

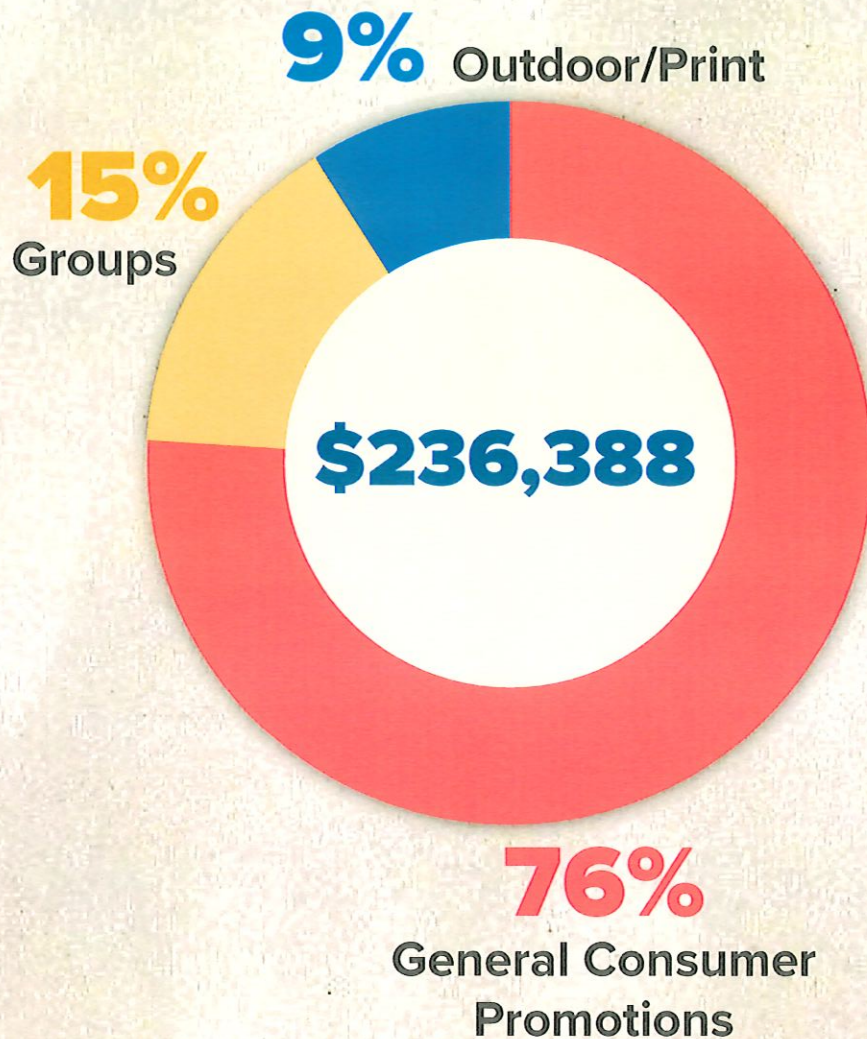
CITY OF
Myrtle Beach
SEPTEMBER 2020 UPDATE



