



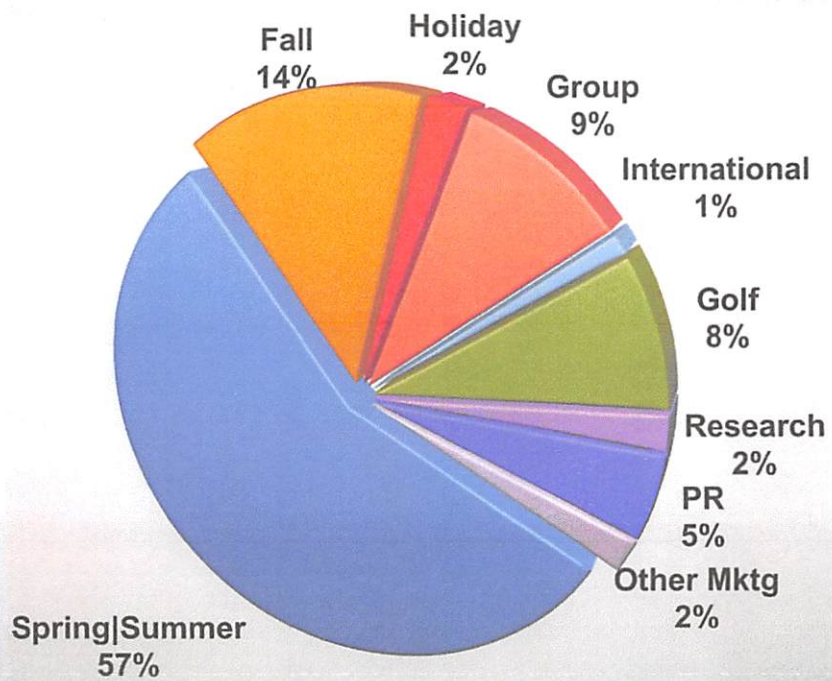
2018 Marketing Strategy - Topline

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SOUTH CAROLINA

2018 Marketing Goals

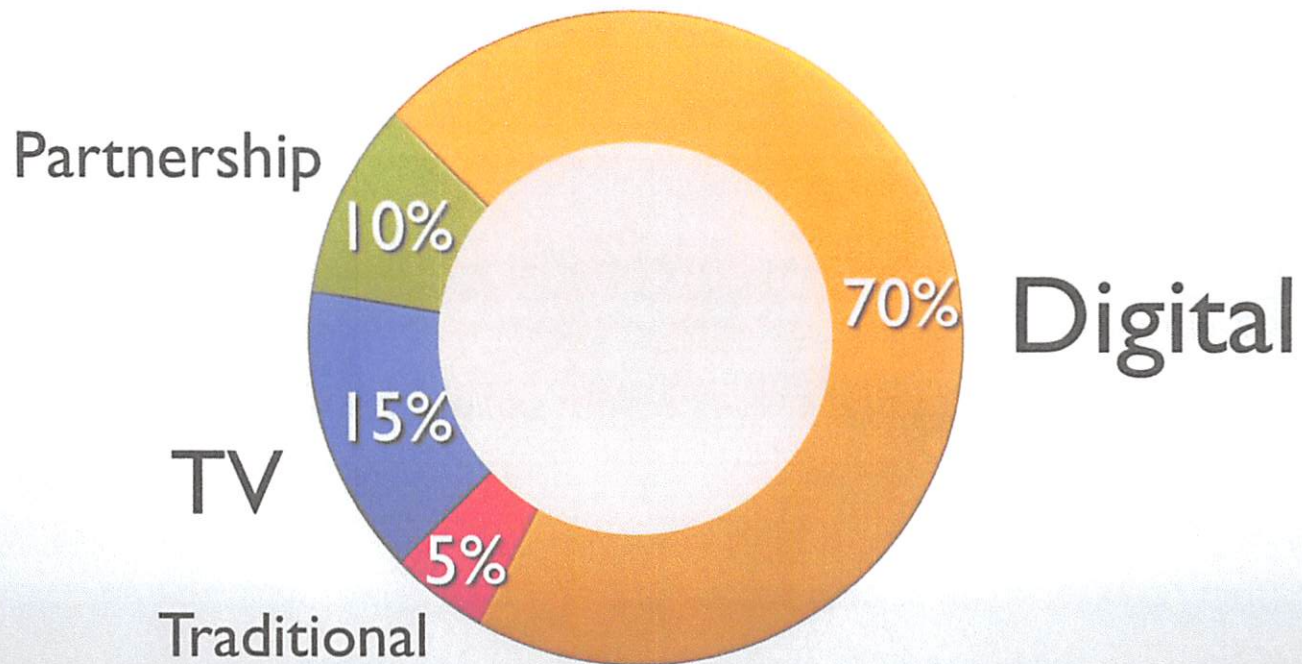
- Deliver increased demand for the destination and create 33% first-time visitation
- Generate \$180 Million - earned media coverage (publicity)
- Host 60 qualified media visits
- Stimulate increased social media engagement
- Drive 5% growth in deplanements at MYR
- Create \$250+ in Revenue Per Marketing 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



