



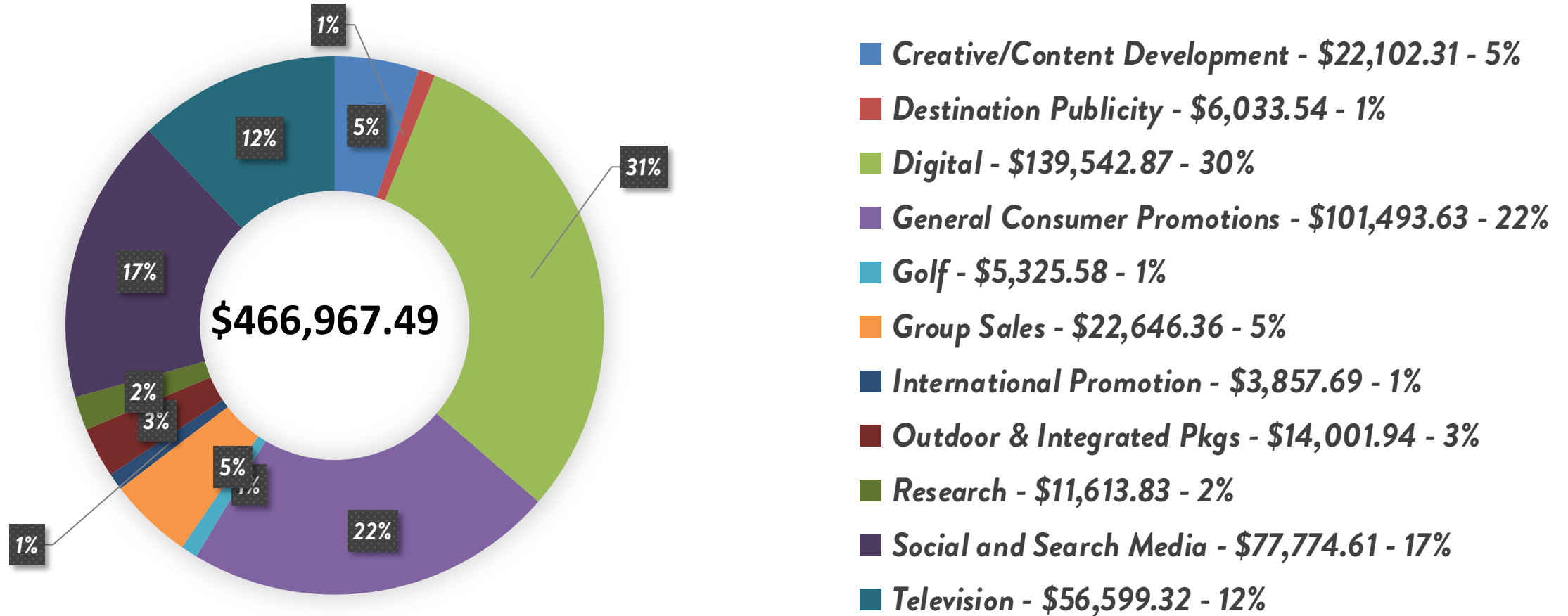
MARKETING

The Beach

Myrtle Beach City Council Update
Oct-Dec 2023 Reports
Presented March 2024

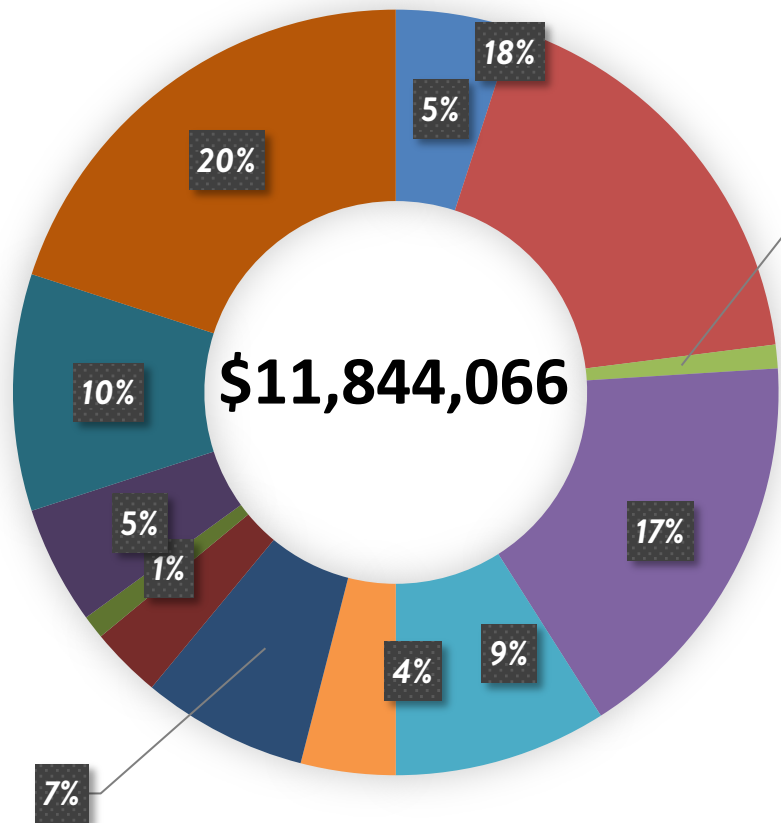
Oct-Dec 2023 Myrtle Beach A-Tax Allocations

A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



Oct-Dec 2023 Myrtle Beach TDF Allocations

TDF Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns will be supported with research and tracking to maximize return on investments.



- Air Service - \$561,727.16 - 5%
- Creative/Content Development - \$2,077,617.39 - 18%
- Destination Publicity - \$171,472.14 - 1%
- Digital - \$2,000,523.53 - 17%
- General Consumer Promotions - \$1,048,579.89 - 9%
- Golf - \$527,232.71 - 4%
- Group Sales - \$876,206.24 - 7%
- International Promotion - \$362,622.82 - 3%
- Outdoor & Integrated Pkgs - \$154,405.16 - 1%
- Research - \$547,916.00 - 5%
- Social and Search Media - \$1,138,591.51 - 10%
- Television - \$2,377,171.62 - 20%

