Myrtle Beach Area Chamber of Commerce

Visit Myrtle Beach South Carolina

PROMOTE PROTECT & IMPROVE

MARKETING

The Beach

Myrtle Beach City Council Update
Q3 Accountability Reports
Presented January 2025

MYRTLE BEACH CLASSIC UPDATE



ACCOUNTABILITY REPORTING

Randy McKeel, Chief Financial Officer

Myrtle Beach Area CHAMBER of COMMERCE

INDUSTRY-LEADING ROI

Longwoods INTERNATIONAL

Ad Investment ROI Study

$1

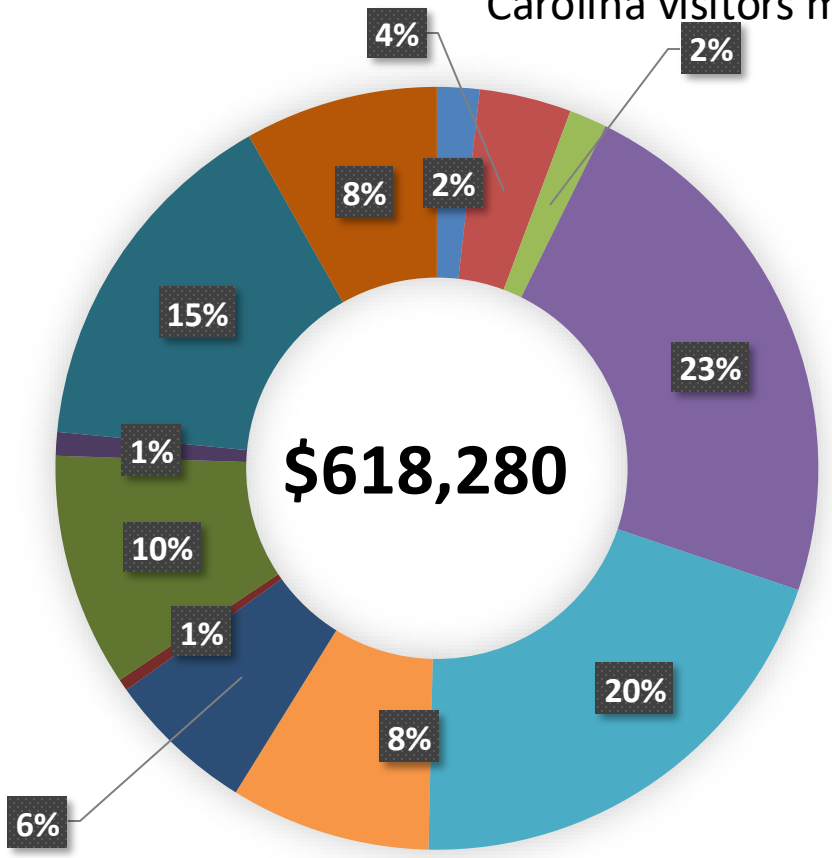
in advertising investment w/ Visit Myrtle Beach

$143 RETURN ON INVESTMENT for Direct Visitor Spending

$20 RETURN ON INVESTMENT for Local Tax Revenue

Jul-Sep 2024 Myrtle Beach A-Tax Allocations

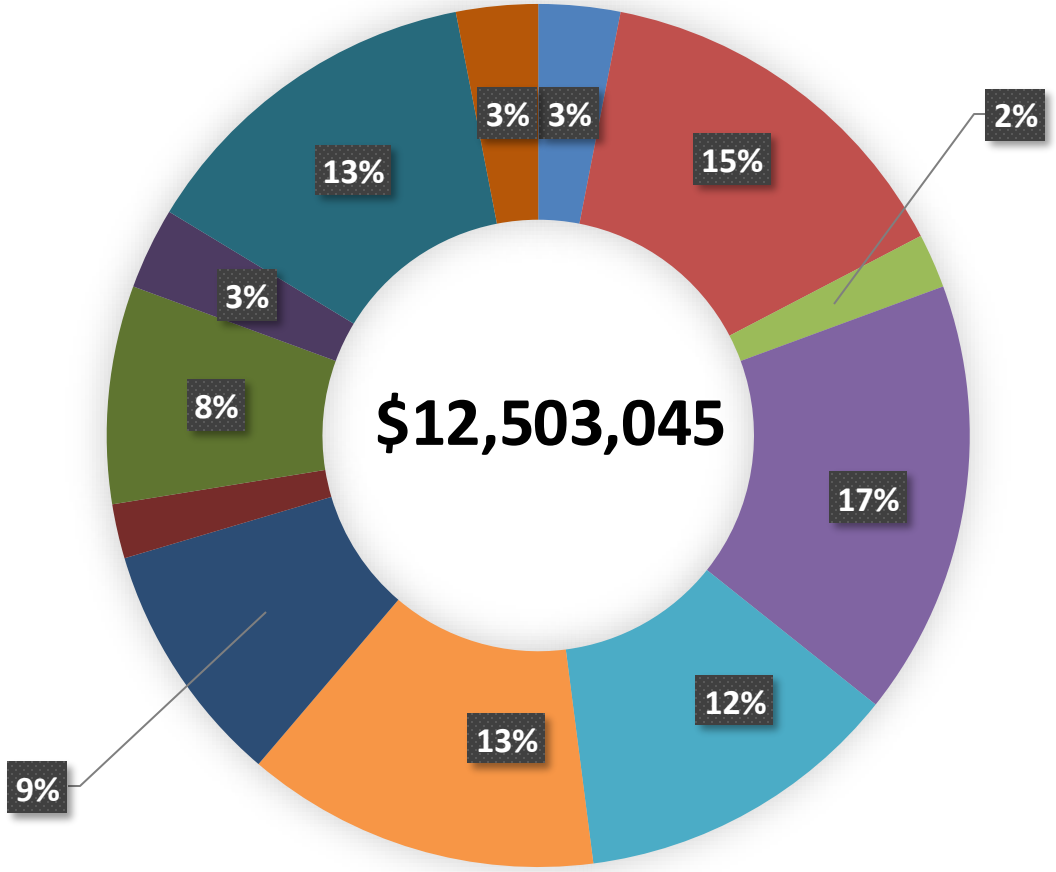
A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Air Service - $19,511.09 - 1.8%
- Creative/Content Development - $20,766.11 - 3.9%
- Destination Publicity - $9,914.24 - 1.6%
- Digital - $141,561.57 - 22.9%
- General Consumer Promotions - $93,062.81 - 20.2%
- Golf - $61,686.16 - 8.5%
- Group Sales - $42,128.20 - 6.3%
- International Promotion - $1,855.17 - 0.5%
- Outdoor & Integrated Pkgs - $77,027.60 - 9.9%
- Research - $4,759.43 - 1%
- Social and Search Media - $84,309.62 - 15.3%
- Television - $61,697.91 - 8.2%

