Myrtle Beach Area CHAMBER of COMMERCE

VISIT Myrtle Beach SOUTH CAROLINA

MARKETING

The Beach

Myrtle Beach City Council Update
April – July 2024 Reports
Presented October 2024

INTRODUCTIONS

Tracy Conner, Interim President & CEO

SALES UPDATES

Bob Harris, EVP of Sales

YTD SALES RESULTS (THRU SEP 23rd)

- 606 Group Leads
- 315,826 Group Lead Room Nights
- 282,205 Definite Room Nights

MEETINGS AND CONVENTIONS

- We continue to work in partnership with our Myrtle Beach Convention Center and area conference hotel partners to secure meetings and conventions for the destination.
- Along with three partners, we hosted a booth at ASAE last month in Cleveland. Traffic in the booth was much busier than previous years with 3,000 show attendees and our booth came in second place for best in show.
- Hosting the Religious Conference Management Association familiarization tour this week with 15 attendees.







MEETINGS AND CONVENTIONS

- Municipal Association of South Carolina challenge and results!
- In the past two years we have booked over 2,600 room nights for Myrtle Beach from the meeting planner with this association including the 2,232-room 2027 Municipal Association. These groups combined will have an estimated economic impact on our region of over $1.1 million.
- Having local leaders who will help us identify these types of groups and advocate for us to bring that business back to The Beach is key to our success as a destination.





MOTORCOACH GROUPS

- One of our slowest market segments to return since the pandemic but showing signs of recovery. Important segment for us as most groups come in the spring and late fall during non-peak seasons.
- Working on new itineraries that are STEM curriculum based for student groups. Two itinerary tracks:
  - **Science Itinerary** including sites like the MB Skywheel, Ripley's Aquarium, Wonderworks and EcoTours.
  - **History Itinerary** including sites like the Myrtle Beach Colored School Museum and Education Center and Charlie's Place.



FAMILY & MILITARY REUNIONS

- Big impacts on this market segment due to pandemic but we have seen this market return to pre-pandemic levels in 2024
- Reunion groups are looking at more immersive activities for the group and we are seeing more multi-generational travel with the attendees
- 42nd Annual Retired Military Golf Classic Group coming back week after memorial day 2025





CANADIAN TRADE SALES EFFORTS

- Working with our new rep firm, Pulse Communications in Toronto, to grow visitation from Canadians throughout the year. Complete a variety of sales, marketing and PR efforts to keep The Beach positioned as the best beach destination.
- Ongoing going training sessions with travel agents throughout Canada to keep them updated and motivated to send clients to The Beach. Travel agents play a much bigger role in Canadian and all international travel than they do in the US.
- Plans for 2025 include the Toronto Golf and Travel Show in February.





SPORTS UPDATE

- The 2nd Annual Myrtle Beach Sports Symposium was held at the Sheraton Myrtle Beach Sept. 18 with 83 of our area sports tourism partners in attendance. This event is an educational session for our partners as well as a chance for the sports team at the Chamber to share updates on groups we are working to bring to the destination.
- Continued work to identify sports events that will utilize venues in our destination that are not currently booked to capacity.
- Seeing more partner participation in sports tradeshows and sales efforts.



SPORTS UPDATE

- The Conference Carolinas Track and Field Championships will be back in Myrtle Beach for 2026 and 2027
- Bids were also submitted for:
  - 2026/2027 NCAA Golf Regional Championships
  - 2026/2027 NCAA Track & Field Championships
- 2024 Lynn Lewis Foundation Pink Games, an all-women flag football event will be held in N. MB this October 18-20 bringing in 7,000 participants