VISITMYRTLEBEACH.COM

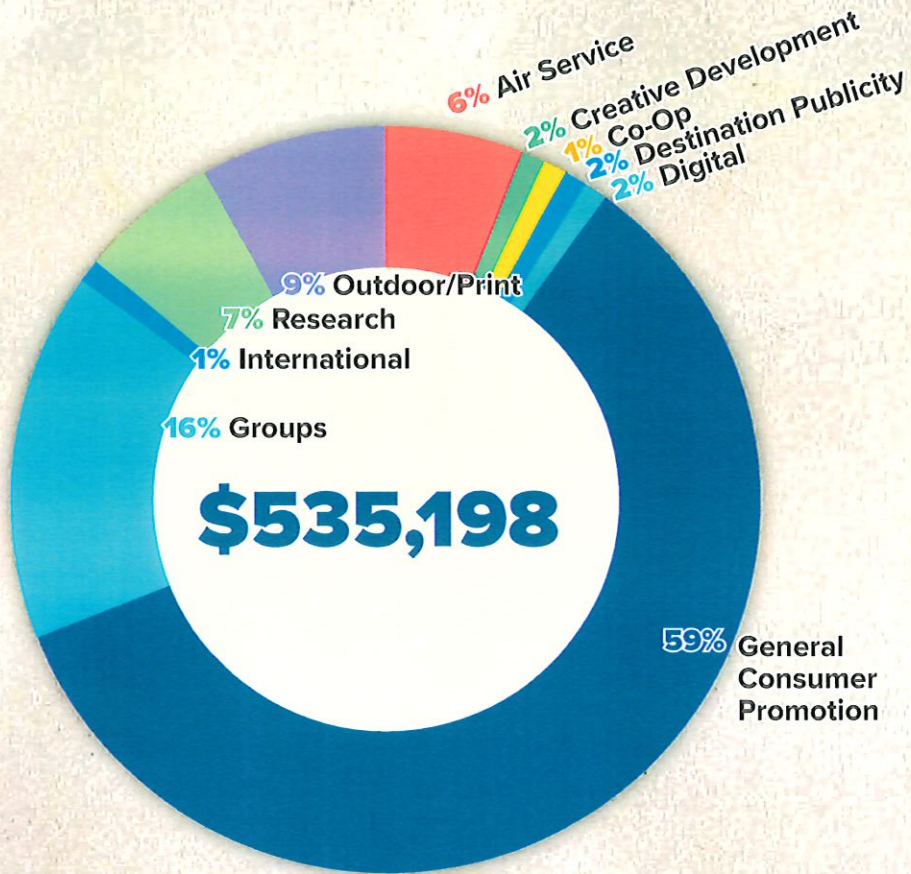
visit
**MYRTLE
BEACH**

Myrtle Beach ATAX Q2 2020



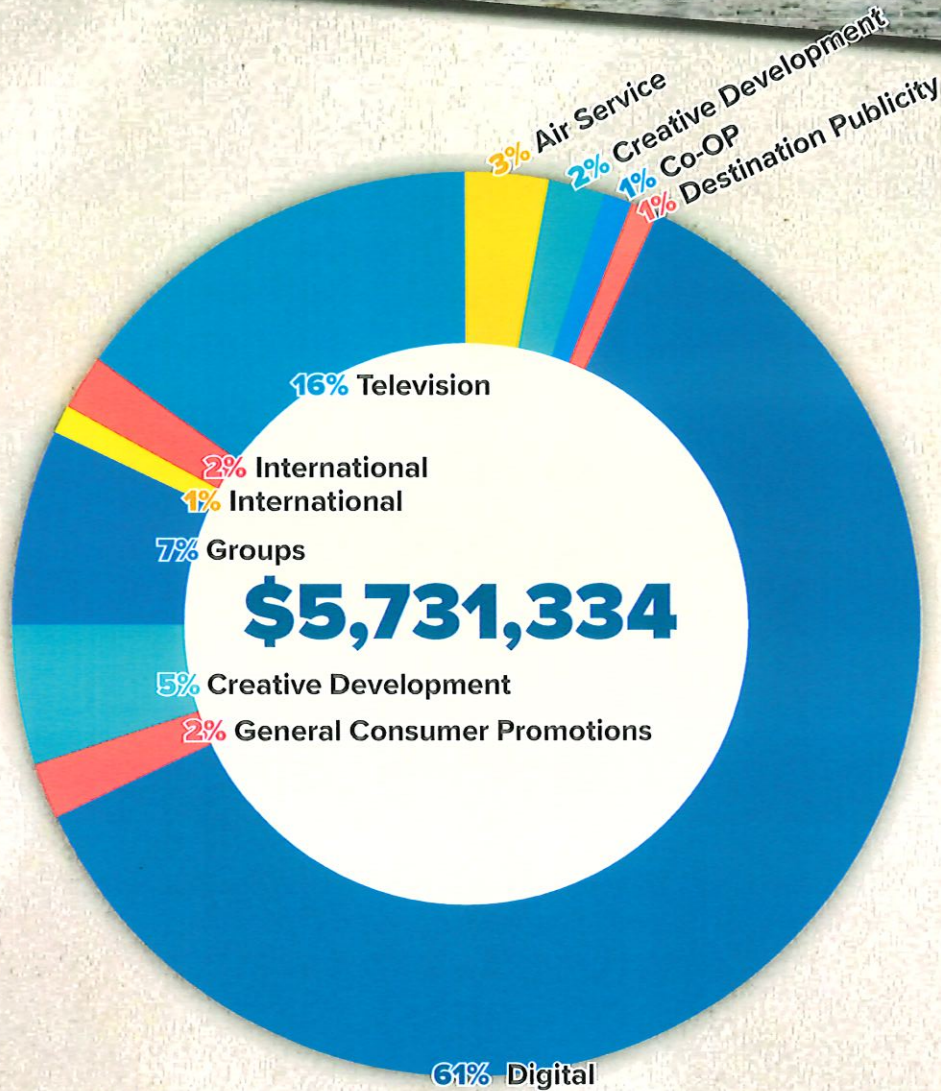
Marketing Activity	Invested	Percent
Creative Development	\$12	0%
General Consumer Promotions	\$179,983	76%
Groups	\$36,114	15%
Outdoor/Print	\$20,280	9%

