

VISIT
Myrtle Beach
SOUTH CAROLINA

Marketing Council Meeting Minutes
Jan. 24th, 2023
Meeting In MBACC Boardroom

Marketing Council Members in Attendance: Sean Bailey, Woody Brownson, Kristin Call, Patrick Norton, Chris Shroff, Alberto Semidei, Jacob Smith, Ryan Swaim, Heidi Vukov

Staff in Attendance: Diane Charno, Stuart Butler, Jen Brunson, Chris Mowder, Karen Riordan, Katie Hunter, Johanna Hodge

Others: Peggy Masterson-(PGS)

Call to Order: 9:03 AM

Approval of Minutes: Heidi Vukov-motioned, Alberto Semidei- 2nd - All Approved

MMGY Update: MMGY shared the results of the December 2022 Brand Perception Study. This is the third phase of this study. Highlights include:

- There continues to be an increased positive perception of Myrtle Beach.
- Interest in visiting Myrtle Beach increased from Oct. 2021

There is an increased association with Myrtle Beach across nearly all attributes surveyed, most notably good climate/weather, perception as a family vacation destination and perception of friendly residents

Groups Update: Jen Brunson provided an update on Group Sales, including 2022 results. In total there was 898 Group Leads (+48%), over 40K Group Lead Nights (+18%) and over 289K Definite Room Nights (+14%). Major sports dates to save for Spring '23 include:

- April 18-29: Conference Carolina's Track & Field
- May 11-13: Sun Belt Conference Track & Field
- April 24-29: World's Strongest Man

Marketing Updates:

- AMP Marketplace is open with the deadline for Spring/Summer Ads closing at the end of January.
- Public Relations Stats for 2022:

- 19.8B Earned Media Impressions, up 20% YOY
- Conducted 76 briefings/interviews and 22 hosted visits
- \$86M Ad Equivalency Value
- Upcoming Public Relations Storylines for 2023:
 - What's New in 2023
 - Moveable Feast on PBS – Feb. 4th
 - 63rd Annual Can-Am Days – Mar 11 -19
 - Sensory Friendly Travel aligning w/Autism Awareness Month in April
- Brand Amplification Programs for 2023:
 - Best-One Tire and Services Road Trip Contest (Feb. 1st -Mar. 31st)
 - Reed's Jewelry (around Mother's Day)
 - Lidl Partnership (April)
 - Ultimate Fan Battle (now – April)
- New Website Update: Targeting MVP launch for early Feb

Other Business:

- Offers needed for Cam-Am Days

Meeting Adjourned: 10:32, Kristin Call – Motion, Woody Brownson – 2nd, All Approved.