INDUSTRY-LEADING AD ROI



Ad Investment ROI Study

\$1

in advertising
investment w/
Visit Myrtle Beach



\$167

RETURN ON INVESTMENT
for Direct Visitor Spending

\$22

RETURN ON INVESTMENT
for Local Tax Revenue

Top US domestic destinations, ranked on domestic* clicks to book, 2023

**Domestic = US-based users*

2023

Top US Domestic Destinations, 2023

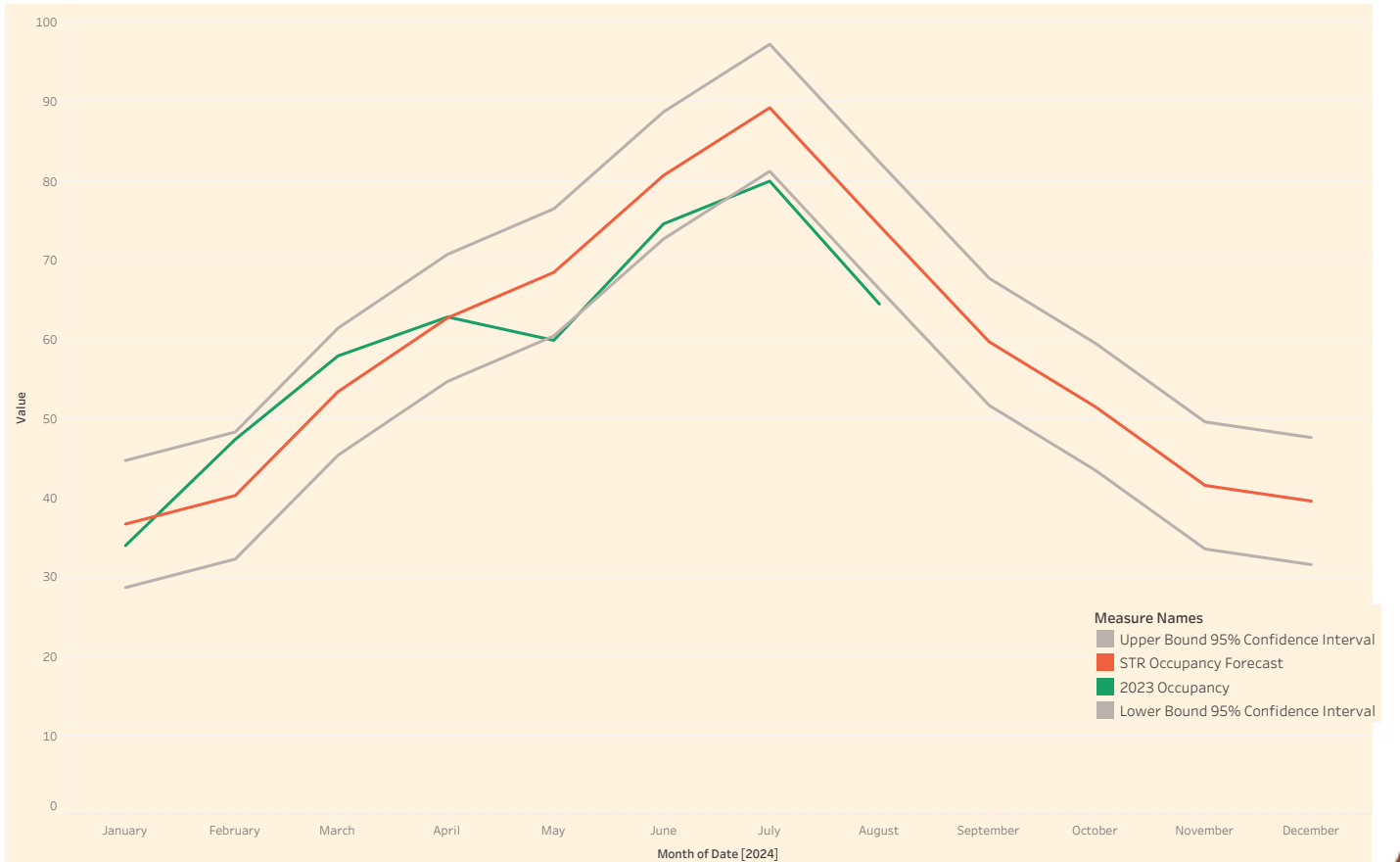
Rank	Destination	Rank	Destination
1	Las Vegas	11	Fort Lauderdale
2	New York City	12	New Orleans
3	Orlando	13	Los Angeles
4	Myrtle Beach	14	Washington DC
5	Honolulu	15	Boston
6	Key West	16	San Antonio
7	Miami	17	Pigeon Forge
8	Chicago	18	San Francisco
9	San Diego	19	Clearwater
10	Nashville	20	Atlanta



2024 STR OCCUPANCY FORECAST COMPARED TO 2023

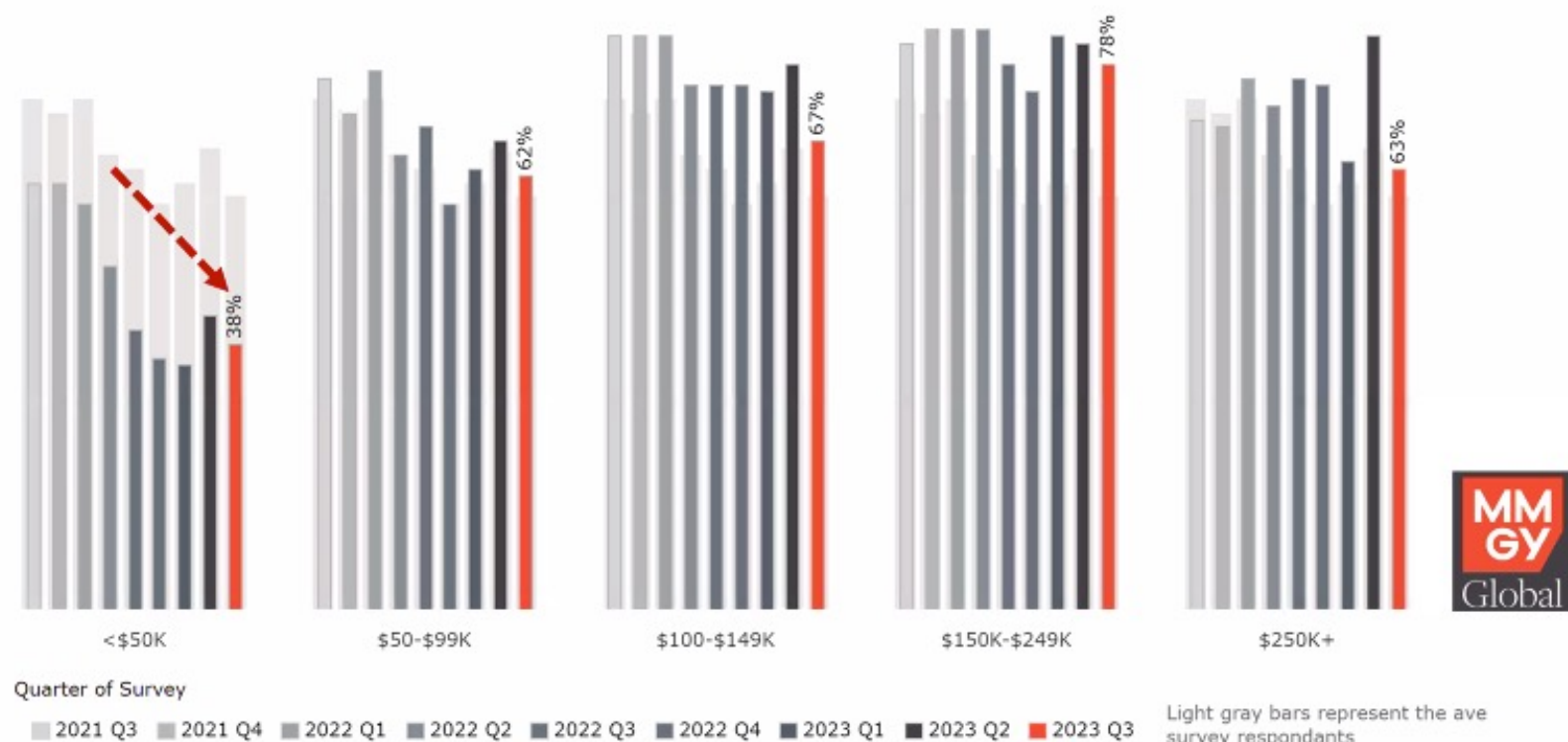
- The graph compares the 2024 monthly STR occupancy forecasts with the actual monthly STR occupancy for 2023.
- For Q1 2024, we expect the STR occupancy to be on par or lower than 2023.
- For Q2 and starting of Q3 2024, we expect an increase in the occupancy compared to 2023.

