

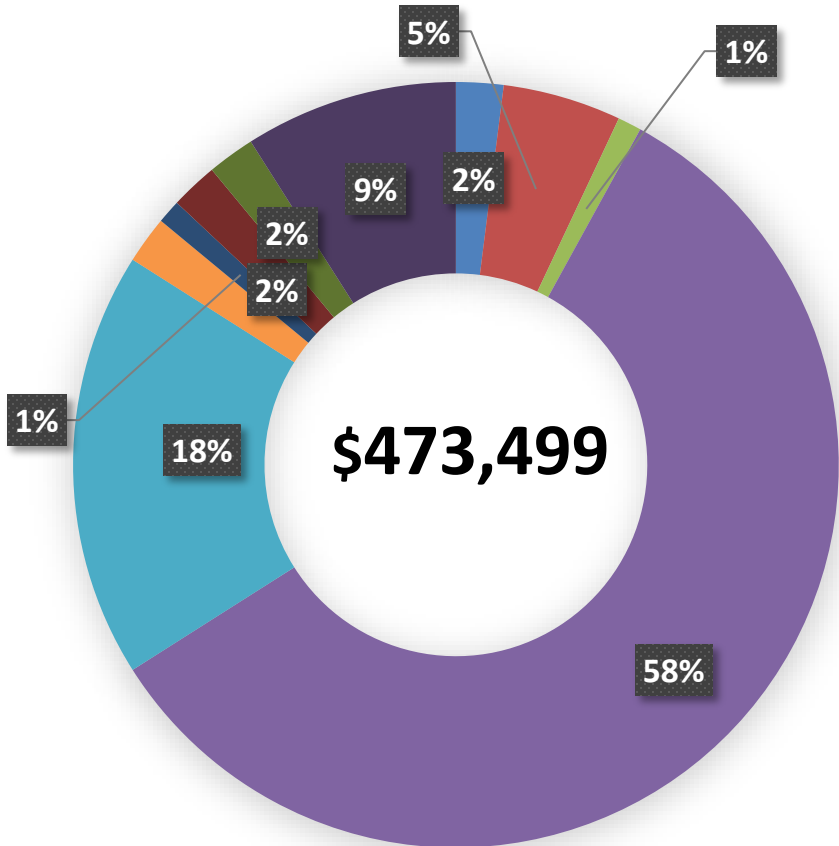


October – December 2022 Update

Promoting Myrtle Beach as a premiere year-round destination

Oct-Dec 2022 Myrtle Beach A-Tax Allocations

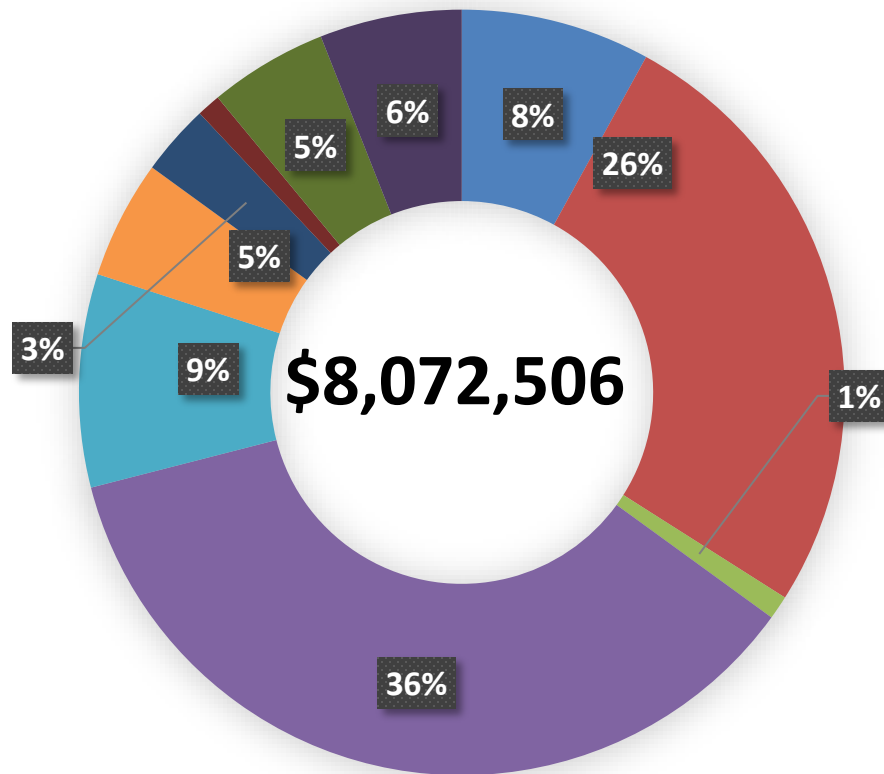
A-TAX Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including increased focus general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Air Service - \$10,826.72 - 2%
- Creative Development - \$22,675.70 - 5%
- Destination Publicity - \$2,557.02 - 1%
- Digital - \$275,299.22 - 58%
- General Consumer Promotion - \$85,667.79 - 18%
- Group Sales - \$7,466.54 - 2%
- International Promotion - \$2,767.49 - 1%
- Outdoor & Print - \$13,584 - 2%
- Research - \$9,552.95 - 2%
- Television - \$43,102 - 9%

