



MARKETING

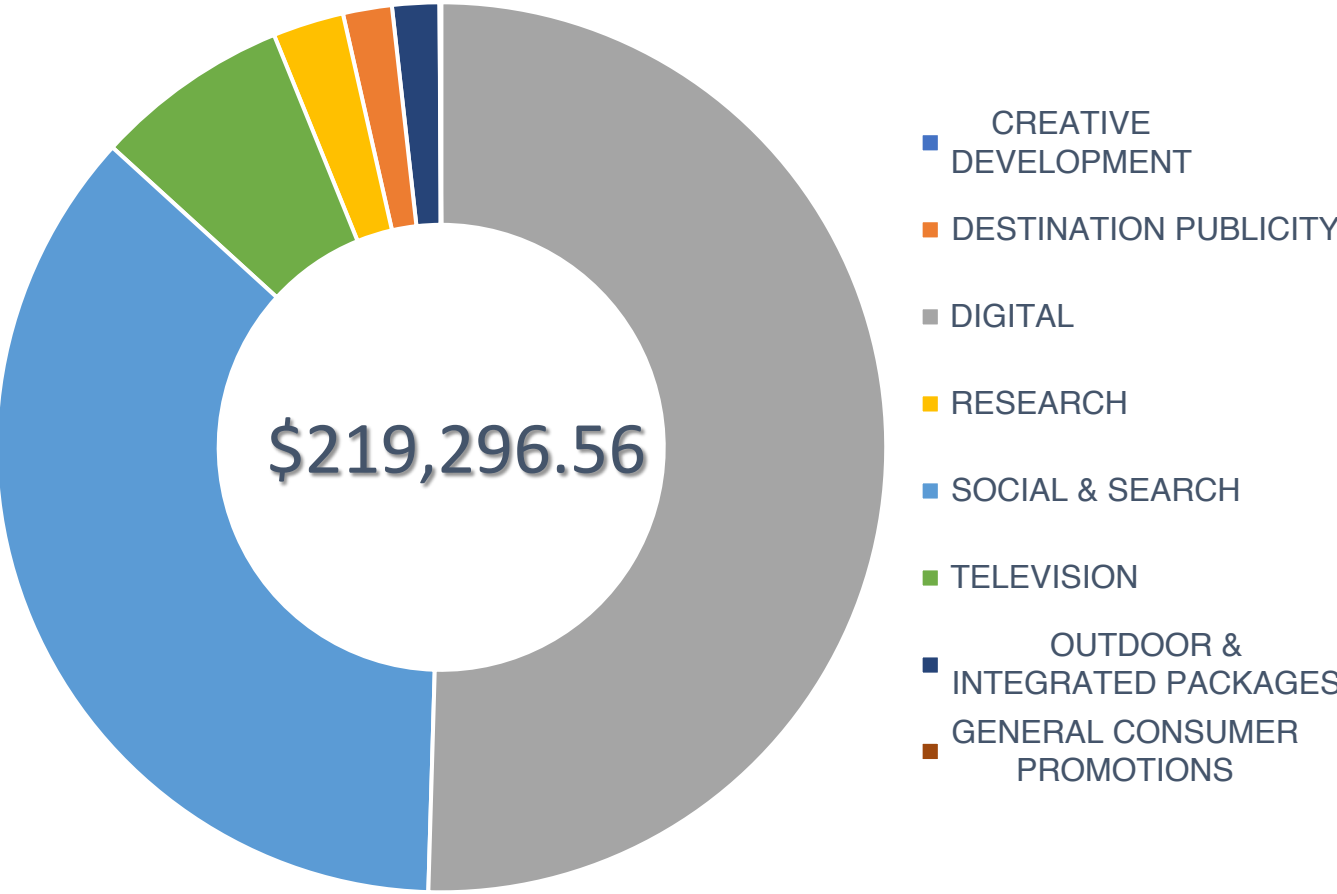
The Beach

Surfside Beach Marketing Update

Oct-Dec 2023 Repots

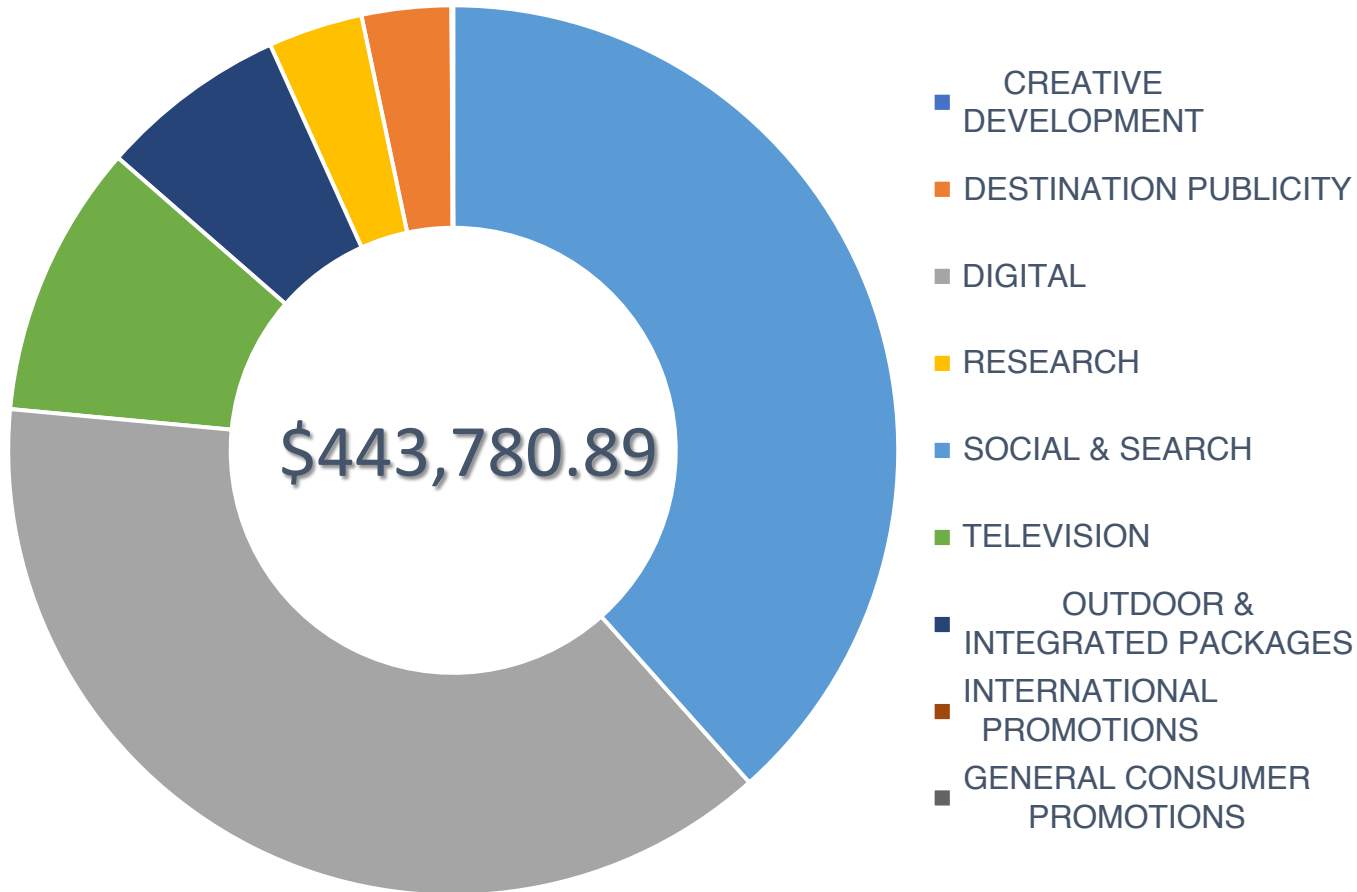
Presented March 2024

OCT-DEC 2023 ACCOUNTABILITY – SURFSIDE BEACH A-TAX INVESTED



MARKETING ACTIVITY	INVESTED	%
CREATIVE DEVELOPMENT	\$112.50	0%
DESTINATION PUBLICITY	\$3,894.40	2%
DIGITAL	\$110,659.81	50%
RESEARCH	\$5,664.43	3%
SOCIAL & SEARCH	\$79,624.96	36%
TELEVISION	\$15,564.83	7%
OUTDOOR/PRINT	\$3,765.98	2%
GENERAL CONSUMER PROMOTIONS	\$9.65	0%

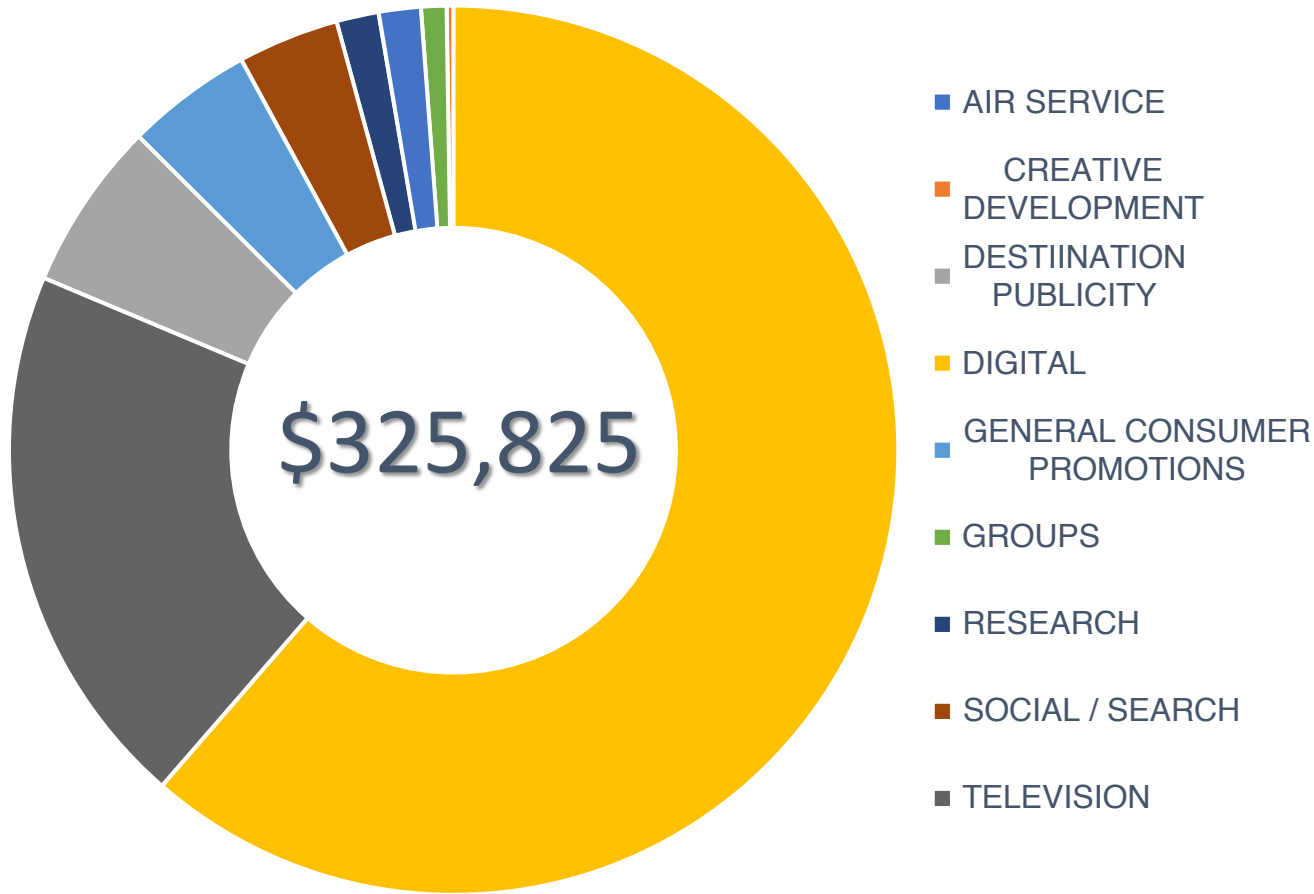
JAN-DEC 2023 ACCOUNTABILITY – SURFSIDE BEACH A-TAX INVESTED



MARKETING ACTIVITY	INVESTED	%
CREATIVE DEVELOPMENT	\$225.00	0%
DESTINATION PUBLICITY	\$14,444.35	3%
DIGITAL	\$168,944.70	38%
RESEARCH	\$15,248.99	3%
SOCIAL & SEARCH	\$170,449.64	39%
TELEVISION	\$44,125.23	10%
OUTDOOR/PRINT	\$30,307.86	7%
GENERAL CONSUMER PROMOTIONS	\$9.65	0%
