

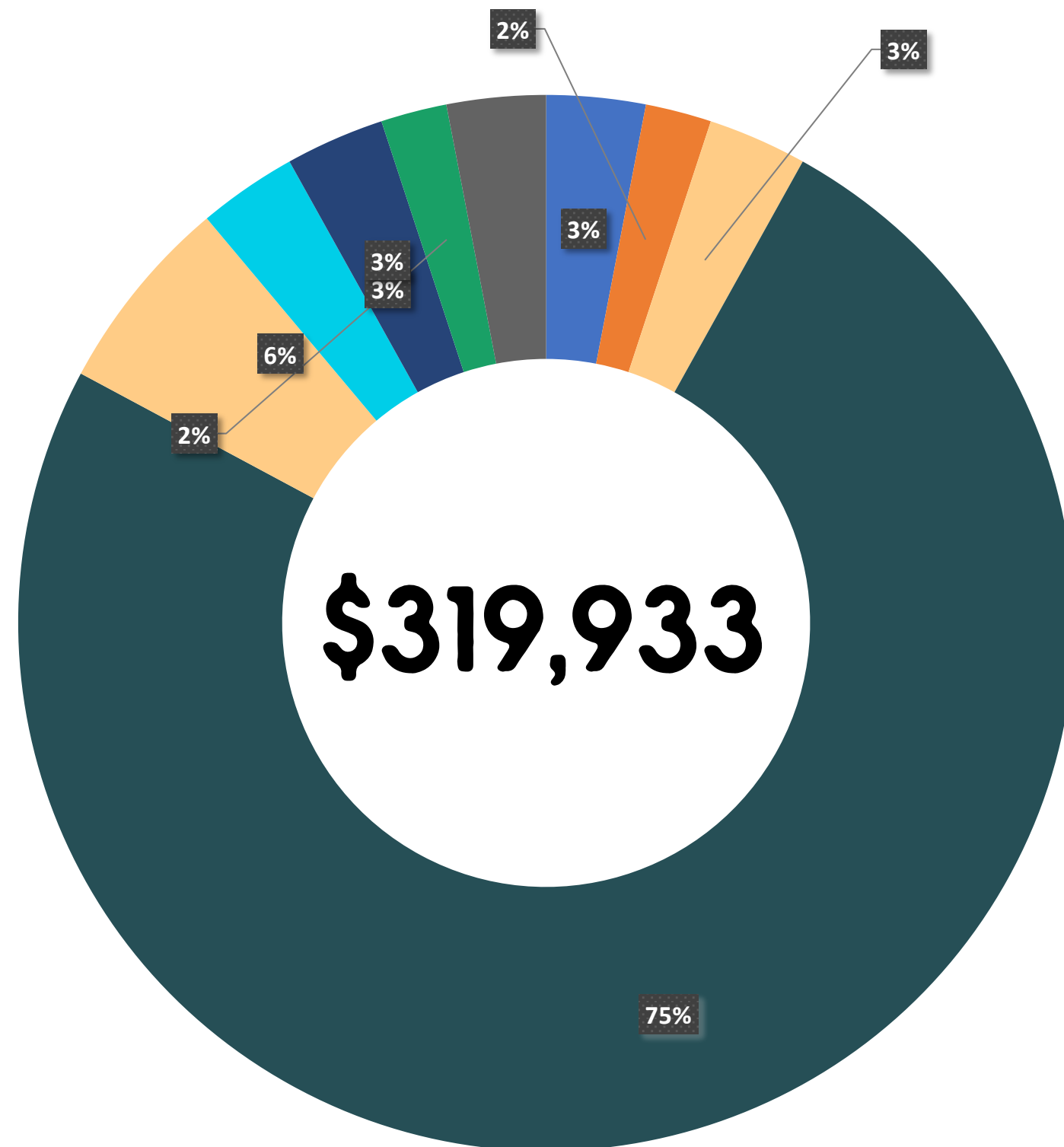
Marketing The Beach

City Council Q4 Update | March 2022



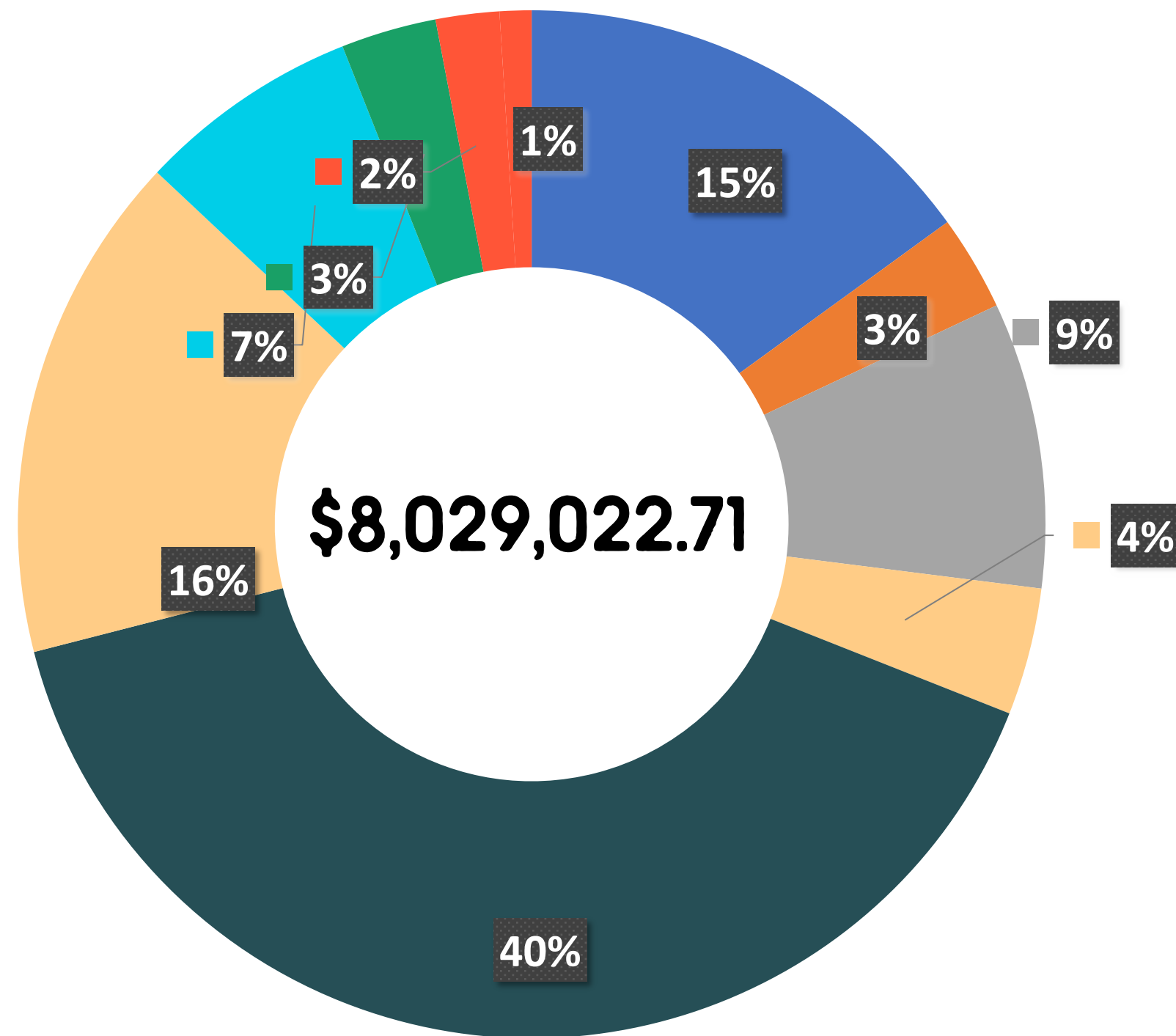
VISIT
Myrtle Beach
SOUTH CAROLINA

A-TAX Q4 2021 MARKETING ACTIVITIES



- CO-OP 3% - \$8,171.00
- CREATIVE DEVELOPMENT 2% - \$7,716.88
- DESTINATION PUBLICITY 3% - \$11,163.79
- GENERAL CONSUMER PROMOTIONS 74% - \$238,275.13
- GROUPS 6% - \$19,679.76
- INTERNATIONAL 3% - \$8,998.94
- OUTDOOR/PRINT 3% - \$10,300.00
- RESEARCH 2% - \$5,411.77
- TELEVISION 3% - \$10,215.00

