



NATIONAL TRAVEL AND TOURISM WEEK

What are we really selling?



VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

#NTTW2022

An aerial photograph of a beach resort, likely in Las Vegas, featuring a large Ferris wheel, a row of American flags, and a sandy beach with people. The image is dimmed to serve as a background for text.

MORE THAN SELLING ROOMS

How are travelers deciding on travel?  
What is the roll of inspiration and  
experiences?



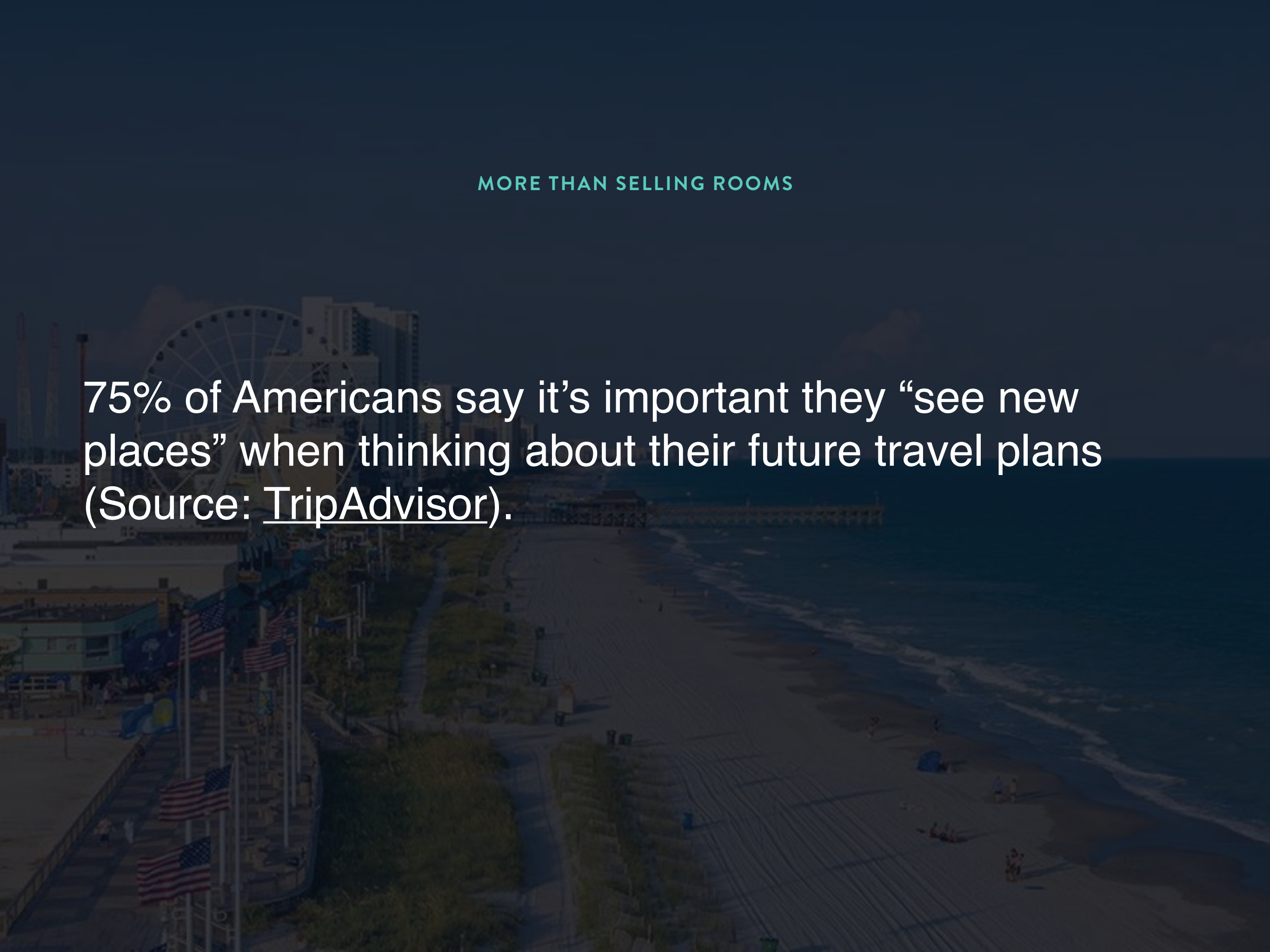
## MORE THAN SELLING ROOMS

Mobile searches for “things to do/activities” + “near me” have seen a 6X increase over the last two years (Source: [Think with Google](#)).