2024 Monthly STR Occupancy Forecast vs 2023 Monthly STR Occupancy



Slippage evident among lower income earners

Planning Leisure Travel Within the Next 6 Months
% of American Consumers



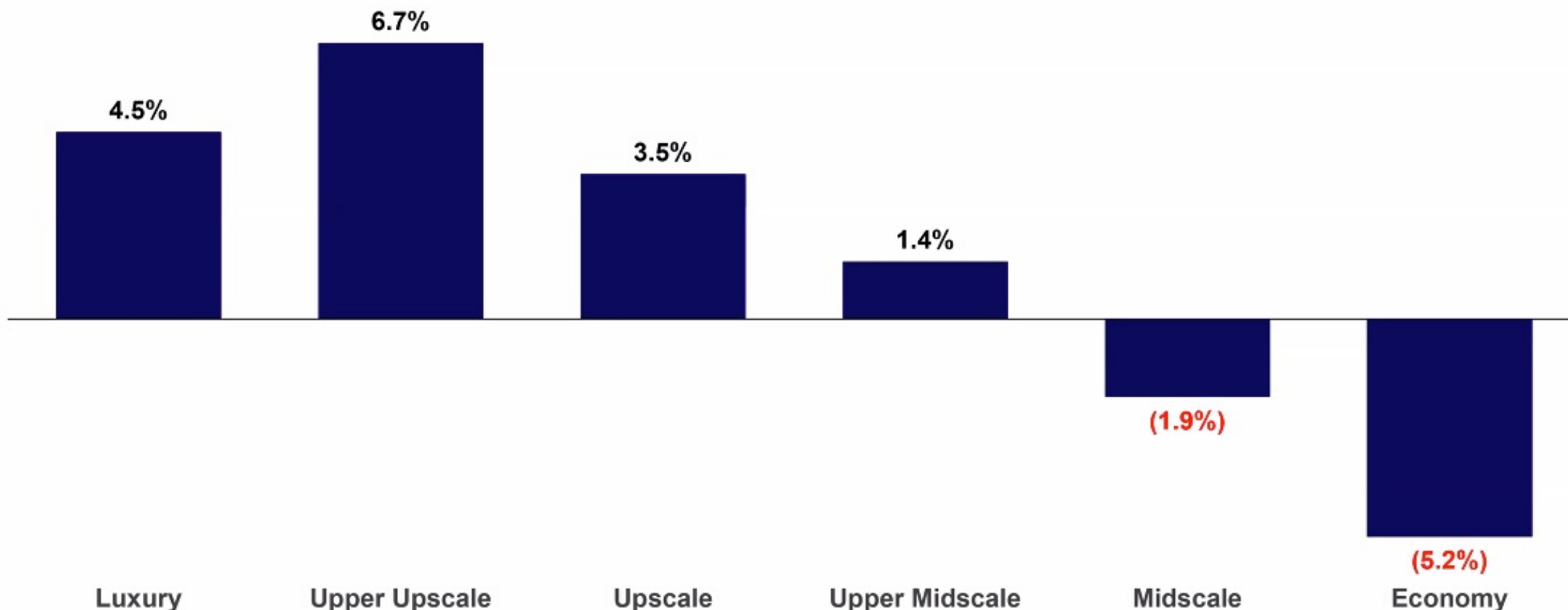
“We're seeing a little bit of softness in our overall kind of demand relative to Q3.”

