Myrtle Beach Area Chamber of Commerce

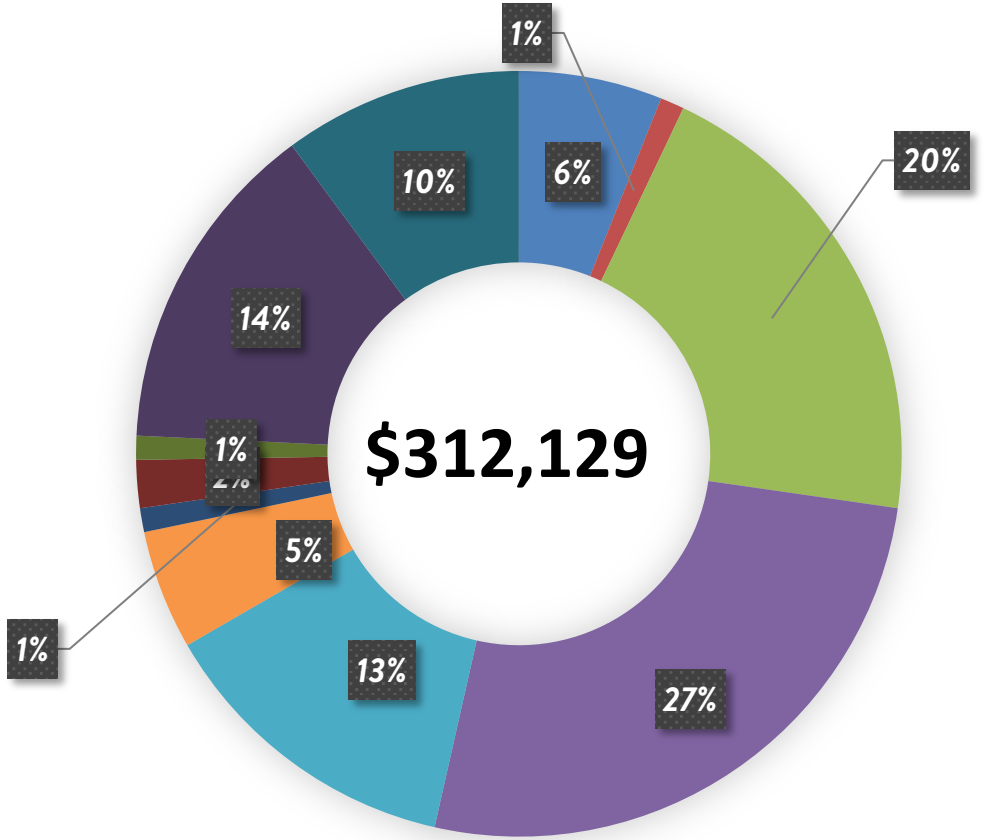
Visit Myrtle Beach South Carolina

MARKETING The Beach

Myrtle Beach City Council Update
Jan - Mar 2024 Reports
Presented June 2024

Jan-Mar 2024 Myrtle Beach A-Tax Allocations

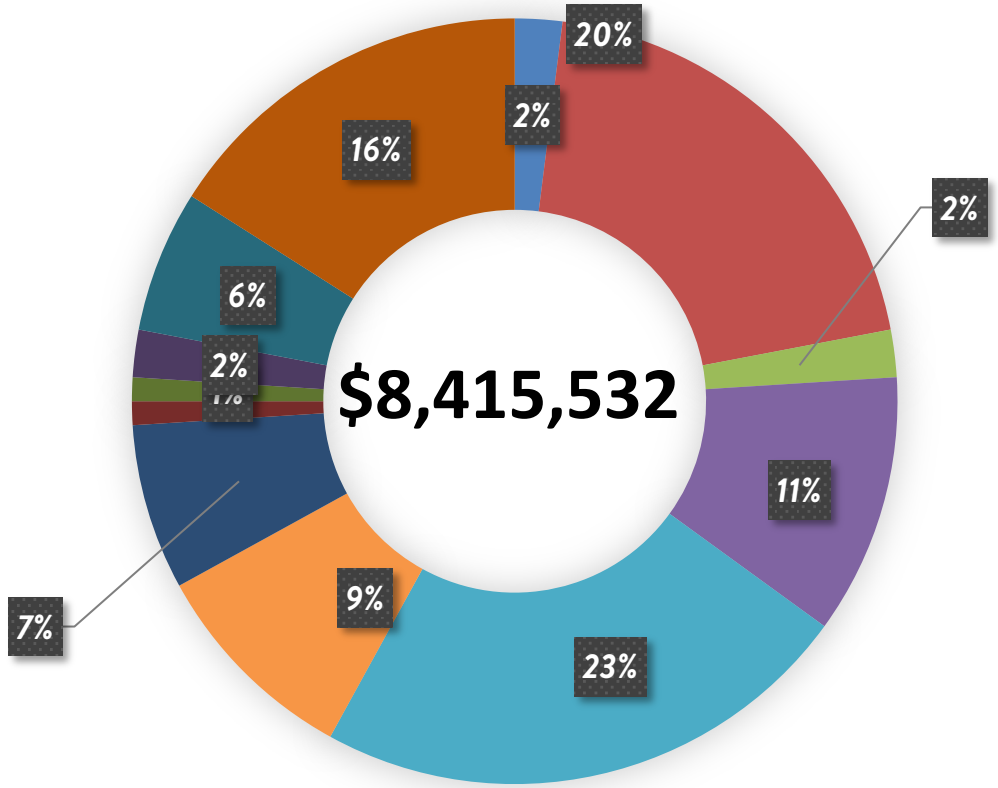
A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Creative/Content Development - $17,909.85 - 6%
- Destination Publicity - $4,561.01 - 1%
- Digital - $63,791.84 - 20%
- General Consumer Promotions - $82,073.10 - 26%
- Golf - $39,392.36 - 13%
- Group Sales - $14,365.58 - 5%
- International Promotion - $1,457.88 - 1%
- Outdoor & Integrated Pkgs - $6,995.50 - 2%
- Research - $2,585.87 - 1%
- Social and Search Media - $45,386.00 - 14%
- Television - $30,022.19 - 10%