Myrtle Beach ATAX YTD 2020



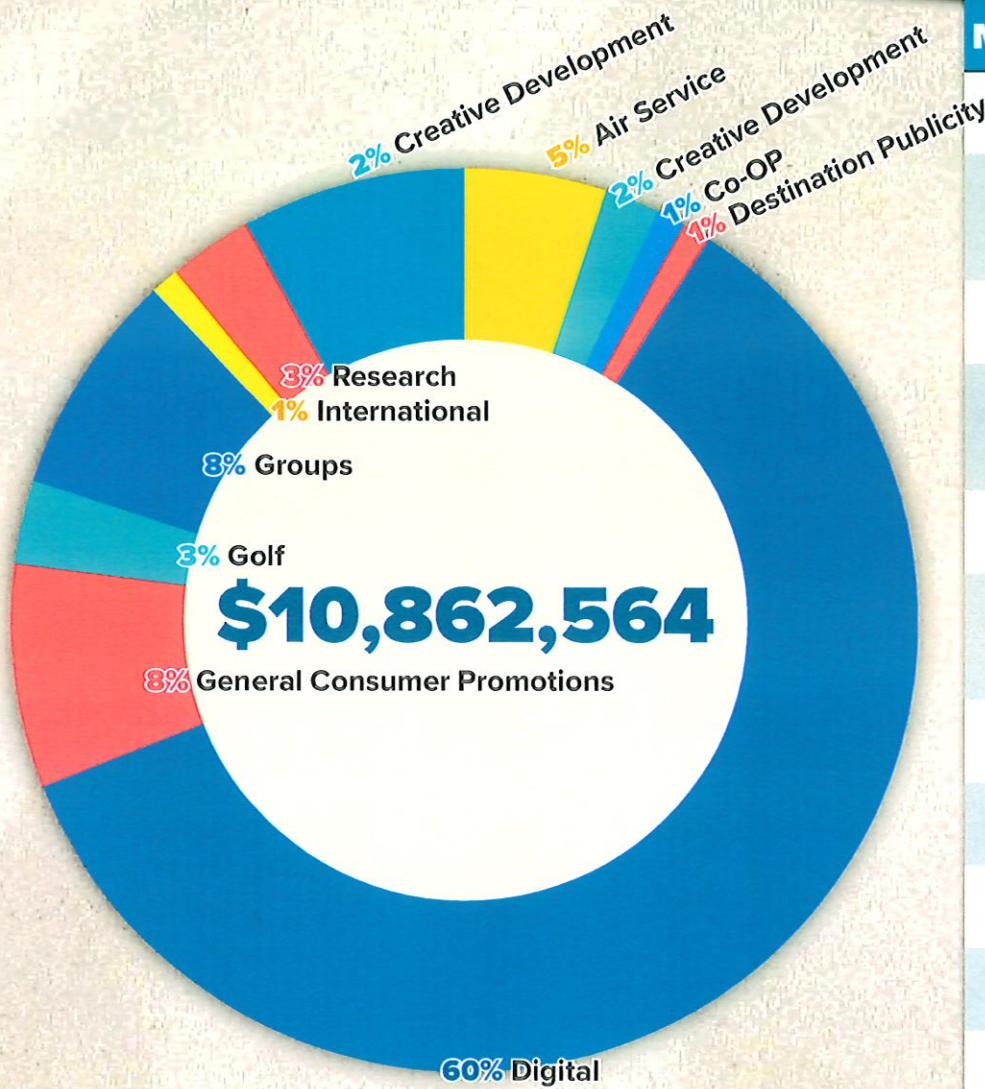
Marketing Activity	Invested	%
Air Service	\$34,688	6%
Creative Development	\$9,637	2%
Co-Op	\$5,250	1%
Destination Publicity	\$8,558	2%
Digital	\$9,806	2%
General Consumer Promotion	\$314,523	59%
Golf	\$0	0%
Groups	\$83,961	16%
International	\$5,136	1%
Research	\$37,943	7%
Television	\$97	0%
Outdoor/Print	\$45,878	9%