Airbnb, Q3 Earnings Call



2023 Demand drop led by Economy and Midscale class hotels

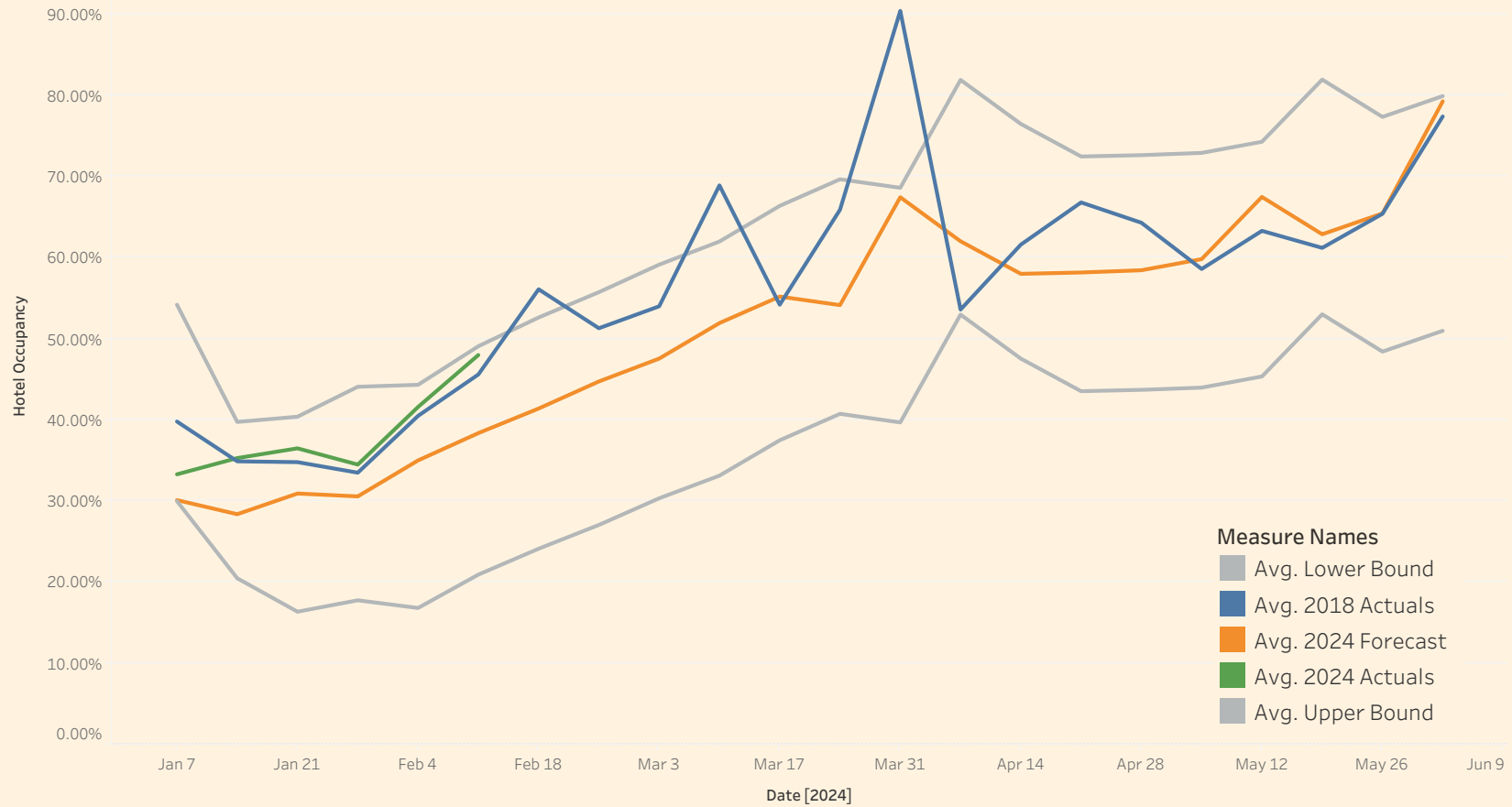
U.S. room demand change by class, 2023 compared to 2022, percentage change



*Includes December preliminary results

Q1 2024 HOTEL OCCUPANCY TO INCREASE DURING EASTER WEEK

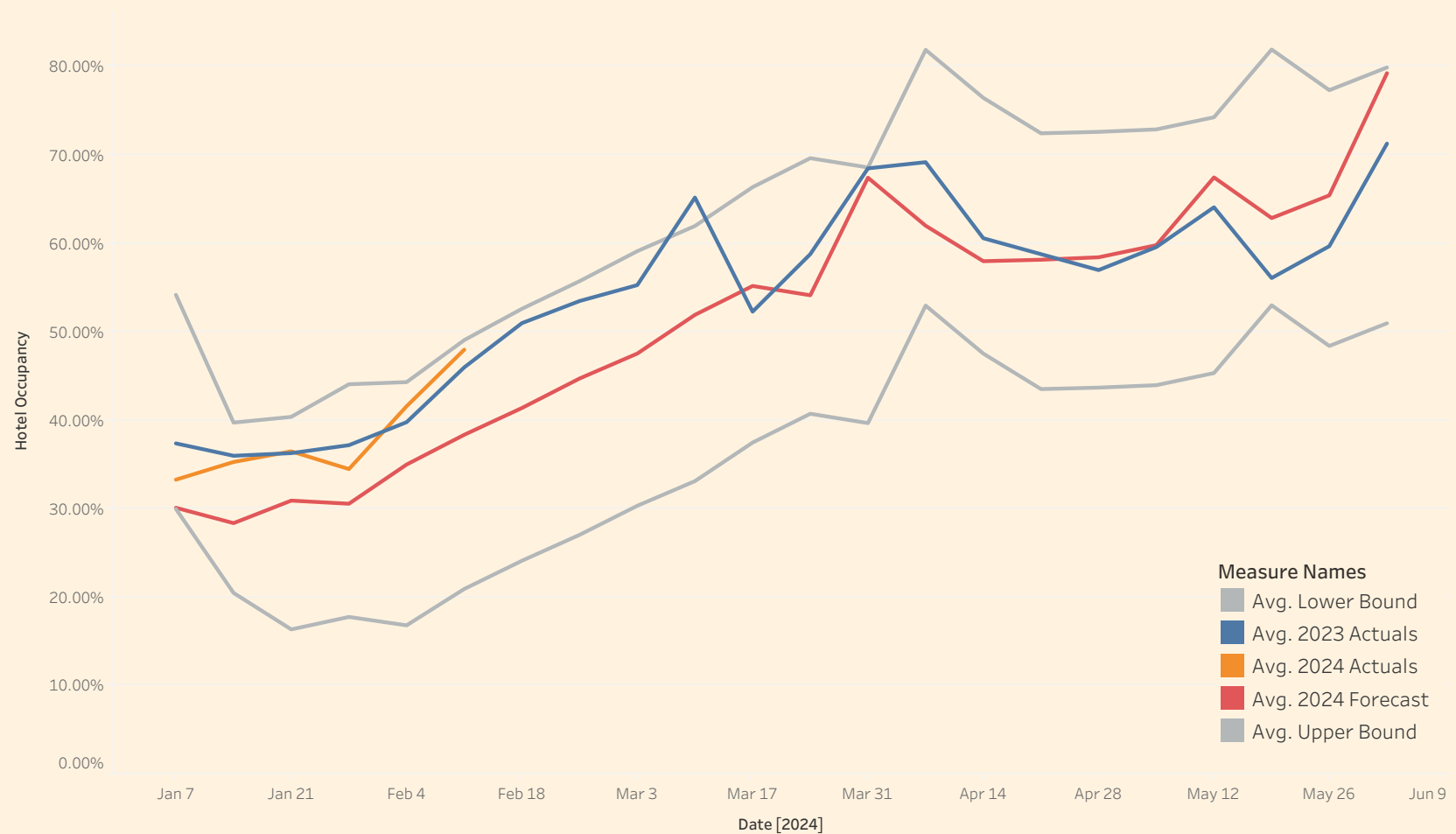
2024 Hotel Occupancy Forecast vs Actuals vs 2018 Hotel Occupancy



