

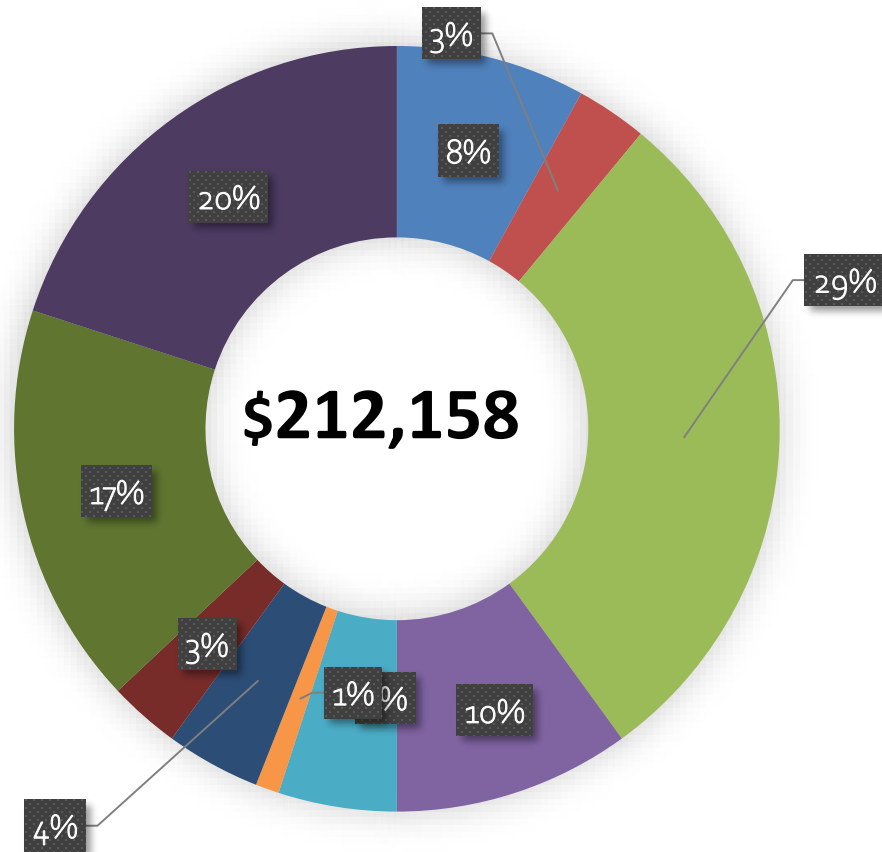


January – March 2023 Update

Promoting Myrtle Beach as a premiere year-round destination

Jan - March 2023 Myrtle Beach A-Tax Allocations

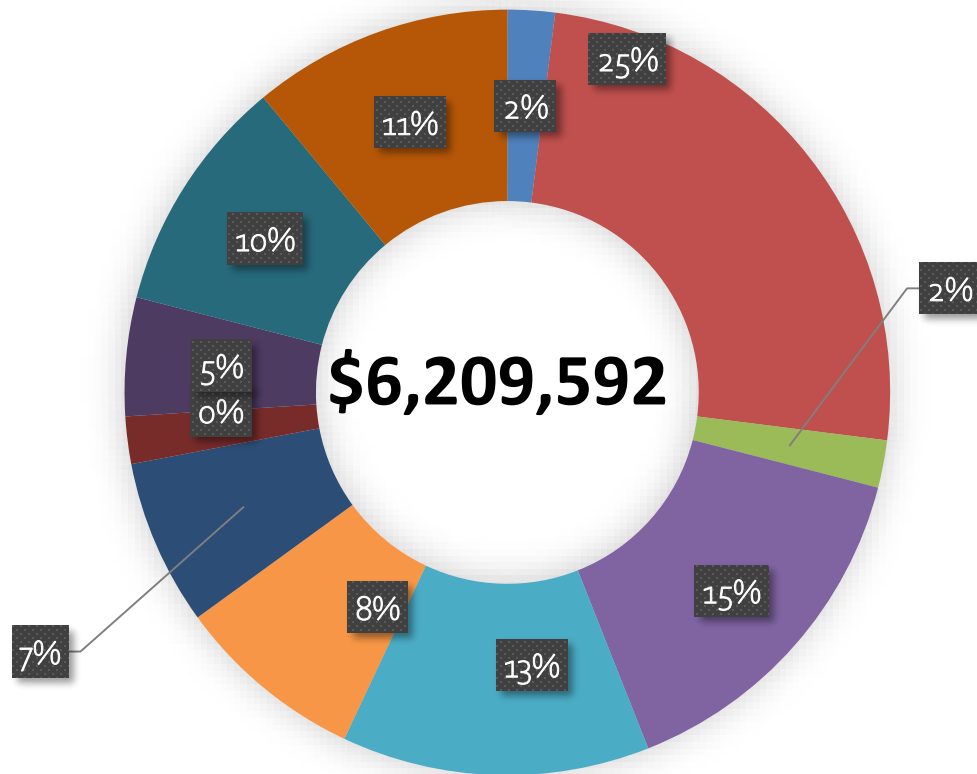
A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Creative Development - \$16,190.70 - 8%
- Destination Publicity - \$6,546.22 - 3%
- Digital - \$62,438.23 - 29%
- General Consumer Promotion - \$21,235.06 - 10%
- Group Sales - \$10,212.83 - 5%
- International Promotion - \$1,583.05 - 0.5%
- Outdoor & Print - \$8,958.02 - 4%
- Research - \$6,271.57 - 3%
- Television - \$35,674.86 - 17%
- Social and Serach Media - \$41,522.19 - 20%

