

VISIT
Myrtle Beach
SOUTH CAROLINA

**Marketing Council Meeting Minutes
April 19, 2022
Meeting In MBACC Boardroom and Zoom Call**

Marketing Council Members in Attendance: Woody Brownson, Kristin Call, Tracy Conner, Alex Husner, Theresa Koren, Chris Shroff, Alberto Semidei, Heidi Vukov

Staff in Attendance: Diane Charno, Stuart Butler, Jen Brunson, Katie Hunter, Cori Hutslar, , Julie Ellis, Johanna Hodge

Others: Taylor Hill (KeyData), Daniel Carrig (KeyData), Maria Walden Sullivan (Partnership Grand Strand)

Call to Order: 8:59am

Approval of Minutes: Chris Shroff-1st, Tracy Conner 2nd, All Approved

Partnership Grand Strand Update: Maria Walden Sullivan provided the group with an update on the status of Partnership Grand Strand. They are averaging 2.5 meetings per week. A total of 34 pledges and just over \$2 million committed. They are currently holding targeted meetings and attending groups such as rotaries and other civic organizations. The campaign has 6 weeks left.

KeyData Update: Daniel Cerrig and Taylor Hill provided the update for KeyData. KeyData's biggest goal is to build companies up to be data driven decision makers. It is a data resource built by property managers for property managers. The platform also provides solutions based on job role. The data is updated every 12 hours. Currently the CVB has 3,500 active units on the platform.

Marketing Updates:

- **Air Service Updates:** Diane Charno provided a brief air service update to the council. The first of which is that Southwest has reduced upcoming Summer and Fall routes. The summer routes reducing to 1x/week in Columbus, Dallas, Kansas, Pittsburgh, St. Louis and will be exiting Indianapolis altogether. The fall routes will be seasonal by nature. One main reason behind the reduced routes is that all airlines are continuing to have crew limitations. Diane also announced that Spirit launched a new direct route from Manchester/Boston and the CVB teamed up with the launch to provide a Spiritaneous giveaway to a family of travelers. Lastly, on May 5th Avelo

airlines will be arriving with their inaugural flight into MYR out of New Haven, Ct.

- **Research Updates:** The Portrait of the American Traveler Spring Edition is complete. The Longwoods ROI study is underway and the CVB is in the process of launching the 2nd Wave of the Community Perspective Study/Survey. The DK Shifflet Visitor Volume/Spend study should be complete in May/June.
 - Highlights from the Portrait of American Traveler Spring Edition included:
 - Half of active leisure travelers consider Myrtle Beach to be a Lifestyle Brand, with the largest consideration among millennials and those with household incomes of \$100,000+
 - Myrtle Beach comes in 2nd behind Orlando when considering destinations to be lifestyle brands.
 - Trip and spending intentions are up from February '21.
 - Overall Traveler sentiment score: Those interested in visiting Myrtle Beach feel more positively about travel than U.S. adults.
- **Summer/Fall Media Mix:** The Summer/Fall market recommendations were provided as well as the media mix for both seasons.
- **Ellen Fan Base Mail:** Over 2,400 storytellers, travel buddies helped Visit MB reach an audience over 951,000 and introduce over 25,000 warm leads to Visit Myrtle Beach.
- **The Beach for everybody: Sensory-friendly Pledge:** Katie Hunter presented the new sensory-friendly pledge for local businesses. In Partnership with CAN and TravelAbility, the pledge will commit to welcoming guests with autism and other neurodiverse disabilities through tangible and meaningful actions designed to support locals and visitors. As part of the pledge, businesses will work to provide an inclusive space for visitors of all abilities; practice patience and problem-solving in all situations; and cultivate an environment of acceptance and helpfulness.
- **Other Marketing Updates:** Beach with the Best Shoot and Chef Swap Pilot shoots are coming up in May. The Website redesign and CDP projects are underway and Membership/AMP board vote is tomorrow.

Groups Update: CVB Group Sales update and reported that there have been 272 group leads, 139,623 group lead room nights and 61,291 definite group room nights in 2022 YTD (Through March 31). Other updates included the beginning work with Site Experience to enhance and improve how we conduct site inspections for clients coming to Myrtle Beach. An official roll-out event is set for May 4th, 2022. **Sports:**

The eSports FAM Tour is set for March 28-30th and there are 7 confirmed eSports event owners attending. **Meetings and Conventions:** IPEC was March 1-3 (new show for 2022), Christian Meetings and Conventions Association was held March 2-3 and working on two FAM tours for 2022 including a Helms Briscoe FAM in the fall. **Motorcoach:** Finalizing plans for a May group tour FAM Tour in conjunction with Group Travel Leader magazine, six new leads from Canadian Tour Operations and have hosted two site inspections in the past month.

- **Meeting Adjourned:** 10:35 AM – Tracy Conner - 1st, Alex Husner, 2nd, All Approved