Jul-Sep 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 - $459,753 - 3%
- Creative/Conent Development - $1,952,014.55 - 16.6%
- Destination Publicity - $288,969.24- 2.1%
- Digital - $2,161,310.12- 15%
- General Consumer Promotions - $1,571,840.80 - 15.6%
- Golf - $325,146.03 - 7.4%
- Group Sales - $898,395.51 - 7.6%
- International Promotion - $146.686.38 - 1.6%
- Outdoor & Integrated Pkgs - $575,621.38 - 4.5%
- Research - $232,613.94 - 2.3%
- Social and Search Media - $1,196,353.64 - 9.5%
- Television - $2,694,340.37 - 14.8%

COMMUNITY 2025 PRIORITIES

Jimmy Gray, Chief Advocacy Officer

Myrtle Beach Area CHAMBER of COMMERCE

2025 Community Priorities

- Increase access to natural gas and electricity
- Support policies that will bring down the cost, and increase the availability of insurance
- Complement the City of Myrtle Beach's downtown revitalization progress with additional federal and state resources
- State and federal funding for an Interstate Connector, Southern Connector, Waccamaw River Crossing and Coast RTA
- Expand our area's workforce and prepare it for the jobs that our economy demands along with the appropriate housing accommodations they need

2025 Community Priorities

- Environmental initiatives that improve beach and public health (beach renourishment, deepwater outfalls, inlet dredging, etc.)
- Addt'l public safety resources in the City of Myrtle Beach and Horry County by renewing the A-Tax public safety provisos
- Enforce standardized K-12 school start date statewide
- City-county rail trail between Myrtle Beach, Horry County and Conway;
- Establishment of a state-level hate crimes statute
- Maintain the ability of local governments to regulate short-term rentals and collect all appropriate taxes
- Additional resources to fund the Rural Civic Center

MARKETING
Q3 Recap

Stuart Butler, Chief Marketing Officer

Myrtle Beach Area
CHAMBER of COMMERCE

Q3 2024 ACCOMMODATIONS TAX WAS 4% ABOVE Q3 2019 EVEN AFTER ADJUSTING FOR INFLATION

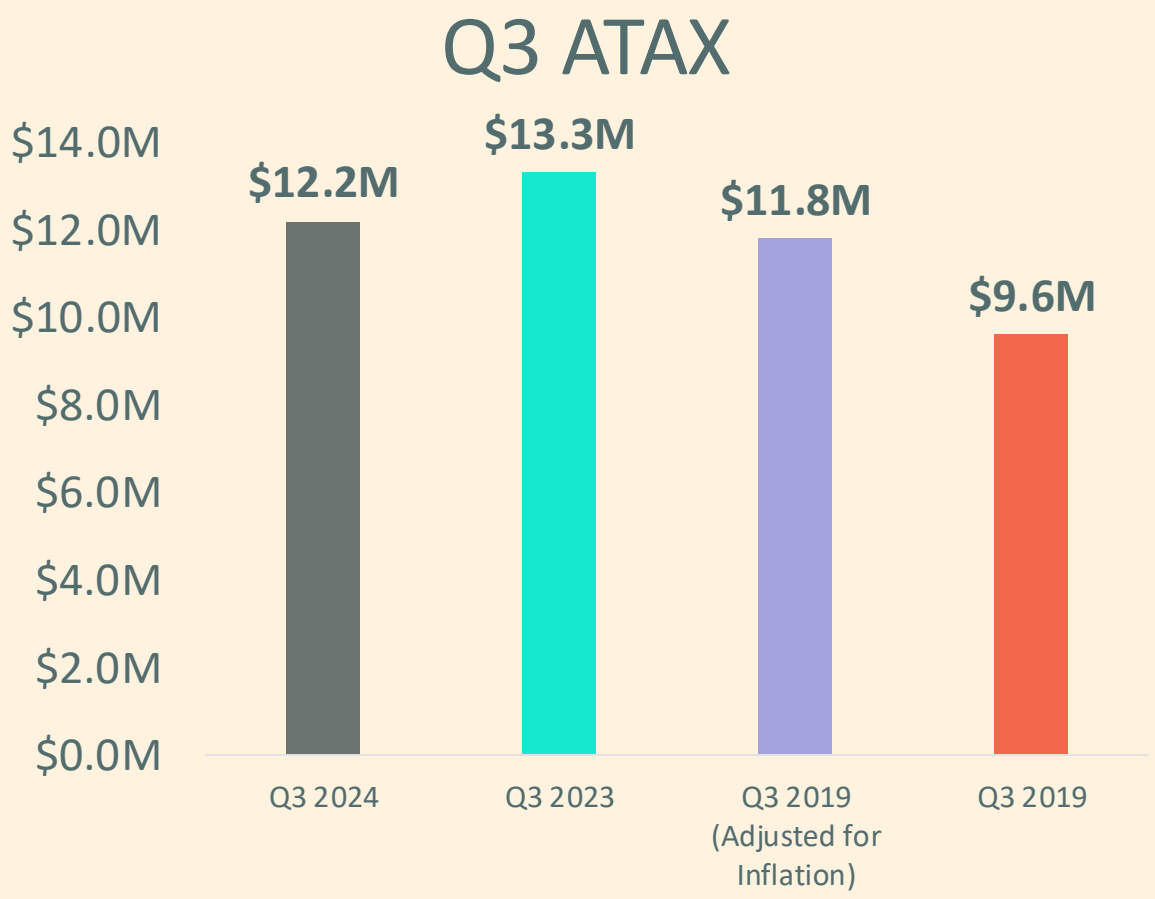
Prior to adjusting to inflation, accommodation's tax increased by 27% ($9.6MM) compared to 2019.

Adjusting for inflation, $12.2M in Accommodations Tax was collected during Q3 of 2024, an increase of 3,4% compared to the $11.8M collected in 2019 (adjusted for 2024 $).

An increase ADR has offset modest losses in hotel occupancy driving A-Tax growth.