INTERNATIONAL PROMOTION	\$25.47	0%

FY2024 SURFSIDE BEACH A-TAX BUDGET

MYRTLE BEACH



MARKETING ACTIVITY	INVESTED	%
AIR SERVICE	\$5,000	1%
CREATIVE DEVELOPMENT	\$825	1%
DESTINATION PUBLICITY	\$20,000	6%
DIGITAL	\$200,000	61%
GENERAL CONSUMER	\$15,000	5%
GROUPS	\$3,000	1%
RESEARCH	\$5,000	1%
SOCIAL AND SEARCH	\$12,000	4%
TELEVISION	\$65,000	20%

SURFSIDE BEACH A-TAX COLLECTIONS

MYRTLE BEACH

SURFSIDE A-TAX	TOTAL COLLECTED	MBACC 30%	SBB 70% + \$25K	% CHANGE
2019	\$709,740	\$205,422	\$504,318	
2020	\$668,867	\$192,260	\$475,607	-6.2%
2021	\$894,797	\$260,939	\$633,858	44.4%
2022	\$1,062,320	\$311,196	\$751,124	18.7%
2023	\$1,174,303	\$344,791	\$829,512	10.5%
2024 FORECAST*	\$1,176,240	\$345,372	\$830,868	0.2%

* Forecasted by Tourism Economics

SURFSIDE BEACH A-TAX 5% HOLD BACK

MYRTLE
BEACH

Advertising Mediums that reach tourists 50 miles or more away from the event you are promoting.