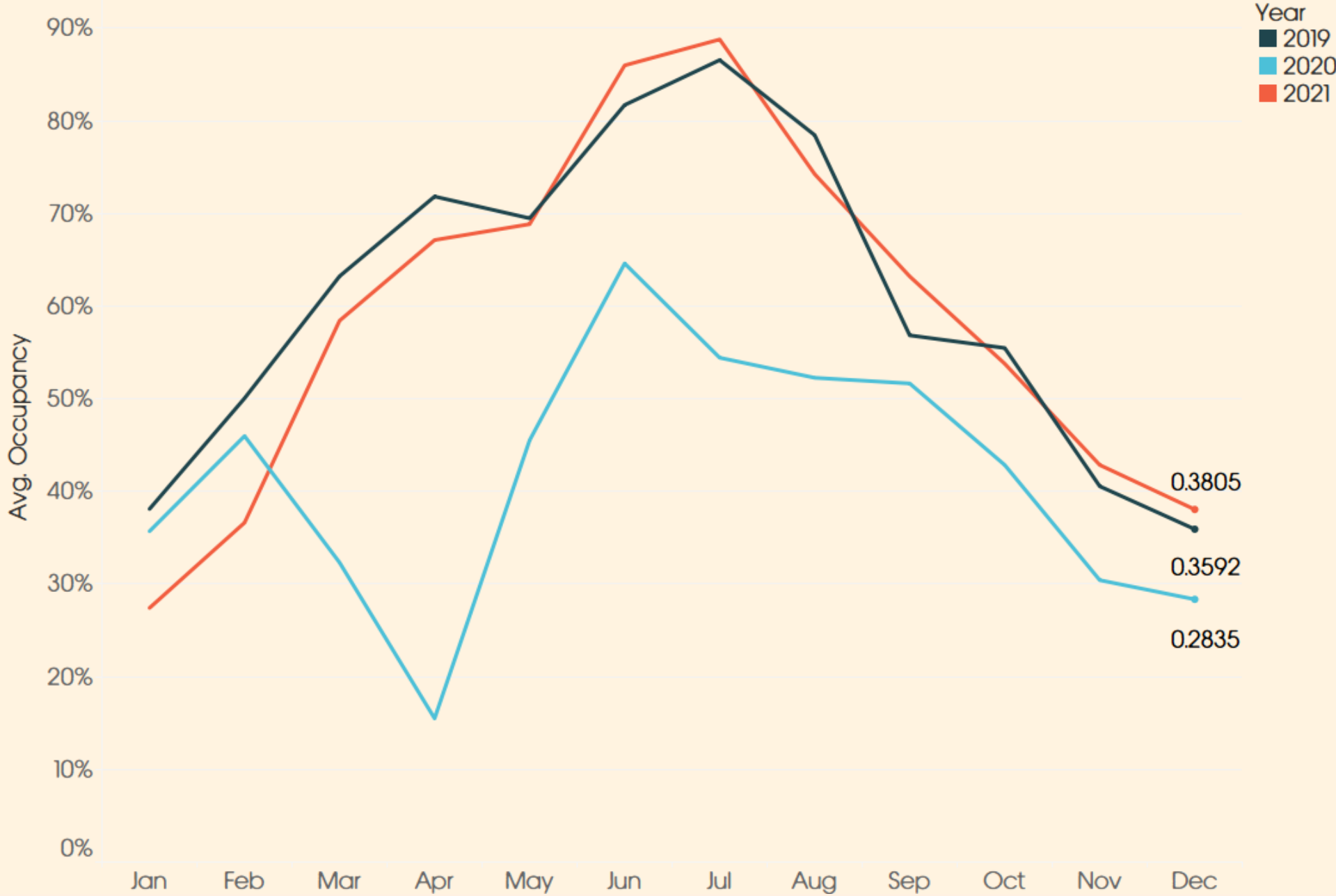
TDF Q4 2021 MARKETING ACTIVITIES



- AIR SERVICE 15% - \$1,230,767.07
- CO-OP 3% - \$216,076
- CREATIVE DEVELOPMENT 9% - 728,986.21
- DESTINATION PUBLICITY 4% - \$344,919.68
- DIGITAL 40% - \$3,188,793.66
- GENERAL CONSUMER PROMOTIONS 16% - \$1,303,521.91
- GROUPS 7% - \$560,944.59
- INTERNATIONAL 3% - \$260,969.86
- RESEARCH 2% - \$162,277.30
- TELEVISION 1% - \$31,765.94

