



CVB MARKETING PLAN

Promoting the Myrtle Beach as a premiere year-round destination

Destination Marketing Achievements

- Consistently broke REVPAR records for the market
- Successfully introduced the new membership model
- Grew our content army
- **Drove > 200:1 ROI**
- **(#2 in the country)**

Longwoods International ROI Study



Every \$1 invested in the 2021 Myrtle Beach advertising campaign generated \$180 in direct visitor spending and \$24 in taxes

2022 Accolades & Awards

- **7 Best Beaches in South Carolina** – AFAR
- **Perfect Vacation Spots for Families Traveling with Disabilities and Autism** – Fodor’s Travel
- **11 Best U.S. Destinations to Visit During the Fall** – Fodor’s
- **Best Places to Celebrate The Fourth of July Across the U.S.** – Mapquest Travel
- **Best East Coast Beach Towns to Live In** – Stacker
- **Ultimate Destination for Families** – Southern Living
- **Best Resorts to Stay in Across South Carolina** – Southern Living
- **Best Water Parks in The USA** - Timeout
- **10 Best Resorts in South Carolina** – Travel + Leisure
- **One of Most Affordable Places to Buy a Beach House in The U.S.** – Travel + Leisure
- **Top 25 Hotels for Families** – TripAdvisor
- **Q2 2022 Top 20 US Cities Ranked by Searches (#4 for Beaches)** – TripAdvisor
- **Q3 2022 Top 20 US Cities Ranked by Searches (#4 for Beaches)** – TripAdvisor
- **20 Best Places to Visit in The Carolinas** – U.S. News and World Report
- **Best Places to Visit in June** – U.S. News and World Report
- **Best South Carolina Beaches** – U.S. News and World Report
- **Best Family Vacations in the U.S** – U.S. News and World Report
- **25 Top Family Weekend Getaways in the U.S.** – U.S. News and World Report
- **Best Family Spring Break Destinations** – U.S. News and World Report
- **30 Best Dog-Friendly Beaches in the U.S.** – U.S. News and World Report
- **Fastest Growing Places in the U.S. in 2022-2023** – U.S. News and World Report
- **32 Top Cheap Weekend Getaways in the U.S.** – U.S. News and World Report
- **Tourism Office of The Year** – Southeast Tourism Society

Destination Search Demand

● myrtle beach
Search term

● virginia beach
Search term

● daytona beach
Search term

● panama city beach
Search term

+

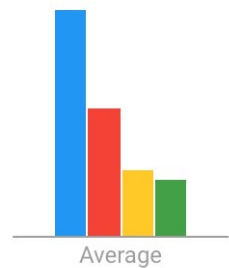
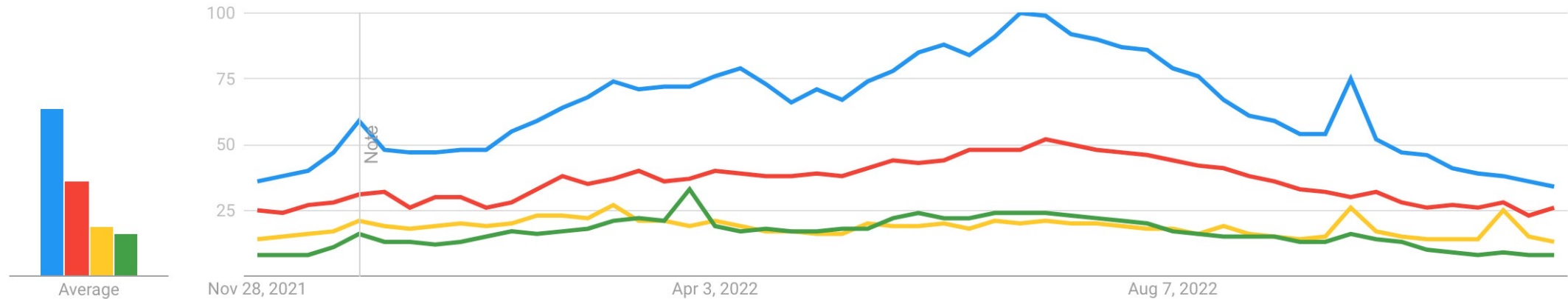
United States ▾