+3.4% vs. 2019

-8% vs. 2023



*Latest data reported: September 2024

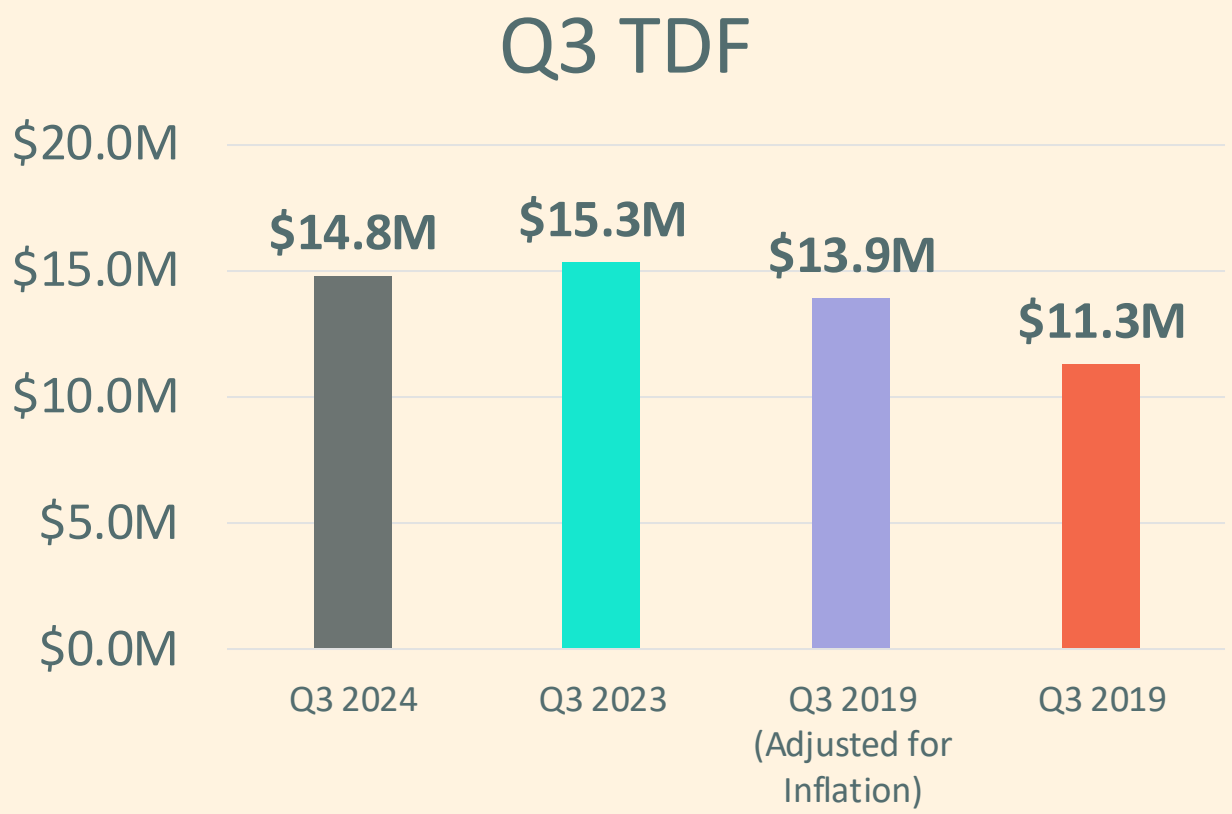
2024 Q3 TOURISM DEVELOPMENT FEE IS 7% ABOVE 2019 EVEN AFTER ADJUSTING FOR INFLATION

Prior to adjusting to inflation, TDF increased by 31% ($11.3MM) compared to 2019.

After adjusting for inflation, $14.8M in Tourism Development Tax was collected during Q3 of 2024, an increase of 6.4% when compared to the $13.9M collected during Q3 of 2019 (adjusted for 2024 $).

+6.4% vs. 2019

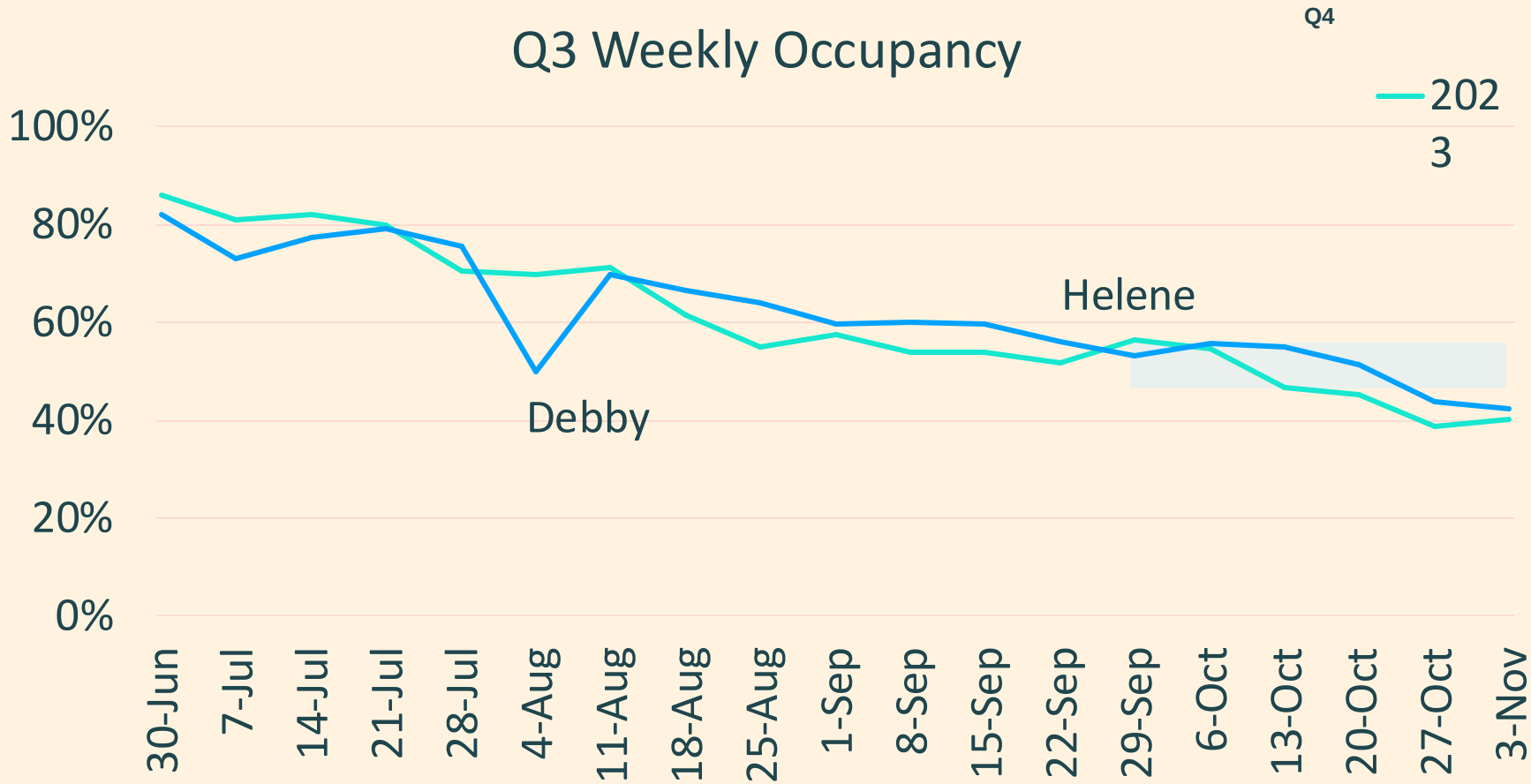
-3.3% vs. 2023



*Latest data reported: September 2024

VISIT Myrtle Beach SOUTH CAROLINA

HURRICANE DEBBY NEGATIVELY AFFECTED AN OTHERWISE HEALTHY Q3 2024



Hurricanes, particularly Hurricane Debby, led to lower YoY occupancy rates during Q3 2024. Looking at the third quarter of 2024 and 2023 on a weekly level, we can see the significant impact of this weather event on occupancy rates during early August. The week following Hurricane Helene also experienced a dip in occupancy, as many key drive markets were affected.