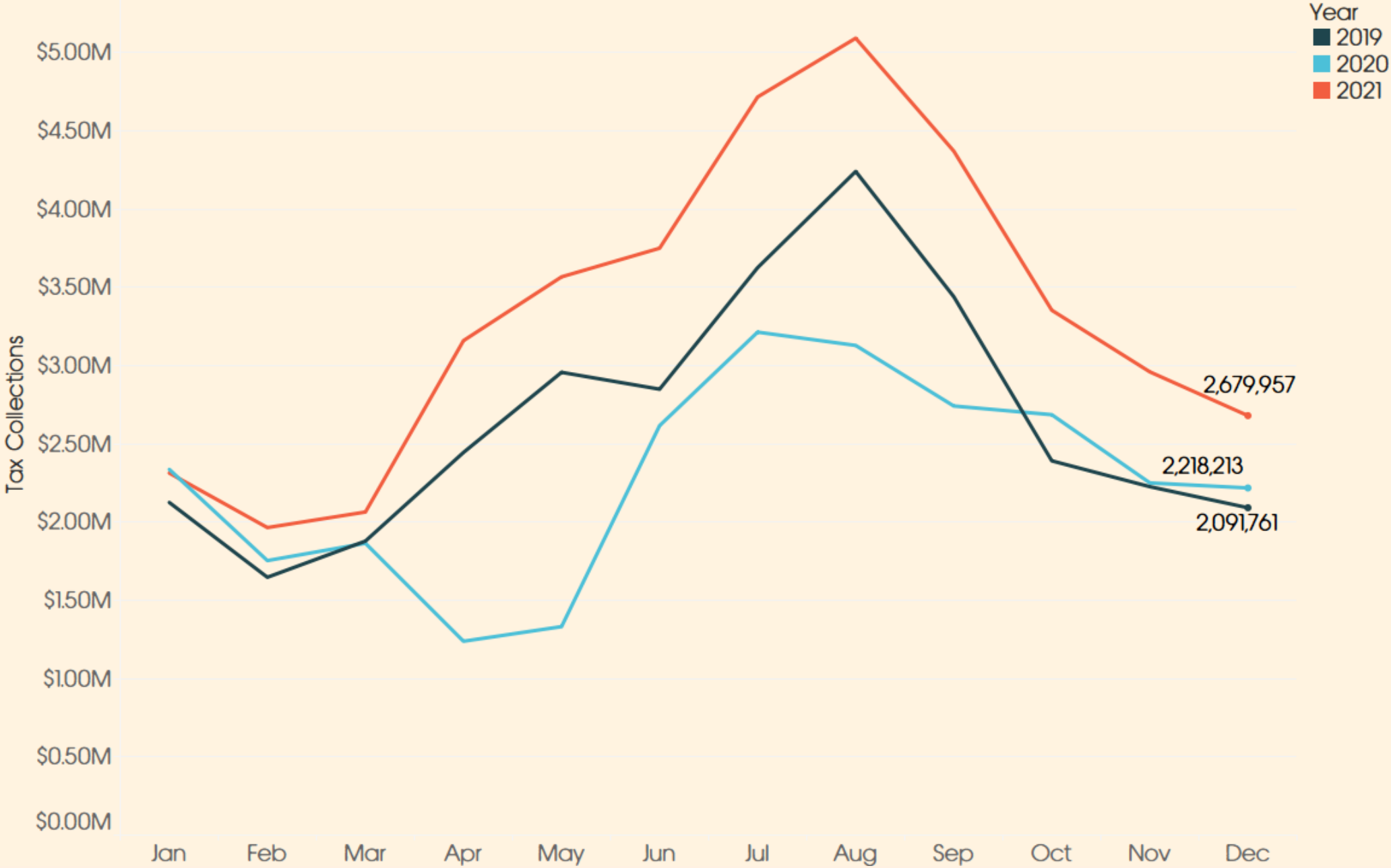
2021 RECORD SETTING LODGING RECOVERY

- #1 U.S. Market for Hotel Revenue Recovery
- STR Occupancy at 57.4% up 38%
- STR Revenue up 81% - 884.3M
- KD Occupancy at 49% up 66%
- KD ADR at \$154.88, up 21%