Past 12 months ▾

All categories ▾

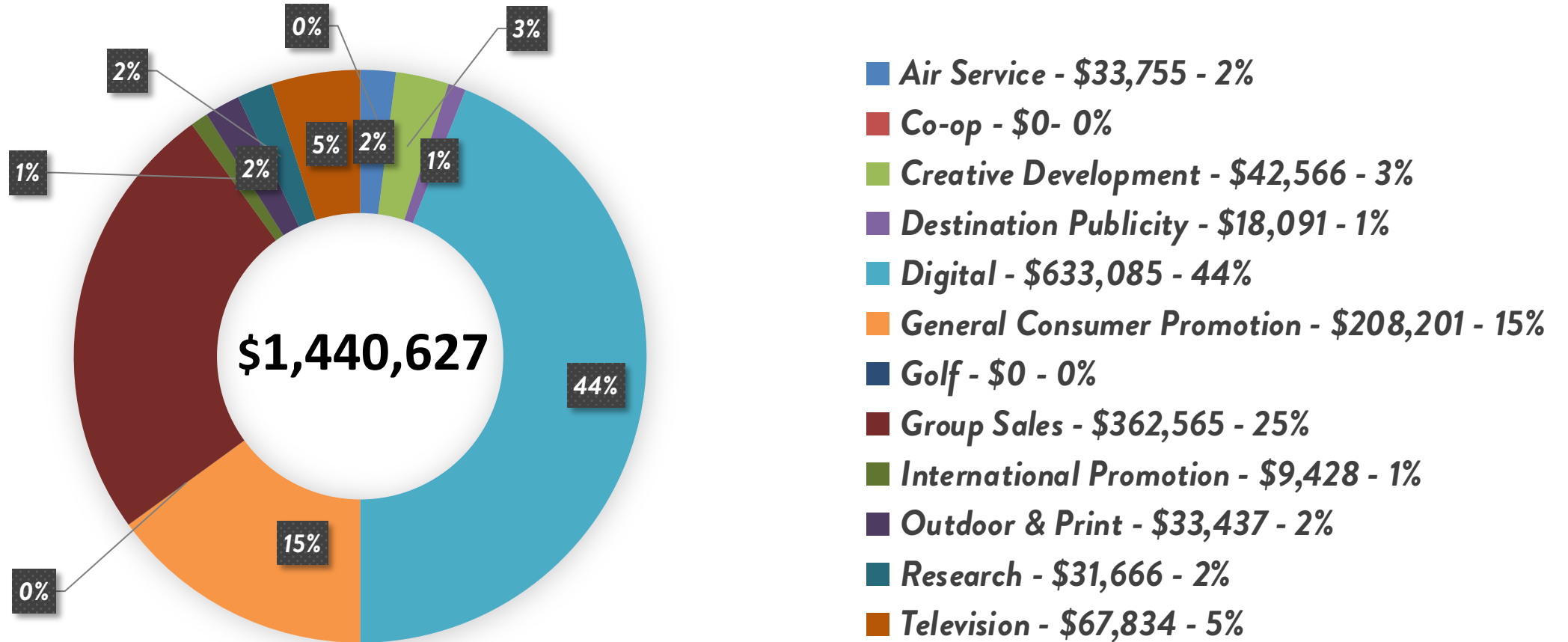
Web Search ▾

Interest over time ⓘ



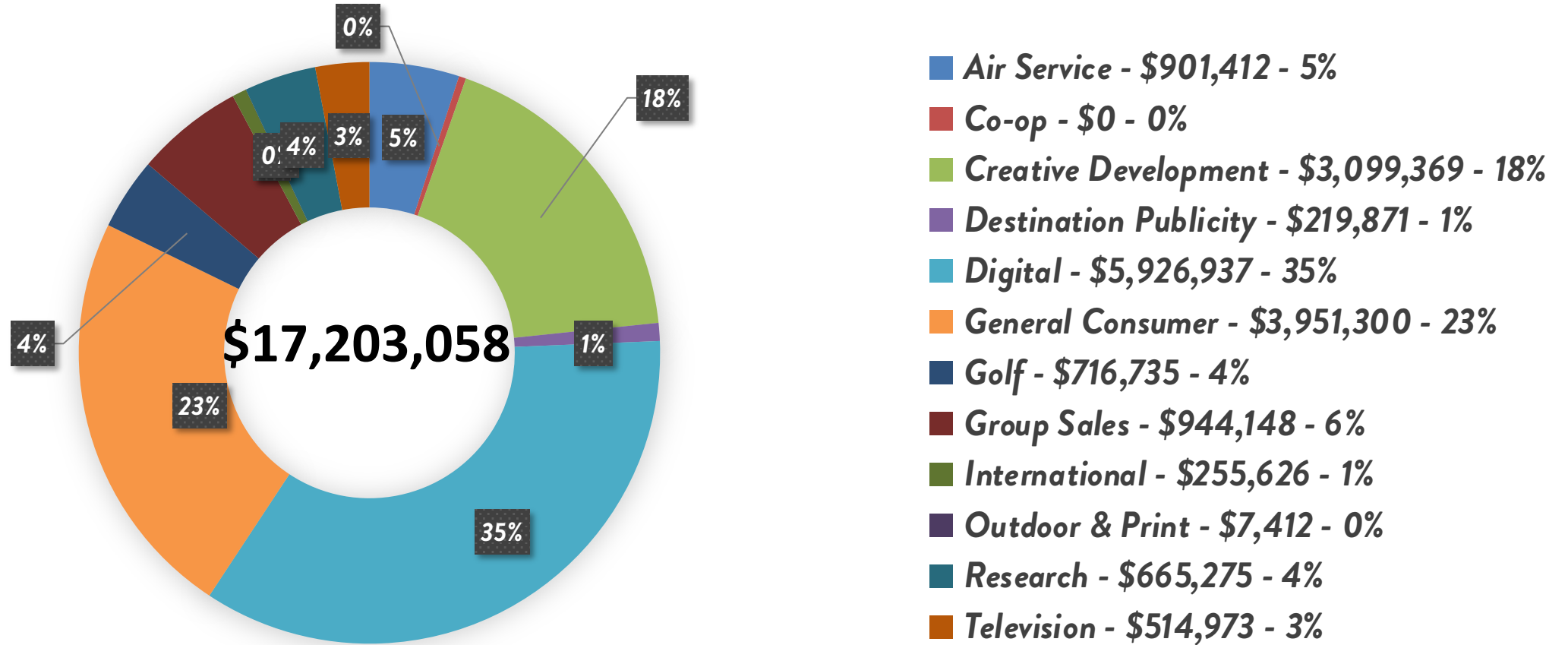
Jan - Sept 2022 Myrtle Beach A-Tax Allocations

