

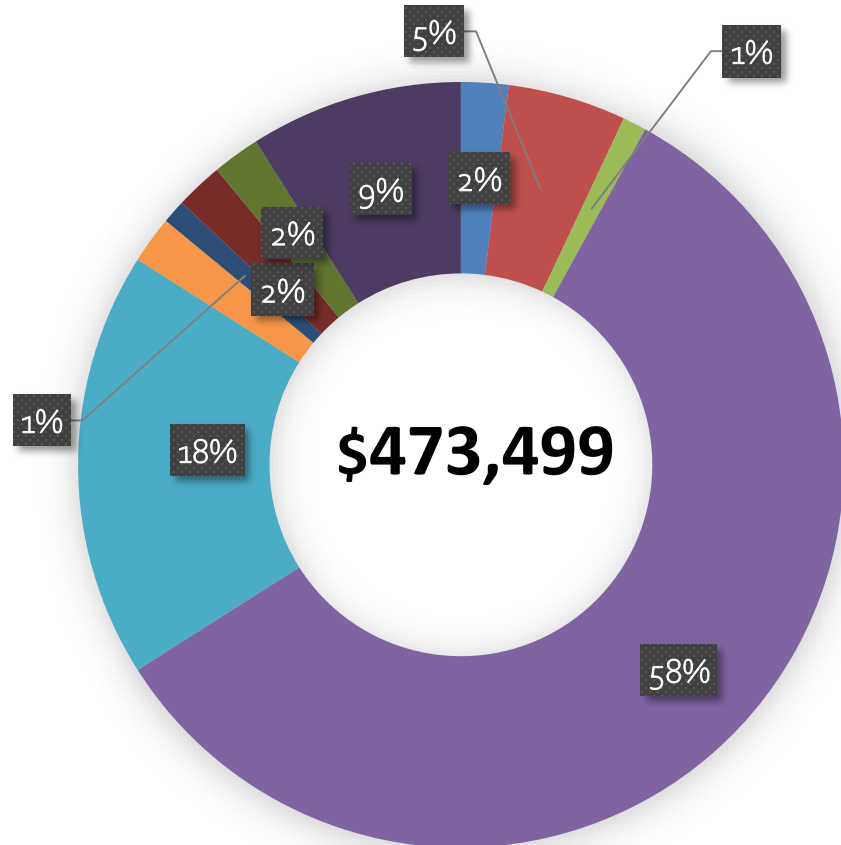


# October – December 2022 Update

Promoting Myrtle Beach as a premiere year-round destination

# Oct-Dec 2022 Myrtle Beach A-Tax Allocations

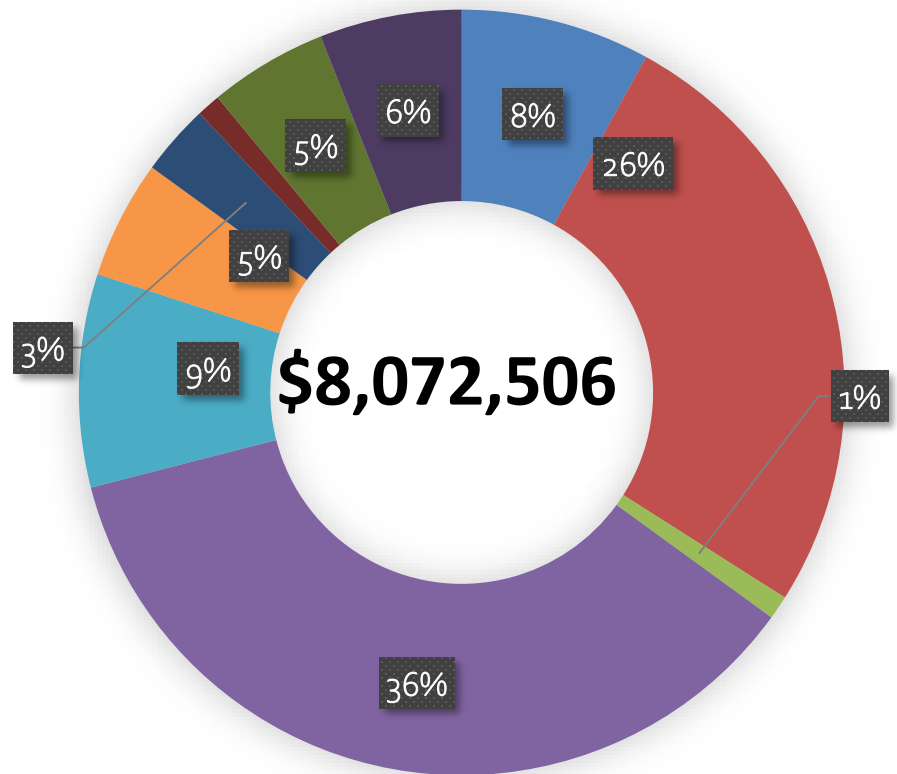
A-TAX Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including increased focus general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Air Service - \$10,826.72 - 2%
- Creative Development - \$22,675.70 - 5%
- Destination Publicity - \$2,557.02 - 1%
- Digital - \$275,299.22 - 58%
- General Consumer Promotion - \$85,667.79 - 18%
- Group Sales - \$7,466.54 - 2%
- International Promotion - \$2,767.49 - 1%
- Outdoor & Print - \$13,584 - 2%
- Research - \$9,552.95 - 2%
- Television - \$43,102 - 9%

# Oct - Dec 2022 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 - \$684,461.54 - 8%
- Creative Development - \$2,131,514.84 - 26%
- Destination Publicity - \$60,857.41 - 1%
- Digital - \$2,871,964.31 - 36%
- General Consumer - \$763,292.22 - 9%
- Group Sales - \$386,241.30 - 5%
- International - \$226,207 - 3%
- Outdoor & Print - \$74,825 - 1%
- Research - \$432,222.70 - 5%
- Television - \$440,919.93 - 6%



# Beach 'n Chili

MYRTLE BEACH, SC



# Chef Swap at The Beach

6-episode cooking show on Cooking Channel focused on local chefs