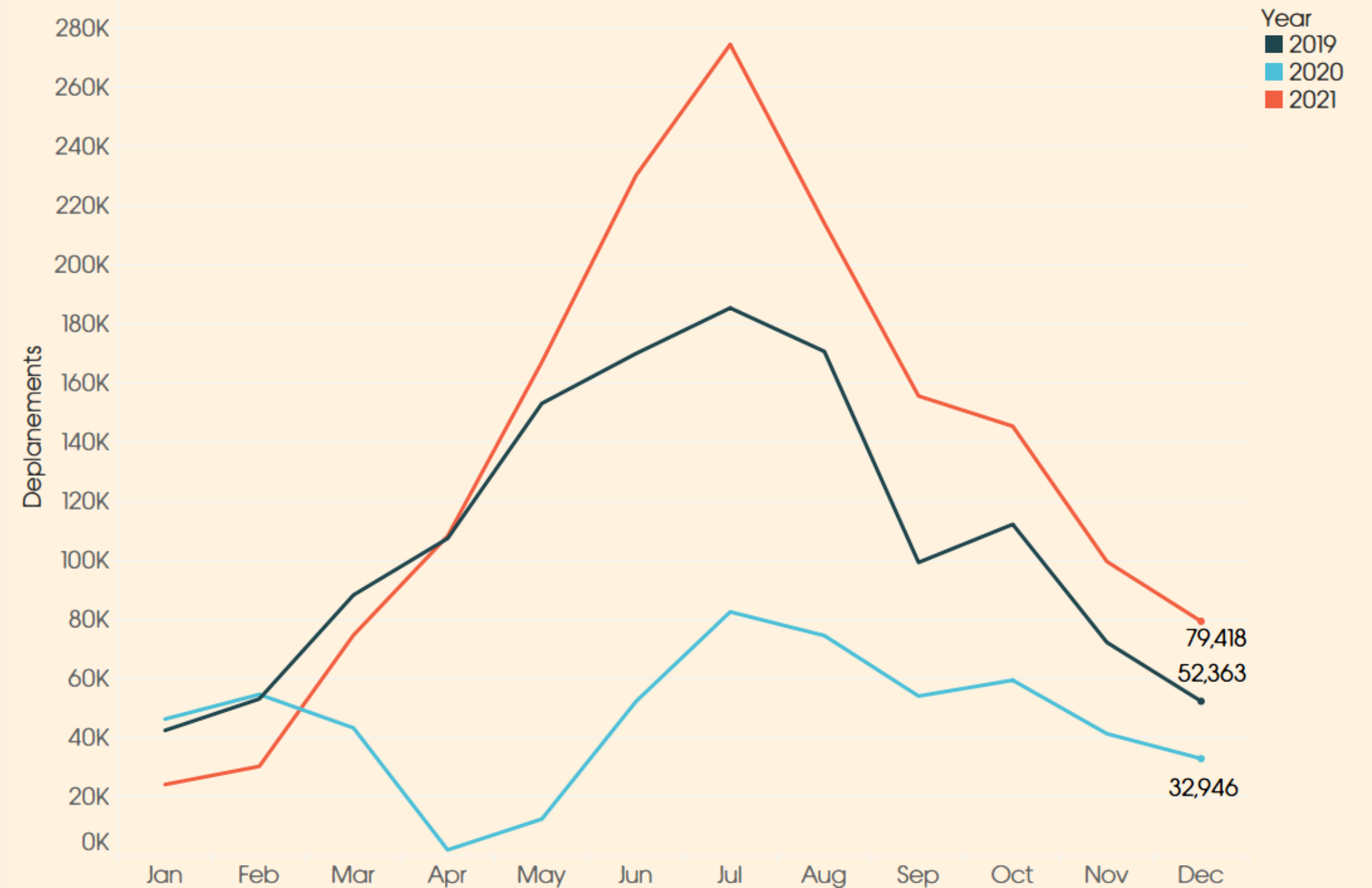
2021 RECORD SETTING SALES & TAX REVENUE

- ATAX Revenue up 83% YOY
- TDF Revenue up 42% YOY
- Horry County Gross Sales \$14.7B, up 29% YOY
- Domestic Visitor Visa Spending \$1.9B, up 58% YOY



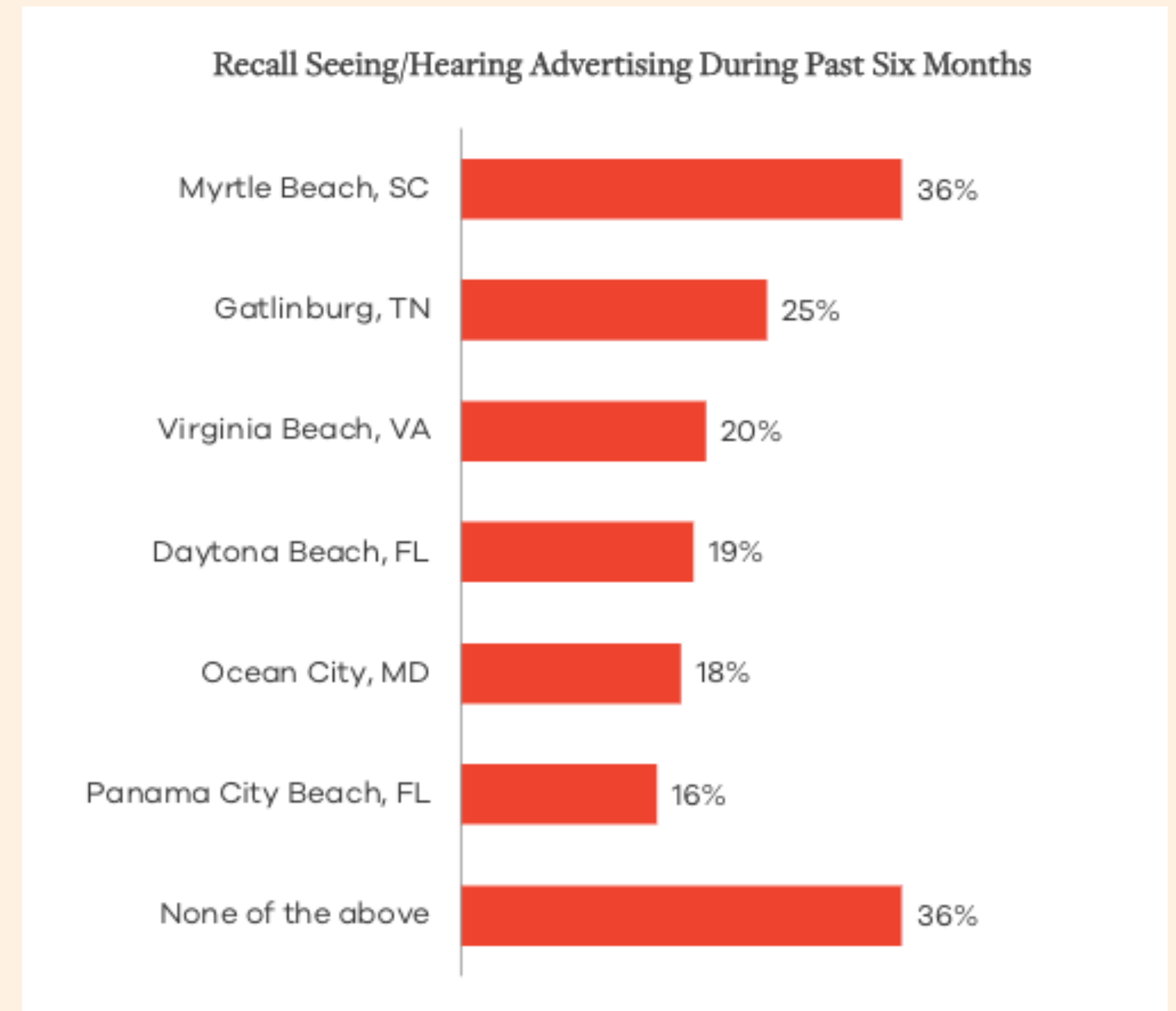
2021 RECORD SETTING AIRPORT RECOVERY

- MYR deplanements at 1.6M passengers, up 188% YOY and near 23% over 2019
- Set SC state passenger record in July with more than half a million passengers
- Record 3.2M total passengers in 2021 (arrivals & departures)
- Service from 10 airlines and 50+ nonstop markets with the addition of Southwest