## MORE THAN SELLING ROOMS

75% of Americans say it's important they “see new places” when thinking about their future travel plans (Source: [TripAdvisor](#)).

An aerial photograph of a beach area, likely in a coastal city. In the foreground, a row of American flags is planted in the ground. To the left, a large Ferris wheel is visible, along with some buildings and a pier extending into the ocean. The beach is wide and sandy, with some people scattered across it. The ocean is visible on the right side of the image, with waves breaking onto the shore. The overall scene is a vibrant, tourist-friendly coastal environment.



An aerial view of a beach area with a Ferris wheel, buildings, and a row of American flags along the shore. The image is darkened to serve as a background for the text.

1

Elevate destination experiences  
with the community

2

Have more personal, meaningful  
traveler conversations

3

Being a better host leads to  
better profitability



An aerial photograph of Myrtle Beach, South Carolina, showing a wide sandy beach, the ocean, and a row of flags along the shore. In the background, a large Ferris wheel and several buildings are visible. The image is overlaid with a dark blue gradient.

DESTINATION COLLABORATIVE

By working together, Myrtle Beach  
is already uniquely positioned



1

# Elevate destination experiences with the community

STORY FROM PRIYA P.

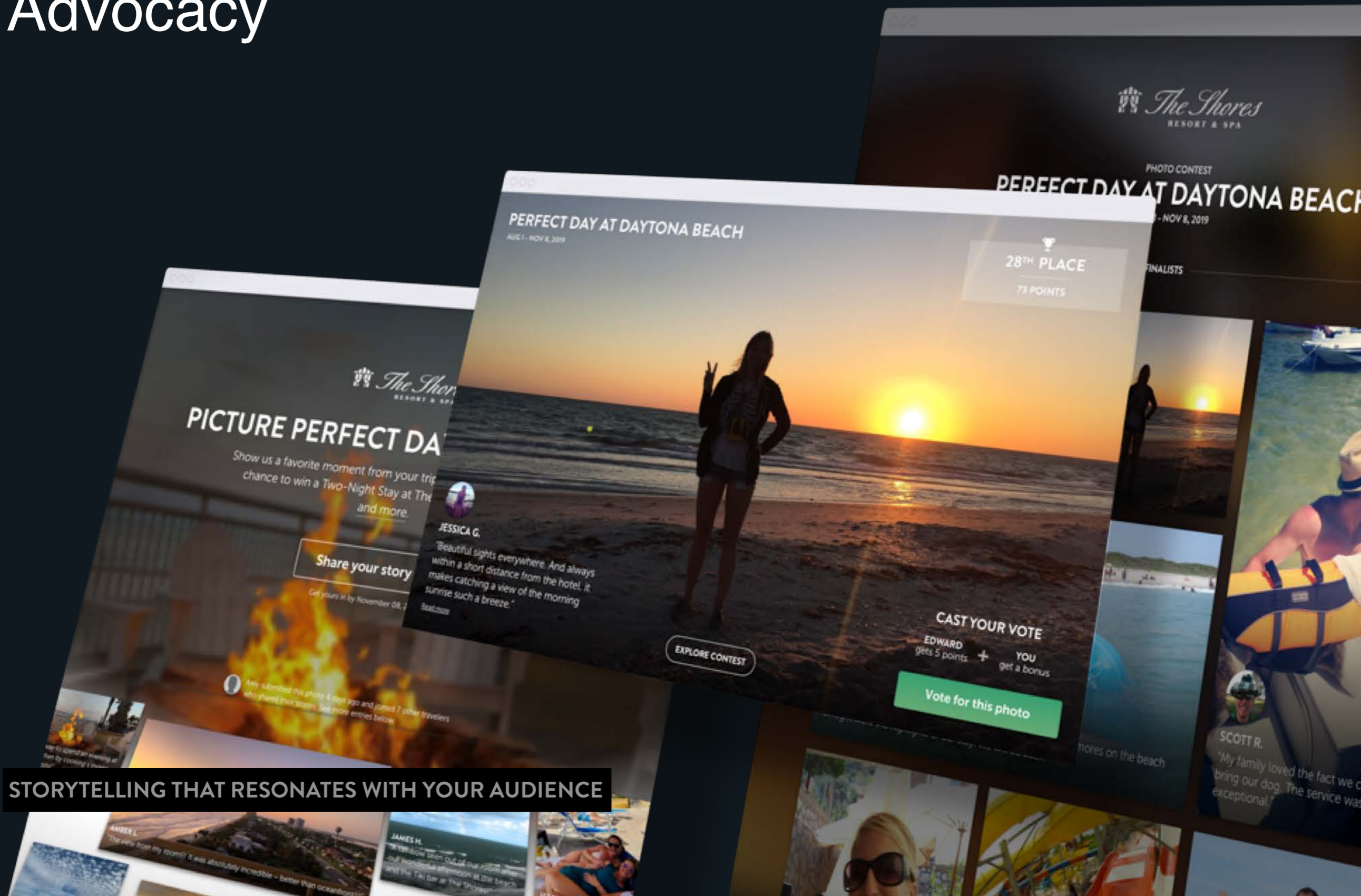
“An amazing sunset on New year 2022 sway ...the warmest winter weather in the beach takes my breathe away ...!!”