MARKETING UPDATES

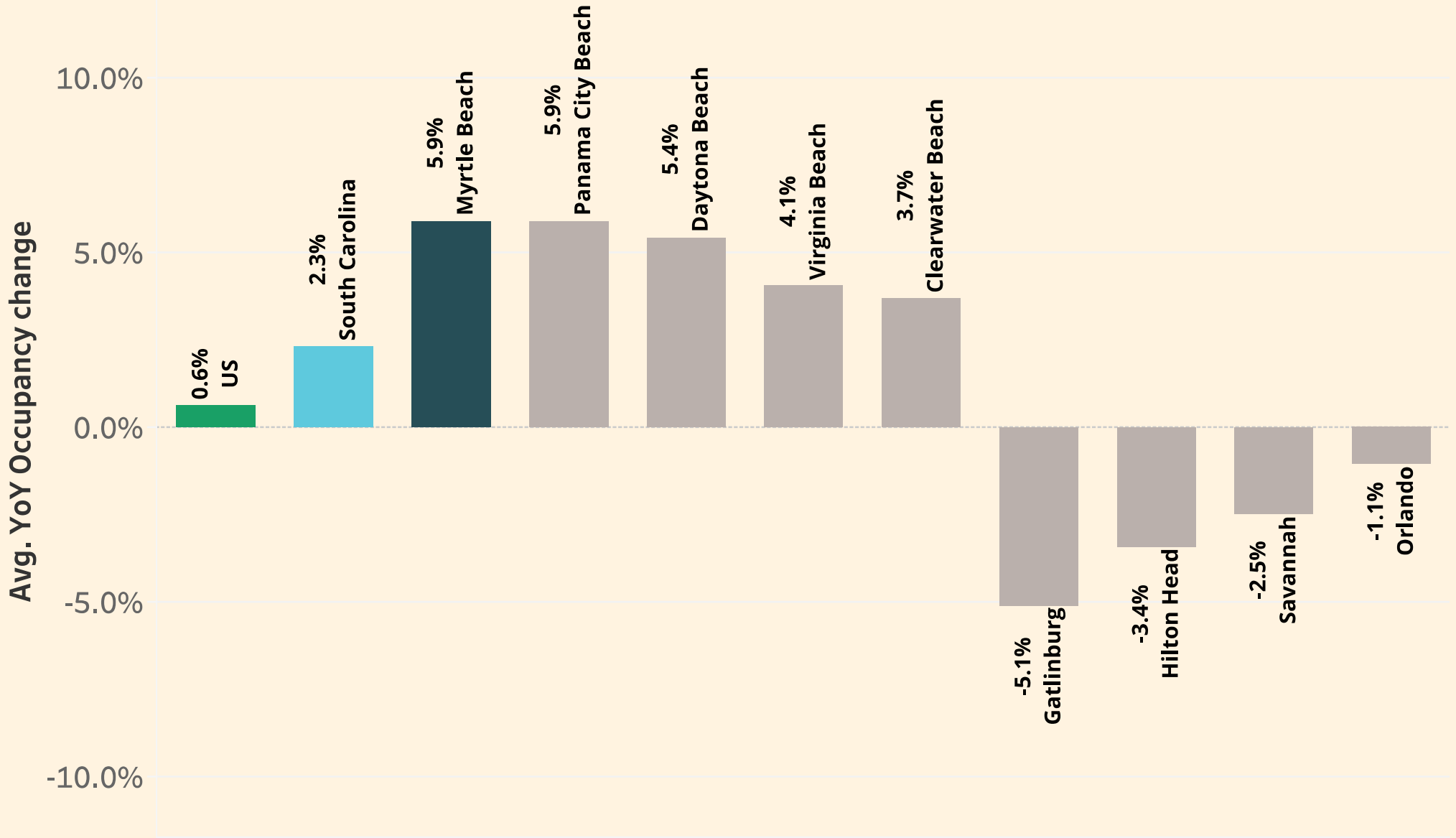
Stuart Butler, Chief Marketing Officer

Top Destinations in North America June 2024

Top N.American Destinations:		
Rank	**Domestic visitors**	**International visitors**
1	Las Vegas	New York City
2	New York City	Orlando
3	Myrtle Beach	Honolulu
4	Orlando	Miami Beach
5	Chicago	Las Vegas
6	San Diego	Niagara Falls
7	Ocean City	Vancouver
8	Honolulu	Los Angeles
9	Key West	Toronto
10	Pigeon Forge	Montreal