2021 AWARD WINNING MARKETING

- Won US Travel's ESTO Award for Best Integrated Marketing Campaign
- Generated 4.2B Earned Media Impressions Valued At \$238 Million
- Interest and Likelihood to Visit Myrtle Beach all increased from March 2021
- 36% recall seeing an ad for Myrtle Beach in past 6 months, more than competitor destinations.
- Among those who recall advertising, 62% indicate it caused them to be more interested in visiting Myrtle Beach.
- CVB created \$40 million in direct and influenced bookings for partners



FY21 Campaigns | Media Exposure Associated with 3.2x The Arrivals in Myrtle Beach

Target Group



96,812,290

Panel Exposures



13,884,647

Unique Users,
Target Group



81,206

Attributed Arrivals

Control Group



0.0

Panel Exposures



13,884,647

Unique Users,
Control Group



25,292

Control Arrivals



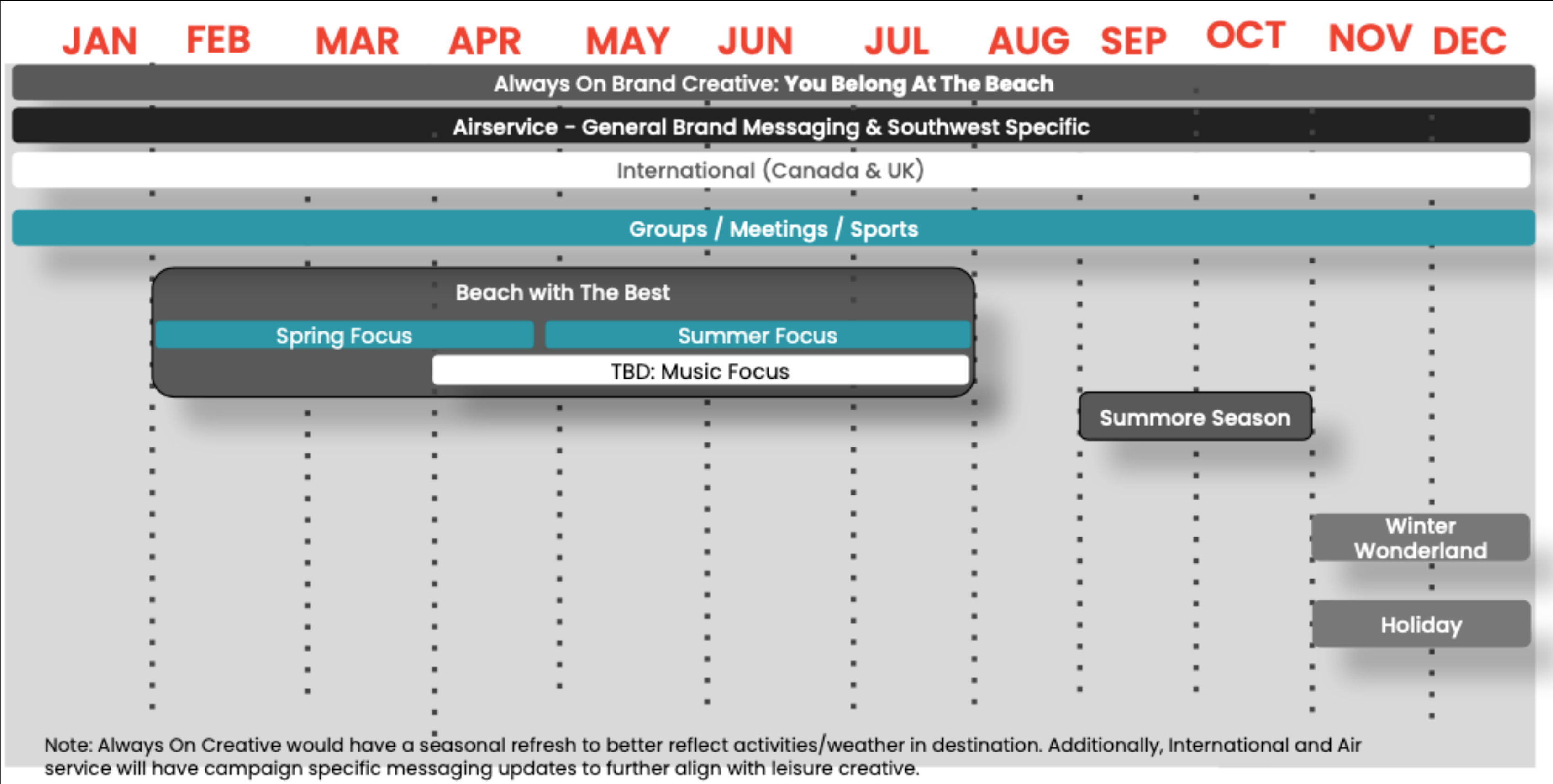
ArrivalLift

221.1%

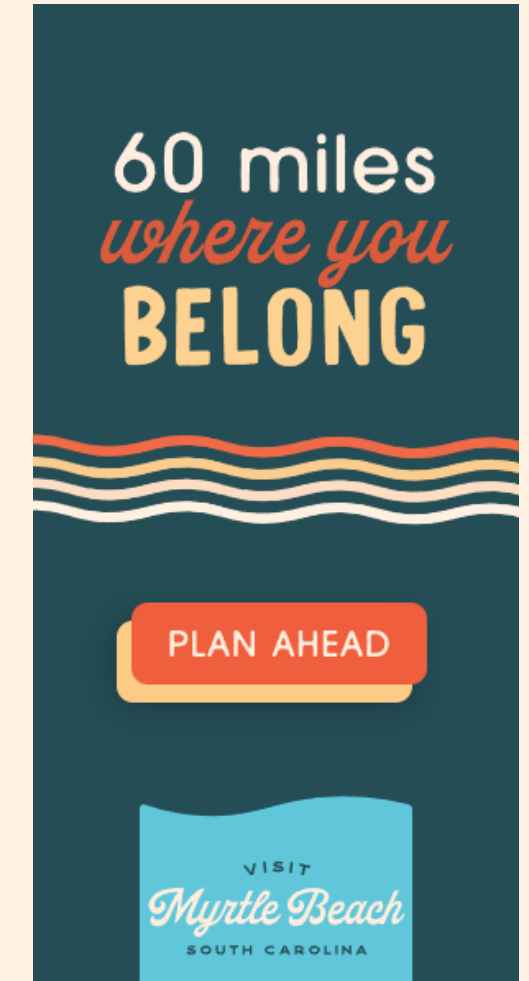
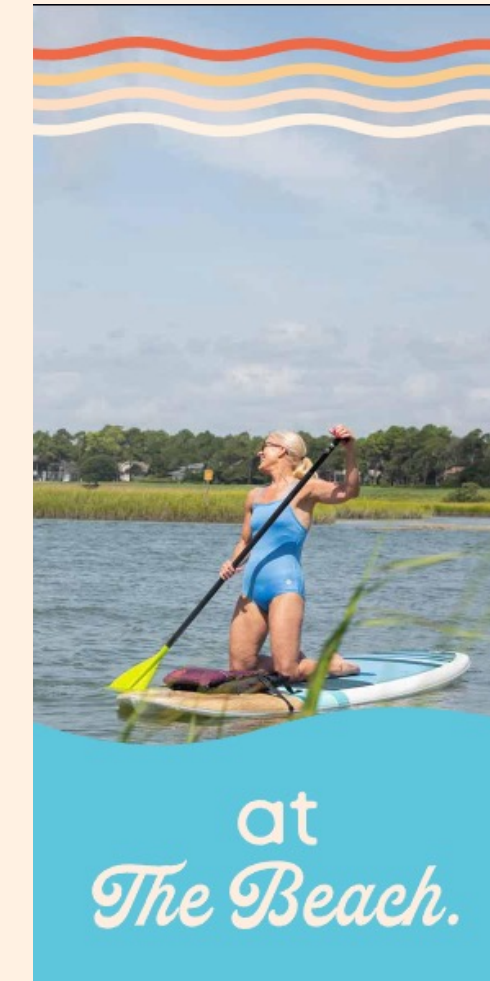
Arrivalist®