Jan-Mar 2024 Myrtle Beach TDF Allocations

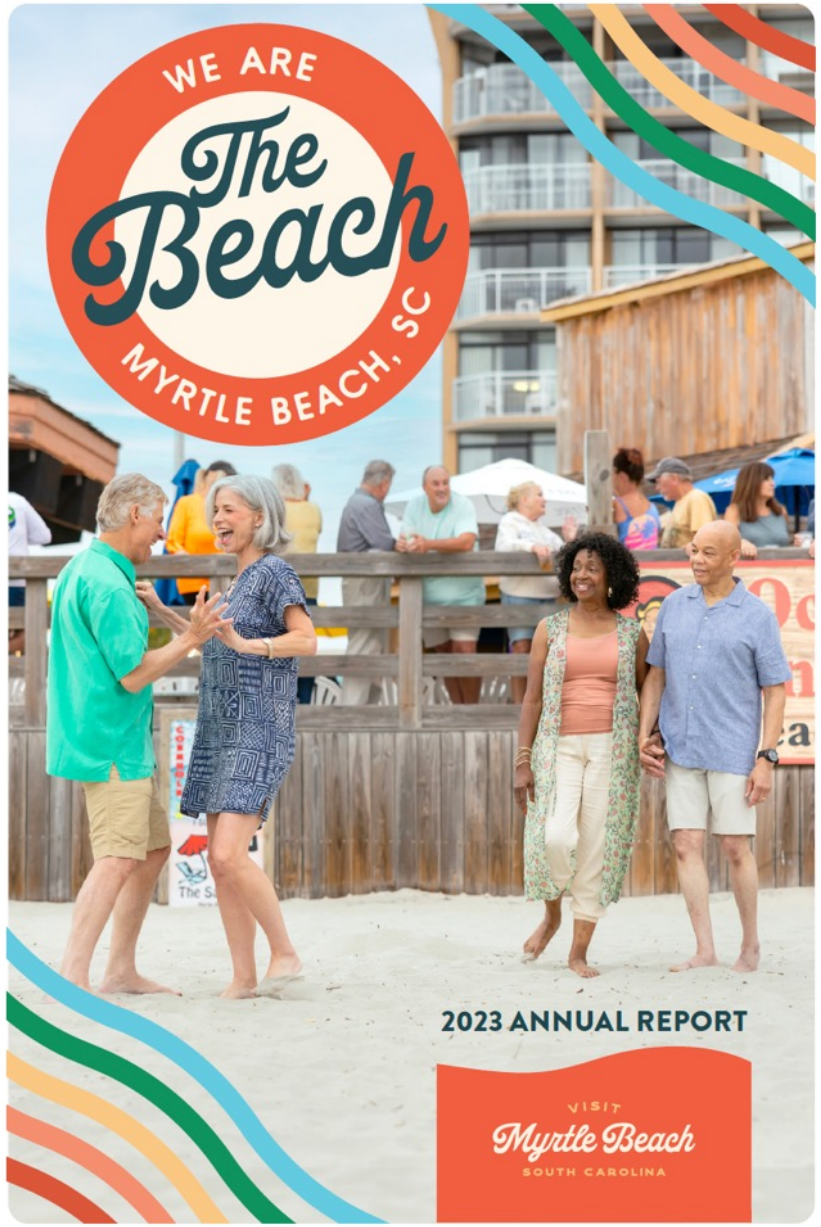
TDF Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns will be supported with research and tracking to maximize return on investments.