Myrtle Beach TDF Q2 2020



Marketing Activity	Invested	Percent
Air Service	\$153,177	3%
Creative Development	\$125,486	2%
Co-Op	\$75,000	1%
Destination Publicity	\$43,665	1%
Digital	\$3,477,599	61%
General Consumer Promotions	\$107,683	2%
Golf	\$289,726	5%
Groups	\$420,706	7%
International	\$45,888	1%
Research	\$102,770	2%
Television	\$888,809	16%
Outdoor/Print	\$824	0%

Myrtle Beach TDF YTD 2020



Marketing Activity	Invested	Percent
Air Service	\$539,427	5%
Creative Development	\$212,114	2%
Co-Op	\$144,750	1%
Destination Publicity	\$142,138	1%
Digital	\$6,530,216	60%
General Consumer Promotions	\$878,626	8%
Golf	\$289,726	3%
Groups	\$819,245	8%
International	\$92,166	1%
Research	\$321,093	3%
Television	\$891,415	8%
Outdoor/Print	\$1,647	0%

2020 *Marketing* GOALS

COVID 19

5% Increase fall visitors

5% Increase in 1st time visitation

-20% Increase MYR deplanements

\$150 Created in revenue per marketing dollar invested (ROI)



A scenic view of a beach at sunset. The sky is a mix of orange, yellow, and blue. The water is calm, reflecting the colors of the sky. In the foreground, two people are walking away from the camera into the shallow water, holding hands. The overall mood is peaceful and romantic.

Marketing STRATEGIES

1. Inspire Visitation
2. Optimize Channel Distribution
3. Create Profitable Partnerships
4. Stimulate Air Service Growth
5. Attract Group Business

Recovery PHASES

PHASE 1 – READY

Quarantined & Social Distancing

- Create an escape
- Stay Relevant
- Be Empathetic
- Inform & Educate

March-April

PHASE 2 – SET

Reduced distancing, Testing, Trip Planning

- Evolve and expand the conversation
- Provide Inspiration
- Deliver emotional Connection to Myrtle Beach Invite folks to plan a trip

May-Mid June

PHASE 3 – GO

Going back in Public Free to travel

- Give reasons to believe
- Encourage people to visit
- Create value-based offers/packages
- Bring one and all the Beach

Mid June-August

SUMMER MARKETING

GOALS & STRATEGIES



- 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

-
- PHASE 3 "GO" RECOVERY STRATEGY
 - 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

