



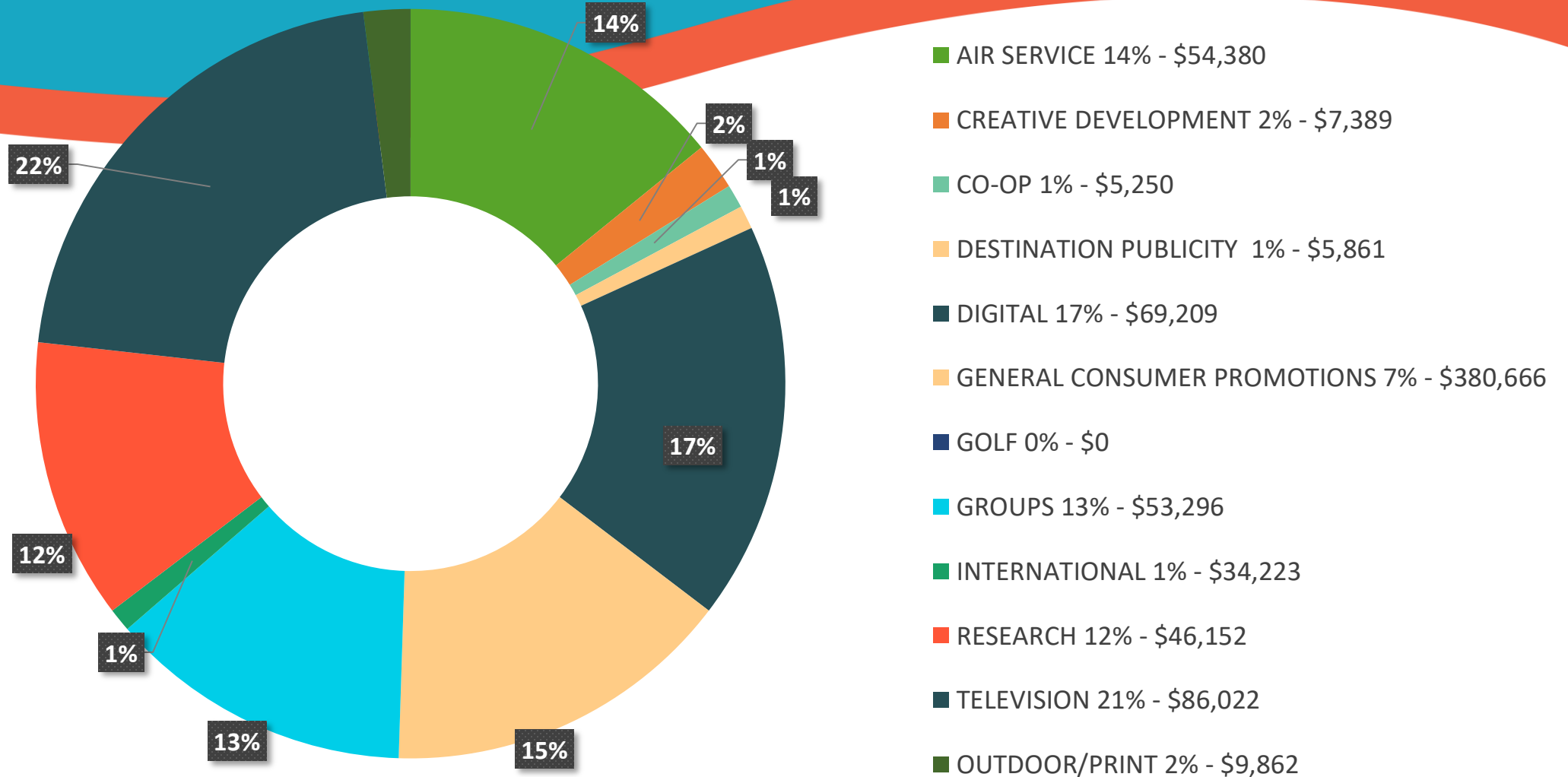
CITY OF

Myrtle Beach

MARCH 2021 UPDATE

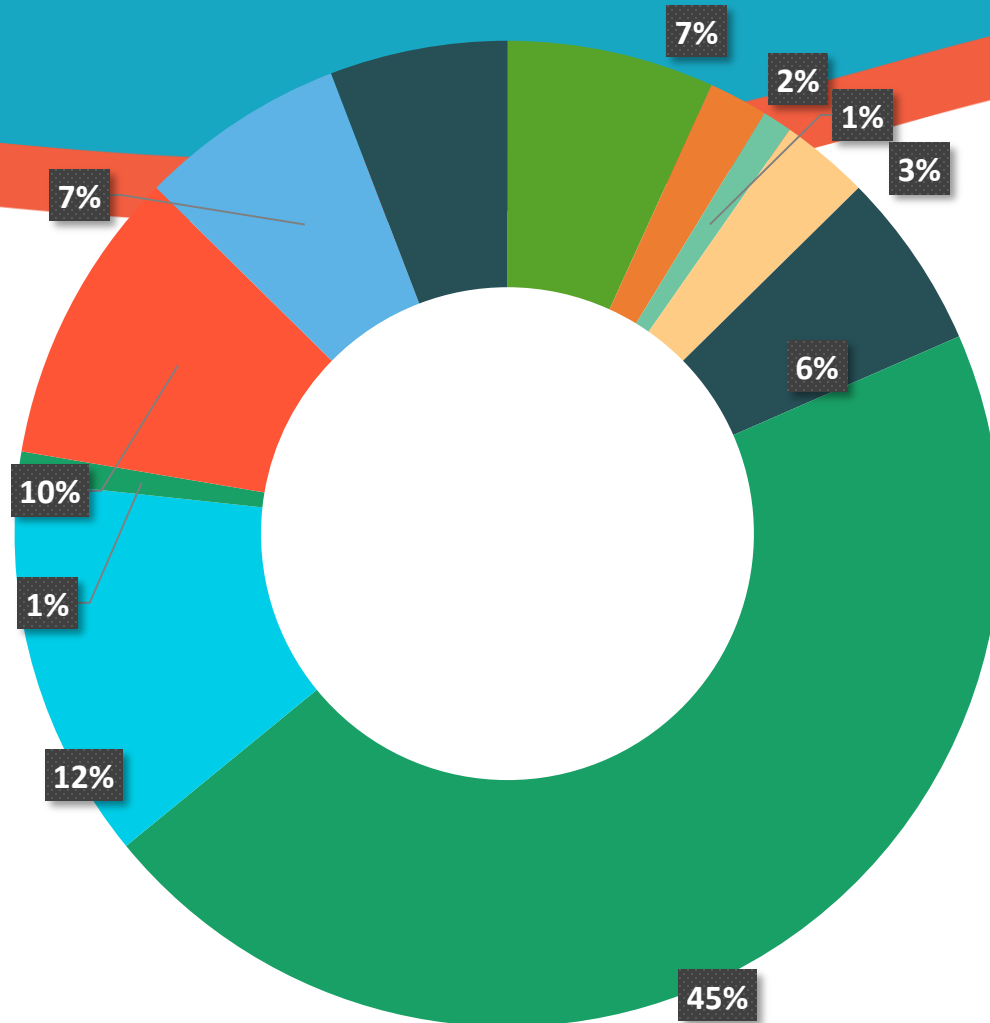
Marketing Activity

MB A-TAX 2020 - Q4



Marketing Activity

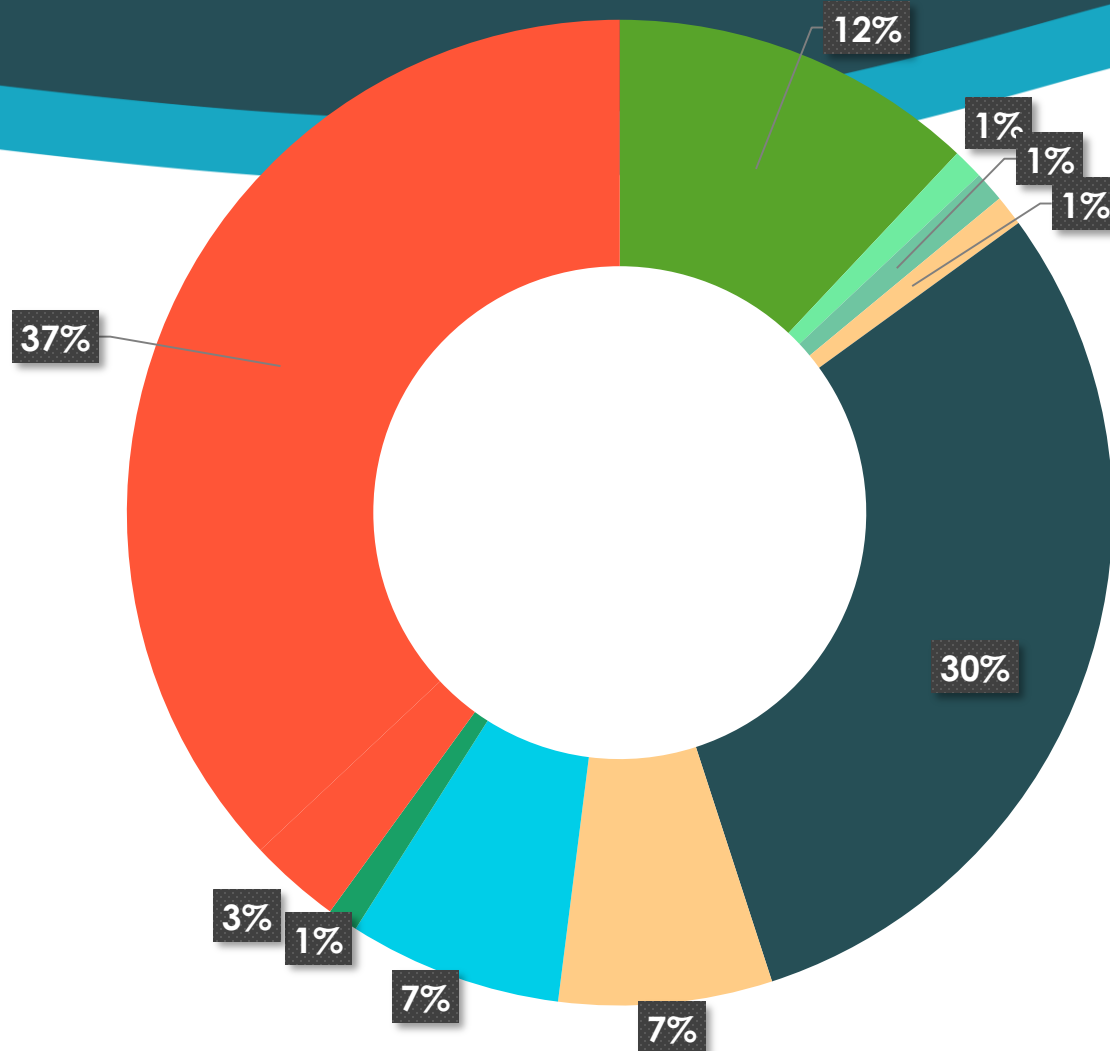
MB A-TAX 2020 - YTD



- AIR SERVICE 7% - \$89,067
- CREATIVE DEVELOPMENT 2% - \$25,483
- CO-OP 1% - \$10,500
- DESTINATION PUBLICITY 3% - \$37,416
- DIGITAL 6% - \$79,631
- GENERAL CONSUMER PROMOTIONS 47% - \$628,395
- GOLF 0% - \$0
- GROUPS 13% - \$175,302
- INTERNATIONAL 1% - \$12,691
- RESEARCH 12% - \$133,179
- TELEVISION 7% - \$86,485
- OUTDOOR/PRINT 6% - \$75,363

