

Marketing The Beach

MARKETING UPDATE – OCTOBER 2022



VISIT
Myrtle Beach
SOUTH CAROLINA

THE MYRTLE BEACH VISITOR

Myrtle Beach visitors are experience-seekers that love to travel for leisure to different destinations with their friends, significant others or families. They seek places where they feel comfortable being themselves and look for experiences they can enjoy together, such as going to the beach, water activities, dining out, shopping, live music, golf, attending events or other unique attractions they can't find at home. They are eager to discover new things and to recommend experiences to friends and family.

KEY MOTIVATORS

Restaurants that serve fresh and local ingredients

Sporting Events

Beach & Waterfront Activities

Feeling Welcome

New Experiences & Unique Attractions

Perceived Value & Affordability



HEALTH CONSCIOUS
FAMILY ORIENTED
FINANCIALLY SAVVY
SPORTS FANS
ENVIRONMENT FRIENDLY
LOYAL TRAVELERS
TRADITIONALISTS
FUN SEEKERS
VALUE RESEARCHERS
FOOD LOVERS

Source: MRI 2019, Doublebase: Psychographics

CORE AUDIENCE TARGETING

COMBINE DEMOGRAPHICS, BEHAVIOR & PSYCHOGRAPHICS

We target high-value travelers who book earlier, stay longer, spend more, & return more frequently.

Demographics: geography, household income, etc.

Behaviors: yearly spend on travel, fly vs. drive, last time visited, etc.

Psychographics: interested in food and live music, etc.



Four Core Audience Segments

Average Boomers



Beachin' Boomers

Affluent Travelers



Beach Sophisticates

Active Families



Family Tides

Young Suburbanites



Beach on a Budget

Beachin' Boomers

Demographics

HHI: >\$50K

Age: 45 - 75; Avg Age 52

70% Married

20% have children in the household

30% of total households

Decision Making Styles: Brand Loyalists, Trendsetters

Heavy residence in South Atlantic region of the U.S.

SIGNATURE BEHAVIORS

- Buys vehicles that support the environment and want the brands to support social causes they care about
- Will buy on credit rather than wait for it to go on sale but want to save as much money on the brands they buy
- Have high expectations of the service they receive and the knowledge of sales people about the products they sell
- Uses cell phones for speaking with loved ones and in case of emergencies
- Have a distinct style and want to appear put-together, mixing high-end and low-end fashion brands
- Health is a priority and routine-oriented and will get creative in the kitchen to eat a balanced diet on a daily basis
- Traditionalists and social butterflies who love to shower their loved ones with gifts and spend quality time together



Beach Sophisticates

Demographics

HHI: >\$100K

Age: 35 - 54; Avg age 49

77% Married

57% have children in the household

32% of total households

Decision making styles: Quality Matters, Savvy Researchers

Heavy residence in South Atlantic, Middle Atlantic and East North Central regions of the U.S.

SIGNATURE BEHAVIORS

- Buy based on quality not price and will spend more to get the brands they prefer, but do want to save as much money as possible
- Put the time in to research the brands and destinations they want to visit to make sure they get the best value
- Prefer big box stores where they can go for a one-stop shopping experience from groceries, clothing and homegoods
- Always connected with their phone on hand to chat with friends and family, watch videos and check the internet
- Prefer organic beauty products and rely on magazines to inform them of the latest and greatest, including designer brands and judge others based on how put together they are
- Enjoy trying new foods and dining at new restaurants
- Strive to be at the top of their profession but put their personal lives before their professional lives