- Radio, television and digital advertising placed locally as both our radio and TV stations reach into Florence and beyond.
- Advertising in newspapers/magazines 50 miles or more (i.e Florence Area) newspapers. Same with Digital billboards - boards on I95 can qualify
- Social Media Advertising such as Facebook Boosted posts qualify, if you choose an audience 50 miles or more away.
- Website expenses can qualify if you have the marketing placed 50 miles or more.
- Costs for creative ads to be produced for the placements, TV or radio production, logo promotional giveaway items can all qualify. Balloons and banners and or directional signage at your event do not qualify as these are operational costs.

This is a guidance and not an exclusive list of what does and does not qualify

SURFSIDE A-TAX	TOTAL COLLECTED
CURRENT HOLDBACK BALANCE	\$107,511
2024 FORECASTED HOLDBACK*	\$17,268
TOTAL ESTIMATED HOLDBACK BALANCE	\$124,419

* Forecasted by Tourism Economics

INDUSTRY-LEADING AD ROI



Ad Investment ROI Study

\$1

in advertising
investment w/
Visit Myrtle Beach



\$167

RETURN ON INVESTMENT
for Direct Visitor Spending

\$22

RETURN ON INVESTMENT
for Local Tax Revenue

Top US domestic destinations, ranked on domestic* clicks to book, 2023

**Domestic = US-based users*

2023

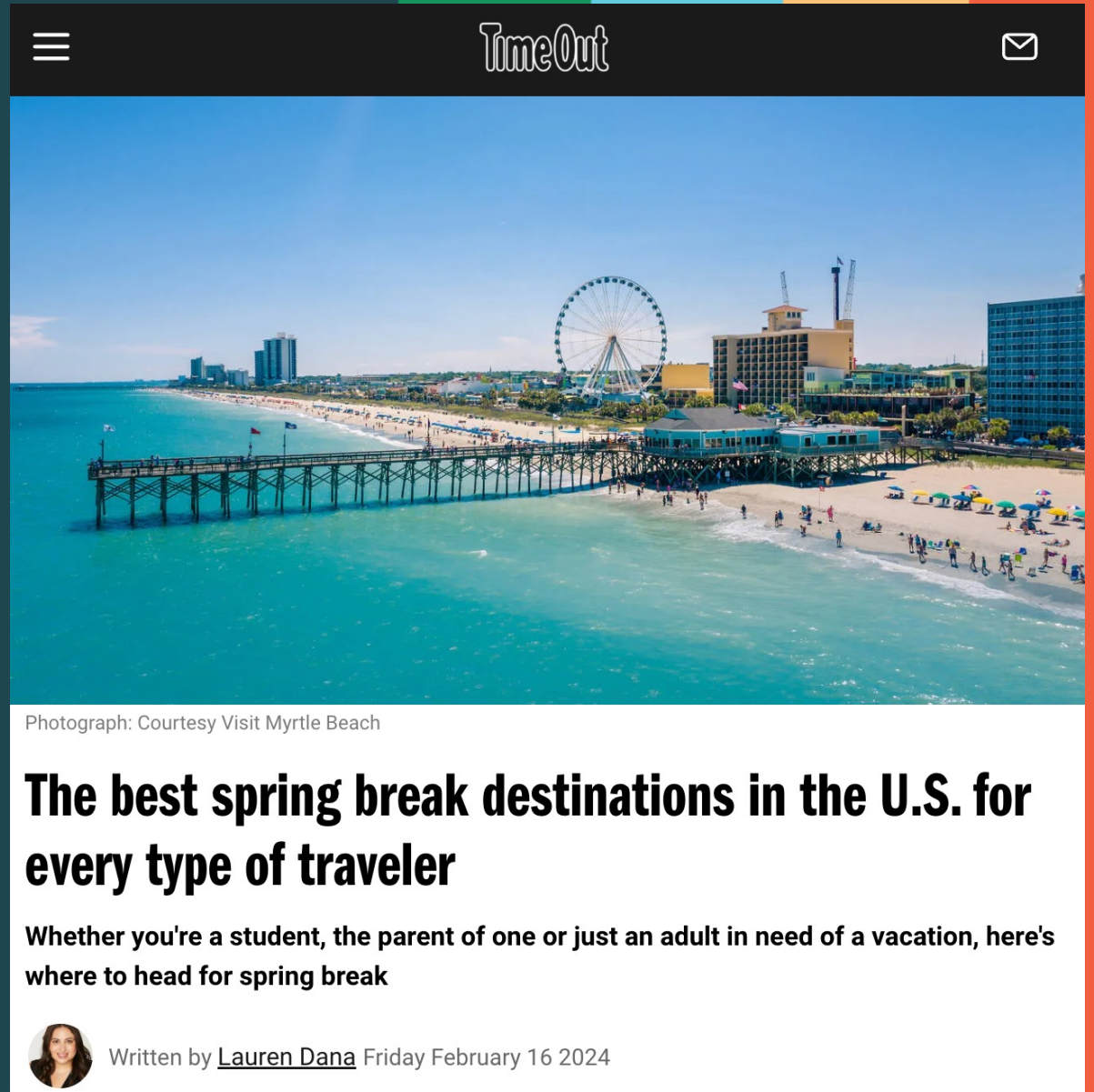
Top US Domestic Destinations, 2023

Rank	Destination	Rank	Destination
1	Las Vegas	11	Fort Lauderdale
2	New York City	12	New Orleans
3	Orlando	13	Los Angeles
4	Myrtle Beach	14	Washington DC
5	Honolulu	15	Boston
6	Key West	16	San Antonio
7	Miami	17	Pigeon Forge
8	Chicago	18	San Francisco
9	San Diego	19	Clearwater
10	Nashville	20	Atlanta



EVERYONE IS TALKING ABOUT THE BEACH

- Time Out's The Best Spring Break Destinations in the U.S for Every Type of Traveler
- HGTV's Top 10 Family Spring Break Vacations
- XOXO Bella's The 13 Most Fun Beaches in South Carolina for Families
- The Travel's 10 Top Travel Destinations in the U.S. for 2024 and 10 Friendliest States in the U.S. according to World Population Review
- Travel + Leisure's 10 Affordable Spring Break Destinations in the U.S. and Mexico
- Blogorama's Best East Coast Beaches for Families
- NYPost's The Most Popular U.S. Tourist Attractions by State
- Finalist in the North American Innovation SABRE Awards for Sensory-Friendly Influencer Program
- Golfweek Ranks 7 Myrtle Beach Layouts Among America's Top 200 Resort Courses
- And several more for both January and February...