Marketing Activity

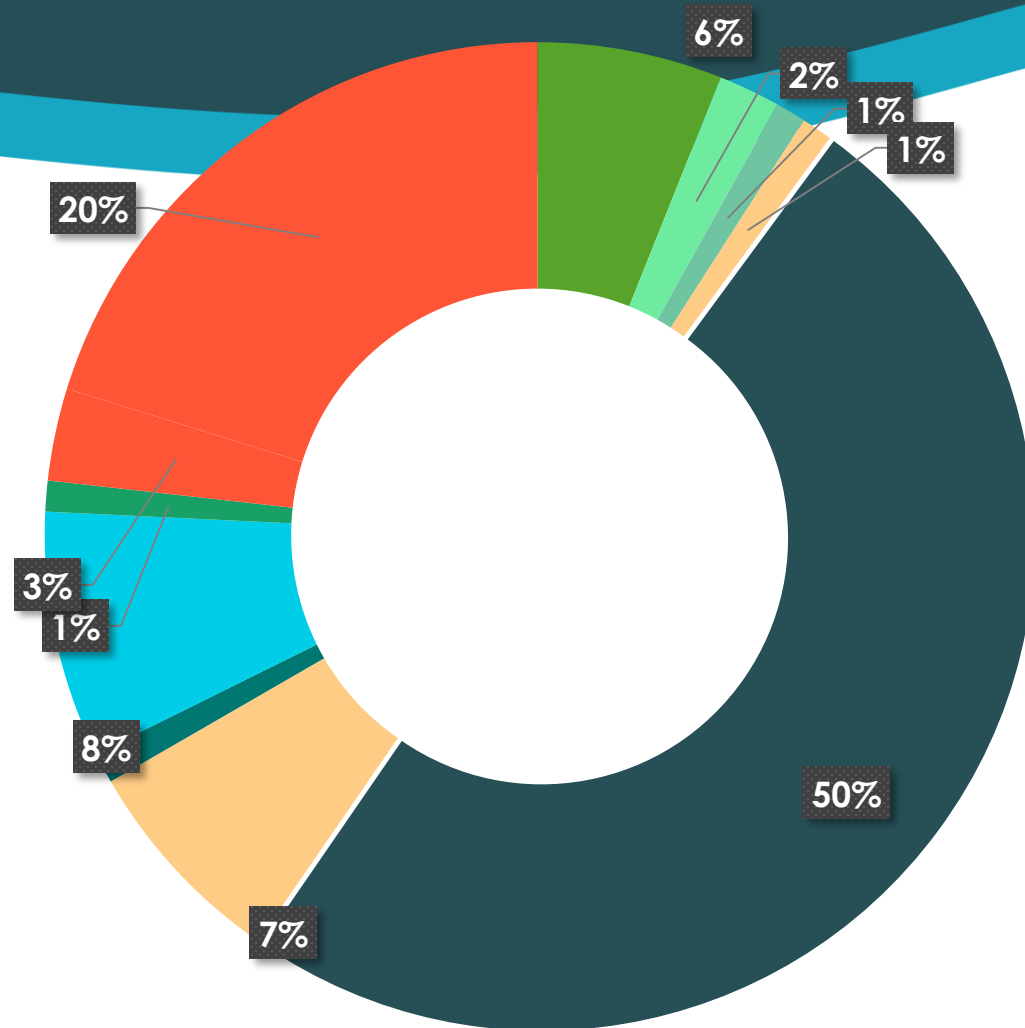
TDF 2020 - Q4



- AIR SERVICE 12% - \$638,855
- CREATIVE DEVELOPMENT 1% - \$66,505
- CO-OP 1% - \$69,750
- DESTINATION PUBLICITY 1% - \$67,402
- DIGITAL 30% - \$1,619,827
- GENERAL CONSUMER PROMOTIONS 7% - \$380,666
- GOLF 0% - \$0
- GROUPS 7% - \$389,364
- INTERNATIONAL 1% - \$34,223
- RESEARCH 3% - \$164,890
- TELEVISION 37% - \$1,979,247
- OUTDOOR/PRINT 0% - \$0

Marketing Activity

TDF 2020 - YTD



- AIR SERVICE 6% - \$1,353,282
- CREATIVE DEVELOPMENT 2% - \$363,331
- CO-OP 1% - \$214,500
- DESTINATION PUBLICITY 1% - \$268,839
- DIGITAL 49% - \$10,295,659
- GENERAL CONSUMER PROMOTIONS 7% - \$1,395,043
- GOLF 1% - \$289,726
- GROUPS 8% - \$1,579,425
- INTERNATIONAL 1% - \$161,082
- RESEARCH 3% - \$672,660
- TELEVISION 20% - \$4,242,510
- OUTDOOR/PRINT 0% - \$5,319

2021 MARKETING Goals

- 5% Increase fall visitors
5% Increase in 1st time visitation
- 20% Increase MYR deplanements
- \$150 Created in revenue per marketing dollar invested (ROI)

Goals & Strategies

TARGET – PRIMARILY FAMILIES IN REGIONAL AND NORTHEAST MARKETS

THEMES: YOU BELONG AT THE BEACH, BEACH EASY, VISIT RESPONSIBLY

KEY ACTIVITIES: ROAD TRIPS, OUTDOORS, CAMPING, GOLF & DINING ALONG 60 MILES OF WIDE- OPEN BEACHES



- Increase summer visitation following pandemic closures to support recovery
- Generate revenue in bookings and visitor spending during the summer
- Support air service demand in markets where nonstop service has resumed
- Stay top of mind with group/event planners