Family Tides

Demographics

HHI: >\$50K

Age: 35 - 54; Avg age: 47

77% Married

100% have children in the household

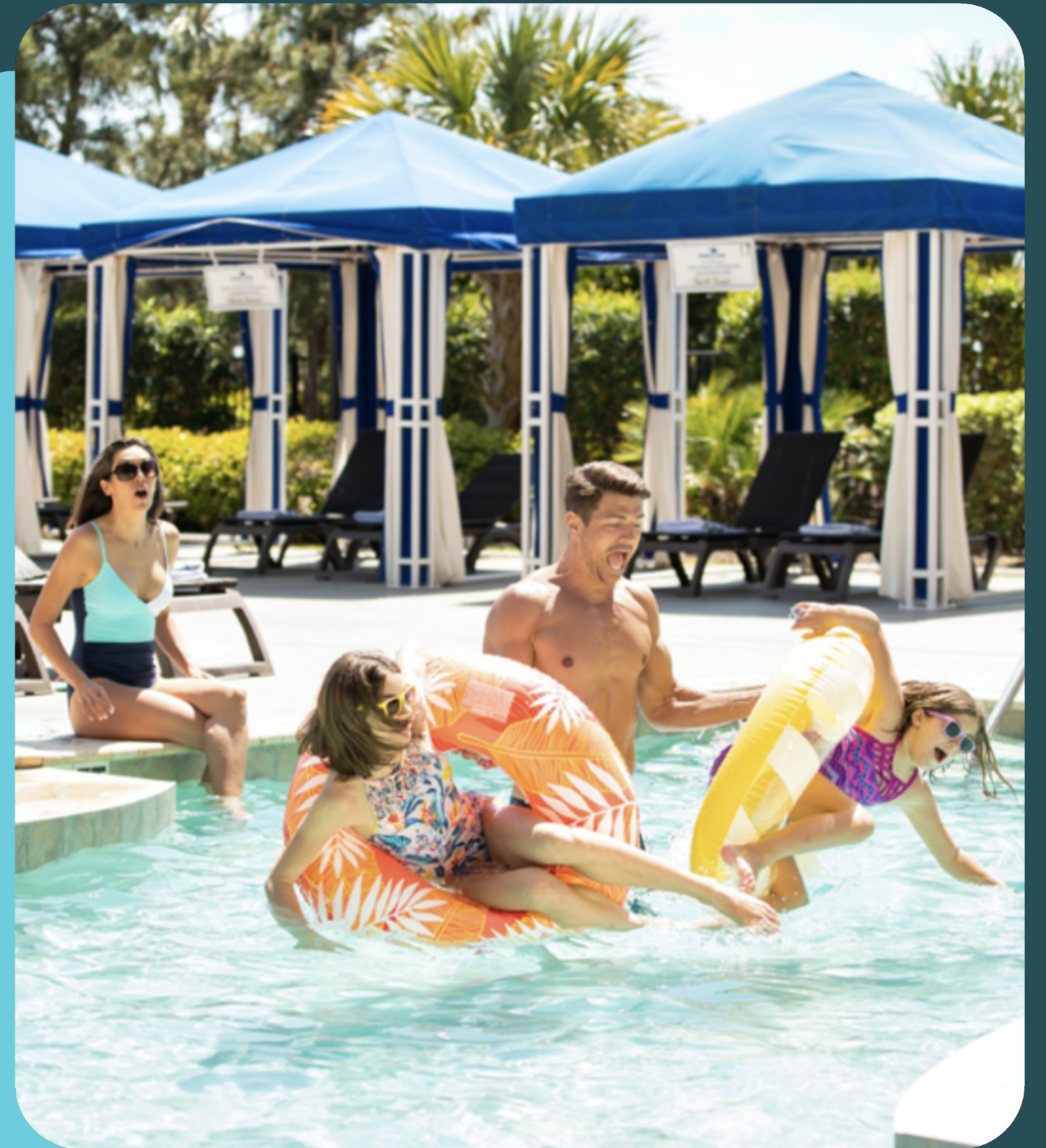
13% of total households

Decision making styles: Brand Loyalists, Quality Matters, Savvy Researchers

Heavy residence in South Atlantic, Middle Atlantic and East North Central regions of the U.S.

SIGNATURE BEHAVIORS

- Shop around and will purchase on impulse to find the brands and products they enjoy
- Consider themselves a 'spender' rather than a 'saver' and very influenced by what is hot or not based on celebrities, their friends and family
- Constantly on their phones to watch shows, text on a daily basis and conduct their daily lives
- Enjoy dining at exciting restaurants that have options for the entire family
- Check food labels when purchasing foods for their family and want to provide nutritious meals for the families and typically plan their meals in advance
- Always on the go and strive to have a high social status but go above and beyond to portray that their lives are under control



Beach on a Budget

Demographics

HHI: Up to \$150K

24% of total households

Ag: 25 - 44; Avg age: 43

Decision making styles: In the Moment Shoppers, Mainstream Adopters and Novelty Seekers

60% Married

64% have children in the household

Heavy residence in South Atlantic region of the U.S.