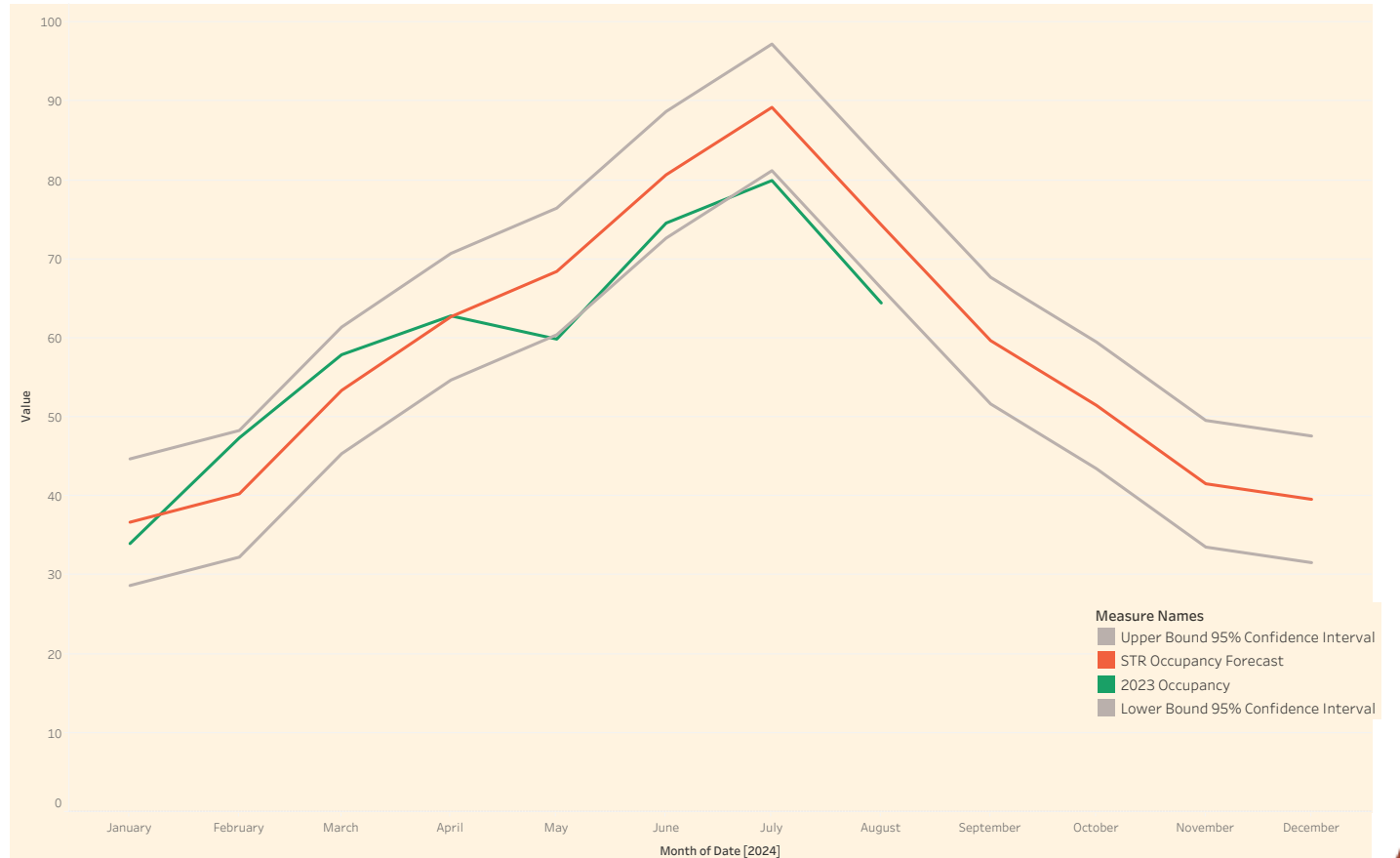


The image shows a screenshot of a TimeOut article. At the top, there is a black navigation bar with a white hamburger menu icon on the left, the 'TimeOut' logo in the center, and a white envelope icon on the right. Below the navigation bar is a large, vibrant photograph of a beach scene. The photo shows a long wooden pier extending into the turquoise ocean. In the background, there is a large Ferris wheel, several modern buildings, and a clear blue sky. People are visible on the beach and the pier. Below the photograph, the text reads: 'Photograph: Courtesy Visit Myrtle Beach'. The main headline of the article is 'The best spring break destinations in the U.S. for every type of traveler'. Below the headline is a sub-headline: 'Whether you're a student, the parent of one or just an adult in need of a vacation, here's where to head for spring break'. At the bottom left of the article, there is a small circular profile picture of a woman, followed by the text: 'Written by [Lauren Dana](#) Friday February 16 2024'.