Target Audiences for The Beach

VISIT
Myrtle Beach
SOUTH CAROLINA

FAMILIES

SPORTS

COUPLES

MULTI-GENERATIONAL

EMPTY NESTERS

GIRLFRIEND GETAWAYS

GROUPS

WATERSPORTS

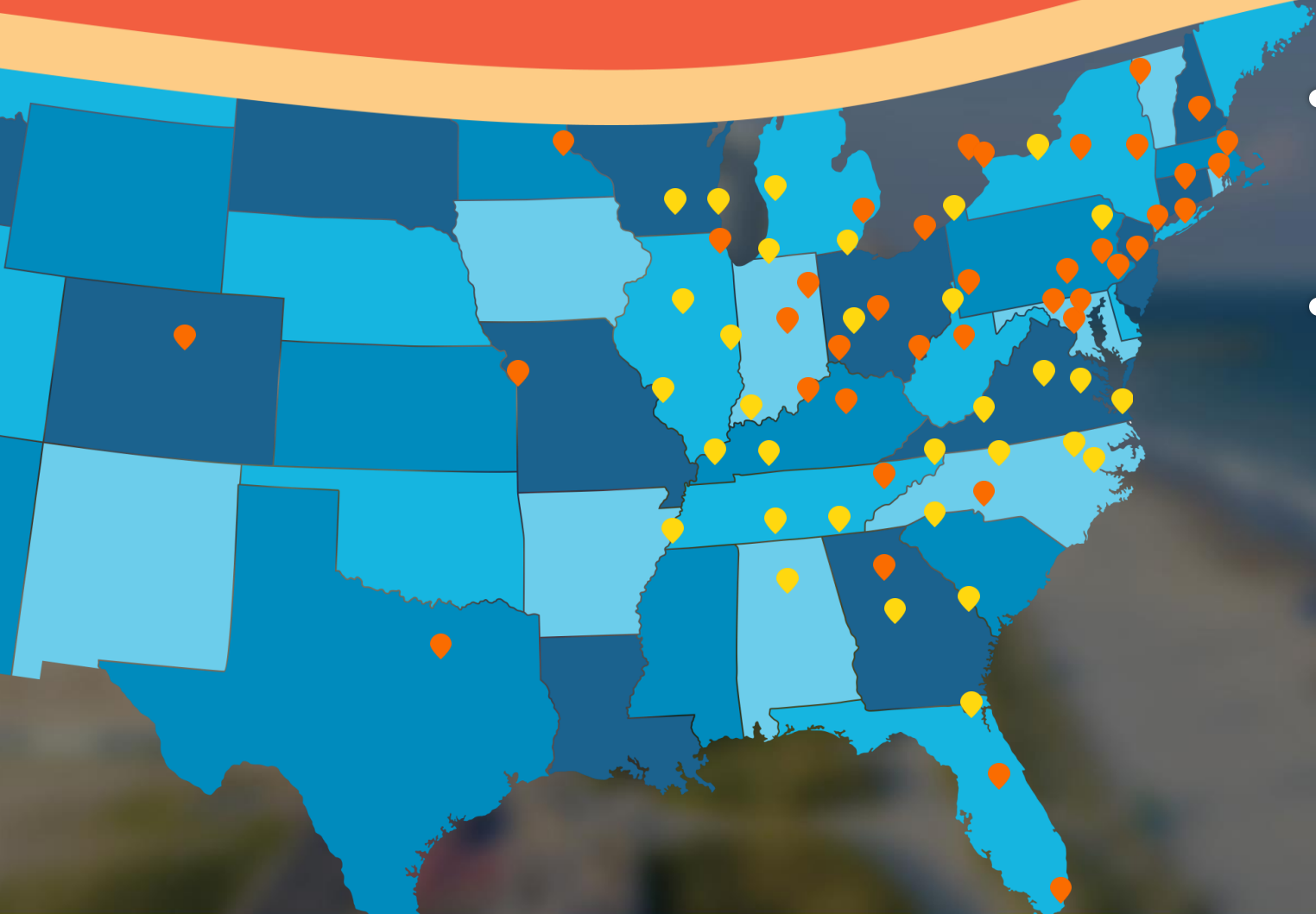
WEDDINGS

YOUNGER GENERATION



Geo Target Markets for The Beach

VISIT
Myrtle Beach
SOUTH CAROLINA

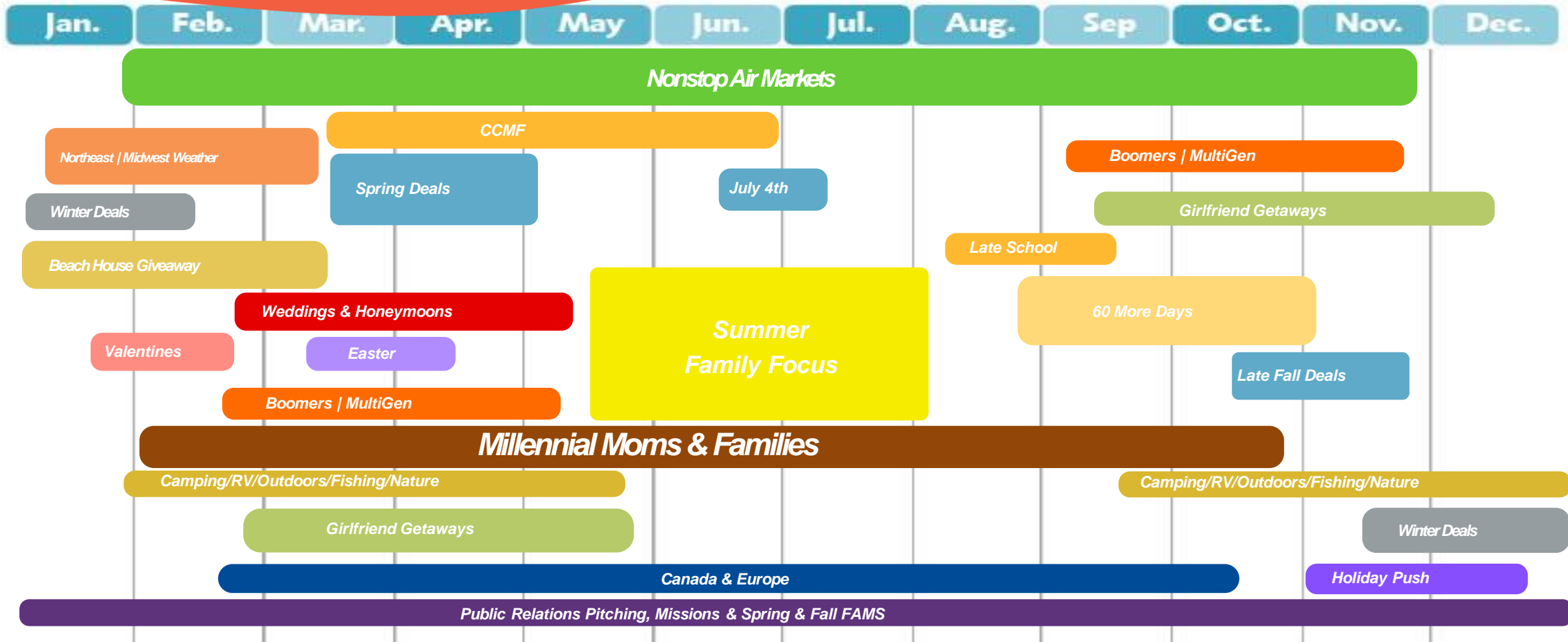


- 70+ TV markets during peak seasons
- National reach via digital and partnerships

