VISIT Myrtle Beach SOUTH CAROLINA

YOU BELONG · MB · AT THE BEACH

Horry County Admin Committee

Promoting Horry County as a Premier Year-round Destination



July 2026

MARKETING IMPACT

2025: The Year in Numbers

3.1

BILLION

Paid media impressions from Visit Myrtle Beach advertising

17.8

MILLION

Visitors to the Myrtle Beach Area

2/3 are repeat visits

$13.2

BILLION

Total dollars spent by visitors in market in 2025

$7.1

MILLION

In direct website booking revenue driven to our partners

31.7

BILLION

Earned Media Impressions valued at more than $393 million

11

MILLION

Visitors came to the official destination site VisitMyrtleBeach.com

70

PERCENT

Share of visitors who were more likely to visit after seeing our ads

326,000

ROOM NIGHTS

Booked room nights driven by group sales team in 2025

MARKETING IMPACT

2025 Marketing Highlights

More details in the Appendix



Reach & ROI

- Industry-Leading ROI: Every dollar spent on Visit Mrytle Beach marketing campaigns results in nearly **$140 in direct spending** from our visitors.
- 2026 Media Markets: Market selections are based on visitation trends, lodging demand, accessibility, and growth potential, with several new markets added in 2026.



Creative Campaigns

- You Belong at The Beach
- Myrtle Moments -— our **new 2026** creative platform. The shift: from showing off the destination to capturing the specific moments that connect travelers to the Grand Strand.



Earned Media & Storytelling

- Storytelling Spreads - Inclusions in 30+ publications including ***Southern Living and Garden & Gun.***
- PR Recap- generated $393.6 million in equivalent ad value in 2025.
- National Accolades – ***TODAY*** and **USA TODAY** included on the list of national media mention

VISIT Myrtle Beach SOUTH CAROLINA

Community Campaigns

How we promote Horry County's unique communities to visitors



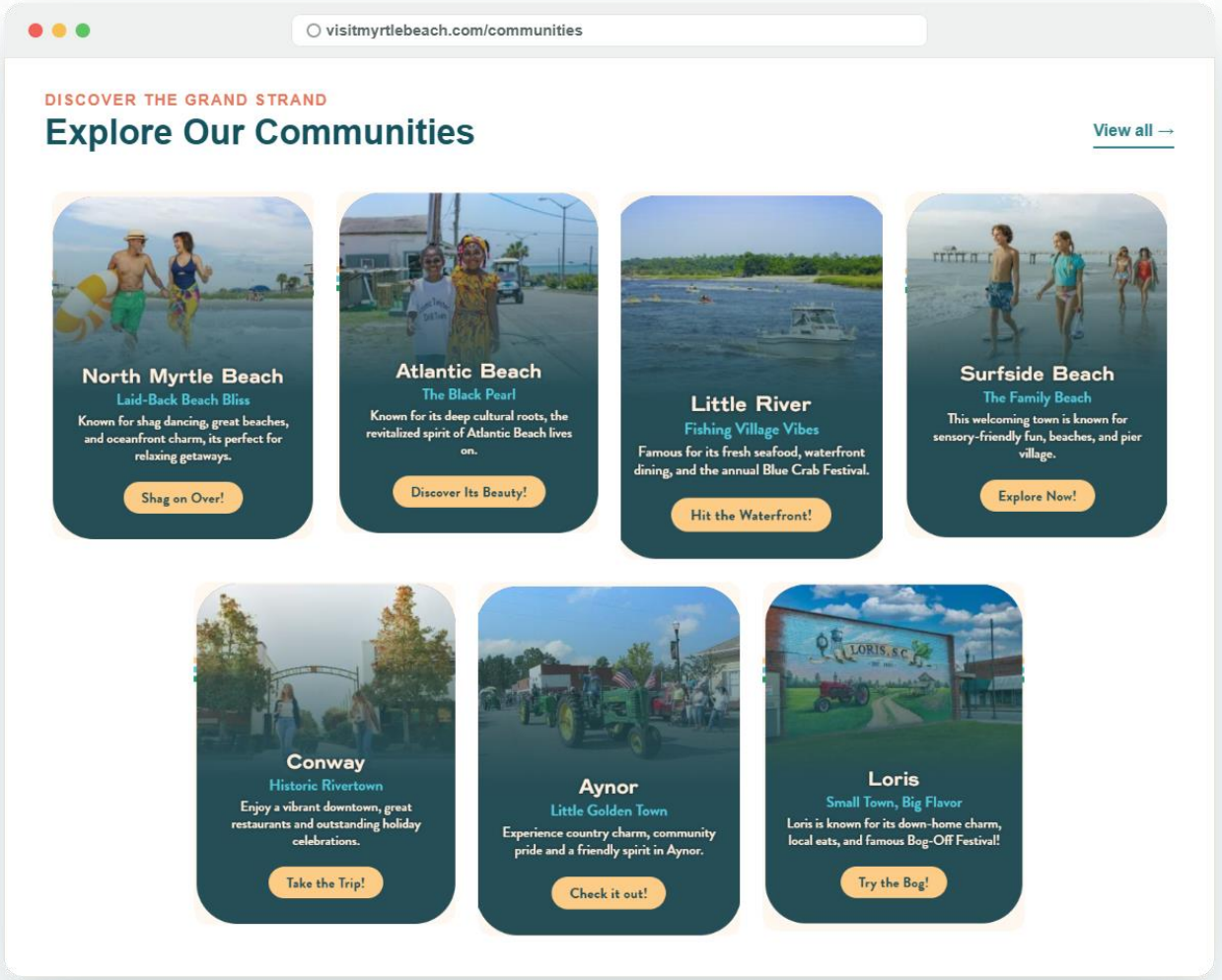
WEBSITE

Guide to The Grand Strand

All communities are prominently featured on our official tourism portal site, VisitMyrtleBeach.com, including on the homepage.

Each community has a dedicated landing page which includes featured events, deals, videos and stories.

VisitMyrtleBeach.com gets **more than 11 million visitors each year**.