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Promotional Media Mix



Audiences



Multi-Generational



Couples



Families



Sports Enthusiasts



Younger Generation



Wedding Honeymoon



Nature Enthusiasts



Empty-Nesters/Seniors



Girlfriend Getaways



Groups/Meetings



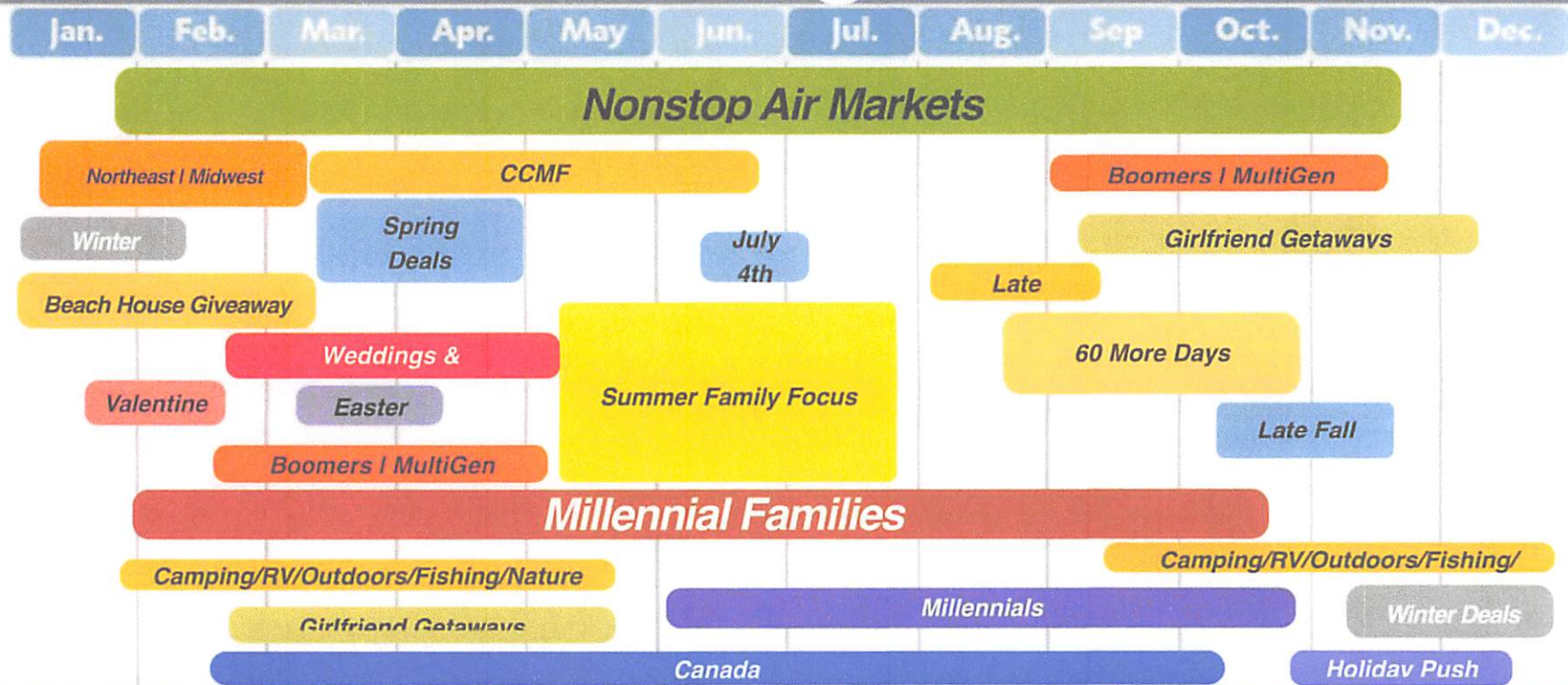
Family Golf



Fishing Boating
Water Activities