SIGNATURE BEHAVIORS

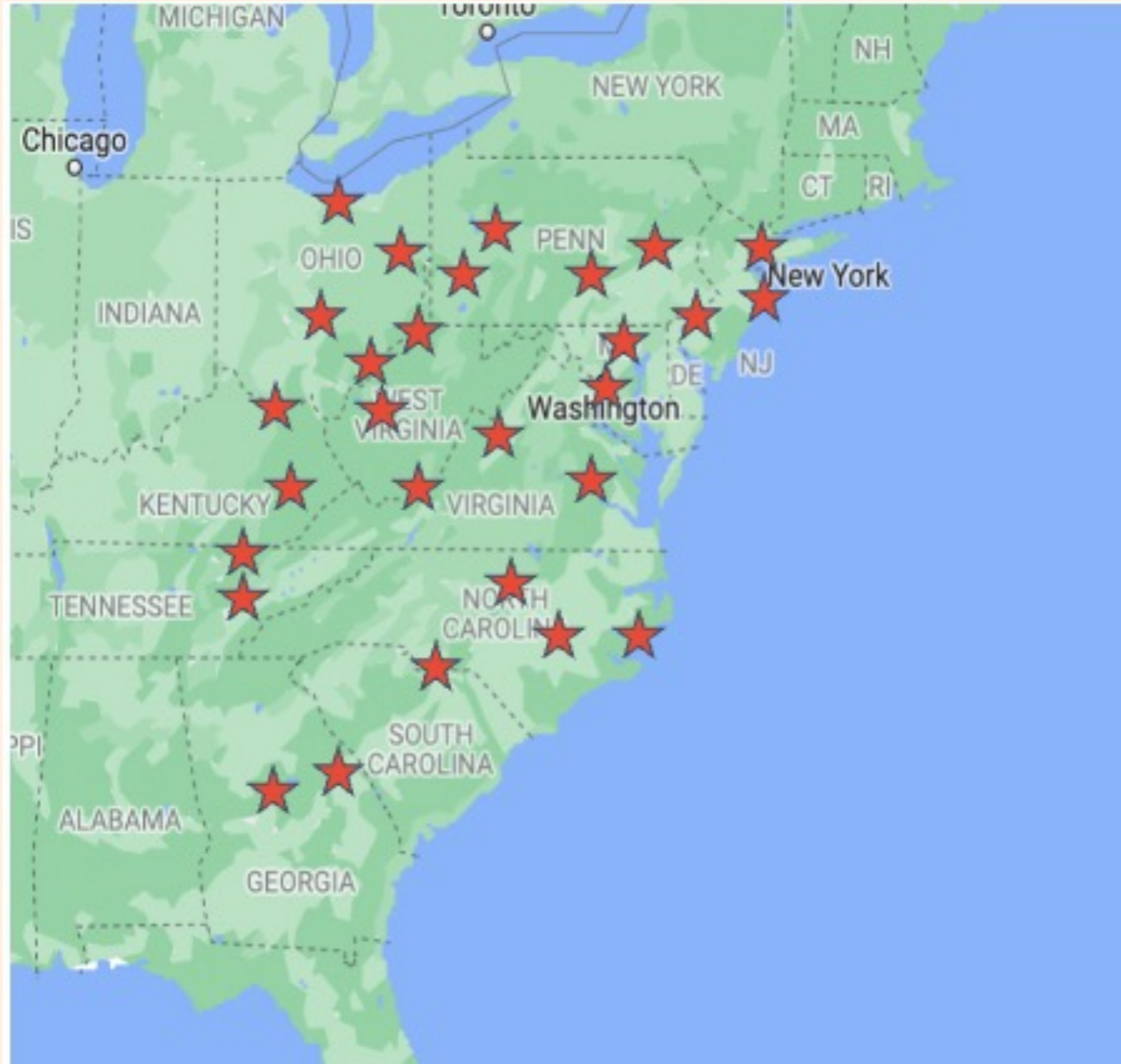
- Typically make purchases when there is a coupon or a discount available
- Often on the go and will find what is convenient - often eating meals on the go and purchasing products that help to organize their lives
- Shop at the same grocery stores that offer food at low price, affordable for their families and see comfort and what's on trend regardless of quality
- Tend to make impulse purchases based on want vs. need
- Brand loyal once they find something with the right price and products
- Avid social-networkers and always on social media to keep up with friends, family and what's hot or not
- Like to find outdoor activities good for both their kids and themselves
- Consider themselves to be savers when they have something specific in mind that they want to purchase and sometimes feel overwhelmed with their finances