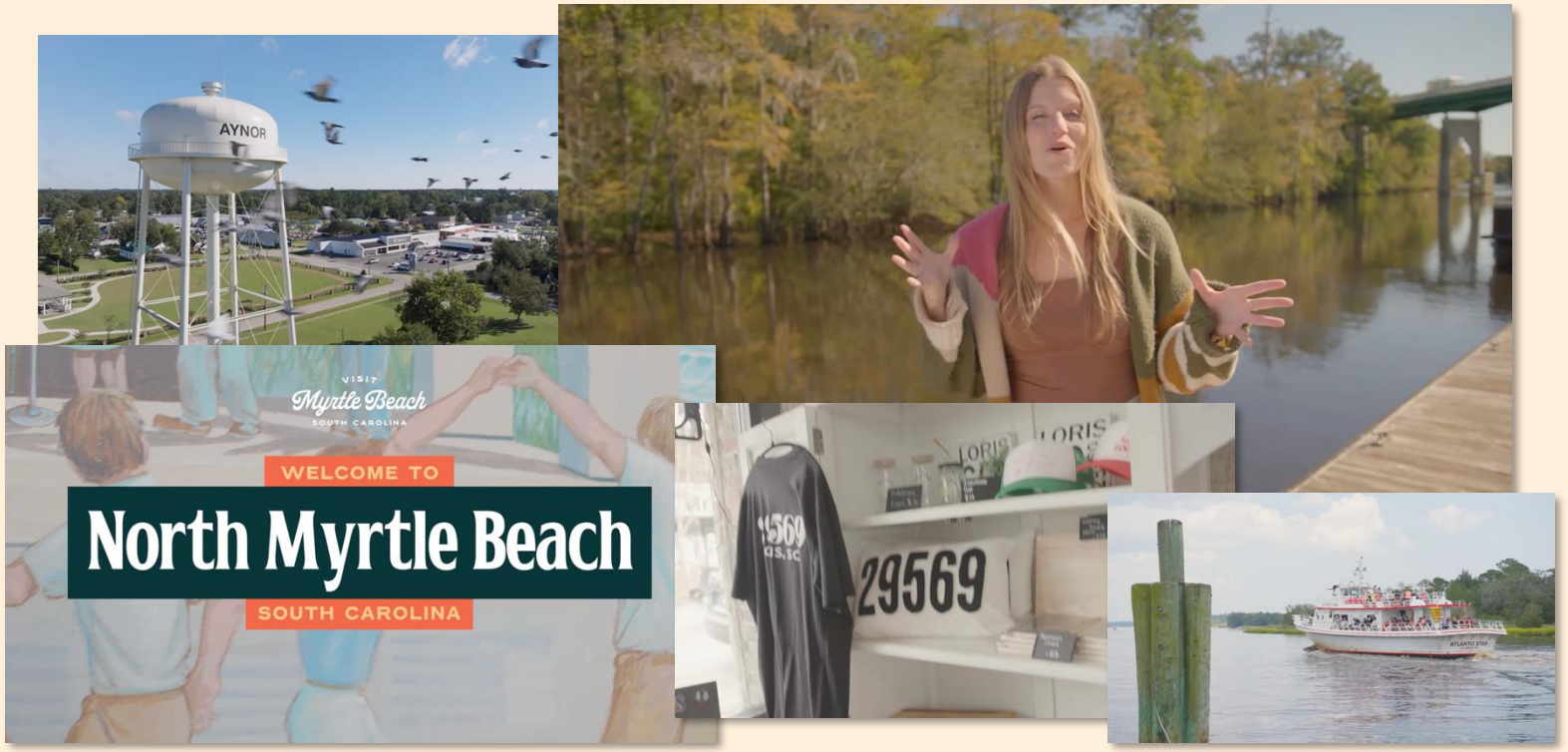


VIDEO

Community Highlight Videos

Last summer and fall, our team spent time filming in all 14 communities across the Grand Strand to create brand-new series of videos highlighting the unique places, attractions and events that make our area so special. This series, released in early 2026, has been promoted in a variety of ways including:

- **Paid social**
  Promoted across Meta to drive views and build awareness for each community.
- **Community pages**
  Featured on the new individual community pages at VisitMyrtleBeach.com.
- **YouTube playlist**
  Collected in a dedicated playlist for always-on discovery and sharing.



COMMUNITY PROMOTION

Community Campaigns

All communities in Horry County receive the following promotion throughout the year:

- Editorial Feature in 2026 Official Myrtle Beach Visitors Guide
- Dedicated Landing Page on VisitMyrtleBeach.com
- New Community Highlight Video on YouTube
- Quarterly Paid Social Advertising Campaigns
- Paid Search Advertising
- Programmatic + Native Advertising
- Inclusion in Visit Myrtle Beach eNewsletter



DIGITAL MARKETING SAMPLES

E-Newsletter

Visit Myrtle Beach's eNews regularly features Horry County communities including in Upcoming Events, Articles, Fun Facts and Community Spotlights.

Our **e-mail list has 240K+ subscribers**, and newsletters are sent bi-weekly to visitors from around the U.S. and internationally.



Recent Stats

February 2026
Total Partner Clicks: 492
Mentions of North Myrtle Beach, Surfside Beach, Myrtle Beach

March 2026
Total Partner Clicks: 1,013
Mentions of North Myrtle Beach, Surfside Beach, Myrtle Beach, Conway

April 2026
Total Partner Clicks: 736
Mentions of Little River, Atlantic Beach, Myrtle Beach, Surfside Beach

May 2026
Total Partner Clicks: 261
Mentions of Conway, North Myrtle Beach, Myrtle Beach, Little River

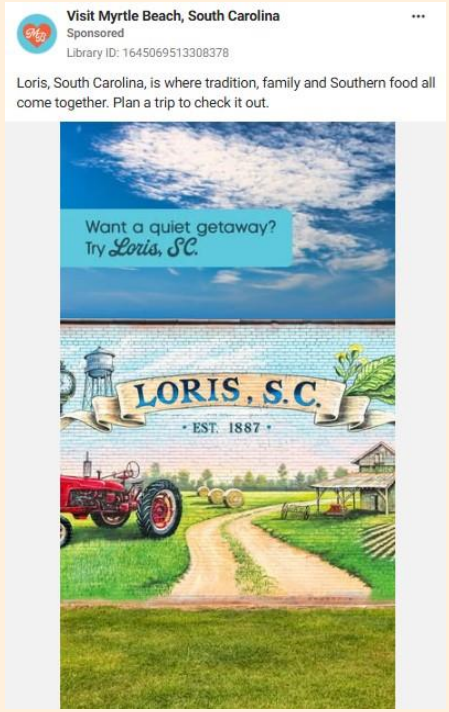
June 2026
Total Partner Clicks: 691
Mentions of North Myrtle Beach, Surfside Beach, Garden City, Aynor

PAID SOCIAL ADS

Reaching the most engaged fans on social

We use Meta to reach engaged Visit Myrtle Beach followers, users who engages with our brand, high-affinity lookalike audiences and retargeting to extend our reach and maximize return across high-impact social placements.

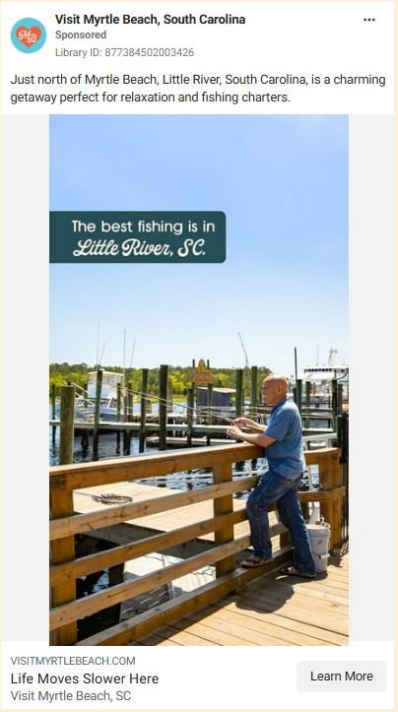
- **Engaged audience reach**
  Connect with Visit Myrtle Beach followers and audiences who have previously interacted with brand content.
- **Community-driven engagement**
  Build awareness and spark engagement around individual community content.
- **Meta placements**
  Delivered across Facebook and Instagram feeds and placements.



Loris, SC



North Myrtle Beach



Little River, SC

DISPLAY ADVERTISING

Keeping Our Communities Top of Mind

High-impact banner creative that keeps Myrtle Beach's communities top of mind across premium sites throughout the trip-planning journey.