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Promotion Timing



Top Markets (Air Service)



2018 National & Regional PR Strategy

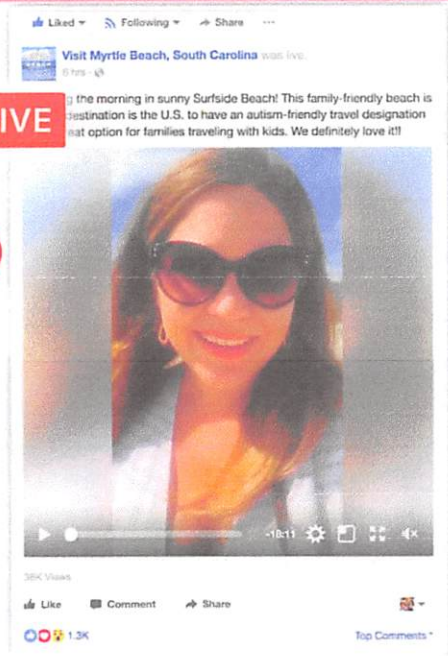
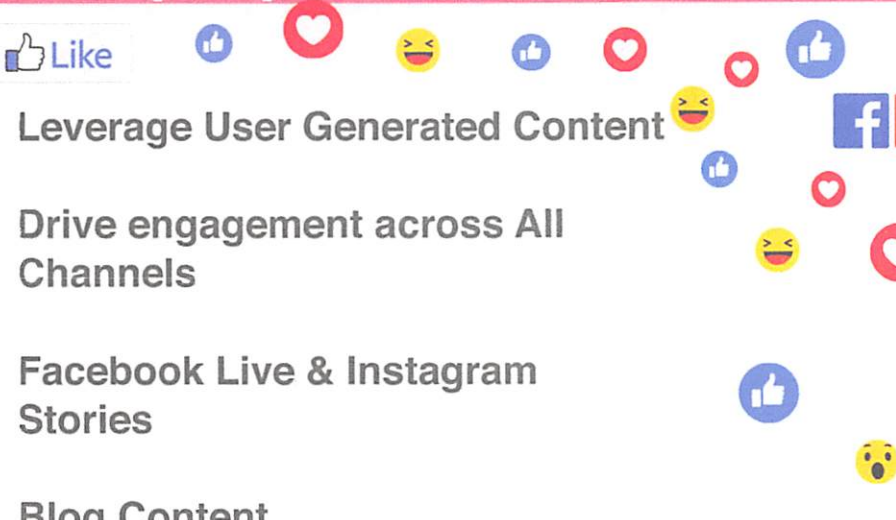
- Media Pitching
- Media Hostings
- Media Mission Trips
- New Air Service Markets
- Regional Media Days
- Millennial Families Focus
- 60 More Days of Summer