Q1 2024 HOTEL OCCUPANCY STARTING TO SURPASS 2023

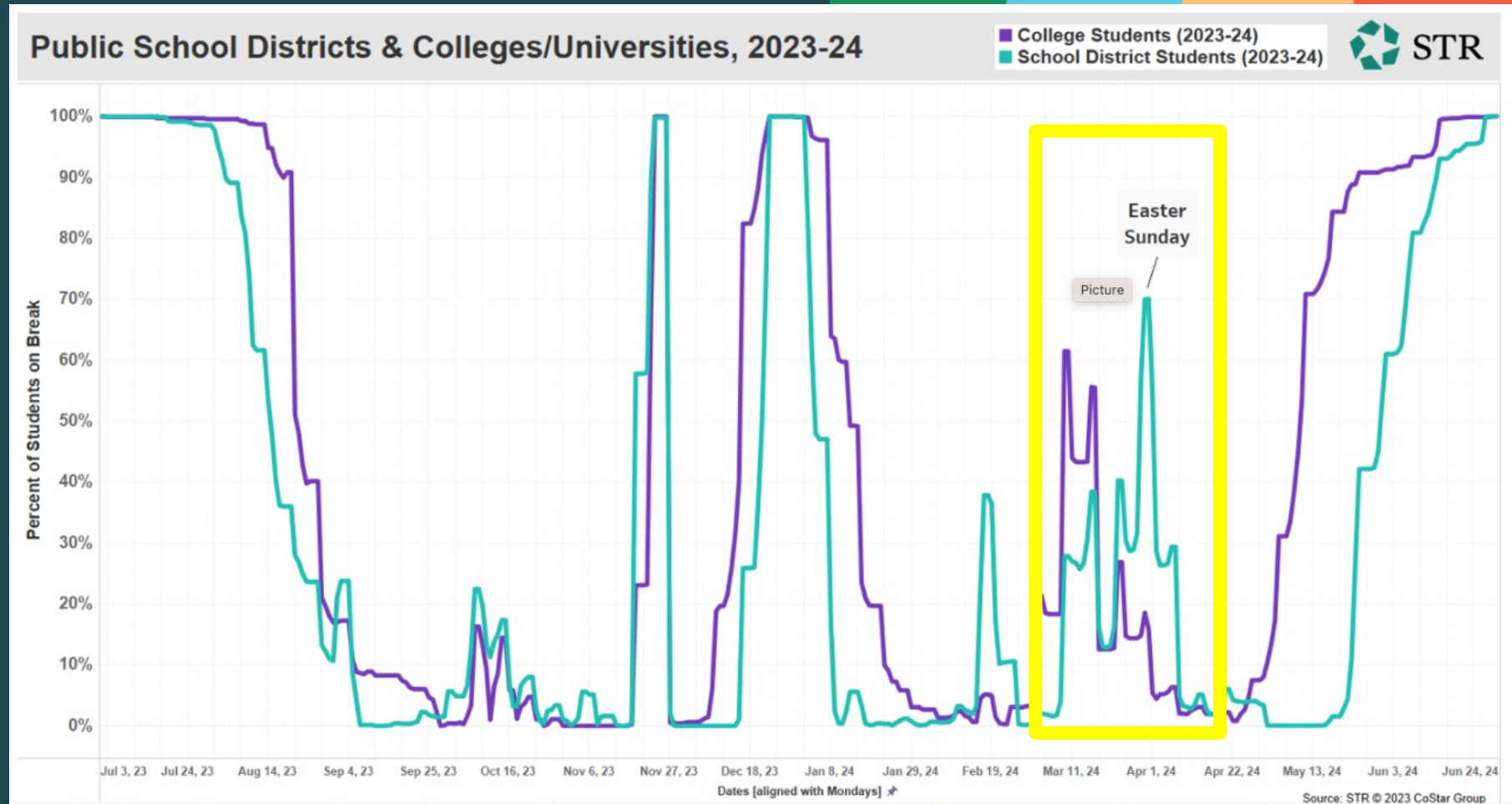
- Though the model predicted that 2024 occupancy would remain below 2023 levels in Q1 2024, actual occupancy numbers have started to surpass 2023 levels since the 1st week of Feb.
- This improvement in occupancy results from lower-than-expected gas prices and reduced inflation.
- Improved consumer sentiment in recent months has also likely had a positive impact on occupancy.

2024 Hotel Occupancy Forecast vs Actuals vs 2023 Hotel Occupancy



SPRING BREAK PEAK EXPECTED BETWEEN MARCH 9TH – APRIL 1ST

- Easter was Mar 31st
- Colleges: 3/9-3/17 (like 2023)
- K-12: 3/23-4/1 (like 2018)



SPRING BREAK PREDICTED AVERAGE OCCUPANCY RATES

- Myrtle Beach Spring occupancy was forecasted to increase in early March, with peak at end of March to coincide with Easter.
- The occupancy during these weeks is predicted to be on par or below 2023.
- The patterns are very similar to 2018, which was the last time Easter fell this early.

Date	2024 Occupancy STR Forecast	2023 Occupancy STR Actual
3/3/24	47.56%	55.30%
3/10/24	51.94%	65.20%
3/17/24	55.20%	52.30%
3/24/24	54.15%	58.10%
3/31/24	67.44%	68.50%
4/7/24	62.02%	69.20%

DEPLOYED ADDITIONAL MEDIA TO DRIVE SPRING DEMAND

Shifted Additional Media to March

- Expanded Linear & CTV Buys
- More Lower Funnel Strategies
- Targeting Audiences Ready to Travel Now
- Increase Spend in Regional Drive Markets to Capture Last Minute Travelers



MAKE IT
Beachy

MAKE IT
Beachy

PLAN YOUR TRIP

VISIT
Myrtle Beach
SOUTH CAROLINA



The Beach
WEEPSTAKES
TRIP GIVEAWAY

ENTER TO WIN

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MAKE IT
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Take your basic winter and
MAKE IT
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PLAN A GETAWAY