- *Air Service - $128,936.05 - 2%*
- *Creative/Conent Development - $1,683,524.43 - 20%*
- *Destination Publicity - $132,269.73- 2%*
- *Digital - $932,409.64- 11%*
- *General Consumer Promotions - $1,969,205.57 - 23%*
- *Golf - $758,421.06 - 9%*
- *Group Sales - $583,908.44 - 7%*
- *International Promotion - $126,496.11- 1%*
- *Outdoor & Integrated Pkgs - $95,605.23 - 1%*
- *Research - $164,294.59 - 2%*
- *Social and Search Media - $527,794.16 - 6%*
- *Television - $1,312,667.11 - 16%*

2023 Annual Report

- 17.6 Million Visitors
- $12.5 Billion Visitor Spending
- 2.1 Billion Paid Media Impressions
- 16.9 Billion Earned Media Impressions
- $16.4 Billion Horry Gross Retail Sales
- $32 Million A-Tax Revenue
- $45.7 Million TDF Revenue
- $58.5 Million Hospitality Tax Revenue



MEMORIAL DAY WEEKEND 2024 HOTEL OCCUPANCY UP 31% YOY, SHORT-TERM RENTALS UP 1% YOY

- Holiday Weekend Hotel Occupancy performed significantly better than 2023 (up 31%) and was on par with 2019 (down 1%).
- Holiday Weekend Short Term Rental Occupancy was down near 2% compared to 2023 but up 8% compared to 2019.
- Hotel Occupancy for both weeks prior and after Memorial Day Weekend were up compared to 2023 and in line with the STR Forecasted Weekly Occupancy.

Memorial Day Weekend Hotel & Short-term Rental Occupancy

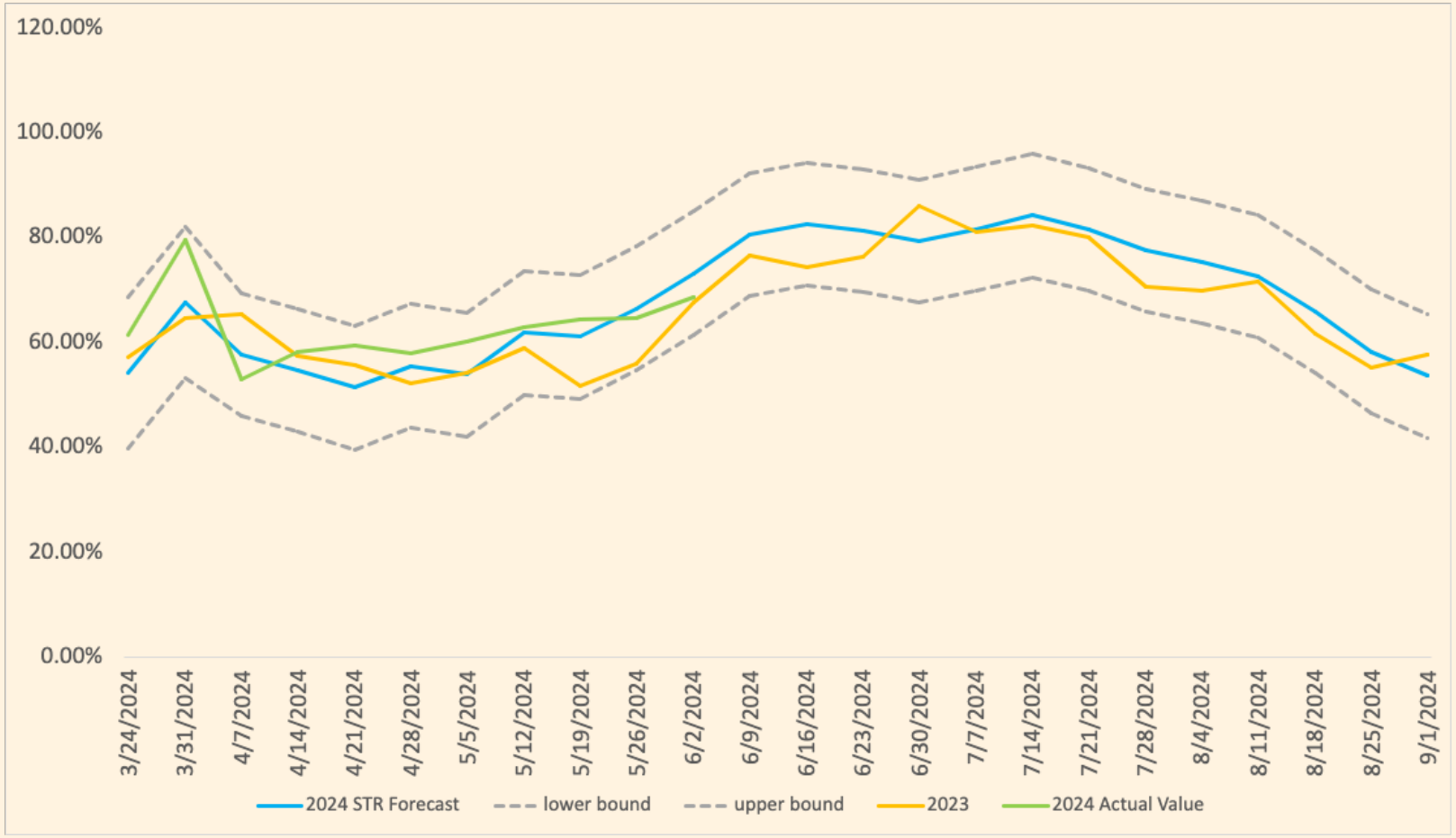
Memorial Weekend	Hotel Occupancy	Short-term Rental Occupancy
FRIDAY	80%	75%
SATURDAY	91%	83%
SUNDAY	84%	76%
MONDAY	49%	50%
AVERAGE	**76%, up 31% YOY**	**71%, up 1% YOY**