**SUMMER
MARKETING**

TV MARKETS

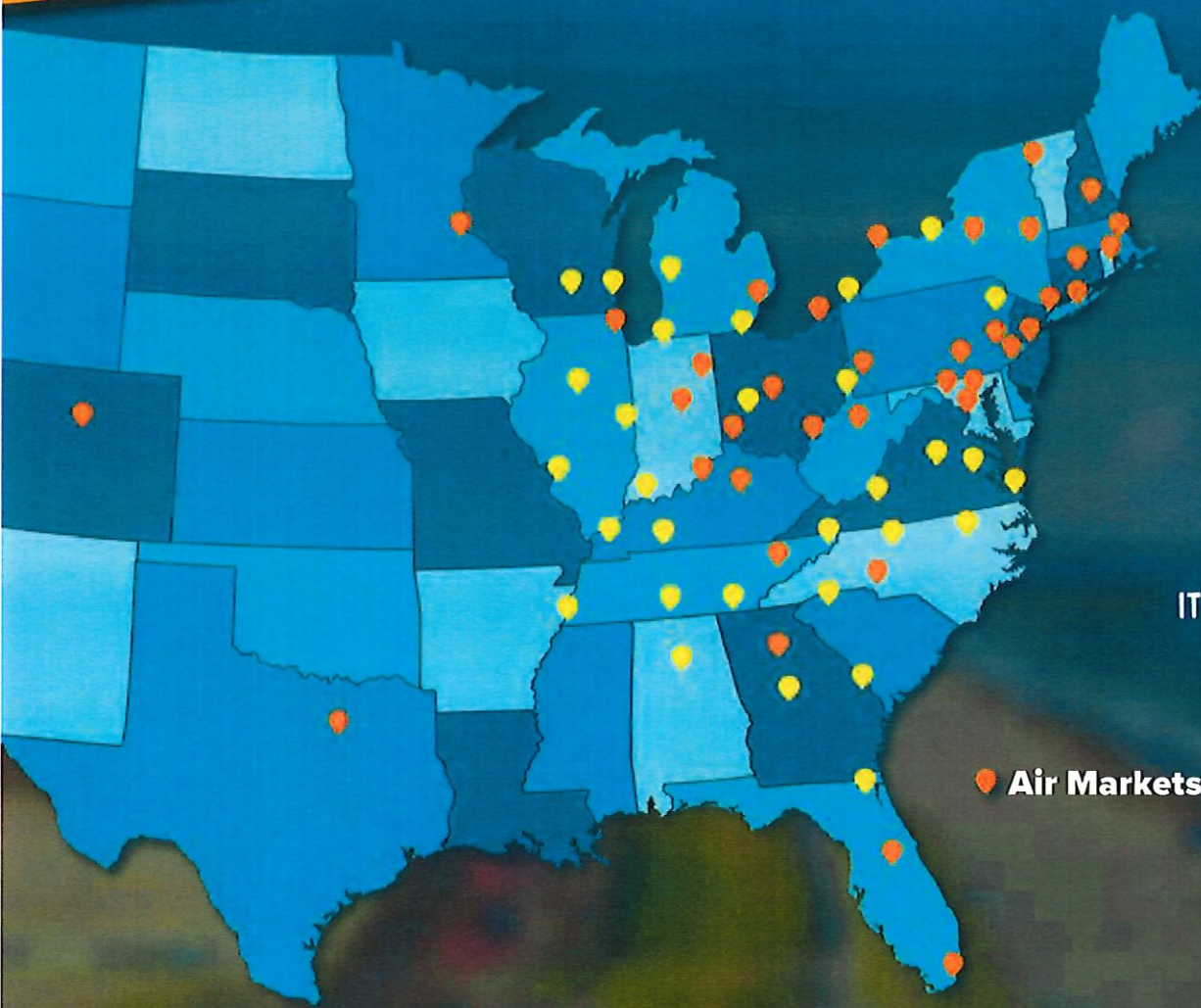
*The
Beach
IS BACK*

**BRIEFLY PAUSED ADVERTISING IN A FEW
SELECT MARKETS WV, NY, NJ, CT AND VA.**

**AS OF MONDAY JULY 6, 2020, WE HAVE TURNED BACK
ON ALL DIGITAL PROMOTION IN THESE LOCATIONS.**

**IT SHOULD BE MENTIONED THAT DURING THAT BRIEF PAUSE WE
WERE STILL AGGRESSIVELY TARGETING OTHER MARKETS;**

 **Air Markets**



SUMMER MARKETING

WEB BANNER ADS

The Beach IS BACK

IT'S TIME TO GET BACK TO WHERE YOU BELONG.



visit MYRTLE BEACH

SUMMER DEALS

IT'S TIME TO GET BACK TO WHERE WE ALL BELONG.



visit MYRTLE BEACH

SUMMER DEALS

Happiness comes in Waves



visit MYRTLE BEACH

SUMMER DEALS

60 MILES OF WIDE OPEN BEACHES



visit MYRTLE BEACH

SUMMER DEALS

IT'S TIME TO GET BACK TO WHERE YOU BELONG.



visit MYRTLE BEACH

SUMMER DEALS


IT'S TIME FOR FUN, SUN & THE BEACH!



visit MYRTLE BEACH

SUMMER DEALS

60 MILES OF WIDE OPEN BEACHES



visit MYRTLE BEACH

SUMMER DEALS

visit MYRTLE BEACH

IT'S TIME TO GET BACK TO WHERE WE ALL BELONG.