At a Glance: Audience Comparison

	Beachin' Boomers	Beach Sophisticates	Family Tides	Beach on a Budget
Age	45 - 75 Avg: 52	35 - 54 Avg: 49	35 - 54 Avg: 47	25 - 44 Avg: 43
Avg HHI	>\$50K	>\$100k	>\$50K	Up to \$150K
Geo	Heavy South Atlantic Concentration	South Atlantic, Middle Atlantic and East North Central regions of the U.S.	South Atlantic, Middle Atlantic and East North Central regions of the U.S.	Heavy South Atlantic Concentration
Travel Spend	\$2,000+ Annually	\$2,000+ Annually	\$2,000+ Annually	\$2,000+ Annually

KEY MARKETS



- Atlanta
 - Augusta
 - Baltimore
 - Bluefield/Beckley/Oak Hill
 - Buffalo
 - Charleston/Huntington
 - Charlotte
 - Cincinnati
 - Cleveland
 - Columbus OH
 - Greensboro/High point/Winston-Salem
 - Greenville/New Bern/Washington
 - Harrisburg/Lancaster/Lebanon/York
 - 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
- Albany
 - Boston
 - Chicago
 - Dallas
 - Denver
 - Detroit
 - Hartford
 - Houston
 - Indianapolis
 - Jacksonville
 - Kansas City
 - Louisville
 - Miami
 - Milwaukee
 - Minneapolis
 - Nashville
 - Norfolk
 - Orlando
 - St Louis
 - Syracuse
 - Tampa