● Tourism + Air Promotion Markets

● Tourism Promotion Markets

5 Season Approach

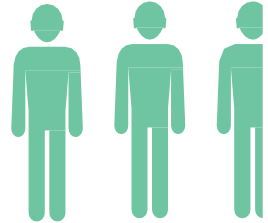


Economic Impact 2018-19



\$12.3B

Gross Annual Sales
for Horry County



2.62

Average number
of persons per stay



61%

Average Occupancy
in 2019



20.6M

2019 Visitor Volume

Visit Myrtle Beach Impact

Impressions, visitor spending, and fiscal impacts



1.9 B

POSITIVE
IMPRESSIONS



62%

VISITOR SPENDING
GROWTH



\$1 B

VISIT MYRTLE BEACH
INFLUENCED
SPENDING



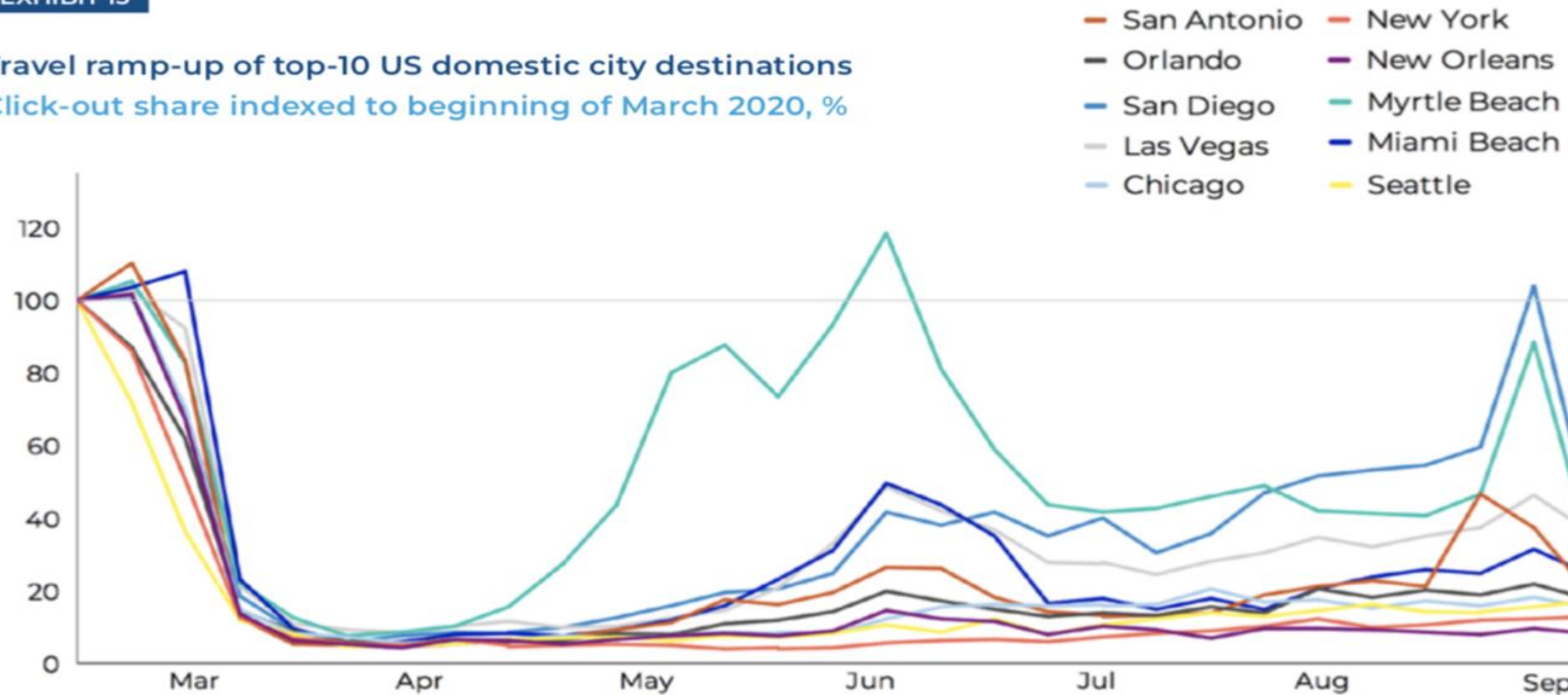
\$145 M

MUNICIPAL REVENUE
SUPPORTED

The Beach Led Recovery in 2020

EXHIBIT 13

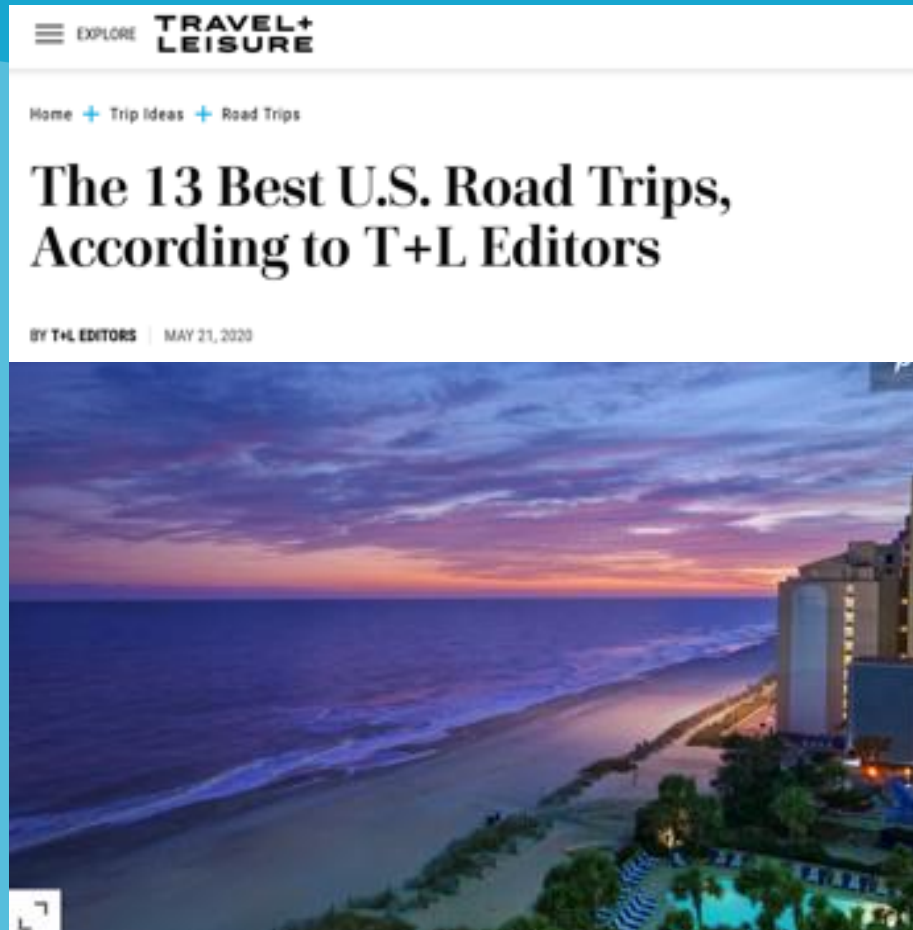
Travel ramp-up of top-10 US domestic city destinations
Click-out share indexed to beginning of March 2020, %



Source: McKinsey analysis based on trivago data

National PR About The Beach

VISIT
Myrtle Beach
SOUTH CAROLINA



PR Buzz About The Beach



Fodor's Travel Our new series on weekend road trips aims to inspire you for what's to come as we slowly return to travel.

Reader's Digest
The Best 25 Spots Where You Can Camp on the Beach

Christina Vercelletto
Updated: Jul. 17, 2020
Grab a backpack and your swimsuit! These gorgeous beach camping destinations are the perfect choices for socially distanced summer fun.



ADOM AkronOhioMoms
FAMILY TRAVEL TIPS
Myrtle Beach Invites Ohioans to Hit the Beach
POSTED ON JUNE 14, 2020 BY CINDY

New Haven Register
Date: Friday, August 07, 2020
Location: NEW HAVEN, CT
Type: News
Author: Man
Subject: Black River Outdoors

Safe, responsible traveling

8 simple tips to protect yourself and others

Brandpoint
Thousands of families put travel plans on hold due to COVID-19. As the travel industry is reopening and favorite tourist spots are welcoming guests, people are making vacation plans that keep safety and responsibility top of mind. If you're ready to travel again, it's important to remain diligent so you can enjoy favorite destinations while prioritizing important health measures. This not only helps protect you and your family, but everyone else - from the workers at the beach to the residents to follow travelers. Here are some tips for traveling responsibly:

- Wash hands frequently** - Hand washing helps remove and prevent the spread of germs. When traveling, wash hands regularly, especially after touching public surfaces such as at a store or museum. Remember, always wash hands before you eat. Washing with soap and water for at least 20 seconds is best, but if that's not an option, pack plenty of hand sanitizer.
- Practice social distancing** - Individual or small group tours are great for enjoying time together safely. In Myrtle Beach, Black River Outdoors offers private, eco-friendly kayak tours where visitors can learn about the salt marsh ecosystem and the plants and creatures who inhabit it. Another option is Action Water Sports, which provides jet ski rentals to satisfy your drive for aquatic adventures.
- Explore thoughtful dining options** - Restaurants across the Grand Strand are all pre-