visit MYRTLE BEACH

SUMMER DEALS

60 MILES OF WIDE OPEN BEACHES



visit MYRTLE BEACH

SUMMER DEALS



MYRTLE BEACH AREA CHAMBER OF COMMERCE

SUMMER MARKETING

MEDIA TYPE	JUNE				JULY				AUGUST			
Week	1	2	3	4	1	2	3	4	1	2	3	4
Digital			★	★	★	★	★	★	★	★	★	★
Television				★			★	★	★	★	★	★
Promotions				★	★			★	★			
Public Relations	★	★	★	★	★	★	★	★	★	★	★	★
Group Trades				★					★		★	

SUMMER PUBLIC RELATIONS

Visit RESPONSIBLY

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 visitors, promote the health and safety protocols

Myrtle Beach, S.C. (June 25, 2020) — Myrtle Beach, South Carolina, has reopened the area to relax, unwind and soak up the sun. While the beaches and many attractions are open, Visit Myrtle Beach and its partner organizations continue to remind travelers of the guidelines established to keep those in the area safe and healthy.



"We understand that people are ready to travel again following these difficult past people are choosing the Grand Strand as the destination they want to visit," said CEO of Visit Myrtle Beach. "While it's time to get back to where we all belong, we're maintaining social distancing, wearing a face mask in public places, practicing the guidelines established by healthcare professionals in order to keep everyone safe."

As part of these efforts, Visit Myrtle Beach has created a Visit Responsibly campaign to help travelers travel to the destination. This includes the Healthy Travel page at VisitMyrtleBeach.com, information like tips from the CDC, the latest details on businesses that are open for business, and updates from South Carolina, Horry County and the many cities throughout the organization. Visit Myrtle Beach also has created a series of videos and blog posts showing specific ways to 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 businesses are safely and timely reopening.

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 <https://bit.ly/wsc3WwZ>

Please do your part to help slow the spread of Covid-19. Travel responsibly! Keep your distance, keep your mask on. See More

Please pack your mask

MOST GRAND STRAND MUNICIPALITIES REQUIRE MASKS IN INDOOR PUBLIC SPACES

visit MYRTLE BEACH

THANKS FOR VISITING RESPONSIBLY

Visit Myrtle Beach, South Carolina
August 15

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/32iis16>

The Beach is Open

Just remember to pack your mask!

visit MYRTLE BEACH

0:04 / 0:43

50,464 People Reached | 973 Engagements

232 Reactions | 28 Comments | 17 Shares

Like | Comment | Share

View comments | Comment as Visit Myrtle Beach, South Carolina

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/2e0Jkwb>

60 MILES OF SUN & FUN WITH PLENTY OF ROOM TO SPREAD OUT!

0:07 / 0:15

42,697 People Reached | 918 Engagements

332 Reactions | 20 Comments | 22 Shares

Like | Comment | Share

View comments | Comment as Visit Myrtle Beach, South Carolina

SUMMER PUBLIC RELATIONS



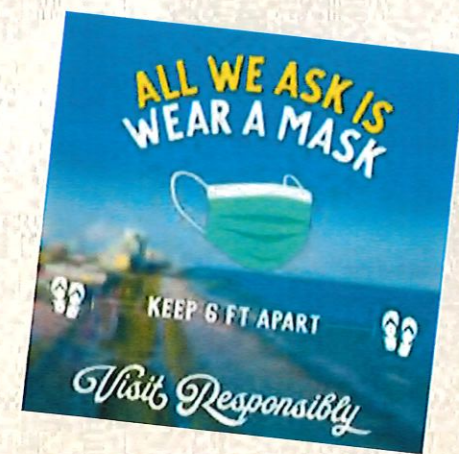
Call center and Chamber Communications team working to correct the record regarding rumors of beaches being closed;



On VisitMyrtleBeach.com, the first message you'll see is "Beaches are open, but please pack your mask."



Chamber's full-time Public Relations consultants, Fahlgren Mortine, is working with area leaders, including Mayor Bethune, on how to best communicate our "visit responsibly" message in the media;



SUMMER PR RESULTS



The Perfect Weekend Getaway: Myrtle Beach From Atlanta



Fodor's Travel

Our new series on weekend road trips aims to inspire you for why to come as we slowly return to travel.