Oct - Dec 2022 Myrtle Beach TDF Allocations

TDF Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns will be supported with research and tracking to maximize return on investments.



- Air Service - \$684,461.54 - 8%
- Creative Development - \$2,131,514.84 - 26%
- Destination Publicity - \$60,857.41 - 1%
- Digital - \$2,871,964.31 - 36%
- General Consumer - \$763,292.22 - 9%
- Group Sales - \$386,241.30 - 5%
- International - \$226,207 - 3%
- Outdoor & Print - \$74,825 - 1%
- Research - \$432,222.70 - 5%
- Television - \$440,919.93 - 6%

Fall 2022 Marketing


Partnered with Food + Wine, bon appetit and Conde Nast

View in Browser

FOOD & WINE

Visit Myrtle Beach SOUTH CAROLINA

Dear Food & Wine member:
We're always searching for special offers to benefit Food & Wine members. Here's a delicious cuisine destination from one of our partners that we thought might interest you.



Get ready to shine and dine

In Myrtle Beach, we're big on the fun, colorful experiences that can only come from discovering new favorite foods with your favorite people. With 60 miles of beach and more than 2,000 restaurants to try, your best self shines when you dine at The Beach.

EAT HERE

bon appetit



THE HANGOUT

Family Dining: Because enjoying dinner isn't just for adults

The Hangout | For one of the most fun dining experiences you'll ever have, head to **The Hangout**, a new local favorite. A meal here isn't just a meal, it's a full-fledged production. There's a foam machine, a giant sandbox, a firepit, a mermaid bar, and a wishing well—and that's just the start of it. Live music sets the tone, American favorites please even the pickiest of eaters, and daily games and contests keep the kids entertained. Come for dinner and you'll probably stay a while.

LuLu's | Run by Lucy Buffett, the little sister of singer Jimmy Buffett, **LuLu's** is all about the good times. The food here is all made from scratch with a focus on local, seasonal ingredients, and the vibes give off big-time family-reunion energy. With a beach volleyball court, an arcade, and a ropes course, there's action around every corner at LuLu's. Tunes are always in the form of live music, and seasonal events happen regularly, so there's always something to do here.

Condé Nast
Traveler



A Vacation For Every Season

South Carolina's Myrtle Beach is far more than a beach town. With 60 miles of beautiful Atlantic coastline and 14 unique neighborhoods, this laid-back destination offers endless reasons for memorable moments every day and every season. Welcome to The Beach—where the good times are in progress.

FALL: FOOD

Even at the beach, the fall is still just fall. As the season transitions, local favorites and new favorites alike are in season. From the classic seafood and steaks of the Myrtle Beach area to the fresh seafood and local produce of the Myrtle Beach area, there's always something new to try. The fall is the perfect time to enjoy the best local seafood, steaks, and seasonal produce for a family-friendly meal.

The South Carolina Seafood Festival is a celebration of the state's rich seafood heritage. It's a festival that brings together the best of the state's seafood industry and the best of the state's seafood lovers. It's a festival that's open to everyone and everyone's invited.

In the heart of the Myrtle Beach area, the South Carolina Seafood Festival is a celebration of the state's rich seafood heritage. It's a festival that brings together the best of the state's seafood industry and the best of the state's seafood lovers. It's a festival that's open to everyone and everyone's invited.