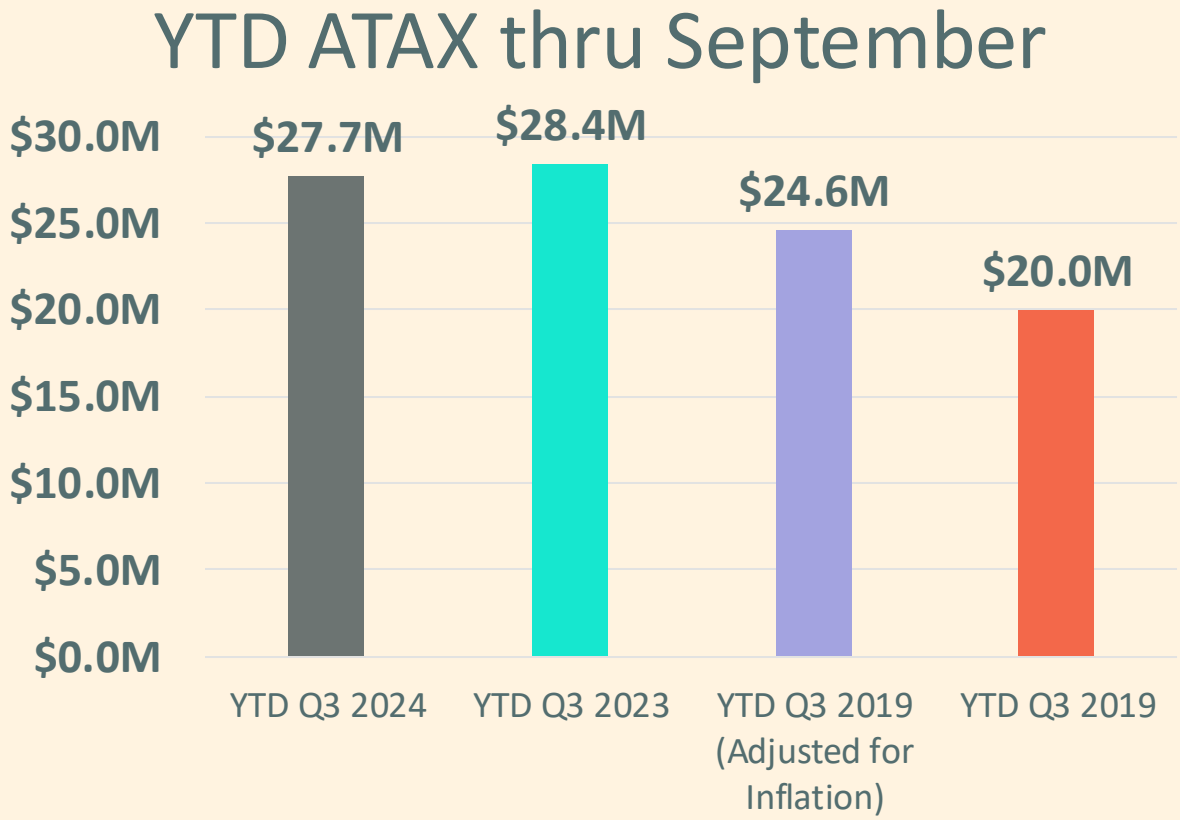
YEAR TO DATE, ACCOMMODATIONS TAX IS UP BY 12.6% EVEN AFTER ADJUSTING FOR INFLATION

Prior to adjusting to inflation, accommodation's tax increased by 38.5% ($7.7MM) compared to 2019.

After adjusting for inflation there was an increase of 12.6% ($3.1MM) in ATax compared to 2019.

+12.6% vs. 2019

-2.5% vs. 2023



*January 2019 – September 2019 and 2023 compared to January 2024 - September 2024

*Latest data reported: September 2024

VISIT Myrtle Beach SOUTH CAROLINA

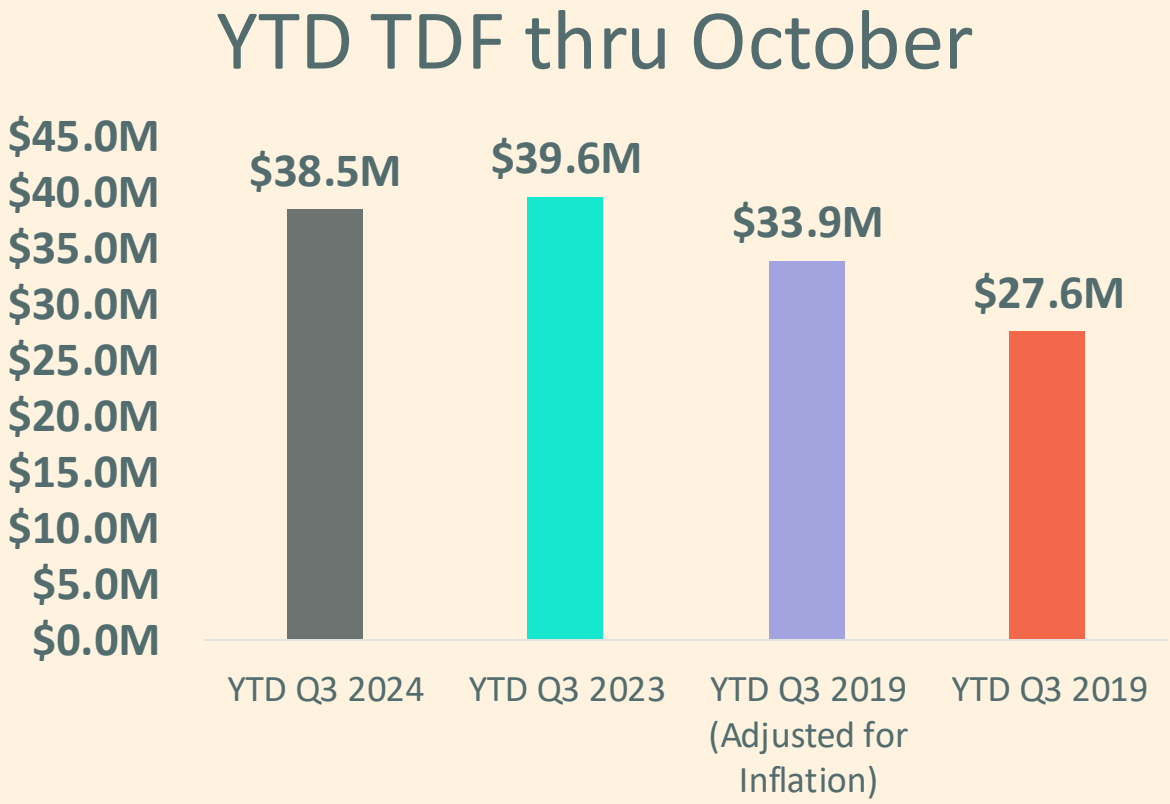
YEAR TO DATE, TOURISM DEVELOPMENT FEE IS UP BY 13.6% EVEN AFTER ADJUSTING FOR INFLATION

Prior to adjusting to inflation, accommodation's tax increased by 38% ($10.9MM) compared to 2019.

