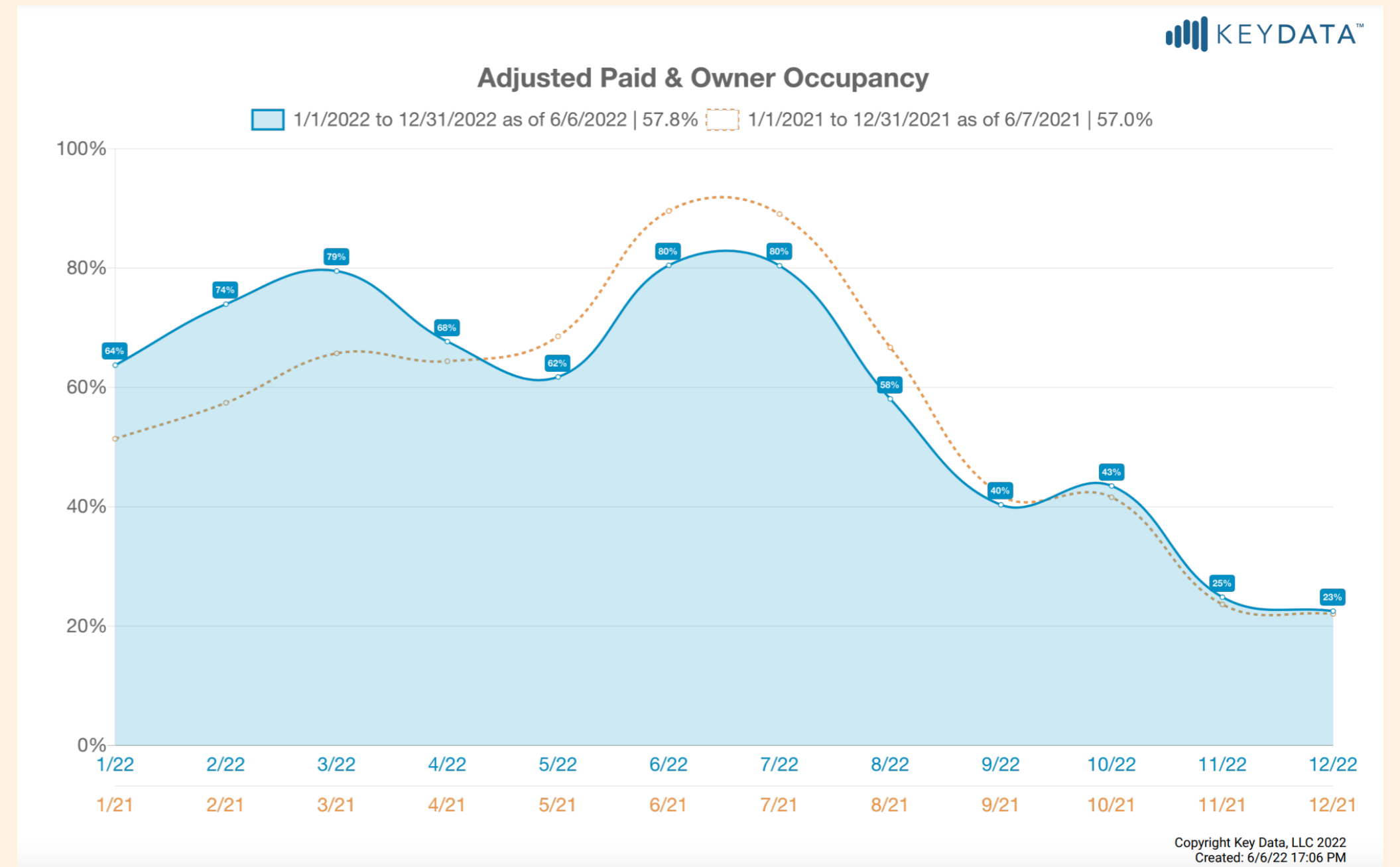
We believe 2022 visitation will likely fall somewhere between 2019 and 2021.