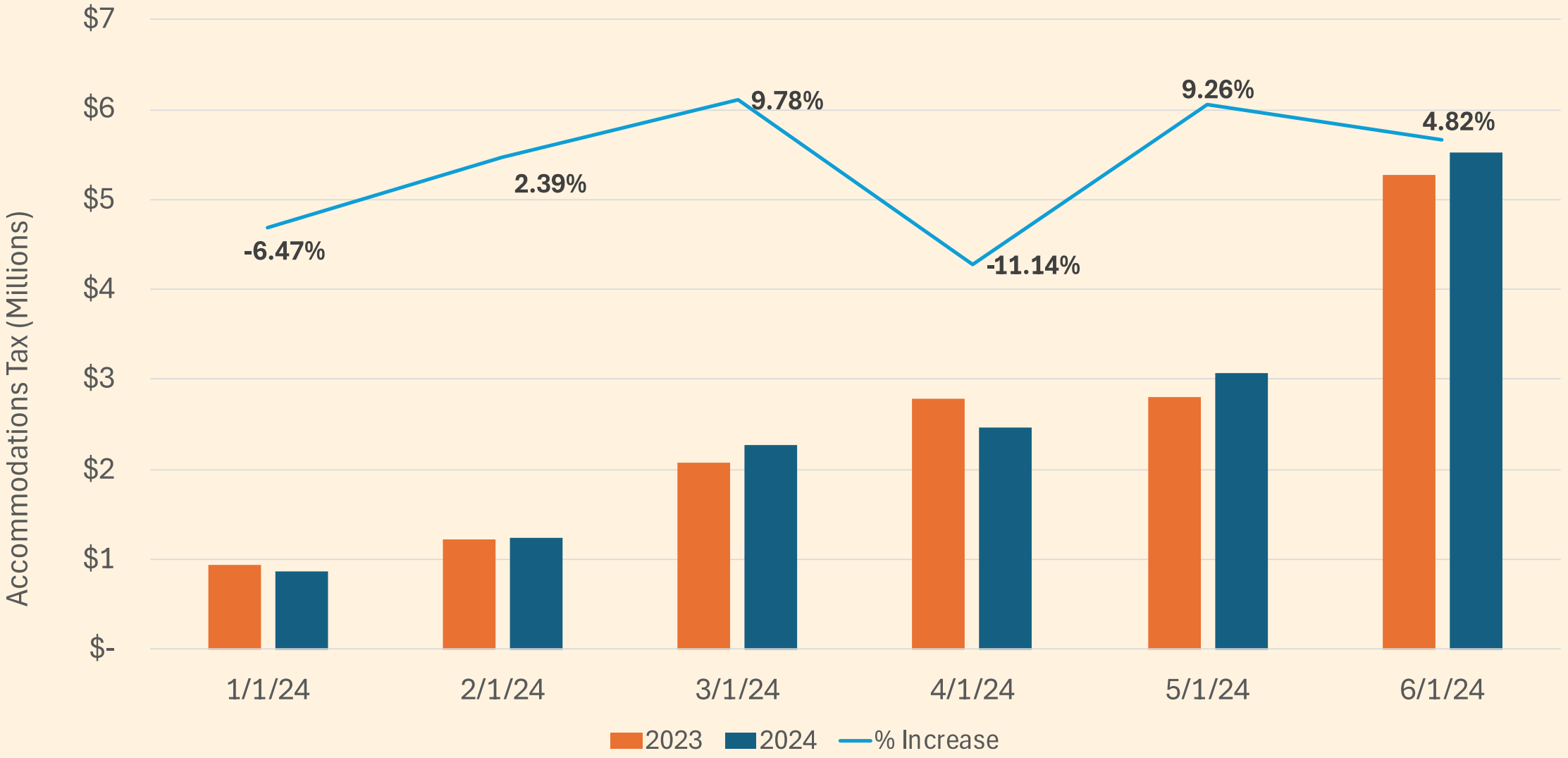
Source: Tripadvisor internal data, based on hotel clicks, 6/1/24 - 6/31/24