After adjusting for inflation there was an increase of 13.6% ($4.6MM) in Tourism Development Tax compared to 2019.

+13.6% vs. 2019

-2.8% vs. 2023



*January 2019 – October 2019 and 2023 compared to January 2024 - October 2024

*Latest data reported: October 2024

2024 Year in Review

Myrtle Beach Classic was a hole in one
- Over 40,000 attendees, 83% of attendees were visitors
- "This is Golf" TV Spot was created specifically for the tournament

Visit Myrtle Beach Mini Golf Trail was launched
- Only Mini Golf Trail in the World
- Great Coverage with 400+ stories, including international coverage

***Traveling The Spectrum* Launched on Peacock on December 12th**

***Chef Swap at The Beach* recognized by Brand USA – Outstanding Video Storytelling Award for a City Destination**
- Season 3 premiered on The Cooking Channel on Saturday, August 17
- The First two seasons are available to stream on Brand USA's GoUSA TV app as well as online at ChefSwapatTheBeach.com

Three local chefs represented the destination in NYC at the James Beard Foundation for a Celebration of Coastal Cuisine

"Dad Save" Commercial Spot Wins Telly Award

Vanna White and Ryan Seacrest Film on Boardwalk
- *Wheel of Fortune* hosts in market to film a future "Beach Week" for the show.

Gronkowski Family Visits The Beach
- VMB partnered with IceShaker to shoot the IceShaker Games 2.0 – a 2025 release.

Created Two New Commercial Campaigns
- Added the following assets to our owned media: 14,000 photos, 1,825 video clips, 300 photo galleries and 1.53 TB of assets

Publication of Splish, Splash, Squawk! Finding Joy in a Sensory-Friendly Vacation

CVB 2025 ANNUAL PLAN

Stuart Butler, Chief Marketing Officer

Myrtle Beach Area CHAMBER of COMMERCE

LONG-TERM MARKETING OBJECTIVE



To position the Myrtle Beach area as an elevated year-round destination of 60 miles of “beach plus” among high value travelers who spend more, book earlier, stay longer, and return more frequently during non-peak times.

MID-TERM MARKETING OBJECTIVE



By focusing on marginal gains,
we will refine strategies, improve efficiency,
and ensure maximum impact.

SHORT-TERM MARKETING OBJECTIVE



Generate demand among **value-focused travelers,**
with a specific emphasis on nearby drive markets, affordability
and last-minute getaways.

STRATEGIC PRIORITIES

ELEVATE BRAND

Position The Beach as a premier year-round destination that is welcoming to everyone.

Position "Beach Easy" as a national lifestyle brand.

Expand reach across diverse markets, including families, Gen Z, and travelers with disabilities.

DRIVE PERFORMANCE

Implement a culture of testing and optimization across all teams to drive incremental improvements.

Leverage data-driven insights to refine strategies and maximize ROI on marketing efforts.

FOSTER PARTNERSHIPS

Collaborate with stakeholders and community partners to amplify the impact of integrated tourism programs.

Enhance strategic relationships with creators and brands to elevate Myrtle Beach's visibility and cultural appeal.

LEVERAGE TECHNOLOGY

Expand use of AI and generative tools to personalize traveler experiences and improve visitor engagement.

Enhance predictive analytics to optimize marketing decisions and improve visitation forecasts.

ENGAGE VISITORS

Improve visitor satisfaction through personalized content, surprise and delight moments, sensory-friendly initiatives, and accessibility enhancements.

Incorporate user-generated content and social proof to amplify authentic storytelling.

DATA PRIORITIES 2025



PRECISION

- CDP
- Audience
- Markets
- Channels



PERFORMANCE

- Universal Scorecard
- AI Creative Testing
- Visitor Sentiment



PERSONALIZATION

- Visitor Journey
- Dynamic Content
- Real-Time Engagement



PREDICTION

- Occupancy
- Tax Revenue
- Visitor Count

NEW FOR 2025

INITIATIVE	OBJECTIVE
HISTORY & HERITAGE COALITION	Convene local stakeholders to aggregate, preserve and document local history and leverage the materials for promotions and storytelling.
FILM INDUSTRY RESOURCES	Catalyze a local passion for film production by collaborating with local stakeholders and creating resources for creators.
ACCESSIBILITY AUDIT	Conduct a comprehensive audit to evaluate accessibility across attractions, restaurants, accommodations, and public spaces, and develop a strategic plan to enhance inclusivity and improve experiences for visitors of all abilities.

2025 Changes

Markets identified for increased or reduced media investments.
Note: removal markets often included in other campaigns including air service, regional or national efforts.

Increase

- Chicago
- Indianapolis
- Nashville

Decrease

- Augusta/Aiken
- Jacksonville
- Orlando
- Tampa
- Lexington
- Tri-Cities

Test

Track period over period shifts in visitation and impact scoring components of total market score

- Dallas
- Detroit



Integrated Seasonal Messaging Approach

Season	Media Flighting*	Audience	Messaging	Tactics
Evergreen	Annual	All Terminal Audiences and Travel Intenders	We have 60 miles where you belong: You Belong at Myrtle Beach.	Paid Search, Paid Social, Programmatic Display, Native, Geofencing, Digital Audio and Endemic Display
Winter	Nov. 1, 2024–Feb. 20, 2025	Practical Parents, Expert Explorers, Niche/TRiPs Audiences, Travel Intenders	You belong in Myrtle Beach in the winter. With open shores and quieter streets, there's still so much more to explore and experience at The Beach.	Paid Search, Paid Social, Programmatic Display, Linear, CTV, Native, Geofencing, Endemic Display, Email, Content Partnerships and Digital Audio
Spring	Jan. 1–Apr. 15, 2025	Practical Parents, Savvy Socials, Gen Z	You belong in Myrtle Beach in the spring – from bird-watching and bike rallies to outdoor dining, live music and everything in between – with weather this great, there are things to be enjoyed by every member of your travel group at The Beach.	Paid Search, Paid Social, Programmatic Display, Linear, CTV, Native, Geofencing, Endemic Display, OOH, Print, Email, Content Partnerships and Digital Audio
Summer	Feb. 3–Aug. 15, 2025	Practical Parents, Expert Explorers, Trusted Traditionalists	You belong in Myrtle Beach in the summer, where over 1,000 attractions and countless unique dining experiences await you along the 60 miles of the Grand Strand.	Paid Search, Paid Social, Programmatic Display, Linear, CTV, Native, Geofencing, Endemic Display, OOH, Print, Email, Content Partnerships and Digital Audio
Fall	July 15–Oct. 15, 2025	Trusted Traditionalists, Expert Explorers, Niche/TRiPs Audiences, Gen Z, Travel Intenders	You belong in Myrtle Beach in the fall with water temperatures staying warm into mid-October and more space to enjoy all the things you love about The Beach.	Paid Search, Paid Social, Programmatic Display, Linear, CTV, Native, Geofencing, Digital Audio, Endemic Display, Email, Content Partnerships and Digital Audio
Holiday	Sept. 16–Dec. 15, 2025	Practical Parents, Trusted Traditionalists, Travel Intenders	You belong in Myrtle Beach this holiday season. There are opportunities to create family memories and spend time with those you love at the special events and attractions brought to you by The Beach.	Paid Search, Paid Social, Programmatic Display, Native, Geofencing, Digital Audio and Endemic Display
Winter	Nov. 1, 2025–Feb. 20, 2026	Practical Parents, Expert Explorers, Niche/TRiPs Audiences, Travel Intenders	You belong in Myrtle Beach in the winter. With open shores and quieter streets, there's still so much more to explore and experience at The Beach.	Paid Search, Paid Social, Programmatic Display, Linear, CTV, Native, Geofencing, Endemic Display, Email, Content Partnerships and Digital Audio