In the heart of the Myrtle Beach area, the South Carolina Seafood Festival is a celebration of the state's rich seafood heritage. It's a festival that brings together the best of the state's seafood industry and the best of the state's seafood lovers. It's a festival that's open to everyone and everyone's invited.

WANTED: FAMILY

Linear and Advanced TV



Top Channels included Bravo, ESPN, TBS and FreeForm

Beach 'n Chili

MYRTLE BEACH, SC



Chef Swap at The Beach

6-episode cooking show on Cooking Channel focused on local chefs




Holiday 2022 Marketing

Inviting guests back to a bigger, brighter holiday season

The holidays are bigger, brighter & *Beach-ier* here.

See all the holiday happenings across 60 miles of beaches
VisitMyrtleBeach.com/Holidays



20 MILLION VISITORS

Like more than 20 million visitors per year, when Santa needs a vacation he heads to The Beach. As you walk through the lights, see how Santa spent his vacation and snap pics along the way for a chance to win!

3.2 MILLION PASSENGERS

On the 1st day of his Beachmas trip, Santa arrived in style, giving his reindeer a break by flying into town on a nonstop flight to Myrtle Beach International Airport, becoming one of the 3.2 million travelers served each year.

157,000 HOTEL ROOMS

On the 2nd day of Beachmas, Santa hung around his room. He slept in late, got free breakfast, took a dip in the pool and thoroughly enjoyed one of the more than 157,000 hotel rooms The Beach has to offer.



Oceanfront Lights & Holiday Festival
NOV. 17 – DEC. 23

LIGHTS DISPLAY NIGHTLY | 6-9 P.M.
FESTIVAL OPEN EVERY THURSDAY-SUNDAY

Experience a mile-long oceanfront lights display along the Myrtle Beach Boardwalk, plus a Family Fun Zone, holiday market, live entertainment & much more!



Scan here for event details & tickets:



WinterWonderlandatTheBeach.com

Fall/Winter Accolades

TRIPADVISOR

10 MOST POPULAR U.S. TRAVEL DESTINATIONS FOR THE FALL

U.S. NEWS AND WORLD REPORT
BEST FAMILY VACATIONS IN THE US

CONVENTION SOUTH
2022 READERS' CHOICE AWARD WINNER

FODOR'S TRAVEL
THE 11 BEST U.S. DESTINATIONS TO VISIT DURING THE FALL OFF-SEASON



Winter
WONDERLAND
AT The Beach
PRESENTED BY:

Southwest | myrtle beach
INTERNATIONAL AIRPORT

MYRTLE BEACH AUDIENCE SEGMENTS

Beach Sophisticates

AGE 35- 54 | HHI \$100K+ | Travel Spend of \$5K+ |
Southeast, Northeast and Midwest

Family Tides

AGE 35-54 | HHI \$50-\$150K | Travel Spend of \$2-\$5K
100% Children | Southeast, Northeast and Midwest

Classic Beachers

AGE 45-74 | HHI \$50-\$125K | Travel Spend of \$2-\$5K
Southeast, Northeast and Midwest