- **Full creative suite**
  Animated HTML5 and static banners built for every standard placement.
- **Always-on presence**
  Served across premium sites and apps to stay with trip planners across the journey.
- **Flighted to events**
  Programmatic weighted around signature community events to spike awareness.

Also built for every placement: 160×600 · 728×90 · 300×250 · 320×480 · 320×50 · 468×60



300 × 600 Half Page



300 × 600 Half Page



970 × 250 Leaderboard



970 × 250 Leaderboard



970 × 250 Leaderboard

NATIVE ADVERTISING

Reaching travel-ready audiences

Reaching a travel-ready audience on premium sites with content that spotlights Myrtle Beach's communities and signature events.

- **Premium placements**
  Native and display units run alongside editorial on premium travel and lifestyle sites.
- **Audience-based targeting**
  Served by online behavior and aligned to Myrtle Beach's core audiences.
- **Flighted to events**
  Programmatic flights around signature community events across the trip-planning journey.



CONWAY

Walk or Kayak? Either Way, Don't Miss These Views

Whether from the river or the riverwalk, the views in Conway, SC, are picturesque.

See More Sponsored



NORTH MYRTLE BEACH

The Shag? Yeah, It Started Right Here.

You won't believe how much food, music and fun is packed into North Myrtle Beach, SC.

See More Sponsored



LITTLE RIVER

Seafood Lovers Flock Here. Here's 10 Reasons Why.

These are 10 reasons why you can't miss Little River, SC.

See More Sponsored

COMMUNITY PROMOTION HIGHLIGHTS



Atlantic Beach

1. New article on the **The Best Places to Stay in Atlantic Beach**.
2. Community video shoot highlighting attractions like **CJSS Skillern Art Museum** and **Atlantic Watersports**.
3. New article on **Community Murals in Atlantic Beach** and murals added to **Myrtle Beach Arts & Gallery Trail** digital pass**.**
4. Social promotion and photo coverage of **2025 Gullah Geechee Festival.**
5. Guide updated to include new businesses including **Atlantic Town Grill** and **Black Pearl Celebrations.**



Aynor

1. Social promotion for events including annual **Aynor Harvest Hoe-Down**
2. Community video shoot including promotion for **Southern Palmetto Farms** and **Palmetto Farms Country Store**.
3. **Aynor Train Mural** listed on Myrtle Beach Arts & Gallery Trail and Aynor in top stops article.
4. Video & photo coverage of 2025 **Aynor Harvest Hoe-Down Festival**
5. Updated guide article with mentions of **Waccamaw Indian People Cultural Interpretive Trail, Cows & Cones** & More!



Carolina Forest

1. Community video shoot highlighting attractions like **Wheels of Yesteryear**, **Horry County Bike & Run Park**, **Tanger Outlets** and more!
2. Chef Jerrett King of **O.A.K. Prime Steakhouse** featured at VMB-hosted Press event with People Inc. in NYC at Southern Living Test Kitchen.
3. Updated guide article with new business additions including **South Coast Beer Project**, **Soho Carolina Forest** & new par 3 golf course at **Legends**.
4. Social promo & photo coverage of opening at new **South Coast Beer Project**.

COMMUNITY PROMOTION HIGHLIGHTS



Conway

1. Coverage of **Riverfest** including video, photo and produced promo for social.
2. New article promoting Conway's best events including **Conway Burger Week**, **Rivertown Christmas**, **CCU games**, **Theatre of the Republic** & more!
3. New article about recent additions to Conway including **Anto's**, **Palmetto Taps**, **Riverwalk Extension** & more!
4. Social promo for **Halloween** events, including coverage of **Coffin Races**.
5. New article devoted to **Conway Christmas Lights Display**, **Snowfall Alley** & more!



Little River

1. Social promotion for key events including **Blue Crab Festival**, **Little River ShrimpFest** & **Patriot's Day Festival**
2. New article promoting recent adds like **PinPoint**, **Golfluent** & **Mako's Shark Bar**
3. 6-Page spread about seafood in Okra. Magazine featuring **Crab Catchers** & **Brentwood Restaurant**.
4. **Big M Casino**, **Southern Shores Cruises** featured in "Best Boat Tours & Cruises In The Myrtle Beach Area"
5. **Blue Crab Festival** featured in upcoming "Myrtle Moments" TV Campaign



Loris

1. New 10 Hidden Gems in Loris article featuring **Barn View Winery**, **Mattie Jane's Coffee Shop**, **Tea + Pottery** & more!
2. Social promotion for **2025 Loris Bog-Off Festival** and **Loris Christmas Parade.**
3. Community video shoot with promotion of **Loris Drug Store**, **Moon Vine Boutique**, **Ritchie's General Store** & Eatery & more!
4. Updated guide content to feature **Loris Nature Park**, **Diamondback Golf Course** and **Barn View Winery**.
5. Updated **10 Restaurants In Loris And Longs, S.C., Worth Trying** article.

COMMUNITY PROMOTION HIGHLIGHTS



North Myrtle Beach

1. Social promotion for events including **St. Patrick's Day Festival + Music on Main**
2. New article promoting recent adds like **Honey Barrel Breakfast & Grill**, **NMB Sports Park Expansion** & More!
3. Updated **Things To Do at Barefoot Landing in North Myrtle Beach** article on website.
4. Updated **Award-Winning Restaurants In North Myrtle Beach** & Little River article
5. Groups promo video & photo shoot at **Barefoot Queen**, **Greg Norman's Grill Australian Grille** & **House of Blues**.



Socastee

1. Social promotion for events including annual **Socastee Heritage Festival** and **Mythical & Medieval Festival**
2. Community video shoot including promotion for **Island Adventure Watersports, River City Café, Socastee Rec Park** & other area businesses.
3. Updated guide article with mentions of new businesses including **Dockside Dawgs**, **Bookworm & Vine**, **Del Taco** & **Encanto Bar & Grill**.
4. New articles on **History of Socastee Swing Bridge** & **Mythical & Medieval Festival**.