Source: MMGY Portrait of American Traveler

STRONG OCCUPANCY PACING

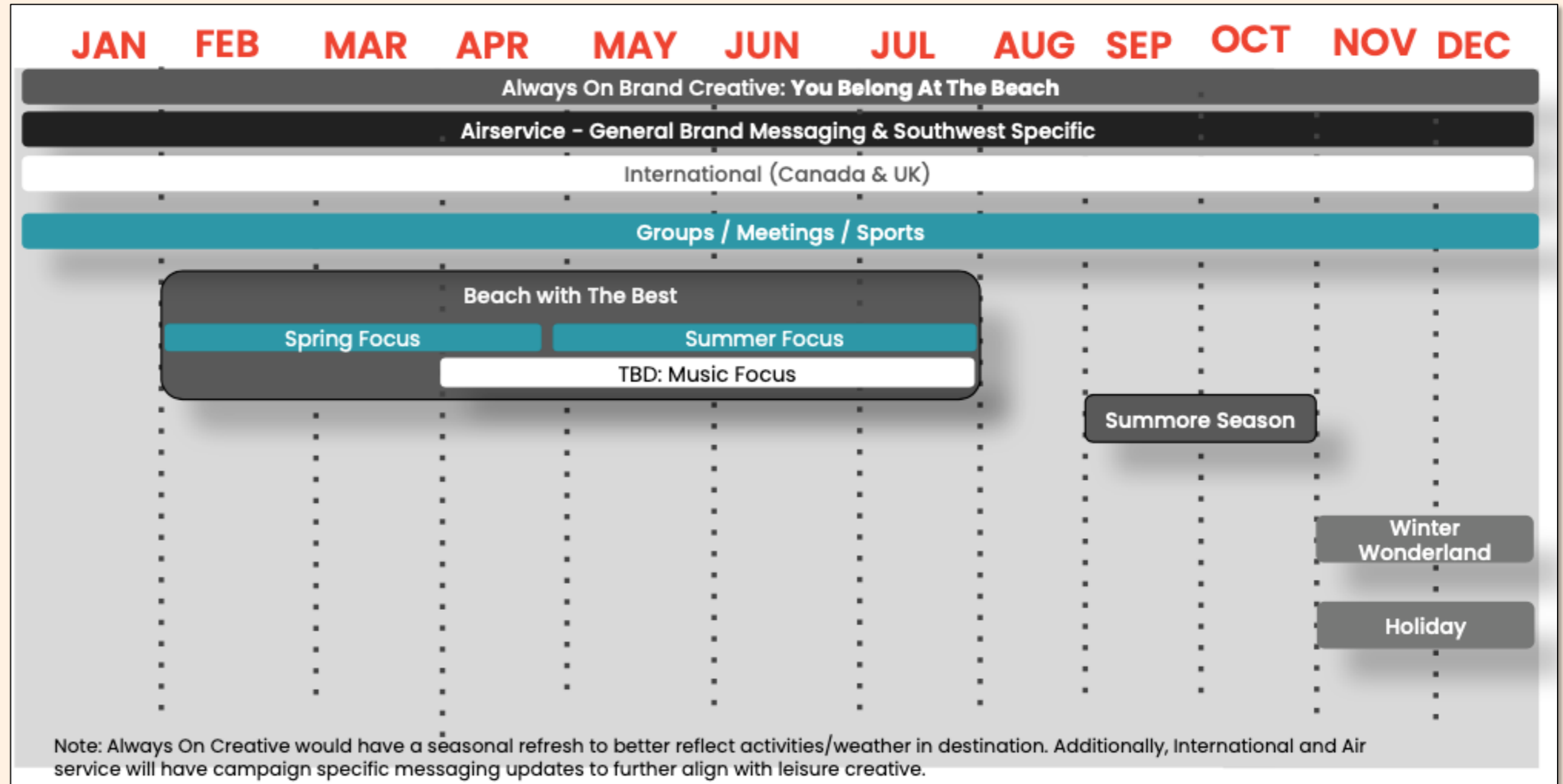
KeyData vacation rental dashboard shows a very strong 1st Quarter versus 2021 and while peak season appears closer to 2019 levels, revenue trends remain high, and late season is comparable to 2021 at this time.



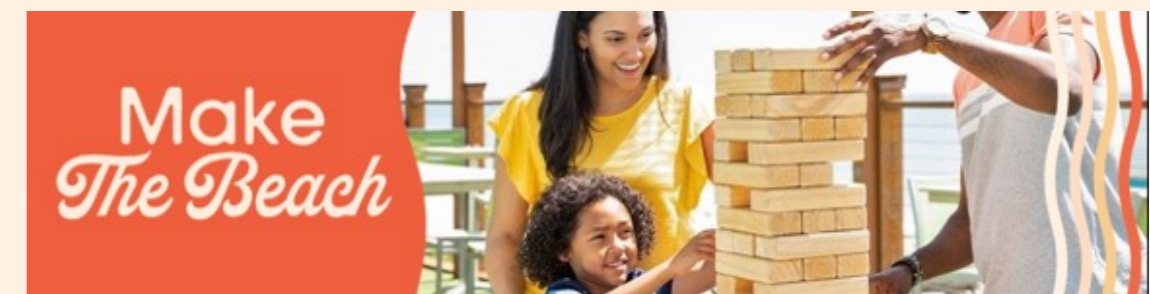
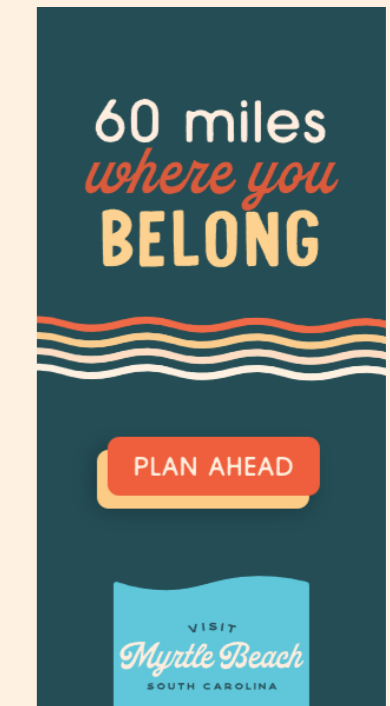
Source: KeyData