2024 STR OCCUPANCY FORECAST COMPARED TO 2023

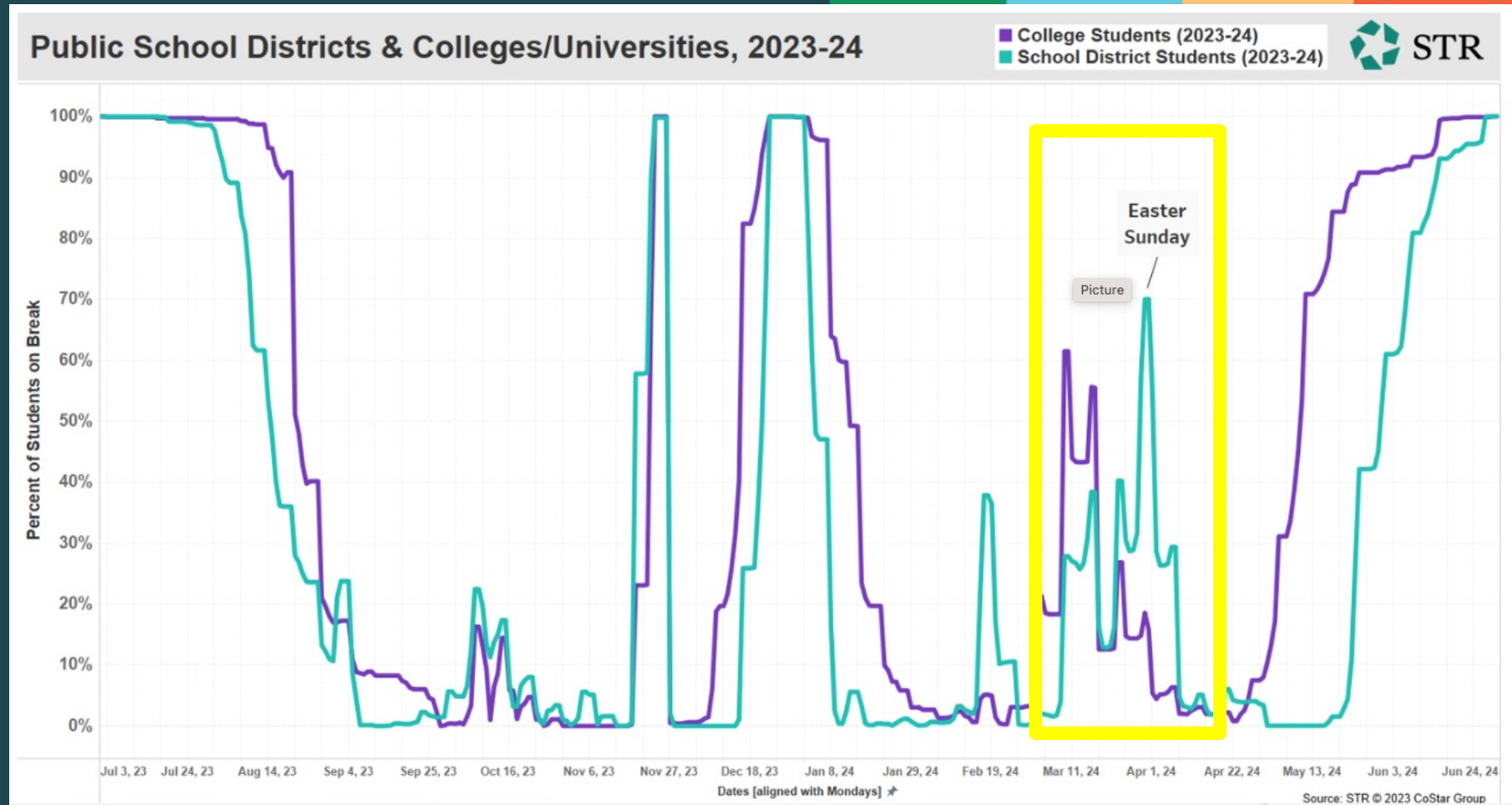
- The graph compares the 2024 monthly STR occupancy forecasts with the actual monthly STR occupancy for 2023.
- For Q1 2024, we expect the STR occupancy to be on par or lower than 2023.
- For Q2 and starting of Q3 2024, we expect an increase in the occupancy compared to 2023.

2024 Monthly STR Occupancy Forecast vs 2023 Monthly STR Occupancy



SPRING BREAK PEAK EXPECTED BETWEEN MARCH 9TH – APRIL 1ST

- Easter is March 31st
- Colleges 3/9-3/17 (like 2023)
- K-12: 3/23-4/1 (like 2018)



DEPLOYED ADDITIONAL MEDIA TO DRIVE SPRING DEMAND

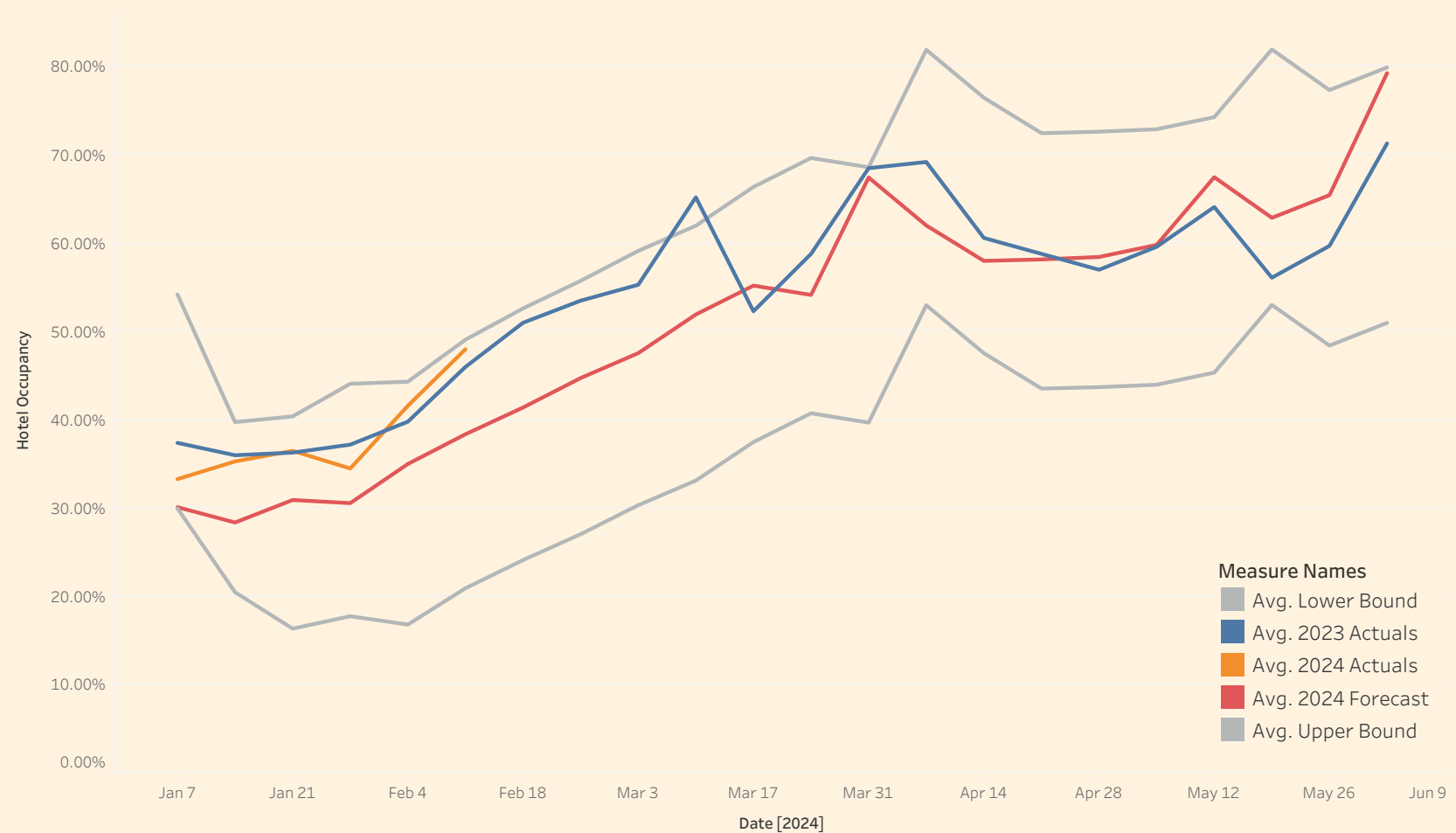
Shifted Additional Media to March

- Expanded Linear & CTV Buys
- More Lower Funnel Strategies
- Targeting Audiences Ready to Travel Now
- Increase Spend in Regional Drive Markets to Capture Last Minute Travelers