Jan. - March 2023 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 - \$125,112.08 - 2%
- Creative Development - \$1,521,926.62 - 25%
- Destination Publicity - \$141,205.72 - 2%
- Digital - \$942,044.38 - 15%
- General Consumer - \$797,329.26 - 13%
- Golf - \$496,158.03 - 8%
- Group Sales - \$402,532.77 - 7%
- International - \$129,279.73 - 2%
- Outdoor & Print - \$32,495.15 - 0%
- Research - \$296,510.51 - 5%
- Television - \$697,496.71 - 10%
- Social and Search Media - \$627,501.12 - 11%

2023 CAMPAIGNS

'ALWAYS-ON' CAMPAIGN

This advertising campaign layer runs throughout the year as the base layer of our promotion of The Beach brand. The evergreen messaging and creative let visitors know "You Belong at The Beach" by promoting "60 Miles Where You Belong"



60 MILES
where you
 BELONG

There are
 no bad
 days



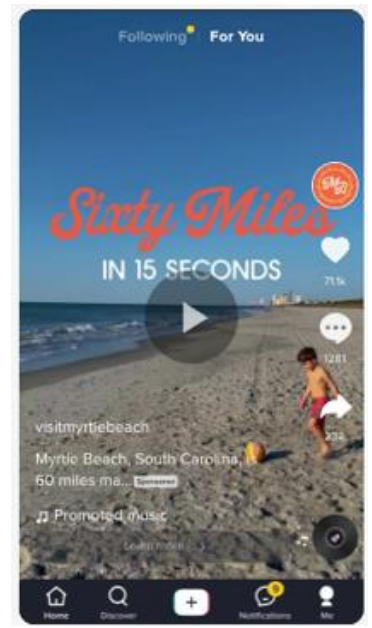
60 miles
where you
 BELONG

PLAN AHEAD

VISIT
 Myrtle Beach
 SOUTH CAROLINA



Make
The Beach
 your
 own.



SUMMER PAID MEDIA

NEW BEACH WITH THE BEST ADS

This year's campaign features four new 30-second spots with companion 15-second spots.





Visit Myrtle Beach, South Carolina Sponsored

For those who would move mountains to get to The Beach: the trip is closer than you think. Book your vacation today.

visitmyrtlebeach.com **Book With The Best** You'll shine at The Beach. **Book now**



WHEN IT COMES TO FUN, WE'LL DO THE HEAVY LIFTING.

Beach WITH THE BEST

Level up your vacation in Myrtle Beach. Along our 60 miles of sunlit shores, you'll find over 90 golf courses, kid-friendly hangouts and live music every night of the week. Start planning the ultimate beach trip.

VisitMyrtleBeach.com

Visit Myrtle Beach SOUTH CAROLINA

Scan to plan your trip

READY TO CONNECT?



BRING IT TO *The Beach*

Bring your work event to Myrtle Beach – the perfect spot for meetings, conventions and more. Here, you'll find top-flight accommodations and over 2,000 restaurants serving serious Southern hospitality. Reach out and discover the rewards of meeting on the Grand Strand.



Best-in-class facilities



60 miles of sunny beach



VISITMYRTLEBEACHMEETINGS.COM

SERIOUS BUSINESS?