MYRTLE BEACH HAD THE HIGHEST YOY INCREASE IN STR HOTEL OCCUPANCY COMPARED TO COMPETITION

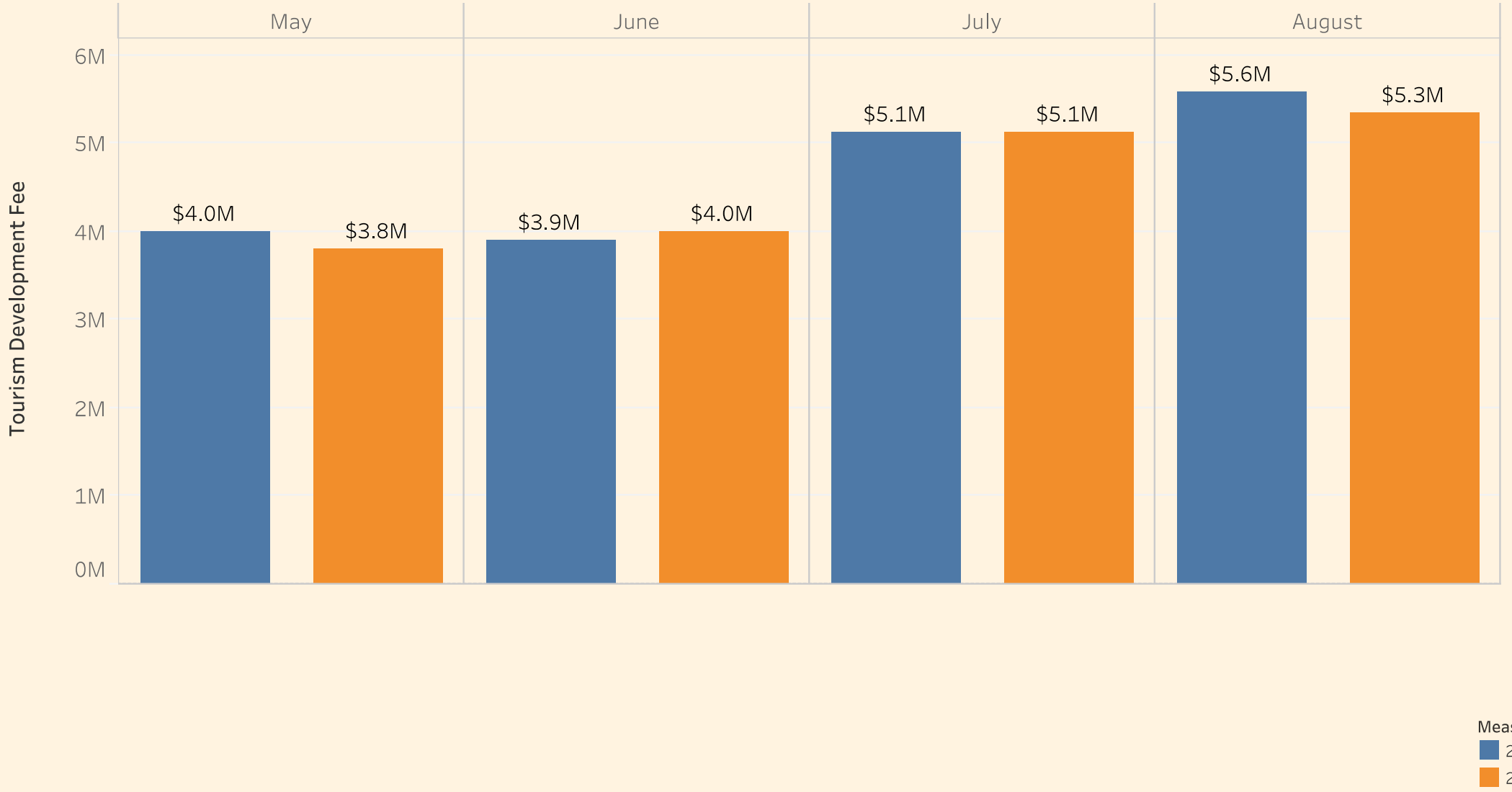