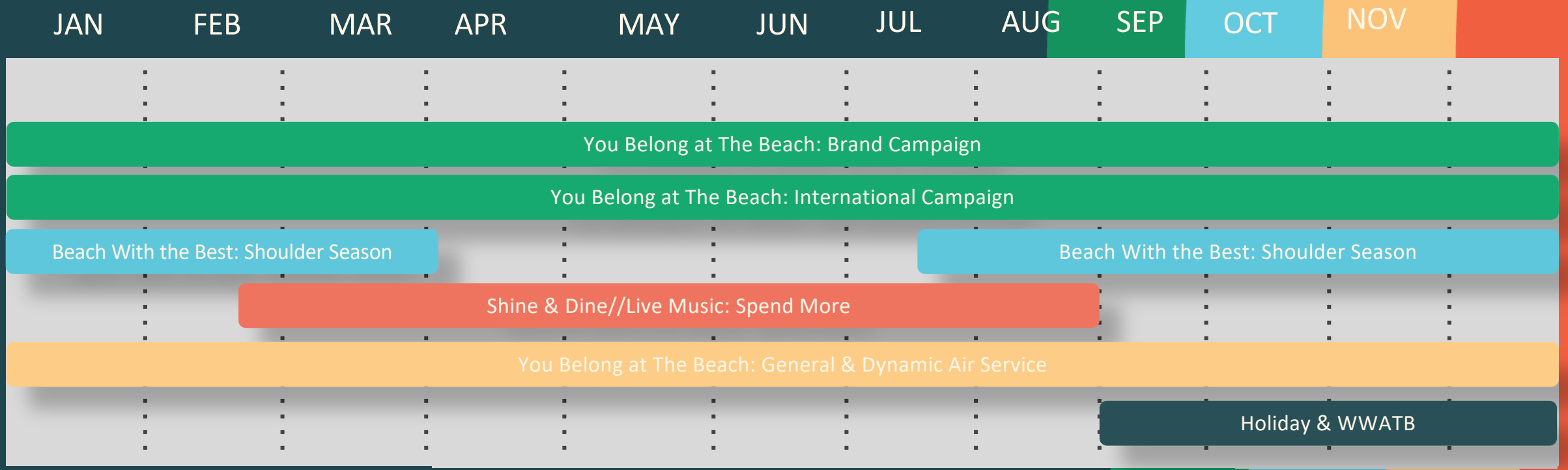
Q1 2024 HOTEL OCCUPANCY STARTING TO SURPASS 2023

- Though the model predicted that 2024 occupancy would remain below 2023 levels in Q1 2024, actual occupancy numbers have started to surpass 2023 levels since the 1st week of Feb.
- This improvement in occupancy results from lower-than-expected gas prices and reduced inflation.
- Improved consumer sentiment in recent months has also likely had a positive impact on occupancy.

2024 Hotel Occupancy Forecast vs Actuals vs 2023 Hotel Occupancy



2024 LEISURE MESSAGING ROADMAP



- Brand Building & Loyalty
- Shoulder Season
- Air Service
- Focused Consumer Spend
- Holiday & WWATB

PAID TV & DIGITAL MEDIA DRIVE AWARENESS & DEMAND

- Linear & CTV: Peacock, TravelDesk, Appersand, Nexxen
- Programmatic Display: Travel Desk, Sojern, Epsilon, (Video, Native, Dynamic, Display, High Impact)
- Paid Search: Google, Microsoft Ads
- Paid Social: Meta (FB, Insta), YouTube, Pinterest, Reddit
- Travel Endemic: Trip Advisor, Travel Zoo, Expedia
- Podcasts: Pandora, Spotify



SPRING INTEGRATED PACKAGES

- Southern Living
- Food & Wine
- Travel + Leisure
- Town + Country
- The Local Palette
- Grit
- Conde Nast Traveler
- New York Times

MBACC SURFSIDE BEACH UPDATE MARCH 2024

Winter? **HARDLY KNEW HER.**

If there's one place to escape winter, it's The Beach. You can spend your days strolling the coastline, listening to live music in beach bars and eating the best fresh-food food on the East Coast. Myrtle Beach, South Carolina, is 60 miles where you belong all year long. Take a break from your basic winter. Make it beachy instead.

VisitMyrtleBeach.com

VISIT
Myrtle Beach
SOUTH CAROLINA

SOMETHING'S BREWING AT
The Beach

Breweries are right at home in Myrtle Beach, South Carolina.

Barefoot Landing

Back-Damn Brewing

Newer to the area, but no less prominent, are a pair of breweries in two vibrant, up-and-coming parts of The Beach. From its location in **The Market Common**, a chic shopping and dining district, **Tidal Creek Brewhouse** brews more than beer. They also make coffee and espresso drinks, including a citrus-hopped cold brew. At **Crooked Hammock Brewery** in the **Barefoot Landing** entertainment and shopping district, you'll come for the beer, food and cocktails, but you'll stay for the yard games or an open barstool swing at their "Tortuga Island" dock bar out on the water.

You must be bubbling with excitement at this point - start planning your trip to The Beach and get ready to hit the beer trail.

VISIT
Myrtle Beach
SOUTH CAROLINA

VisitMyrtleBeach.com

SPREADVERTORIALS & CUSTOM CONTENT

- More than Print, but custom content, digital takeovers, social, email and special events

The Great American Road Trip to *The Beach*

Myrtle Beach, South Carolina, is 60 miles of classic Americana.

Myrtle Beach is something of a modern classic. New resorts and developments continue to dot the area, adding the latest amenities and entertainment, but Myrtle Beach never forgets the past. If you know where to look, vintage American nostalgia can be found around every corner. Cruise through the 14 communities and 60 miles of The Beach for a blast from our American past.

- HUNTINGTON BEACH STATE PARK**
MURRELLS INLET
The Myrtle Beach area is home to two state parks. At Huntington Beach State Park, you can camp, hike, fish, go birding and even explore the one-of-a-kind Atalaya Castle.