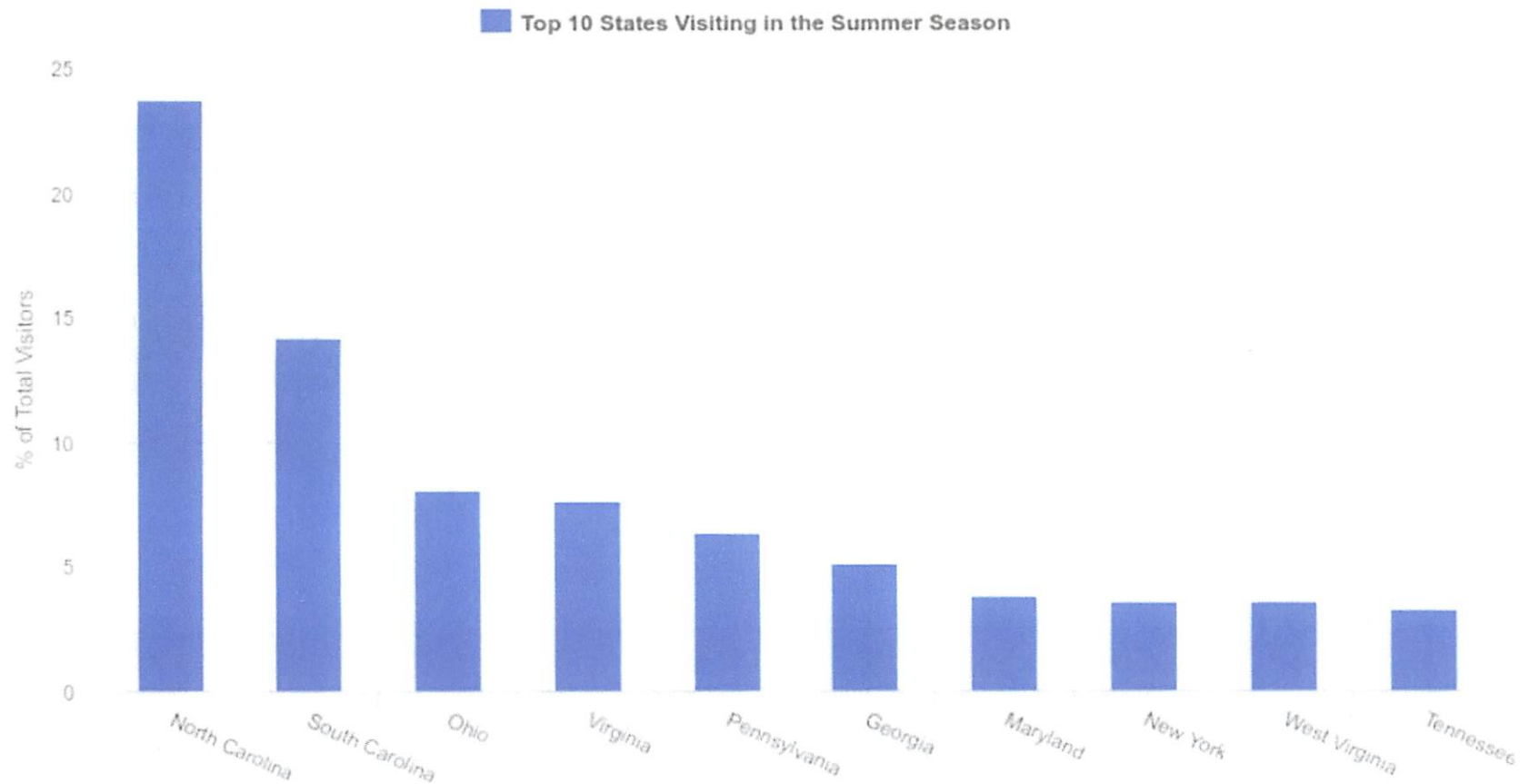
Amplify: Social Media & Video

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



Research & Insights

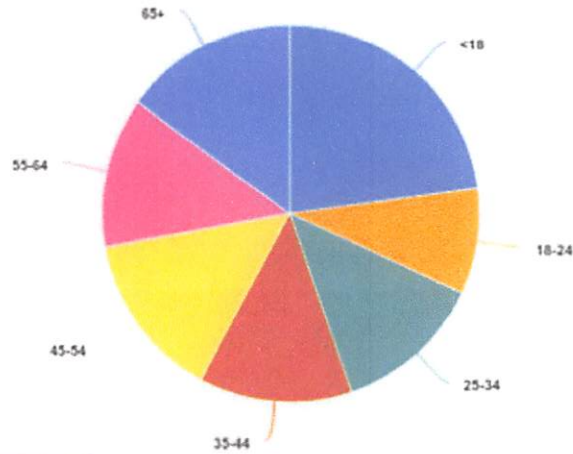
Summer Profile - Top 10 Visiting States



September 2017

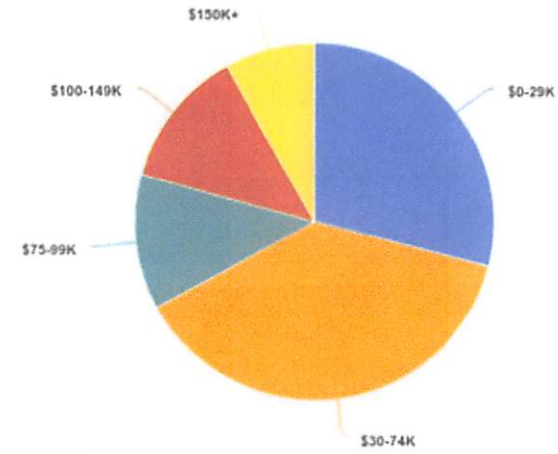
Research & Insights

Summer Profile - Age Demographics



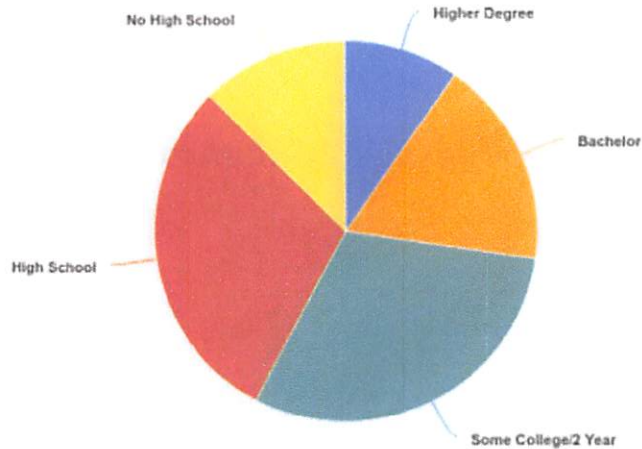