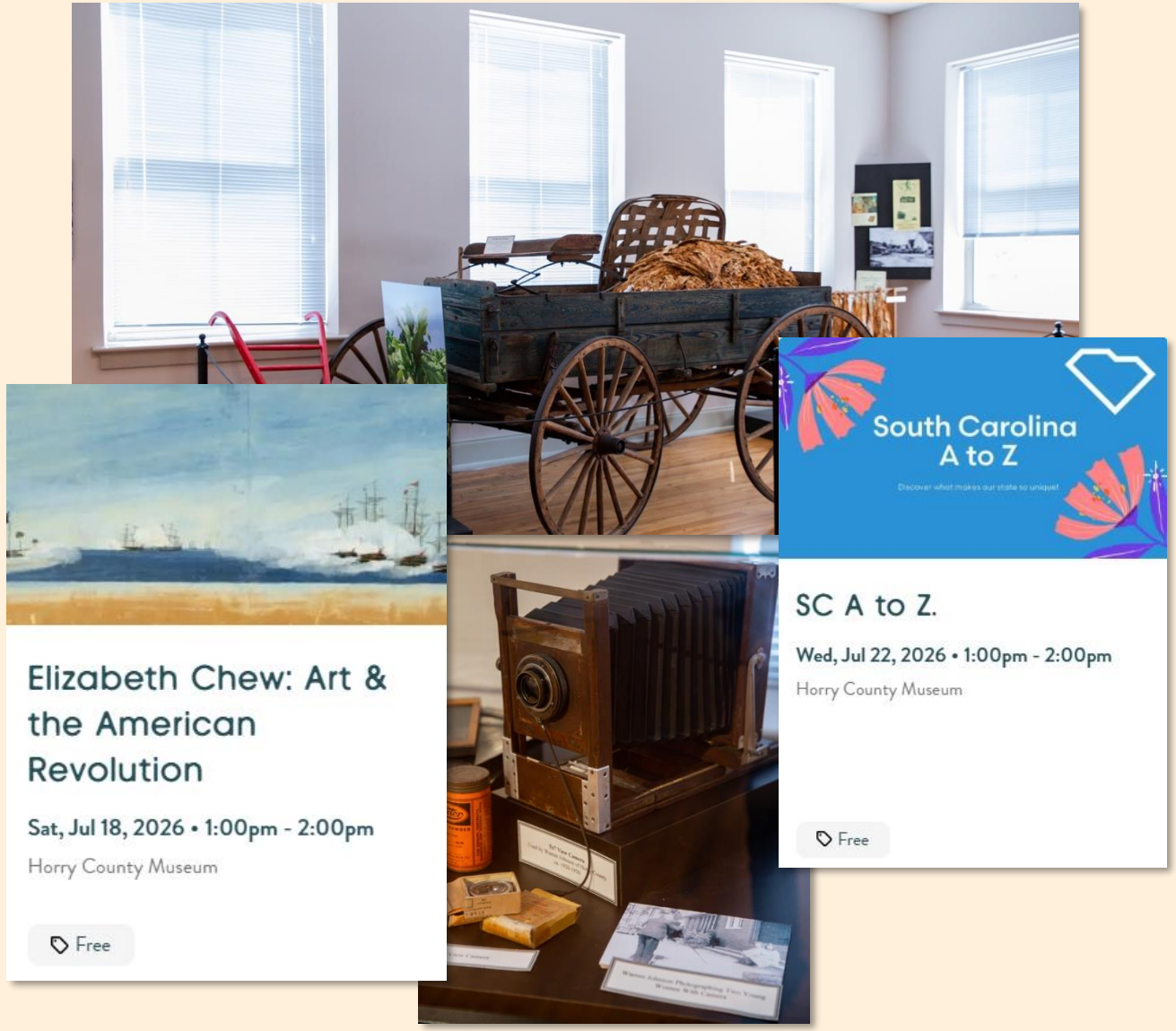
Surfside Beach

1. Development of new **Visit Surfside Beach website**, set to launch in July.
2. Social promotion of events including **BBQ Fest**, **Family Festival**, **End of Summer Fireworks Festival**, plus holiday events.
3. Photo & video coverage of **4th of July parade** and **Easter Egg Hunt**, **Fishing with a Cop** and **BBQ Festival**.
4. Social video & content shoot at **Whistling Duck Wine Bar** on the pier.
5. New & hidden gems article featuring places including **Surf Diner**, **Mulligan's Lagoon Mini Golf, Pier Village** & more!

2025-26 COMMUNITY HIGHLIGHTS

Horry County Museum

1. Updated **landing page** that lists upcoming events hosted by the **Horry County Museum**.
2. Inclusion in the article **Best Educational Fun & Historical Activities in Myrtle Beach (For All Ages)**.
3. Included in the listicle **Myrtle Beach Museums**.
4. **Over 30 events** included on the events calendar including **Gullah Geechee Storytelling** and **South Carolina Women & their War for Independence.**



2026-27 CAMPAIGNS

Campgrounds

We promote Camping through advertising to drive business year-round, especially during shoulder season. Distribution includes video, digital advertising, PR, social media, direct mail and content on VisitMyrtleBeach.com.

Over the past two years, this includes:

- Partnership with RV There Yet? features Myrtle Beach in episodes on the Discovery Channel.
- OOH billboard advertising on I-95 corridor
- Photo & video shoots with all Myrtle Beach Campground Association members.
- Partnering with local creators on hosted stays and social features throughout summer 2026.



Exploring Hidden Gems of Myrtle Beach
9.2K views



North Myrtle Beach's Best Kept RV Camping Secrets
5.4K views



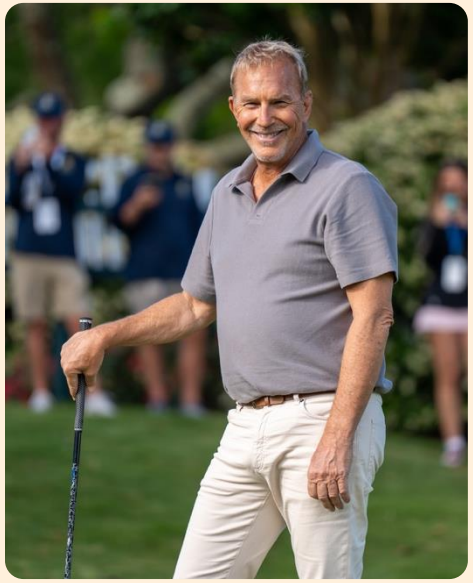
PARTNERSHIPS & EVENTS

Myrtle Beach Classic

Visit Myrtle Beach again partnered with the PGA, SportFive and The Dunes Golf & Beach Club to host the ONEflight Myrtle Beach Classic in 2026.

The tournament delivered a broadcast reach of **3.4 million viewers** across 18.6 hours of live coverage and **2.2 million total hours viewed**, while content on TOUR social channels drove **27.7 million video views** and more than 525,000 engagements.











EVENTS

Myrtle Beach Bowl Game

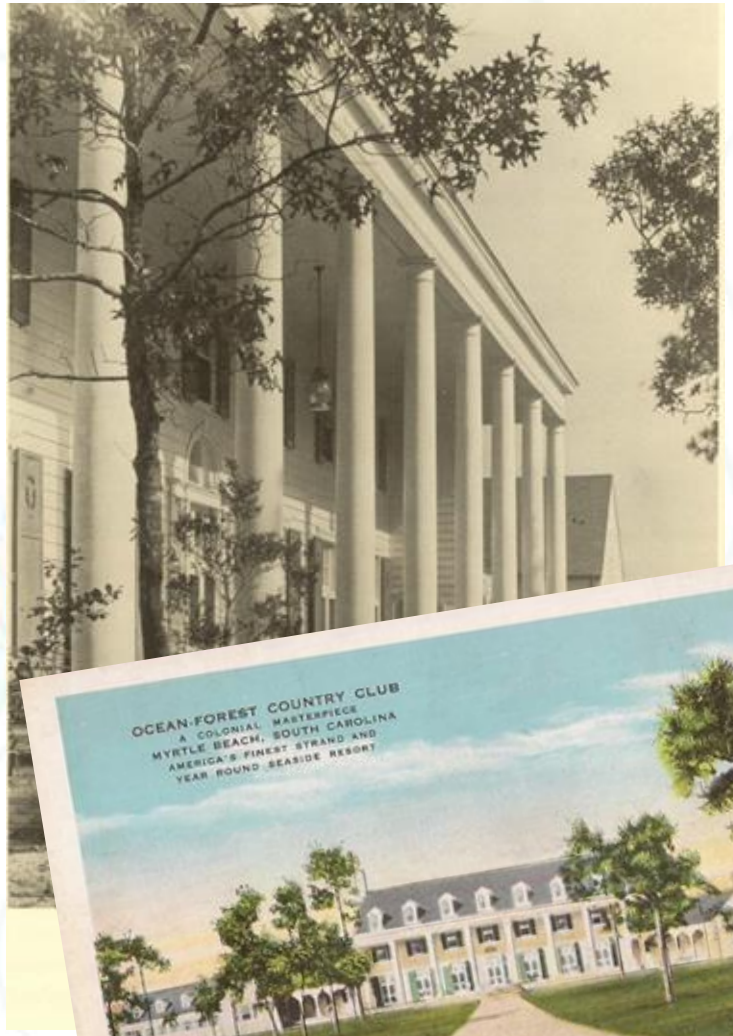


The 2025 Myrtle Beach Bowl produced a record **$6.1 million in direct economic impact** — the highest in bowl history, topping the prior $5.4 million high.