Reader's Digest

The Best 25 Spots Where You Can Camp on the Beach

Christina Vercelletto

Grab a backpack and your swimsuit! These gorgeous beach camping destinations are the perfect choices for socially-distanced summer fun.



ADM AkronOhioMoms

Myrtle Beach Invites Ohioans to Hit the Beach

Myrtle Beach, SC



New Haven Register

Local News & Events
 Classifieds & Advertising
 Subscriptions
 Contact Us
 Privacy Policy
 Terms of Service
 About Us

Safe, responsible traveling

8 simple tips to protect yourself and others

Handwashing

Thousands of families put beach 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 a safe vacation while practicing responsible travel. This not only helps protect you and your family, but every one else — from the workers to the residents to fellow 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

Practice social distancing by staying 6 feet away from others not in your family or travel group. Many public spaces will have signs to remind you of this as well as floor markers. Remember, this applies to everywhere you go, including the beach.

Visit outdoor parks

Expansive parks and outdoor spaces make it

spread of germs. Respect these requests when traveling. Beaches and outdoor spaces are great for enjoying time together safely. In Myrtle Beach, **Black Hills Gardens** offers private, eco-friendly kayak tours where visitors can learn about the salt marsh ecosystem and the plants and resources that inhabit it. Another option is **Arctic Water Sports**, which provides jet ski rentals to satisfy your drive for aquatic adventure.

Keep it small

Individual or small group sizes are great for enjoying time together safely. In Myrtle Beach, **Black Hills Gardens** offers private, eco-friendly kayak tours where visitors can learn about the salt marsh ecosystem and the plants and resources that inhabit it. Another option is **Arctic Water Sports**, which provides jet ski rentals to satisfy your drive for aquatic adventure.

Explore thoughtful dining options

Restaurants across the Grand Strand are all practicing

GO WORLD TRAVEL MAGAZINE

SOUTH CAROLINA'S GRAND STRAND LIVES UP TO ITS NAME

By Victor Block II, Laura A. Conner



Beachfront and many green waterside views. Courtesy Grand Strand. Photo by James K. Boyd for www.com.com

WRAL.com

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

MYRTLE BEACH, S.C., July 2, 2021 /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.

Please pack your mask!

MOST GRAND STRAND MUNICIPALITIES REQUIRE MASKS IN INDOOR PUBLIC SPACES.

MYRTLE BEACH

THANKS FOR VISITING RESPONSIBLY!