Playful & Practical

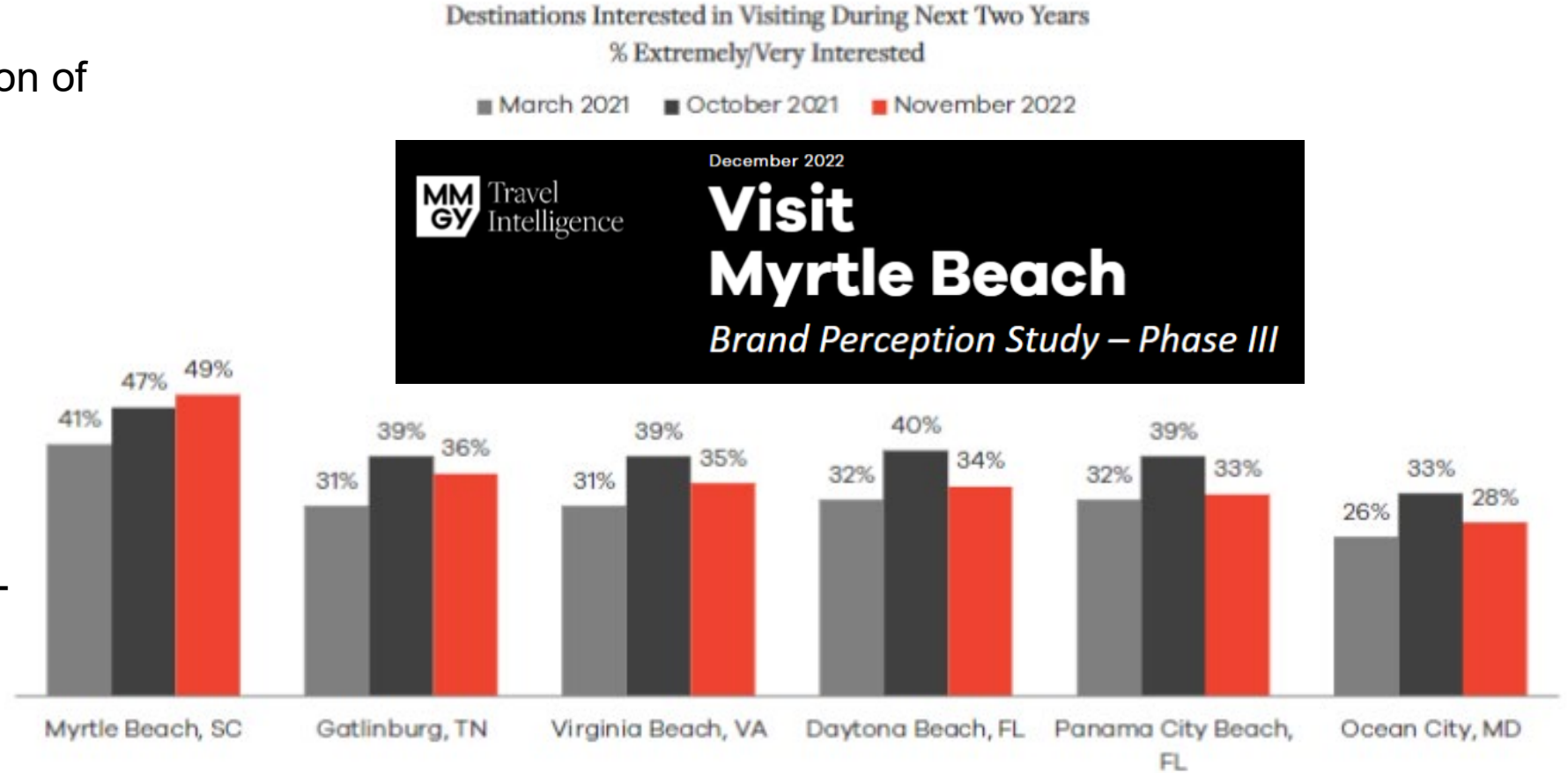
AGE 25-44 | HHI up to \$150K | Travel Spend of \$2-5K |
Southeast, Northeast and Midwest