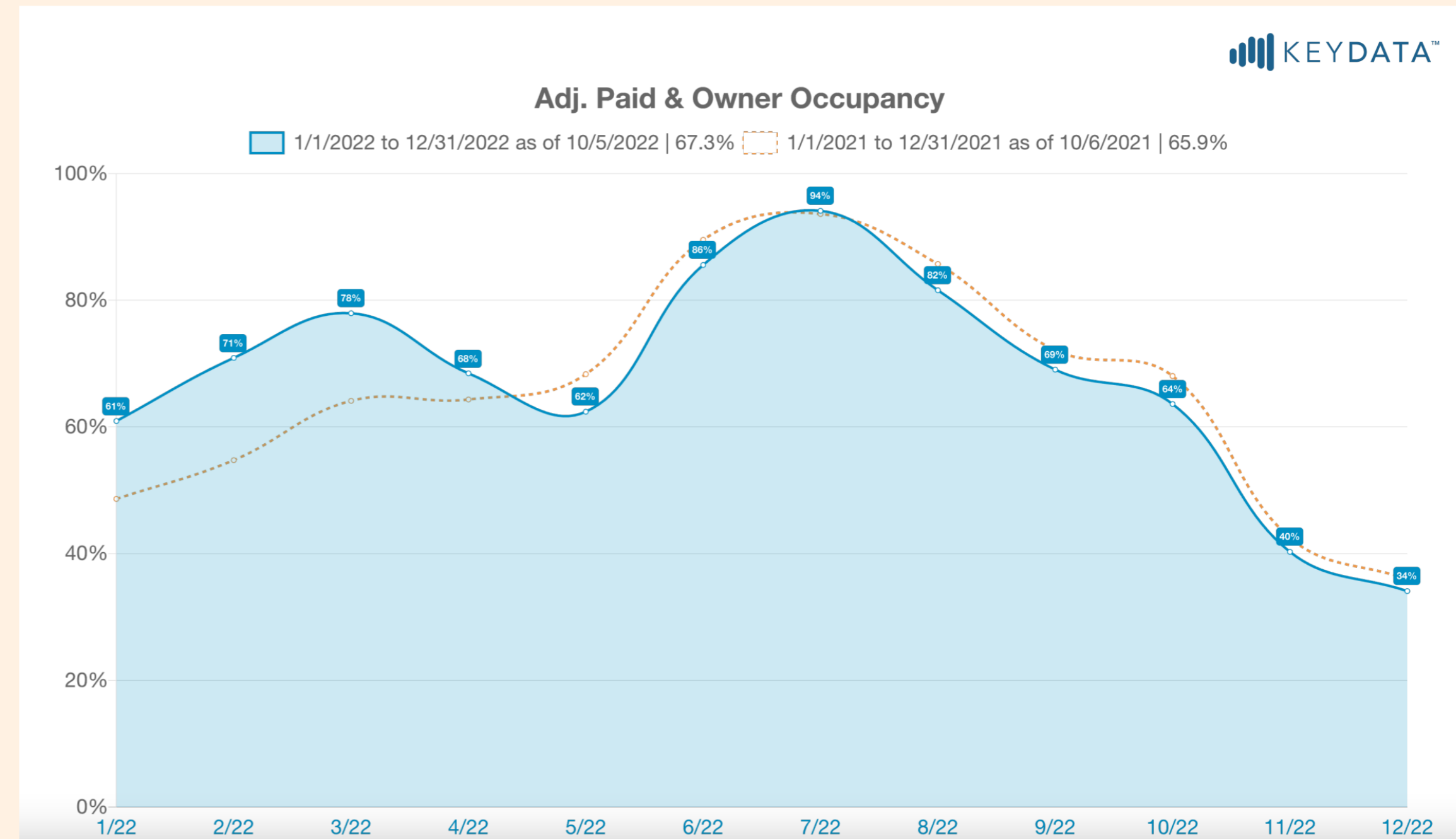
MARKETING CALENDAR

SEP	OCT	NOV	DEC	JAN	FEB
ALWAYS ON, BRAND CREATIVE – YOU BELONG AT THE BEACH					
AIR SERVICE – GENERAL BRAND, SOUTHWEST & AVELO					
GROUPS, MEETINGS, SPORTS, INTERNATIONAL (CANADA & UK)					
FALL FOCUS - BEACH WITH THE BEST					
CULINARY FOCUS – CHEF SWAP PLUS			CULINARY FOCUS - MOVEABLE FEAST PLUS		
				SHINE & DINE	
	HOLIDAYS - BEACHMAS				
		WINTER WONDERLAND AT THE BEACH			
		WINTER ACTIVITIES - YOU BELONG AT THE BEACH			

STRONG OCCUPANCY PACING

Key lodging metrics remain strong through summer even with increasing economic and traveler sentiment headwinds.

ADR ⓘ			Adj. RevPAR ⓘ		
\$220 primary	▲8%	\$203 compare	\$128 primary	▲10%	\$116 compare
Adj. Paid & Owner Occupancy ⓘ			Avg. Total Stay Value ⓘ		
67.3% primary	▲2%	65.9% compare	\$2.1K primary	▲10%	\$1.9K compare