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



Jan - Sept 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.





LONG-TERM MARKETING GOAL

To position the Myrtle Beach area as a year-round destination of 60 miles of “beach plus” among high value travelers who spend more, book earlier, stay longer, and return more frequently.

Organizational Objectives

Lead destination growth through comprehensive and integrated marketing programs that inspire visitation, generate visitor demand, and lead to growth in tourism visitation and expenditures.

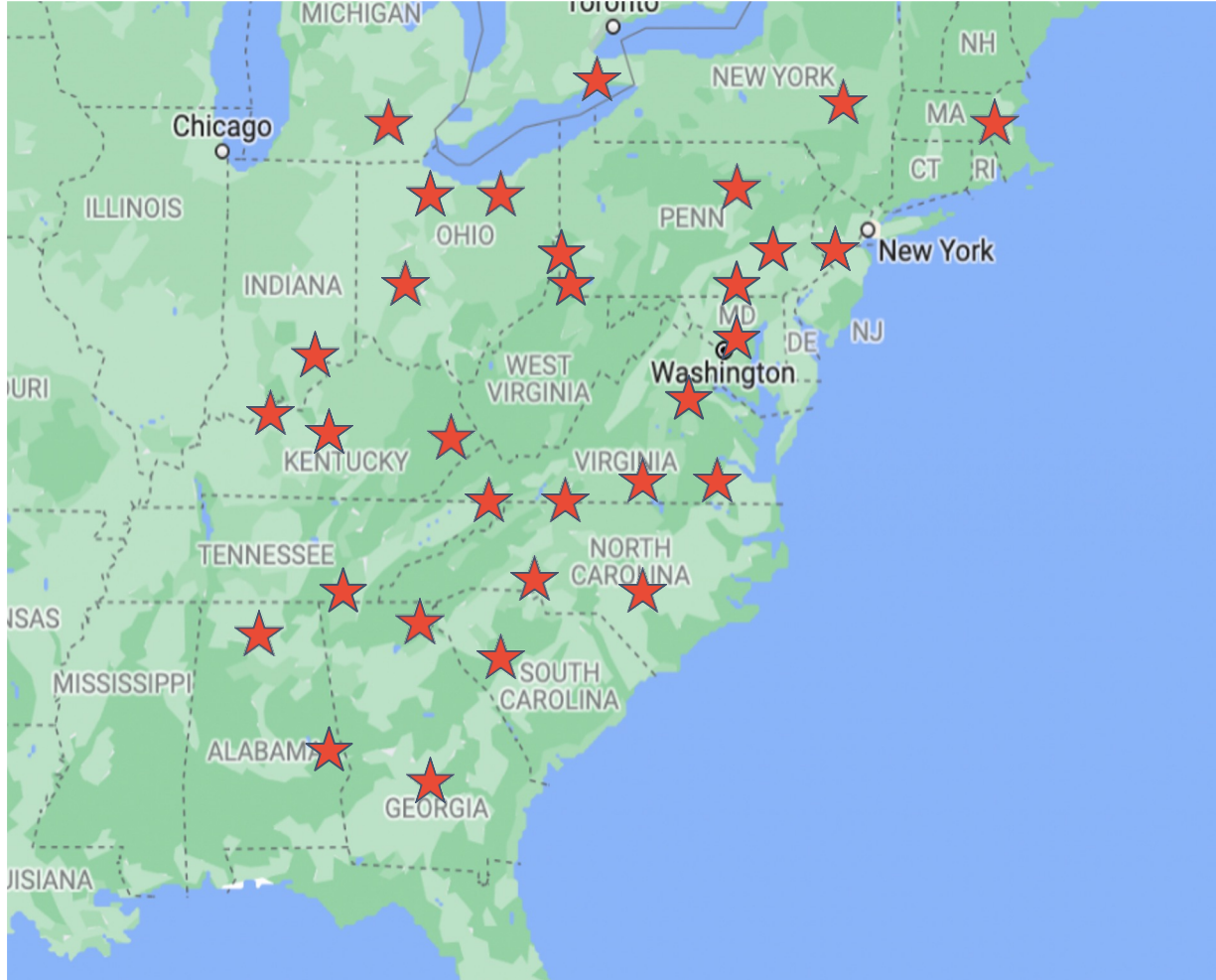
- ✓ Increase average length of stay
- ✓ Increase average RevPAR
- ✓ Increase visitation during shoulder and holiday seasons
- ✓ Increase tourism-related tax collection
- ✓ Increase investor value
- ✓ Improve resident sentiment and support of tourism.