# Holiday 2022 Marketing

Inviting guests back to a bigger, brighter holiday season

The holidays are bigger, brighter & *Beach-ier* here.

See all the holiday happenings across 60 miles of beaches  
[VisitMyrtleBeach.com/Holidays](http://VisitMyrtleBeach.com/Holidays)



**20 MILLION VISITORS**

Like more than 20 million visitors per year, when Santa needs a vacation he heads to The Beach. As you walk through the lights, see how Santa spent his vacation and snap pics along the way for a chance to win!

**3.2 MILLION PASSENGERS**

On the 1st day of his Beachmas trip, Santa arrived in style, giving his reindeer a break by flying into town on a nonstop flight to Myrtle Beach International Airport, becoming one of the 3.2 million travelers served each year.

**157,000 HOTEL ROOMS**

On the 2nd day of Beachmas, Santa hung around his room. He slept in late, got free breakfast, took a dip in the pool and thoroughly enjoyed one of the more than 157,000 hotel rooms The Beach has to offer.

Winter WONDERLAND AT The Beach PRESENTED BY Southwest | myrtle beach

**Oceanfront Lights & Holiday Festival**  
**NOV. 17 - DEC. 23**  
LIGHTS DISPLAY NIGHTLY | 6-9 P.M.  
FESTIVAL OPEN EVERY THURSDAY-SUNDAY

Experience a mile-long oceanfront lights display along the Myrtle Beach Boardwalk, plus a Family Fun Zone, holiday market, live entertainment & much more!