- WARBIRD PARK**
MYRTLE BEACH
Located near The Market Common dining and shopping district, Warbird Park is both a park and WWII memorial where you can see three former Air Force planes up close.

- PEACHES CORNER**
MYRTLE BEACH
Peaches Corner has been the go-to lunch counter on the Myrtle Beach Boardwalk since 1937. Grab a burger basket before riding the SkyWheel and catching some tunes at The Bowery next door.

- WHEELS OF YESTERYEAR**
CAROLINA FOREST
This private collection of classic American cars started with a 1940 Ford and now includes 150 vehicles rotating on display. If you're a car enthusiast, this is a must-visit.

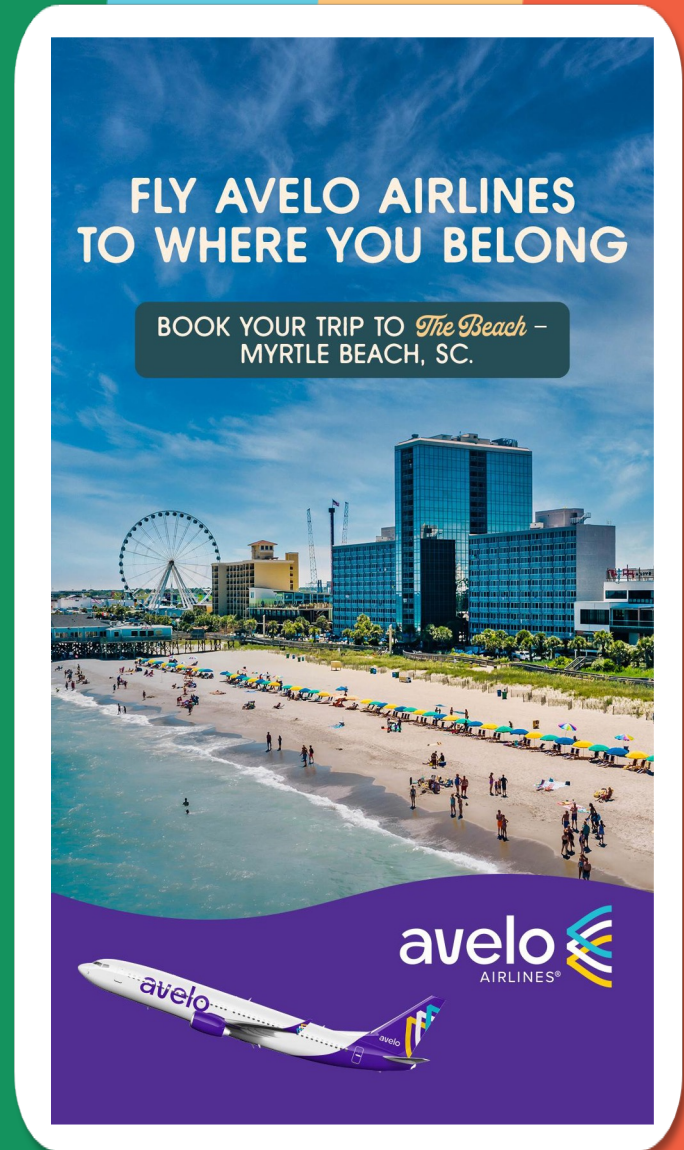
- MYRTLE BEACH FAMILY GOLF**
MYRTLE BEACH
Since the first U.S. course was built in 1961, Myrtle Beach has cemented itself as the Mini Golf Capital of the World. Choose your own adventure at one of Myrtle Beach Family Golf's four themed courses.

- FAT HAROLD'S BEACH CLUB**
NORTH MYRTLE BEACH
Fat Harold's is the home of the Shag, Myrtle Beach's own classic dance. Stop by any night of the week for tunes, but on Monday and Tuesday nights, you can learn the steps from the pros.