September 2017

Summer Profile - Income Demographic



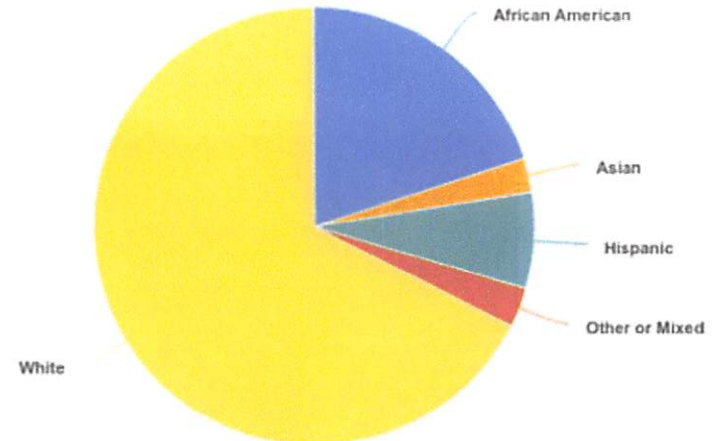
September 2017

Summer Profile - Education Demographic



September 2017

Summer Profile - Race Demographics

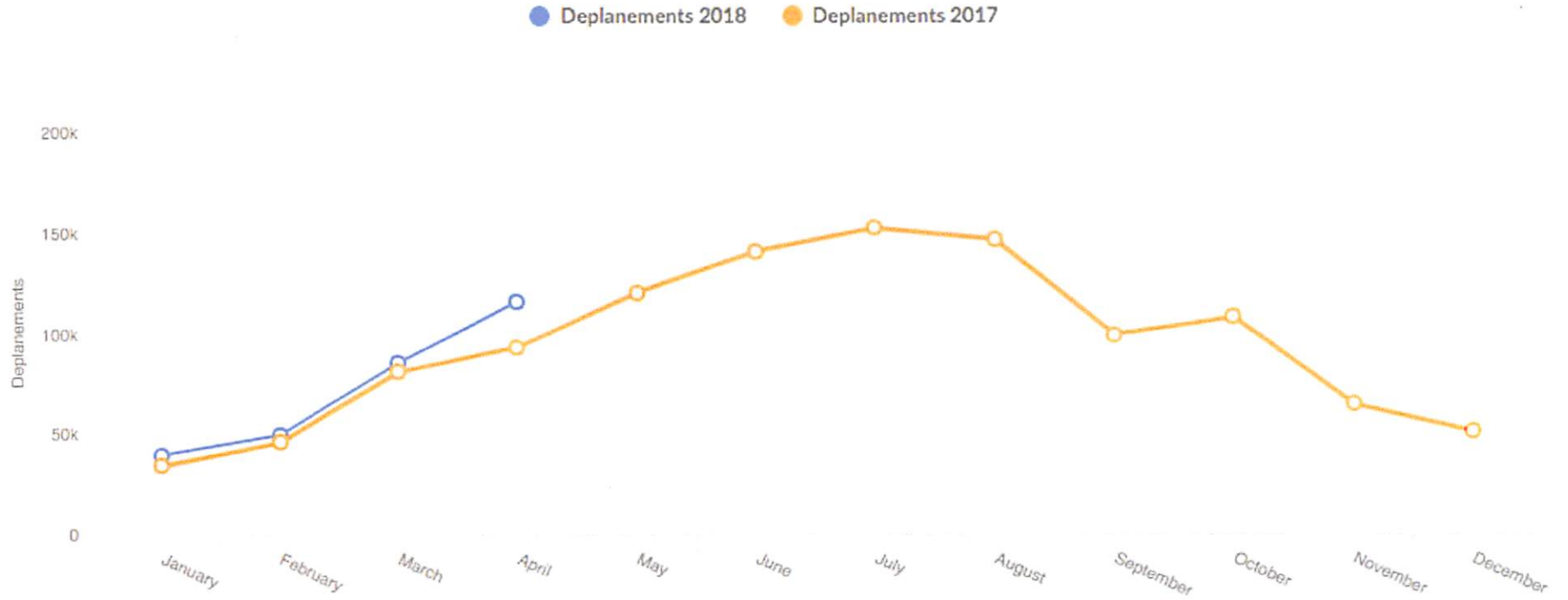


September 2017

Research & Insights

Monthly Deplanements

APR, 2018 [Chart Info](#)



A scenic view of a marsh at sunset. In the foreground, there is a body of water reflecting the golden light of the setting sun. To the left, a wooden gazebo with a roof stands on a small pier. The background shows a vast marsh with some buildings in the distance under a sky with scattered clouds.

More: MyrtleBeachAreaCVB.com

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