Week	Hotel Occupancy	*STR Forecasted Occupancy*
Week of 5/19/24	64%, up 24% YOY	*61%*
Week of 5/26/24	65%, up 16% YOY	*66%*

Q2 2024 HOTEL OCCUPANCY FORECAST WITH ACTUALS TO DATE REFLECTS ACCURATE PREDICTIONS

- The model continues to accurately predict Hotel Occupancy.
- The model predicts that Q2 2024 Hotel Occupancy will remain down for the first part of Q2 and then continue to surpass 2023.
- Early Q3 2024 Hotel Occupancy is forecasted to surpass 2023.
- Next model update begins mid-July.

2024 Hotel Occupancy Forecast vs Actuals vs 2023 Hotel Occupancy



CITY COUNCIL UPDATE JUNE 2024

VISIT Myrtle Beach SOUTH CAROLINA

U.S. HOTEL FORECAST DOWNGRADED

"The increased cost of living is affecting lower-to-middle income households and their ability to travel, thus lessening demand for hotels in the lower price tier."

STR CoStar TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY

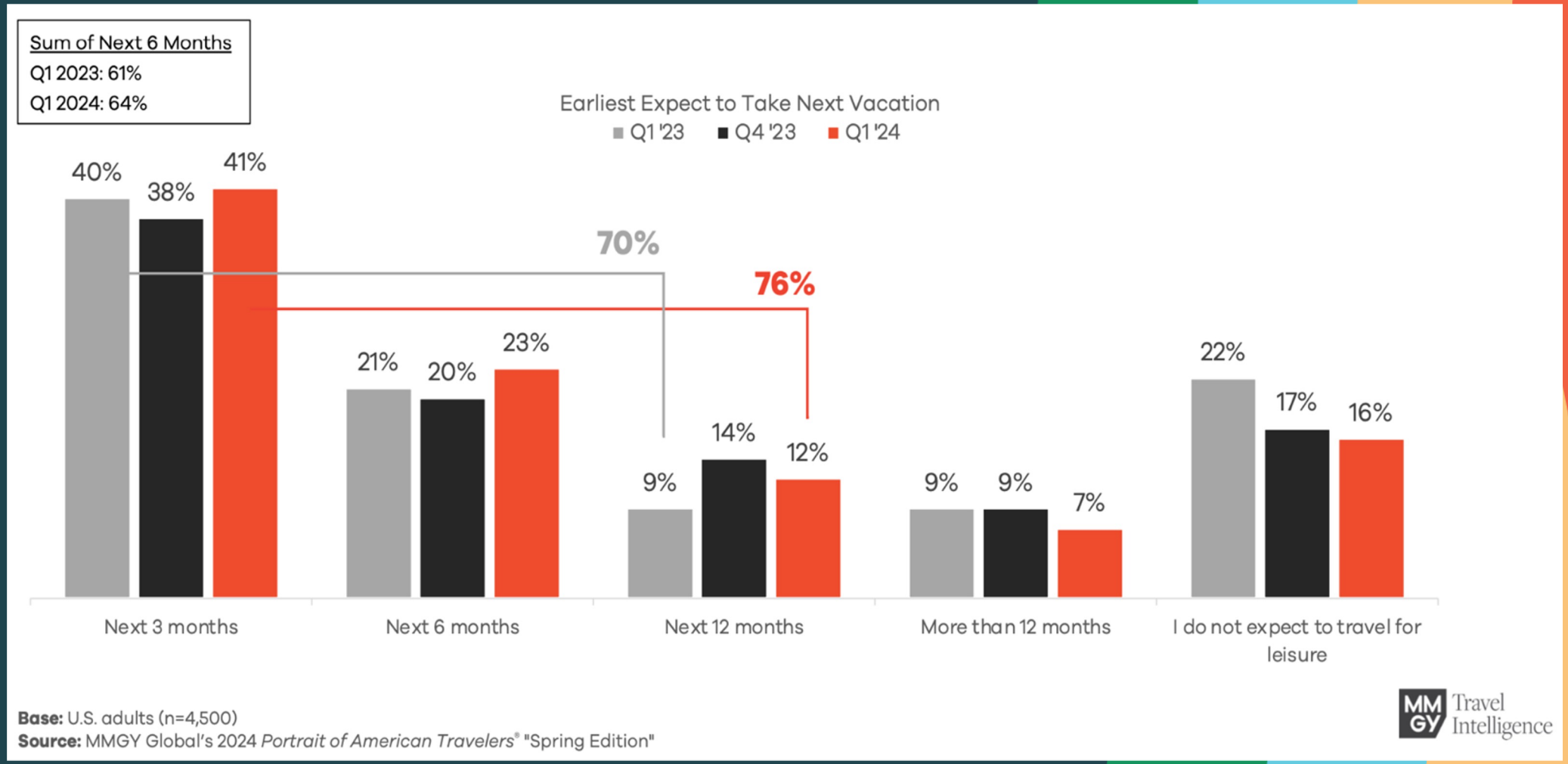
U.S. Hotel Forecast

YoY – year over year (% change)

	2023 (actual)	2024 (forecast)	2025 (forecast)
Supply (YoY)	+0.3%	+0.8%	+1.0%
Occupancy	63.0%	62.8%	63.2%
ADR (YoY)	+4.3%	+2.1%	+2.0%
RevPAR (YoY)	+5.0%	+2.0%	+2.6%
Real RevPAR vs. 2019	-4.9%	-6.2%	-6.1%

© 2024 CoStar Group

THE BOOKING WINDOW SHORTENS



CONTINUE TO PROMOTE HOT DEALS THIS SUMMER

Following successful Spring strategy, we're adding to the summer brand campaign with Hot Deals Promotion to drive bookings.

- Expanded Linear & Connected TV Buys
- More Retail Strategies to drive bookings
- Targeting Audiences Ready to Travel Now
- Retargeting Travel Shoppers