Scan here for event details & tickets:



[WinterWonderlandatTheBeach.com](http://WinterWonderlandatTheBeach.com)

## Fall/Winter Accolades

TRIPADVISOR

10 MOST POPULAR U.S. TRAVEL DESTINATIONS FOR THE FALL

U.S. NEWS AND WORLD REPORT  
BEST FAMILY VACATIONS IN THE US

CONVENTION SOUTH  
2022 READERS' CHOICE AWARD WINNER

FODOR'S TRAVEL  
THE 11 BEST U.S. DESTINATIONS TO VISIT DURING THE FALL OFF-SEASON

*Winter*  
**WONDERLAND**  
*AT The Beach*  
PRESENTED BY:

**Southwest** | myrtle beach  
INTERNATIONAL AIRPORT





# MYRTLE BEACH AUDIENCE SEGMENTS

## *Beach Sophisticates*

AGE 35- 54 | HHI \$100K+ | Travel Spend of \$5K+ |  
Southeast, Northeast and Midwest

## *Family Tides*

AGE 35-54 | HHI \$50-\$150K | Travel Spend of \$2-\$5K  
100% Children | Southeast, Northeast and Midwest

## *Classic Beachers*

AGE 45-74 | HHI \$50-\$125K | Travel Spend of \$2-\$5K  
Southeast, Northeast and Midwest

## *Playful & Practical*

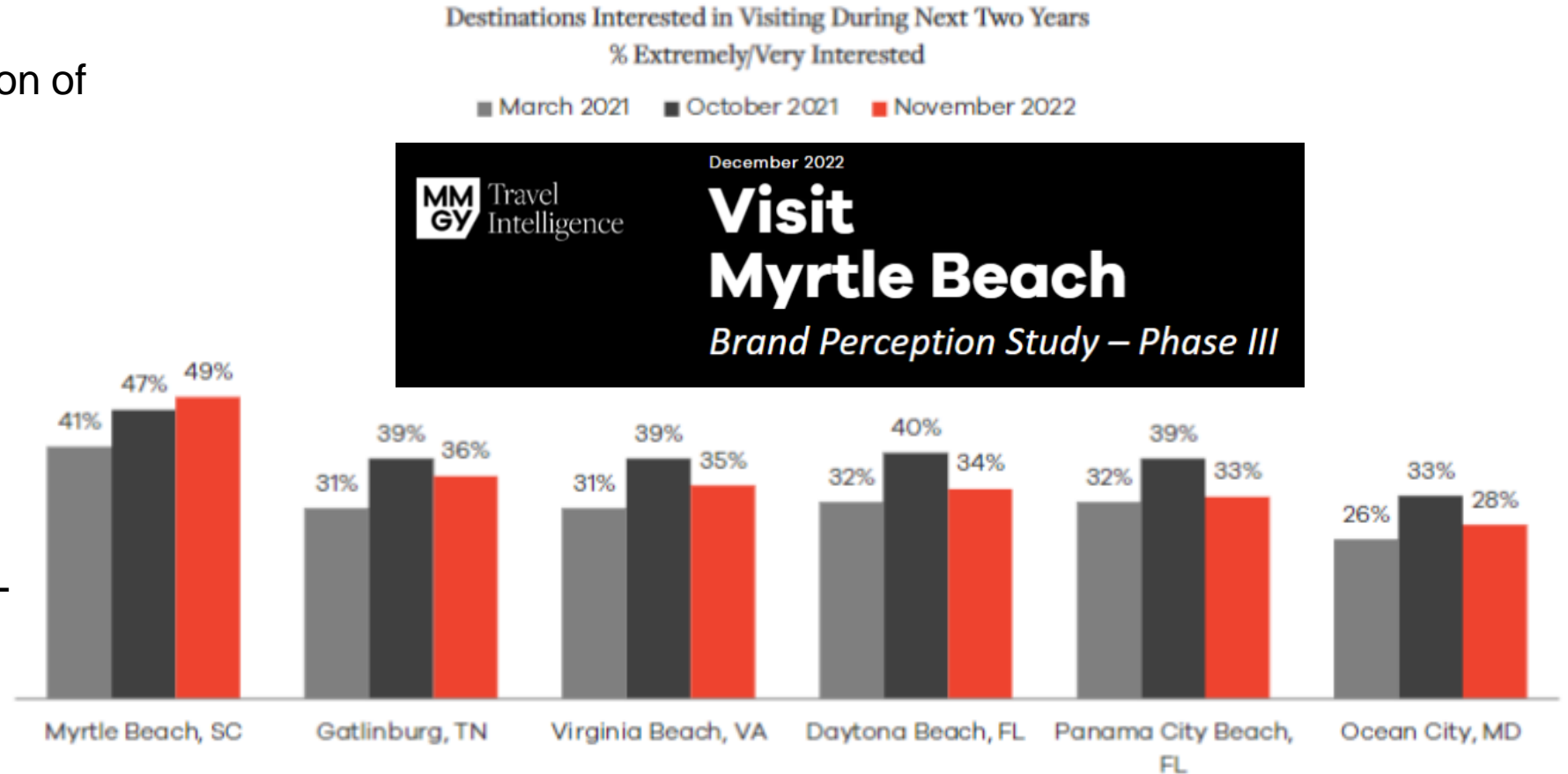
AGE 25-44 | HHI up to \$150K | Travel Spend of \$2-5K |  
Southeast, Northeast and Midwest