CAMPAIGN MESSAGING



BRAND MESSAGING ON YEAR-ROUND



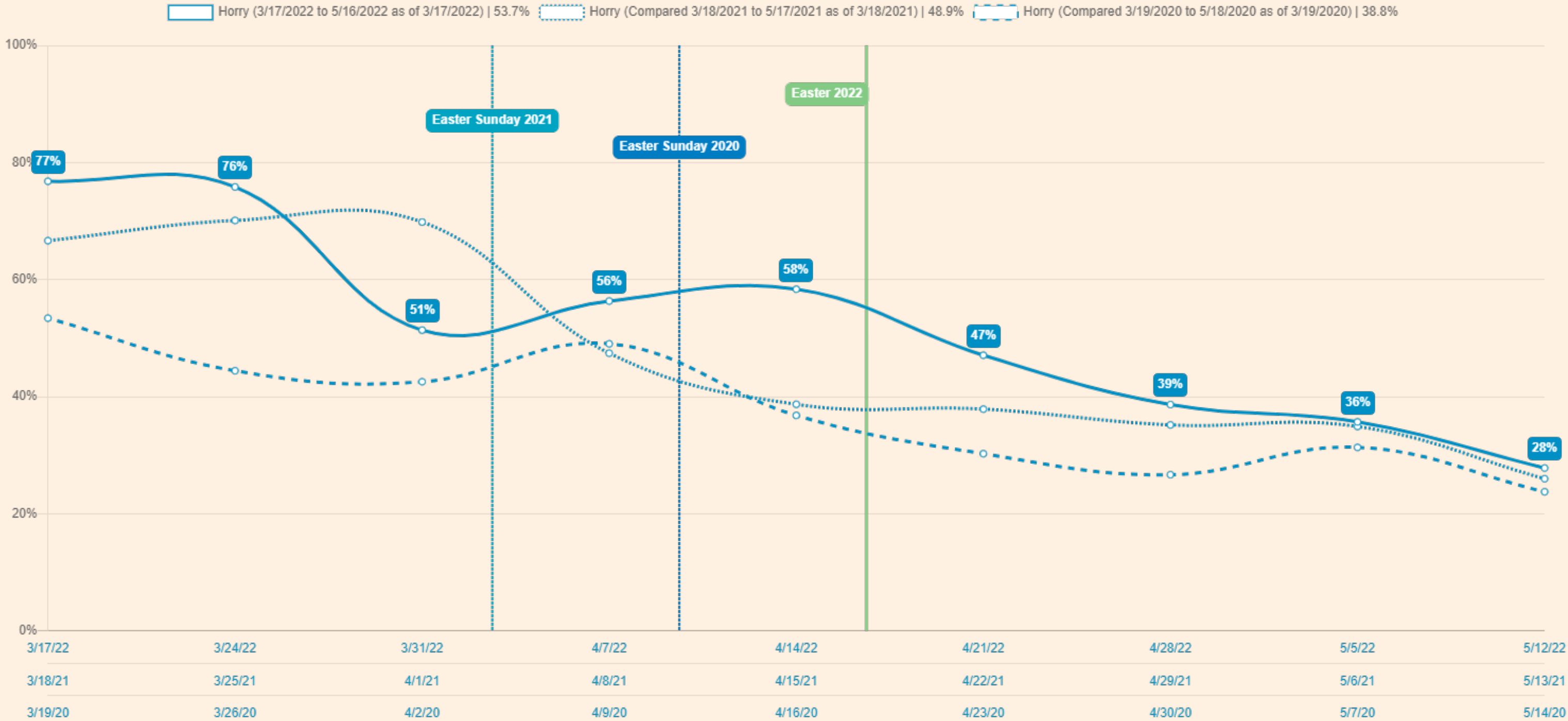
2022 VISITOR GUIDES PRINTED!

- First printed guide incorporating new You Belong at The Beach branding
- Expanded content including live music, the arts, playgrounds, historic sites, water safety & more!
- Additional utility including local's tips, QR codes for online promotion



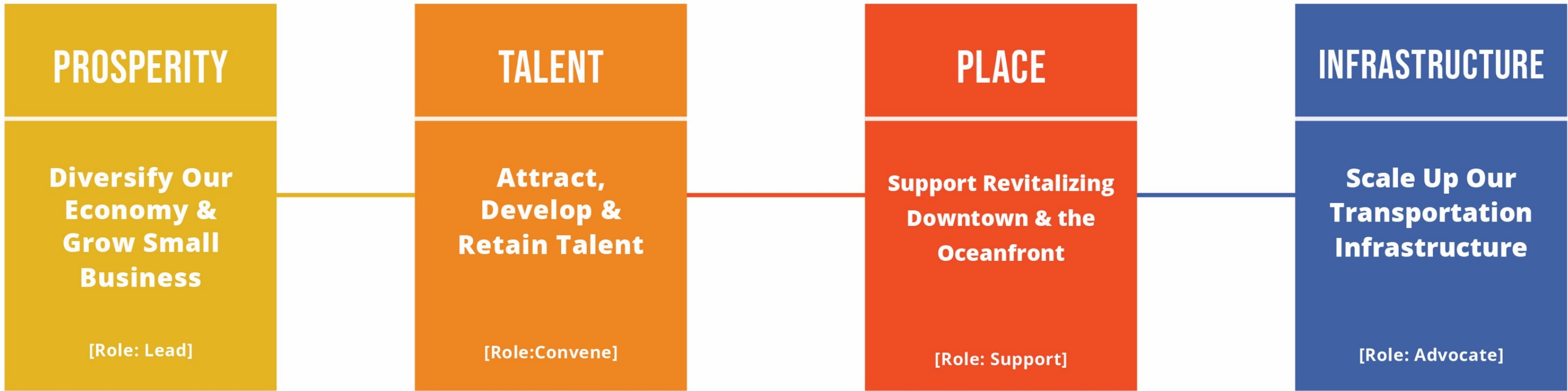
FORECAST – SPRING BREAK VISITATION CLIMBING

Horry Adjusted Paid & Owner Occupancy



PARTNERSHIP GRAND STRAND 2026 ECONOMIC GROWTH INITIATIVE

The Initiative, developed from hundreds of pages of data and the feedback from more than 100 of the region’s top business and community leaders and subject matter experts, identified eleven objectives and four key pillars to achieve one core goal: to accelerate the economic prosperity and enhance the quality of life for all businesses and residents across the region. No single pillar of the Initiative can advance the Myrtle Beach area and Grand Strand toward its desired future in isolation – they are all interconnected and designed to work together.



Dr. Marilyn Fore
President - Horry Georgetown Technical College

"Partnership Grand Strand 2026 will strengthen strategic partnerships to achieve collectively what we could never achieve alone. It creates a stronger regional partnership between the private sector and our academic institutions like HGTC, CCU, and others.

The result is greater educational opportunities for all residents that become the springboard that leading to more prosperity, business and job growth, and a better quality of life."



Thank You

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