Data reported: May – August 2024

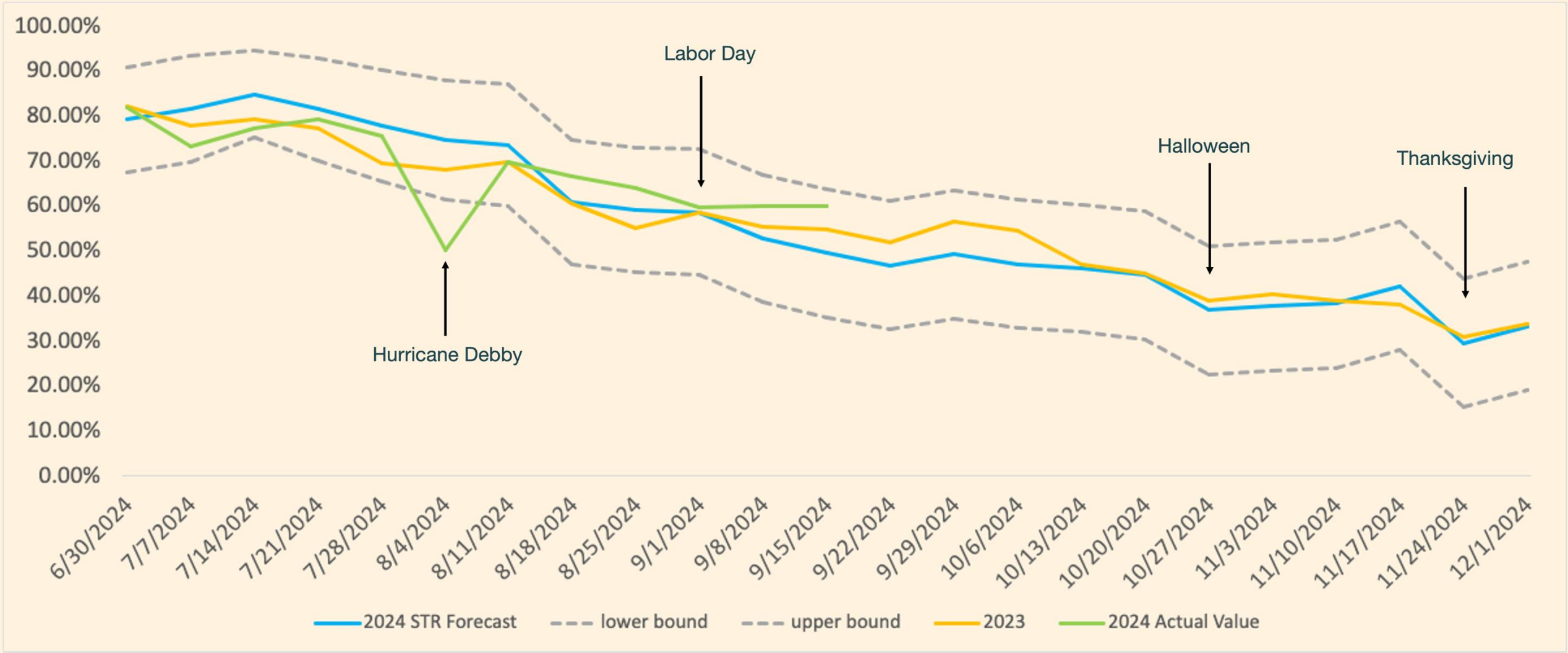
EARLY SUMMER 2024 A-TAX UP COMPARED TO 2023