- **71%** out-of-market visitors vs. 29% local — the largest out-of-market share to date
- Attendance of **9,139**
- **1,795 room nights** — the highest actualized pickup, aided by two full bands (~800 members)
- Over **$812,000** in-market spend: $195K food & beverage, $274K lodging, $49K transportation by just the teams.



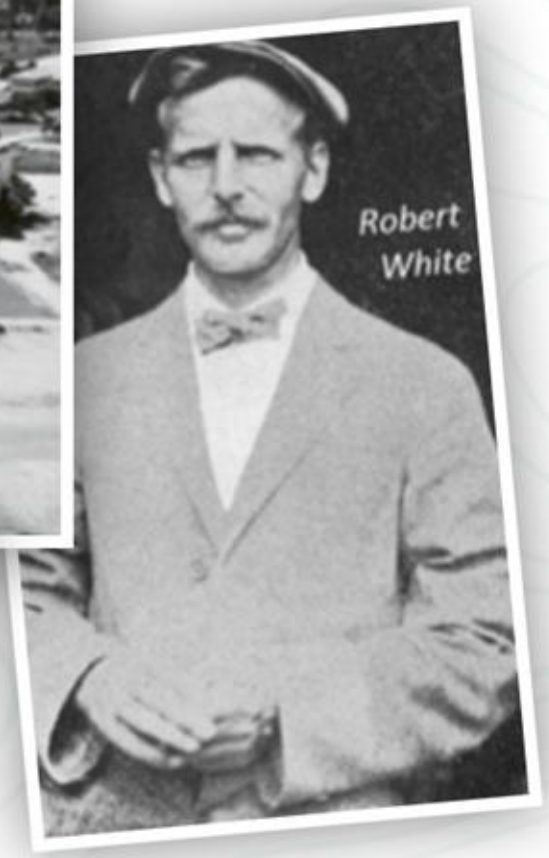




OCEAN-FOREST COUNTRY CLUB
A COLONIAL MASTERPIECE
MYRTLE BEACH, SOUTH CAROLINA
AMERICA'S FINEST STRAND AND
YEAR ROUND SEASIDE RESORT






Robert
White


PLAY GOLF
Myrtle Beach
PINE LAKES
COUNTRY CLUB
PLC

FY2026-27 PLANNED MARKETING INVESTMENTS

Marketing Component	Project	Purpose	Description	Amount
Print Media	Magazine/Integrated	Print Advertisements with a digital element to help influence travel to the area, targeting prospective leisure and group travelers.	Targeted messaging and placement to augment online and broadcast components.	$97,547.65
Online Media	Internet/ Social &Search	Display ads and videos to inspire multiple audience segments to visit the destination. As well as major search engine deplyoment and all all social channels.	Online ads in key markets to inspire travel experiences afforded along our 60 miles of beaches.	$715,349.43
Broadcast Media	Television/Connected TV	Inspire prospective guests to choose the area as their vacation selection through cable and broadcast, as well as major streaming platforms.	Targeting consumers in key markets through inspirational travel experiences afforded along our 60 miles of beaches.	$216,772.55
Air Service Advertising	Digital	Display ads and videos in non-stop air service markets to build awareness of nonstop flights to inspire audience segments to visit the destination.	Online ads complementing TV markets in all non-stop air service markets. Remarketing ads tied to visitmyrtlebeach.com	$54,193.14
Visit Myrtle Beach Local Community Promotion	Various	Awareness of the individual communities that make up Horry County, their attributes and offerings including events, attractions and individual offerings to draw visitors to all areas of the county. Including Horry County Museum.	Develop and create specific community content to distribute across multiple media platforms. Content can include: videos, display, public relations, social media, direct mail as well as on VistMyrtleBeach.com	$400,000.00
Local Community Promotion	Various	Individual communities event advertising for their area to draw visitors to all areas of the county	Atlantic Beach	$10,000.00
			Aynor	$10,000.00
			Conway	$50,000.00
			Little River	$75,000.00
			Loris	$30,000.00
			North Myrtle Beach	$150,000.00
			SSB/GC/MI	$75,000.00
Campground Promotion	Various	Working with MB Family Campground Owners Association for Camping/RV advertising to drive business year-round, but especially during shoulder season.	Various means of distribution will be utilized including video, internet advertising, public relations, social media, direct mail as well as content deployment on VistMyrtleBeach.com	$125,000.00
County Directed Expenditure	TBD	5% of Advertising and Promotion budget to develop and increase overnight tourist attendance TBD by Council	MB Bowl Game Sponsorship $40,000, MB Classic Sponsorship $60,0000	$105,729.62
Total Planned Expenditure				**$2,114,592.39**
The Collaborative supported a portion of the Tourism and Promotions Fund is allocated to May Law Enforcement each year. This comes off the top before the Collaborative receives their funding so this is not reflected in this budget				