Brand Perception Study – Phase III

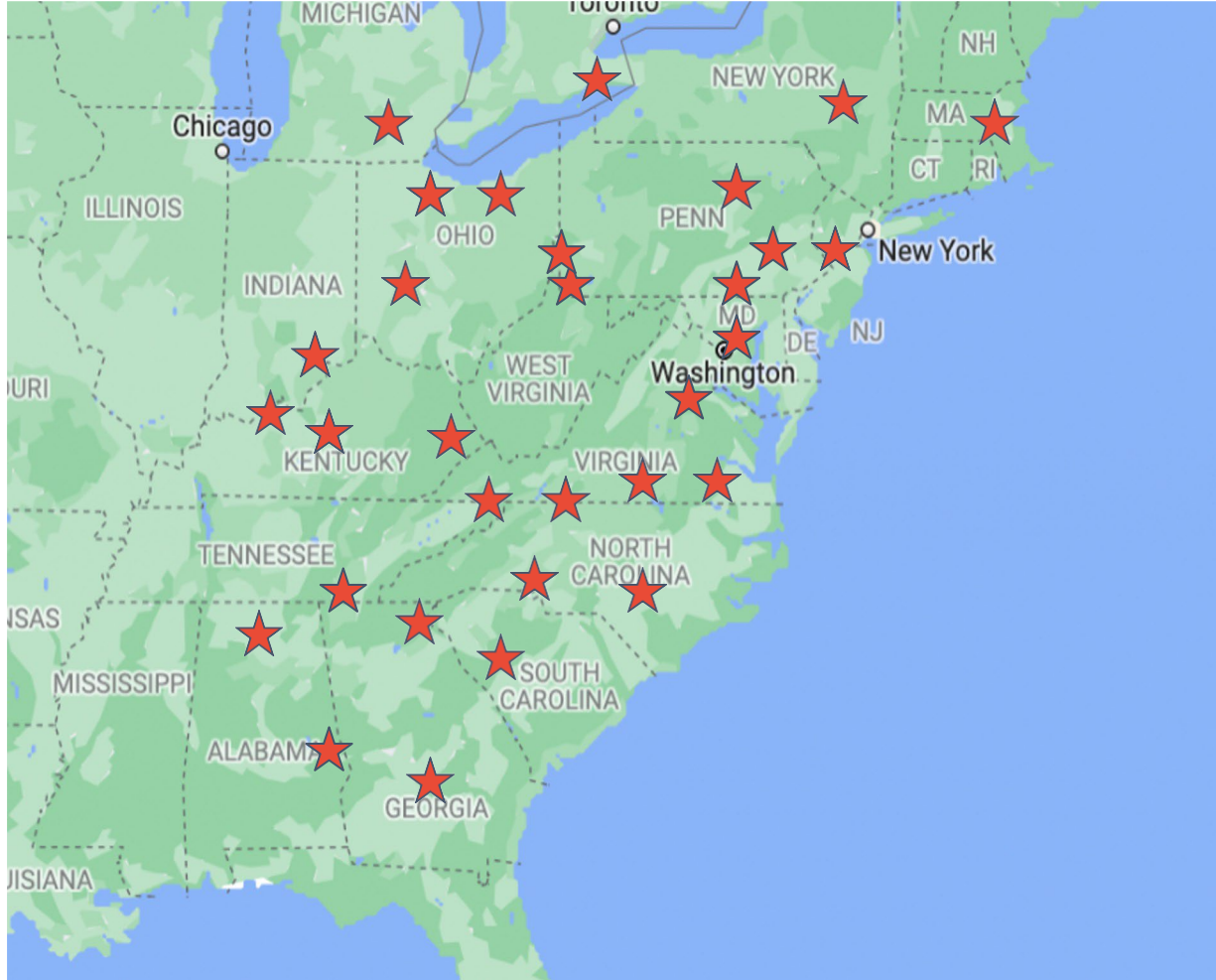
December 2022

Key Takeaways from Study:

- There continues to be an increased positive perception of Myrtle Beach
- **Interest in visiting Myrtle Beach Increased from October 2021, even while interest in visiting other competitive destinations decreased.**
- Visitors rated Myrtle Beach higher on all destination attributes compared to non-visitors.



2023 Spring/ Summer Markets



Albany/Schenectady/Troy
Atlanta
Augusta
Baltimore
Boston
Buffalo
Charleston/Huntington
Charlotte
Chattanooga
Cincinnati
Cleveland
Columbus OH
Detroit
Greensboro/High Point
Greenville/Spartanburg/
Asheville