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PLAN YOUR ESCAPE

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Myrtle Beach
SOUTH CAROLINA

PLAN YOUR TRIP



The Beach
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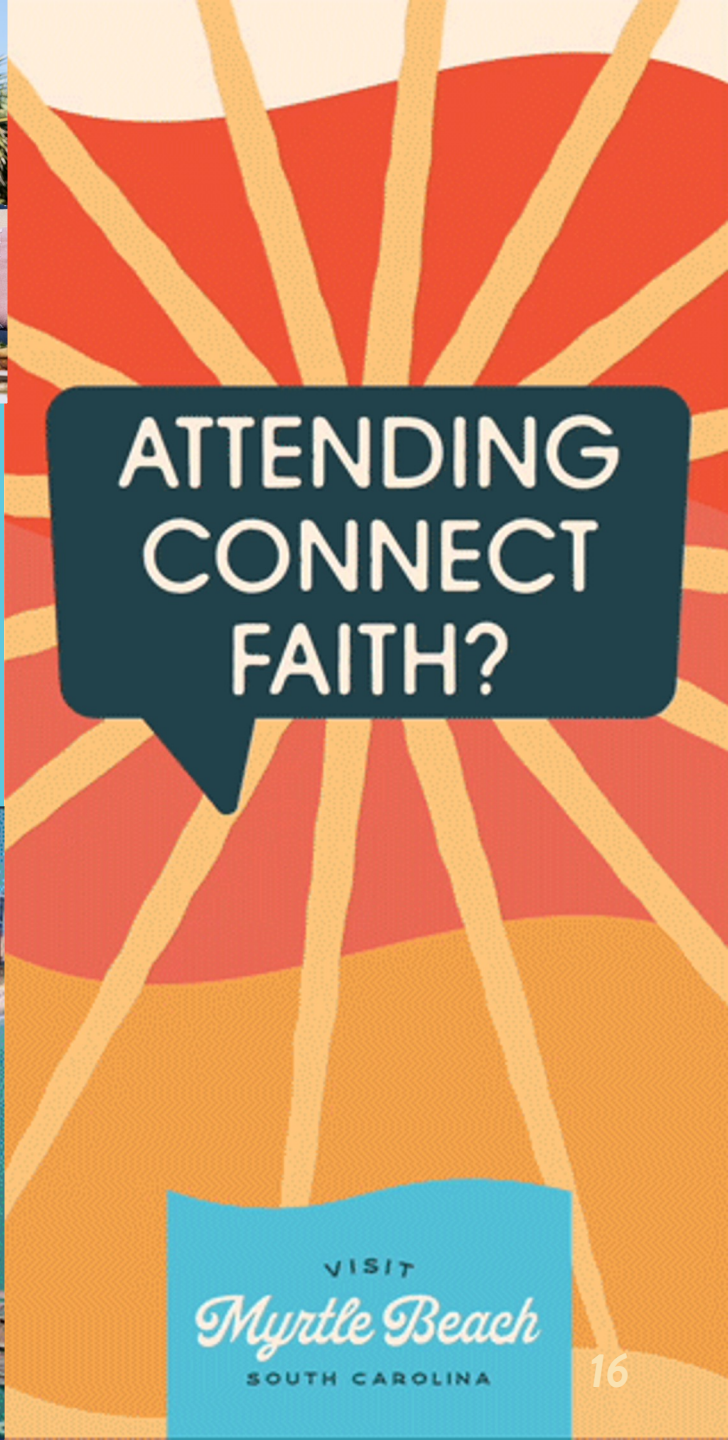




**FLY AVELO AIRLINES
TO WHERE YOU BELONG**

BOOK YOUR TRIP TO *The Beach* –
MYRTLE BEACH, SC.

Myrtle Beach
CLASSIC



**ATTENDING
CONNECT
FAITH?**



**YOU BELONG
AT *The Beach*.**

VISIT
Myrtle Beach
SOUTH CAROLINA

Scan to start
planning your trip.

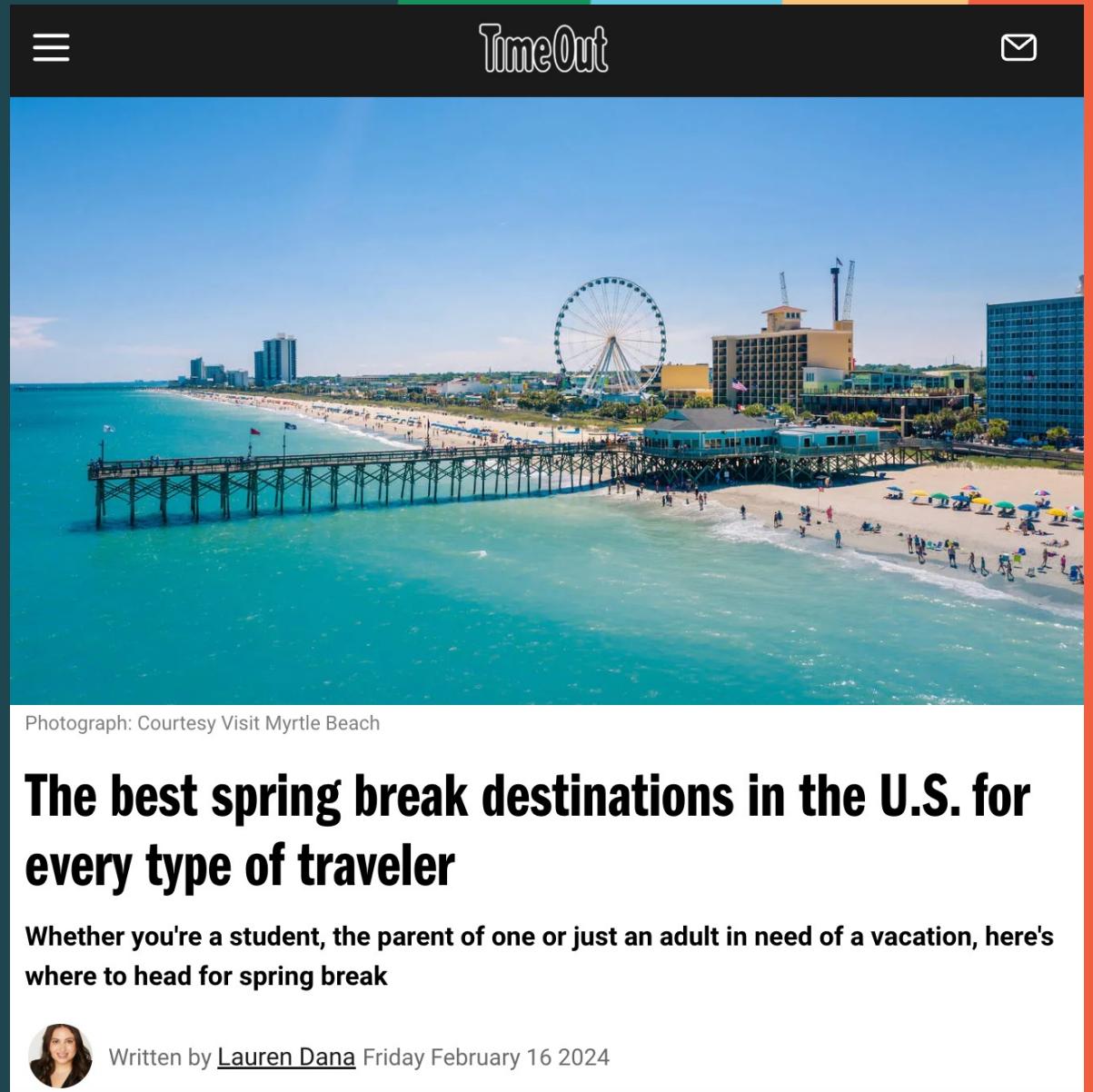
Make Waves at America's Best Beach.
With 60 miles of wide-open beaches and more than
2,000 restaurants to choose from, there's a reason
we're known to Americans as simply "The Beach."
VisitMyrtleBeach.com