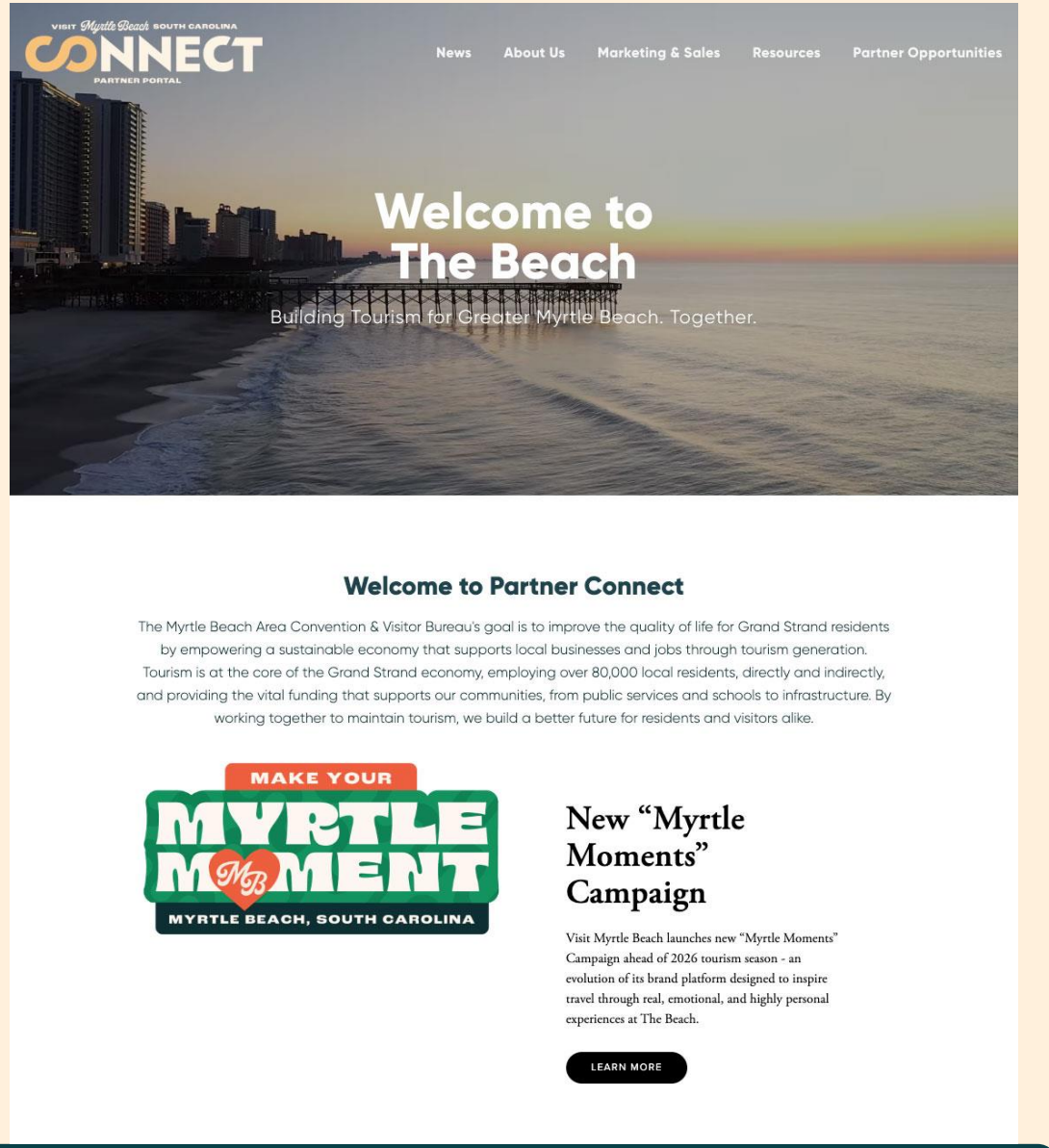
HIGHLIGHTS

Learn More

Visit MyrtleBeachAreaCVB.com for the latest marketing campaigns, news and stats!

Follow us on social media:

- @MyrtleBeachCVB
- @MyMyrtleBeach
- @VisitMyrtleBeach





Thank you!

Even more exciting efforts happening in 2026!

Tuesday, July 21, 2026

VISIT Myrtle Beach SOUTH CAROLINA

YOU BELONG · MB · AT THE BEACH

Appendix

Supporting Detail & Additional Materials



July 2026

MARKETING IMPACT

Industry-Leading ROI

$1

CAMPAIGN SPEND

Every dollar spent on Visit Myrtle Beach marketing campaigns...

=

$139

VISITOR SPENDING

Results in nearly $140 in direct spending from our visitors.

$20

LOCAL TAX REVENUE

This spending generates $20 in tax revenue for Horry County and local municipalities.

MARKETING STRATEGY

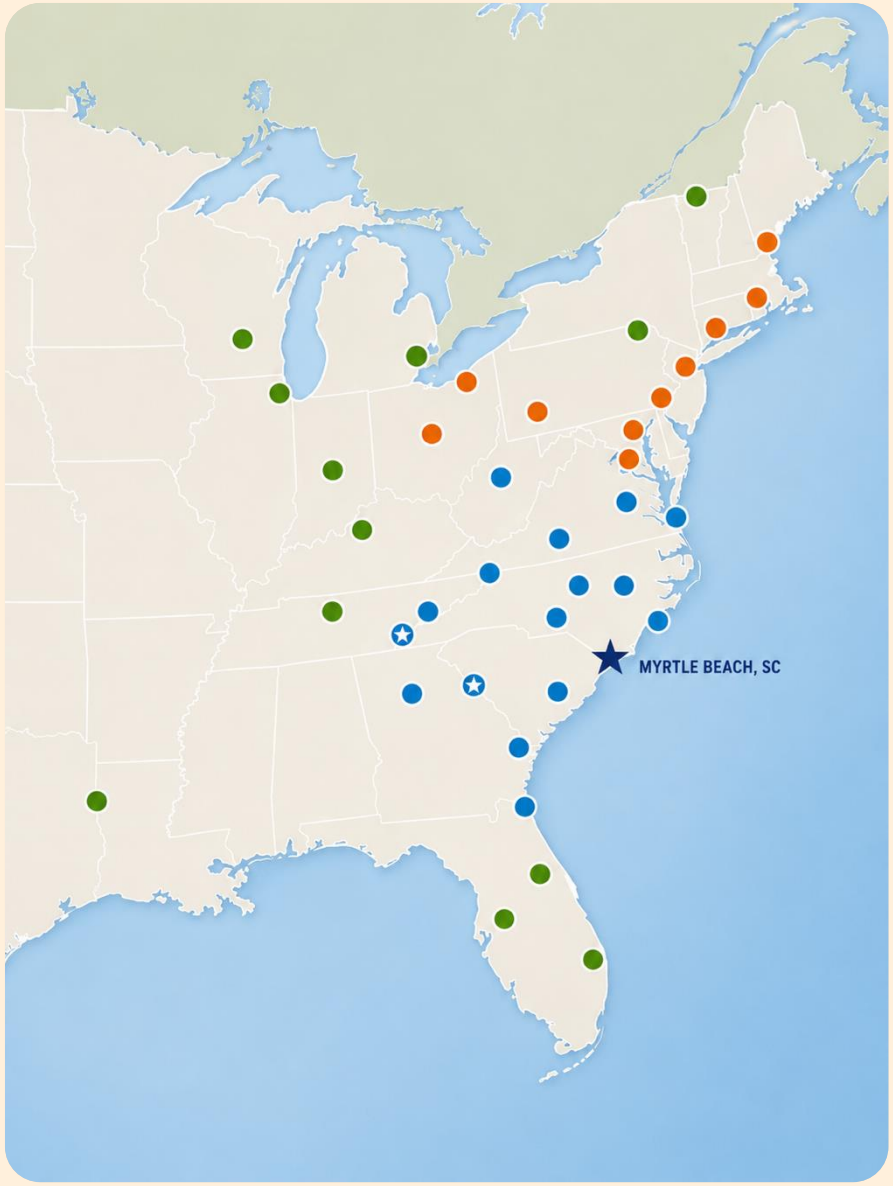
2026 Media Markets

Market selections are based on visitation trends, lodging demand, accessibility, and growth potential, with several new markets added to expand reach among high-value travelers.

Drive Markets

- Atlanta, GA
- **Augusta, GA***
- Charleston, SC
- West Virginia
- Charlotte, NC
- **Chattanooga, TN***
- Greensboro, NC
- **Greenville-New Bern, NC***
- Jacksonville, FL
- Knoxville, TN
- Norfolk, VA
- Raleigh-Durham, NC
- Richmond-Petersburg, VA
- Roanoke-Lynchburg, VA
- Savannah, GA
- **Tri-Cities, TN-VA***
- Wilmington, NC

***New Markets**



MARKETING STRATEGY

2026 Media Markets

Market selections are based on visitation trends, lodging demand, accessibility, and growth potential, with several new markets added to expand reach among high-value travelers.