CAMPAIGN MESSAGING SCHEDULE

In addition to the five seasonal campaigns targeting our core audience segments, we've also included an “**Always On**” layer of brand creative to keep The Beach branding strong & top of mind.



'ALWAYS-ON' MESSAGING



LEISURE, MEETINGS, GROUPS +

READY TO REUNITE?

BRING IT TO *The Beach.*

Your next group trip belongs in Myrtle Beach – home to top-flight accommodations, endless experiences and over 2,000 restaurants to fuel the fun. Gather your crew for the perfect seaside getaway on the Grand

[VISITMYRTLEBEACH.COM/GROUPS](https://www.visitmyrtlebeach.com/groups)

Beautiful hotels, resorts and villas

40 miles of sunny beach

VISIT *Myrtle Beach* SOUTH CAROLINA

Scan for sample group itineraries.

YOU'RE NEVER FAR FROM *The Beach.*

VISIT *Myrtle Beach* SOUTH CAROLINA

Take flight for endless fun at *The Beach.*

VISIT *Myrtle Beach* SOUTH CAROLINA

TIME FOR A GET-TOGETHER?

BRING IT TO *The Beach*

START PLANNING AT [VISITMYRTLEBEACH.COM/GROUPS](https://www.visitmyrtlebeach.com/groups)

VISIT *Myrtle Beach* SOUTH CAROLINA

Scan for sample itineraries.

START THE **DOG DAYS OF SUMMER** A LITTLE EARLY

TRY THESE PET-FRIENDLY EATERIES AT THE BEACH.

WOMEN OF *The Beach*

FOR INTERNATIONAL WOMEN'S DAY, WE WANT TO CELEBRATE SOME INFLUENTIAL WOMEN OF MYRTLE BEACH.

2022 MARKETING PLAN

SUMMER CAMPAIGN

Beach WITH THE BEST

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.

BEACH
with the **BEST**

VISIT
Myrtle Beach
SOUTH CAROLINA

PLAN YOUR TRIP

LEVEL UP YOUR VACATION.



mymrtlebeach 12h

HOW YOU FEEL

Send message

DEPENDS ON WHERE YOU BEACH.

BEACH
with the **BEST**

VISIT
Myrtle Beach
SOUTH CAROLINA

NO ONE TOLD HIM TO DO A FLIP. THAT'S JUST DEDICATION.

BEACH with the BEST

Level up your vacation in Myrtle Beach. We're 60 miles made for you, so you can be your best self, live your best life and let the good times roll on in.

VISITMYRTLEBEACH.COM

A LITTLE WATER UP THE NOSE IS A SMALL PRICE TO PAY.

BEACH with the BEST

Level up your vacation in Myrtle Beach. We're 60 miles made for you, so you can be your best self, live your best life and let the good times roll on in.

BEACH
with the **BEST**

VISIT
Myrtle Beach

THE FUTURE OF *The Beach*

Our marketing campaigns are just the start of what we have in store this year..

» **Groundbreaking approach to digital content**

Breaking new ground for DMO media production

» **A commitment to Sensory-Friendly Travel**

The first-step in a multi-year “Beach for everyBODY” DEI initiative

» **An innovative new website experience**

Featuring state-of-the-art personalization, user experience & content

» **Cutting-edge Customer Data Platform**

Leveraging first-party data to enhance marketing effectiveness

» **Supporting The Arts**

Community engagement, trails & public art projects

» **Crafting Coastal Cuisine**

Innovative ideas for promoting a culinary culture

» **Myrtle Beach Beats**

Spreading our sound beyond The Beach

» **Celebrating 100 years with Haribo**

Creative cross-promotion with an iconic brand

COMMUNITY INITIATIVES

- **Keep Myrtle Beach Beautiful**

Work together with community leaders to make our destination clean and safe.

- **Supporting Arts Council**

Support local artists, performers and makers to enhance the cultural scene

- **Community Engagement Council**

Play a role in the community issues to address the challenges we face

- **Partnership Grand Strand**

New Chamber foundation will focus on 4 pillars: economic diversification, workforce talent, downtown revitalization, and scaling transportation infrastructure

- **Tourism Works For Us**

Foster a sense of pride in our community & gratitude towards tourism industry





Thank You

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SOUTH CAROLINA