BRING IT TO *The Beach*

Conventions and company events go better in Myrtle Beach. Discover great places to take care of business – then kick back with 60 miles of beautiful beaches, nightly entertainment and over 2,000 eateries along the Grand Strand.



Top-flight venues and facilities



60 miles of sunny beaches



Start planning your professional event at MYRTLEBEACHMEETINGS.COM

Scan to connect

READY TO EXPLORE?

BRING IT TO *The Beach*

Your group belongs in Myrtle Beach — the perfect spot for travelers from all over the globe. Here you'll find top-flight accommodations and serious Southern hospitality. Enjoy 60 miles of beaches and endless fun on the Grand Strand.

VISITMYRTLEBEACH.COM/INTERNATIONAL

BIG MEETING?



BRING IT TO *The Beach*

Your meeting belongs in Myrtle Beach — the perfect spot for conferences, retreats and more. Here, you'll find top-flight accommodations along with serious Southern hospitality. Take care of business – then escape to endless fun on the Grand Strand.

myrtlebeachmeetings.com



Best-in-class facilities



GAME TIME?



BRING IT TO *The Beach*

Athletes of all ages and skill levels love playing at The Beach. From the NCAA Men's Basketball Myrtle Beach Invitational to Little League softball, Myrtle Beach, South Carolina, can and has done it all. With 60 miles of sunny beaches, over 2,000 restaurants and endless fun, your athletes and fans will have nonstop action. Time to find a home for your event?

LET'S PLAY

FACILITIES AT *The Beach*

Myrtle Beach has over 100 top-flight fields, courts and sporting complexes prepared to host events of any size.

SEE MORE



Let's start planning!

CONTACT US

TIME FOR A GET-TOGETHER?

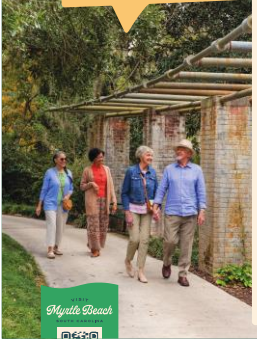
BRING IT TO *The Beach*

START PLANNING AT VISITMYRTLEBEACH.COM/GROUPS



Scan for sample itineraries.

GROUP TOUR?



BRING IT TO *The Beach*

In Myrtle Beach, South Carolina, your group has no shortage of activities to help them reconnect and bond. Thirty miles of beaches, 90 golf courses, 2,000 restaurants, botanical gardens, live theaters and music every night of the week is just scratching the surface. There's no better place to get together than *The Beach*.



60 miles of beaches and endless off-beach activities



From resorts to inns – ideal accommodations for all size groups



VISIT MYRTLE BEACH

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2023 GROUPS CAMPAIGN

1st ESPORTS EVENT

Sports market's Esports FAM in 2022 resulted in a collaboration with Shenandoah University to present a new and exciting Esports event in Myrtle Beach in March 2023.





Myrtle Beach CLASSIC



WORLD'S STRONGEST MAN

ECONOMIC IMPACT

The 5-day event brought in first-time
visitors from all over the world.

38,011,400 million



WORLD'S STRONGEST MAN

VISITORS CAME FROM NEAR & FAR

70
%

88%

Domestic Visitors
traveled over 160
Miles

24

Visitors from 24 Countries
seen in Myrtle Beach During
Event



WORLD'S STRONGEST MAN

MEDIA EXPOSURE

In addition to the economic impact, the show will broadcast beautiful shots of The Beach to more than **70** countries.

VISIT
Myrtle Beach
SOUTH CAROLINA



950
K

Americans tune

MILLIO
N

Homes reached with the
television broadcast

NEW PROJECT

MYRTLE BEACH BEER TRAIL

- Features 10 Breweries & several Beer-Related Attractions
- Visitors can get a digital pass or explore via printed trail guide
- Participants earn prizes when checking into stops along the trail w/ digital pass



SUMMER OUTLOOK

THE BEACH IS THE #1 SUMMER BEACH DESTINATION

TripAdvisor recently published their top 10 most searched summer destinations. Myrtle Beach was second in the nation (behind Orlando).



HIGHLIGHTS

LEARN MORE

- Visit [Myrtle Beach Area CVB .com](https://www.visitmyrtlebeach.com)
- Read the 2022 Annual Report
- Follow us on social media:

- [@MyrtleBeachCVB](https://www.instagram.com/MyrtleBeachCVB)
- [@MyMyrtleBeach](https://www.instagram.com/MyMyrtleBeach)
- [@VisitMyrtleBeach](https://www.instagram.com/VisitMyrtleBeach)