GO WORLD TRAVEL MAGAZINE
SOUTH CAROLINA'S GRAND STRAND LIVES UP TO ITS NAME
By Victor Block // Leave a Comment

Great beaches and more great visitors to South Carolina's Grand Strand. - Photo by James Kirklik/Dreamstime.com

WRAL.com
Municipalities Across the Myrtle Beach Area Enact Mandatory Mask Use Ahead of Holiday Weekend

MYRTLE BEACH, S.C., July 2, 2020 /PRNewswire/ - As the July 4th holiday weekend approaches, Visit Myrtle Beach and its partner organizations remind travelers to visit responsibly by following requirements established to promote health and safety. To limit the spread of the virus and keep the area's many attractions, restaurants, hotels and beaches open, several areas throughout the destination enacted mask mandates for locals and visitors of the Myrtle Beach area ahead of the holiday weekend.

Visit Myrtle Beach, South Carolina
July 2 · 📍

This just in: The cities of Myrtle Beach, North Myrtle Beach and other Grand Strand municipalities have recently passed mask ordinances. The mandates in each town are a bit different, so please do some research and "know before you go." Note that masks are not required on the beach! 🏖️
You'll find links to mask and safe travel information on this blog: <http://bitly.ws/8WaZ>

Please do your part to help slow the spread of Covid-19 and travel responsibly! Keep your distance, k... [See More](#)



Visit Myrtle Beach, South Carolina
August 18 · 📍

Myrtle Beach has mandated that masks be worn in public spaces including stores, and common areas of restaurants and accommodations 🧢. Masks are not required on beaches 🏖️. Please visit responsibly. You can find more healthy travel information here <https://bit.ly/3Z1s16>

50,464 People Reached 973 Engagements [Boost Post](#)

👍👍👍 232 28 Comments 17 Shares

Like Comment Share

View comments [Oldest](#)

Comment as Visit Myrtle Beach, South C...

Visit Myrtle Beach, South Carolina
August 11 · 📍

Myrtle Beach is open! 🌊 And with 60 miles of sun and fun, there's plenty of room to spread out! 🌞 Learn more about healthy travel to Myrtle Beach here <https://bit.ly/3eOJKwB>

42,697 People Reached 918 Engagements [Boost Post](#)

👍👍👍 332 20 Comments 22 Shares

Like Comment Share

View comments [Oldest](#)

Comment as Visit Myrtle Beach, South C...

Visit Myrtle Beach Encourages Travelers to Visit the Destination Responsibly

Thursday, June 25, 2020 2:00 PM by Visit Myrtle Beach

Businesses across the Grand Strand have joined forces to inform visitors, promote the health and safety protocols

Myrtle Beach, S.C. (June 25, 2020) – Myrtle Beach, South Carolina, has reopened and thousands have traveled to the area to relax, unwind and soak up the sun. While the beaches and many attractions, restaurants and hotels are open, Visit Myrtle Beach and its partner organizations continue to remind travelers to visit responsibly by following in the area safe and healthy.



dy to travel again following these difficult past few months, and excited that and as the destination they want to visit," said Karen Riordan, president and 's time to get back to where we all belong, we must remain diligent in ng a face mask in public places, practicing healthy hygiene and following all of care professionals in order to keep everyone healthy while they enjoy the Myrtle Beach has created a Visit Responsibly campaign to keep visitors informed as includes the [Healthy Travel](#) page at VisitMyrtleBeach.com, packed with information like tips from the CDC, the latest details on business that are open (or closed), and COVID-19-related news and updates from South Carolina, Horry County and the many cities through the Grand Strand. The organization also has created a series of [videos](#) and [blogs](#) posts showing specific ways in which visitors can enjoy the destination while following the recommended guidelines, including posts on [fun ways to enjoy social distancing](#) in Myrtle Beach, [tips for travelers visiting the destination for sports tournaments](#) and how local business are safely and smartly reopening.

Top Brands Partner with The Beach

VISIT
Myrtle Beach
SOUTH CAROLINA



DAVID'S BRIDAL



BREAD & BUTTER



BUFFALO
WILD
WINGS



2021-2022 STRATEGIC PRIORITIES

- LEVERAGE COMPETITIVE ADVANTAGE TO EXPAND MARKET SHARE

VISIT MYRTLE
BEACH BRAND
ROLLOUT

LEAD
DESTINATION
RECOVERY &
GROWTH

EXECUTE &
EVOLVE TOURISM
PARTNER
PROGRAMS

EXPAND MARKET-
WIDE DATA &
ANALYTICS

ENHANCE
VISITOR SERVICES
& ENGAGEMENT

Brand Architecture

Brand Essence

**WE BELONG
AT
THE BEACH**

Brand Values

**BELONG
REAL
LAIDBACK
ENTERTAINING
COLORFUL**

Brand Promise

We bring people together in an environment where you can be who you are and find where you belong.