- Increasing Spend in Regional Drive Markets to Capture Last Minute Travelers



Swim, play, shop, dance and repeat.

The Beach is made for families.



visit Myrtle Beach SOUTH CAROLINA

START PLANNING

The Great American Road Trip to *The Beach*

Myrtle Beach, South Carolina, is 60 miles of classic Americana.

Myrtle Beach is something of a modern classic. New resorts and developments continue to dot the area, adding the latest amenities and entertainment, but Myrtle Beach never forgets the past. If you know where to look, vintage American nostalgia can be found around every corner. Cruise through the 14 communities and 60 miles of The Beach for a blast from our American past.

1 HUNTINGTON BEACH STATE PARK
MURRELLS INLET





2 BROOKGREEN GARDENS
MURRELLS INLET



3 PEACHES CORNER
MYRTLE BEACH



4 THE HAROLD'S BEACH CLUB
NORTH MYRTLE BEACH



5 MYRTLE BEACH FAMILY GOLF
MYRTLE BEACH

6 WHEELS OF YESTERYEAR
CAROLINA FOREST

visit Myrtle Beach SOUTH CAROLINA

Plan your great American road trip at VisitMyrtleBeach.com

visit Myrtle Beach SOUTH CAROLINA

COUCH POTATOES MAKE GREAT *Beach Bums.*

Plan your next move.

Press any button to return to content

02:23 / 23:32







THE GREAT AMERICAN ROAD TRIP TO *The Beach*

PLAN YOURS

visit Myrtle Beach SOUTH CAROLINA

Where trips turn into tradition.

You belong at *The Beach.*



START PLANNING

visit Myrtle Beach SOUTH CAROLINA

YOU BELONG AT *The Beach*



LET'S GO

visit Myrtle Beach SOUTH CAROLINA

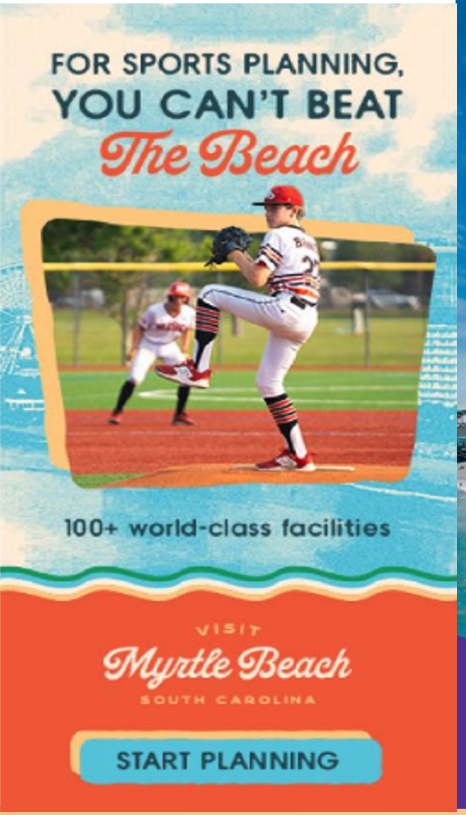
60 miles of tunes for you.