Market mix
is determined
by many
factors

Market Mix

- **Market size and proximity**
- **Direct airlift access**
- **Relative advertising costs**
- **Current macro & micro trends**
- **Arrivalist visitation**
- **Measured online demand**
- **Consumer planning behavior**
- **Key Data vacation rental data**

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

THE MYRTLE BEACH VISITOR

Age 30-65 | HHI \$50K+ | Travel Spend of \$5K+ | Highly Concentrated in the Southeast, Northeast and Midwest Regions of the U.S.

GENERAL OVERVIEW

The Myrtle Beach visitor is comfortable with who they are and does not seek to change themselves for others. They place a lot of emphasis on building community and believe that if they take care of themselves, they'll be a better friend, partner, parent and neighbor. They place a lot of value in quality time, so they are eager to plan or participate in activities that they can enjoy with the other people in their lives.

KEY TRAVEL MOTIVATORS

The Myrtle Beach visitor is a convenience- and deal-seeking traveler whose destination selection is motivated by where they can find good weather during a time of year that works best for them. When they find a destination they like, they make the effort to return whenever they can. The Myrtle Beach visitor tries to prioritize taking multiple vacations throughout the year and prefers to select locations that provide them a relaxing environment for a good value. When on vacation, they want to feel like the best version of themselves.

Family Oriented
Community Minded
Value Researchers
Fun Seekers
Traditionalists
Money Managers
Tech Savvy but Suspicious
Open Minded
Indecisive
Foodies
Culturally Conscious
Loyalists
Sports Fans
Adventurous
Happy-Go-Lucky