# Brand Perception Study – Phase III

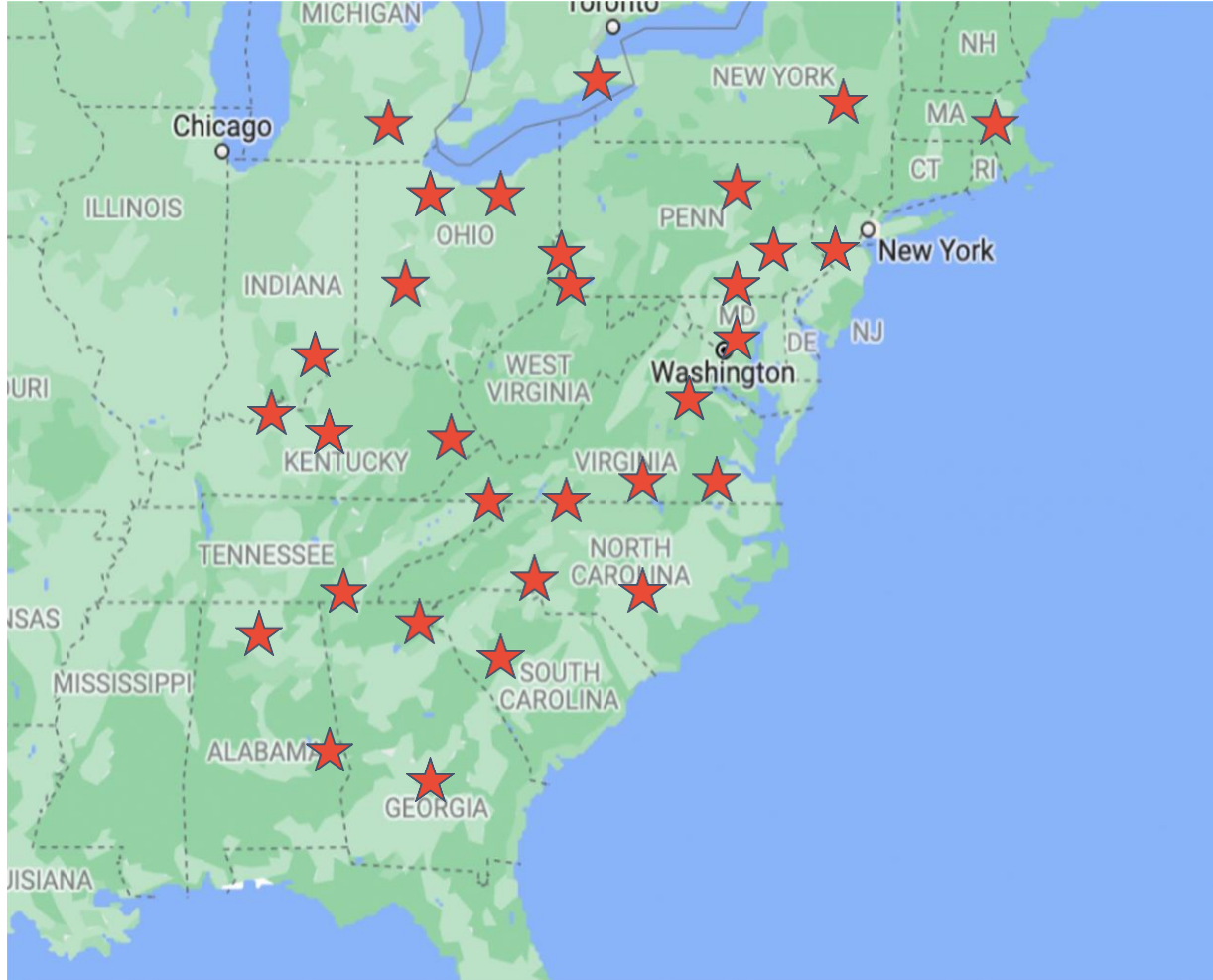
December 2022

## Key Takeaways from Study:

- There continues to be an increased positive perception of Myrtle Beach
- **Interest in visiting Myrtle Beach Increased from October 2021, even while interest in visiting other competitive destinations decreased.**
- Visitors rated Myrtle Beach higher on all destination attributes compared to non-visitors.



# 2023 Spring/ Summer Markets



Albany/Schenectady/Troy  
Atlanta  
Augusta  
Baltimore  
Boston  
Buffalo  
Charleston/Huntington  
Charlotte  
Chattanooga  
Cincinnati  
Cleveland  
Columbus OH  
Detroit  
Greensboro/High Point  
Greenville/Spartanburg/  
Asheville