Culinary Recognition

- Continue to leverage media engagement from dinners in partnership with the James Beard Foundation at Platform
- Pursue JBF judge positions and applications for local culinary experts
- Support culinary community in pursuing recognition opportunities (local, state, regional and national)
- Engage current judges and JBF supporters for earned media opportunities
- Explore local chef networks for culinary pop-up events in key markets and alongside JBF honorees/judges

Sports

- Maximize our media value and IP
- Own timeouts by utilizing Beach Break messaging
- Build a Bigger Email Database AND utilize the database

Media Value $10M+ in assets

Impressions 458M

Database 15K

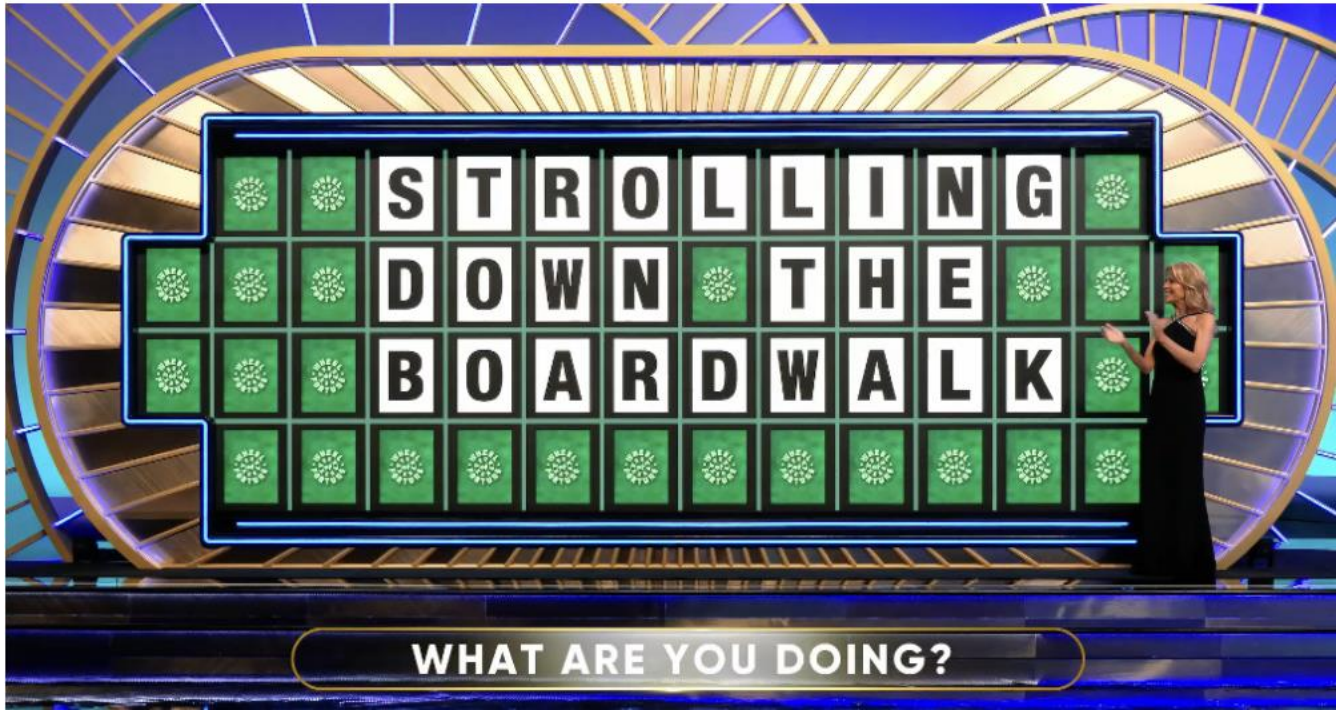


Wheel of Fortune

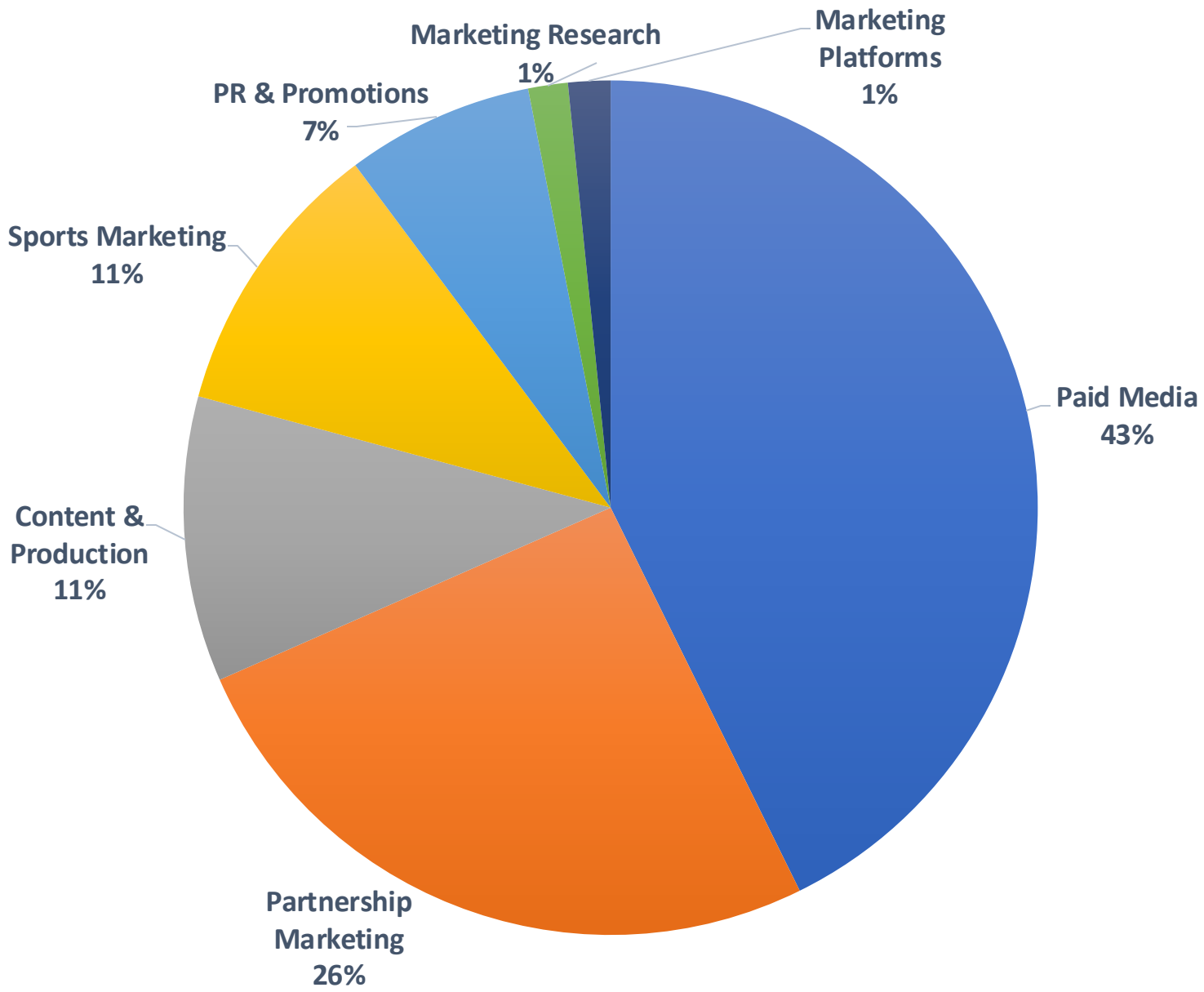
The Beach Week

- Use our Beach Week stage to become more culturally relevant