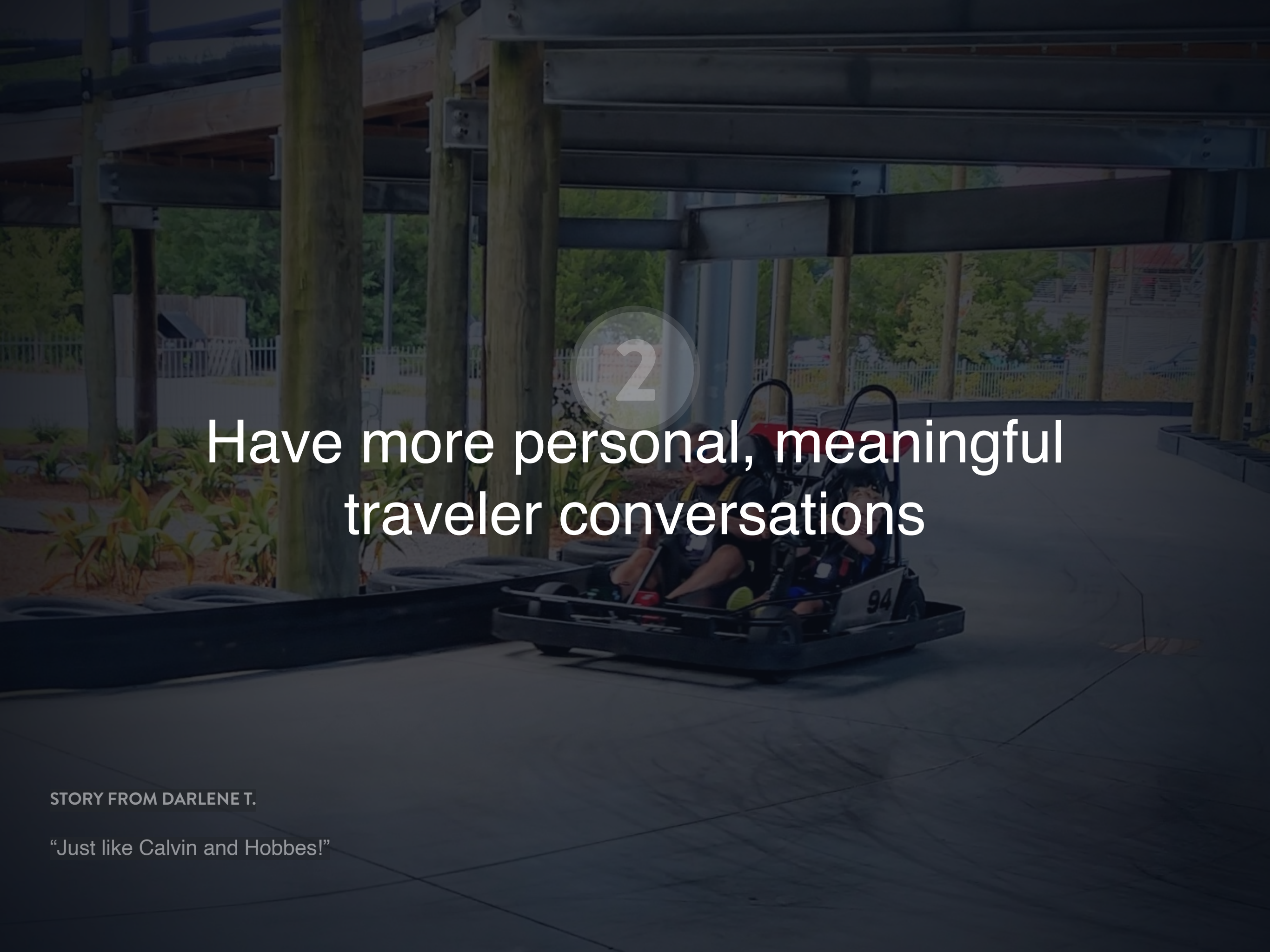
APPLICATIONS

# Advocacy

STORYTELLING THAT RESONATES WITH YOUR AUDIENCE







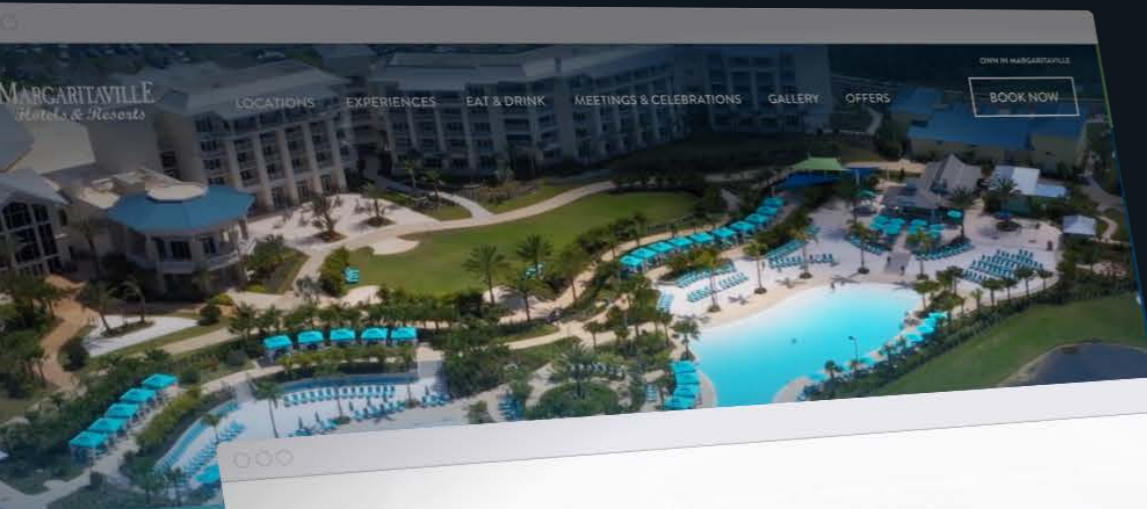
2

## Have more personal, meaningful traveler conversations

STORY FROM DARLENE T.

“Just like Calvin and Hobbes!”





Travel to Nashville  
Or choose another location

When do you plan on traveling to Nashville?

TRAVELING SOON?

This weekend

Next week

This block represents a user interface for selecting travel dates. It starts with a question 'When do you plan on traveling to Nashville?' and offers two options: 'This weekend' and 'Next week'. The background of the selection area features a cityscape of Nashville at night.

When do you plan on traveling to Nashville?

Choose a different time

MONDAY June 3 to SATURDAY June 8

Summer vacation NOW-AUG

Hike / Bike season SEP-OCT

This block shows a calendar interface for date selection. It includes a header with the question 'When do you plan on traveling to Nashville?' and a 'Choose a different time' link. The calendar highlights a period from Monday, June 3, to Saturday, June 8. Below the calendar, there are two promotional banners: 'Summer vacation NOW-AUG' and 'Hike / Bike season SEP-OCT'.

CMA Fest JUN 4-7

When do you plan on traveling to Nashville?

Choose a different time

"Nashville is wonderful in Summer. We know you'll enjoy your time here."

JACKIE from Margaritaville Hotels

Please take a moment to introduce yourself.

Your first name

Your email

Your introduction gives us a chance to prepare experiences customized just for you. Plus we'll save your plans for you along the way.

Nice to meet you!  
Continue planning →

This block illustrates a personalized chat experience. It features a header with 'CMA Fest JUN 4-7' and a question about travel dates. A chat bubble from 'JACKIE from Margaritaville Hotels' contains a personalized message: 'Nashville is wonderful in Summer. We know you'll enjoy your time here.' Below the chat bubble is a form for the user to introduce themselves, with fields for 'Your first name' and 'Your email'. A final message explains that the introduction is used to prepare customized experiences and save plans. The chat ends with a 'Nice to meet you!' message and a 'Continue planning' button.