Source: KeyData

INDUSTRY-LEADING ROI

\$1
*in advertising
investment*

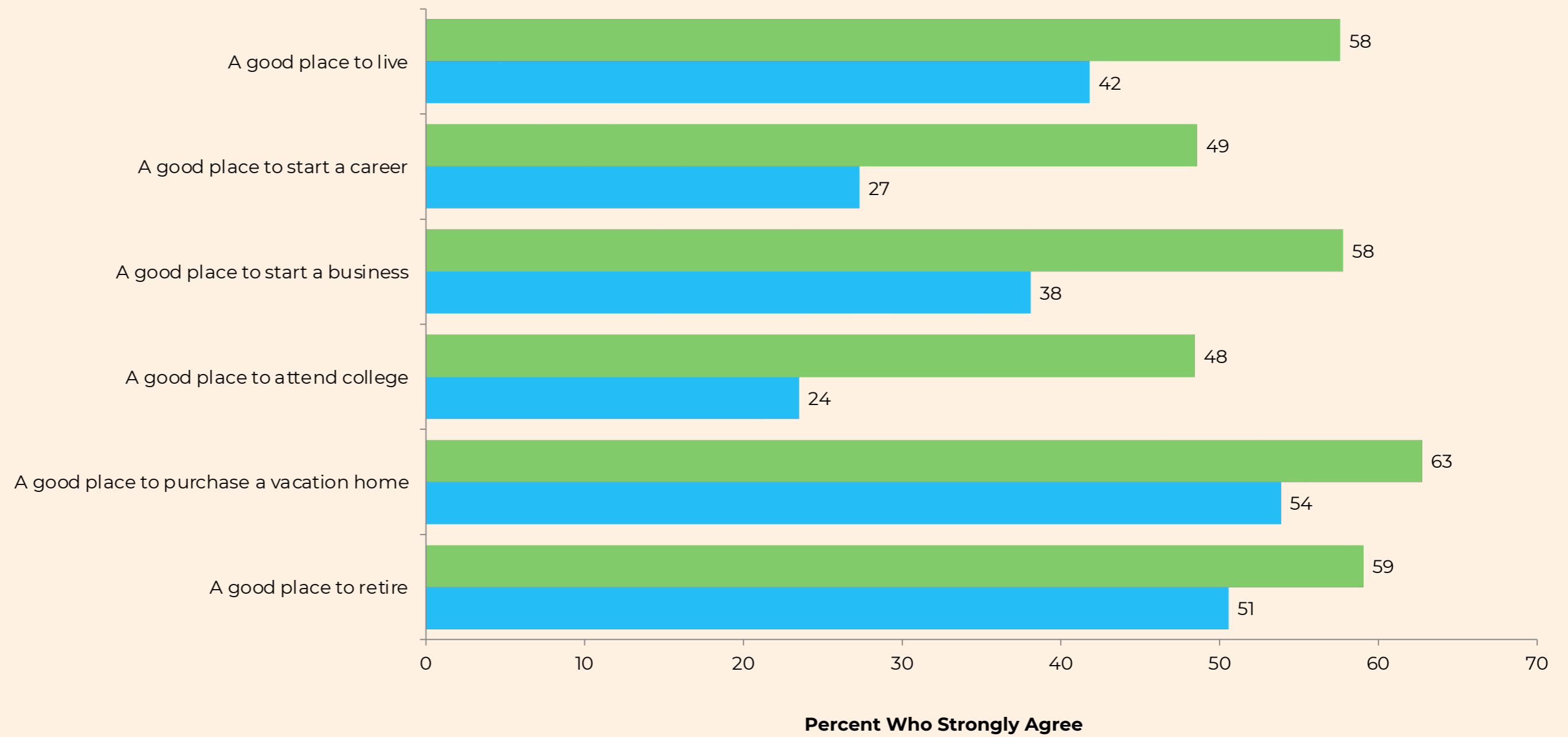


\$180 Spending ROI

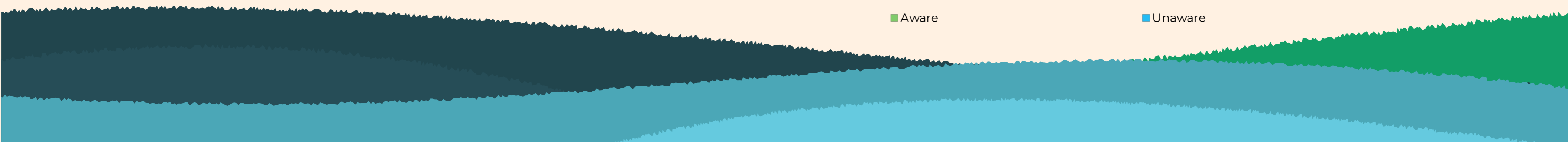
\$24 Tax ROI

Every \$1 invested in the 2021 Myrtle Beach advertising campaign generated \$180 in direct visitor spending and \$24 in taxes