FALL MARKETING

GOALS & STRATEGIES



- Increase visitation during the fall season supporting recovery



- Generate revenue in bookings and visitor spending during the fall



- Support air service demand in markets where nonstop service has resumed

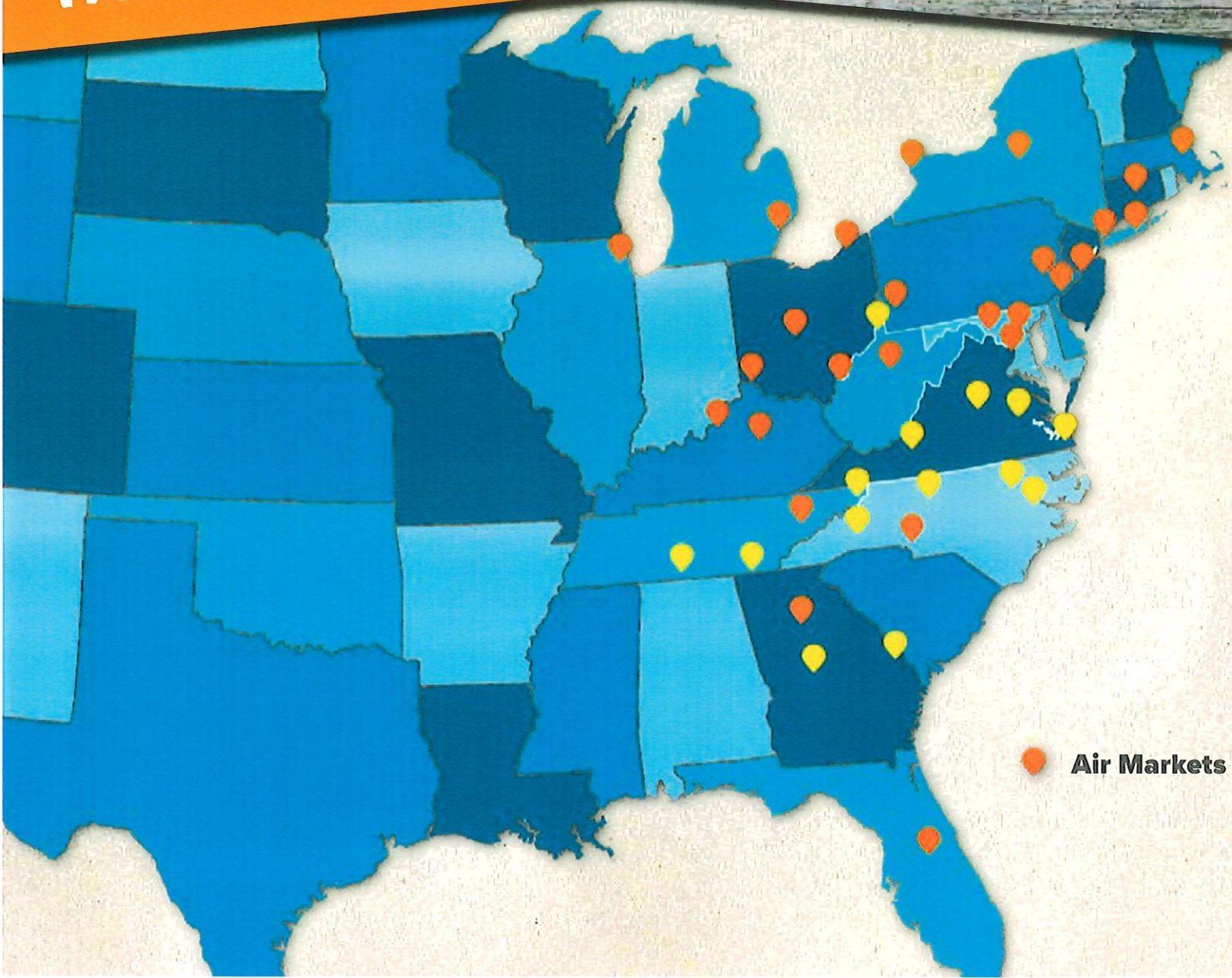


- Stay top of mind with group/event planners

-
- FALL CONTINUES WITH PHASE 3 "GO" RECOVERY STRATEGY
 - TARGET – BOOMERS, MULTIGEN & MOMS OF YOUNG CHILDREN
 - THEMES: ESCAPE TO THE BEACH, FALL DEALS, VISIT RESPONSIBLY
 - KEY ACTIVITIES: ROAD TRIPS, OUTDOORS, CAMPING, GOLF & DINING ALONG 60 MILES OF WIDE- OPEN BEACHES, AS WELL AS WORK-CATIONS, SCHOOL-CATIONS/FIELD TRIPS

FALL MARKETING

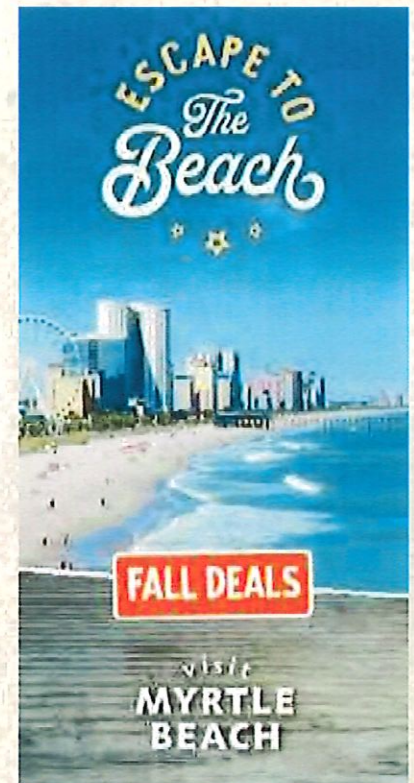
TV MARKETS



● Air Markets

FALL MARKETING

Web DISPLAY ADS



Thank you!

visit
**MYRTLE
BEACH**



MYRTLE BEACH AREA CHAMBER OF COMMERCE