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SOUTH CAROLINA

EVERYONE IS TALKING ABOUT THE BEACH

- Time Out's The Best Spring Break Destinations in the U.S for Every Type of Traveler
- HGTV's Top 10 Family Spring Break Vacations
- XOXO Bella's The 13 Most Fun Beaches in South Carolina for Families
- The Travel's 10 Top Travel Destinations in the U.S. for 2024 and 10 Friendliest States in the U.S. according to World Population Review
- Travel + Leisure's 10 Affordable Spring Break Destinations in the U.S. and Mexico
- Blogorama's Best East Coast Beaches for Families
- NYPost's The Most Popular U.S. Tourist Attractions by State
- Finalist in the North American Innovation SABRE Awards for Sensory-Friendly Influencer Program
- Golfweek Ranks 7 Myrtle Beach Layouts Among America's Top 200 Resort Courses
- And several more for both January and February...



The image is a screenshot of a TimeOut article. At the top, there is a black navigation bar with a white hamburger menu icon on the left, the 'TimeOut' logo in the center, and a white envelope icon on the right. Below the navigation bar is a large, vibrant photograph of a beach scene. The photo shows a long wooden pier extending into the turquoise ocean. In the background, there is a large Ferris wheel, several modern buildings, and a clear blue sky. People are visible on the beach and the pier. Below the photograph, the text reads: 'Photograph: Courtesy Visit Myrtle Beach'. The main headline of the article is 'The best spring break destinations in the U.S. for every type of traveler'. Below the headline, a sub-headline states: 'Whether you're a student, the parent of one or just an adult in need of a vacation, here's where to head for spring break'. At the bottom left of the article, there is a small circular profile picture of a woman with dark hair, followed by the text: 'Written by [Lauren Dana](#) Friday February 16 2024'.

PUBLIC RELATIONS

- New Developments Release
- Spring Media Pitching
- Culinary Campaign
- Sensory-Friendly Campaign
- IMM New York Mission
- STS Domestic Showcase
- Travel South Global Showcase
- Stepping Out with Joseph Rosendo, PBS & Create TV

MAKING WAVES: RESULTS YTD

IMPRESSIONS



3,767,388,787

TOP 100 PLACEMENTS



4

MEDIA INTERACTIONS



21

AVG. CONNECT EFFECT SCORE



48

PARTNER ENGAGEMENT



54

BY THE NUMBERS

THIS MONTH

- 2,480,930,445 impressions
- \$9,995,090 ad value equivalency

YEAR-TO-DATE

- 3,767,388,787 impressions
- \$17,519,938 ad value equivalency

SPRING INTEGRATED PACKAGES

- Southern Living
- Food & Wine
- Travel + Leisure
- Town + Country
- The Local Palette
- Grit
- Conde Nast Traveler
- New York Times

CITY COUNCIL UPDATE MARCH 2024

Winter? **HARDLY KNEW HER.**

If there's one place to escape winter, it's The Beach. You can spend your days strolling the coastline, listening to live music in beach bars and eating the best fresh-food food on the East Coast. Myrtle Beach, South Carolina, is 60 miles where you belong all year long. Take a break from your basic winter. Make it beachy instead.

VisitMyrtleBeach.com

VISIT Myrtle Beach SOUTH CAROLINA

SOMETHING'S BREWING AT *The Beach*

Breweries are right at home in Myrtle Beach, South Carolina.

Barefoot Landing

Back-Damn Brewing

Newer to the area, but no less prominent, are a pair of breweries in two vibrant, up-and-coming parts of The Beach. From its location in **The Market Common**, a chic shopping and dining district, **Tidal Creek Brewhouse** brews more than beer. They also make coffee and espresso drinks, including a citrus-hopped cold brew. At **Crooked Hammock Brewery** in the **Barefoot Landing** entertainment and shopping district, you'll come for the beer, food and cocktails, but you'll stay for the yard games or an open barstool swing at their "Tortuga Island" dock bar out on the water.

You must be bubbling with excitement at this point – start planning your trip to The Beach and get ready to hit the beer trail.

VisitMyrtleBeach.com

VISIT Myrtle Beach SOUTH CAROLINA

SPREADVERTORIALS & CUSTOM CONTENT

- More than Print, but custom content, digital takeovers, social, email and special events

The Great American Road Trip to *The Beach*

Myrtle Beach, South Carolina, is 60 miles of classic Americana.

Myrtle Beach is something of a modern classic. New resorts and developments continue to dot the area, adding the latest amenities and entertainment, but Myrtle Beach never forgets the past. If you know where to look, vintage American nostalgia can be found around every corner. Cruise through the 14 communities and 60 miles of The Beach for a blast from our American past.

- HUNTINGTON BEACH STATE PARK**
MURRELLS INLET
The Myrtle Beach area is home to two state parks. At Huntington Beach State Park, you can camp, hike, fish, go birding and even explore the one-of-a-kind Atalaya Castle.
- WARBIRD PARK**
MYRTLE BEACH
Located near The Market Common dining and shopping district, Warbird Park is both a park and WWII memorial where you can see three former Air Force planes up close.
- PEACHES CORNER**
MYRTLE BEACH
Peaches Corner has been the go-to lunch counter on the Myrtle Beach Boardwalk since 1937. Grab a burger basket before riding the SkyWheel and catching some tunes at The Bowery next door.
- WHEELS OF YESTERYEAR**
CAROLINA FOREST
This private collection of classic American cars started with a 1940 Ford and now includes 150 vehicles rotating on display. If you're a car enthusiast, this is a must-visit.
- MYRTLE BEACH FAMILY GOLF**
MYRTLE BEACH
Since the first U.S. course was built in 1961, Myrtle Beach has cemented itself as the Mini Golf Capital of the World. Choose your own adventure at one of Myrtle Beach Family Golf's four themed courses.
- FAT HAROLD'S BEACH CLUB**
NORTH MYRTLE BEACH
Fat Harold's is the home of the Shag, Myrtle Beach's own classic dance. Stop by any night of the week for tunes, but on Monday and Tuesday nights, you can learn the steps from the pros.

