



**Marketing Council Meeting Minutes  
February 12, 2019**

**Myrtle Beach Area Chamber of Commerce Boardroom**

**Marketing Council Members in Attendance:** Steve Mays, Matt Klugman, Larry Bond (via phone), Alex Husner, Ryan Swaim, Tom Tse, Monty Morrow, Billy McGonigal, David Nelson, Robert Stinnett,

**Staff in Attendance:** Karen Riordan, Scott Schult, Diane Charno, Mary Mroz, Amy Villasenor, Bob Harris,

**Call to Order:** 8:35 a.m.

**Approval of Minutes**

- **2018 Results-** Staff presented 2018 results against stated goals which included First Time Visitors, Media Coverage, Social Engagement, Deplanement Growth, ROI and Group Room Nights. Marketing strategies including media mix, markets, and creative samples were shared. Digital Content Strategy, public relations, social programs and PR recap video were reviewed. An update of the Brand Amplification program plus Air Service Growth, Promotion and Group Sales were provided. Several Tourism Performance Indicators were presented including Occupancy, ADR, RevPar and Deplanements. CCU and STR Reports were compared and trended very closely while annualized results demonstrated a relatively flat year compared to 2017, despite fall interruptions. Also presented were monthly tracking surveys highlighting awareness and advertising recall. Overall Myrtle Beach trends in the #1 or #2 spot with competitors. This research continues in 2019.
- **2019 Destination Marketing** -Staff also presented a brief overview of 2019 campaigns including Beach House Giveaway, Winter Campaign, National Plan Your Vacation Day, Valentine's Day and Entenmanns. Five (5) Media Missions are planned – NYC, DC, Atlanta, Houston and KC. 48 Media will be in the area during Travel South and a May Media Hosting is planned along with ongoing National pitching throughout the year. Group Sales is off to a good start with several shows under their belt and 2 Best of Show wins.
- **2020 Tip Program** – The task force is hard at work putting together the benefit offerings for 2020. A meeting is scheduled for the upcoming week and there will be more to report at the next council meeting.

**Adjourned:** 10:01 a.m.