SPARK AUTHENTIC CONVERSATIONS WITH PROSPECTS ON YOUR SITE



A man and a child are driving a go-kart on a track. The kart has the number 94 on it. They are wearing helmets and safety harnesses. The track is outdoors and surrounded by a wooden structure with pillars. The background shows a fence and some greenery.

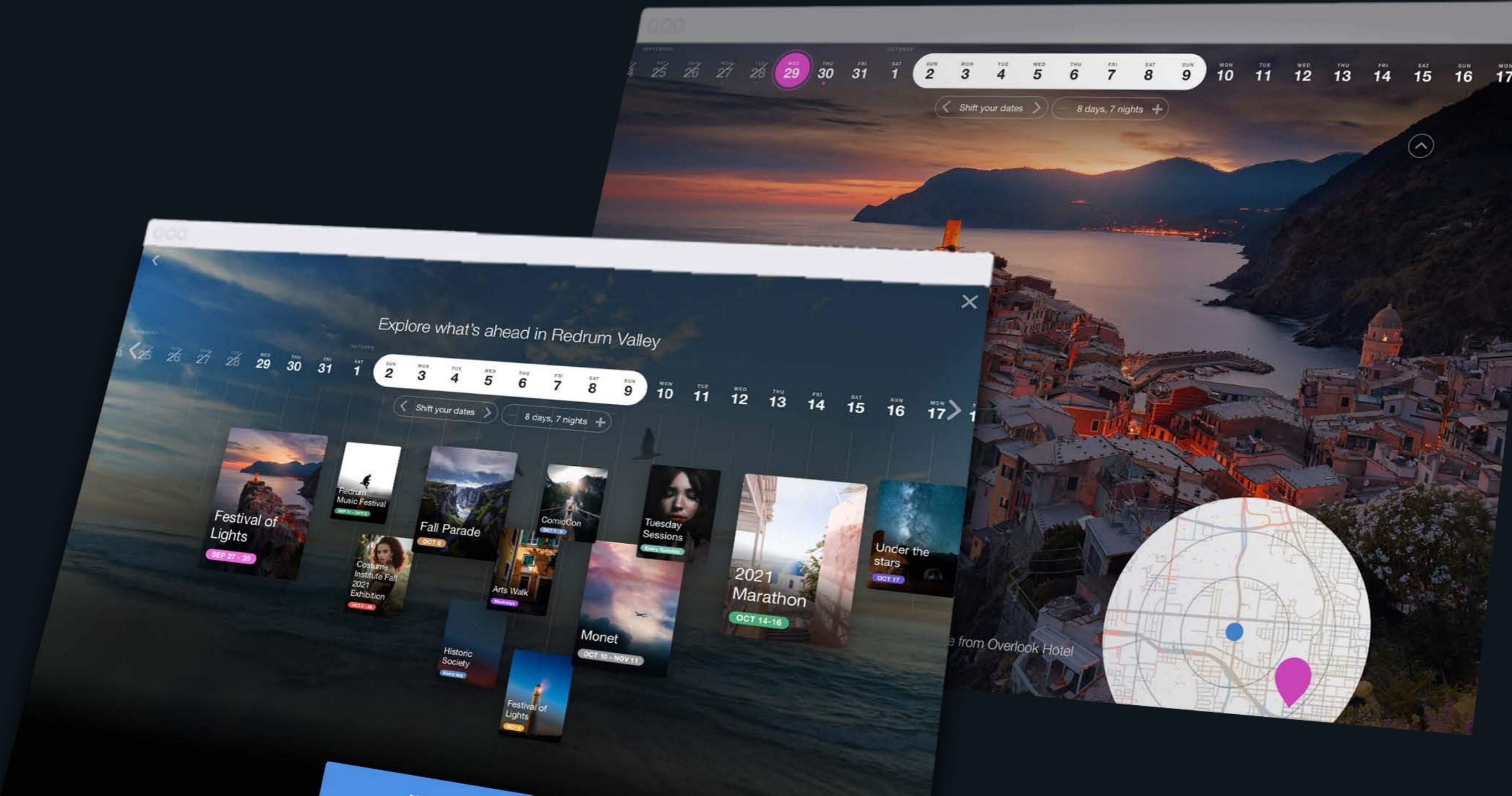
We are taking the conversation  
to another level

STORY FROM DARLENE T.

“Just like Calvin and Hobbes!”