Where music lovers come to play.



visit Myrtle Beach SOUTH CAROLINA

START PLANNING


FOR SPORTS PLANNING,
YOU CAN'T BEAT
The Beach
100+ world-class facilities
VISIT
Myrtle Beach
SOUTH CAROLINA
START PLANNING


FLY AVELO AIRLINES
TO WHERE YOU BELONG
BOOK YOUR TRIP TO The Beach –
MYRTLE BEACH, SC.
avelo
AIRLINES


Myrtle Beach
CLASSIC



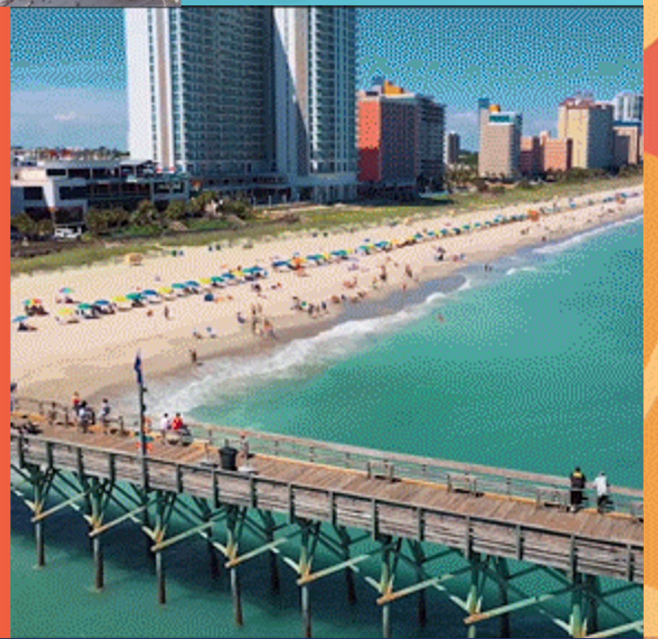



Winter? HARDLY KNEW HER.


ATTENDING
CONNECT
FAITH?
VISIT
Myrtle Beach
SOUTH CAROLINA

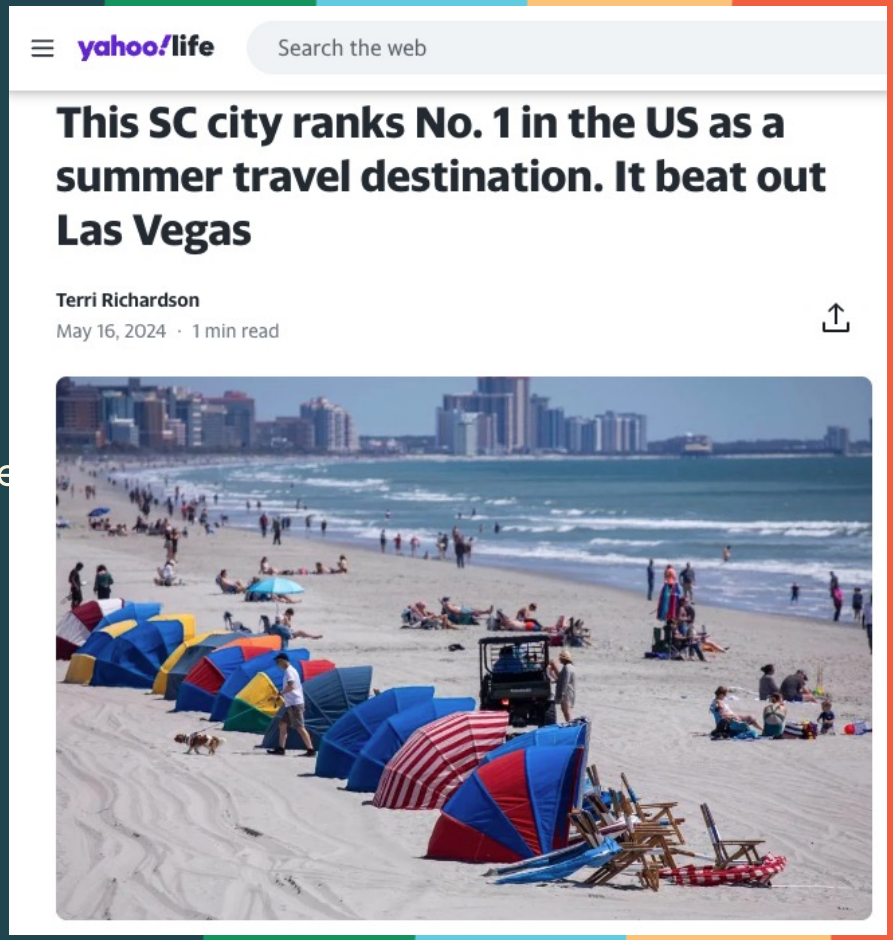

The Beach
IS ALWAYS IN SEASON.