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

Content Focus

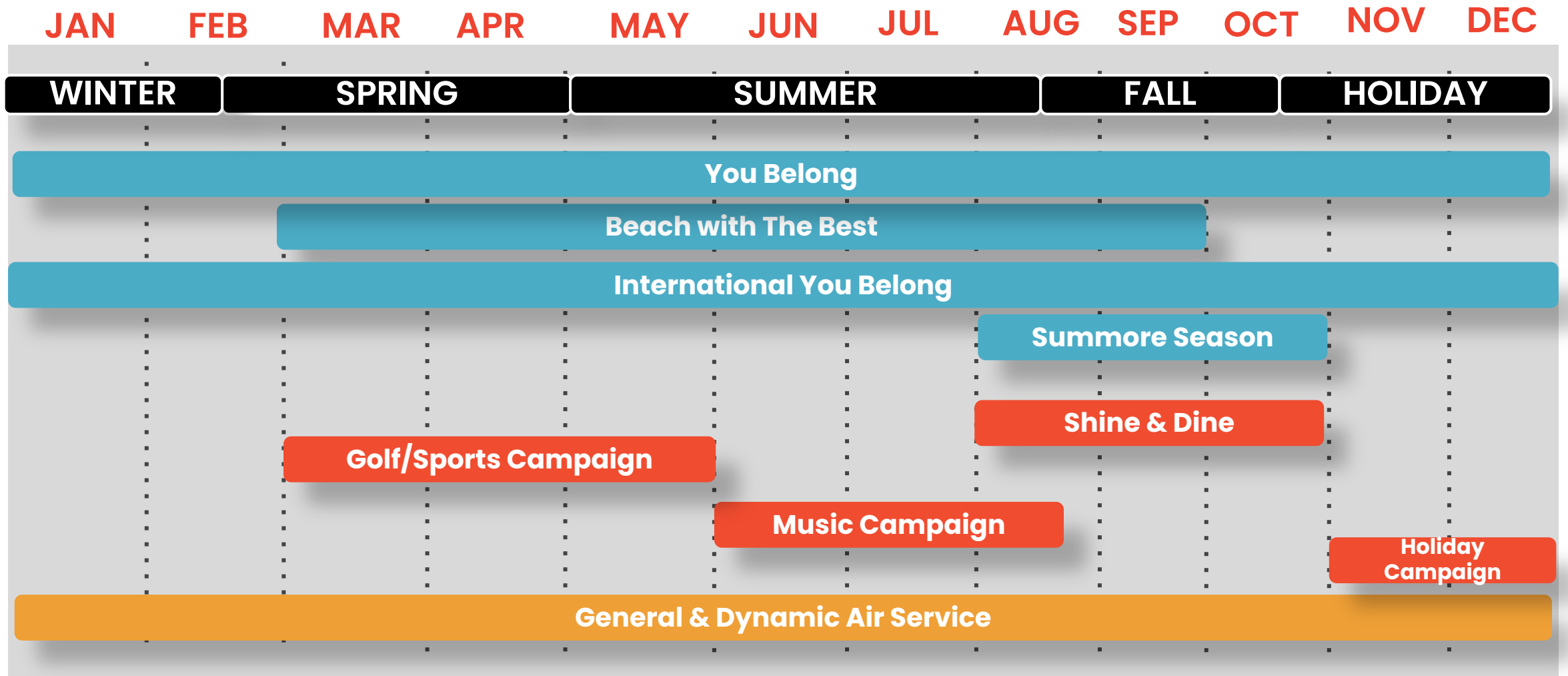
While The Beach continues to be the primary driver of visitation during peak season, we will increase emphasis and content production on the topics that will encourage people to visit year-round.



Campaign Purpose and Alignment

Campaign Type	Purpose	Campaign Names
Evergreen Brand	Introduce the brand; re-introduce the brand	You Belong at the Beach
Seasonal Brand	Enhance brand perception and brand equity	Beach with the Best, Summore Season
Interest/Experience-Based	Enhance brand affinity and loyalty	Shine & Dine, TBD
Tactical	Drive immediate conversions	Air Service

2023 Leisure Campaign Calendar



Seasonal Periods



Brand Campaigns (Audience Based)