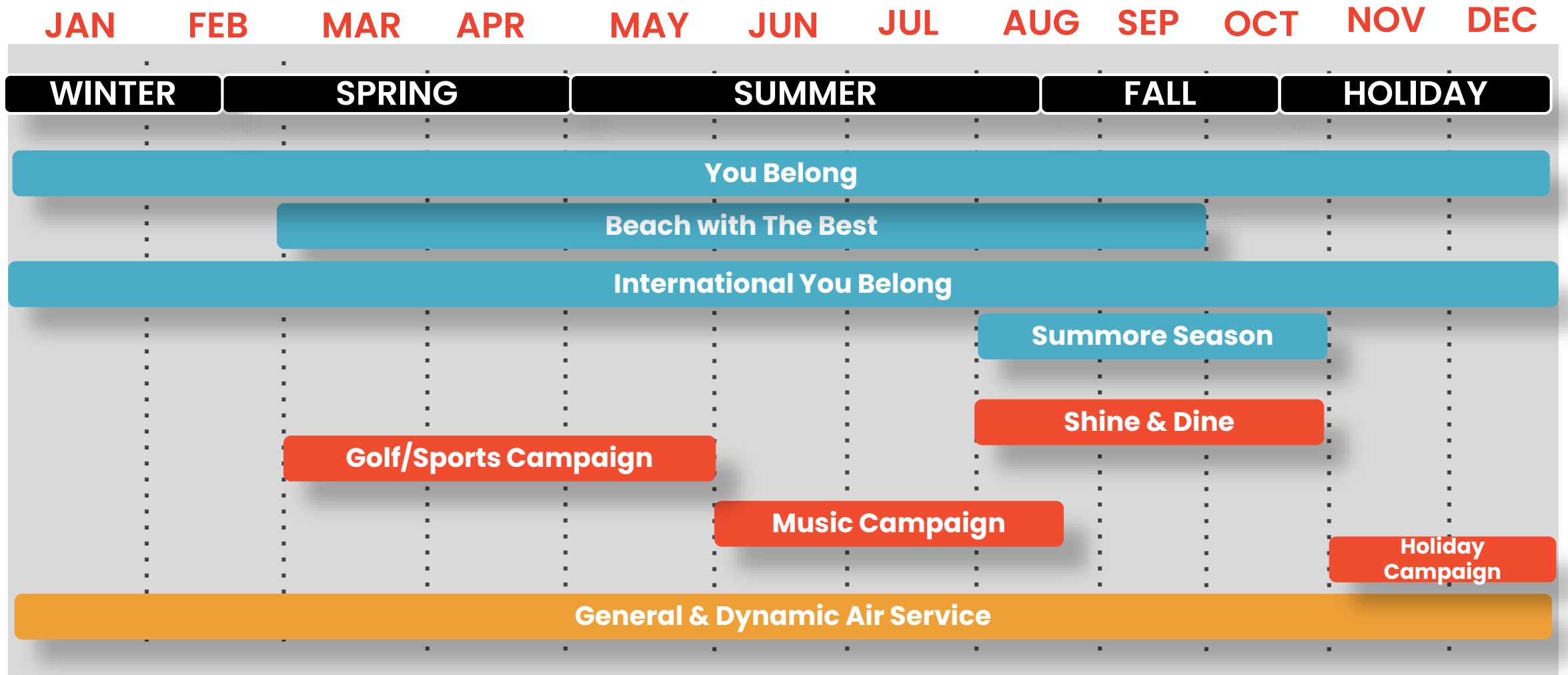
Harrisburg/Lancaster
Johnstown/Altoona
Knoxville
Lexington
Louisville
New York
Norfolk/Portsmouth
Philadelphia
Pittsburgh
Raleigh/Durham
Richmond/Petersburg
Roanoke/Lynchburg
Tri-Cities-Tn-Va
Washington Dc
Wilkes Barre/Scranton
Youngstown

Content Focus

While The Beach continues to be the primary driver of visitation during peak season, we will increase emphasis and content production on the topics that will encourage people to visit year-round.



2023 Leisure Campaign Calendar



Seasonal Periods



Brand Campaigns (Audience Based)



Interest/Experience Based Campaigns



Tactical Campaigns

What's coming up next...

April 19-23rd: During the four-day event, 30 of the world's top strongmen professional athletes will go head-to-head in a series of strength competitions such as lifting 500-pound weights.



Conference Carolina's Track + Field – April 18-29
Sun Belt Conference Track + Field – May 11-13



First Esports Competition March 10-11 at The Hangout

This first-of-its-kind event will feature an eight-team collegiate Rocket League invitational as well as an open Super Smash Bros Ultimate bracket for local area high school students. Colleges from around the East Coast will take part in the two-day Rocket League competition with pool play and a double elimination bracket, while the high school Super Smash Bros Ultimate competition will be a one-day double elimination event.

CAN-AM Days

March 11-19



Highlights:

March 13th – Can-Am Reception at MBACC

March 14th- Can-AM celebration at Ripley's Aquarium

March 16th- Lunch, Bingo and Live Music at The Hangout

Military Appreciation Days

Saturday, May 27th – Parade and Family Picnic





SAVE THE DATE | JUNE 8-11, 2023



Myrtle Beach Area
CHAMBER of COMMERCE



VISIT
Myrtle Beach
SOUTH CAROLINA

THANK YOU FOR YOUR TIME!

Questions?

