

VISIT
Myrtle Beach
SOUTH CAROLINA

Marketing Council Meeting Minutes
April 20, 2021
Meeting via Zoom

Marketing Council Members in Attendance: Woody Brownson, Tom Tse, Ryan Moore, Bill McGonigal, Rachel Beckerman, Alberto Semidei, Theresa Koren, Heidi Vukov, Alex Husner, Steve Mays, Ryan Swaim

Staff in Attendance: Karen Riordan, Diane Charno, Bob Harris, Jen Brunson

Others: Leslie Holbrook (Fahlgren Mortine), Marty McDonald (Fahlgren Mortine), Bill Steinke (MMGY), Sara Knippb(MMGY),

Call to Order: 9:02

Approval of Minutes: Theresa Koren motion, Ryan Moore 2nd

- **Fahlgren Mortine** – Marty and Leslie provided an update on Public Relations and an overview of their role with Visit Myrtle Beach. The snapshot of what Fahlgren Mortine does is strategically sound storytelling, including strategy, media relations, content development, research, crisis & reputation management and measurement & reporting. On behalf of Myrtle Beach they provide a year-round approach inclusive of 5 seasons and niche campaigns as well as providing a quick and nimble program. Currently the landscape of earned media for Myrtle Beach includes: visiting responsibly, perception of crowded areas, mask requirements, staffing challenges, and increasing demand/air lift. They are providing media with local outreach, briefings and appropriate video and photos. Leslie also covered the recent virtual media missions. The three pillars of the media missions included Culture & Diversity/culinary, family and outdoors. Leslie shared the success of these events including top tier media and that 23+ media outlets participated in the events. Leslie also share the upcoming events:
 - Autism Campaign Extension
 - Sensory Friendly Summer
 - Refreshing responsible travel messaging
 - Including “pack your patience”
 - Spring/Summer FAM Trips
 - Brand Launch
 - Incorporating elements of media relations already
 - Continued integration of messaging for social and digital programs
- **Summer Marketing Campaign Update:** Bill Steinke gave an update on the summer media campaign and the integrated planning process. The presentation started with a topline overall campaign performance (See presentation deck for statistics). The digital campaign

delivered 25 million impression in March, and 27 million impressions campaign-to-date. In March, the display campaign drove 20x more clicks compared to February, resulting in 22x more engagements and 19x more referrals.

Summer Campaign: The Who: Focused Families and Beach Bound or Bust and a secondary layer which includes families w/specific needs. The markets have changed a bit since the Spring Campaign for example, raising awareness for summer flight markets (adding Indianapolis, Lexington and Louisville). The media strategy includes a full-funnel approach: inspire phase, engage phase and convert phase. Within the media strategy are the three-story pillars, All about the Grand Strand, Beyond the Beach and Friends of Myrtle. Media mix includes: Integrated packages, linear & digital TV, Out of Home, Cross Channel, paid social, travel endemic/OTA's, paid search and media tech service (see MMGY's April Marketing Council presentation for full breakdown).

- **Marketing Update** – Diane provided an overall update on Marketing the Beach. She began the presentation with a google trends graphic that shows Myrtle Beach dominating search trends and competing with Orlando. The second slide was a Zartigo brief showing overnight Visitors to Accommodations which revealed high spikes on the weekends and Spring Break. The next slide shows the KeyData's Horry Adjusted paid & owner Occupancy 2021 compared to 2019. KeyData's shows that the Myrtle Beach area is pacing 11% above 2019. Diane also shared TIP Flip.to referrals impact. In March, the revenue impact was up 504.7% YOY. Thus far this year \$17,521,933 in impact of revenue. An update on the brand rollout & asset development including video & photo shoot, finalization of community rollout strategy and creative deliverables, story pillars and leisure communications strategy approved, and resident sentiment study finalization and deployment was provided to the group. The Brand Style Guide, Social Media playbook, and Community Rollout Strategy were also shared and Diane asked the council to review the complete decks which are shared in the box folder.

Air Service Promotions: \$2 million, general air service Advertising & promotion, MYR Co-Op Advertising, Southwest Out of Marketing Advertising, Southwest In-Market/In Airport Advertising, Southwest Inaugural Flight Event.

- **Group Sales Update:** Upcoming Tradeshows: 12 total shows April-June. Bob provided a sports update which included E-sports feasibility study RFP underway. Many of the new groups we picked up this year are planning to return for 2022 and NSAF track meet at Doug Shaw will be returning for four weeks in 2022. Most summer events are exceeding 2019 levels. The Convention & Meeting sales update included immersive virtual client experiences for this Spring and plans continue for Meetings Today Live tour and tradeshow for Oct. The Motorcoach Groups updated included several site inspections for tour operators for this year. Accent East will be held in Myrtle Beach November 2021 with 150 estimated attendance.
- **Updates and Questions: None**

Meeting Adjourned: 10:14am