YOU BELONG
AT The Beach.
Make Waves at America's Best Beach.



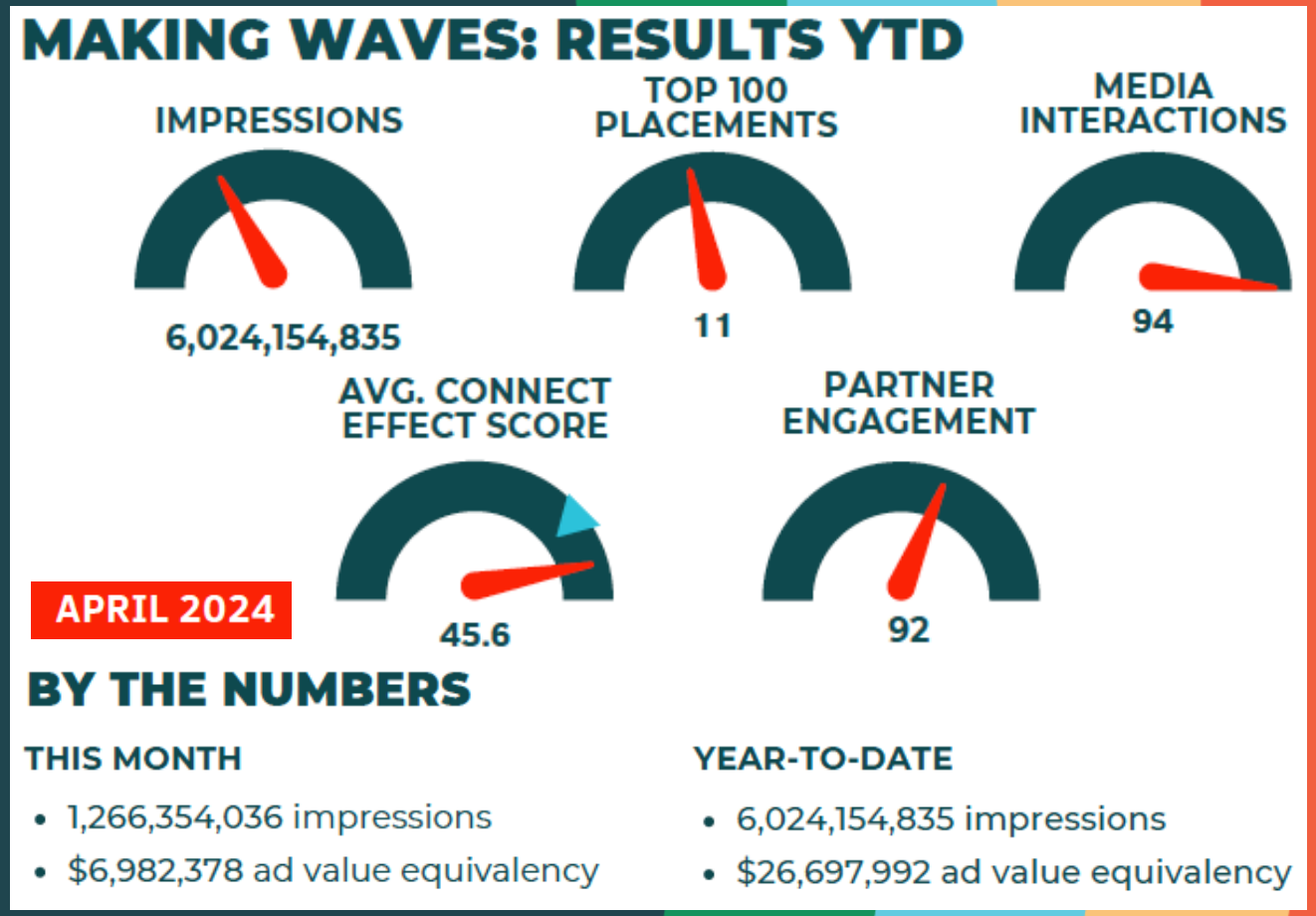
HIGH PRAISE FOR MYRTLE BEACH

- #1 Trending Destination for Memorial Day, Booking.com
- #6 Most Searched Destination for Memorial Day on AirBNB
- Myrtle Beach top U.S. beach destination for Summer, 2nd overall U.S. destination, TripAdvisor
- #5 2024 Most Searched Summer Destinations, Hilton
- 7 of 10 Best Beaches in 10Best USA Today's "Best Beaches in SC" are in the Grand Strand
- Best Travel Locations for Families with Neurodivergent Children, 365 Atlanta Traveler
- 35 Must-Visit Destinations for 4th of July Weekend, Readers Digest
- Best Boating Vacations on East Coast, 10Best USA Today
- Top 5 U.S Beach Destinations for Digital Nomads, Travel Off Path