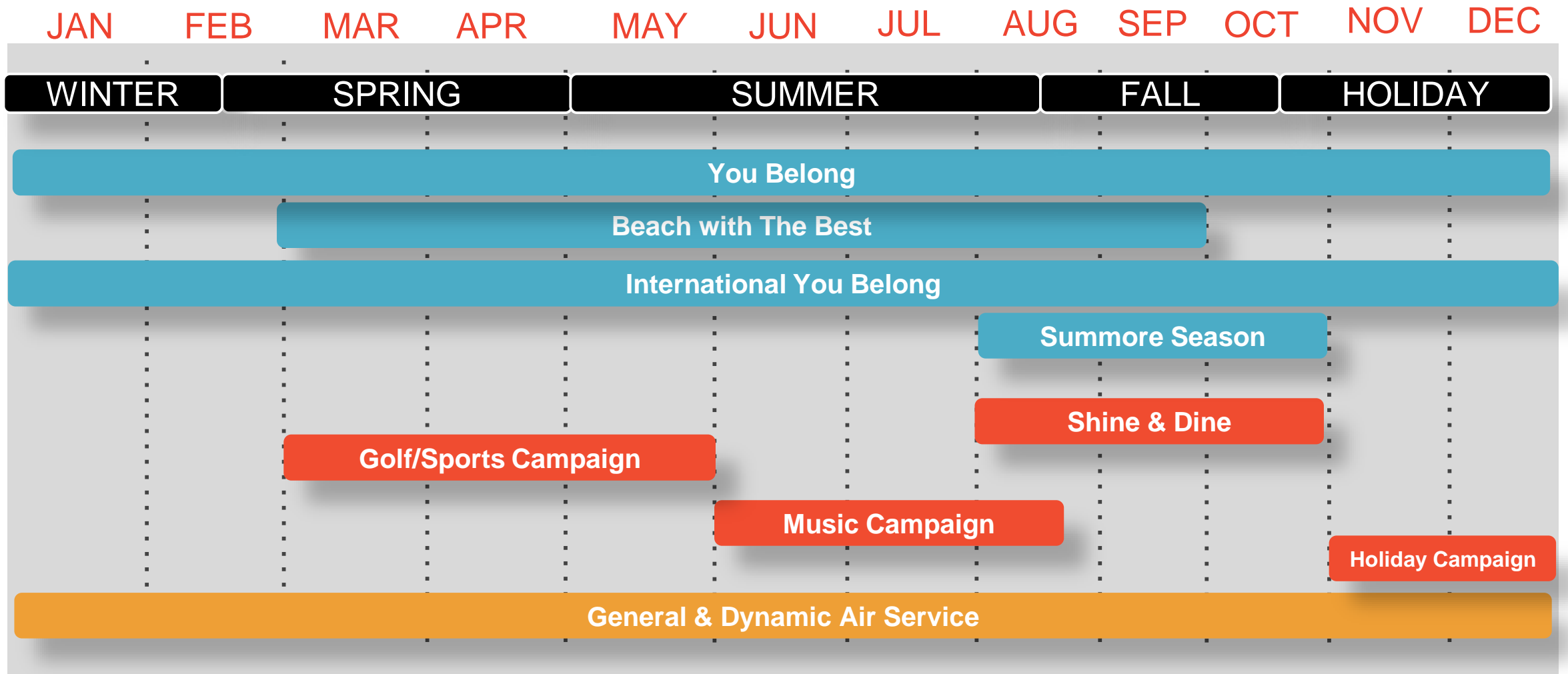
Harrisburg/Lancaster  
Johnstown/Altoona  
Knoxville  
Lexington  
Louisville  
New York  
Norfolk/Portsmouth  
Philadelphia  
Pittsburgh  
Raleigh/Durham  
Richmond/Petersburg  
Roanoke/Lynchburg  
Tri-Cities-Tn-Va  
Washington Dc  
Wilkes Barre/Scranton  
Youngstown

# Content Focus

While The Beach continues to be the primary driver of visitation during peak season, we will increase emphasis and content production on the topics that will encourage people to visit year-round.



# 2023 Leisure Campaign Calendar



Seasonal Periods



Brand Campaigns (Audience Based)



Interest/Experience Based Campaigns



Tactical Campaigns

# What's coming up next...

April 19-23<sup>rd</sup>: During the four-day event, 30 of the world's top strongmen professional athletes will go head-to-head in a series of strength competitions such as lifting 500-pound weights.



Conference Carolina's Track + Field – April 18-29  
Sun Belt Conference Track + Field – May 11-13



First Esports Competition March 10-11 at The Hangout

This first-of-its-kind event will feature an eight-team collegiate Rocket League invitational as well as an open Super Smash Bros Ultimate bracket for local area high school students. Colleges from around the East Coast will take part in the two-day Rocket League competition with pool play and a double elimination bracket, while the high school Super Smash Bros Ultimate competition will be a one-day double elimination event.

# CAN-AM Days

March 11-19



## Highlights:

March 13<sup>th</sup> – Can-Am Reception at MBACC

March 14<sup>th</sup>- Can-AM celebration at Ripley's Aquarium

March 16<sup>th</sup>- Lunch, Bingo and Live Music at The Hangout

# Military Appreciation Days

Saturday, May 27<sup>th</sup> – Parade and Family Picnic





SAVE THE DATE

JUNE 8-11, 2023





*Myrtle Beach Area*  
CHAMBER of COMMERCE  


VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

**THANK YOU FOR YOUR TIME!**

Questions?