- Sweepstakes Opportunity Use Show IP/Ryan Seacrest IP to grow our “coolness”
- Use the custom Ryan Seacrest/Vanna content to deploy on their social channels

Media Value $4.25M
Impressions 288M
Database 100K

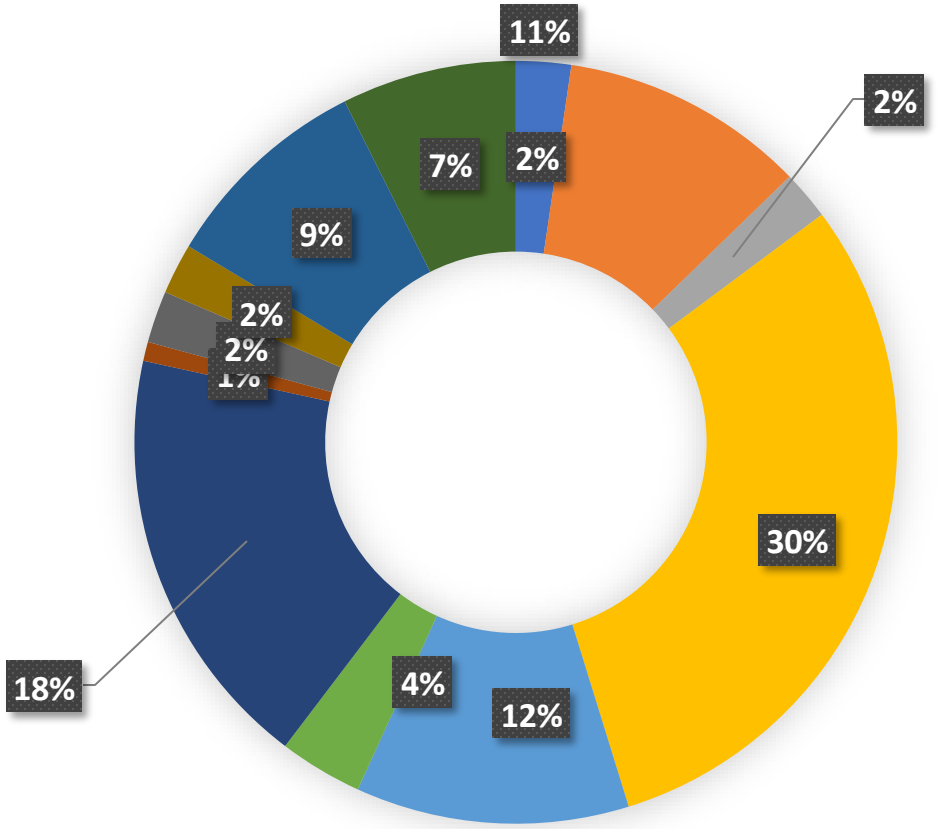


2025 Destination Marketing Allocations



2025 Myrtle Beach A-Tax Allocations

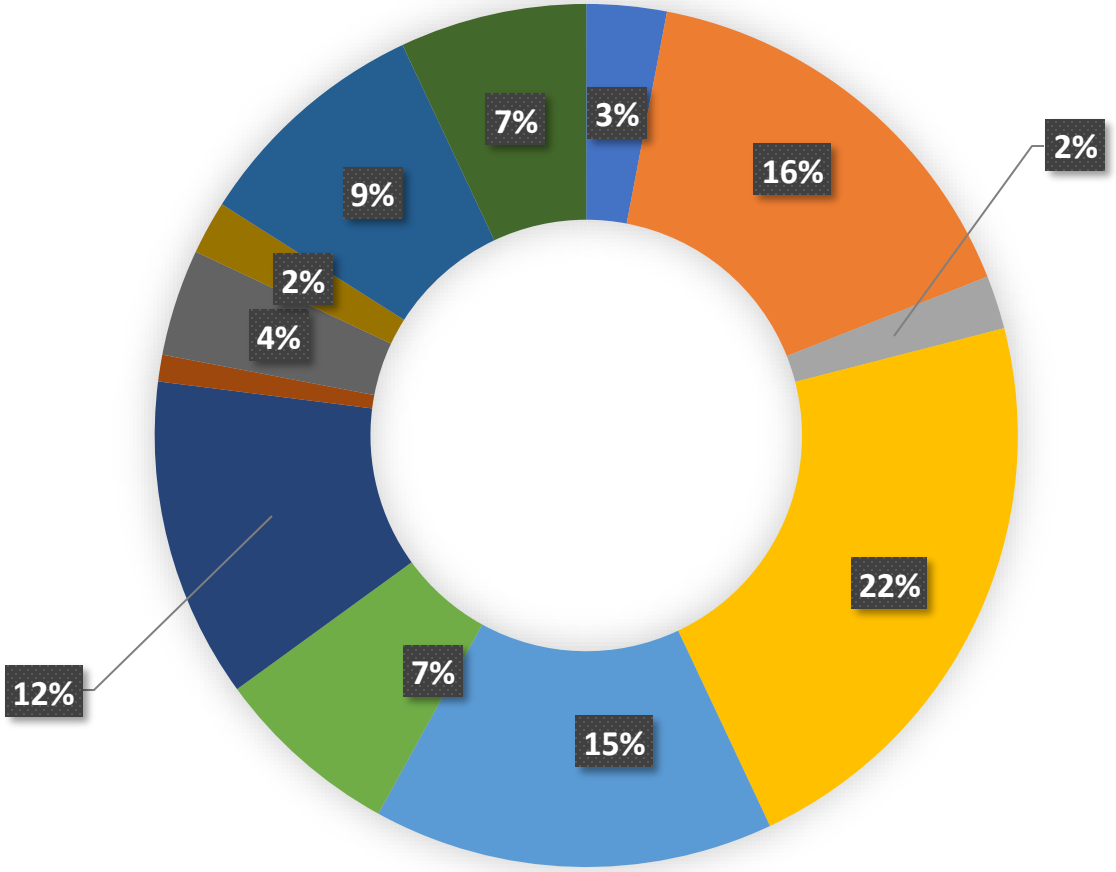
A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Air Service - $48,843 - 2.3%
- Creative/Content Development - $218,220 - 10.4%
- Destination Publicity - $43,602 - 2.1%
- Digital - $637,260 - 30.4%
- General Consumer Promotions - $242,746 - 11.6%
- Golf - $74,207 - 3.5%
- Group Sales - $379,212 - 18.1%
- International Promotion - $16,980 - 0.8%
- Outdoor & Integrated Pkgs - $46,118 - 2.2%
- Research - $45,069 - 2.2%
- Social and Search - $188,663 - 9.0%
- Television - $155,332 - 7.4%