VISIT
Myrtle Beach
SOUTH CAROLINA

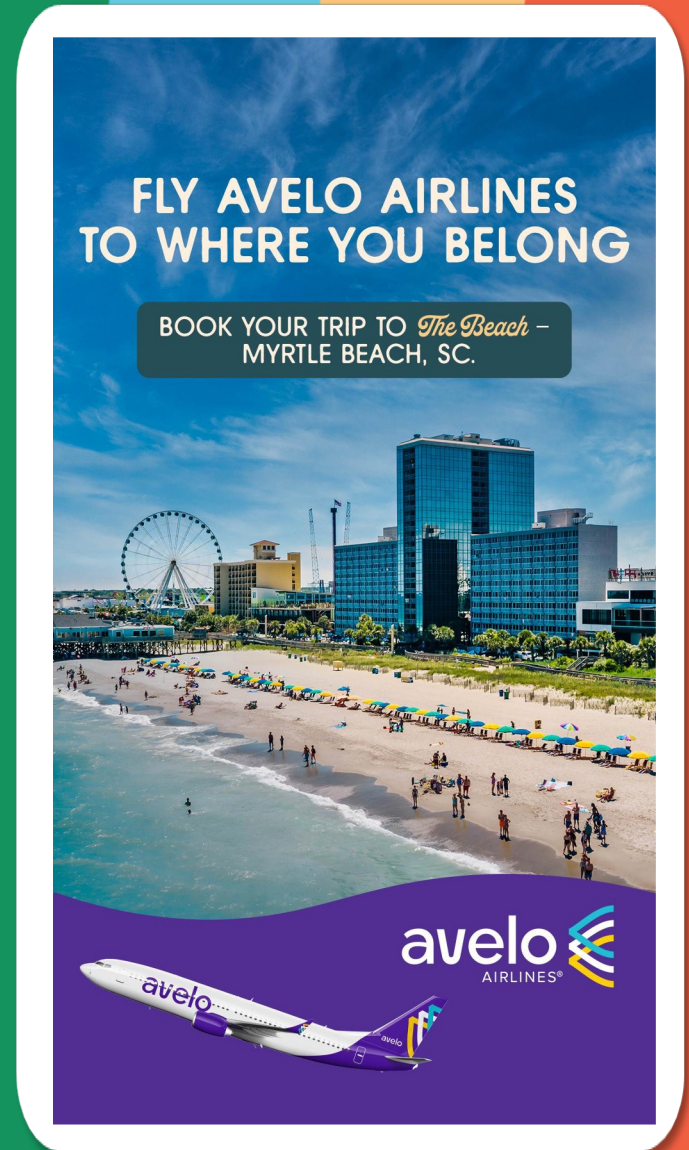
PAID TV & DIGITAL MEDIA DRIVE AWARENESS & DEMAND

- Linear & CTV: Peacock, TravelDesk, Appersand, Nexxen
- Programmatic Display: Travel Desk, Sojern, Epsilon, (Video, Native, Dynamic, Display, High Impact)
- Paid Search: Google, Microsoft Ads
- Paid Social: Meta (FB, Insta), YouTube, Pinterest, Reddit
- Travel Endemic: Trip Advisor, Travel Zoo, Expedia
- Podcasts: Pandora, Spotify



SPECIALTY CAMPAIGNS AUGMENT PRIMARY LEISURE CAMPAIGNS

- General Air Service: Primarily Digital & Social
- Community Events: Digital & Social
- International: BrandUSA, Television, Digital & Social
- B2B: Meetings, Sports, Groups Media, Complimented with Digital, Social and Search
- Brand Partnership Activations, such as College Basketball



CHEF SWAP AT THE BEACH

- Season 1 now available on ChefSwap.com, YouTube, GoUSAtv, and Spectrum OnDemand
- Season 2 Premiered Saturday, March 2nd at 7pm ET on The Cooking Channel and runs through April 13th.



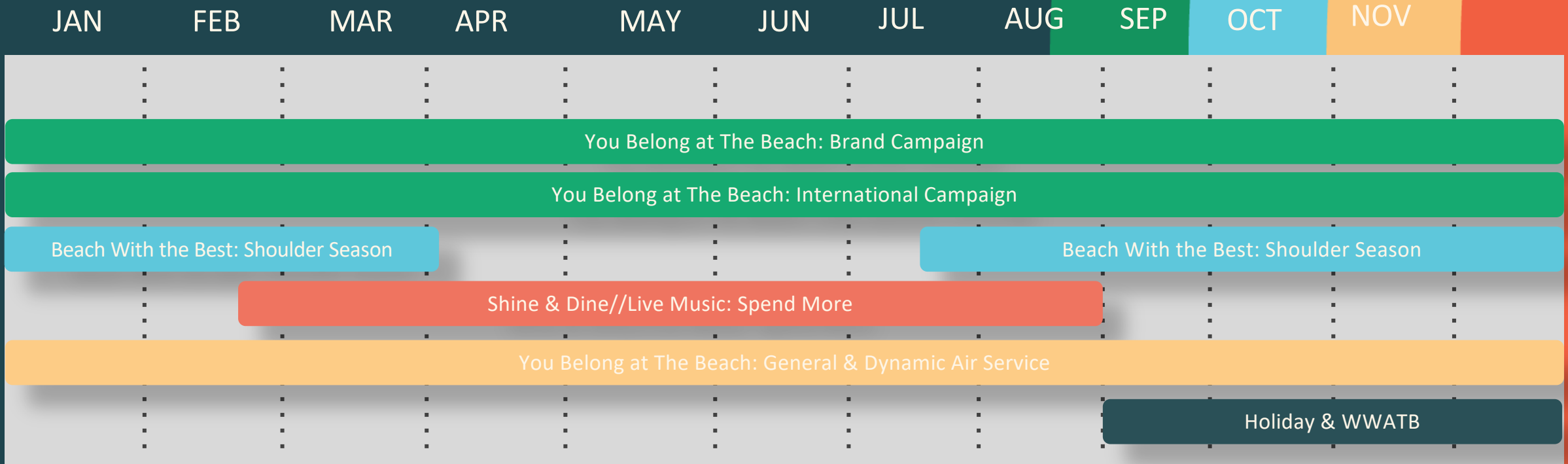
WELCOME TO THE
Golf Capital
OF
The World
MYRTLE BEACH, SC

VISIT
Myrtle Beach
SOUTH CAROLINA

PLAY  GOLF
MYRTLE BEACH.COM

VISITMYRTLEBEACH.COM/GOLF

2024 LEISURE MESSAGING ROADMAP



- Brand Building & Loyalty
- Air Service
- Holiday & WWATB
- Shoulder Season
- Focused Consumer Spend

HIGHLIGHTS

LEARN MORE

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 - **@MyMyrtleBeach**
 - **@VisitMyrtleBeach**