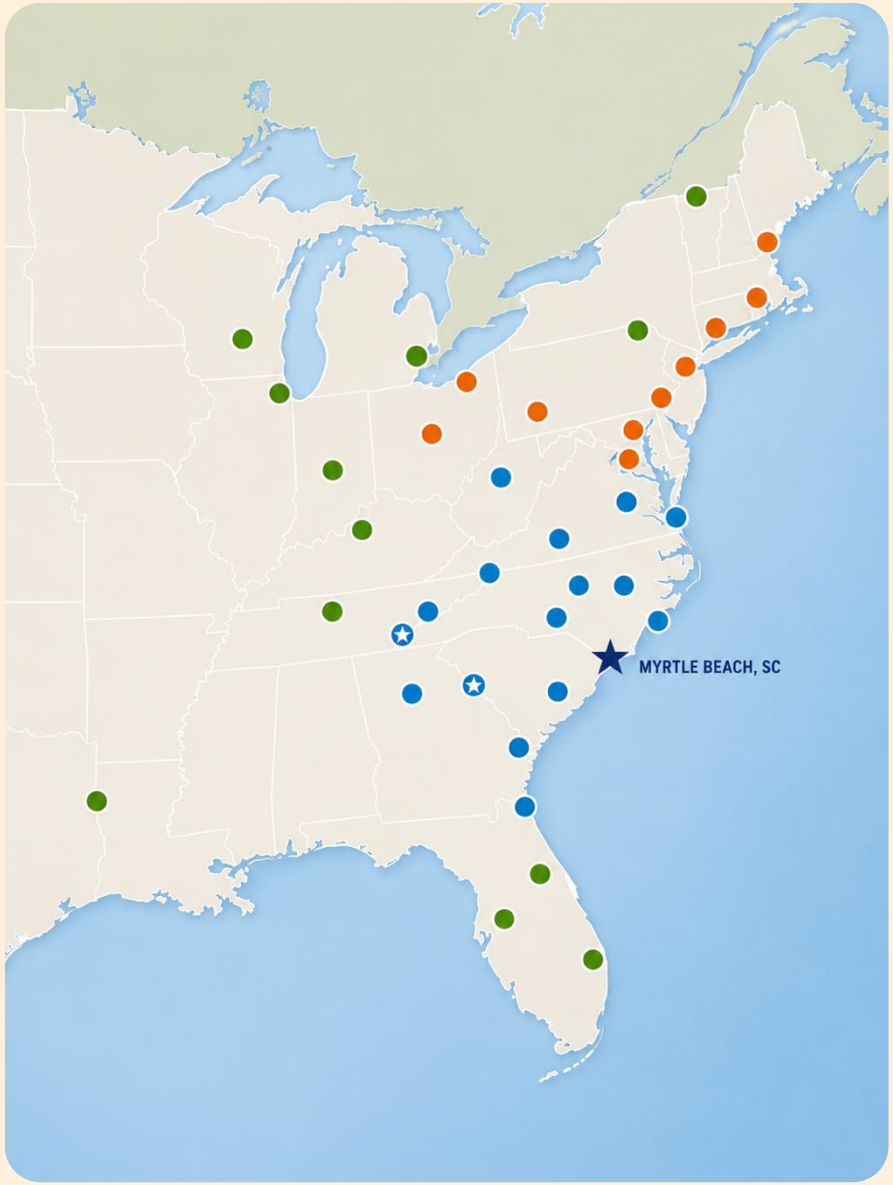
Long Haul (Tier 1)

- Baltimore, MD
- Boston, MA
- Cleveland, OH
- Columbus, OH
- Harrisburg-Lancaster, PA
- Hartford, CT
- New York, NY
- Philadelphia, PA
- Pittsburgh, PA
- Washington, D.C.

***New Markets**

Long Haul (Tier 2)

- **Albany, NY***
- Chicago, IL
- Cleveland, OH
- Dallas-Fort Worth, TX
- Detroit, MI
- Miami-Ft. Lauderdale, FL
- Indianapolis, IN
- Louisville, KY
- Minneapolis-St. Paul, MN
- Nashville, TN
- Orlando, FL
- Tampa, FL
- **Wikes-Barre/Scranton, PA***



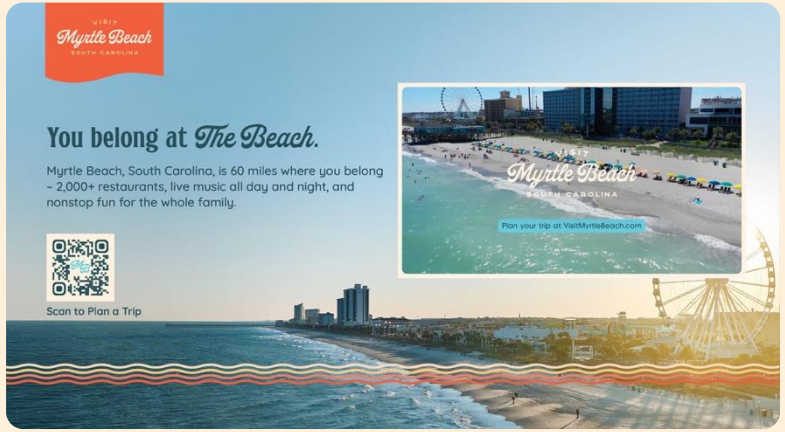
PAID & INTEGRATED MEDIA

You Belong at The Beach

Our core **“always on” advertising campaign** layer runs throughout the year as the base layer of our promotion of The Beach brand.

In 2025, our evergreen messaging continued to promote the Grand Strand as “60 Miles Where You Belong” while also working towards a **refreshed, more experiential campaign theme for 2026**.

