

VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

**Marketing Council Meeting Minutes  
March 21, 2023  
Meeting In MBACC Boardroom**

**Marketing Council Members in Attendance:** Sean Bailey, Woody Brownson, Kristin Call, Tracy Conner, Patrick Norton, Jacob Smith, Jay Smith, Ryan Swaim, Mayur Jeram

**Staff in Attendance:** Katie Hunter, Diane Charno, Bob Harris, Jen Brunson Denielle Van Dyke, Stuart Butler, Chris Mowder, Johanna Hodge, Karen Riordan

**Others:**

- In Person: Peggy Masterson (Partnership Grand Strand), Kyle Oland (Golf Tourism Solutions)
- Via Zoom: Brian Lamkin (Luckie), Justin Norris (Luckie), and Anna Gardner (Luckie)

**Call to Order:** 9:00 AM

**Approval of Minutes:** Woody Brownson -motioned, Kristin Call- 2<sup>nd</sup> - All Approved

**Luckie Projections:** Luckie showed the predictive model. A dashboard will be provided.

- Beginning in Jan. 2023, Luckie extended the time horizon for the model from 3 months to 5 months.
- Every 3 months, we will update the model to extend another 5 months.
- Only model like this in this marketplace/industry.
- Plan to add another line in the model to show what was the previous year's occupancy.
- Plan is to be proprietary for AMP.

Motion to present to a select group of AMP members to set guidelines on the rules of utilization.  
Woody Brownson – motioned , Sean Bailey – 2<sup>nd</sup> – All Approved.

**GTS Update: Kyle Oland**

- Rounds update: 2022 Rounds, (+8%), 2022 Revenue (+13%)
- South Carolina named: Top Golf Destination in Country, Top 5 in World!
- 2023 Market Outlook & Beyond:
  - Through February rounds re up 24% and revenue is up 28% market wide
  - Peak Season spring pacing is up 10%
  - Summer pacing is up 8.5%
  - Peak season fall pacing is up 9.5%
- 2023 Marketing Overview:
  - Blending Legacy with Emerging
    - Legacy Golfer: Many trips to Myrtle Beach, Established financially, consumes content through email/Facebook/traditional media, Watches PGA Tour

- Emerging Golfer: Few or zero trips to Myrtle Beach, Tighter
- Goals: Generate Awareness, Drive Action, Establish Brand Loyalty
- Tactics:
  - Paid Media:
    - Legacy: Golf Media, 3<sup>rd</sup> Party Emails, Radio, Television, Print Advertising
    - Emerging: Streaming
- 2023 Campaigns: Happy Place – Myrtle Beach, Kids Play Free at The Beach, Airline Specific, Canada Specific, “Where The Good Times Roll”
- Strategic Partnership: Barstool Sports
- Owned Content: Breaking Par with Charlie Rymer, Short Form Content
- Events: Social Media Scramble: September 22-24, 2023

**Groups Update:** Bob Harris presented on the group sales. Group sales in 2023 YTD results: 231 Group leads, 120,234 Group Lead Room Nights, 49,997 Definite Room Nights. Major sports dates to save include World’s Strongest Man (April 19-23<sup>rd</sup>), Conference Carolina’s Track + Field (April 28-29) and Sun Belt Conference Track & Field (May 11-13). Bob also provided a review of the 2023 CAN – AM Day events.

### Marketing Updates:

#### Paid Media:

- The team wrapped up a commercial shoot last week for new versions of Beach With The Best spots.

#### Owned Media:

- New show: Travel on The Spectrum is set to film starting May 1<sup>st</sup>.
- Life’s a Beach Podcast will launch in May as well.

#### Earned Media:

- Upcoming Storylines and outreach in addition to customized pitch bank to support seasons and themes.
  - Spring Experiences
  - Sensory Friendly Travel aligning w/Autism Awareness Month in April
  - Live Music/CCMF FAMs
  - Media/Influencer FAMs/Hosting
- Earned Media Impressions are up 65% YTD – this excludes any mentions of the Spy Balloon.

#### Brand Amplification Programs :

- Partnership with Lidl just kicked off on April 1<sup>st</sup>. Over the weekend 2,500+ entries. Contest runs through April 30<sup>th</sup>. It is being promoted in all Lidl stores and through social reach.
- New partnership with PROOF Alcohol Ice Cream set to kick off Memorial Day weekend and contest will run through Labor Day.
- Partnership with Reeds Jewelry will be a contest based around Mother’s Day.

SAVE THE DATE: MAY 11<sup>th</sup> – Visit Myrtle Beach’s National Travel and Tourism Marketing Event  
- Registration is now open on chamber events calendar. Feel free to invite all marketing professionals.

**Other Business:** None

**Meeting Adjourned:** 10:32, Kristin Call – Motion, Woody Brownson – 2<sup>nd</sup>, All Approved.