Interest/Experience Based Campaigns

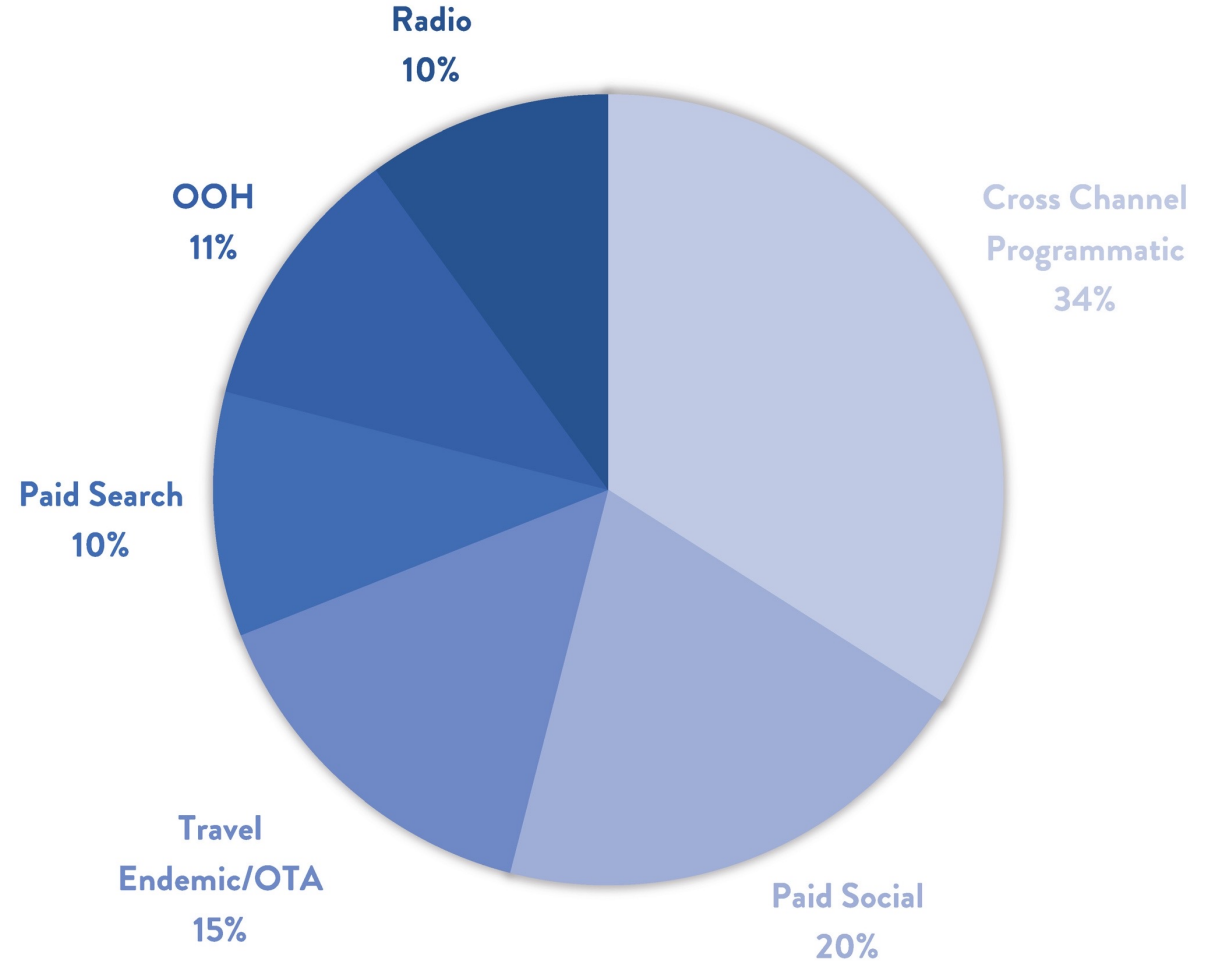


Tactical Campaigns

Air Service Marketing

Media Mix for 2023

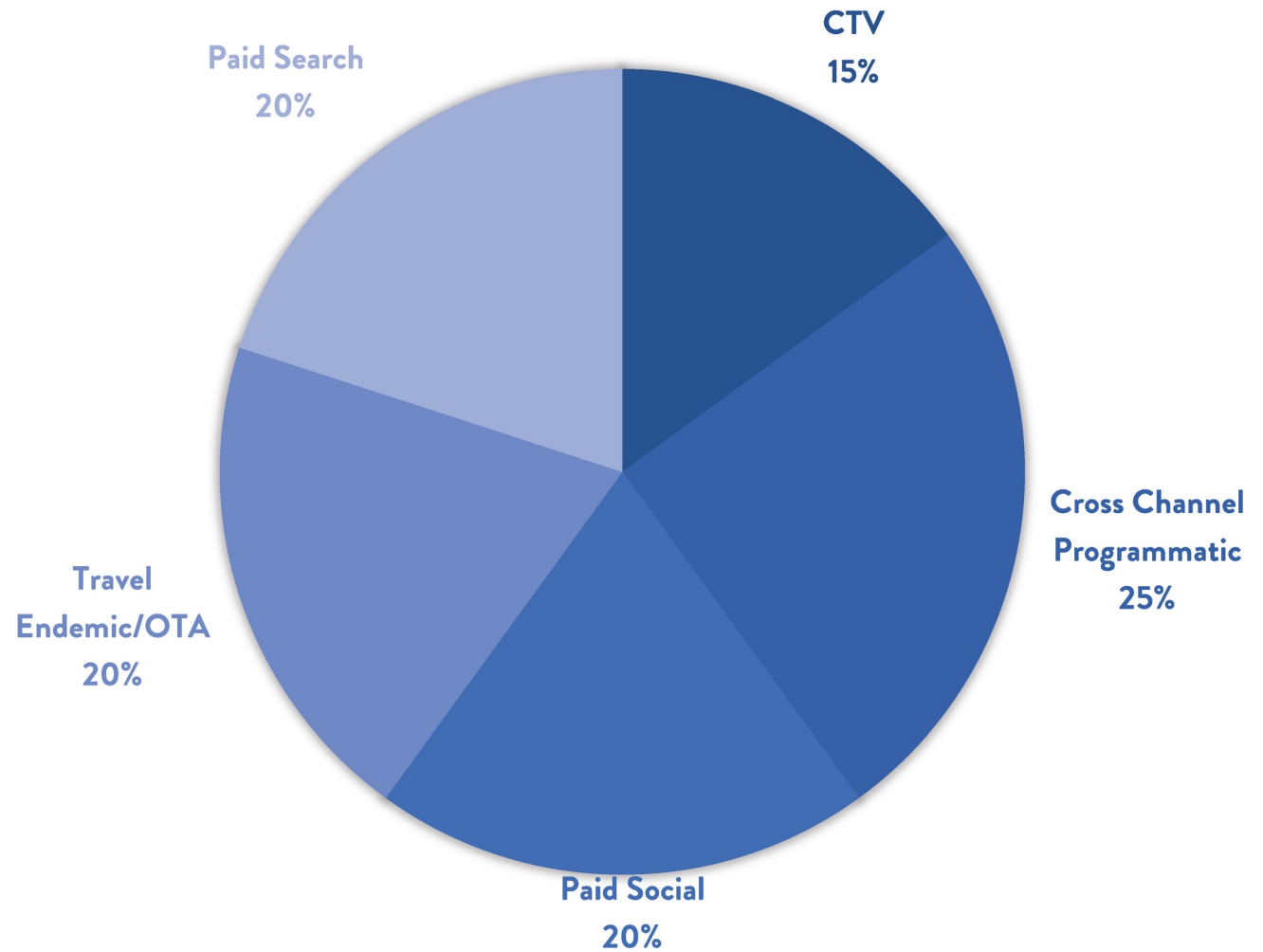
AIR SERVICE MEDIA MIX