2024 TDF DOWN COMPARED TO 2023



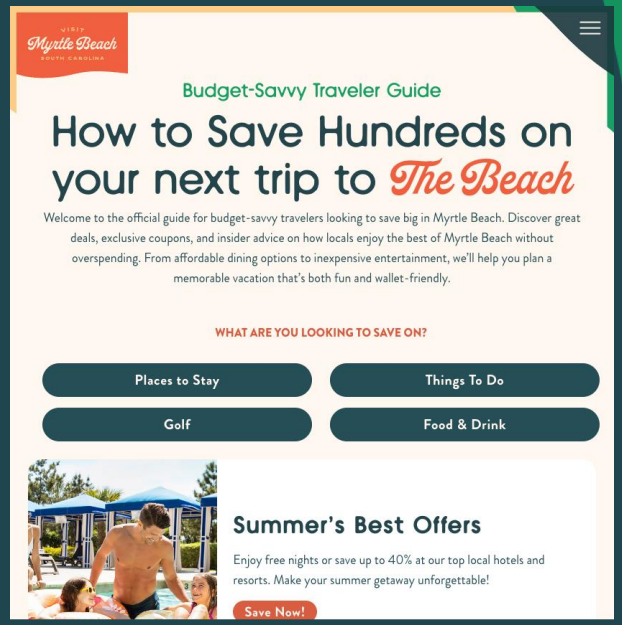
Q3 AND Q4 2024 HOTEL OCCUPANCY PROJECTED TO REMAIN ON PAR WITH 2023



CAMPAIGN ADJUSTMENTS

- Continue to elevate the brand
- Drive incremental economy travel
- Rapidly adjusting to market conditions







CHEF SWAP

Recently recognized by Brand USA – Outstanding Video Storytelling Award for a City Destination

- Season 3 of the Award Winning “Chef Swap at The Beach” premiered Saturday, August 17 on The Cooking Channel.
- The First two seasons are available to stream on Brand USA’s GoUSA TV app as well as online at ChefSwapatTheBeach.com



JAMES BEARD FOUNDATION











NBC

EATER

Forbes

bon appétit

TRAVEL+ LEISURE

AFAR

TRAVELING THE SPECTRUM UPDATE

UPCOMING EVENTS

- Myrtle Beach Invitational, Nov 21-24
- Winter Wonderland at The Beach, Nov 24-Jan 4
- Myrtle Beach Bowl Game, Dec 23
- Myrtle Beach Classic, May 8-11, 2025

ACCOUNTABILITY REPORTING

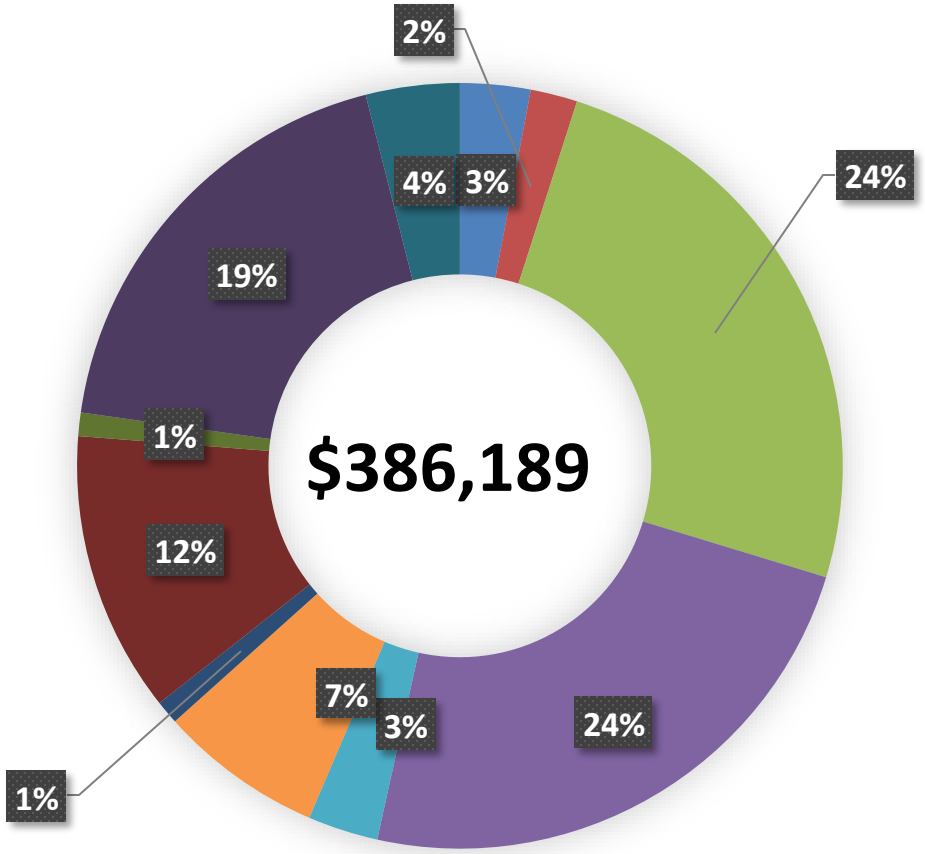
- **Randy McKeel, Chief Financial Officer**