Brand Experience

We are the beach
60 miles of bringing people together
More than just another day at the beach
Find where you belong

Brand Voice

**WELCOMING
CONNECTING
DOWN-TO-EARTH
CLEVER
FUN**

WE ARE The Beach



60 miles of Bringing people together



More than just another Day at The Beach



Find where You Belong



Marketing Winter 2020-21

VISIT
Myrtle Beach
SOUTH CAROLINA

FLY NONSTOP
TO
Myrtle Beach
THIS WINTER

SC  OPEN

BOOK NOW

visit
MYRTLE
BEACH

American
Airlines 

*Win a
BEACH
HOUSE
VACATION*



visit
MYRTLE
BEACH

ENTER NOW

*Win a
BEACH
HOUSE
VACATION*



ENTER NOW

visit
MYRTLE
BEACH

*Win a
BEACH HOUSE VACATION*



*Win a
BEACH HOUSE VACATION*



visit
MYRTLE
BEACH
ENTER NOW

*Win a
BEACH HOUSE
VACATION*



ENTER NOW

visit
MYRTLE
BEACH

FLY NONSTOP TO
Myrtle Beach
THIS WINTER

SC 

spirit BOOK NOW visit MYRTLE BEACH

FLY NONSTOP TO
Myrtle Beach
THIS WINTER SC 

visit MYRTLE BEACH American Airlines 

BOOK NOW

FLY NONSTOP TO
Myrtle Beach
THIS WINTER SC 

visit MYRTLE BEACH *spirit* 

BOOK NOW

Marketing through Winter into Spring 2021

VISIT
Myrtle Beach
SOUTH CAROLINA

WINTER GEAR AT
The Beach

visit
MYRTLE
BEACH

WINTER DEALS

SC & OPEN

GETAWAY TO
The Beach

visit
MYRTLE
BEACH

WINTER DEALS

SC & OPEN

ESCAPE TO
The Beach

visit
MYRTLE
BEACH

WINTER DEALS

SC & OPEN

ESCAPE TO
The Beach

visit
MYRTLE
BEACH

SPRING DEALS!

ESCAPE TO
The Beach

visit
MYRTLE
BEACH

SPRING DEALS!

ESCAPE TO
The Beach

visit
MYRTLE
BEACH

SPRING DEALS!

ADVENTURE AT
The Beach

visit
MYRTLE
BEACH

WINTER DEALS

SC & OPEN

WINTER BLUES AT
The Beach

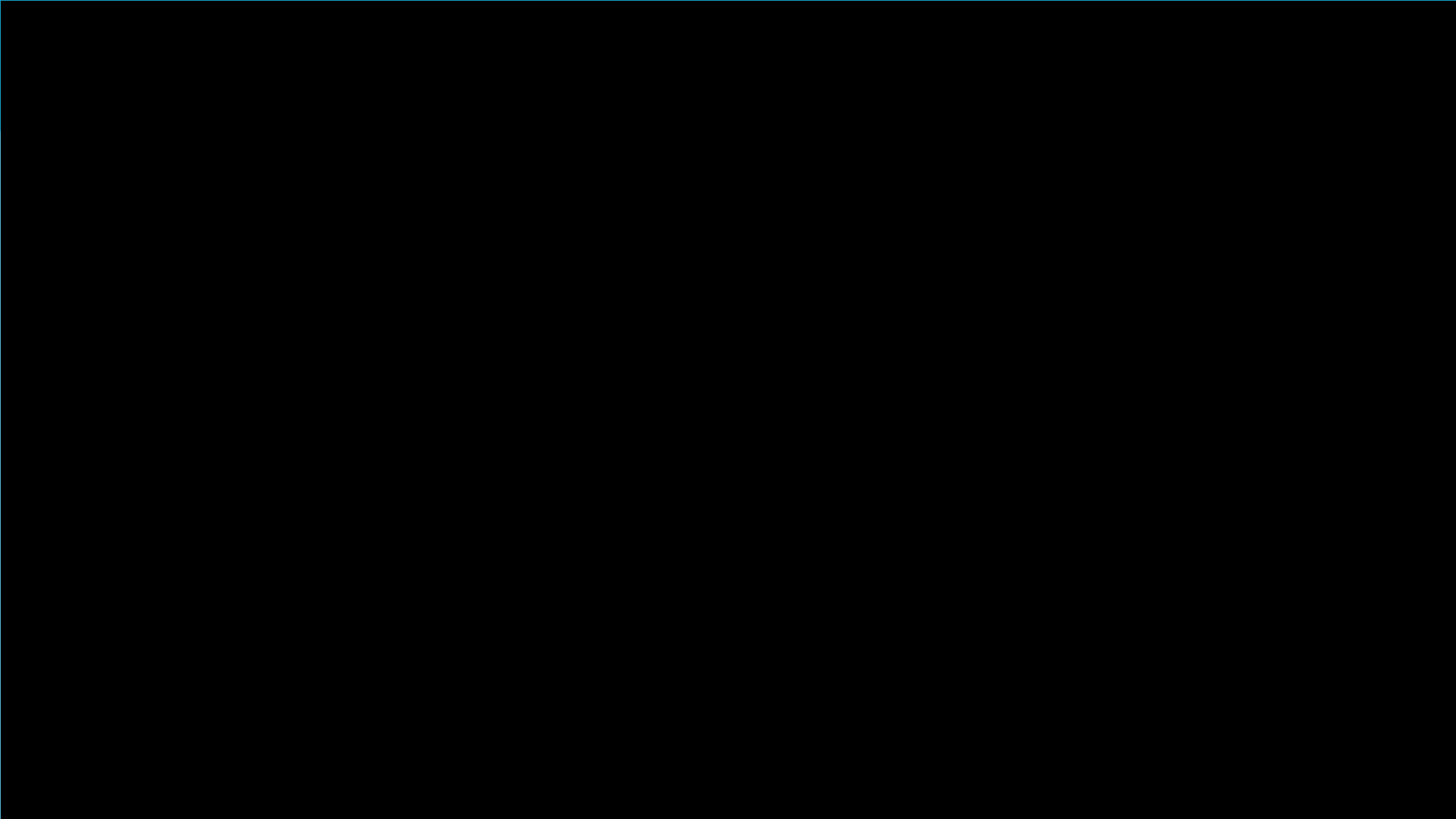
visit
MYRTLE
BEACH

WINTER DEALS

SC & OPEN



Brand Anthem Video





Thank you,

You Belong at The Beach!