VISIT
Myrtle Beach
SOUTH CAROLINA

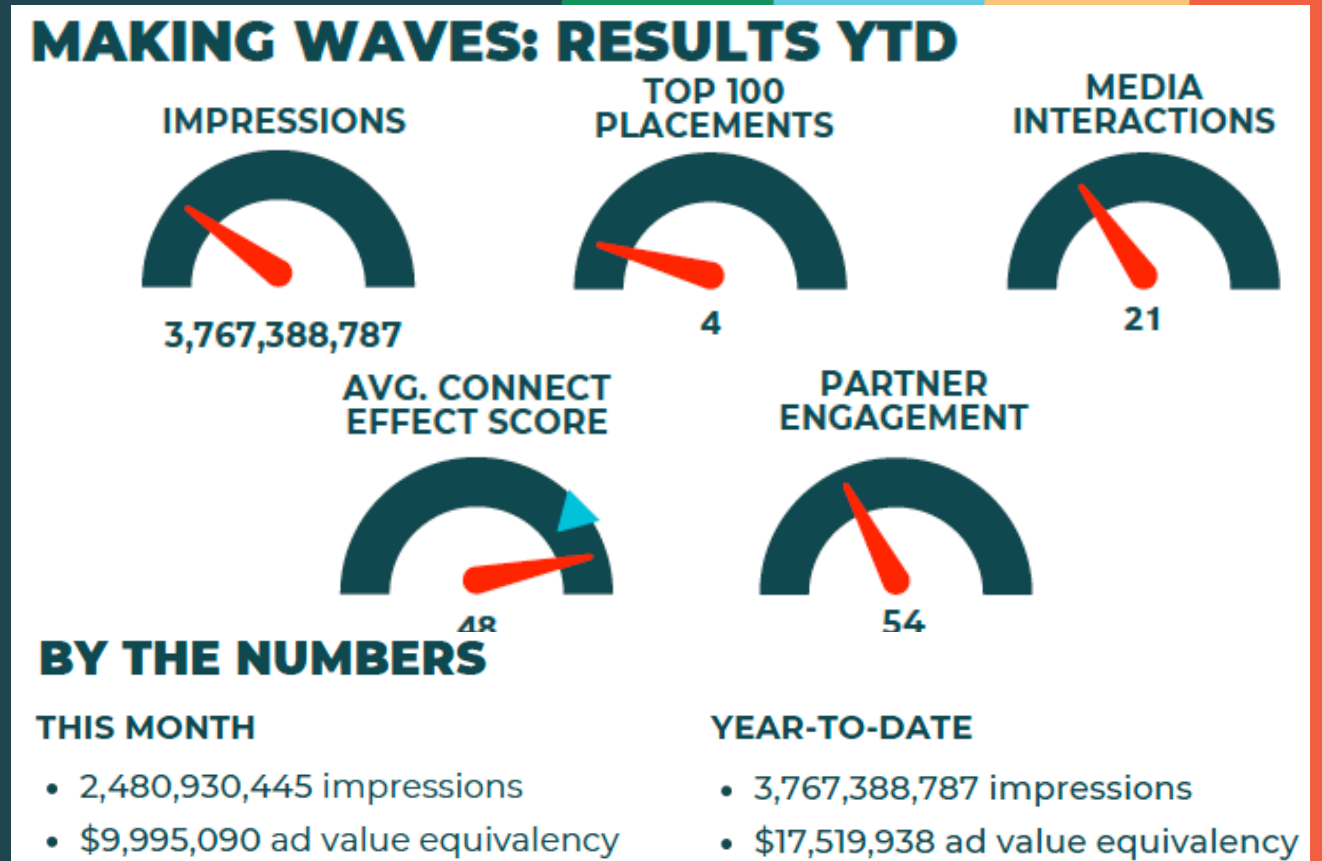
SPECIALTY CAMPAIGNS AUGMENT PRIMARY LEISURE CAMPAIGNS

- General Air Service: Primarily Digital & Social
- Community Events: Digital & Social
- International: BrandUSA, Television, Digital & Social
- B2B: Meetings, Sports, Groups Media, Complimented with Digital, Social and Search
- Brand Partnership Activations, such as College Basketball



PUBLIC RELATIONS

- New Developments Release
- Spring Media Pitching
- Culinary Campaign
- Sensory-Friendly Campaign
- IMM New York Mission
- STS Domestic Showcase
- Travel South Global Showcase
- Stepping Out with Joseph Rosendo, PBS & Create TV



TELLING SURFSIDE BEACH'S STORY

The VMB content army continues to share the Surfside Beach story and capture new content, including the recent shoot at the Pier. Expect more highlights online, in PR and future shows!

- 6 New Photo Shoots – NEW PIER!
- Finding Our Flavor Episodes
- Sensory-Friendly Influencer Fam
- Traveling the Spectrum TV Show 2024
- Chef Mason is hosting Chef Swap at the Beach 2024!

VISIT
Myrtle Beach
SOUTH CAROLINA

Traveling [∞]→

the spectrum



CHEF SWAP AT THE BEACH

- Season 1 now available on ChefSwap.com, YouTube, GoUSAtv, and Spectrum OnDemand
- Season 2 Premiered Saturday, March 2nd at 7pm ET on The Cooking Channel and runs through April 13th.



VMB SURFSIDE BEACH TARGETED PROMOTIONS & CONTENT

- *Community Editorial – Visitor Guides/Web Page on VMB.com*
- *Community Video on VMB.com*
- *Events Promoted thru Social Channels such as the annual BBQ Festival*
- *Featured in many Blogs and Social Media Posts*
- *Included in Beach Easy Media YouTube Shows*
- *Inclusion in E-newsletters*
- *Inclusion in PR and content partnerships*
- *Inclusion in ad campaigns, including TV, digital ads and integrated content partnerships*

A promotional graphic for Surfside Beach. At the top left, there is a red heart icon with '94.5' inside, next to the word 'COMMUNITIES' in an orange box. The main title 'ENJOY FAMILY TIME IN Surfside Beach' is written in a large, white, cursive font over a background image of a beach with a pier. Below the title, the text 'A TOWN WHERE QUALITY TIME COMES EASY' is written in bold, dark blue letters. To the left of this text is a small image of a plate of food. Below the food image is a section titled 'Local's Tip' in red, followed by a paragraph of text. To the right of the 'Local's Tip' section is another paragraph of text. At the bottom right, there is a final paragraph of text.

COMMUNITIES

ENJOY FAMILY TIME IN
Surfside Beach

**A TOWN WHERE QUALITY
TIME COMES EASY**

Local's Tip

You can't forget about the most important meal of the day – breakfast! Head on over to Benjamin's Bakery, a staple of Surfside for years. Benjamin's roasts their own coffee and bakes their own bagels, pastries, and breads daily, so you know that everything is fresh and delicious. Many restaurants in the area serve rolls from Benjamin's, so you may have had it before and didn't realize!

Incorporated in 1964, Surfside Beach has long been known throughout the Grand Strand as a "family beach." Surfside's pristine beaches are cleaned daily and supervised by lifeguards and police, giving families peace of mind while their children play on the beach.

In 2016, the Surfside Beach town council signed a proclamation to make Surfside Beach the first autism-friendly travel destination in the United States, further establishing their reputation as a beach for all families. Now the town is full of restaurants and businesses that are trained and ready to meet the needs of autism families. There are also several beach access points that offer showers, restrooms, and accessible ramps for persons with disabilities.

Be sure to visit the area around Surfside Beach Pier, which has dining options ranging from pizza and burgers to seafood and steaks, as well as several hangouts and shopping spots. After years of rebuilding, the Surfside Beach Pier is finally open! Featuring shops and restaurants as well as a sturdy, state-of-the-art design, the Pier is the perfect spot for families to enjoy fishing, the sunset, an ice cream cone and more. Be on the lookout for announcements on events and exciting updates!

PAID SOCIAL & DIGITAL ADS



 Visit Myrtle Beach, South Carolina   
Sponsored · 

Known as "The Family Beach," Surfside Beach, SC, touts pristine beaches, seven public parks and tons of fun for everyone.



visitmyrtlebeach.com
Families Love Surfside 
Make waves around The...

   1.5K 99 comments 69 shares

 Like  Comment  Share

 Visit Myrtle Beach, South Carolina   
Sponsored · 

Surfside Beach, SC, is open for everyone. With great beaches, parks and restaurants, your family will love hanging out in Surfside.



visitmyrtlebeach.com
Come See "The Family Beach" 

   2.4K 180 comments 64 shares

 Like  Comment  Share

PAID DIGITAL ADS



ESTIMATED 2023 VALUE OF SURFSIDE BEACH MARKETING

This is conservative number and doesn't include the value of photography and footage included in Visit Myrtle Beach's **\$20 million** dollar leisure television and digital campaigns.

MEDIA	IMPRESSIONS	VALUE
TWO WEBSITES & EMAILS	+120M Impressions 2 Websites and 15+ Email Inclusions	+\$100,000
SOCIAL MEDIA & CONTENT	+7M Impressions +80 Story Inclusions +5 Photo Shoots +2 YouTube Show Inclusions	+\$100,000
PUBLIC RELATIONS	+750M Impressions	+\$1M
PAID PROMOTIONS	+21M Impressions	+\$100,000
PUBLICATIONS	+750K Impressions	+\$30,000
TOTALS	+1.65 Billion Impressions	\$1.33 Million

HIGHLIGHTS

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 - **@MyMyrtleBeach**
 - **@VisitMyrtleBeach**