INDUSTRY-LEADING ROI



Apr-Jun 2024 Myrtle Beach A-Tax Allocations

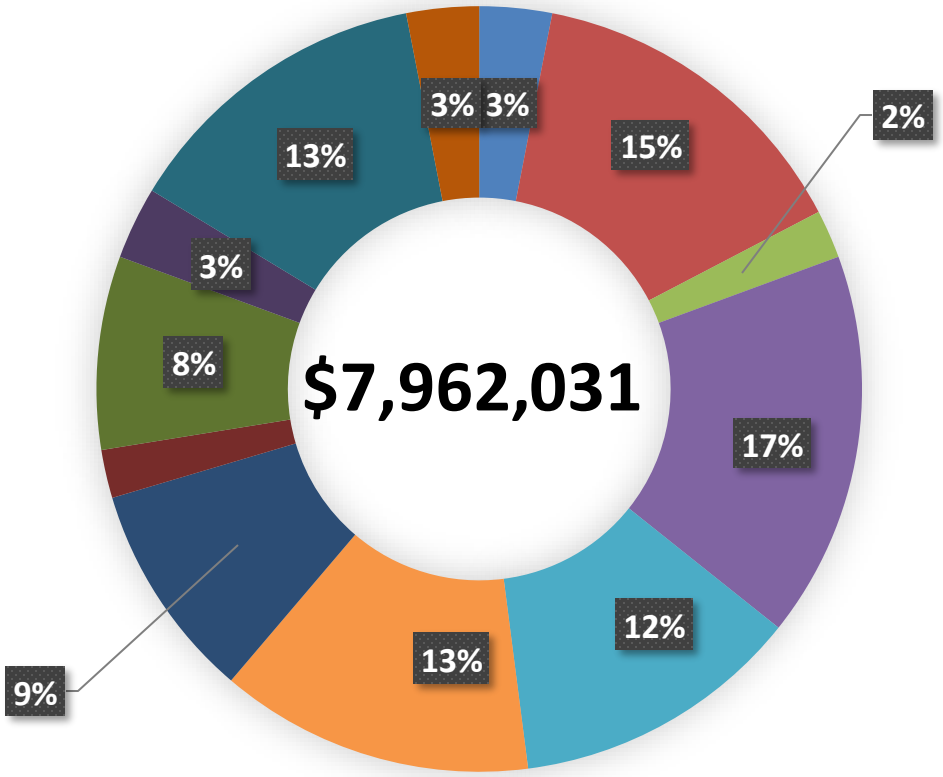
A-TAX Marketing activities promote visitation to Myrtle Beach through a wide range of promotions, including increased focus on general consumer promotions, digital promotions, groups marketing and event promotions targeting South Carolina visitors more than 50 miles away from the destination