THE HALO EFFECT



■ Aware ■ Unaware

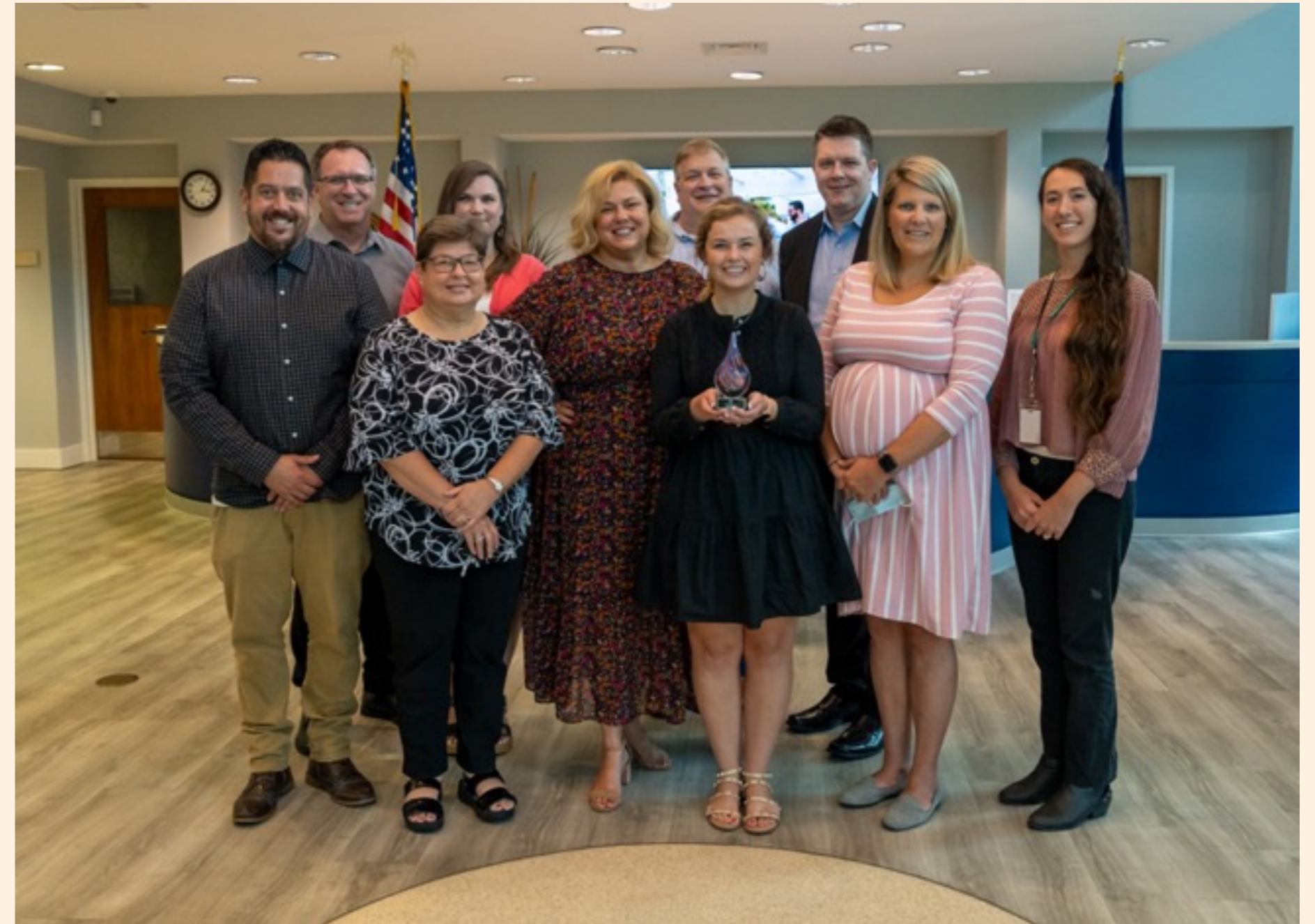


2022 MARKETING IMPACT

INDUSTRY HONORS

VISIT
Myrtle Beach
SOUTH CAROLINA

Visit Myrtle Beach's marketing team were recognized by the Southeast Tourism Society as Tourism Office of the Year!





VISIT
Myrtle Beach
ARTS
& GALLERY TRAIL



2022 MARKETING IMPACT

CHEF SWAP AT THE BEACH

VISIT
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SOUTH CAROLINA

Featuring 12 local restaurants, the show premiered Oct 1st on The Cooking Channel and airing for 6 weeks on Saturdays at 7pm!