International Marketing

Media Mix for 2023

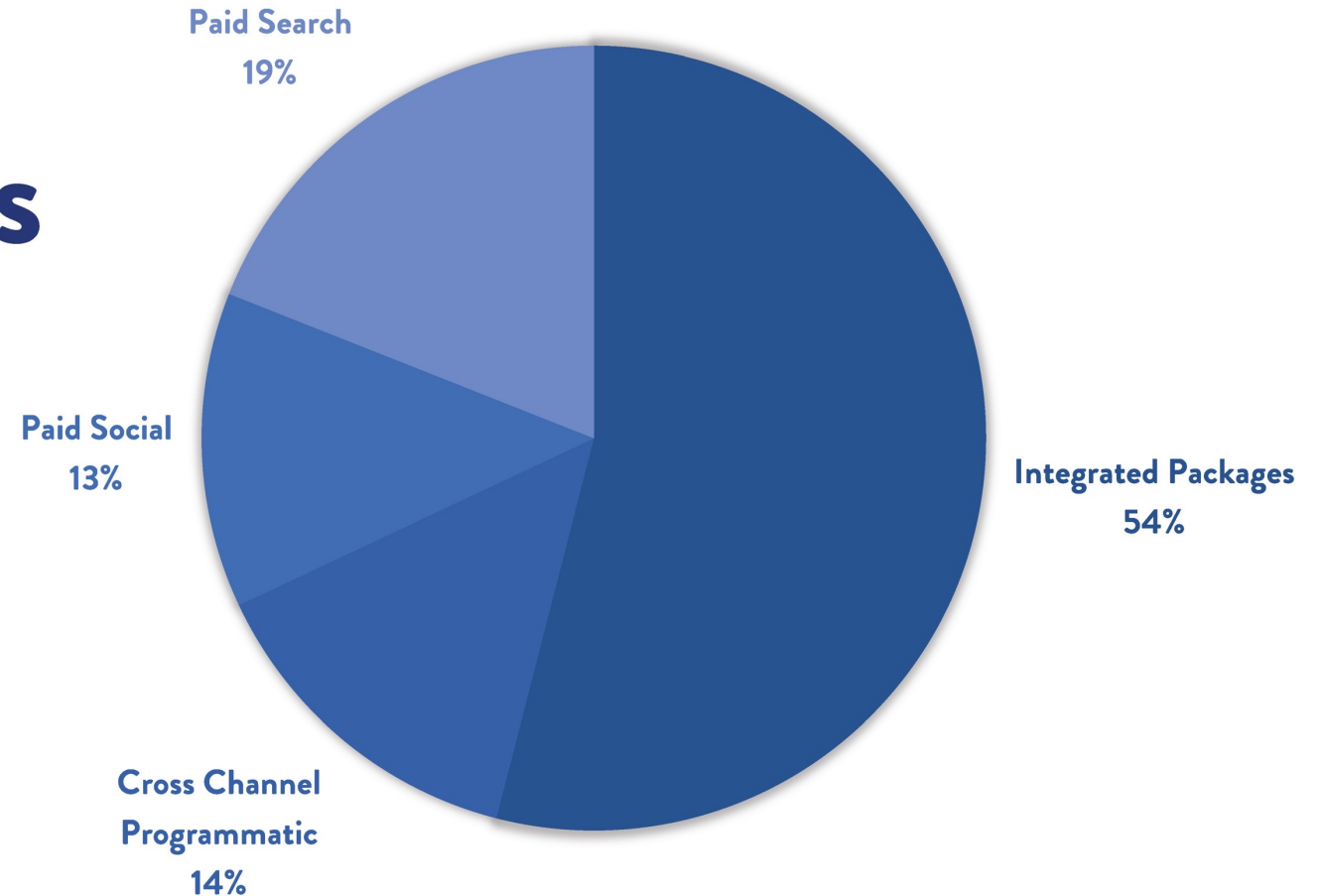
INTERNATIONAL MEDIA MIX



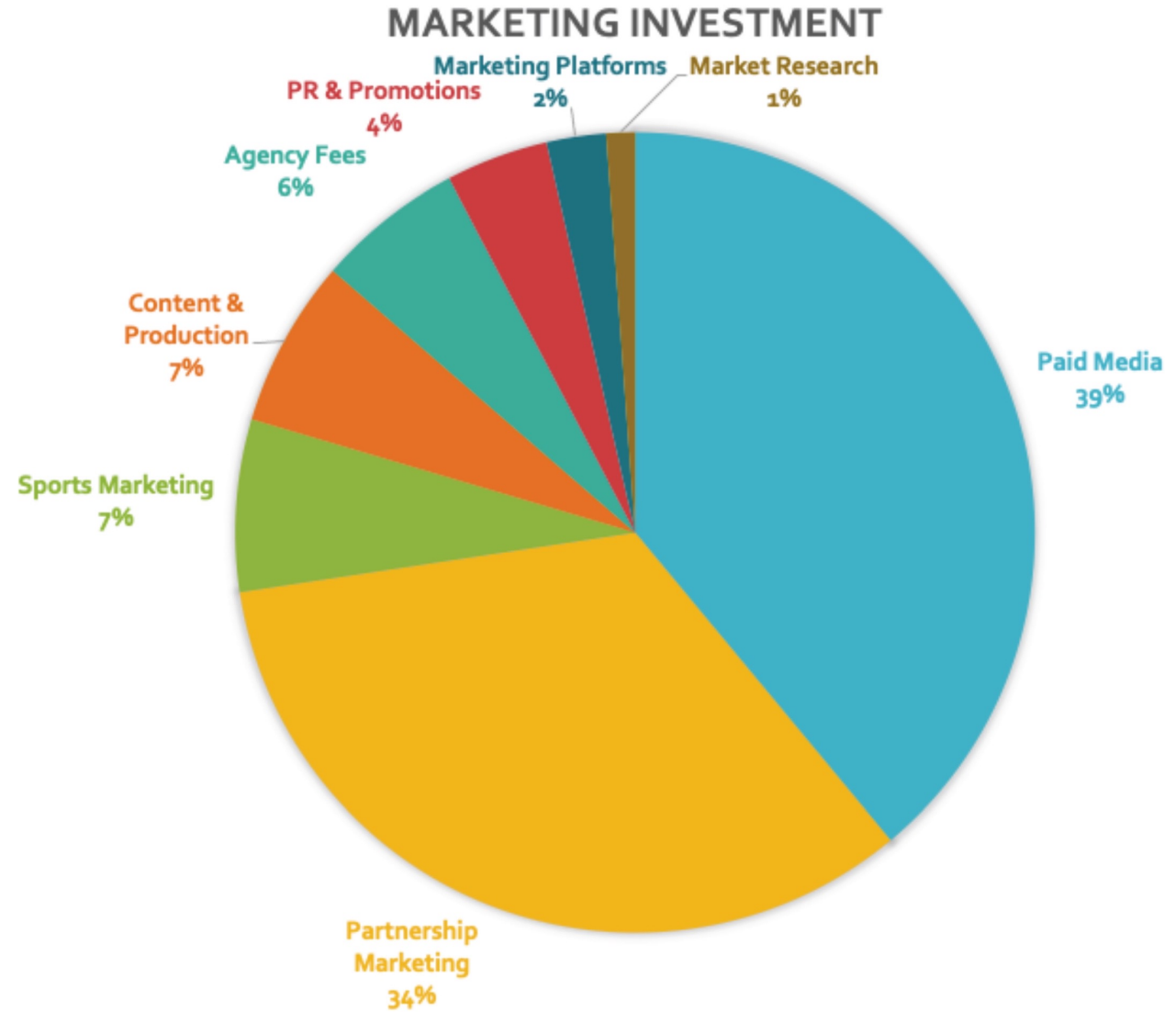
MEETINGS/GROUPS/SPORTS MEDIA MIX

Meetings, Groups & Sports Planner Marketing

Media Mix for 2023



2023 Destination Marketing Program Allocations



Myrtle Beach Area
CHAMBER of COMMERCE



VISIT
Myrtle Beach
SOUTH CAROLINA

THANK YOU FOR YOUR TIME!

Questions?