- Creative/Content Development - $12,204.94 - 3%
- Destination Publicity - $6,305.69 - 2%
- Digital - $95,701.06 - 25%
- General Consumer Promotions - $91,243.65 - 24%
- Golf - $11,206.28 - 3%
- Group Sales - $26,467.62 - 7%
- International Promotion - $3,425.99 - 1%
- Outdoor & Integrated Pkgs - $46,721.97 - 12%
- Research - $5,728.87 - 1%
- Social and Search Media - $71,489.57 - 19%
- Television - $15,693.46 - 4%

Apr-June 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 - $265,791.87 - 3%
- Creative/Conent Development - $1,147,264.48 - 14%
- Destination Publicity - $182,920.45- 2%
- Digital - $1,247,263.65- 16%
- General Consumer Promotions - $959,641.19 - 12%
- Golf - $1,051,039.66 - 13%
- Group Sales - $705,242.67 - 9%
- International Promotion - $180,615.70- 2%
- Outdoor & Integrated Pkgs - $638,533.83 - 8%
- Research - $277,207.83 - 3%
- Social and Search Media - $1,029,559.71 - 13%
- Television - $276,949.97 - 3%

CHAMBER UPDATES

Cindy Gettig, EVP of Business Development

Keep Myrtle Beach Beautiful

- Successfully received three grants this year totaling $17,200.
- Received 24 cigarette canisters which have been distributed among hotels in Myrtle Beach for installation.
- Completed a total of 20 events so far in 2024 that include clean ups and beautification projects.
- Received the Lower Region Group Leadership Award from the SC Litter Control Association at the 2024 Litter Summit.
- Named to Presidents Circle for 2023-2024 by Keep America Beautiful.
- The next cleanup will be held Oct. 28 from 8-11 a.m. in the Ramsey Acres community.

KEEP Myrtle Beach BEAUTIFUL

KEEP AMERICA BEAUTIFUL AFFILIATE



Leadership Grand Strand

- Leadership Grand Strand Class 45 kicked off the 10-month program on Aug. 15 with the largest class of 34 local professionals.
- Each participant is required to complete 75 hours of community service which is divided between the class legacy project with Abilities Beyond Barriers, Ann DeBock Leadership Award nomination project, youth & individuals with disabilities development projects, community development or revitalization projects, and personal hours.
- The class has already volunteered more than 150 hours within the first month of class with over 20 different nonprofit organizations.



Grand Strand Young Professionals

- Currently has 280 members.
- Substitutes for Santa is a program of GSYP held in partnership with SOS Care that provides a Christmas experience for 150 children each year. The event starts at Fun Warehouse for games and pizza, and then volunteers pair up with the children to shop at Walmart. They are given a $150 gift card. The children also receive a bag of necessary household items.
- GSYP hosts events throughout the year to raise money for Substitutes for Santa including the Shuckin' on the Strand Oyster Roast and Birdies at The Beach Mini Golf Tournament. GSYP also celebrates Christmas in July where local restaurants donate a percentage of their food sales.
- GSYP provides various education and networking events for the members.



GSYP

Ignite Women's Events

- Held the inaugural Ignite Women's Brunch at the Myrtle Beach Classic at the Dunes Golf & Beach Club.
- Hosted four Women and Wine Wednesday events, each featuring a guest speaker and networking opportunities.
- Presented an Enneagram personality workshop.
- Held a Headshots & Happy Hour event in which attendees could have their professional headshot taken.
- The 3rd annual Ignite Women's Conference takes place on Oct. 4 at the Sheraton Myrtle Beach Convention Center from 8 a.m. to 3 p.m. featuring three great speakers as well as breakout sessions, exhibitors and opportunities for attendees to connect and celebrate together.

Ignite
CONNECT-CELEBRATE-CHAMPION
Myrtle Beach Area
CHAMBER of COMMERCE



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