Winter
WONDERLAND
AT The Beach

Southwest 

myrtle beach
INTERNATIONAL AIRPORT 

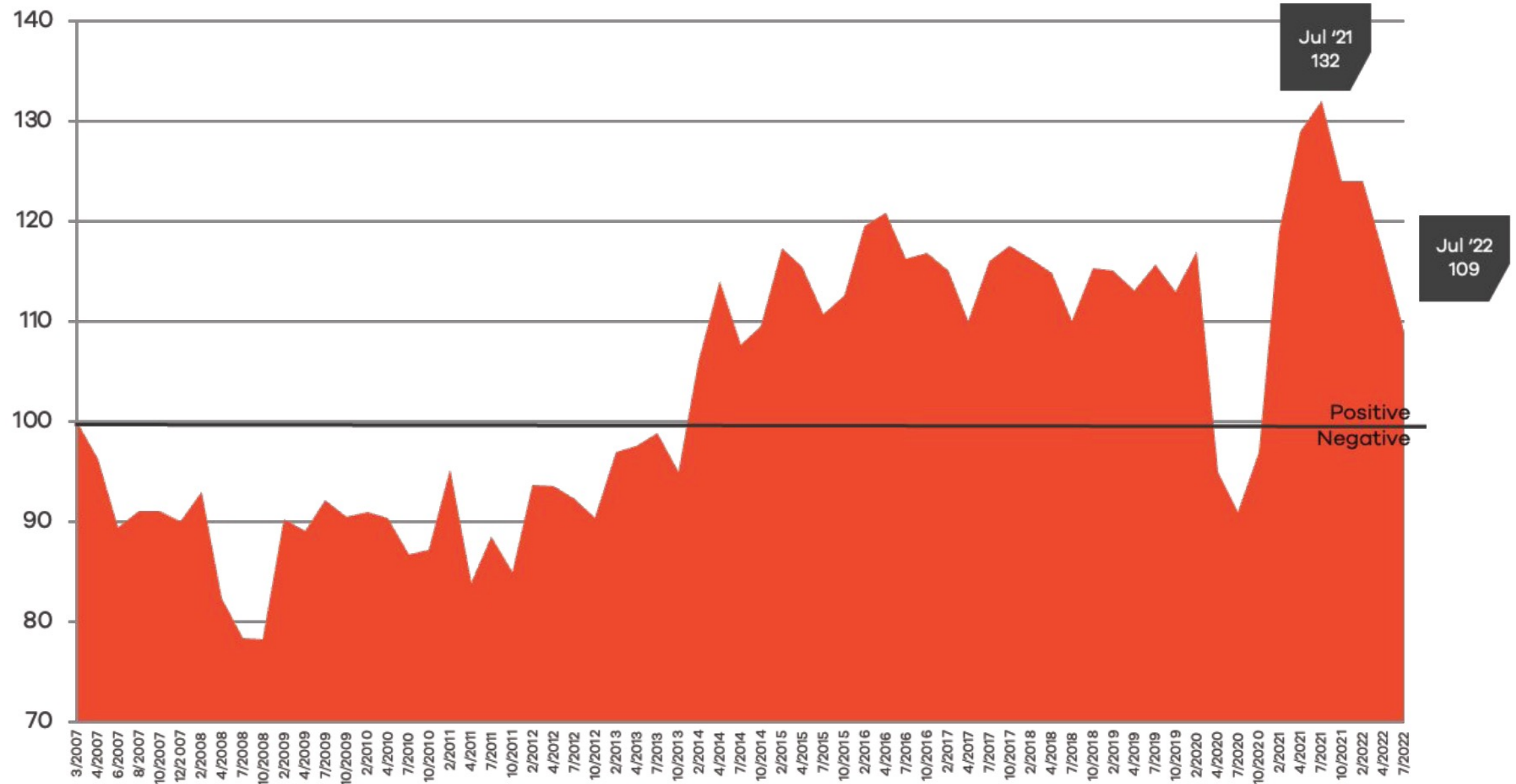


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Traveler Sentiment Index™:

Down From One Year Ago





Thank You

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