6B+ EARNED MEDIA IMPRESSIONS THRU APRIL

- Summer/Fall Media PR Pitching
- Sensory-Friendly Campaign
  - Children's Book
  - Traveling The Spectrum
- Culinary Campaign
  - Local Palate Event at Pine Lakes, Aug. 16th
  - James Beard NYC Event in Sept. (Consumer & Media)
- Canadian Mission in Oct.



MYRTLE BEACH CLASSIC WAS A HOLE IN ONE

- Over 40,000 attendees
- Zartico analysis for May 9th-12th showed that tournament visitors traveled greater distances than average visitor
  - 83% of attendees were visitors
  - 86% of domestic visitors traveled from over 160 miles (3+ hour drive)
  - Visitors from 12 countries seen in Myrtle Beach during the event
  - The event attracted visitors that also patronized restaurants, attractions and accommodations



NEW MINI GOLF TRAIL LAUNCHED IN MAY

- Only Mini Golf Trail in the World
- Mini Golf Capital of the World
- More than 30 stops along the Grand Strand
- Digital passport where people check-in and earn points and swag
- Great coverage with nearly 400 stories so far, including international coverage

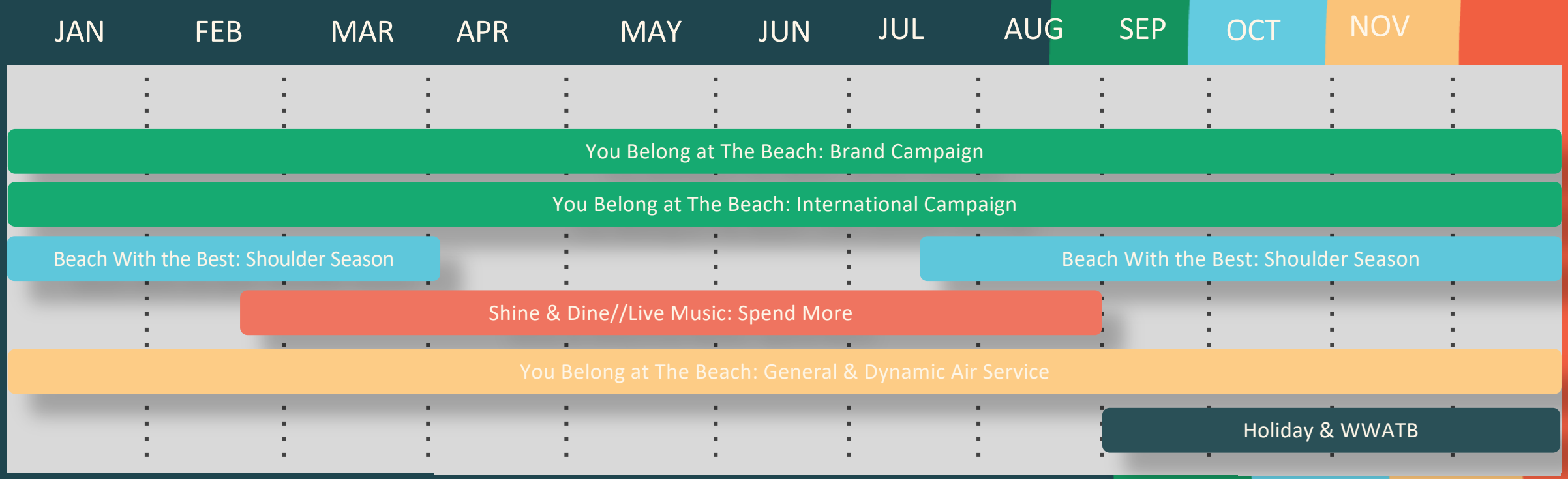


CHEF SWAP AT THE BEACH

- Season 3 Launches August 17th on the Cooking Channel. Episode 7 will be an hour long.
- Season 2 will be available to stream at that time, along with Season 1 which is available on YouTube and GoUSA TV now



2024 LEISURE MESSAGING ROADMAP



Brand Building & Loyalty

Shoulder Season

Air Service

Focused Consumer Spend

Holiday & WWATB

LEARN MORE

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  - **@MyMyrtleBeach**
  - **@VisitMyrtleBeach**