# INTRODUCING DISCOVERY EXPERIENCES



SPARK AUTHENTIC CONVERSATIONS WITH PROSPECTS ON YOUR SITE





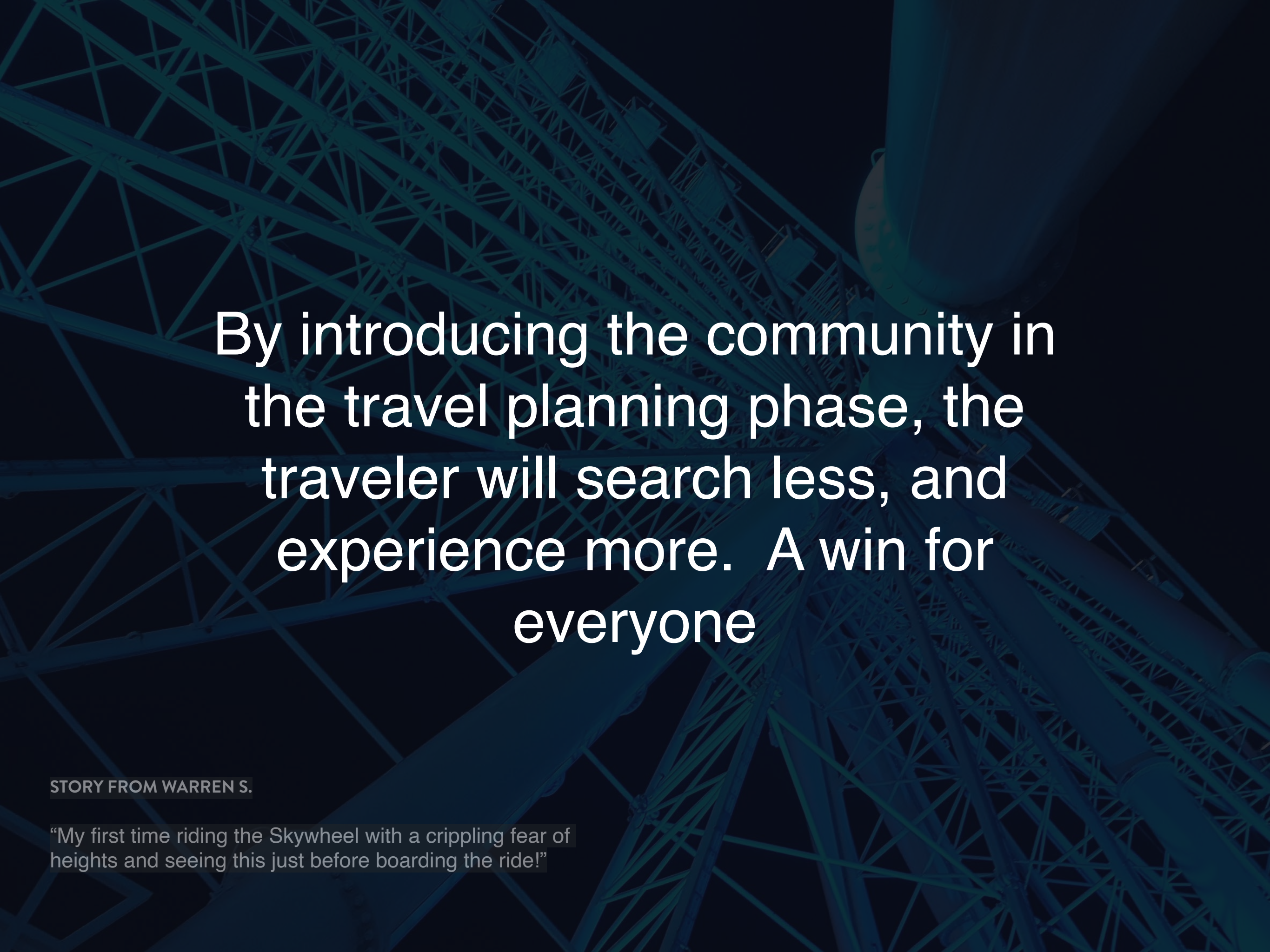
3

# Being a better host leads to better profitability

STORY FROM WARREN S.

“My first time riding the Skywheel with a crippling fear of heights and seeing this just before boarding the ride!”





By introducing the community in  
the travel planning phase, the  
traveler will search less, and  
experience more. A win for  
everyone

STORY FROM WARREN S.

“My first time riding the Skywheel with a crippling fear of heights and seeing this just before boarding the ride!”