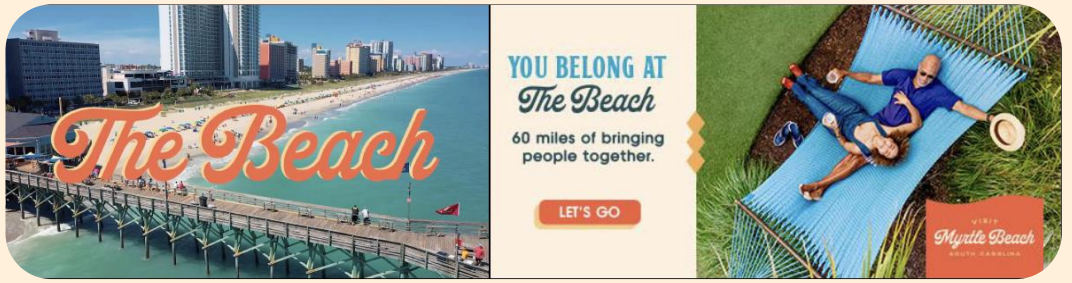


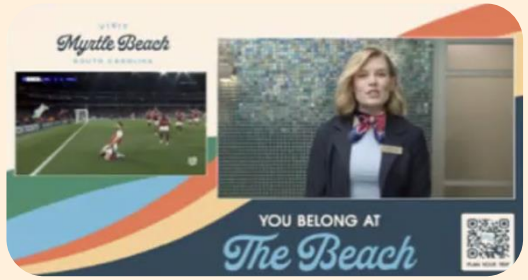
















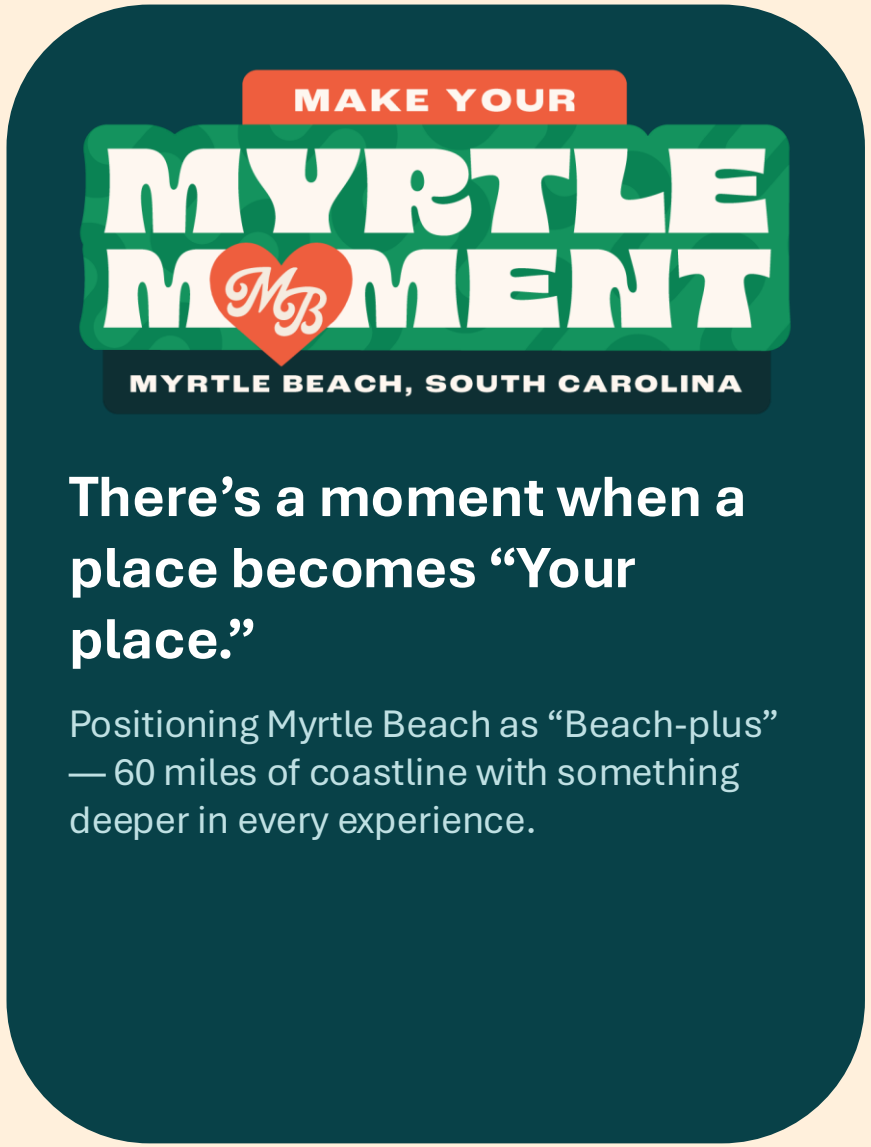


2026-2027 CAMPAIGN

Myrtle Moments

An evolution of “You Belong at The Beach,” to inspire travel through real, personal moments at The Beach.

- Shifts focus from showcasing the destination to capturing the specific moments that make travelers feel connected to it
- Built for changing behavior — today’s visitors seek meaningful, memory-driven trips over traditional checklist travel
- Full-funnel video ecosystem: a brand anthem, 30- & 15-second motion spots, and cinematic “hyperfocus” moments across broadcast, digital & streaming
- Refreshed 2026 visual identity — bold coastal colors, layered textures, and candid, human moments



There’s a moment when a place becomes “Your place.”

Positioning Myrtle Beach as “Beach-plus” — 60 miles of coastline with something deeper in every experience.

2026-2027 CAMPAIGN

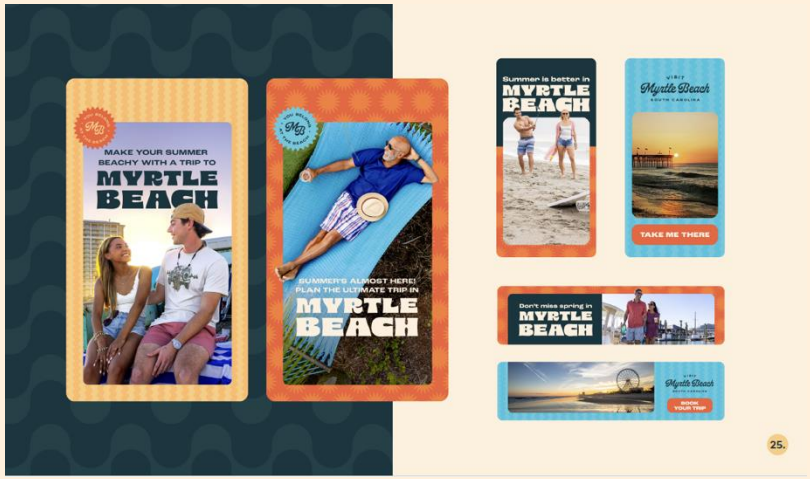
Moments in Motion

A connected, audience-first media ecosystem puts the campaign in front of travelers at every stage of the journey.

- **Make More Myrtle Moments Mega Deal** — buy 3 nights get 1 free, or 5 get 2 free, at 45 participating properties
- Promoted via direct mail to 100,000+ households, plus digital and on-site placements
- Personalized, audience-first paid media: dynamic banners, native ads, rich media, and new AI-driven ad experiences
- Editorial partners People Inc., Southern Living, Garden & Gun, Midwest Living & Okra

IN-MARKET CREATIVE





2026-2027 CAMPAIGN

Real-Life Moments

The campaign extends beyond media into real-world experiences and social engagement throughout the 2026 season.

- **Make Your Myrtle Moment** — GlamBot cinematic video capture (as seen at the Oscars & Met Gala) at the Myrtle Beach Classic and Carolina Country Music Festival
- **Myrtle Moments Photo Contest** — a summer-long contest powered by SnapSea that turns visitor photos into authentic user-generated content
- **Myrtle Moments Made** — a social video series spotlighting unexpected Grand Strand experiences, from SkyWheel sunrise flights to The Hangout dance parties

MOMENTS, CAPTURED





PAID & INTEGRATED MEDIA

Storytelling Spreads

We upped our print game with expanded, creative advertorial storytelling across 30+ buys in publications including **Garden & Gun**, **Good Housekeeping**, **Okra. The Local Palate** and **Southern Living.**

We also partnered with **AFAR** and **Travelability** to promote sensory-friendly travel to The Beach.



EARNED MEDIA

PR Recap

Our earned media efforts drove **31.7 Billion Media Impressions** and generated $393.6 million in equivalent ad value in 2025.

We also generated:

- 34 Top-100 media placements
- 140 media interactions
- 219 partner engagements
- Average connect effect score of 46.5 for all of 2025



EARNED MEDIA

National Accolades

A sample of some of the hundreds of media outlets that highlighted the Grand Strand in 2025:

