



June 1, 2018



Mr. John Pedersen
City Manager
City of Myrtle Beach
P.O. Box 2468
Myrtle Beach, SC 29577

Dear Mr. Pedersen:

On behalf of the Myrtle Beach Area Chamber of Commerce and the 83,000 total tourism jobs we support locally, I am submitting this request to receive State Accommodations Tax promotional funds (from the 30% promotional allocation) and Tourism Development Fee funds for the city's fiscal year 2018-2019. As in previous years, we will invest these and other public & private funds globally to grow and sustain the Myrtle Beach Area as a premier tourism destination.

We continue to plan our media based on key travel seasons, current travel trends, targeted audience segments and scheduled air service; remaining fluid to adapt and respond to changes in the economy and marketplace. Following is the top-line strategy our board has set in place to invest all public and private promotional funds, including City funds. Please note these figures do *not* include allocations of A-tax for non-promotional uses or unspecified marketing investments through the local set-aside account.

Additional information is available on our accountability website, MyrtleBeachAreaCVB.com, or upon request. Soon we will be able to share with you the results from our 2017 economic impact study of our leisure advertising investment.

We greatly value the partnership with the City of Myrtle Beach to grow our economy through tourism and will continue being a good steward of these funds, including maintaining public accountability reporting on MyrtleBeachAreaCVB.com. As always, happy to answer any questions you may have.

Sincerely,

A handwritten signature in blue ink, appearing to read "Scott Schult".

Scott Schult
EVP of Marketing

cc: Mike Shelton

1200 North Oak Street • Myrtle Beach, South Carolina 29577 • (843) 626-7444
MyrtleBeachAreaChamber.com • VisitMyrtleBeach.com



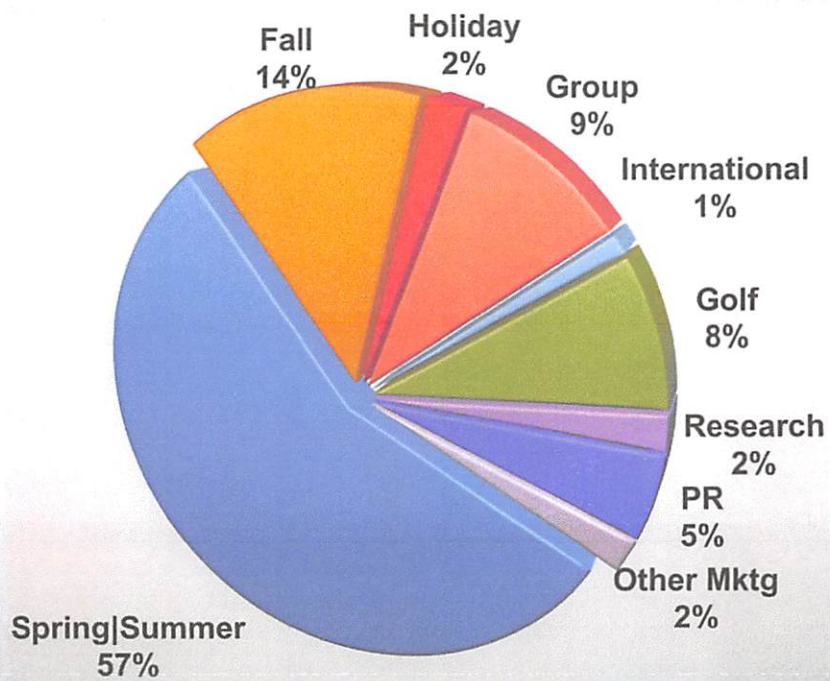
2018 Marketing Strategy - Topline

visit
MYRTLE BEACH
SOUTH CAROLINA

2018 Marketing Goals

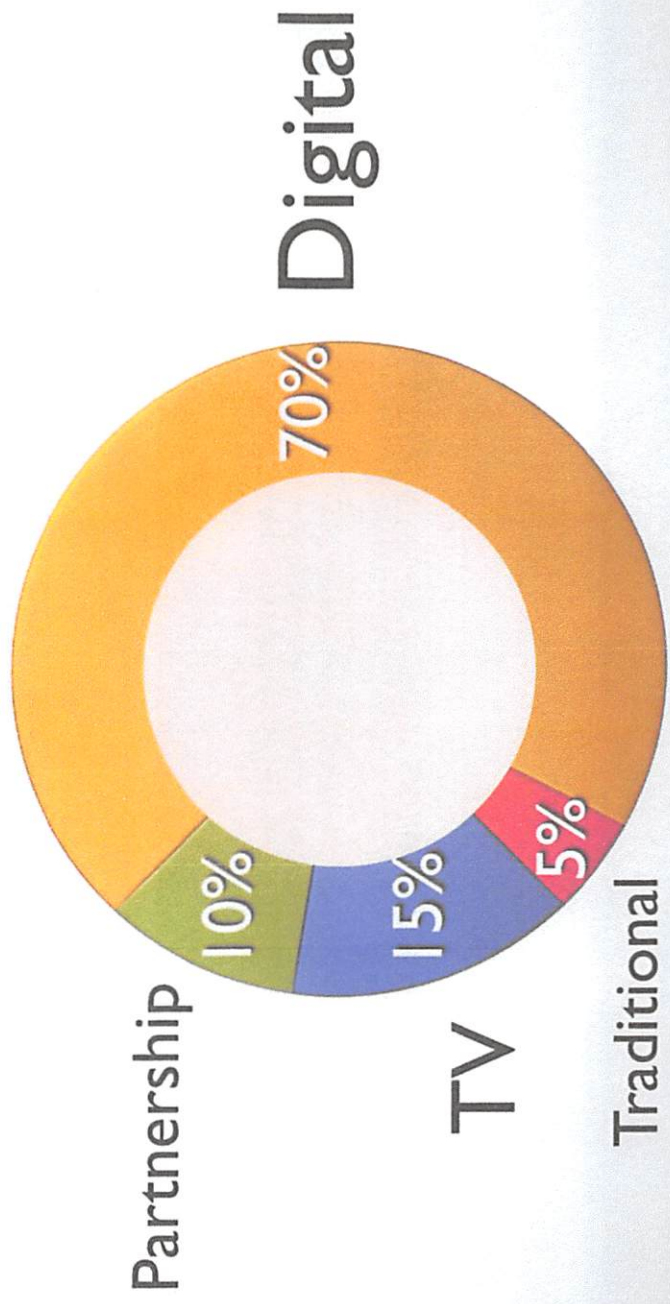
- Deliver increased demand for the destination and create 33% first-time visitation
- Generate \$180 Million - earned media coverage (publicity)
- Host 60 qualified media visits
- Stimulate increased social media engagement
- Drive 5% growth in deplanements at MYR
- Create \$250+ in Revenue Per Marketing Dollar Invested (ROI)
- Generate 327,000 definite room nights through group sales efforts
- Continue to help create air service growth and expansion on non-stop markets

Marketing Investment



MYRTLE BEACH
SOUTH CAROLINA

Promotional Media Mix



Audiences



Multi-Generational



Couples



Families



Sports Enthusiasts



Younger Generation



Wedding Honeymoon



Nature Enthusiasts



Empty-Nesters/Seniors



Girlfriend Getaways



Groups/Meetings

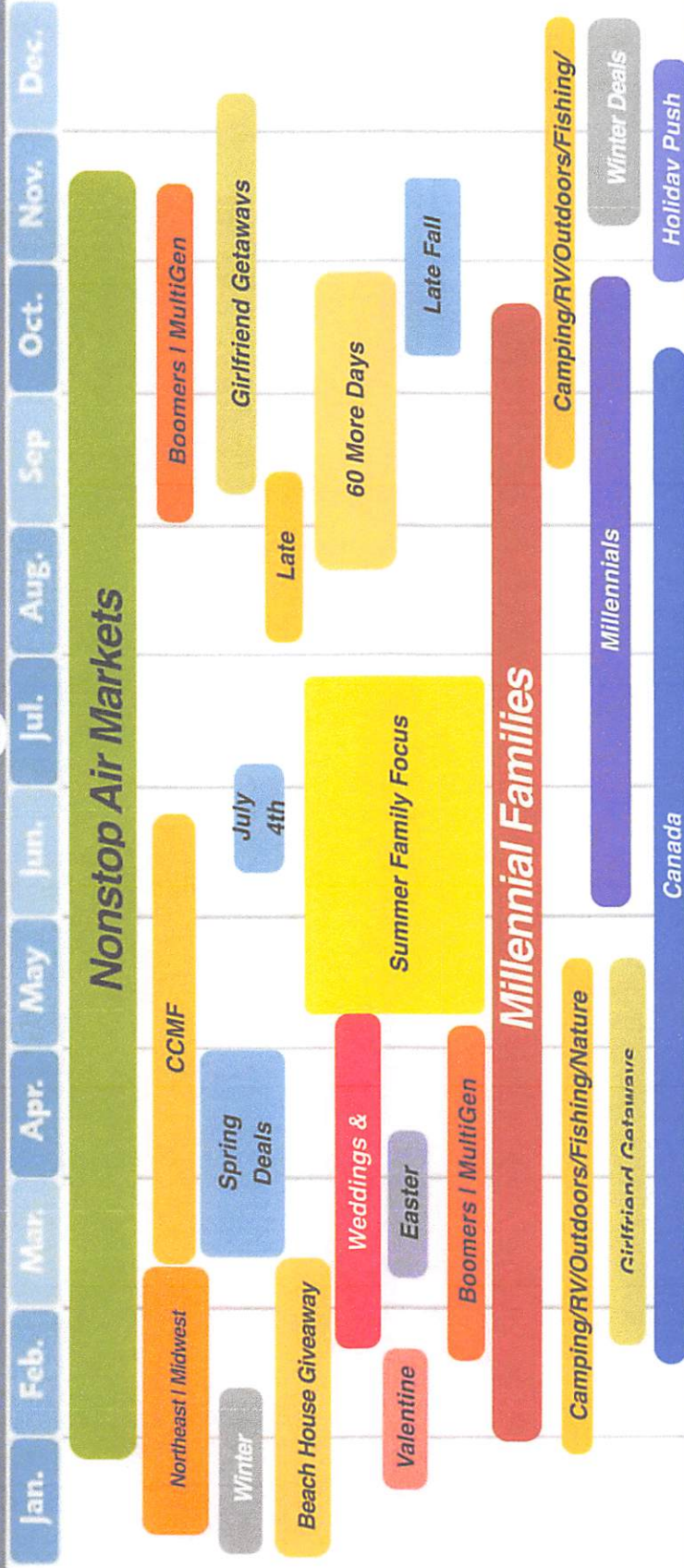


Family Golf



Fishing Boating
Water Activities

Promotion Timing



Top Markets (Air Service)



2018 National & Regional PR Strategy

- Media Pitching
- Media Hostings
- Media Mission Trips
- New Air Service Markets
- Regional Media Days
- Millennial Families Focus
- 60 More Days of Summer



TRAVEL+
LEISURE

DAILY NEWS

The
Washington
Times

AP

The Atlanta
Journal-
Constitution

TORONTO STAR

Budget Travel



Southern Living

THE
HUFFINGTON
POST

AARP

Chicago Tribune



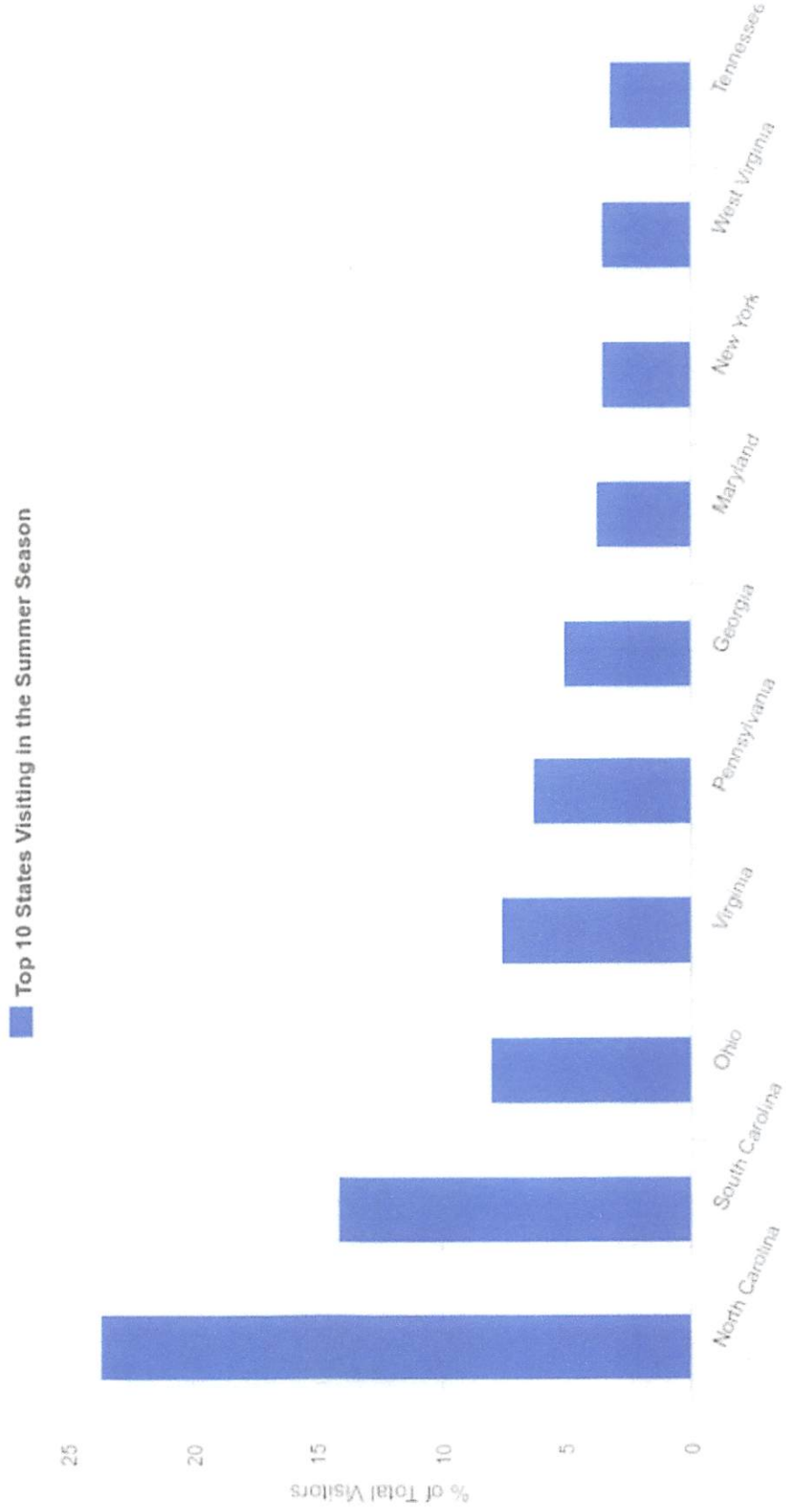
Amplify: Social Media & Video

- Leverage User Generated Content
- Drive engagement across All Channels
- Facebook Live & Instagram Stories
- Blog Content
- Themed Videos

A screenshot of a Facebook Live video player. The video shows a woman with long brown hair wearing sunglasses and a white top, smiling. The interface includes a 'Like' button, a 'Comment' button, and a 'Share' button. A 'LIVE' badge is visible in the top right corner of the video player. The video has 38K views and 1.3K likes. The background of the slide features a cluster of various social media engagement icons such as thumbs up, hearts, and smiley faces.

Research & Insights

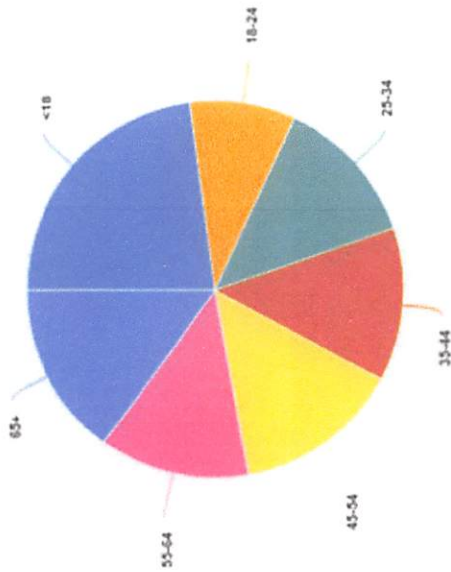
Summer Profile - Top 10 Visiting States



September 2017

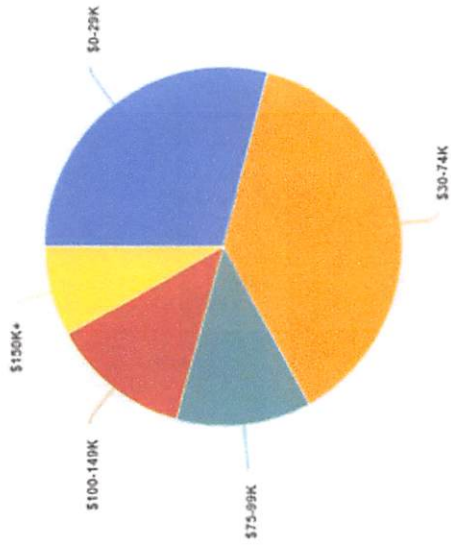
Research & Insights

Summer Profile - Age Demographics



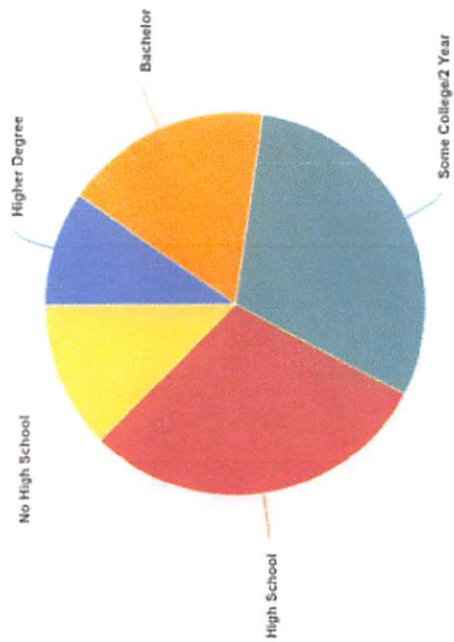
September 2017

Summer Profile - Income Demographic



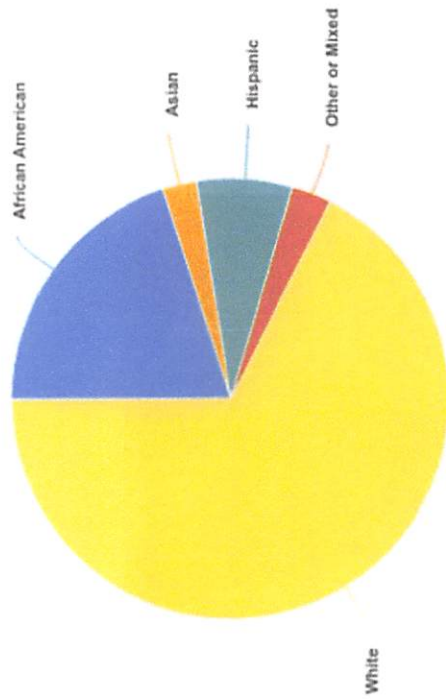
September 2017

Summer Profile - Education Demographic



September 2017

Summer Profile - Race Demographics



September 2017

Research & Insights

Monthly Deplanements

APR, 2018 - Chart Info

● Deplanements 2018 ● Deplanements 2017





More: MyrtleBeachAreaCVB.com

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MYRTLE BEACH
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