2025 Myrtle Beach TDF Allocations

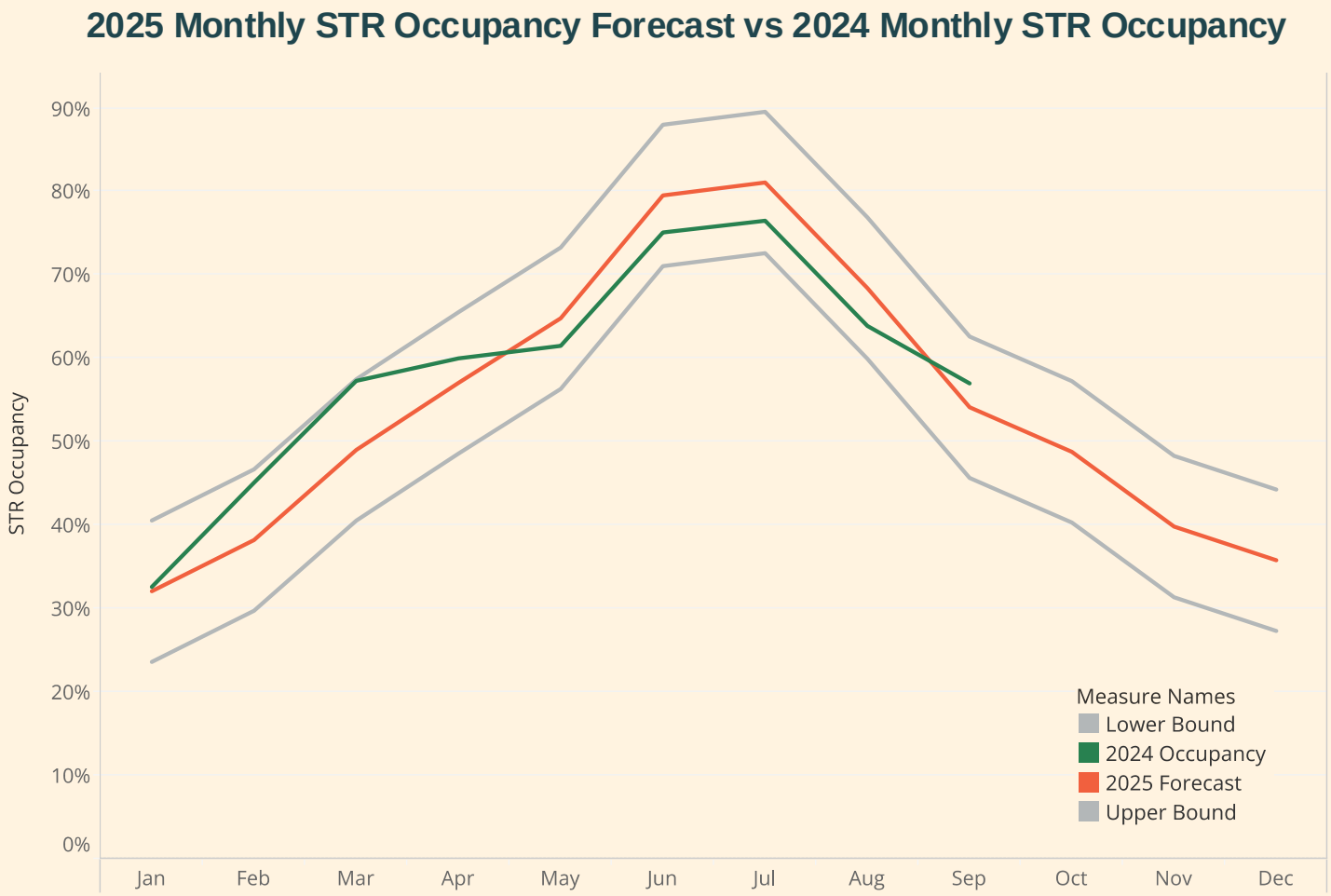
TDF Marketing Activities will promote visitation to Myrtle Beach through a wide range of promotions, including leisure advertising campaigns, groups marketing, general consumer promotions and publicity, golf and international marketing. All campaigns will be supported with research and tracking to maximize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



- Air Service - $1,085,825 - 3%
- Creative/Conent Development - $5,791,068 - 16%
- Destination Publicity - $723,884- 2%
- Digital - $7,962,719- 22%
- General Consumer Promotions - $5,429,136 - 15%
- Golf - $2,533,592 - 7%
- Group Sales - $4,343,301 - 7%
- International Promotion - $361,942 - 1%
- Outdoor & Integrated Pkgs - $1,447,767 - 4%
- Research - $723,884 - 2%
- Social and Search - $3,257,476 - 9%
- Television - $2,533,592 - 7%

2025 STR OCCUPANCY FORECAST COMPARED TO 2024

- The graph compares the 2025 monthly STR occupancy forecasts with the actual monthly STR occupancy for 2024.
- For Q1 2025, we expect the STR occupancy to be lower than 2024.
- For Q2 2025, we expect an increase in the occupancy compared to 2024.



LEARN MORE

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

Myrtle Beach Area CHAMBER of COMMERCE

QUESTIONS?

Myrtle Beach Area
CHAMBER of COMMERCE